

The Library System General Reference Library



Acquisitions List FIRST SEMESTER 2010 - 2011

GENERALITIES

_____. American Library Directory 1998-99. New Jersey: R.R. Bowker, 1998. 027 Am35

American Library Directory is revised annually reflecting the increased importance of documenting change in library incomes, personnel, expenditures and automated capabilities. The major section of the directory is a listing of public, academic, government and special libraries in the United Stated and regions administered by it in Mexico and in Canada. Arranged geographically, the entries are alphabetized by state, region or province: then by city and finally by the institution or library name. Entries include the name and address of the library, names of key personnel, and information on the library's holdings. In addition, the entries for the majority of libraries provide information on some or all of these additional areas: income expenditures (including salaries), subject interests, special collections, automation and publications.

Cutter ,Charles A. Cutter-Sanborn Three-Figure Author Table. Swanson-Swift revision, 1969. 025.81 C98

The Cutter-Sanborn number is considered to be the author index of a work. This number is generally composed of the author's initial and a series of numbers (between 1 and 4) that make it possible to arrange the names of authors in alphabetical order without having to write out their full name. This number is followed by the first letter of the title of the work. The first Cutter table was devised in Charles A. Cutter in 1880. It was later revised by Kate A. Sanborn.

______. Dewey Decimal Classification and Relative Index. 22 ed. Dublin, Ohio: Online Computer Library Center, 2003. 025.431 D51

This combined text and workbook covers the theories and principles of Dewey Decimal Classification and then offers readers immediate practice in putting the information to use. Plentiful, clear explanations, examples and practice exercises illustrate every aspect of Dewey Decimal Classification and help students master creating DDC numbers. The book also includes a new chapter on WebDewey – a glossary that defines technical terms in simple language and

an index. It is an easy to use study tool for all library students and staff who need to be familiar with at least the basics.

_____. Sears List of Subject Headings. 18th ed. New York: H. W. Wilson, 2004. 025.49 Se17

Since 1923, this reference has provided library catalogers with headings designed to optimize patron access to the library's collection. The reference also delivers patterns and examples to help catalogers create further headings as needed. This 18th edition features some 500 new headings, reflecting developments in popular culture, computers and technology, personal relations, psychology, handicrafts, and other areas. Classification numbers for headings have also been updated, reflecting the new 14th Abridged Edition of the *Dewey Decimal Classification*. A special section designed as an introduction to subject cataloging using the Sears list has been expanded in this edition to offer guidance to libraries assigning topical and geographic headings to works of fiction, drama, and poetry.

PHILOSOPHY

_____. APA Concise Dictionary of Psychology. Washington, DC : American Psychological Association, 2009. 150.3 Am35

The APA Concise Dictionary of Psychology answers the needs of the ever-increasing number of thoughtful readers from all walks of life who are interested in the ways that psychological science and knowledge cast light on the issues of everyday living. This abridged version of the landmark, critically acclaimed "APA Dictionary of Psychology" maintains all the best features of the parent dictionary, including 10,000 entries offering clear and authoritative definitions - including many revised and updated from the parent dictionary; balanced coverage of over 90 sub-areas across the field of psychology - including clinical, experimental, neuropsychology, cognitive, personality, social, developmental, health, research methodology and many others. Also includes thousands of incisive cross-references that deepen the user's understanding of related topics. Thus, this is a Quick Use Guide that explains stylistic and formal features at a glance. It also includes appendixes listing major figures in the history of psychology and psychological therapies and approaches.

_____. Encyclopedia of Counseling. 4vols. Los Angeles : SAGE, 2008. 158.303 En19

The *Encyclopedia of Counseling* provides a comprehensive overview of the theories, models, techniques and challenges involved in professional counseling. With approximately 600 entries, this definitive resource covers all of the major theories, approaches and contemporary issues in counseling. The four volumes of this encyclopedia are flexibly designed so they can be use together as a set or separately by volume, depending on the need of the user.

