

# MERCURY

## LEARNING AND INFORMATION

*Fall 2011 / Winter 2012*



**SCIENCE**  
**TECHNOLOGY**  
**ENGINEERING**  
**MATHEMATICS**

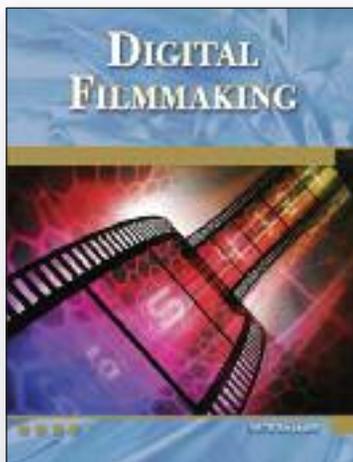
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**MERCURY LEARNING AND INFORMATION**, provides print and digital content in the areas of science and medicine, technology, engineering, and mathematics (STEM disciplines) for the professional/reference, library, higher education, career school, and online training markets.

## Announcing the *Digital Filmmaker Series!*

The *Digital Filmmaker Series* was designed to bridge the gap between digital technology and the classic fundamentals of moviemaking. We've gathered a team of seasoned Hollywood professionals in the fields of *introduction to filmmaking, screenwriting, storyboarding, editing, distribution, production, and studio methods*, to take you behind the curtain and show you how technology and theory intersect in their areas of filmmaking.



### DIGITAL FILMMAKING

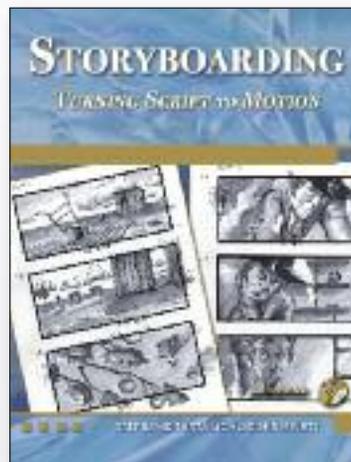
*An Introduction*

**Pete Shaner**

Paperback with DVD US \$49.95

ISBN: 978-1-936420-11-7

March 2011



### STORYBOARDING

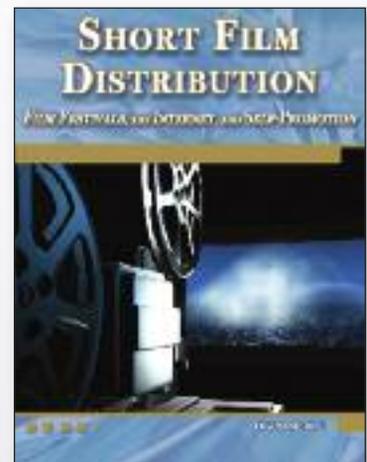
*Turning Script to Motion*

**Stephanie Torta and Vladimir Minuty**

Paperback with DVD US \$41.95

ISBN: 978-1-936420-00-1

May 2011



### SHORT FILM DISTRIBUTION

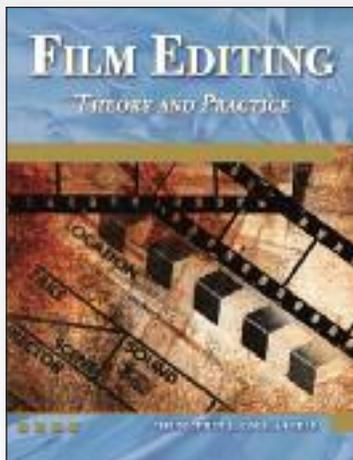
*Film Festivals, the Internet, and Self-Promotion*

**Jason Moore**

Paperback with DVD US \$41.95

ISBN: 978-1-936420-14-8

April 2011



### FILM EDITING

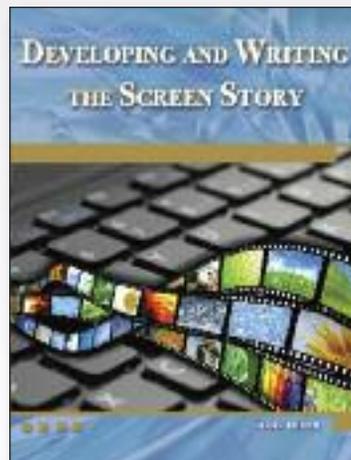
*Theory and Practice*

**Christopher Llewellyn Reed**

Paperback with DVD US \$41.95

ISBN: 978-1-936420-10-0

June 2011



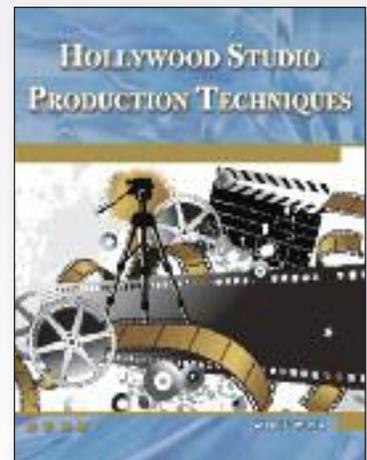
### DEVELOPING AND WRITING THE SCREEN STORY

