

NEW *from*



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September 2011

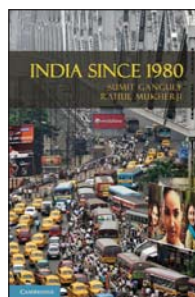
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ACADEMIC

Politics

India Since 1980

Sumit Ganguly & Rahul Mukherji



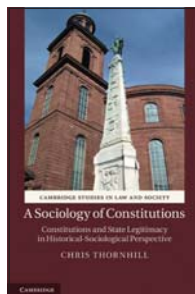
This book considers the remarkable transformations that have taken place in India since 1980, a period that began with the assassination of the formidable Prime Minister Indira Gandhi. Her death, and that of her son Rajiv seven years later, marked the end of the Nehru-Gandhi era. Although the country remains one of the few democracies in the developing world, many of the policies instigated by these earlier regimes have been swept away to make room for dramatic alterations in the political, economic and social landscape. Sumit Ganguly and Rahul Mukherji, two leading political scientists of South Asia, chart these developments with particular reference to social and political mobilization, the rise of the BJP and its challenge to Nehruvian secularism and the changes to foreign policy that, in combination with its meteoric economic development, have ensured India a significant place on the world stage.

HB	A	
9781107020276	200pp	Rs.495.00

Law

A Sociology of Constitutions Constitutions and State Legitimacy in Historical-Sociological Perspective

Chris Thornhill

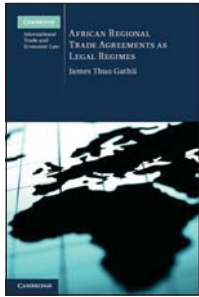


Combining textual analysis of constitutions and historical reconstruction of formative social processes, Chris Thornhill examines the legitimating role of constitutions from the first quasi-constitutional documents in medieval Europe to recent constitutional transitions.

HB	TX	
9780521116213	466pp	£65.00

African Regional Trade Agreements as Legal Regimes

James Thuo Gathii



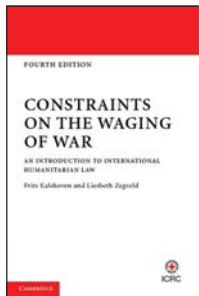
This is the first comprehensive analysis of the legal framework of African regional trade integration. It will fill a huge knowledge gap and serve as an invaluable teaching and research tool for policy makers in the public and private sectors, teachers, researchers and students of African trade and beyond.

HB	TX	
9780521769839	524pp	£75.00

Constraints on the Waging of War
An Introduction to International Humanitarian Law

4th Edition

Frits Kalshoven & Liesbeth Zegveld

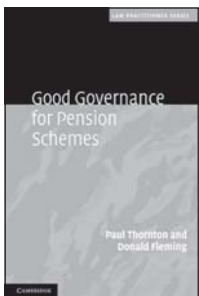


The revised fourth edition of *Constraints on the Waging of War* considers the development of the principal rules of international humanitarian law from their origins to the present day. Of particular focus are the rules governing weapons and the legal instruments through which respect for the law can be enforced.

PB	TX	
9781107600324	312pp	£19.99

Good Governance for Pension Schemes

Paul Thornton & Donald Fleming

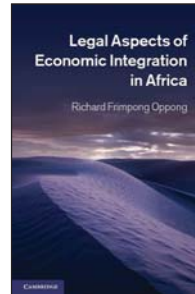


Intended for those involved with managing or advising pension schemes, this book sets out best practice in pension fund governance and provides an overview of the latest developments in the field.

HB	TX	
9780521761611	322pp	£95.00

Legal Aspects of Economic Integration in Africa

Richard Frimpong Oppong

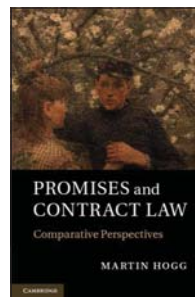


Richard Frimpong Oppong challenges the view that effective economic integration in Africa is hindered by purely socio-economic, political and infrastructural problems. He argues that radical reforms to community and national laws are needed to ensure the economic integration agenda, which is essential for Africa's long-term economic growth and development.

