

University of the Philippines Cebu  
Lahug, Cebu City  
**Library Services**

***List of New Acquisitions***  
May 2014

*Qualitative research methods for media studies* / Bonnie S. Brennen. New York ; London :  
Routledge, 2013. P 91.3 B74 2012 Circulation Book

*Mass communication theory : foundations, ferment, and future* / Stanley J. Baran and Dennis K.  
Davis. 6<sup>th</sup> ed. Australia : Wadsworth, 2012. P 90 B26 2012 Reserve Book

*Mediawriting : print, broadcast, and public relations* / W. Richard Whitaker, Janet E. Ramsey,  
Ronald D. Smith. 4<sup>th</sup> ed. New York : Routledge, 2012.  
P 96 A86 W48 2012 Circulation Book

*Public relations writing and media techniques* / Dennis L. Wilcox, Bryan H. Reber. 7<sup>th</sup> ed.  
Boston : Pearson Education, 2013.  
HM 1221 W55 2013 Reserve Book

*Mass communications and media studies : an introduction* / Peyton Paxson. New York :  
Continuum, 2010. P 90 P357 2010 Circulation Book

*Compositing visual effects : essentials for the aspiring artist* / Steve Wright. 2<sup>nd</sup> ed. Oxford, UK ;  
Waltham, MA : Focal Press/Elsevier, 2011. TR 858 W75 2011 Circulation Book

*The problem-centred interview : principles and practice* / Andreas Witzel & Herwig Reiter. Los  
Angeles : SAGE, 2012. H 62 W58 2012 Circulation Book

*Intercultural communication in contexts* / Judith Martin, Thomas K. Nakayama. 5<sup>th</sup> ed. Boston :  
McGraw-Hill Higher Education, 2010.  
HM 1211 M373 2010 Circulation Book

*Basic vision : an introduction to visual perception* / Robert Snowden, Peter Thompson, Tom  
Troscianko. Rev. ed. Oxford : Oxford University Press, 2012.  
QP 475 S593 2012 Circulation Book

*Television production handbook* / Herbert Zettl. 11<sup>th</sup> ed. Australia : Wadsworth Cengage Learning,  
2012. PN1992.75 Z4 2012 Circulation Book

*Media in the digital age* / John V. Pavlik. New York : Columbia University Press, 2008.  
HM 851 P38 2008 Circulation Book

*Intercultural communication : a critical introduction* / Ingrid Piller. Edinburgh : Edinburgh  
University Press, 2011.  
HM 1211 P55 2011 Circulation Book

*The essential phone interview handbook* / by Paul J. Bailo. Pompton Plains, NJ : Career Press,  
2011. HF 5549.5 I6 B295 2011 Circulation Book

*Videojournalism : multimedia storytelling* / Kenneth Kobre. Amsterdam : Focal Press, 2012.  
TR 895 K63 2012    Circulation Book

*Mass media in a changing world : history, industry, controversy* / George Rodman. 3<sup>rd</sup> ed.  
Boston : McGraw-Hill Higher Education, 2010.  
P 90 R612 2010    Circulation Book

*Introduction to mass communication : media literacy and culture* / Stanley J. Baran. Updated 7<sup>th</sup>  
ed. New York : McGraw-Hill Higher Education, 2013.  
P 90 B25 2013    Reserve Book

*Practicing convergence journalism : an introduction to cross-media storytelling* / Janet Kolodzy.  
New York, NY : Routledge, 2013.  
PN 4784 O62 K664 2013    Circulation Book

*Reporting disaster on deadline : a handbook for students and professionals* / edited by Marty  
Steffens ... [et al.]. New York, NY ; London : Routledge, 2012.  
PN 4784 D57 R48 2012    Circulation Book

*Phonetics : a coursebook* / Rachael-Anne Knight. Cambridge ; New York : Cambridge University  
Press, 2012.    P 221 K615 2012    Circulation Book

*Successful writing at work* / Philip C. Kolin. Concise 3<sup>rd</sup> ed. Boston : Wadsworth Cengage  
Learning, 2012.    PE1408 K832 2012    Circulation Book