**Mary Feuer**

Paperback with DVD US \$41.95

ISBN: 978-1-936420-13-1

August 2011



### HOLLYWOOD STUDIO PRODUCTION TECHNIQUES

**Winnie Wong**

Paperback with DVD US \$41.95

ISBN: 978-1-936420-17-9

September 2011

## SHORT FILM DISTRIBUTION

*Film Festivals, the Internet, and Self-Promotion*

**Jason Moore**

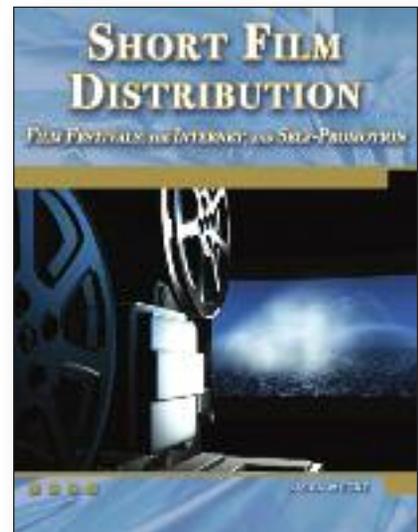
**NEW!**

Designed for aspiring filmmakers or for a course in short film distribution, this book teaches the fundamentals of promoting and distributing short films and videos.

Chapters cover the elements of utilizing social networking to self-promote, entering film festivals, negotiating with broadcast distributors, understanding the various outlets, and distributing alternative work such as Webisodes, demo reels, music videos, and commercials. Readers will follow a five-step distribution plan to maximize the potential of their projects and advance their careers as directors, cinematographers, or editors. The book includes a companion DVD with important contracts, forms, memos, top festivals, and short film buyers. Solutions to exercises and PowerPoint slides are available to instructors.

*Brief Table of Contents:* 1. What is Distribution? 2. What Types of Projects Can Be Distributed? 3. Distribution Plans and Models. 4. Deliverables. 5. Promoting Your Film and Yourself. 6. Promoting in the Real World and on the Internet. 7. Preparing for the Festival. 8. At the Festival. 9. Preparing for the Sale: the Language of a Contract. 10. Broadcast Distribution. 11. Non-Broadcast Distribution. 12. DIY Distribution on the Internet. 13. Distributing Alternative Content. 14. Distributing Your Demo Reel. 15. The End of One Cycle, the Beginning of Another.

**JASON MOORE** is an award-winning director of short films, television, and theater with over a decade of experience teaching film production and distribution. With an MFA in film production from the University of California, Los Angeles, Moore's short films have appeared at film festivals and have been distributed to outlets both domestically and internationally. His television directing credits include work for the Discovery Channel and his commercial directing credits include brands such as McDonalds and Toyota.



**APRIL 2011**

Paperback with DVD US \$41.95

ISBN: **978-1-936420-14-8**

350 pages 7 x 9

*Filmmaking/ Business*



## FILM EDITING

*Theory and Practice*

**Christopher Llewellyn Reed**

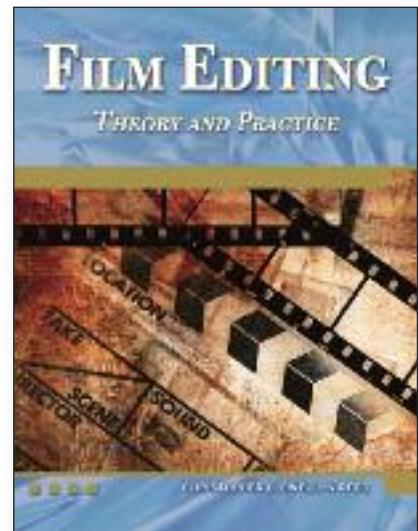
**NEW!**

Designed for the novice or for a course in film editing, the book is the perfect introductory text.

Editing is the art of using the building blocks supplied by the writer and director to create a structurally sound and brilliant piece of cinematic dazzle. As the word is to the sentence, so the shot is to the scene, and the editor must "write" coherently. This book teaches the aspiring editor how to speak the inspiring language of images. For projects, it covers the latest version of Final Cut Express, contains structured exercises, and uses video clips on the companion DVD, to allow the reader to apply the lessons of the book in clear and entertaining ways. Solutions to exercises and PowerPoint slides are available to instructors.

