

# Nuevas Adquisiciones

Embajada de los Estados Unidos

**BIBLIOTECA BENJAMÍN FRANKLIN**

**ABRIL 2008**

*Servicio Cultural e Informativo*

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## ARQUITECTURA



**Architecture in Cincinnati : an illustrated history of designing and building an American city**

*Sue Ann Painter ;  
photographs by Alice Weston*

Athens, OH : Ohio University Press in association with the Architectural Foundation of Cincinnati, 2006.

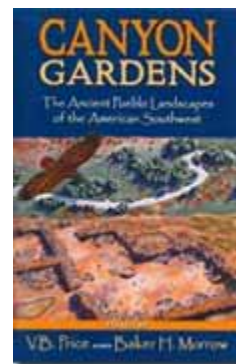
REF 720.9771 PAI

Traces de city's development from the first town plans of the 1780s to the dramatic skyline of today. It is a fascinating story of patrons, politicians, architects, engineers, and planners building a vibrant city. Cincinnati's architecture is a testament to the historical importance of the city itself.

**Canyon gardens: the Ancient Pueblo landscapes of the American Southwest**

*Edited by V.B. Price and Baker H. Morrow*  
Albuquerque, NM : University of New Mexico Press, 2006.

712.089 CAN



Focuses on the man-made or cultural landscape of ancient Pueblo and urban cultures that have survived into the present as contemporary Pueblo peoples. This is not a study of Southwestern archaeology, though many references are made to recent theories and studies in this field.

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## ARTE

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### Georgia O'Keeffe: circling around abstraction

Essays by Jonathan Stuhman and Barbara Buhler Lynes  
West Palm Beach, FL  
Norton Museum of Art, 2007.

REF 759.13 OKE

This book examines O'Keeffe's work, focusing specifically on her distinctive use of circular forms as an abstract motif. From the hypnotic swirl of her breakthrough charcoal abstractions of the 1910s, to the carefully constructed still lives of the 1920's, the penetrating close-ups of subjects from the natural world in the 1930s, and the haunting voids of her pelvis series of the 1940s.

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## ASUNTOS LABORALES

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### Tough choices or tough times : the report of the New Commission on the Skills of the American Workforce

National Center on Education and the Economy  
San Francisco, CA : John Wiley & Sons, 2007.

331.25 NAT

Demonstrates how a nation will cling to the political and economic faiths of its past era of creativity and expansionism even after fundamental change in the operating environment has rendered these faiths suspect as strategies for survival.

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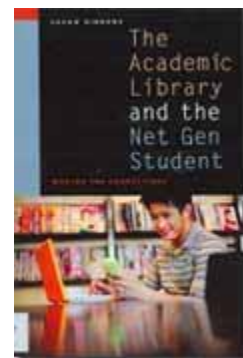
## BIBLIOTECOLOGIA

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### The academic library and the net-gen student : making the connections

Susan Gibbons  
Chicago, IL : American Library Association, 2007.

027.7 GIB



Inspired by work-practice studies of students and faculty conducted at the University of Rochester, this visionary guide maps potentially vibrant futures for academic libraries. Academic librarians in public services, technology, and administration now have the tools to better understand the integral role of technology in the social and academic lives of undergraduates (the Net Generation).



### Managing facilities for results : optimizing space for services

Cheryl Bryan for the Public Library Association  
Chicago, IL : American Library Association, 2007.

022.3 BRY

This new hands-on workbook guides library directors, staff, and boards through the process to prioritize new services that need space, make plans and identify appropriate locations, present the case to funding authorities, conduct a gap analysis, find resources to reallocate and determine what new items are needed, and to identify building professionals to assist with alterations.

## Redes bibliotecarias : espacios de bienes comunes



*María de los Angeles Rivera, Sergio López Ruelas, comps.*  
Guadalajara, Jalisco :  
Universidad de  
Guadalajara,  
Coordinación de  
Bibliotecas, 2007.

S 027.006 COL

Analiza la importancia de los bienes comunes en su función de proporcionar recursos y servicios que demandan usuarios cada vez más informados, en un marco de cooperación y sociedad globalizada. Por ello, en la medida en que las bibliotecas se integren en redes, podrán en conjunto contribuir sirviendo a grandes sectores de usuarios.



### Technology made simple : an improvement guide for small and medium libraries

*Kimberly Bolan and Robert Cullin*  
Chicago, IL :

American Library Association, 2007.

025.52 BOL

A librarian and a technical expert join forces in this thorough and easy-to-understand primer. Expansive and practical, it offers detailed how-tos, many reproducible forms, and inspiring stories from libraries that have demystified the technology implementation process.