*The Sundance writer* / [edited by] Mark Connelly. 6<sup>th</sup> ed. Boston, MA : Wadsworth, Cengage  
Learning, 2012.    PE 1417 S87 2012    Circulation Book

*Arts based research* / Tom Barone, Elliot W. Eisner. Los Angeles : SAGE, 2012.  
H 62 B38 2012    Circulation Book

*The dictionary of modern proverbs* / compiled by Charles Clay Doyle, Wolfgang Mieder, and Fred  
R. Shapiro. New Haven : Yale University Press, 2012.  
PN 6421 D69 2012    Reserve Book

*The writer's way* / Jack Rawlins, Stephen Metzger. 8<sup>th</sup> ed. Boston, MA : Wadsworth, 2012.  
PN 151 R39 2012    Circulation Book

*Romanticism : an anthology* / edited by Duncan Wu. 4<sup>th</sup> ed. Chichester, West Sussex : Malden,  
MA : John Wiley & Sons, 2012.    PR 1139 R662 2012    Circulation Book

*A glossary of literary terms* / M. H. Abrams and Geoffrey Galt Harpham. 10<sup>th</sup> ed. Australia :  
Wadsworth Cengage Learning, 2012.    PN 44.5 A2 2012    Reserve Book

*At a glance. Paragraphs* / Lee Brandon. 5<sup>th</sup> ed. Australia : Wadsworth Cengage Learning, 2012.  
PE 1439 B64 2012    Circulation Book

*Essays on writing* / Lizbeth A. Bryant, Heather M. Clark. New York : Longman, 2009.  
PE 1404 B777 2009    Circulation Book

*The Victorian novel in context* / Grace Moore. London ; New York : Continuum, 2012.  
PR 871 M66 2012    Circulation Book

- The essential guide : research writing across the disciplines* / James D. Lester, James D. Lester. 6<sup>th</sup> ed. Boston : Pearson Education, 2013. LB 2369 L46 2013 Circulation Book
- Globalization for development : meeting new challenges* / Ian Goldin and Kenneth A. Reinert. New ed. Oxford ; New York : Oxford University Press, 2012. HF 1359 G653 2012 Circulation Book
- Environmental philosophy : from theory to practice* / Sahotra Sarkar. Chichester, West Sussex ; Malden, MA : Wiley-Blackwell, 2012. GE 40 S28 2012 Circulation Book
- APA style simplified : writing in psychology, education, nursing, and sociology* / Bernard C. Beins. 1<sup>st</sup> ed. Malden, MA : Wiley-Blackwell, 2012. 2 copies BF 76.7 B447 2012 Circulation Books
- Solving the climate crisis through social change : public investment in social prosperity to cool a fevered planet* / Gar W. Lipow. Santa Barbara, Calif. : Praeger, 2012. HC 79 P83 L57 2012 Circulation Book
- Feminist film studies* / Karen Hollinger. London ; New York : Routledge, 2012. PN 1995.9 W6 H65 2012 Circulation Book
- Electronic media : an introduction* / Lynne Schafer Gross. 10<sup>th</sup> ed. New York, NY : McGraw-Hill Higher Education, 2010. TK5 105 G759 2010 Circulation Book
- Key concepts in public relations* / Bob Franklin ... [et al.]. Los Angeles, CA London : SAGE, 2009. HD 59 K49 2009 Circulation Book
- Making sense of media and politics : five principles in political communication* / Gadi Wolfsfeld. New York : Routledge, 2011. JA 85 W65 2011 Circulation Book
- Digital universe : the global telecommunication revolution.* Malden, MA : Wiley-Blackwell, 2012. TK 5102.2 S44 2012 Circulation Book
- Media, markets, and morals* / Edward H. Spence ... [et al.]. Malden, MA : Wiley-Blackwell, 2011. P 94 M3618 2011 Circulation book
- The world news prism : challenges of digital communication* / William A. Hachten, James F. Scotton. 8<sup>th</sup> ed. Chichester, West Sussex ; Malden, MA : Wiley-Blackwell, 2011. PN4784 F6 H23 2011 Circulation Book
- Cultural technologies : the shaping of culture in media and society* / edited by Goran Bolin. New York : Routledge, 2012. HM 846 C84 2012 Circulation Book
- Mass media.* Guilford, Conn. : Dushkin Pub. Group., c1994-. P 92 U5 M275 2012 Circulation Book
- Directing the documentary* / Michael Rabiger. 5<sup>th</sup> ed. Amsterdam ; Boston : Focal Press/Elsevier, 2009. PN 1995.9 D6 R33 2009 Circulation Book
- Moral theory at the movies : an introduction to ethics* / Dean A. Kowalski. Lanham : Rowman & Littlefield Publishers, 2012. PN 1995.5 K65 2012 Circulation Book

