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25th Anniversary Edition "A magnificent treasure for all cultures and all time." --St. Petersburg Times It is November 25, 1960, and three beautiful sisters have been found near their wrecked Jeep at the bottom of a 150-foot cliff on the north coast of the Dominican Republic. The official state newspaper reports their deaths as accidental. It does not mention that a fourth sister lives. Nor does it explain that the sisters were among the leading opponents of Gen. Rafael Leónidas Trujillo's dictatorship. It doesn't have to. Everybody knows of Las Mariposas--the Butterflies. In this extraordinary novel, the voices of all four sisters--Minerva, Patria, María Teresa, and the survivor, Dedé--speak across the decades to tell their own stories, from secret crushes to gunrunning, and to describe the everyday horrors of life under Trujillo's rule. Through the art and magic of Julia Alvarez's imagination, the martyred Butterflies live again in this novel of courage and love, and the human costs of political oppression. Julia Alvarez's new novel, *Afterlife*, is available now.

An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

DIVEthnographic study of the programmers, engineers, and hackers who have shaped the internet since the 1970s and the battles that have been waged amongst them over the development of open source software./div

Provides a social history of how the CIA used the psychedelic drug LSD as a tool of espionage during the early 1950s and tested it on U.S. citizens before it spread into popular culture, in particular the counterculture as represented by Timothy Leary, Allen Ginsberg, Ken Kesey, and others who helped spawn political and social upheaval.

This handbook includes state-of-the-art research on love in classical, modern and postmodern perspectives. It expands on previous literature and explores topics around love from new cultural, intercultural and transcultural approaches and across disciplines. It provides insights into various love concepts, like romantic love, agape, and eros in their cultural embeddedness, and their changes and developments in specific cultural contexts. It also includes discussions on postmodern aspects with regard to love and love relationships, such as digitalisation, globalisation and the fourth industrial revolution. The handbook covers a vast range of topics in relation to love: aging, health, special needs, sexual preferences, spiritual practice, subcultures, family and other relationships, and so on. The chapters look at love not only in terms of the universal concept and in private, intimate relationships, but apply a broad concept of love which can also, for example, be referred to in postmodern workplaces. This volume is of interest to a wide readership, including researchers, practitioners and students of the social sciences, humanities and behavioural sciences. In the 1970s through the 90s, I was told that globalization was homogenizing cultures into a worldwide monoculture. This volume, as risky and profound as the many adventures of love across our multiplying cultures are, proves otherwise. The authors' revolutionary and courageous work will challenge our sensibilities and expand the boundaries of what we understand what love is. But that's what love does: It communicates what is; offers what can be; and pleads for what must be. I know you'll enjoy this

wonderful book as much as I do! Jeffrey Ady, Associate Professor (retired), Public Administration Program, University of Hawaii at Manoa, Founding Fellow, International Academy for Intercultural Research The International Handbook of Love is far more than a traditional compendium. It is a breath-taking attempt to synthesize our anthropological and sociological knowledge on love. It illuminates topics as diverse as Chinese love, one-night stands, teen romance or love of leaders and many more. This is a definitive reference in the field of love studies. Eva Illouz, author of *The End of Love: A sociology of Negative relationships*. Oxford University Press.

A groundbreaking history of how the US Post made the nineteenth-century American West. There were five times as many post offices in the United States in 1899 than there are McDonald's restaurants today. During an era of supposedly limited federal government, the United States operated the most expansive national postal system in the world. In this cutting-edge interpretation of the late nineteenth-century United States, Cameron Blevins argues that the US Post wove together two of the era's defining projects: western expansion and the growth of state power. Between the 1860s and the early 1900s, the western United States underwent a truly dramatic reorganization of people, land, capital, and resources. It had taken Anglo-Americans the better part of two hundred years to occupy the eastern half of the continent, yet they occupied the West within a single generation. As millions of settlers moved into the region, they relied on letters and newspapers, magazines and pamphlets, petitions and money orders to stay connected to the wider world. *Paper Trails* maps the spread of the US Post using a dataset of more than 100,000 post offices, revealing a new picture of the federal government in the West. The western postal network bore little resemblance to the civil service bureaucracies typically associated with government institutions. Instead, the US Post grafted public mail service onto private businesses, contracting with stagecoach companies to carry the mail and paying local merchants to distribute letters from their stores. These arrangements allowed the US Post to rapidly spin out a vast and ephemeral web of postal infrastructure to thousands of distant places. The postal network's sprawling geography and localized operations forces a reconsideration of the American state, its history, and the ways in which it exercised power.