RELIGIONS

Bozza, Steven and Patrick J. DiVietri. Christian Married Life Living Sacrament for the Home. California: Benziger, 2001. 248.4 B71

Marriage is a lifetime and an indissoluble union between a man and a woman for life. The way one lives out marriage is by leading virtuous lives — caring for each other, sacrificing and giving oneself. This is the way one works with God towards their own salvation. All human beings are prone to weakness and sin therefore one must draw life and healing from the grace that comes from the sacraments. The church teaches that for believers, the sacraments of the new covenant are necessary for their salvation. Along with the grace of the sacrament of marriage, the sacraments of Reconciliation and the Eucharist are indispensable to the health and life of one's marriage. Marriage depends not only on thanksgiving, remembering and celebration but especially on forgiveness and the strengthening of Christ in the Eucharist. Thus, this book explores the interaction of these three sacraments and how they work together to make one's lives holy and blessed as a married couple.

_____. U.X.L Encyclopedia of World Mythology. 5vols. Detroit : GALE, 2009. 201.303 U1

This new five-volume set from U·X·L will help students with the plot points, the historical context, and the mythological allusions they need to fully understand how mythologies not only reflect cultures of old but also remain meaningful in society today. The coverage spans a diversity of cultures, including standard Greek/Roman entries as well as Native North and South American traditions, Norse mythology, Asian Pacific mythology, Judeo-Christian tradition, and Islamic and Hindu mythologies. Full-color inserts for each volume enhance the reader's understanding of the text.

_____.Worldmark Encyclopedia of Religious Practices. 3 vols. Detroit: Thomson, 2006. 200.9 W89

With editing and writing done by an international group of leading scholars in religion, comparative religion, history, anthropology, and other topics, the essays and entries in this three-volume reference are of high quality and are also accessible to the undergraduate student and general reader. Volume 1 contains 13 essays on the world's major religions, with discussion of their history, practice, and their largest offshoots. Volumes 2 and 3 contain 193 entries on individual countries, arranged alphabetically. Each country entry includes a general historical and geographical introduction followed by systematic discussion of the major religion or religions. Issues connected to religious tolerance are discussed in each entry even those religions practiced by less than one quarter of the population. The entries conclude with a bibliography. A glossary and an overview of practices and populations are included in the first volume.

SOCIAL SCIENCES

Bouldrey, Brian. Monster Adventures in American Machismo. San Francisco: Council Oak Books, 1943 305.310973 B66

In Monster, the author joyfully skewers the myths of American male behavior and ponders the nature of masculinity from a "sissy's" perspective. He visits stereotypical scenes of masculine excess -- the rodeo, the bachelor party, and the World Wrestling Federation -- as jumping-off points for a series of sidesplitting and revealing riffs on masculinity, sexuality, and friendship.

_____. The Credit Derivatives Handbook . New York : Mc Graw-Hill, 2008. 332.6457 C86

In The Credit Derivatives Handbook, some of the world's sharpest financial and legal minds come together to discuss how credit derivatives have evolved from tools restricted to the banking industry into flexible and customizable instruments used by investors of all kinds. The researcher will come away with the knowledge and insight needed to measure and value risk, as well as the ability to put credit derivatives to work. Over fifteen contributors provide indepth analyses of subjects in their respective areas of expertise. It also provides a complete, global perspective of what the editors consider "one of the most important financial innovations of recent times."

_____.The Dictionary of Human Geography. 5th ed. West Sussex : Wiley-Blackwell, 2009. 304.203 D56

This dictionary is an invaluable resource for the student, academic, and researcher of anything "cultural". Although it was specifically created to fill a reference gap in the field of geography, it contains hundreds of useful and expansive definitions — each with a complete bibliography that are useful to anyone who studies humans and cultures. It particularly focuses on concepts, applications, and general terms related to humans and cultures. It is also encyclopedic in its scope, giving both breadth and depth of coverage for each term, application, and concept. Most of the definitions are stated in simple terms, and then expanded upon, drawing from multiple sources, often times outside the field of geography. The list of contributors spans the global gamut of experts in human- and cultural-related fields. It is well-researched, well-formatted, and easy to follow. If you want/need to know anything about human/cultural features in the world, chances are, you will find the explanation in this dictionary.

______. Economics of Tort Law. 2vols. Cheltenham: Edgar Reference Collection,2007. 346.7303 Ec74

This two-volume collection, prepared by a leading scholar in this field, brings together the seminal articles on the law and economics of tort law. The selection of papers addresses topics such as the Coase theorem, the choice between property and liability rules, the difference between negligence and strict liability, the economics of causation, damages and vicarious liability and the economics of affirmative duties. This is a classic collection that provides an essential foundation in the core issues fundamental to an understanding of tort law.