## BIOGRAFIA

### Jackie Kennedy Onassis [videorecording] : in a class of her own

*A & E Television Networks*  
United States : A & E  
Home Video : Distributed  
by New Video, 2005.

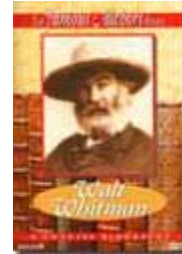


DVD 973.922 JAC

This is the story of this enigmatic woman and inspirational icon who, despite unwavering calls for privacy throughout her life, was forever destined to live in the blinding glare of the media spotlight.

### Walt Whitman [videorecording] : a concise biography

*Written, produced and directed by Malcolm Hossick*  
West Long Branch, NJ :  
Kultur, 2007.



DVD 811.3 WAL

First known for his controversial book of poetry, *Leaves of Grass*, Walt Whitman was thought to be vulgar and immoral. His major themes included the sacredness of the self, the beauty of death, the quality of all people, the love of comrades, and the immortality of the soul.

### The Wizard of Menlo Park : how Thomas Alva Edison invented the modern world

*Randall Stross*  
New York, NY :  
Crown Publishers,  
2007.

621.3 STR

Critical biography of the man who is arguably the most



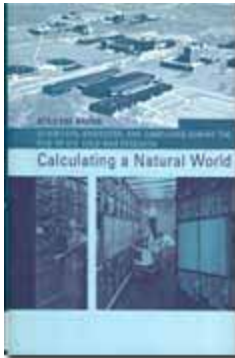
globally famous of all Americans. At the height of his fame, Thomas Alva Edison was hailed as "The Napoleon of invention" and blazed in the public imagination as a virtual demigod. This bold reassessment of Edison's life and career tells the story of how he came upon his most famous inventions as a young man and spent the remainder of his life trying to conjure similar success.

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## CIENCIA Y TECNOLOGIA

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### Calculating a natural world : scientists, engineers, and computers during the rise of U.S. cold war research



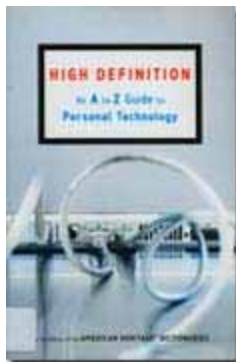
*Atsushi Akera*  
Cambridge, MA. : MIT  
Press, 2007.

004.973 AKE

Describes the complicated interplay of academic, commercial, and government and military interests that

produced a burst of scientific discovery and technological innovation in 1940s and 1950s America.

### High definition : an A to Z guide to personal technology



Boston, MA :  
Houghton Mifflin,  
2006.

REF 004.03 HIG

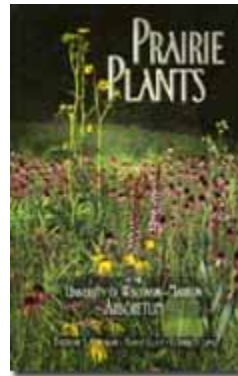
Modern life is packed with information technology, but many technical terms leave

us with puzzling questions. This dictionary provides answers to these and thousands of other questions about the technology we live with and depend on. Includes over 3, 000 terms, and abbreviations as well as acronyms.

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## CIENCIAS NATURALES

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### Prairie plants of the University of Wisconsin-- Madison Arboretum

*Theodore S.  
Cochrane [et al]*  
Madison, WI :  
University of  
Wisconsin Press,  
2006.

577.44 COC

Illustrates and describes more than 360 native and introduced species that grow and bloom on the Arboretum prairies. The guide's intent is to help readers recognize familiar and rare plants on sight, increase awareness and respect for remaining small prairie remnants, encourage prairie preservation and restoration, and promote the planting of native species in yards and gardens.

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## CIENCIAS SOCIALES

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### The rise of the blogosphere

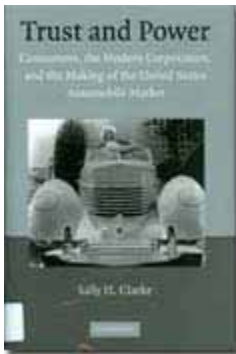
*Aaron Barlow*  
Westport, CT :  
Praeger, 2007.

070.4 BAR

First book to provide readers with a cultural/historical account of the blog, as well as the first to analyze the different

aspects of this growing phenomenon in terms of its past. Americans long to voice their opinions with the freedom that the press had once provided. Today, blogs are providing the means for doing just that.