*Brief Table of Contents:* 1 - History of Film Editing. 2 - Different Editing Aesthetics. 3 - How Genre Affects Editing. 4 - Narrative (Fiction) vs. Documentary. 5 - Features vs. Shorts. Part II. Final Cut Express. 6 - A Brief History of NLE Systems; MAC vs. PC; FCP vs. FCE. 7 - Basic Interface of Final Cut Express. 8 - Understanding the Different Tools. 9 - Effects and Advanced Techniques; LiveType. 10 - Understanding Format; Outputting/Exporting. 11 - Why is Kuleshov's Legacy Important? 12 - Sound Design. 13 - Genre 1 - Comedy. 14 - Genre 2 - Drama. 15—Genre 3- Thriller/Horror Film.

**CHRISTOPHER LLEWELLYN REED** holds an M.F.A. from the Graduate Film Program at New York University's Tisch School of the Arts. For the better part of the last 20 years he has worked as an educator and a filmmaker and has worked on numerous award-winning films as a director, cinematographer, and editor. He is currently an associate professor in the Department of Film/Video/Theatre at Stevenson University (MD).



**JUNE 2011**

Paperback with DVD US \$41.95

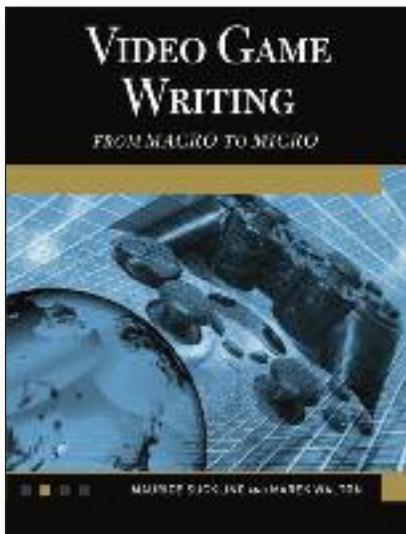
ISBN: **978-1-936420-10-0**

300 pages 7 x 9

*Filmmaking/ Editing/ Technique*



NEW!



## VIDEO GAME WRITING

*From Macro to Micro*

**Maurice Suckling and Marek Walton**

**This book explores the challenging and evolving world of the games writer.**

Split into four sections, it provides a general overview, then looks at what a games writer does—covering collaboration, narrative design, editing, and adaptations. The third section elaborates on the finer details of the craft such as environmental storytelling, layering stories, and sandbox design storytelling. The book finishes with hard-earned wisdom from over 50 writers working in the games industry today. Packed with practical samples, case studies and exercises, this book is essential reading for anyone interested in the world of games writing.

*Brief Table of Contents:* Introduction. What Does A Games Writer Do & How Do They Do It? Editing Introduction. Beyond the Basics. Essays on Game Writing. What's It Like Being A Games Writer?

**MAURICE SUCKLING** has created stories and written scripts for numerous successful video games in all genres and is currently a writer for The Mustard Corporation.

**MAREK WALTON**, co-founder of the Mustard Corporation, has worked on numerous games including *Driver: Parallel Lines*, *Nintendo Presents: Crossword Collection*, and *Mindjack*.

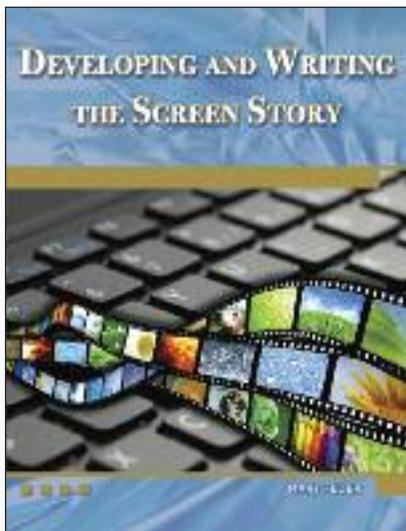
**JUNE 2011**

Paperback US \$41.95

ISBN: **978-1-936420-15-5**

300 pages 7 x 9

*Videogames/ Writing*



## DEVELOPING AND WRITING THE SCREEN STORY

**Mary Feuer**

**Designed for the aspiring filmmaker or for a course in screenwriting, this book teaches the fundamentals of script writing for any size screen.**

Chapters cover in depth the elements of format, structure, plot, character, and dialogue, exploring differences between features, television, shorts, and Web entertainment. Readers will learn to develop the screenplay from initial idea to completed script and beyond, with an introduction to the business side. The book includes a companion DVD containing visual examples that illustrate the lessons of the book in clear and entertaining ways. Solutions to exercises and PowerPoint slides are available to instructors.

*Brief Table of Contents:* 1. Screen Stories for the 21st Century. 2. Format: The Language of the Screenplay. 3. Screenplay Equals Structure. 4. Genre and Style. 5. Creating Screen Conflict. 6. The Plot Thickens. 7. Writing the Screen Treatment. 8. Character-Driven Dialogue. 9. From Outline to First Draft. 10. The Business of Show. 11. Big Scripts for Small Budgets. 12. Documentary Storytelling. 13. Writing the Short Film. 14. An Interactive Primer for Web Writers. 15. Writing is Rewriting. 16. Tell Your Story.