_____. Encyclopedia of Drugs, Alcohol & Addictive Behavior . 3rd ed. 4vols. Detroit : Gale, 2009. 362.2903 En19

The *Encyclopedia of Drugs, Alcohol & Addictive Behavior*, 3rd edition updates and expands the second edition addressing social, medical, legal and political issues related to substance use and addictive behavior. New essays report on advances in the study of genetics and imaging techniques involving the brain and on contemporary socio-political topics such as the role of drugs and alcohol in the media, the prevalence of drugs in the international sports and fashion industries, the relationship between drug trafficking and terrorism and the impact of the Internet on drug and alcohol use. This edition has also expanded international coverage of historical and modern perspectives on drug, alcohol and tobacco use in more than 30 countries and region, including the Carribbean, the Middle East and China. Statistical charts, graphs, tables and photographs are enhanced in its 545 topical entries.

______. Encyclopedia of Gender and Society. 2vols. Los Angeles: SAGE, 2009. 305.30904503 En19

Encyclopedia of Gender and Society covers the major theories, research, people and issues in contemporary gender studies. This two-volume comprehensive encyclopedia is distinguished by cross-national and cross-cultural perspectives that provide comparative analyses of the life experiences of men and women around the world. In this reference, scholars investigates and documents the various ways in which gender shapes individual lives, cultural beliefs and practices, so with social and economic organization.

______. Encyclopedia of Human Relationships. 3vols. Los Angeles : SAGE, 2009. 302.03 En19

The *Encyclopedia of Human Relationships* offers an interdisciplinary view of all types of human associations – friends, lovers, spouses, roommates, coworkers, teammates, parents and children, cousins, siblings, acquaintances, neighbors, business associates, and so forth. Although each of these connections is unique in some respect, they share a common core of principles and processes. These three volumes provide a state-of-the-art review of the extensive theories, concepts, and empirical findings about human relationships.

The *Encyclopedia of Interpersonal Violence* provides accurate, research-supported information to clarify critical issues and educate the public about different forms of interpersonal violence, their incidence and prevalence, theoretical explanations, public policy initiatives, and prevention and intervention strategies. These two volumes contain more than 500 accessible, jargon-fee entries written by experts and provide cross-references to related entries, as well as suggested readings for further information.

_____. The Encyclopedia of Libertarianism. Los angeles: SAGE, 2008. 320.512 En19

As a continuation of the older tradition of classical liberalism, libertarian thinking draws on a rich body of thought and scholarship. Contemporary libertarian scholars are continuing that tradition by making substantial contributions to such fields as philosophy, jurisprudence, economics, evolutionary psychology, political theory, and history, in both academia and politics. With more than 300 A-to-Z signed entries written by top scholars, *The Encyclopedia of Libertarianism* is purposed to be a useful compilation of and introduction to libertarian scholarship. The encyclopedia starts with an introductory essay offering an extensive historical and thematic overview of key thinkers, events, and publications in the development of libertarian thought. The Reader's Guide groups content for researchers and students alike, allowing them to study libertarianism topically, biographically, and by public policy issues.

______. Encyclopedia of Products & Industries - Manufacturing. 2vols. Detroit : Gale, 2008. 338.003 En19

Encyclopedia of Products & Industries—Manufacturing is a compilation of essays on 120 major product categories across the entire spectrum of U.S. manufacturing activity. The products covered are presented in alphabetical order in two volumes. Essays are comprised of several standardized components so that important aspects of each product may be viewed from the same angle throughout the two volumes. Many essays feature graphical presentations for clarity: sales histories, product types and market shares are typically charted. A bibliography follows each essay and references to other closely linked topics.

Encyclopedia of Race and Racism. 3vols. Detroit: Thomson, 2008. 305.800973 En19

The Encyclopedia of Race and Racism is the first work examining the anthropological, sociological, historical, economic, and scientific theories of race and racism in the modern era. The set delves into the historic origins of ideas of race and racism and explores their social and scientific consequences. Some of the nearly 400 articles address broad theoretical topics that have helped to shape modern ideas about race and racism. Others address more specific subjects in the larger fields. The set includes biographies of dozens of significant theorists, as well as political and social leaders and notorious racists. This also includes a carefully chosen selection of primary documents that enhance and reinforce the content of the articles. Set includes a thematic outline, a filmography, and a comprehensive general index.