**Trust and power: consumers, the modern corporation, and the making of the United States automobile market**

*Sally H. Clarke*  
Cambridge, MA : Cambridge University Press, 2007.

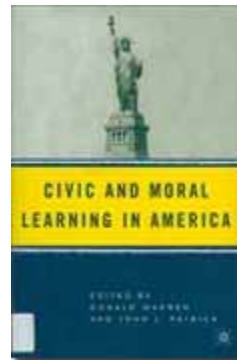
338.4 CLA

Argues that corporations have faced conflicts with the very consumers whose loyalty they sought. The book provides novel insights into the dialogue between modern corporations and consumers by examining automobiles during the 20th century.

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## CIVISMO

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**Civic and moral learning in America**

*Edited by Donald Warren and John J. Patrick*  
New York, NY : Palgrave Macmillan, 2006.

370.11 CIV

Over the years, advocates of various persuasions have written and spoken about the country's need for a renewal of its political and social values. This student-friendly book looks for people, places, contexts and ideas that for good or for ill have influenced the acquisition of civic and moral learning in America.

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## CINE

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**To kill a mockingbird [videorecording]**

*Directed by Robert Mulligan*  
Universal City, CA : Universal, 2005.

DVD 813 TOK

Gregory Peck plays a southern lawyer who defends a black man accused of rape in this film version of the Pulitzer Prize-winning novel. The way in which it captures a time, a place, and above all, a mood, makes this film a masterpiece.

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## CONTABILIDAD

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**More than a numbers game : a brief history of accounting**

*Thomas A. King*  
Hoboken, NJ : John Wiley & Sons, 2006.

657.0973 KIN

Author and financial expert Tom King examines the "why" of accounting practice by analyzing key issues and events that have transformed accounting from a tool used by American railroad managers to communicate with absent British investors into an enabler of corporate fraud during the Internet and telecom frenzy.

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## DEPORTES

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### **The basketball book**

*Rob Fleder, editor*  
New York, NY :  
Time Books, 2007.

REF 796.323 BAS

Highlighted by dozens of photographs, this book is a celebration of the game that America gave the world. It commemorates the personalities and achievements that have inspired the legions of fans who have made March Madness an American ritual and have put the NBA at the leading edge of popular culture throughout the world.

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## DERECHOS DE AUTOR

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### **Patenting art & entertainment : new strategies for protecting creative ideas**

*Gregory Aharonian & Richard Stim.*

Berkeley, CA : Nolo, 2004.

346.73 AHA

This book shows that patent law can protect the methods and processes used to create art and entertainment, as well as the design and appearance of products. Provides in-depth (but concise) information of all aspects of this cutting-edge method. It covers how the creation of arts and entertainment became formal sciences, the limitations of copyrights, how the U.S. Patent and Trademark Office handles such applications, and more.

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## DESASTRES NATURALES

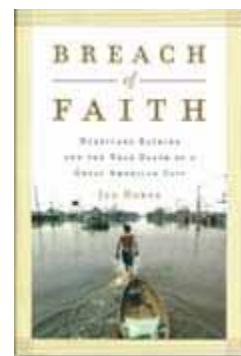
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### **Breach of faith : Hurricane Katrina and the near death of a great American city**

*Jed Horne*  
New York, NY : Random House, 2006.

976.3 HOR

Hurricane Katrina shredded one of the great cities of the South, and as levees failed and the federal relief effort proved lethally incompetent, a natural disaster became a man-made catastrophe. As an editor of New Orleans' daily newspaper, Jed Horne has had a front-row seat to the unfolding drama of the city's collapse into chaos and its continuing struggle to survive.



### **Inside Hurricane Katrina [videorecording]**

*Writers, Michael Eldridge, Judy Cole.*  
Burbank, CA : Warner Home Video, 2006.

DVD 363.34 INS

Using comprehensive analysis of events, hours of government audio tapes, and personal interviews, National Geographic takes viewers into the eye of Katrina to uncover the decisions and circumstances that determined the fate of the Gulf residents.

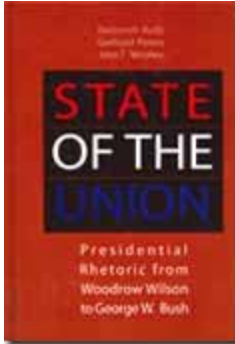


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## DISCURSOS

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### State of the Union : presidential rhetoric from Woodrow Wilson to George W. Bush



Edited by Deborah Kalb  
[et al]  
Washington, DC : CQ  
Press, 2007.

