

EDUCATION TITLES 2010

MULTIMEDIA IN EDUCATION

Adaptive Learning and Testing

by **Irene Cheng** (*University of Alberta, Canada*), **Lluís Vicent Safont** (*Ramon Llull University, Spain*), **Anup Basu** (*University of Alberta, Canada*), & **Randy Goebel** (*University of Alberta, Canada*)

In this book, we review many examples of multimedia item types for testing. We also outline how games can be used to test physics concepts — discuss designing chemistry item types with interactive graphics; study how culture-specific linguistics can help inner-city kids and new immigrants learn better; suggest approaches for automatically adjusting difficulty level in interactive graphics-based questions; and propose strategies for giving partial marks for incorrect answers. We also study how to test different cognitive skills, such as music, using multimedia interfaces and also evaluate the effectiveness of our model. Methods for estimating difficulty levels of mathematical item types using Item Response Theory (IRT) will be discussed. Examples of item shells for human computer interaction and cell phones will be shown.

Readership: Academics and graduate students in multimedia and education, educational content developers, employees testing and training organizations, game developers.

350pp (approx.) Fall 2010
978-981-283-705-9 US\$91 £68

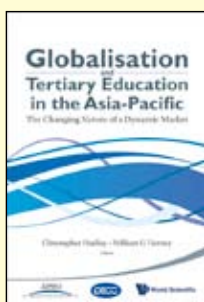
GLOBALISATION AND TERTIARY EDUCATION IN THE ASIA-PACIFIC

The Changing Nature of a Dynamic Market
edited by **William G Tierney** (*University of Southern California, USA*) & **Christopher Findlay** (*University of Adelaide, Australia*)

The rapid development and adoption of technology along with open economies has created an integrated global economy. The globalisation process has brought with it significant changes in all areas of life, including tertiary education.

This book outlines the features of the new wave of globalisation and draws out specific trends and challenges associated with this new wave for universities and policy makers.

380pp (approx.) Feb 2010
978-981-4299-03-9 US\$98 £65

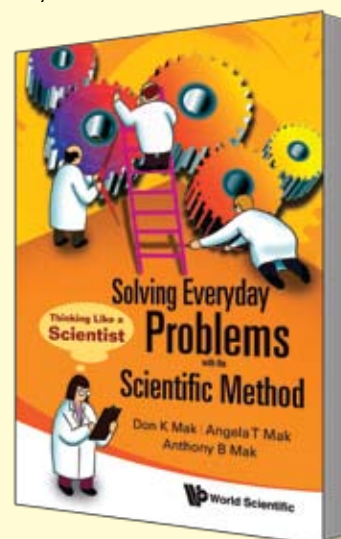


SOLVING EVERYDAY PROBLEMS WITH THE SCIENTIFIC METHOD

Thinking Like a Scientist

by **Don K Mak**, **Angela T Mak** & **Anthony B Mak**

This book describes how one can use The Scientific Method to solve everyday problems including medical ailments, health issues, money management, traveling, shopping, cooking, household chores, etc. It illustrates how to exploit the information collected from our five senses, how to solve problems when no information is available for the present problem situation, how to increase our chances of success by redefining a problem, and how to extrapolate our capabilities by seeing a relationship among heretofore unrelated concepts.



One should formulate a hypothesis as early as possible in order to have a sense of direction regarding which path to follow. Occasionally, by making wild conjectures, creative solutions can transpire. However, hypotheses need to be well-tested. Through this way, The Scientific Method can help readers solve problems in both familiar and unfamiliar situations. Containing real-life examples of how various problems are solved — for instance, how some observant patients cure their own illnesses when medical experts have failed — this book will train readers to observe what others may have missed and conceive what others may not have contemplated. With practice, they will be able to solve more problems than they could previously imagine.

Readership: General public interested in self-help books; undergraduates majoring in education and behavioral psychology; graduates and researchers with research interests in problem solving, creativity and scientific research methodology.

:: Paperback edition now available!