HB	TX	
9781107007178	402pp	£65.00

Promises and Contract Law
Comparative Perspectives

Martin Hogg

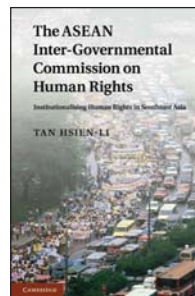


The idea of promise has played a hugely important role in contract law. Martin Hogg's thorough examination of the role of promise traces the concept from Roman law, through medieval contract law, and into contemporary contract law in a number of legal systems.

HB	TX	
9780521193382	544pp	£85.00

The ASEAN Intergovernmental Commission on Human Rights
Institutionalising Human Rights in Southeast Asia

Hsien-Li Tan



This assessment of progress in Southeast Asia on human rights examines the arduous negotiation of the ASEAN Intergovernmental Commission on Human Rights (AICHR), the evolving relationship between ASEAN states' and the international human rights system, and the historical and experiential reasons for hesitancy.

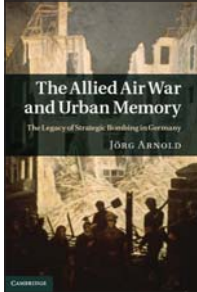
HB	TX	
9781107004498	322pp	£55.00

History

The Allied Air War and Urban Memory

The Legacy of Strategic Bombing in Germany

Jörg Arnold

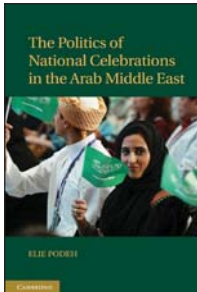


The lasting cultural legacy of the relentless air war on Germany is explored in this comparative study of two bombed cities from different sides of the subsequently divided nation. Intensely remembered on a local level, the bombing has haunted the trajectory of German history from 1940 to the present.

HB	TX	
9781107004962	400pp	£65.00

The Politics of National Celebrations in the Arab Middle East

Elie Podeh



This book is the first systematic study of the role of celebrations and public holidays in the Arab Middle East. By tracing this history through successive generations, the author shows how Arab rulers have used public holidays as a means of establishing their legitimacy and a sense of national identity.

HB	TX	
9781107001084	352pp	\$95.00

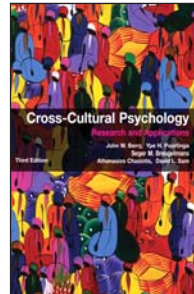
Psychology

TEXTBOOK

Cross-Cultural Psychology Research and Applications

3rd Edition

John W. Berry, Ype H. Poortinga, Seger M. Breugelmans, Athanasios Chasiotis & David L. Sam



This leading textbook offers senior undergraduate and graduate students a thorough and balanced overview of the whole field of cross-cultural psychology. The third edition has been refined and thoroughly updated. With new additions to the writing team, the volume benefits from an even broader range of cross-cultural perspectives.

PB	TX	
9780521745208	650pp	£33.99

Investigating Pristine Inner Experience Moments of Truth

Russell T. Hurlburt

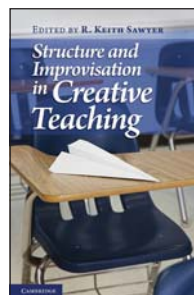


By showing how to apprehend inner experience in high fidelity, this book aims to transform your view of your own inner experience and to reframe your thinking about psychological and consciousness science. It provides provocative views of inner experience in bulimia, adolescence, the elderly, schizophrenia, Tourette's syndrome, virtuosity and more.

PB	TX	
9780521279123	464pp	\$36.99

Structure and Improvisation in Creative Teaching

R. Keith Sawyer (Ed.)



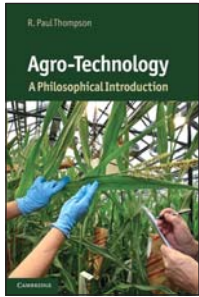
The authors draw on studies of jazz, theater improvisation and dance improvisation to demonstrate that the most creative performers work within structures and guidelines that teachers also confront. By looking to these creative genres, the book provides practical advice for teachers who wish to become more creative professionals.

PB	TX	
9780521746328	320pp	\$32.99

Philosophy

**Agro-Technology
A Philosophical Introduction**

R. Paul Thompson



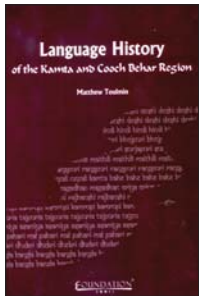
This textbook is a comprehensive analysis of the agro-biotechnology controversy, looking especially at genetically modified organisms. It includes an explanation of the scientific background, an analysis of ideological objections, discussion of legal and ethical concerns, and a suggested alternative - organic agriculture.