**MARY FEUER** is an award-winning writer for film, television, and the Internet, where her work includes the seminal Web series "Lonelygirl15," and her original series, "With the Angels." With a background in film production at all budget levels, Feuer brings unique insights to the process of writing for the screen. She has been an invited speaker at numerous conferences and prestigious film schools.

**AUGUST 2011**

Paperback with DVD US \$41.95

ISBN: **978-1-936420-13-1**

300 pages 7 x 9

*Filmmaking/ Writing*



NEW!

# HOLLYWOOD STUDIO PRODUCTION TECHNIQUES

*Theory and Practice*

**Winnie Wong**

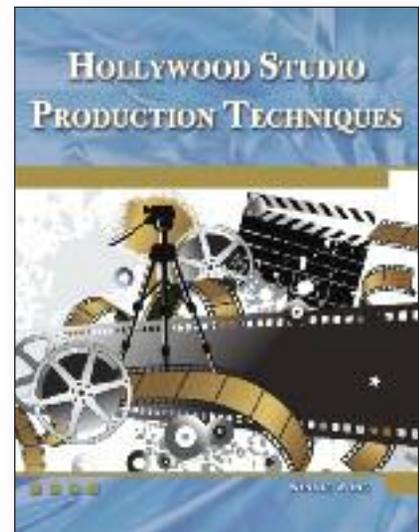
**This book provides the in-depth information, exercises, and worksheets that will provide readers with the tools to become successful, enlightened filmmakers.**

Most novices are unaware of the "business" aspects of the film world or that producing Hollywood films will involve contracts, budget constraints, personnel, scheduling, legal issues, insurance, and safety regulations. Many first time filmmakers spend all their time on their "creative endeavors" and often forget to establish production management strategies or consider business ethics as integral parts of the process. In many cases the result is litigation or insurance problems that can lead to financial hardship and/or the inability to distribute the film. The book includes a companion CD-ROM containing the forms and documents covered in the text. Solutions to exercises and PowerPoint slides are available to instructors.

*Brief Table of Contents:* 1: Evolution of Studio Work Methods 2: Film Crew 3: Deal Memos/Contract 4: Unions and Guild Associations 5: SAG Contracts 6: Locations 7: Locations 8: Equipment/Prop Rentals 9: Production Scheduling 10: The Budget 11: Dealing with Accounting Issues 12: Production Attorneys 13: Production Insurance 14: Safety 15: Production Checklists

**WINNIE WONG** has been an entertainment insurance broker for over 20 years handling independent features, television, reality, documentary, and commercial films. She has long-standing relationships with a number of prestigious accounts such as MGM Studios and Universal Studios. She has taught courses in the UCLA Extension - Entertainment Studies Department and has participated on panels for American Film Market and Slamdance.

**NEW!**



**SEPTEMBER 2011**

Paperback + DVD US \$41.95

ISBN: **978-1-936420-17-9**

300 pages 7 x 9

*Filmmaking/ Production/ Finance*



# GAME TESTING

*All in One, Second Edition*

**Charles P. Schultz and Robert Bryant**

**An updated version of the bestselling, *Game Testing All In One*, this book equips the reader with the rationale for vigorous testing of game software, how game testing and the tester fit into the game development process, practical knowledge of tools to apply to game testing, game tester roles and responsibilities, and the measurements to determine game quality and testing progress.**

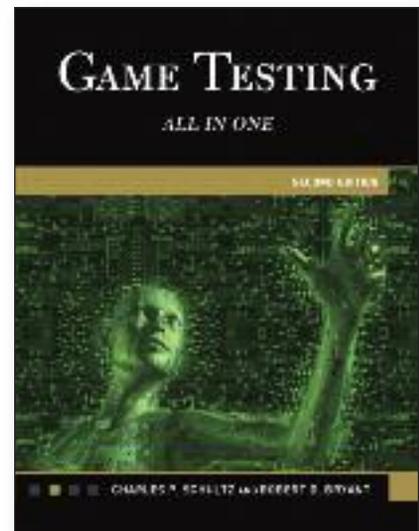
The reader is taken step-by-step through test design and other QA methods, using real game situations. The book includes content for the latest console games and the new crop of touch, mobile, and social games that have recently emerged. A companion DVD contains the tools used for the examples in the book and additional resources such as test table templates and generic flow diagrams to get started quickly with any game test project. Each chapter includes questions and exercises, making the book suitable for classroom use as well as a personal study or reference tool.

*Brief Table of Contents:* 1. Two Rules of Game Testing. 2. Being a Game Tester. 3. Why Testing is Important. 4. Software Quality. 5. The Test Process. 6. Testing by the Numbers. 7. Combinatorial Testing. 8. Test Flow Diagrams. 9. Cleanroom Testing. 10. Test Trees. 11. Play Testing & Ad Hoc Testing. 12. Defect Triggers. 13. Capture/Playback Testing. Appendices.