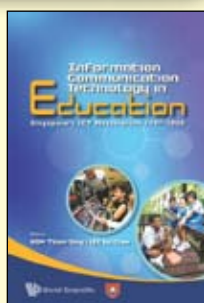
236pp Jan 2009
978-981-283-509-3 US\$40 £24
978-981-4304-04-7 (pbk) US\$18 £14
978-981-283-510-9 (ebk) US\$52

Computers and Technology

INFORMATION COMMUNICATION TECHNOLOGY IN EDUCATION

Singapore's ICT Masterplans 1997–2008

edited by **KOH Thiam Seng** (Ministry of Education, Singapore) & **LEE Sai Choo** (Ministry of Education, Singapore)



This book seeks to present a comprehensive review of Singapore's ICT Masterplans in education, providing a rare behind-the-scenes look at policy planning, as well as the lessons learnt and insights gained from the past decade of the use of ICT in teaching and learning. Since 1997 (when the First Masterplan was launched) to 2008, schools and teachers have made great strides in their use of ICT for education at all levels: primary, secondary and junior college.

This comprehensive coverage of the evolution of ICT use in Singapore schools includes views and reflections from key individuals involved in the planning and implementation of the two ICT Masterplans, students, teachers, ICT experts, and policy makers. It also includes articles detailing significant projects and programmes of the First and Second ICT Masterplans.

236pp Aug 2008
978-981-281-848-5 (pbk) US\$54 £30
978-981-281-849-2 (ebk) US\$70

ENHANCING LEARNING THROUGH TECHNOLOGY

Research on Emerging Technologies and Pedagogies

edited by **Reggie Kwan** (Caritas Francis Hsu College & Caritas Bianchi College of Careers, Hong Kong), **Robert Fox** (The University of Hong Kong, Hong Kong), **FT Chan** (The University of Hong Kong, Hong Kong) & **Philip Tsang** (The Open University of Hong Kong, Hong Kong)



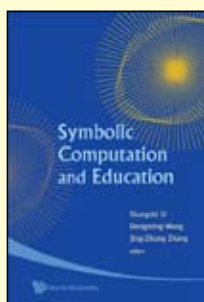
This book deals with how technology can enhance learning. It is a collection of contemporary practices and developmental trends for enhancing learning through technology. Researchers in the field of electronic learning (e-learning) share how new technologies can be applied in and out of the classroom, and how contemporary pedagogical practices should be deployed.

292pp Jun 2008
978-981-279-944-9 US\$96 £53
978-981-279-945-6 (ebk) US\$125

SYMBOLIC COMPUTATION AND EDUCATION

edited by **Shangzhi Li** (Beihang University, China), **Dongming Wang** (Beihang University, China & UPMC-CNRS, France) & **Jing-Zhong Zhang** (Huazhong Normal University, Guangzhou University & Chinese Academy of Sciences, China)

With 14 chapters written by leading experts and educators, this book covers a wide range of topics from teaching philosophy and curriculum development to symbolic and algebraic manipulation and automated geometric reasoning, and to the design and implementation of educational software and integrated teaching and learning environments. The book may serve as a useful reference for researchers, educators, and other professionals interested in developing, using, and practising methodologies and software tools of symbolic computation for education from the secondary to the undergraduate level.



256pp Oct 2007
978-981-277-599-3 US\$110 £64
978-981-277-600-6 (ebk) US\$143

Creativity

CREATIVITY

A Handbook for Teachers

by **Ai-Girl Tan** (Nanyang Technological University, Singapore)



"This book will be useful for educators to provide opportunities for creative self expression, appropriately reward creative behavior, model creative behavior, and avoid overemphasizing blind conformity and the rigid thinking that might preclude creative behavior."

Mark Runco

California State University, Fullerton and the Norwegian School of Economics and Business Administration

Creativity: A Handbook for Teachers covers topics related to creativity research, development, theories and practices. It serves as a reference for academics, teacher educators, teachers, and scientists to stimulate further "dialogue" on ways to enhance creativity.

648pp May 2007
978-981-256-958-5 US\$167 £91
978-981-256-959-2 (pbk) US\$100 £55
978-981-277-086-8 (ebk) US\$217

CREATIVITY AND THE BRAIN

edited by **Mario Tokoro** (Sony Computer Science Laboratories Inc., Japan) & **Ken Mogi** (Sony Computer Science Laboratories Inc., Japan)

Creativity is a uniquely human ability highly prized and sought after, defining the excellence of individuals, corporations, and nations. In the modern era of global competition, the nurturing of creativity in oneself and others has become a major concern for the general public. The quick advancement of brain science these days — thanks largely to the development of various measurement tools such as EEG, EMG, and fMRI and to new attitudes which view the brain as a system — has enabled us to discuss creativity in the context of science.