LANGUAGES

_____. The Cambridge Handbook of Child Language. Cambridge: Cambridge university Press, 2009. 401.93 C14

The Cambridge Handbook of Child Language brings together the world's foremost researchers to provide a one-stop resource for the study of language acquisition and development. Grouped into five thematic sections, the handbook is organized by topic — making it easier for students and researchers to use when looking up specific in-depth information. It covers a wider range of subjects than any other handbook on the market, with chapters covering both theories and methods in child language research, and tracing the development of language from pre-linguistic infancy to teenager. Drawing on both established and more recent research, the handbook surveys statistical learning, the cross-linguistic study of language acquisition, pre-linguistic development, and topics in semantic, pragmatic and narrative development, bilingualism, sign languages, specific language impairment, language and autism, Down Syndrome and Williams Syndrome. The field of child language research is multi-disciplinary; the book will be an essential reference for students and researchers working in linguistics, psychology, cognitive science, speech pathology, education and anthropology.

______. Concise Encyclopedia of Languages of the World. Amsterdam: Elsevier, 2009. 410.3 C74

The Concise Encyclopedia of Languages of the World is a definitive single volume resource for the world's major languages and language families, in which the world's leading experts describe the sounds, meaning, structure, and family relationships of over 350 languages. It comprises 377 articles on languages and on macro language families and regions. It extends access to 'state-of-the-art' published review information from "Encyclopedia of Language and Linguistics, Second Edition". The concise format is easy to use, easy to store and ideal for individual or small group study or discussion. This work offers an encyclopedic A-Z coverage: 377 languages in depth across 24 language families. The content derives from the most authoritative, up-to-date, comprehensive and international reference source in its field. The authors are drawn from senior academia and from all continents. Comprehensive linguistic re-indexing will allow superior reference usage and give the reader the option of going directly to the language they are looking for, or of reading the book region-by-region, language family by language family.

Crystal, David. A Dictionary of Linguistics and Phonetics. 6th ed. Oxford : Blackwell, 2008. 410.3 C88

David Crystal's *A Dictionary of Linguistics and Phonetics* has long been the standard single-volume reference for its field. This includes in excess of 5,100 terms, grouped into over

3,000 entries, with coverage reflects recommendations by a team of experts in phonetics, phonology, syntax, semantics, sociolinguistics and psycholinguistics, making it exceptionally comprehensive. It incorporates new ideas stemming from the minimalist program and also contains a separate table of abbreviations and table of symbols, along with an updated International Phonetic Alphabet. Updates entries to reflect the way established terms are now perceived in light of changes in the field, providing a unique insight into the historical development of linguistics and remains the standard single-volume reference for the field of linguistics and phonetics.

PURE SCIENCES

_____. The Encyclopedia of Ancient Natural Scientists: The Greek Taradition and Its Many Heirs. London: Routledge, 2008. 509.2238 E n19

The Encyclopedia of Ancient Natural Scientists is the first comprehensive English language work to provide a survey of all ancient natural science, from its beginnings through the end of Late Antiquity. A team of over 100 of the world's experts in the field have compiled this Encyclopedia, including entries which are not mentioned in any other reference work – resulting in a unique and hugely ambitious resource which proves indispensable for anyone seeking the details of the history of ancient science. An additional feature include a Glossary, Gazetteer, and Time-Line. The Glossary explains many Greek (or Latin) terms difficult to translate, whilst the Gazetteer describes the many locales from which scientists came. The Time-Line shows the rapid rise in the practice of science in the 5th century BCE and rapid decline after Hadrian.

_____. The GALE Encyclopedia of Science. 4th ed. 6vols. Detroit: Thomson, 2008. 503 G13

The GALE Encyclopedia of Science covers all major areas of science, engineering, technology, as well as mathematics and the medical and health sciences, while providing a comprehensive overview of current scientific knowledge and technology. Entries typically describe scientific concepts, provide overviews of scientific areas and, in some cases, define terms.