REF 352.23 STA

Comprehensive  
reference containing  
every State of the Union

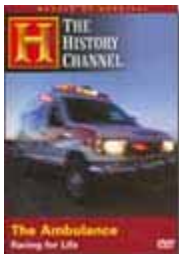
address delivered to Congress from 1913 to 2006. An introductory essay traces the evolution of the State of the Union address throughout U.S. history and explores how the messages reflect the leadership styles of presidents and the circumstances in which they were delivered.

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## DOCUMENTAL

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### The ambulance [videorecording] : racing for life



*The History Channel*  
New York, NY : A&E Home  
Video : Distributed by New  
Video, 2006.

DVD 362.18 AMB

From the horrors of war to the legendary heroism of famous individuals, this is the comprehensive story of the ambulance and the brave men and women who put their lives on the line to save others.

### Candy ; Sugar [videorecording]



*The History Channel*  
New York, NY : A & E  
Television Networks :  
Distributed by New Video,  
2007.

DVD 641.853 CAN

Loved by kids and savored by adults, candy is more than just a treat. Follow the progression of raw goods to

candy at Hershey's and See's Candy Factories, Schimpff's Confectionary, Jelly Belly, and beyond. Also includes, in a separate DVD, the science of sweet, where it's revealed sugar at its most raw by taking an extensive tour of a cane sugar plantation.

### Eugene O'Neill [videorecording] : a documentary film

Written by Arthur Gelb  
[et al]  
Alexandria, VA : PBS Home  
Video, 2006.

DVD 812.52 ONE



Eugene O'Neill was one of the greatest playwrights in American history. Through his experimental and emotionally probing dramas, he addressed the difficulties of human society with a deep psychological complexity.

### Inside the LAPD [videorecording]

*A&E Television  
Network*  
New York, NY ; New  
York, NY : A&E  
Television Network,  
2001.

DVD 363.209 INS



For a century and a half, the LAPD (Los Angeles Police Department) has patrolled the streets of the City of Angels. Their history is a fascinating blend of scandal, redemption, reform and innovation.

### The Manhattan Project ; More Engineering Disasters [videorecording]

*The History Channel*  
New York, NY : A&E  
Television Networks :  
Distributed by New Video,  
2007.

DVD 363.179 MAN



In this examination of the Manhattan Project, Los Alamos scientists and engineers reveal

their trials, triumphs, and dark doubts about building the ultimate weapon of war in the interest of peace. Also includes in a separate DVD some of the most notable engineering disasters in history and searches for probable causes of the calamities, ranging from engineering errors to arrogance, ego, and plain incompetence.



**Monster trucks ; James Bond Gadgets [videorecording]**

*The History Channel*  
New York, NY : A & E Television Networks :

Distributed by New Video, 2007.

DVD 621 MON

Examines the history and technology of 10 000 pound-plus monster trucks from the first-ever "Bigfoot" to the nationally celebrated trucking events of today. Also includes in a separate DVD about James Bond's wonderfully creative gadgets ever to grace the silver screen.



**The World's Longest Bridge ; Walt Disney World [videorecording]**

*The History Channel*  
New York, NY : A&E Television Networks :

Distributed by New Video, 2007.

DVD 624.2 WOR

Television program documenting the 10-year construction of the Akashi-Kaikyo Bridge in Japan, the longest single-span suspension bridge in the world. Also includes in a separate DVD a look at the ingenious industry and incredible engineering feats that went into building the renowned 27000 acre Disney World complex.

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## EDUCACION

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**Discounted dreams [videorecording] : high hopes and harsh realities at America's community colleges**

*Producers, Carrie Glasser, Shae Isaacs*

United States : PBS Home Video, 2007.

DVD 378.03 DIS

Community colleges are the fastest growing segment of American higher education. With open admissions, low tuition, and flexible scheduling, community colleges provide an array of classes and job training to 12 million students nationwide. Today they face more students with more needs, chronic under funding, and an admission policy that too often becomes a revolving door. Veteran correspondent John Merrow explores the contradictions of these colorful institutions.

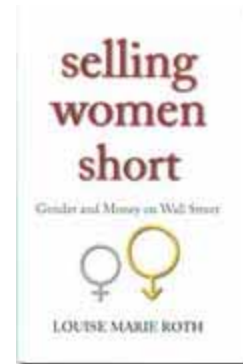
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## ESTUDIOS DE GENERO

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**Selling women short : gender inequality on Wall Street**

*Louise Marie Roth.*  
Princeton, NJ : Princeton University Press, 2006.