Written in an entertaining manner, the book is a modern primer on the science of creativity and would attract a wide audience — from those already versed in cognitive or brain sciences to the layman from the street.

160pp Mar 2007
978-981-270-019-3 (pbk) US\$51 £29



Other titles of interest

TECHNOLOGY-RICH LEARNING ENVIRONMENTS: A FUTURE PERSPECTIVE

edited by **Myint Swe Khine** (Murdoch University, Australia) et al

VIRTUAL ENVIRONMENTS FOR TEACHING AND LEARNING

edited by **L C Jain** (University of South Australia, Australia) et al

CREATIVITY FOR ENGINEERS

by **B S Dhillon** (University of Ottawa, Canada)

CREATIVITY: WHEN EAST MEETS WEST

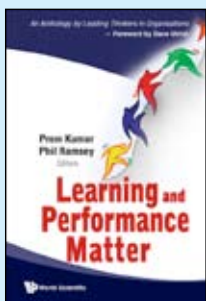
edited by **Sing Lau** (Hong Kong Baptist University) et al

General

LEARNING AND PERFORMANCE MATTER

edited by **Prem Kumar** (*National Community Leadership Institute, Singapore*) & **Phil Ramsey** (*Massey University, New Zealand*)

"This excellent anthology by leading thinkers in organisations offers thoughtful insights on lessons about learning. They probe deeper into learning processes so that these processes can be understood, mapped, and replicated. The lessons from these essays will help managers manage change and leaders learn ... As these and other lessons of learning move from principles to practices, the disciplines of learning become less a fad and event and more a pattern and on going experience. They are assimilated into how people and organisations work to produce improved products and services ... This volume is a good push along the learning journey."



Extract from Foreword by Professor Dave Ulrich
University of Michigan and Partner, The RBL Group

264pp Sep 2008
978-981-277-192-6 US\$77 £41
978-981-277-193-3(ebk) US\$100

EXAMINATIONS IN SINGAPORE

Change and Continuity (1891–2007)

by **Tan Yap Kwang**, **Chow Hong Kheng** & **Christine Goh** (*Singapore Examinations and Assessment Board*)

The first book to explore the development of Singapore's much-talked-about education and examination system, this volume juxtaposes examinations with its immediate context of education and wider context of politics, economy and society. The study covers three broad historical periods: Examinations in Singapore from 1891 to 1945; The Post-War Years from 1946 to the 1970s; and Charting Our Destiny from the 1980s to 2007.



Unlike most literature on education where examinations are often mentioned as an outcome of educational goals and objectives, this book focuses on examinations per se. Examinations have gained a momentum of their own, and it is interesting to note the development of examinations against the backdrop of the broader history of Singapore and of education in Singapore.

160pp Mar 2008
978-981-279-413-0 US\$61 £32
978-981-279-414-7(ebk) US\$79

THE HISTORY OF IMPERIAL COLLEGE LONDON, 1907–2007

Higher Education and Research in Science, Technology and Medicine

by **Hannah Gay** (*Imperial College London, UK*)

This is the first major history of Imperial College London. The College is one of Britain's premier research and teaching institutions, including now medicine alongside science and engineering. This book is an in-depth study of Imperial College; it covers both governance and academic activity within the larger context of political, economic and socio-cultural life in twentieth-century Britain.

856pp Feb 2007
978-1-86094-708-7 US\$133 £76
978-1-86094-709-4(pbk) US\$65 £40
978-1-86094-818-3(ebk) US\$173



CONTEMPORARY APPROACHES TO RESEARCH ON LEARNING ENVIRONMENTS

Worldviews

edited by **Darrell Fisher** (*Curtin University of Technology, Australia*) & **Myint Swe Khine** (*Murdoch University, Australia*)

This volume brings together prominent educators and researchers from around the world to share their contemporary research on educational learning environments. The chapters provide information on recent trends and developments and effective applications of different methods to improve teaching and learning. The book will be a critical and specialized source that describes recent advances in learning environment studies across all continents.