PB	TX	
9780521133753	258pp	£16.99

Language and Linguistics

**Language History
of the Kamta and Cooch Behar
Region**

Matthew Toulmin



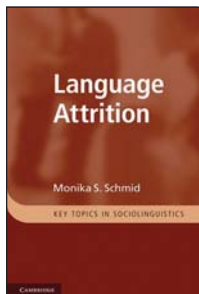
The Indo-Aryan languages and dialects constitute a dialect continuum, characterised by variable, non-discrete boundaries between speech communities. In order to reconstruct linguistic history it is necessary to take stock of this sociolinguistic context and adjust the methods of reconstruction accordingly. This study presents a theoretically robust, sociolinguistic framework for historical reconstruction which supplements a traditional comparative reconstruction of phonology and morphology.

The language varieties examined in this book are known by a number of names including 'Kamta', 'Rajbanshi, or simply the 'desi bhasha' of north Bengal and west Assam. This study provides evidence for a protolanguage, termed 'proto Kamta' (c. AD 13 - 16 century), which was the point of common origin for these lects, and defines them as a subgroup within Indo-Aryan.

PB	T	
9788175968974	274pp	Rs.495.00

**Language
Attrition**

Monika S. Schmid



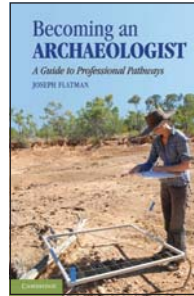
Provides a detailed and up-to-date introduction to the way in which language attrition can affect language, as well as to the extra- and sociolinguistic features involved. It also familiarizes the reader with experimental approaches to attrition and data analysis techniques and provides hands-on guidelines on how to apply them.

PB	TX	
9780521759939	306pp	£22.99

Archaeology

**Becoming an
Archaeologist
A Guide to
Professional
Pathways**

Joe Flatman



Becoming an Archaeologist is an engaging handbook on career paths in the area of archaeology. It outlines in straightforward fashion the entire process of getting a job in archaeology, including the various options; the training that is required; and how to get positions in the academic, commercial and government worlds.

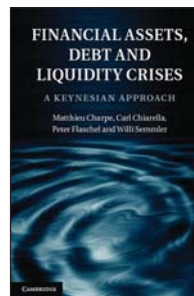
PB	TX	
9780521734691	250pp	\$25.99

Economics

**Financial Assets,
Debt and Liquidity
Crises**

**A Keynesian
Approach**

Matthieu Charpe, Carl Chiarella, Peter Flaschel & Willi Semmler



The current financial crisis has led to a renewed interest in Keynesian economic models because they allow for a stronger relationship between the financial sector and the 'real' economy. This book shows how we can extend the Keynesian approach to explain a variety of phenomena related to the current crisis.

HB	TX	
9781107004931	456pp	£70.00

TEXTBOOK

Short Introduction to Accounting

Richard Barker



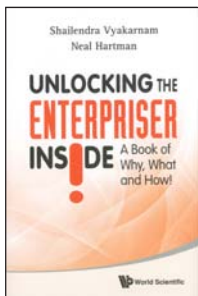
Written with real-world insight and worked examples to test knowledge, this book explains the essentials of accounting and shows how to use accounting information effectively as a business tool. One of the *Cambridge Short Introductions to Management* - a series of concise, authoritative guides to the core subjects in management.

PB	TX	
9780521179478	170pp	£14.99

Management

Unlocking the Enterpriser Inside! A Book of Why, What and How!

Shailendra Vyakarnam & Neal Hartman



This book is based on a highly successful joint project between the University of Cambridge and the Massachusetts Institute of Technology (MIT), under the auspices of the Cambridge-MIT Institute. The project brings together communities of highly diverse individuals to share and learn how to be enterprising. It has run 17 times with the positive outcomes of not only training more enterprising individuals, but also building capacity in universities.