**CHARLES SCHULTZ**, consultant and instructor, has more than 20 technical publications and has spoken at numerous conferences in the areas of robotics, software quality, and testing.

**ROBERT BRYANT** has served as executive producer of dozens of video games and recently has been designing iPhone apps. He is also an instructor in the Los Angeles area.

**NEW!**



**AUGUST 2011**

Paperback with DVD US \$49.95

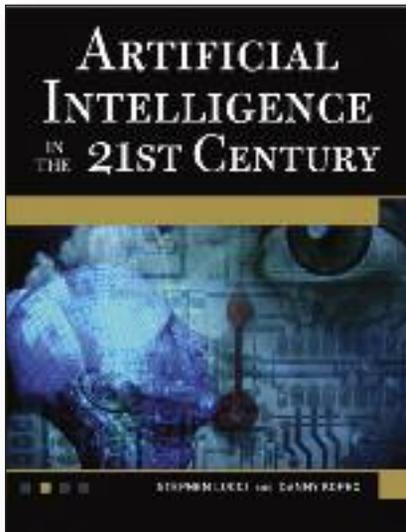
ISBN: **978-1-936420-16-2**

500 pages 7 x 9

*Videogames/ Testing*



NEW!



DECEMBER 2011

Hardcover with DVD US \$99.95

ISBN: 978-1-936420-23-0

850 pages 7 x 9

*Computing/ Artificial Intelligence*

## ARTIFICIAL INTELLIGENCE IN THE 21ST CENTURY

**Stephen Lucci and Danny Kopec**

**Artificial Intelligence is a quickly changing field that has gone from theory and promise to delivery and practice in a meteoric way in recent years.**

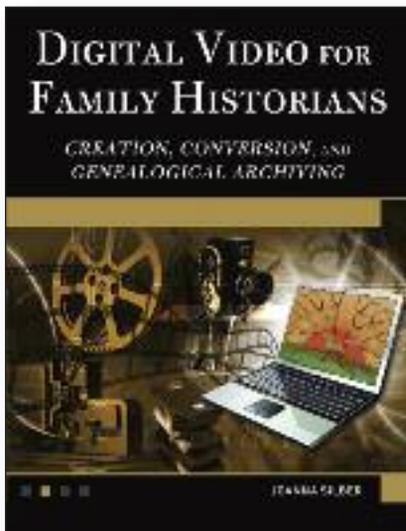
This text provides a comprehensive, colorful, up to date, and accessible presentation of AI without sacrificing theoretical foundations. It includes numerous examples, applications, full color images, and human-interest boxes to enhance student interest.

Advanced topics cover neural nets, genetic algorithms, and complex board games. A companion DVD is included with resources, simulations, and figures from the book. Numerous instructors' resources are available upon adoption.

*Brief Table of Contents:* 1: History. 2: Uninformed Search. 3: Informed Search. 4: Adversarial Games I. 5: Adversarial Games II—Advanced Games. 6: Knowledge Representation. 7: Logic. 8: Production Systems. 9: Reasoning Under Uncertainty. 10: Expert Systems. 11: Neural Computations. 12: Evolutionary Computation. 13: Natural Language Processing. 14: Planning. 15: Future of AI.

**STEPHEN LUCCI** holds a Ph.D. from the CUNY Graduate School and currently teaches computer science at The City College of New York. Dr. Lucci has published in the areas of high performance computing and artificial intelligence.

**DANNY KOPEC** holds a Ph.D. from the University of Edinburgh and currently teaches at Brooklyn College. He has authored several books and journal articles and is an International Chess Master.



DECEMBER 2011

Paperback with DVD US \$39.95

ISBN: 978-1-936420-25-4

400 pages 7 x 9

*Filmmaking/ Genealogy*

## DIGITAL VIDEO FOR FAMILY HISTORIANS

*Creation, Conversion, and Genealogical Archiving*

**Joanna Silber**

**Millions of people have been collecting media of their families, but how many know what to do with it?**

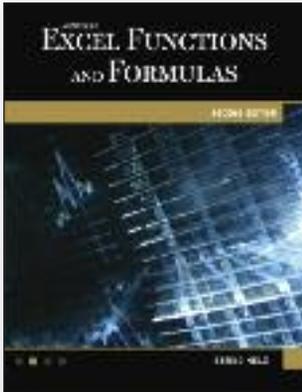
Sometimes this media is in the form of outdated 16 mm film handed down in dusty boxes or frequently it's simply smart phone footage shot at a child's soccer game. Either way—the habit of collecting media but not producing it into an archival piece is all too common. This book will teach the user how to create a family history video, from start to finish, whether from mixed media formats over several generations or footage using the latest devices. Every aspect of the project will be covered in simple steps—from understanding and mixing formats, combining video and stills, storytelling techniques, audio, editing, and archiving. A companion DVD accompanies the book with projects and all the figures from the text.