688pp May 2006
978-981-256-508-2 US\$129 £68
978-981-256-511-2(pbk) US\$77 £43
978-981-277-465-1(ebk) US\$168



BUSINESS AND MANAGEMENT EDUCATION IN CHINA

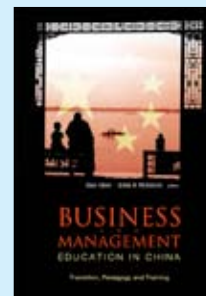
Transition, Pedagogy and Training

edited by **Ilan Alon** (*Rollins College, USA*) & **John R McIntyre** (*Georgia Institute of Technology, USA*)

"This book will be useful for both Western as well as Chinese instructors in business education. On the one hand, the Western instructors will pick up useful tips to manage Chinese classes. On the other, the Chinese instructors can foresee challenges in teaching Western management know-how."

Academy of Management Learning & Education

396pp Sep 2005
978-981-256-322-4 US\$92 £52
978-981-270-342-2(ebk) US\$120



Other titles of interest

GOING THROUGH THE MIRROR: SCIENCE FOR THE 21ST CENTURY: METAPHORS AND METONYMS IN SCIENCE

by **Gregory S Yablonsky** (*Washington University in St Louis, USA*) et al

VISUAL SYMMETRY

by **Magdolna Hargittai** & **István Hargittai** (*Budapest University of Technology and Economics, Hungary*)

PRIMER OF CHILD AND ADOLESCENT PSYCHIATRY, A

edited by **Daniel Fung** (*Institute of Mental Health, Singapore*) et al

LEARNING SUPPORT SYSTEMS FOR ORGANIZATIONAL LEARNING

by **Joachim P Hasebrook** (*University of Luebeck, Germany*) et al

STUDIES IN EDUCATIONAL LEARNING ENVIRONMENTS: AN INTERNATIONAL PERSPECTIVE

edited by **Swee Chiew Goh** (*Nanyang Technological University, Singapore*) et al

REFLECTIVE SPIN, THE: CASE STUDIES OF TEACHERS IN HIGHER EDUCATION TRANSFORMING ACTION

edited by **Ai-Yen Chen** (*Nanyang Technological University, Singapore*) et al

TEXT IN EDUCATION AND SOCIETY

edited by **Desmond Allison** (*National University of Singapore*) et al

Mathematics Education

Series on Mathematics Education - Vol. 3

LESSON STUDY

Challenges in Mathematics Education

edited by **Maitree Inprasitha** (*Khon Kaen University, Thailand*), **Masami Isoda** (*University of Tsukuba, Japan*), **Ban-Har Yeap** (*National Institute of Education, Singapore*) & **Patsy Wang-Iverson** (*The Gabriella and Paul Rosenbaum Foundation, USA*)

Classroom Innovations through Lesson Study is an APEC EDNET (Asia-Pacific Economic Cooperation Education Network) project that aims to improve the quality of education in the area of mathematics.

Lesson study is one of the best ways to improve the quality of teaching. It is the model approach for improvement of teacher education in the world, and mathematics is the most appropriate subject for sharing the results of lesson study. This book focuses on teacher education and mathematics education, and on curriculum implementation and reforms.

300pp (approx.)	Summer 2010	
978-981-283-540-6	US\$98	£74
978-981-283-541-3(pbk)	US\$58	£44

Series on Mathematics Education - Vol. 4

RUSSIAN MATHEMATICS EDUCATION History and World Significance

edited by **Alexander Karp** (*Columbia University, USA*) & **Bruce R Vogeli** (*Columbia University, USA*)

This anthology, consisting of two volumes, is intended to equip background researchers, practitioners and students of international mathematics education with intimate knowledge of mathematics education in Russia.

Volume I, entitled *Russian Mathematics Education: History and World Significance*, consists of several chapters written by distinguished authorities from Russia, the United States and other nations. It examines the history of mathematics education in Russia and its relevance to mathematics education throughout the world. The second volume, entitled *Russian Mathematics Education: Programs and Practices* will examine specific Russian programs in mathematics, their impact and methodological innovations.