The unique feature of this book is how it covers learning in enterprising skills, while at the same time builds capacity in such a way that the alumni themselves can take what they have learned for the benefit of others. Through this book, the authors intend to share what they have learnt and to transmit their passion for this program to others for personal development. Hopefully, others will then repeat this positive experience and make a difference to their respective institutions and communities.

HB	A	
9789812818744	168pp	Rs.695.00
WORLD SCIENTIFIC		

Corporate Governance and the Global Financial Crisis

International Perspectives

William Sun, Jim Stewart & David Pollard (Eds.)



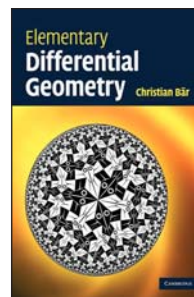
Leading scholars provide fresh and critical insights on the systemic failures of corporate governance linked to the global financial crisis. They provide suggestions on how the governance problems could be tackled to prevent or mitigate any future financial crisis and explore new directions for post-crisis corporate governance research and reforms.

HB	TX	
9781107001879	416pp	£65.00

Mathematics

Elementary Differential Geometry

Christian Bar

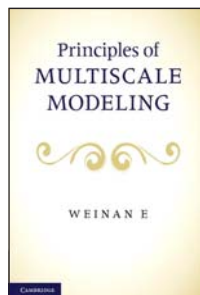


The link between the physical world and its visualization is geometry. This easy-to-read, generously illustrated textbook presents an elementary introduction to differential geometry with emphasis on geometric results. Avoiding formalism as much as possible, the author harnesses basic mathematical skills in analysis and linear algebra to solve interesting geometric problems, which prepare students for more advanced study in mathematics and other scientific fields such as physics and computer science. The wide range of topics includes curve theory, a detailed study of surfaces, curvature, variation of area and minimal surfaces, geodesics, spherical and hyperbolic geometry, the divergence theorem, triangulations, and the Gauss-Bonnet theorem. The section on cartography demonstrates the concrete importance of elementary differential geometry in applications. Clearly developed arguments and proofs, colour illustrations, and over 100 exercises and solutions make this book ideal for courses and self-study. The only prerequisites are one year of undergraduate calculus and linear algebra.

PB	T	
9781107603967	330pp	Rs.395.00

Principles of Multiscale Modeling

Weinan E



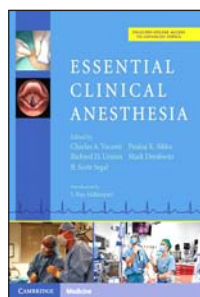
Written by a leading contributor to the field, this book is the first to provide a unified treatment of the subject, covering, in a systematic way, the general principles of multiscale models, algorithms and analysis. Simple illustrative examples ensure that technicalities do not prevent the reader from understanding key concepts.

HB	TX	
9781107096547	488pp	£45.00

Medicine

Essential Clinical Anesthesia

Charles A. Vacanti, Pankaj Sikka, Richard Urman & Scott Segal (Eds.)



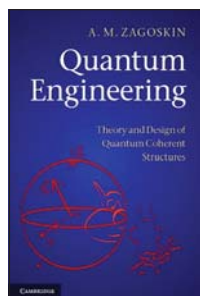
A state-of-the-art anesthesia textbook for practitioners and trainees, *Essential Clinical Anesthesia* provides the reader with rapid access to comprehensive, succinct knowledge from experts in the field. All clinical topics of relevance to anesthesiology are organized into more than 180 concise chapters - perfect for preparing for board review and recertification exams.

PB	TX	
9780521720205	1104pp	\$85.00

Physics

Quantum Engineering Theory and Design of Quantum Coherent Structures

A. M. Zagoskin



A self-contained presentation of the theoretical methods and experimental results in quantum engineering, this book will allow graduate students to start their own research and apply the methods and results to their current experimental situation. The theory is complemented by up-to-date experimental data to help put it into context.

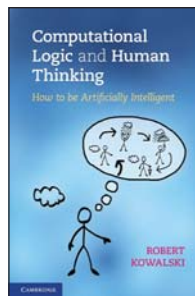
HB	TX	
9780521113694	346pp	£45.00

Computer Science

Computational Logic and Human Thinking

How to be Artificially Intelligent

Robert Kowalski



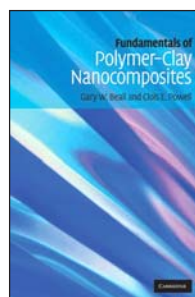
Robert Kowalski demonstrates how ordinary people in their everyday life can profit from the advances of computational logic that have been developed for artificial intelligence. This book is an eye-opening read for any student who employs practical thinking, problem solving and communication skills.