"Roth Family Foundation music in America imprint"--Prelim. p.

After decades of civil war and instability, the African country of Angola is experiencing a spectacular economic boom thanks to its most valuable natural resource: oil. Focusing on the everyday realities of people living in the extraction zones, Reed explores the exclusion, degradation, and violence that are the fruits of petrocapi-talism in Angola.

The book is an in-depth presentation of the European branch of semiotic theory, originating in the work of Ferdinand de Saussure. It has four parts: a historical introduction, the analysis of *langue*, narrative theory and communication theory. Part I briefly presents all the semiotic schools and their main points of reference. Although this material is accessible in many other Anglophone publications, the presentation is marked by specific choices aiming to display similarities and differences. The analysis of *langue* in Part II is also available in Anglophone bibliography, but the book presents

Saussurean theory according to a new theoretical rationale and enriched with later developments. In addition, it is orientated so as to offer the foundation for the part that follows. Part III is a presentation of Greimasian narrative theory, well documented in Francophone bibliography but poorly represented in Anglophone publications. The presentation extends the theory in both a qualitative and a new quantitative direction, and includes a great number of examples and two extended textual analyses to help the reader understand and apply it. Part IV, communication theory, combines an extension of Greimasian sociosemiotics with other schools of thought. This original theoretical section discusses fourteen consecutive communication models, the synthesis of which results in a holistic, social semiotic theory of communication. Cyberpragmatics is an analysis of Internet-mediated communication from the perspective of cognitive pragmatics. It addresses a whole range of interactions that can be found on the Net: the web page, chat rooms, instant messaging, social networking sites, 3D virtual worlds, blogs, videoconference, e-mail, Twitter, etc. Of special interest is the role of intentions and the quality of interpretations when these Internet-mediated interactions take place, which is often affected by the textual properties of the medium. The book also analyses the pragmatic implications of transferring offline discourses (e.g. printed paper, advertisements) to the screen-framed space of the Net. And although the main framework is cognitive pragmatics, the book also draws from other theories and models in order to build up a better picture of what really happens when people communicate on the Net. This book will interest analysts doing research on computer-mediated communication, university students and researchers undergoing post-graduate courses or writing a PhD thesis. Now Open Access as part of the Knowledge Unlatched 2017 Backlist Collection.

In this insightful book you will discover the range wars of the new information age, which is today's battles dealing with intellectual property. Intellectual property rights marks the ground rules for information in today's society, including today's policies that are unbalanced and unsupported by any evidence. The public domain is vital to innovation as well as culture in the realm of material that is protected by property rights.

Richard Sennett is an articulate writer whose style reveals a fascinating mind and above all, a keen pair of eyes. In relating our visual organ to the conscience, he implores us to start seeing our lives as wholly related to and organically integrated with, the cities that we live in. In this thoroughly original and important book, Sennett successfully avoids the tendency of many writers on urbanism to proffer 'well meaning' solutions, but instead takes us on a historical and psychological journey. He convinces his readers to focus on impulses and 'spiritual' reasons behind the creation of cities, ranging from the Greek ideals of 'grace' and 'balance' that produced the 'Agora' to the dilemmas of the modern soul that creates walls made of sheer glass. In chapter after chapter of engrossing reading anyone deeply interested in the well-being of urban life will begin to share his insights on urban forms. He articulates his views using descriptions of

ordinary people's lives through history.

This manual is an historical record of the illustrations and procedures for routine maintenance, troubleshooting, repair and rebuilding. Features: Engine and cylinder head service, repair and reconditioning, including bench testing procedures and specifications for 25hp and 36hp motors Solex 28 PCI carburetor and Solex fuel pump troubleshooting, rebuilding, and adjustment Transmission removal, rebuilding, and adjustment, including special needle bearings on synchromesh transmissions Frame, floor and body panel repair. All measurements and detailed cutting, alignment and welding instructions. Painting preparation and procedures Body repair and replacement procedures, including the sliding fabric sunroof and convertible top. Complete wiring diagrams All factory changes and updates are noted in the text by manufacturing date, chassis number, engine number and part number Full explanations of the operation of all systems, with exploded views, cutaways and diagrams Required workshop equipment, tools, and equipment for local manufacture listings Troubleshooting tables for clutch, carburetor, fuel pump, steering, brakes, generator, starter, and wipers Maintenance and lubrication charts and procedures

