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23rd Annual
Faculty Author Reception

November 9th 2006

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Margaret E. Haughwout, herself a poet and author, guided several students to become published authors.
University Archives, Margaret Haughwout Papers.

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FACULTY BOOK AUTHORS

Arruda, Suzanne. *Mark of the Lion; a Jade Del Cameron Mystery.* New York: New American Library, 2006.

Mark of the Lion, a historical mystery based in British East Africa, features Jade del Cameron, a bold, action-oriented heroine capable of handling guns and automobiles. She is a World War I ambulance driver who rescues her love interest only to have him die in her arms after he gives her a family heirloom ring and asks her to locate his illegitimate half-brother David, last known to be in Kenya. Thus begins Jade's search for David and the adventures and mysteries she encounters in British East Africa. The setting, the Kikuyu and Maasai tribes, the animals, the heat, and the evolving story all make for a compelling, absorbing novel.

Baack, Donald, and Kenneth E. Clow. *Integrated Advertising, Promotion, and Marketing Communications.* 3rd edition. Upper Saddle River, NJ: Pearson Prentice Hall, 2007.

This new edition of a popular marketing textbook is useful for students as well as advertising professionals. The goal of the book is to integrate all aspects of marketing and advertising. It covers buyer behavior, promotions, advertising communications, and image and brand management. The review questions, key terms, exercises, projects, and cases make *Integrated Advertising* valuable for students as well as professionals.

Baack, Donald, and Kenneth E. Clow. *The IMC PlanPro Handbook.* Upper Saddle River, NJ: Pearson Prentice Hall, 2007.

The IMC PlanPro Handbook supports *Integrated Advertising, Promotions, and Marketing Communications*. The *Plan Pro Handbook* provides a guide to creating a complete integrated marketing communications plan with various marketing materials. It can be used to supplement other marketing textbooks or serve as instructional material for a course in marketing design. The software included with the books allows students to customize the program to fit their particular plan.

Cummings, Maeve, Stephen Haag, and Amy Phillips. *Management Information Systems for the Information Age*. 6th ed. Boston: McGraw-Hill Irwin, 2007.

This textbook continues to be popular and in demand for MIS and IT courses. The 6th edition offers nine chapters and thirteen Extended Learning Modules. Instructors can create their own design to present the materials and mix the technical topics with the managerial topics. The continued popularity of the book is due in part to the real life case studies. Each chapter includes key terms, exercises, and discussion questions. The accompanying software includes an additional seven learning modules.

Ionescu, Mihail. *Chemistry and Technology of Polyols for Polyurethanes*. Shrewsbury, Shropshire, U.K.: Rapra Technology, 2005.

An important book that provides a comprehensive examination of polyols, a component, along with isocyanates, used for creating polyurethanes. The book covers basic polyurethane chemistry as well as the characteristics and synthesis of oligo-polyols.

FACULTY COMPOSER

Ross, John C. "Prelude and Caprice." *Melange, New Music for Piano*. Brooklyn, NY: Capstone Records, 2005.

From the program notes: "Prelude and Caprice . . . contains moments where there is a clear melody and accompaniment and other times where there is no melody at all, only a reiteration of rhythmic patterns." The compositions of Dr. Ross have been performed by university music schools, at the Society of Composers, Inc., National Forums and in France. He has received numerous awards during the past years.

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Roush, Melvin L., and Stephen P. Keef. "Influence of Weather on New Zealand Financial Securities." *Accounting and Finance*. 45 (2005): 417-437.

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