PB	TX	
9780521123365	332pp	£24.99

Engineering

Fundamentals of Polymer-Clay Nanocomposites

Gary W. Beall & Clois E. Powell



Written for researchers and practitioners, this book provides a complete introduction to the science, engineering, and commercial applications of polymer-clay nanocomposites. Physical and mechanical properties are explained, with chapters on thermodynamics and kinetics, barrier properties, and flame retardancy. Coverage of fabrication methods and material characterisation make this the must-have reference.

HB	TX	
9780521876438	194pp	£70.00

Soft Matter, Biological Materials and Biomedical Materials - Synthesis, Characterization and Applications

Volume 1301

Adam J. Nolte, Christopher M. Stafford, Teng Li, Pil J. Yoo, John Harding, Sheng Lin-Gibson, John Spencer Evans, Kiyotaka Shiba, Christian Hellmich, Ulrike G. K. Wegst & Markus J. B (Eds.)



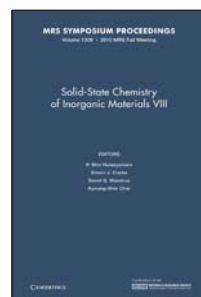
Symposium V, 'Harnessing Instabilities in Soft Material Films and Interfaces', Symposium NN, 'Biomaterialization and Bioinspired Inorganic and Inorganic/Organic Materials', Symposium OO, 'Multiscale Mechanics of Hierarchical Biological, Bioinspired, and Biomedical Materials', and Symposium PP, 'Materials and Sensors for Biomedical Applications', were held Nov. 29-Dec. 3 at the 2010 MRS Fall Meeting in Boston, Massachusetts. This volume contains the joint proceedings based on these four symposia.

HB	TX	
9781605112787	270pp	£118.00

Solid-State Chemistry of Inorganic Materials VIII

Volume 1309

P. Shiv Halasyamani, Simon J. Clarke, David G. Mandrus & Kyoung-Shin Choi (Eds.)



Symposium EE, 'Solid-State Chemistry of Inorganic Materials VIII', was held Nov. 29-Dec. 3 at the 2010 MRS Fall Meeting in Boston, Massachusetts. The intent of the symposium was to provide researchers from academics, government, and industrial laboratories an interdisciplinary forum for interaction, discussion, and exchange of ideas on recent fundamental advances in solid-state chemistry and their impact on the development and application of inorganic materials.

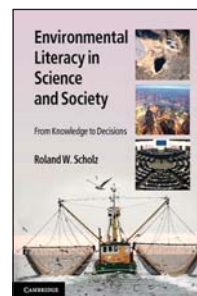
HB	TX	
9781605112862	170pp	\$115.00

Life Sciences

Environmental Literacy in Science and Society

From Knowledge to Decisions

Roland W. Scholz

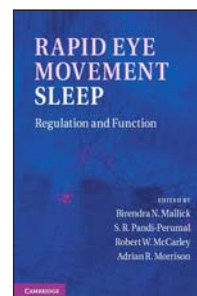


A comprehensive review and analysis of environmental literacy within the context of environmental science and sustainable development. Approaching the topic from multiple perspectives, the book explores the development of human understanding of the environment and human-environment interactions in the fields of biology, psychology, sociology, economics and industrial ecology.

PB	TX	
9780521183338	656pp	£45.00

Rapid Eye Movement Sleep Regulation and Function

Birendra N. Mallick, S. R. Pandi-Perumal, Robert W. McCarley & Adrian R. Morrison (Eds.)



This volume provides comprehensive coverage of a broad range of topics in REM sleep biology. World renowned researchers are brought together to discuss past and current research developments and to build the foundation for future studies. An invaluable resource, essential reading for all involved in sleep research and clinical practice.