APPLIED SCIENCES

Clark, James L. And Lyn R. Clark. A Handbook for Office Professionals HOW 12. Australia : South-Western, Cengage Learning, 2009. 651.74 C54

HOW and its subsequent editions have been a prominent reference sources for business writers, office personnel, and students. With every new edition, HOW has kept pace with changes in our language and the business environment, striving to provide a useful and easy-to-understand reference manual for all professionals involved in organizational operations. It includes detailed and precise information for writing, formatting, and transmitting

communications. Unlike other reference books, HOW 12 is tailored for writing style, grammar, mechanics, and techniques in a business/office environment. This text can be used as a standalone reference or as a supplement. This comprehensive reference manual is also designed to assist office professionals and business writers in preparing effective communications for all business needs.

_____. A Dictionary of Business and Management. 5th ed. New York: Oxford University Press, 2009. 650.05 D56

This wide-ranging and authoritative dictionary contains 7,000 entries covering all areas of business and management including marketing, organizational behaviour, business strategy, law, and taxation. Written by a team of experts, it features the very latest terminology, for example, the recent vocabulary associated with structured finance and the associated subprime lending crisis, including collaterized debt obligation and special purpose vehicle. The new edition defines entries in a clear, concise, and accessible manner. It contains US business terms, general management concepts; named theories as well as expanded coverage of the contemporary theory of the firm and human resources. This A-Z reference work is essential for business students, teachers and professionals, and useful for anyone needing a guide to business terminology.

G., Kathy O. Roper and Richard P. Payant. The Facility Management Handbook. 3rd ed. New Cotts, David York: American Management Association, 2010. 658.2 C82

The Facility Management Handbook is extensively updated for the realities of today's workplace. The book gives readers the tools and guidance they need to wipe out inefficiency and create a productive facility that integrates people, place and process. In addition, the book includes 30 per cent new material, including indispensable information on sustainability and post 9/11 security concerns. Its comprehensiveness and up-to-dateness is still the ultimate resource for facility managers.

Mooney, Kate. The Essential Accounting Dictionary. Illinois: Sphinx pub, 2008. 657.03 M77

The Essential Accounting Dictionary is an up-to-date, authoritative reference, containing over 3,000 entries explaining the most commonly used accounting terms in clear, concise, easy-to-understand language. This book focuses on defining the term that people today are most likely to encounter when dealing with accounting. Whether you want a better understanding of financial statements, investment reports, or news articles, or you simply want to communicate better in business, this handy reference will help you understand the precise meaning of any accounting term.

ARTS

Casper, Drew. Postwar Hollywood 1942 -1962. Oxford : Blackwell Publishing, 2007. 791.43097309045 C27

Postwar Hollywood is a comprehensive history of the American film industry from 1946-1962. It has a comprehensive introductory textbook exploring that unique period in the history of the film industry after World War II. It examines the cultural history, business practices, new technologies, censorship standards, emerging genres, and styles of post-war cinema. It chronicles the restructuring of Hollywood cinema against the backdrop of major political, economic, and social changes taking place after World War II. It also features in-depth discussions of important films from Picnic, The Heiress, and From Here to Eternity, to Cat On A Hot Tin Roof and Love Me or Leave Me and illustrates the culture/filmmaking interface. In addition, it demonstrates the triumphs and failures of Hollywood's new methods of business.

LITERATURE

______. Black Literature Criticism: Classic and Emerging Authors Since 1950. 3vols. Detroit: Gale, 2008. 809.889 B56

Black Literature Criticism since 1950 has made complements in two earlier publications from Gale in the subject area: the Rusa award-winning Black Literature Criticism in 1992 and its supplement in 1999. The authors revisited the field of black literature which provided a wealth of information on 80 major black writers of the past 50 years. This includes 48 authors entirely new to Black Literature Criticism. It was designed to meet the needs of university students, upper high school students, general readers and teachers, This new set comprises the authors spanning several genres and representing many nations including Nigeria, Ghana, Senegal, Barbados, Zimbabwe, Haiti, South Africa, Kenya, Guyana, Algiers and the United States.