332.6 ROT  
Reveals the subtle structural discrimination that occurs when the unconscious biases of managers, co-workers, and clients influence performance evaluation, work distribution, and pay. Wall Street workers describe how factors such as the preference to associate with those of the same gender contribute to systematic inequality.



## Women and migration in the U.S.- Mexico borderlands : a reader



Edited by Denise A. Segura and Patricia Zavella  
Durham, NC : Duke University Press, 2007.

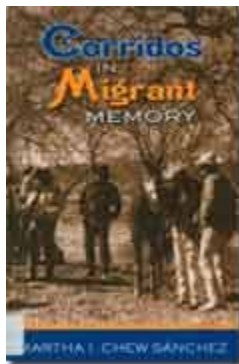
305.4 WOM

Scholars across diverse disciplines interrogate the socioeconomic forces that propel Mexican women into the migrant stream and shape their employment options and the "structural violence" that they confront in the U.S. - Mexico borderlands broadly conceived - all within the economic, social, cultural, and political interstices of the two countries.

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## FOLKLORE

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### Corridos in migrant memory

Martha I. Chew Sánchez  
Albuquerque, NM : University of New Mexico Press, 2006.

782.42 SAN

Examines the role of corridos in shaping the cultural memories and identities of transnational Mexican groups. The narrative songs, dating from the earliest colonial times, recount the historical circumstances surrounding a model protagonist whose history embodies the everyday experience and values of the community.

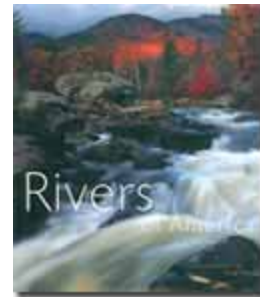
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## GEOGRAFIA

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### Rivers of America

Photographs and text by Tim Palmer  
New York, NY : Abrams, 2006.

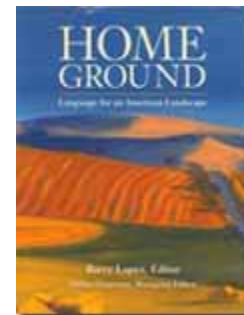


REF 551.48 PAL

Collection of photographs that illustrate the variety and stunning artistry of America's rivers. The images in this book are all as they are in nature, seen through Palmer's lens and shown together for the first time alongside his own words.

### Home ground : language for an American landscape

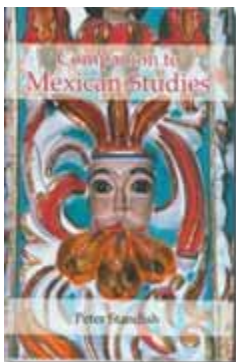
Barry Lopez, editor  
San Antonio, TX : Trinity University Press, 2006.



REF 917.3 HOM

Brings the distinctly American vocabulary that people use to characterize the country's landscape. Forty-five writers have crafted more than 850 definitions for words like vega and trace, flatiron and bayou, milk and gap. This book is an invitation to learn American geography, to read American history, and to celebrate a deeply engaging dimension of American character.

## HISTORIA Y CIVILIZACION

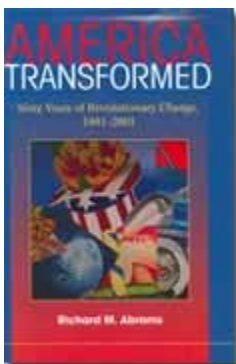


### **A companion to Mexican studies**

*Peter Standish*  
Woodbridge, UK ;  
Rochester, NY :  
Tamesis, 2006.

972 STA

Traces the evolution of the major creative aspects of Mexican culture from pre-Columbian times to the present. The author explores Aztec arts, the role of performing arts in the process of evangelization, manifestations of cultural dependence and on the search for national identity, and the struggle for modernity.



### **America transformed : sixty years of revolutionary change, 1941-2001**

*Richard M. Abrams*  
Cambridge [England]  
New York, NY :  
Cambridge University  
Press, 2006.

973.92 ABR

Represents more than a half-century of reflections on the human condition with particular reference to the history of the United States during that period. It is organized thematically rather than chronologically. Each chapter, as it focuses on a particular subject, follows a chronology of its own.

### **North American prints, 1913-1947: an examination at century's end**

*Edited by David Tatham*  
Syracuse, NY :  
Syracuse University  
Press, 2006.

769.7 NOR



In this collection of essays, eight contemporary scholars examine the rich diversity in the subject, style, and geography of printmaking from 1913 to 1947, a singular period of artistic creation. In addition, three distinguished printmakers who were active during the 1930s and 1940s share their recollections of those decades, offering rare, firsthand accounts of the political, social, and cultural elements that influenced the artists and their work.