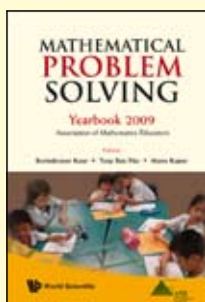
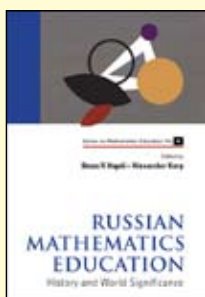
300pp (approx.)	Feb 2010	
978-981-4277-05-1	US\$78	£59

MATHEMATICAL PROBLEM SOLVING Yearbook 2009, Association of Mathematics Educators

edited by **Berinderjeet Kaur**, **Ban Har Yeap** & **Manu Kapur** (*National Institute of Education, Singapore*)

This book is the first in the series of the yearbooks of the Association of Mathematics Educators in Singapore. The chapters of the book illustrate how mathematical problems may be crafted and infused in classroom teaching. Several novel pedagogies, such as learning mathematics through productive failure, problem posing and generative activities are presented in the book. The chapters are comprehensive and laden with evidence-based examples for both mathematics educators and classroom teachers of mathematics. The book is an invaluable contribution towards the already established field of research of mathematical problem solving. It is also a must read for graduate research students and mathematics educators.

288pp	May 2009	
978-981-4277-20-4	US\$48	£36
978-981-4277-22-8(ebk)	US\$62	



Series on Mathematics Education - Vol. 2

MATHEMATICS EDUCATION

The Singapore Journey

edited by **Wong Khoon Yoong**, **Lee Peng Yee**, **Berinderjeet Kaur**, **Foong Pui Yee** & **Ng Swee Fong** (*Nanyang Technological University, Singapore*)

This comprehensive book traces the fascinating journey from the original development of the Singapore mathematics curriculum in the 1950s to the present day, and reports on diverse findings about the Singapore experience that are not readily available in print. All of the authors are active mathematics educators or senior mathematics teachers in Singapore. The issues they so earnestly explore in this book will undoubtedly be of interest to graduate students, mathematics educators, and the international mathematics education community.

564pp	Feb 2009	
978-981-283-375-4	US\$95	£74
978-981-283-376-1(ebk)	US\$124	



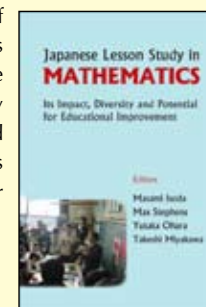
JAPANESE LESSON STUDY IN MATHEMATICS

Its Impact, Diversity and Potential for Educational Improvement

edited by **Masami Isoda** (*University of Tsukuba, Japan*), **Takeshi Miyakawa** (*University of Tsukuba, Japan*), **Max Stephens** (*University of Melbourne, Australia*) & **Yutaka Ohara** (*Naruto University of Education, Japan*)

This book supports the growing movement of lesson study to improve the quality of mathematics education from the original viewpoints of Japanese educators who have been engaging in lesson study in mathematics for professional development and curriculum implementation. This book also illustrates several projects related to lesson study in other countries.

280pp	Feb 2007	
978-981-270-453-5	US\$126	£68
978-981-270-544-0(pbk)	US\$55	£30
978-981-270-747-5(ebk)	US\$164	



Other titles of interest

FIRST STEP TO MATHEMATICAL OLYMPIAD PROBLEMS, A
by **Derek Holton** (*University of Otago, New Zealand*)

MATHEMATICAL OLYMPIAD IN CHINA (2007-2008): PROBLEMS AND SOLUTIONS
edited by **Xiong Bin** (*East China Normal University, China*) et al

MATHEMATICAL OLYMPIAD IN CHINA: PROBLEMS AND SOLUTIONS
edited by **Xiong Bin** (*East China Normal University, China*) et al

ARE YOU THE KING, OR ARE YOU THE JOKER?: PLAY MATH FOR YOUNG CHILDREN
by **Y E O Adrian** (*M.A., Ph.D., Cambridge University, UK*)

YOU FAILED YOUR MATH TEST, COMRADE EINSTEIN: ADVENTURES AND MISADVENTURES OF YOUNG MATHEMATICIANS
edited by **M Shifman** (*William I Fine Theoretical Physics Institute, University of Minnesota, USA*)

HOW CHINESE LEARN MATHEMATICS: PERSPECTIVES FROM INSIDERS
edited by **Fan Lianghuo** (*Nanyang Technological University, Singapore*) et al

MATHEMATICS EXPERIMENTS
by **Shangzhi Li** (*University of Science and Technology of China, Hefei, China*) et al

FUNDAMENTALS OF TEACHING MATHEMATICS AT UNIVERSITY LEVEL
by **B Baumslag** (*Mälardalen University, Sweden*)