HB	TX	
9780521116800	496pp	£100.00

Plant Science

TEXTBOOK

21st Century Guidebook to Fungi

David Moore, Geoff Robson & Tony Trinci

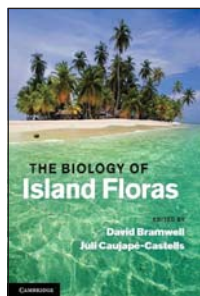


Bringing mycology teaching right up to date, this undergraduate textbook uses a unique systems biology approach to emphasise the critical roles that fungi play in every ecosystem. A CD version of the book is included, featuring hyperlinks to articles of interest online and the fully integrated World of Cyberfungi website.

PB	TX	
9780521186957	640pp	£40.00

The Biology of Island Floras

David Bramwell & Juli Caujapé-Castells (Eds.)



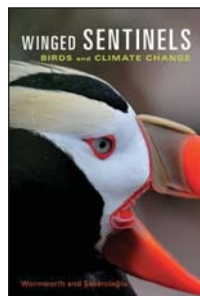
Bringing together recent research and novel theories, this book reviews progress in island biogeography, evolution and conservation over a wide spectrum of island floras. It covers recent developments in both theory and methodology, particularly the availability of molecular data, and considers the growing threats to island biota.

HB	TX	
9780521118088	536pp	£70.00

Earth and Environmental Science

Winged Sentinels Birds and Climate Change

Janice Wormworth & Cagan H. Sekercioglu



From ice-dependent penguins of Antarctica to songbirds migrating across the Sahara, birds' responses provide early warning signs of the impact of climate change. Illustrated with colour photographs, the book is a fascinating insight into what climate change means for birds, and the potential consequences of ignoring these warning signs.

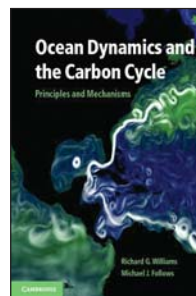
PB	TX	
9780521126823	296pp	\$40.00

TEXTBOOK

Ocean Dynamics and the Carbon Cycle

Principles and Mechanisms

Richard G. Williams & Michael J. Follows



Presents a modern, multidisciplinary and observational approach to introduce the physical processes that drive ocean biogeochemistry and global climate change. Observational data, simple numerical models and schematic illustrations are integrated with basic physical theory to address fundamental research questions and explain how ocean circulation controls marine chemistry and biological productivity.

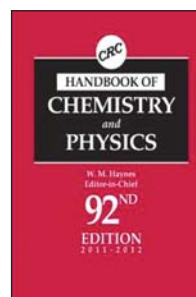
HB	TX	
9780521843690	416pp	£40.00

Science

CRC Handbook of Chemistry and Physics

92nd Edition

William M. Haynes (Ed.)



The 92nd Edition of the *Handbook* includes new tables, major updates and expansions, and a reorganisation of several sections.

The results of the IUPAC 2009 biennial review of atomic-weight determinations were released just as this edition of *Handbook* was going into production. The new values have been added to the inside back cover. However, since there was insufficient time to make these changes to the atomic weights in the Periodic Table at the front of the *Handbook*, this table will be updated in the 93rd Edition.

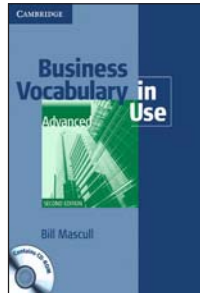
HB	TX	
9781439855119	2656pp	£95.00
CRC PRESS		

ENGLISH LANGUAGE TEACHING

Business Vocabulary in Use Advanced with answers

2nd Edition

Bill Mascull



Business Vocabulary in Use Advanced Second edition is for students and professionals looking to expand their business vocabulary. Bringing learners up to date with the language they need for business today, this book explains words and expressions and also provides practice of using the new language. This second edition comes with a CD-ROM which offers practice exercises and games, audio of each word or phrase, tests and a phonemic chart for pronunciation support. This second edition reflects recent developments in technology, global relations and financial practice and covers a range of topics from Competitive Strategy to Globalisation. It also helps learners develop skills in key areas including Working in international teams.

PB + CD-ROM	E	
9781107604582	176pp	Rs.295.00

SCHOOL BOOKS

Social Studies

Lessons for Life
A Course in Morals, 1- 8
Values and Life Skills

Stalin Malhotra



Lessons for Life is a comprehensive series of books designed to enable students of classes 1 to 8 to understand and imbibe certain fundamental human, social and national values. The series adheres to the curriculum on Peace Education prescribed in the National Curriculum Framework (NCF) 2005.