*Brief Table of Contents:* 1. Intro to Family History Video. 2. Considering Your Project. 3. Purchasing Gear. 4. Still Photos. 5. Transferring Audio and Video Formats. 6. Production. 7. Obtaining Other Media. 8. Storyboarding / Storytelling Techniques. 9. Mixed Formats In NLE Software. 10. Basic Editing Techniques. 11. Advanced Editing Techniques. 12. Output and Delivery. 13. Archiving.

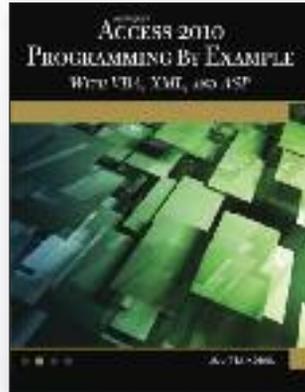
**JOANNA SILBER** is an award-winning film editor and producer. She is an Apple Certified User and has taught several film editing courses at both UC Berkeley and the Bay Area Video Coalition. In 2010 she published *Wedding Videography: Start to Finish* with Cengage Learning.

NEW!

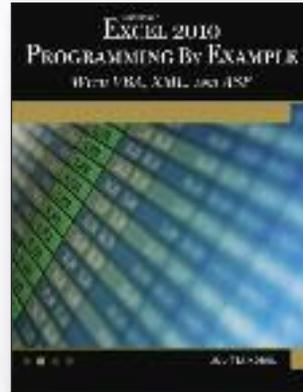
## Previously Announced Titles Computer Science & Technology



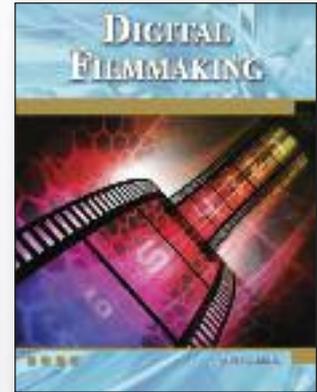
**MICROSOFT® EXCEL® FUNCTIONS AND FORMULAS**  
*Second Edition*  
**Bernd Held**  
Paperback with CD-ROM  
US \$35.95  
ISBN: 978-1-936420-01-8



**MICROSOFT® ACCESS® 2010 PROGRAMMING BY EXAMPLE**  
*With VBA, XML, and ASP*  
**Julitta Korol**  
Paperback with CD-ROM  
US \$49.95  
ISBN: 978-1-936420-02-5



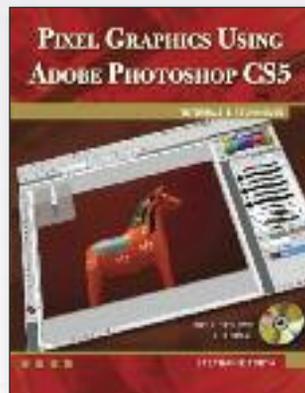
**MICROSOFT® EXCEL® 2010 PROGRAMMING BY EXAMPLE**  
*With VBA, XML, and ASP*  
**Julitta Korol**  
Paperback with CD-ROM  
US \$49.95  
ISBN: 978-1-936420-03-2



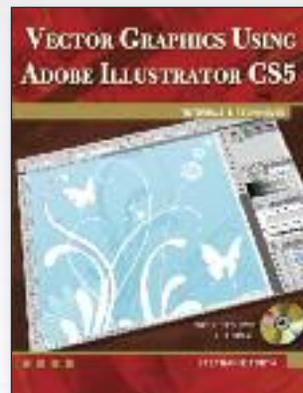
**DIGITAL FILMMAKING**  
*An Introduction*  
**Pete Shaner**  
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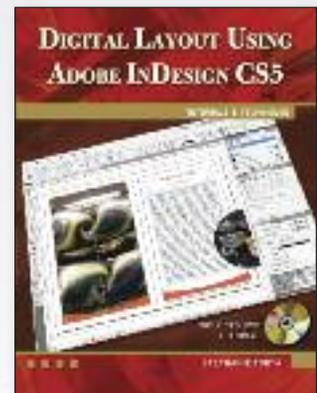
**STORYBOARDING**  
*Turning Script to Motion*  
**Stephanie Torta and Vladimir Minuty**  
Paperback with DVD  
US \$41.95  
ISBN: 978-1-936420-00-1



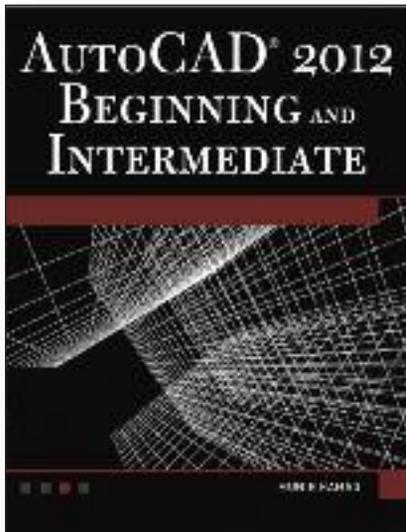
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*Tutorials & Techniques*  
**Stephanie Torta**  
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**VECTOR GRAPHICS USING ADOBE® ILLUSTRATOR® CS5**  
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**DIGITAL LAYOUT USING ADOBE® INDESIGN® CS5**  
*Tutorials & Techniques*  
**Stephanie Torta**  
Paperback with DVD  
US \$45.95  
ISBN: 978-1-936420-08-7



## AUTOCAD® 2012 BEGINNING AND INTERMEDIATE

NEW!