This book reports on an experimental bilingual education program conducted in Peru by Peruvian educators and Summer Institute of Linguistics (SIL) linguists. Sections of the book discuss: (1) the historical perspective of the program; (2) program aspects such as teacher training, goals, and curriculum; (3) what this program may contribute to the development of future programs; (4) the preparation of materials in vernacular languages; and (5) bilingual education as it relates to the development of indigenous communities. Papers include "The Role of Vernacular versus Prestige Languages in Primary Education" and "Training to Train: The Key to an Ongoing Program" by Mildred L. Larson, "The Training of Bilingual Teachers" by Olive A. Shell, and "The Challenges of Primer Making" by Patricia M. Davis. Tables include teacher-training course statistics, curriculum and textbooks for bilingual schools, and a synopsis of SIL work among the Aguarunas. Figures include sample pages from texts, primers, and readers, and a variety of letters and forms for supervisory use. Photographs of students, teachers, and other community members are provided. Appendices include the resolution authorizing bilingual education in the Peruvian jungle, laws relating to bilingual education, and sample pages of the 1977 curriculum. (JK)

One of the late Carlos Fuentes's final projects, this compendium of his criticism traces the evolution of the Latin American novel from the discovery of America to the present day. Combining historical perspective with personal and often opinionated interpretation, Fuentes gives us a tour from Machado de Assis to Borges and beyond. A landmark analysis, as well as a scintillating and often wry commentary on a great author's peers and influences, this book is as much a contribution to Latin American literature as it is a chronicle of that literature's greatest achievements.

Essays that address the question: how can people and class agency change this destructive course of history? Capitalism's addiction to fossil fuels is heating our planet at a pace and scale never before experienced. Extreme weather patterns, rising sea levels and accelerating feedback loops are a commonplace feature of our lives. The number of environmental refugees is increasing and several island states and low-lying countries are becoming vulnerable. Corporate-induced climate change has set us on an ecocidal path of species extinction. Governments and their international platforms such as the Paris Climate Agreement deliver too little, too late. Most states, including South Africa, continue on their carbon-intensive energy paths, with devastating results. Political leaders across the world are failing to provide systemic solutions to the climate crisis. This is the context in which we must ask ourselves: how can people and class agency change this destructive course of history? Volume three in the Democratic Marxism series, *The Climate Crisis* investigates eco-socialist alternatives that are emerging. It presents the thinking of leading climate justice activists, campaigners and social movements advancing systemic alternatives and developing bottom-up, just transitions to sustain life. Through a combination of theoretical and empirical work, the authors collectively examine the challenges and opportunities inherent in the current moment. This volume builds on the class-struggle focus of Volume 2 by placing ecological issues at the centre of democratic Marxism. Most importantly, it explores ways to renew historical socialism with democratic, eco-socialist alternatives to meet current challenges in South Africa and the world.

Recounts the author's experiences with the reclusive Tarahumara Indians, whose techniques allow them to run long distances with ease, and describes his training for a fifty-mile race with the tribe and a number of ultramarathoners.

Whether you are new to Stata graphics or a seasoned veteran, *A Visual Guide to Stata Graphics, Second Edition* will teach you how to use Stata to make publication-quality graphs that will stand out and enhance your statistical results. With over 900 illustrated examples and quick-reference tabs, this book quickly guides you to the information you need for creating and customizing high-quality graphs for any types of statistical data.

Borehole geophysics is frequently applied in hydrogeological environmental investigations where, for example, sites must be evaluated to determine the distribution of contaminants. It is a cost-effective method for obtaining information during several phases of such investigations. Written by one of world's leading experts in the field, *A Practical Guide to Borehole Geophysics in Environmental Investigations* explains the basic principles of the many tools and techniques used in borehole logging projects. Applications are presented in terms of broad project objectives, providing a hands-on guide to geophysical logging programs, including specific examples of how to obtain and interpret data that meet particular hydrogeologic objectives.