The series has an inclusive, objective, and secular approach. It is meant to sensitise learners to issues concerning class, gender, race and religion. It also inculcates in them the qualities of fairness, sympathy, peace and tolerance. Life skills are a significant component of the series promoting the application of values in situations that arise in one's day to day life.

In its entirety, the series aims at grooming responsible citizens of the future while equipping them with appropriate thinking, reasoning and problem-solving skills.

Key features

- Carefully structured and graded chapters
- A wide range of texts from diverse sources for a holistic perspective
- Interesting variety of games, activities and exercises to make learning enjoyable
- Activities conducive to diverse learning environments
- Bright, playful and child-friendly illustrations



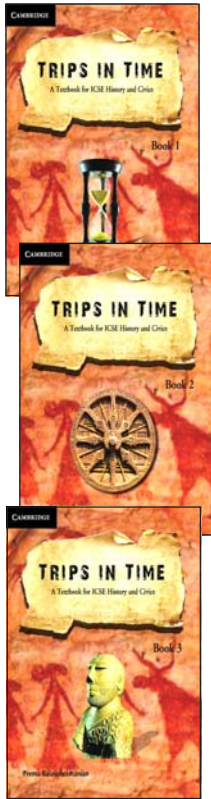
- Colourful activity-oriented centre-spreads in every book for quick assessment of understanding
- Teachers' manual with suggestions for projects and classroom activities

The Teachers' Manual facilitates the teachers with the series in a way which makes it useful and assists the teachers in all classroom activities listed in the textbook. It explains the objective of each chapter at the start of every chapter. Solutions to all the exercises are given in the manual. The manual is supplemented with model test papers to assist in class room activities. The manual also contains additional activities which provide ready test papers for the aid of the teachers.

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Trips in Time
A Textbook for ICSE
History and Civics 1-3

Prema
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Trips in Time is a series in History and Civics for classes III, IV and V. It follows the latest guidelines laid down by the Inter- State Board for Anglo-Indian Education. The three books in the series aim to enable students to appreciate the study of History in the future years. It inculcates in them a sense of interest in the past and helps them grasp the concept of time and change in different contexts. Combining the chronological and the biographical approaches, the series gives a holistic picture of the subject to the learners. The part on Civics helps them identify and understand their role in the family as well as in the society.

The narrative technique links it with the learner's own, immediate world. The series aims at making the study of History and Civics an enjoyable experience while preparing them to be responsible and sensitive citizens of the future.

Key features

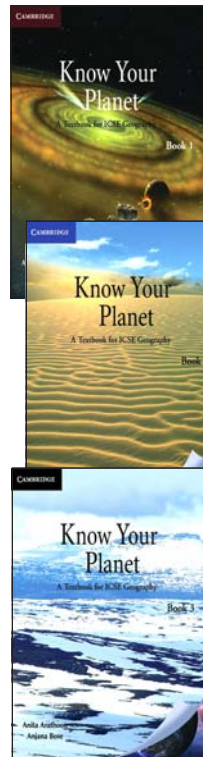
- Narrative technique to create involvement and interest
- Learning objectives clearly stated at the beginning of every chapter
- Specific chapters in every book devoted to environmental education
- Interesting art-work to reinforce the narrative element
- Real-life images to give exposure to things of the past
- Exercises to hone skills of sequencing, classifying and tabulating
- Context-embedded activities to inculcate values and to develop reasoning skills
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Geography

Know Your Planet
A Textbook for ICSE
Geography 1-3

Anita Arathoon &
Anjana Bose



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The series adopts a unique interactive and enquiry approach. Every chapter-title is presented as a question the answer to which is provided by the chapter itself. The exercises train students in developing vital life skills such as giving directions, map-pointing, identifying topographical variations and so on. The in-text activities encourage active learning and hone thinking and reasoning skills.