- Introduction to media production : the path to digital media production* / Robert B. Musburger, Gorham Kindem. 4<sup>th</sup> ed. Amsterdam ; Boston : Focal Press/Elsevier, 2009.  
PN 1995.9 P7 K538 2009    Circulation Book
- Photo inspiration : secrets behind stunning images* / 1X.com. Indianapolis, IN : John Wiley & Sons, Inc., 2011.  
TR 642 P45 2011    Circulation Book
- Public speaking : concepts and skills for a diverse society.* 7<sup>th</sup> ed. Australia : Wadsworth Cengage Learning., 2013.  
PN 4121 J25 2013    Circulation Book
- Management of electronic media* / Alan B. Albarran. 4<sup>th</sup> ed. Boston, MA : Wadsworth Cengage Learning, 2010.  
P 96 M34 A4 2010    Circulation Book
- Digital media law* / Ashley Packard. 2<sup>nd</sup> ed. Malden, MA : Wiley-Blackwell, 2013.  
KF 2750 P33 2013    Circulation Book
- The Handbook of Global Media Research* / edited by Ingrid Volkmer. West Sussex, UK : Wiley-Blackwell, 2012.  
P 91.3 H345 2012    Reserve Book
- Acting : onstage and off* / Robert Barton. 6<sup>th</sup> ed. Australia ; United States : Wadsworth/Cengage Learning, 2012.  
PN 2061 B294 2012    Reserve Book
- Cities, cultural policy and governance* / Helmut K. Anheier and Yudhishtir Raj Isar, editors; Michael Hoelscher, guest editor. London : SAGE, 2012.  
HT 119 C566 2012    Circulation Book
- Power performance : multimedia storytelling for journalism and public relations* / Tony Silvia and Terry Anzur. Chichester, West Sussex ; Malden, MA : Wiley-Blackwell, 2011.  
P 96 A86 S55 2011    Circulation Book
- The Cambridge handbook of pragmatics* / edited by Keith Allan and Kasia M. Jaszczolt. Cambridge ; New York : Cambridge University Press, 2012.  
P 99.4 P72 C365 2012    Circulation Book
- Race and ethnic relations : American and global perspectives* / Martin N. Marger. 9<sup>th</sup> ed. Belmont, CA : Wadsworth Cengage Learning, 2012.  
HT 1521 M275 2012    Reserve Book
- Taking sides : clashing views in urban studies* / selected, edited, and with introductions by Myron A. Levine. New York : McGraw-Hill, 2013.  
JK 271 T35 2013    Circulation Book
- Allegory : the theory of a symbolic mode* / Angus Fletcher ; with a foreword by Harold Bloom and a new afterword by the author. Princeton, N.J. : Princeton University Press, 2012.  
PN 56 A5 F5 2012    Circulation Book
- Gender, culture, and consumer behavior* / cedited by Cele C. Otnes, Linda Tuncay-Zayer. New York : Routledge, 2012 .  
HF 5415.32 G457 2012    Circulation Book
- Art in reproduction : nineteenth-century prints after Lawrence Alma-Tadema, Jozef Israels, and Ary Scheffer* / Robert Verhoogt ; [translation, Michelle Hendriks]. [Amsterdam] : Amsterdam University Press, 2007.  
ND 457 V588 2007    Reserve Book

*Color + design : transforming interior space* / Ron Reed. New York : Fairchild Books, 2010.  
NK 2115.5 C6 R44 2010 Circulation Book