EXPERIMENTS IN UNDERGRADUATE MATHEMATICS: A MATHEMATICA-BASED APPROACH
by **P Kent** (*Imperial College, London*) et al

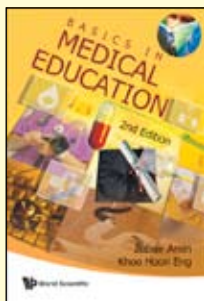
Medical Education

BASICS IN MEDICAL EDUCATION

(2nd Edition)

by **Zubair Amin** (National University of Singapore, Singapore) & **Khoo Hoon Eng** (Asian University for Women, Bangladesh)

This book provides a balanced overview of the “why” of medical education, emphasizing the need for change and adaptation, and the “how”, by demonstrating the way concepts and theories of medical education can be of immediate benefit to the medical teacher. In this improved second edition, student assessment, curriculum, outcome-based education, clinical teaching, and problem-based learning receive more emphasis with the addition of new chapters, essential updates, and consolidation. The tone is more pragmatic, with implementable examples and incorporation of newer evidence and better practices.



Review of the First Edition:

“I think that teachers of both medical students and science students would enjoy reading some or all of this book, and hopefully having done so they will reflect on their teaching practice to the benefit of their students.”

Bioscience Education E-journal

372pp Feb 2009
978-981-283-538-3 US\$65 £36

PRACTICAL GUIDE TO MEDICAL STUDENT ASSESSMENT

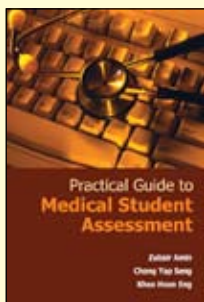
by **Zubair Amin, Chong Yap Seng & Khoo Hoon Eng** (National University of Singapore, Singapore)

“This book packs a big punch for its size. It not only provides brief descriptions of a multitude of assessment techniques currently in use in medical education but also provides samples of questions or check lists where appropriate ... each chapter ends with a list of sources of additional information for those who are interested.”

Medical Education Online

This practical guide provides a simple, useful reference to commonly raised questions about medical student assessment.

128pp Aug 2006
978-981-256-808-3 US\$51 £29
978-981-277-358-6(ebk) US\$66



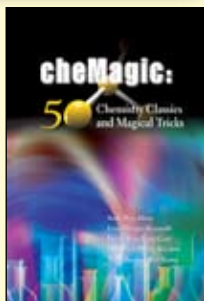
Science Education

cheMagic

50 Chemistry Classics and Magical Tricks

by **Wee Khee Seah, Mingjie Lim, Kenneth, Cheng Feng Lee, Gary, Tien Sheng Ong, Royston, & Wei Xiong Yeo, Nicholas** (NUS High School of Math and Science, Singapore)

“Chemistry is an experimental science. It is through experiments that we learn Chemistry and appreciate its value in our daily life and living. The magic of Chemistry is best illustrated in the magical changes associated with a reaction or chemical transformation, or simply, a physical process. This book by NUS High is unique in its kind — it demonstrates the sheer joy, pleasure and excitement of Chemistry using simple and yet powerful experiments. It provides inspiration for many educators, students and the public at large on how Chemistry should be learnt and taught.”



148pp Oct 2008
978-981-283-707-3(pbk) US\$22 £13

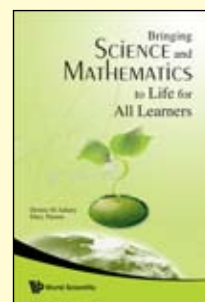
T S Andy Hor

Professor & Head of Chemistry, National University of Singapore
President, Singapore National Institute of Chemistry

BRINGING SCIENCE AND MATHEMATICS TO LIFE FOR ALL LEARNERS

by **Dennis M Adams** (Canadian Educational Consultant, Canada) & **Mary Hamm** (San Francisco State University, USA)

Developing a positive attitude towards science and mathematics is essential to developing proficiency in these subjects. Recognizing this, *Bringing Science and Mathematics to Life for All Learners* provides interesting teaching methods and connects them to recent pedagogical approaches that span the scientific and mathematical curricula.