Key Features:

- Carefully graded and structured chapters
- Unique interrogative and interactive style to arouse curiosity
- Clearly formulated learning objectives at the beginning of every chapter
- Specific chapters on environmental education in every book
- Interesting facts on the environment to inculcate awareness and responsibility
- In-text activities to hone thinking and reasoning skills
- Exercises to develop vital life skills
- Learner-friendly sketches and art-work to make the material appealing
- Real-life images to arouse a sense of awe and wonder
- Ideas for classroom activities and project work in every chapter
- Web links in every chapter to facilitate research and project work
- Teachers' manual with additional teaching and testing material
- Online web-support at www.cambridgeindia.org

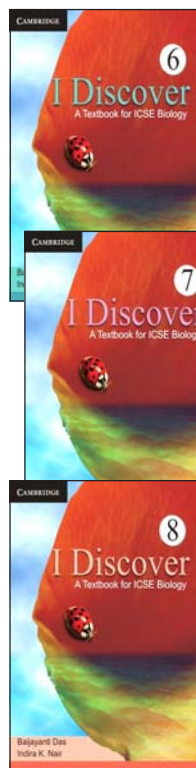
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The books also help in developing the thinking skills of students. The activities in the books encourage students to discover and explore science in a joyful manner.

Key features

- A list of key objectives at the beginning of each chapter to give an overview
- Key definition and Key point highlighted for easy access
- In-text questions given as Checkpoint to help students check their learning progress
- Key ideas at the end of each chapter for quick recapitulation
- Key words to understand the meaning of new and difficult scientific terms in the chapter
- Questions on Higher Order Thinking Skills (HOTS) to reinforce learning
- Brain teaser to make learning an enjoyable experience
- Know your science or scientist to engage and motivate learners
- Project idea to encourage practical learning

Teacher's Manual

Key Features

- Introduction to help teachers to understand the concept better
- Overview to help teachers develop comprehensive lesson plans
- Answer Key to provide solution to textbook exercises
- Worksheets to practice questions
- Sample Test Papers to test the understanding of the concepts learnt
- Additional support material available at www.cambridgeindia.org

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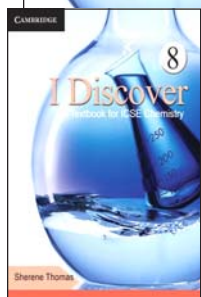
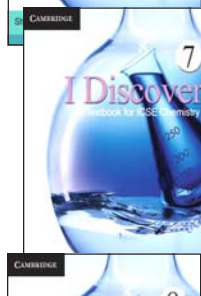
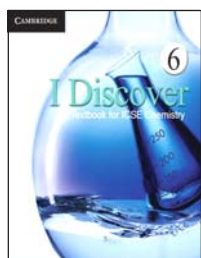
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The books also help in developing the thinking skills of students. The activities in the books encourage students to discover and explore science in a joyful manner.

Key features

- A list of key objectives at the beginning of each chapter to give an overview
- Key definition and Key point highlighted for easy access
- In-text questions given as Checkpoint to help students check their learning progress
- Key ideas at the end of each chapter for quick recapitulation
- Key words to understand the meaning of new and difficult scientific terms in the chapter
- Questions on Higher Order Thinking Skills (HOTS) to reinforce learning
- Brain teaser to make learning an enjoyable experience
- Know your science or scientist to engage and motivate learners
- Project idea to encourage practical learning

Teacher's Manual

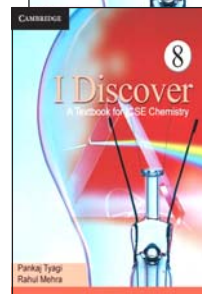
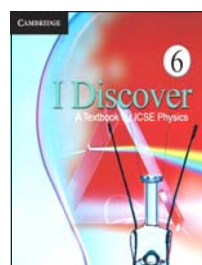
Key Features

- Introduction to help teachers to understand the concept better
- Overview to help teachers develop comprehensive lesson plans
- Answer Key to provide solution to textbook exercises
- Worksheets to practice questions
- Sample Test Papers to test the understanding of the concepts learnt
- Additional support material available at www.cambridgeindia.org

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The books also help in developing the thinking skills of students. The activities in the books encourage students to discover and explore science in a joyful manner.

Key features

- A list of key objectives at the beginning of each chapter to give an overview
- Key definition and Key point highlighted for easy access
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- Project idea to encourage practical learning

Teacher's Manual

Key Features

- Introduction to help teachers to understand the concept better

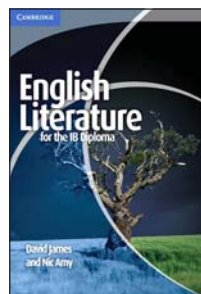
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