HISTORY

_____. American Civil War. 2vols. Detroit: GALE, 2008. 973.71 Am35

The 200 entries in this new resource are not alphabetically arranged in the traditional encyclopedic manner but are instead organized by theme. These are nine major topics spread across the two volumes: "A Soldier's Life," "Family and Community," "Religion," "Popular Culture," "Health and Medicine" "Work and Economy," "Politics," "Effects of the War on Slaves and Freedpeople," and "Reconciliation and Remembrance." This is clearly the intent: to connect to Civil War history on a more human level than is normally done in reference works. Each thematic section begins with an overview and goes on to explore the details and particulars of that issue. Each of these entries contains its own bibliography. Sidebars highlight more specific topics or provide excerpts from primary documents. Each volume also included an 8-page chronology of the war; a 10-page annotated bibliography; black-and-white photographs, paintings and engravings; and an index for users who may wish to use this as a more traditional reference source. This unique resource is valuable to both beginning and advanced researchers of the Civil War era.

Barriball, Martin and Mervyn Dykes. This is New Zealand. Auckland: Reed, 1992. 919.304370222 B27

The first explorers to visit New Zealand traveled halfway round the world to get there, spending months at sea in open canoes or sailing ships. They expected to find something different when they arrived and they were not disappointed. Some hundreds of years later that difference is still apparent, thanks to the strange timelessness of the Pacific. There is something hauntingly familiar about the country that will tease the deepest levels of memory. Therefore, the New Zealanders are inviting travelers to make their own voyage of discovery, either in person or through the pages of this book.

Benson, Sonia, Daniel E. Brannen and Rebecca Valentine . U.X.L Encyclopedia of U.S. History. 8vols. Detroit : GALE, 2009. 973.03 B44

This set offers more than 700 entries addressing various cultural, political, economic, and social events, trends, movements, and developments that shaped American history from pre-colonial times through present day. Articles have been written by a team of authors and editors and are arranged alphabetically. Black-and-white illustrations, reproductions, archival photographs, maps, sidebars, and inserts accompany the text. Cross-referenced subjects appear in bold print. Each volume includes the list of contents for all eight titles, a comprehensive set index and a section called "Where to Learn More" – a listing of more than 300 print and online resources that were used as content references. This set will be of interest to all secondary collections since coverage extends beyond typical middle-school chronological scope. Articles feature accessible language; define terms within context; set paragraphs off with numerous subheadings; and assume minimal previous knowledge.

______. Biographical Encyclopedia of the Modern Middle East & North Africa. 2vols. Detroit : Thomson, 2008. 920.056 B52

Biographical encyclopedia of the modern Middle East & North Africa elucidates the lives of contemporary figures from the twentieth and twenty-first centuries. The two volumes includes more than 300 signed, alphabetically arranged profiles on notable individuals in political, ethnic, and religious groups, as well as prominent figures in business, law, science, social activism, sports, entertainment, literature and the fine and performing arts. The primary source excerpts and other sidebars augment the biographical information.

Bishop, Chris. The Military Atlas of World War II. London: Igloo, 2005. 940.540223 B54

World War II was the greatest conflict in the history of mankind. The Military Atlas of World War II is a comprehensive visual guide to this complex conflict in a large folio edition that allows the fine detail of the maps to be seen clearly. It plots the exact course of the land, sea and air battles, enabling the reader to trace the ebb and flow of the fortunes of both sides.

With the aid of 180 large full-color maps, every theater of war is covered. All the maps come with a key to help the reader decipher the action depicted.

_____. Cities of the United States. 6th ed. 4vols. Detroit : GALE, 2009. 917.3 C49

Cities of the United States brings together a wide range of hard-to-locate information on early 200 American cities. Each volume focuses on a different geographic region: South, West, Midwest and Northeast. It includes coverage of the largest areas or fastest-growing cities, or those with a particular historical, political, industrial, or commercial significance. Up-to-date, city-specific profiles organize pertinent facts, data and figures related to demographic, economic, cultural, geographic, social, and recreational conditions. These profiles, paired with contact information for organizations, agencies and institutions, illustrations and bibliographic information make this encyclopedia an important resource for the study and exploration of American cities.

_____. Countries of the World and Their Leaders Yearbook 2009. 2vols. Detroit: GALE, 2008. 909.828 C83

Covering nearly 200 countries, this yearbook is filled with background notes reports from the U.S. Department of State. Entries typically cover geography, history, government and political conditions, economy, and state of relations with the United States. Also highlights detailed travel notes, including passport applications, visa requirements, regulations and duties, medical information, and national holidays, as well as international adoption regulations and annually updated comprehensive terrorism reports.

For any inquiries please contact the **General Reference Library** at 253-1000 loc 126 or email: mari_roselapad@yahoo.com.