The interactions between apex predators and their prey are some of the most awesome and meaningful in nature—displays of strength, endurance, and a deep coevolutionary history. And there is perhaps no apex predator more impressive and important in its hunting—or more infamous, more misjudged—than the wolf. Because of wolves' habitat, speed, and general success at evading

humans, researchers have faced great obstacles in studying their natural hunting behaviors. The first book to focus explicitly on wolf hunting of wild prey, *Wolves on the Hunt* seeks to fill these gaps in our knowledge and understanding. Combining behavioral data, thousands of hours of original field observations, research in the literature, a wealth of illustrations, and—in the e-book edition and online—video segments from cinematographer Robert K. Landis, the authors create a compelling and complex picture of these hunters. The wolf is indeed an adept killer, able to take down prey much larger than itself. While adapted to hunt primarily hoofed animals, a wolf—or especially a pack of wolves—can kill individuals of just about any species. But even as wolves help drive the underlying rhythms of the ecosystems they inhabit, their evolutionary prowess comes at a cost: wolves spend one-third of their time hunting—the most time consuming of all wolf activities—and success at the hunt only comes through traveling long distances, persisting in the face of regular failure, detecting and taking advantage of deficiencies in the physical condition of individual prey, and through ceaseless trial and error, all while risking injury or death. By describing and analyzing the behaviors wolves use to hunt and kill various wild prey—including deer, moose, caribou, elk, Dall sheep, mountain goats, bison, musk oxen, arctic hares, beavers, and others—*Wolves on the Hunt* provides a revelatory portrait of one of nature's greatest hunters.

Six essays discuss definitions and explanations of folklore, and methods of teaching it. Then 15 additional essays explore Texas folklore related to such topics as police burials, gang graffiti, fiddling, ghosts, dance halls, oil fields, spring rituals, and the dialect spoken along the border between Texas and Mexico. Numerous illustrations and black-and-white photographs. Annotation copyrighted by Book News, Inc., Portland, OR

A set of creative writers here responds to the call for literature that addresses who we are by understanding where we are—where, for each of them, being somehow part of the academy. Their personal essays delineate the diverse, sometimes unexpected roles of place in shaping them, as writers and teachers in varied environments, through unique experiences and distinctive worldviews—in reconfiguring their conjunctions of identity and setting, here, there, everywhere, and in between. Offering creative comments on place, identity, and academic work are authors Charles Bergman, Mary Clearman Blew, Jayne Brim Box, Jeffrey M. Buchanan, Norma Elia Cantú, Katherine Fischer, Kathryn T. Flannery, Diana Garcia, Janice M. Gould, Seán W. Henne, Rona Kaufman, Deborah A. Miranda, Erin E. Moore, Kathleen Dean Moore, Robert Michael Pyle, Jennifer Sinor, Scott Slovic, Michael Sowder, Lee Torda, Charles Waugh, and Mitsuye Yamada.

A historical study of Chile's twin experiments with cybernetics and socialism, and what they tell us about the relationship of technology and politics. In *Cybernetic Revolutionaries*, Eden Medina tells the history of two intersecting utopian visions, one political and one technological. The first was Chile's experiment with peaceful socialist change under Salvador Allende; the second was the simultaneous attempt to build a computer system that would manage Chile's economy. Neither vision was fully realized—Allende's government ended with a violent military coup; the system, known as Project Cybersyn, was never completely implemented—but they hold lessons for today about the relationship between technology and politics. Drawing on extensive archival material and interviews, Medina examines the cybernetic system envisioned by the Chilean government—which was to

feature holistic system design, decentralized management, human-computer interaction, a national telex network, near real-time control of the growing industrial sector, and modeling the behavior of dynamic systems. She also describes, and documents with photographs, the network's Star Trek-like operations room, which featured swivel chairs with armrest control panels, a wall of screens displaying data, and flashing red lights to indicate economic emergencies. Studying project Cybersyn today helps us understand not only the technological ambitions of a government in the midst of political change but also the limitations of the Chilean revolution. This history further shows how human attempts to combine the political and the technological with the goal of creating a more just society can open new technological, intellectual, and political possibilities. Technologies, Medina writes, are historical texts; when we read them we are reading history.

This book explores the concept of 'cognitive injustice': the failure to recognise the different ways of knowing by which people across the globe run their lives and provide meaning to their existence. Boaventura de Sousa Santos shows why global social justice is not possible without global cognitive justice. Santos argues that Western domination has profoundly marginalised knowledge and wisdom that had been in existence in the global South. She contends that today it is imperative to recover and valorize the epistemological diversity of the world. Epistemologies of the South outlines a new kind of bottom-up cosmopolitanism, in which conviviality, solidarity and life triumph against the logic of market-ridden greed and individualism.