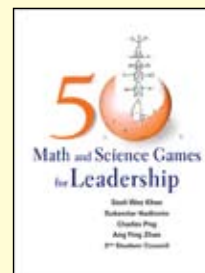
The book is designed to help students in learning science and mathematics. It has many research-based and standards-driven activities, lesson plans, and active learning techniques to reach diverse student groups. Presented in a creative manner, the ultimate goal of this book is to deepen the collective conversation, challenge existing ways of thinking, and provide up-to-date tools for educators so that they can help improve the science and mathematics skill levels of others.

276pp Feb 2008
978-981-279-163-4 US\$85 £45
978-981-279-164-1(pbk) US\$53 £29

50 MATH AND SCIENCE GAMES FOR LEADERSHIP

by **Seah Wee Khee, Sukandar Hadinoto, Charles Png, Ang Ying Zhen** (NUS High School of Mathematics and Science, Singapore) & **the 2nd Student Council of NUS High School**

A primer for leadership development, this book introduces Math and Science games with a review process component that can be used for leadership instruction. The book highlights key leadership principles which show that leaders must: Ask questions; Be disciplined; Create and see things differently; Develop resources; Engage in active listening; Make priorities; Multiply leaders; Problem solve; Set an example; Sacrifice; Search and explore; Strategize; Support diversity; Work in teams and collaborate.



220pp Mar 2007
978-981-270-692-8(pbk) US\$29 £17
978-981-270-820-5(ebk) US\$95

Other titles of interest

ASIAN PHYSICS OLYMPIAD (1ST-8TH): PROBLEMS AND SOLUTIONS
edited by **Yongling Zheng** (Fudan University, China)

EXPERIMENTS AND DEMONSTRATIONS IN PHYSICS: BAR-ILAN PHYSICS LABORATORY
by **Yaakov Kraftmakher** (Bar-Ilan University, Israel)

Scientific Writing

SCIENCE RESEARCH WRITING FOR NON-NATIVE SPEAKERS OF ENGLISH

by **Hilary Glasman-Deal** (Imperial College London, UK)

This book is designed to enable non-native English speakers to write science research for publication in English. It can also be used by English speakers and is a practical, user-friendly book intended as a fast, do-it-yourself guide for those whose English language proficiency is above intermediate. The approach is based on material developed from teaching graduate students at Imperial College London and has been extensively piloted. The book guides the reader through the process of writing science research and will also help with writing a Master's or Doctoral thesis in English.



272pp	Dec 2009	
978-1-84816-309-6	US\$58	£44
978-1-84816-310-2(pbk)	US\$25	£19

WHEN THE SCIENTIST PRESENTS An Audio and Video Guide to Science Talks (With DVD-ROM)

by **Jean-Luc Lebrun** (Trainer of researchers and scientists from A*STAR Research Institutes, Singapore & Former Director, Apple-ISS Research Centre, Singapore)

Check out the author's website at www.scientific-presentations.com

"This is by light-years the best guide to designing and presenting lectures. Lebrun writes in a lively, direct way, and every page is brimming with good sense and practical hints. It's just plain fun to read *When the Scientist Presents*, even if your lecture is perfect!"



Roald Hoffmann
Nobel laureate in Chemistry and writer

The book comes with a DVD for audio and video examples, and includes essential PowerPoint and Keynote techniques that a presenter cannot live without.

264pp	Aug 2009	
978-981-283-919-0	US\$50	£38
978-981-283-920-6(pbk)	US\$28	£21

Other titles of interest

ENJOY WRITING YOUR SCIENCE THESIS OR DISSERTATION!

by **Daniel Holtom** (Imperial College) et al

OUTLINE OF SCIENTIFIC WRITING, AN, FOR RESEARCHERS WITH ENGLISH AS A FOREIGN LANGUAGE

by **Jen Tsi Yang** (University of California, San Francisco)

ROAD TO SCIENTIFIC SUCCESS, THE: INSPIRING LIFE STORIES OF PROMINENT RESEARCHERS (VOLUME 1)

edited by **Deborah D L Chung** (University at Buffalo, State University of New York, USA)

SCIENTIFIC WRITING: A READER AND WRITER'S GUIDE

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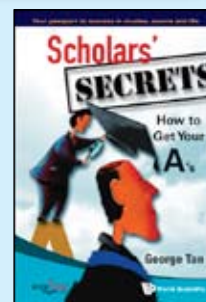
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