**Munir Hamad**

Unlike many AutoCAD competitors, this book covers only the basics and uses “mixed units”—inches, meters, feet, kilometers, etc., to illustrate the myriad drawing and editing tools for this popular application.

Use the DVD to set up drawing exercises and projects, see all of the book’s figures in color, and draw with a trial version of AutoCAD 2012. AutoCAD 2012 Beginning and Intermediate includes 50 exercises or “mini-workshops,” that complete small projects from concept through actual plotting. Solving all of the workshops will simulate the creation of two full projects (architectural and mechanical) from beginning to end, without overlooking any of the basic commands and functions in AutoCAD 2012.

*Brief Table of Contents:* 1: AutoCAD 2012 Basics. 2: Precise Drafting in AutoCAD 2012. 3: Modifying Commands. 4: Construction Commands. 5: Layers and Inquiry Commands. 6: Blocks and Hatch. 7: Text and Tables. 8: Dimensioning. 9: Plotting. 10: Projects.

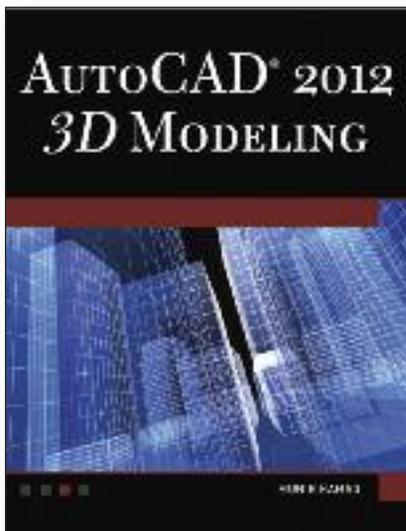
**JULY 2011**

Paperback with DVD US \$39.95

ISBN: **978-1-936420-20-9**

400 pages 7 x 9

*Engineering/ Computing/ Drafting*



## AUTOCAD® 2012 3D MODELING

NEW!

**Munir Hamad**

This book provides new and seasoned users with step-by-step procedures on creating and modifying 3D models, working with cameras and lights, assigning materials to objects, rendering, and printing.

Unlike many AutoCAD competitors, it uses “mixed units” inches, meters, feet, kilometers, etc., to illustrate the myriad tools for this popular application. Use the companion DVD to set up drawing exercises and projects, see all of the book’s figures in color, and draw with a trial version of AutoCAD 2012. *AutoCAD 2012 3D Modeling* includes 50 “mini-workshops,” that complete small projects from concept through actual plotting. Solving all of the workshops will simulate the creation of four full projects (architectural and mechanical) from beginning to end, without overlooking any of the basic commands and functions in AutoCAD 2012.

*Brief Table of Contents:* 1: AutoCAD 2012 3D Basics. 2: About Solids. 3: About Meshes. 4: About Surfaces. 5: 3D Modifying Commands. 6: Converting, Sectioning, and 3D Objects Printing. 7: Cameras, Lights, Materials, and Rendering. 8: Visual Styles, Animation, and 3D DWF.

**JULY 2011**

Paperback with DVD US \$41.95

ISBN: **978-1-936420-21-6**

400 pages 7 x 9

*Engineering/ Computing/ Drafting*



**MUNIR HAMAD** is an Autodesk® Approved Instructor, certified Autodesk AutoCAD Master, who has authored several AutoCAD titles and taught various levels of AutoCAD training.

# HAZARDOUS WASTE MANAGEMENT

## *An Introduction*

**Clifton VanGuilder**

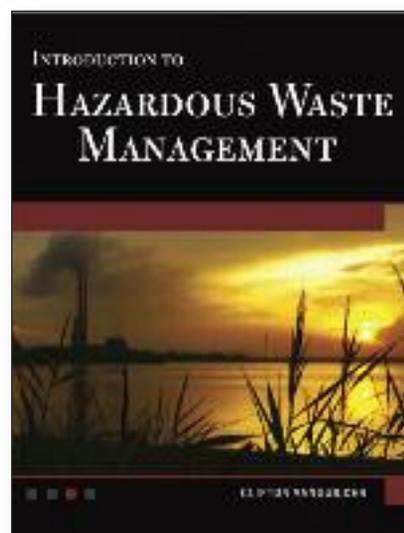
Assuming no previous knowledge, this book provides comprehensive coverage for a first course in hazardous waste management for environmental engineers and managers.