*Understanding art* / Lois Fichner-Rathus. 10<sup>th</sup> ed. Australia : Wadsworth Cengage Learning ,  
2013. N 345 F45 2013 Reserve Book

*The Sage handbook of performance studies* / edited by D. Soyini Madison and Judith Hamera.  
Thousand Oaks : Sage, 2006. PN 1590 S6 S24 2006 Reserve Book

*Show your mind to us : enjoy exhibition design* / [editor, Wei Xiaojuan]. Hong Kong :  
Designerbooks, [2011]. T 396.5 S56 Circulation Book

*Space & art : spatial and graphic design for event and exhibition.* Shenzhen : Artpower, 2009.  
HF 5845 S63 2009 Circulation Book

*Designing with color : concepts and applications* / Chris Dorosz, J.R. Watson. New York :  
Fairchild Books, 2011. NK 1548 D67 2011 Reserve Book

*Be a successful green builder* / R. Dodge Woodson. Be a successful green builder / R. Dodge  
Woodson. TH 4860 W66 2009 Circulation Book

*Bank management & financial services* / Peter S. Rose, Sylvia C. Hudgins. 8<sup>th</sup> ed. Boston :  
McGraw-Hill, 2010. HG 181 R65 2010 Circulation Book

*Business driven information systems* / Paige Baltzan, Amy Phillips. 2<sup>nd</sup> ed. Boston : McGraw-  
Hill/Irwin, 2009. HD 30.2 B357 2009 Circulation Book

*Taking sides : clashing views on economic issues* / selected, edited, and with introductions by Frank  
J. Bonello, Isobel Lobo. 13<sup>th</sup> ed. Dubuque, Iowa : McGraw-Hill/Contemporary Learning Series,  
2008. HC 106.7 T34 2008 Circulation Book

*Consumer behavior : building marketing strategy* / Del I. Hawkins, David L. Mothersbaugh. 11<sup>th</sup>  
ed. Boston : McGraw-Hill Irwin, 2010.  
HF 5415.33 U6 H38 2010 Circulation Book

*Environmental economics : an introduction* / Barry C. Field, Martha K. Field. 5<sup>th</sup> ed. New York :  
McGraw-Hill Irwin, 2009. HC 79 E5 F47 2009 Circulation Book

*Ethical obligations and decision making in accounting : text and cases* / Steven M. Mintz, Roselyn  
E. Morris. Boston : McGraw-Hill, 2008.  
HF 5616 U5 M535 2008 Circulation Book

*Fundamentals of corporate finance* / Stephen A. Ross, Randolph W. Westerfield, Bradford D.  
Jordan. 9<sup>th</sup> ed., alternate ed. 9<sup>th</sup> ed., alternate ed.  
HG 4026 R677 2010 Circulation Book

*Investments : analysis and behavior* / Mark Hirschey, John Nofsinger. Boston : McGraw-Hill  
Irwin, 2008. HG 4521 H5778 2008 Circulation Book

*Managing projects : a team-based approach* / Karen A. Brown and Nancy Lea Hyer. Boston :  
McGraw-Hill, 2010. HD 69 P75 B813 2010 Circulation Book

*Marketing research : in a digital information environment* / Joseph F. Hair, Jr., Robert P. Bush, David J. Ortinau. 4<sup>th</sup> ed. Boston : McGraw-Hill Irwin, 2009.  
HF 5415.2 H258 2009    Circulation Book

*Money, banking, and financial markets* / Stephen G. Cecchetti. 2<sup>nd</sup> ed. Boston : McGraw-Hill Irwin, 2008.            HG 221 C386 2008    Circulation Book

*New products management* / Merle Crawford, Anthony Di Benedetto. 9<sup>th</sup> ed. Boston : McGraw-Hill Irwin, 2008.    HF 5415.153 C72 2008    Circulation Book

*Operations strategy : competing in the 21st century* / Sara L. Beckman, Donald B. Rosenfield. International ed. Boston : McGraw-Hill, 2008.  
HD 38.5 B43 2008    Circulation Book

*Personal finance* / Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes. 9<sup>th</sup> ed. Boston : McGraw-Hill Irwin, 2009.    HG 179 K37 2009    Circulation Book