By the New York Times bestselling author of *The Bone Clocks* and *Cloud Atlas* | Longlisted for the Man Booker Prize Selected by Time as One of the Ten Best Books of the Year | A New York Times Notable Book | Named One of the Best Books of the Year by The Washington Post Book World, The Christian Science Monitor, Rocky Mountain News, and Kirkus Reviews | A Los Angeles Times Book Prize Finalist | Winner of the ALA Alex Award | Finalist for the Costa Novel Award From award-winning writer David Mitchell comes a sinewy, meditative novel of boyhood on the cusp of adulthood and the old on the cusp of the new. *Black Swan Green* tracks a single year in what is, for thirteen-year-old Jason Taylor, the sleepest village in muddiest Worcestershire in a dying Cold War England, 1982. But the thirteen chapters, each a short story in its own right, create an exquisitely observed world that is anything but sleepy. A world of Kissingeresque realpolitik enacted in boys' games on a frozen lake; of "nightcreeping" through the summer backyards of strangers; of the tabloid-fueled thrills of the Falklands War and its human toll; of the cruel, luscious Dawn Madden and her power-hungry boyfriend, Ross Wilcox; of a certain Madame Eva van Outryve de Crommelynck, an elderly bohemian emigré who is both more and less than she appears; of Jason's search to replace his dead grandfather's irreplaceable smashed watch before the crime is discovered; of first cigarettes, first kisses, first Duran Duran LPs, and first deaths; of Margaret Thatcher's recession; of Gypsies camping in the woods and the hysteria they inspire; and, even closer to home, of a slow-motion divorce in four seasons. Pointed, funny, profound, left-field, elegiac, and painted with the stuff of life, *Black Swan Green* is David Mitchell's subtlest and most effective achievement to date. Praise for *Black Swan Green* "[David Mitchell has created] one of the most endearing, smart, and funny young narrators ever to rise up from the pages of a novel. . . . The always fresh and brilliant writing will carry readers back to their own childhoods. . . . This enchanting novel makes us remember exactly what it was

like.”—The Boston Globe “[David Mitchell is a] prodigiously daring and imaginative young writer. . . . As in the works of Thomas Pynchon and Herman Melville, one feels the roof of the narrative lifted off and oneself in thrall.”—Time

In a state of ontological crisis, all boundaries have been ruptured between nature and culture, human and machine, and object and subject. We find ourselves exhaustively tackling the turmoil of our own designed circumstances, as we emerge to become extensions of the extensions that we built. In this practice-based design theory project, the authors share their experiments in negotiating power with things, hacking mundane objects, and thus their own everyday lives, allowing themselves to be swayed and misled, disrupted and called into question. The experiments delineate a mode of critical cultural inquiry where design and sociology collide to elicit critical perspectives on the ‘designer’ and the ‘designed’ as we act within an entangled politics of things.

Special edition slipcase edition of John Green's Paper Towns, with pop-up paper town. From the bestselling author of The Fault in our Stars. Quentin Jacobsen has always loved Margo Roth Spiegelman, for Margo (and her adventures) are the stuff of legend at their high school. So when she one day climbs through his window and summons him on an all-night road trip of revenge he cannot help but follow. But the next day Margo doesn't come to school and a week later she is still missing. Q soon learns that there are clues in her disappearance . . . and they are for him. But as he gets deeper into the mystery - culminating in another awesome road trip across America - he becomes less sure of who and what he is looking for. Masterfully written by John Green, this is a thoughtful, insightful and hilarious coming-of-age story.

The first novel to appear in English by one of the most talked-about and critically acclaimed writers of new Mexican fiction. From a psychoanalyst's couch, the narrator looks back on her bizarre childhood—in which she was born with an abnormality in her eye into a family intent on fixing it. In a world without the time and space for innocence, the narrator intimately recalls her younger self—a fierce and discerning girl open to life's pleasures and keen to its ruthless cycle of tragedy. With raw language and a brilliant sense of humor, both delicate and unafraid, Nettel strings together hard-won, unwieldy memories—taking us from Mexico City to Aix-en-Provence, France, then back home again—to create a portrait of the artist as a young girl. In these pages, Nettel's art of storytelling transforms experience into inspiration and a new startling perception of reality. "Nettel's eye...gives rise to a tension, subtle but persistent, that immerses us in an uncomfortable reality, disquieting, even disturbing—a gaze that illuminates her prose like an alien sun shining down on our world." —Valeria Luiselli, author of Sidewalks and Faces in the Crowd "It has been a long time since I've found in the literature of my generation a world as personal and untransferable as that of Guadalupe Nettel." —Juan Gabriel Vásquez, author of The Sound of Things Falling "Nettel reveals the subliminal beauty within beings...and painstakingly examines the intimacies of her soul." —Magazine Littéraire "Guadalupe Nettel's storytelling power is majestic."—Typographical Era In Praise of Natural Histories "Five flawless stories..." —The New York Times "Nettel's stories are as atmospheric and emotionally battering as Checkhov's."—Asymptote

I have physical scars from past surgeries, however, I have emotional scars as well. They were buried deep inside (hidden). It

wasn't until my mother died was I able to "catch my breath" and to make sense of or process the emotional pain I had endured due to her prescription drug addiction, resulting in my own addictions.