It is written primarily for generators of hazardous waste with a primary emphasis on source reduction, waste minimization, reuse, and recycling before waste disposal. The book provides guidance on how to determine the proper category of hazardous waste generators, with separate and distinct sets of requirements for the three different categories of generators, and gives basic supplemental guidance for transporters, storage, and disposal facilities. It covers proper completion of hazardous waste manifests and reports. The book explains record keeping, personnel training, and other requirements necessary to be in full compliance on inspections. A companion CD-ROM with regulatory forms, data is included.

Selected Topics: Introductory history and overview of hazardous waste management laws, rules and regulations; a practical guide to complying with the regulations, including the identification of hazardous wastes; proper management of these wastes on-site; preparing generator annual reports, manifests, personnel safety training; hazardous waste management training for staff; proper record-keeping for future regulatory inspections.

**CLIFF VANGUILDER** is a licensed Professional Engineer with 20 years of experience as the Regional Solid & Hazardous Materials Engineer for the New York State Department of Environmental Conservation (NYSDEC). He was certified as a hazardous waste inspector by the United States Environmental Protection Agency (USEPA) and NYSDEC.

**NEW!**



**OCTOBER 2011**

Hardcover with CD-ROM US \$54.95

ISBN: **978-1-936420-26-1**

300 pages 7 x 9

*Engineering/ Waste Management/  
Environment*



## *Previously Announced:*



**MULTIPHYSICS MODELING USING  
COMSOL® V.4**

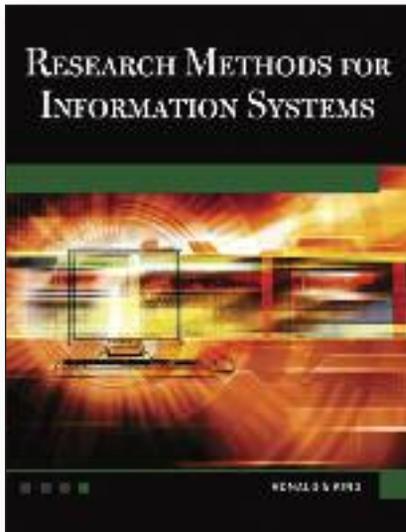
*A First Principles Approach*

**Roger W. Pryor**

Paperback with DVD

US \$99.95

ISBN: **978-1-936420-09-4**

**JUNE 2011**

Hardcover with DVD US \$89.95

ISBN: **978-1-936420-12-4**

800 pages 7 x 9

*Statistics/ Computing/ Math*

## RESEARCH METHODS FOR INFORMATION SYSTEMS

**Ronald S. King**

Assuming no previous knowledge, this book provides comprehensive coverage for a first course in research & statistical methods in computing, or it can be used as “on the job” self-training for professionals.

This book shows how to apply these methods to the current problems faced in a variety of fields, but with special emphasis on computer science and information systems. A research model applicable to applied research is proposed and discussed throughout the text. This model accommodates scientific methods of research, including empirical, quantitative, qualitative, case study, and mixed methods. Using a non-threatening approach to the subject, the text avoids excessive mathematics and abstract theory. It includes numerous exercises and examples that help students understand the relevance of research methodology applications, a DVD with statistical tables, data files, etc. Numerous instructors’ resources are available upon adoption.

*Selected Topics:* Introduction to statistics; descriptive statistics; data mining; probability; estimation; hypothesis testing; chi-square tests; linear regression; variance; random-number generation; guide to research; model construction; statistical software; axiomatic research; simulation and clustering methods; simulations; statistical tables.

**RONALD S. KING** holds a PhD in applied statistics and currently is an adjunct instructor at Tarleton State University (TX). He was formerly the chairman of the engineering/computer science department at UTexas-Tyler and taught in the College of Business Administration at the Univ. of Mary Hardin-Baylor.

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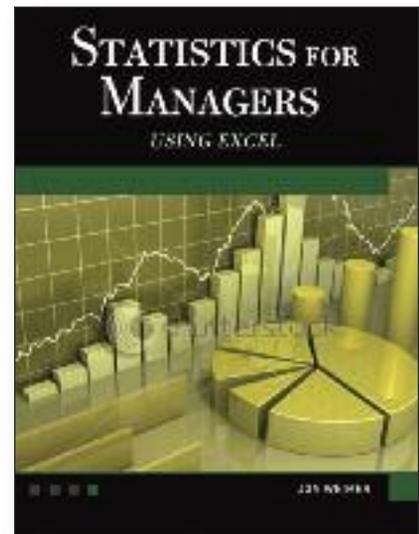
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**JON WEIMER** holds a PhD from Texas Tech, was a user interface designer for AT&T and General Motors, and has been teaching accelerated business students, military personnel, and adult learners for 20 years. He is the author of several books including *3ds Max Modeling: Bots, Mechs, and Droids* (Jones and Bartlett Learning).



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