### **Washington engineered**

*Vincent Lee-Thorp*  
Baltimore, MD : Noble  
House, 2006.

975.3 LEE

Story of engineering in Washington, DC from 1740 to 2000. This is a book for anyone who enjoys history and the human factors behind the stories. It provides an entertaining look into a field that is often overlooked, and opens a window to the feelings experienced by its practitioners, providing a greater understanding of the complicated science of engineering.

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## IDIOMA INGLES

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### Getting started with English language learners : how educators can meet the challenge



Judie Haynes  
Alexandria, VA :  
Association for  
Supervision and  
Curriculum  
Development, 2007.

418.007 HAY

Provides a practical resource to help educators who are

new to the field of English as a Second Language understand and address the needs of English language learners. Real-life scenarios from actual classrooms are presented throughout the book and it includes a brief overview of different types of ESL programs used in the United States, and a helpful glossary.

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## INMIGRACION

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### Translation nation : defining a new American identity in the Spanish-speaking United States

Héctor Tobar  
New York, NY :  
Berkley Publishing  
Group, 2005.

305.868 TOB

Pulitzer Prize-winning journalist Héctor Tobar takes us on the definitive tour of the Spanish-speaking United States, a parallel USA, 40 million strong that is transforming the American Dream, reinventing the American community, and redefining the experience of the American immigrant in unprecedented and unexpected ways.

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## LEYES Y LEGISLACION

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### Congressional procedures and the policy process



Walter J. Oleszek  
Washington, DC :  
CQ Press, 2007.

328.73 OLE

The objective of this work is to discuss how Congress makes laws and how its rules and procedures shape domestic and foreign policy. The theme of the book is that the interplay of rules, procedures, precedents, and strategies is vital to understanding how Congress works.

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## LITERATURA

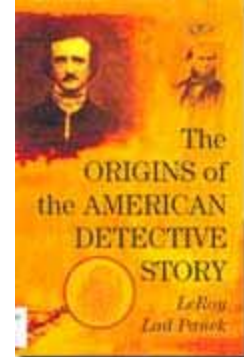
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### The origins of the American detective story

LeRoy Lad Panek  
Jefferson, NC :  
McFarland & Co, 2006.

813.0872 PAN

This volume covers the formative years of American detective fiction. It examines elements including the rise and decline of the police as an institution, the parallel development of private detectives, and the birth of the crusading newspaper reporter. The work also looks at the beginnings of forensic science and criminology--and consequently, the detective story.





**Through other continents : American literature across deep time**

*Wai Chee Dimock*  
Princeton, NJ : Princeton University Press, 2006.

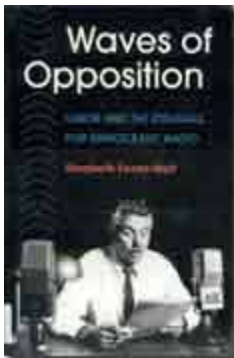
810.9 DIM

Inspired by an unorthodox archive, the author constructs a long history of the world. The civilizations of Mesopotamia, India, Egypt, China, and West Africa, as well as Europe, leave their mark on American literature, which looks dramatically different when removed from a strictly national or English language context.

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**MEDIOS DE COMUNICACION**

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**Waves of opposition : labor and the struggle for democratic radio**

*Elizabeth Fones-Wolf*  
Urbana, IL : University of Illinois Press, 2006.

384.5443 FON

Describes and analyzes the battles over the powerful new medium of radio, which helped spark the massive upsurge of organized labor during the Depression. The author demonstrates its importance as a weapon in an ideological war between labor and business, where corporations used radio to sing the praises of individualism and consumerism, while unions emphasized equal rights, industrial democracy, and social justice.

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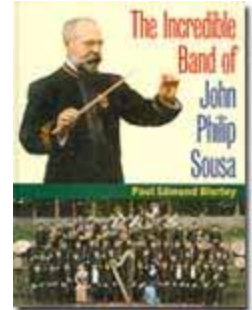
**MUSICA**

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**The incredible band of John Philip Sousa**

*Paul Edmund Bierley*  
Urbana, IL : University of Illinois Press, 2006.

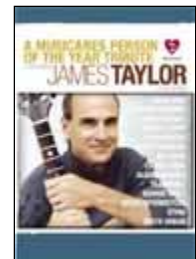
784.8 BIE



Most famous for his military marches, John Philip Sousa led a disciplined group of devoted musicians on numerous American tours and around the world. Enhanced by more than 120 images and photographs, this book contains six statistical appendixes detailing where the band played, what it played, a complete list of musicians, instrumentation of the band, program listings, and a discography.