A photography book celebrating the nomadic lifestyle and community of vanlife through interviews, essential advice for living on the road, and more than 200 photos of tiny rolling homes. Inspired by the blog and Instagram account, Vanlife Diaries is an inspiring and detailed look into the world of the rolling homes built and occupied by a new generation of modern nomads: a range of professionals and creatives who have ditched conventional houses for the freedom of the road and the beauty of the outdoors. More than 200 photographs feature the vanlifers, their pets, and their converted vans and buses--VWs, Sprinters, Toyotas, and more--with the interiors uniquely customized and decorated for their work and hobbies, as well as the stunning natural locations that are the movement's inspiration. Interviews and narrative captions share the stories of these nomads and how they decided to pursue vanlife, and provide practical tips and inspiration for downsizing, finding and converting your vehicle, and working and living on the road.

"When I first committed to three full months in El Salvador, the feeling that I was signing up for the equivalent of marriage and reproduction was assuaged only by the awareness that, come March 2020, I'd be dashing around Mexico before flying to Istanbul and resuming freneticism in that hemisphere. Little did I know that the scribbled itinerary would never come to fruition, and that I'd only get as far as the coastal village of Zipolite in the Mexican state of Oaxaca, where March 13-25 would turn into March 13 until further notice." Since leaving her American homeland in 2003 Belén Fernández had been an inveterate traveler. Ceaselessly wandering the world, the only constant in her itinerary was a conviction never to return to the country of her childhood. Then the COVID-19 lockdown happened and Fernandez found herself stranded in a small village on the Pacific coast of Mexico. This charming, wryly humorous account of nine months stuck in one place nevertheless roams freely: over reflections on previous excursions to the wilder regions of North Africa, Asia and Eastern Europe; over her new-found friendship with Javier, the mezcal-drinking, chain-smoking near-septuagenarian she encounters in his plastic chair on Mexico's only clothing-optional beach; over her protracted struggle to obtain a life-saving supply of yerba mate; and over, literally, the rope of a COVID-19 checkpoint, set up directly outside her front door and manned by armed guards who require her to don a mask every time she returns home.

2015 Susanne K. Langer Award for Outstanding Scholarship, Media Ecology Association 2013 Book of the Year, Visual Communication Division, National Communication Association

Amidst the profound upheavals in technology, economics, and culture that mark the contemporary moment, marketing strategies have multiplied, as brand messages creep ever deeper into our private lives. In *Your Ad Here*, an engaging and timely new book, Michael Serazio investigates the rise of "guerrilla marketing" as a way of understanding increasingly covert and interactive flows of commercial persuasion. Digging through a decade of trade press coverage and interviewing dozens of agency CEOs, brand managers, and creative directors, Serazio illuminates a diverse and fascinating set of campaign examples: from the America's Army video game to Pabst Blue Ribbon's "hipster hijack," from buzz agent bloggers and tweeters to The Dark Knight's "Why So Serious?" social labyrinth. Blending rigorous analysis with eye-

opening reporting and lively prose, Your Ad Here reveals the changing ways that commercial culture is produced today. Serazio goes behind-the-scenes with symbolic creators to appreciate the professional logic informing their work, while giving readers a glimpse into this new breed of “hidden persuaders” optimized for 21st-century media content, social patterns, and digital platforms. Ultimately, this new form of marketing adds up to a subtle, sophisticated orchestration of consumer conduct and heralds a world of advertising that pretends to have nothing to sell.

This new olive oil handbook provides a wealth of detail about the analysis and properties of olives and their oil. It covers technological aspects and biochemistry, a description of detailed techniques, and an analysis of olive oil from the standpoint of general methodology.

[In this book, the author's] analysis of the effects and causes of capitalist underdevelopment in Latin America present [an] account of ... Latin American history. [The author] shows how foreign companies reaped huge profits through their operations in Latin America. He explains the politics of the Latin American bourgeoisies and their subservience to foreign powers, and how they interacted to create increasingly unequal capitalist societies in Latin America.-Back cover.

Paper TownsA&C Black

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