*Principles of corporate finance* / Richard A. Brealey, Stewart C. Myers, Franklin Allen. 2<sup>nd</sup> ed. Boston : McGraw-Hill Irwin, 2011.            HG 4026 B667 2011    Circulation Book

*Retailing management* / Michael Levy, Barton A. Weitz. 7<sup>th</sup> ed. Boston : McGraw-Hill Irwin, 2009.            HF 5429 L4828 2009    Circulation Book

*Strategic management of technology and innovation* / Robert A. Burgelman, Clayton M. Christensen, Steven C. Wheelwright. 5<sup>th</sup> ed. Boston : McGraw-Hill Irwin, 2009.  
HC 79 T4 B87 2009    Circulation Book

*Strategic management : formulation, implementation, and control* / John A. Pearce II, Richard B. Robinson, Jr. 12<sup>th</sup> ed. New York : McGraw-Hill/Irwin, 2011.  
HD 31 P36 2011    Circulation Books

*Valuing a business : the analysis and appraisal of closely held companies* / Shannon P. Pratt, Alina V. Nivulita. 5<sup>th</sup> ed. New York : McGraw-Hill, 2008.  
HG 4028 V3 P7 2008    Circulation Book

*A History of Roman art* / Fred S. Kleiner. Enhanced ed. Boston, MA : Wadsworth, Cengage Learning, 2010.            N 5760 K54 2010    Reserve Book

*ZBrush character creation : advanced digital sculpting* / Scott Spencer. 2<sup>nd</sup> ed. Indianapolis : Wiley, 2011.            T 385 S662 2011    Circulation Book

*Conducting reaction time research in second language studies* / Nan Jiang. New York : Routledge, 2012.            P 118.2 J53 2012    Circulation Book

*The nuts and bolts of proofs : an introduction to mathematical proofs* / Antonella Cupillari. 4<sup>th</sup> ed. Amsterdam ; Boston : Elsevier Academic Press, 2013.  
QA 9.54 C86 2013    Circulation Book

*Psychology* / Wayne Weiten. 9<sup>th</sup> ed. Australia : Wadsworth Cengage Learning, 2013.  
BF 121 W38 2013    Reserve Book

*Group dynamics and team interventions : understanding and improving team performance* / Timothy M. Franz. Malden, MA : Blackwell Pub., 2012.  
HM 716 F73 2012 Circulation Book

*Communicating in groups and teams : sharing leadership* / Gay Lumsden, Donald Lumsden, Carolyn Wiethoff. 5<sup>th</sup> ed. Australia ; Boston, MA : Wadsworth Cengage Learning, 2010.  
HD 30.3 L86 2010 Circulation Book

*Behavior modification : principles and procedures* / Raymond G. Miltenberger. 5<sup>th</sup> ed. Australia ; Belmont, CA : Wadsworth Cengage Learning, 2012.  
BF 637 B4 M535 2012 Reserve Book

*Psychological assessment and theory : creating and using psychological tests* / Robert M. Kaplan, Dennis P. Saccuzzo. Australia : Wadsworth Cengage Learning, 2013.  
BF 176 K36 2013 Reserve Book

*Macroeconomics* / Rudiger Dornbusch, Stanley Fischer, Richard Startz. 11<sup>th</sup> ed. New York : McGraw-Hill, 2011. 2 copies HB 171.5 D62 2011 Reserve Books

*Psychological testing and assessment : an introduction to tests and measurement* / Ronald Jay Cohen, Mark E. Swerdlik, Edward D. Sturman. 8<sup>th</sup> ed. New York, NY : McGraw-Hill, 2013.  
BF 176 C63 2013 Circulation Book

*Evolutionary psychology : a critical introduction* / edited by Viren Swami. West Sussex, United Kingdom : John Wiley & Sons, 2011. BF 698.95 E96 2011 Circulation Books

*Theories of human learning : what the professor said* / Guy R. Lefrancois. 6th ed., International ed. Australia : Wadsworth/Cengage Learning, 2012.  
LB 1051 L444 2012 Reserve Book