**MusiCares person of the year tribute honoring James Taylor [videorecording]**

*Directed by Ron deMoraes*  
Burbank, CA : Rhino, 2006.  
DVD 780.78 MUS



Captures the superstar tributes to James Taylor with spectacular performances by the Dixie Chicks, Sheryl Crow, Sting, Keith Urban, Bruce Springsteen, and songs by Taylor himself.

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**NATIVOS AMERICANOS**

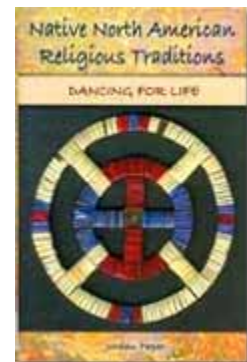
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**Native North American religious traditions : dancing for life**

*Jordan Paper*  
Westport, CT : Praeger, 2007.

299.7 PAP

Representative Native American religions and rituals are introduced to readers in a way that respects the individual



traditions as more than local curiosities or exotic rituals, even as commonalities between and among traditions are explored and explained.

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## NEGOCIOS Y ADMINISTRACION

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### Las 21 leyes irrefutables del liderazgo : siga estas leyes, y la gente lo seguirá a usted

*John C. Maxwell*  
Nashville, TN : Grupo Nelson, 2007.

S 658.4092 MAX

En esta nueva edición, el autor ha mejorado el contenido e incluye conceptos nuevos. Cada ley de liderazgo ha sido pulida y actualizada, se han incluido 17 historias nuevas y se incorporaron dos leyes más y una nueva herramienta de evaluación revelará las cualidades y defectos del líder. Contiene también nuevos ejercicios de aplicación práctica en cada capítulo.

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## NOVELAS

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### Lejos del polvo

*Karen Hesse*  
León : Everest, 1997.

S F HES

Billie Jo, una chica de 14 años, vive junto a sus padres en una granja de Oklahoma. La vida en esas

tierras no es precisamente fácil, debido a las continuas tormentas de polvo que asolan la zona. Sin embargo, Billie Jo procura evadirse siempre que le es posible, sentándose frente a un piano y acariciando sus teclas.

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## OBRAS DE CONSULTA

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### Dictionary days: a defining passion

*Ilan Stavans*  
Saint Paul, MN :  
Graywolf Press, 2005.

REF 413.028 STA

Explores our very human need to "seize upon the meaning of a word." With a dazzling knowledge of dictionaries through the ages, matched with a lively wit, Stavans reaches far beyond the margin of the page and pays a worthy tribute to a discipline that is at once inspiring and maddening.



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## ORGANISMOS NO GUBERNAMENTALES

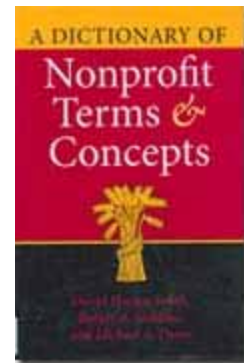
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### A dictionary of nonprofit terms and concepts

*David Horton Smith [et al]*  
Bloomington, IN : Indiana  
University Press, 2006.

REF 361.003 SMI

Presents clear, consistent, and carefully cross-referenced definitions for more than 1,200 terms and concepts that have been found useful in past research and theory on the nonprofit sector. The dictionary serves as a glossary designed to help move the field toward a commonly held set of definitions that may be employed within and across nations and languages.





### Guide to funding for international and foreign programs

*Edited by Sara Wyszomierski*  
New York, NY :  
Foundation Center,  
2006.

REF 300.25 GUI

This guide is intended as a starting point for grant seekers looking for foundation and corporate support for international and foreign programs. It contains entries for 1, 91 grant-making foundations and 77 direct corporate giving programs that have shown a substantial interest in international and foreign programs.

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## PERIODISMO

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### Viewer discretion advised : taking control of mass media influences

*Jeffrey McCall*  
Lanham, MD :  
Rowman & Littlefield  
Publishers, 2007.

302.2 MCC

Shows where our media have gone wrong and what we can do about it. Illustrates the problems with much of contemporary media content, why it is this way, and how consumers can actively shape the media. Author further highlights the overwhelming influence of big media corporations in dictating cultural standards and the government's role in regulating the media.

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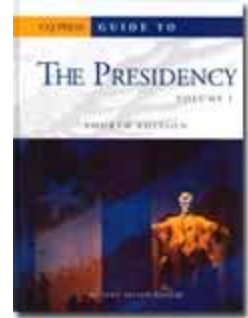
## POLITICA Y GOBIERNO

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### Guide to the presidency

*Michael Nelson, editor*  
Washington, DC : CQ  
Press, 2008.

REF 353.031 GUI



Leading reference for anyone seeking to understand the people who have occupied the White House and the presidency itself. This edition is divided into eight subject areas covering every aspect of the U.S. presidency.

### Uniting America: restoring the vital center to American democracy

*Edited by Norton Garfinkle and Daniel Yankelovich*  
New Haven, CT ; London :  
Yale University Press, 2005.

320.973 UNI



Authors argue that there are sensible, centrist solutions that are more in keeping with prevailing public sentiment and that would better serve the national interest. The book provides a blueprint for a fresh approach to American politics, grounded in moderation, pragmatism, and the shared values that unite Americans.

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## POLITICAS PUBLICAS

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### Deliberative choices : debating public policy in Congress



Gary Mucciaroni and Paul J. Quirk  
Chicago, IL : University of Chicago Press, 2006.

320.6 MUC

Using three case studies - welfare reform, repeal of the estate tax, and telecommunications deregulation- authors show how legislators' varying responses to arguments shape the issues they focus, the claims they make, and the information they provide in support of those claims.

### Governing fortune : casino gambling in America



Edward A. Morse and Ernest P. Goss  
Ann Arbor, MI : University of Michigan Press, 2007.

338.4 MOR

Explores the legal and economic environment of casino gambling in the United States. The authors draw upon their respective backgrounds to offer important and often interrelated insights to those wrestling with the policy dilemmas presented by legalized gambling.

### The economics of U.S. health care policy : the role of market forces



Frank W. Musgrave  
Armonk, NY : M.E. Sharpe, 2006.

362.1 MUS

Places the issues and economic analysis in the context of market forces on the health care

industry that include negotiated markets and managed care. The content is rich with applicable, understandable economics concepts and analysis, market failure and the mix of private versus government involvement.

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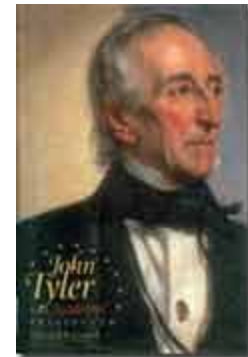
## PRESIDENTES

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### Tyler : the accidental president

Edward P. Crapol  
Chapel Hill, NC : University of North Carolina Press, 2006.

973.5 CRA



In this biography of the tenth president of the United States, the author challenges traditional depictions of Tyler as a die-hard supporter of states' rights, an unwavering spokesman for a strict interpretation of the Constitution, and a faithful disciple of the republican vision of the founding fathers.

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## RELACIONES PUBLICAS

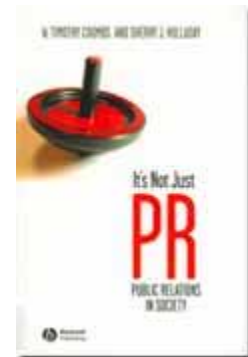
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### It's not just PR : public relations in society

W. Timothy Coombs and Sherry J. Holladay  
Malden, MA : Blackwell Pub, 2007.

659.2 COO

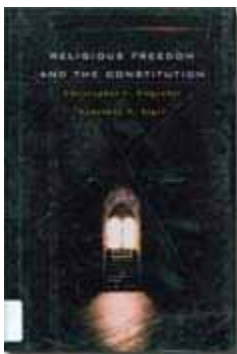
Provides a balanced view of public relations as neither flawless nor sinister, and further examines public relations as a tool for marginalized groups, focusing on its use in the non profit sector, and citing relevant examples like the use of PR to pressure Coca-Cola to reform labor practices in Latin America.



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## RELIGION

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### Religious freedom and the constitution

Christopher L. Eisgruber, Lawrence G. Sager  
Cambridge, MA : Harvard University Press, 2007.

342.73 EIS

Religion has become a charged token in a politics of division, and angry contestation threatens to displace America's historic commitment to religious freedom. In this book, authors offer practical, moderate, and appealing terms for the settlement of many hot-button issues that have plunged religious freedom into controversy.

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## TERRORISMO

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### Brotherhood of terror [videorecording]

The History Channel ; A&E Television Networks  
New York, NY : A&E Television Networks :

Distributed by New Video, 2007.

DVD 322.4 BRO

In this comprehensive program, journey to Egypt where the Muslim Brotherhood was created in the late 1920s, and learn how Brotherhood members passed radical ideologies onto legions of followers, including Osama bin Laden's right-hand man, Ayman Zawahiri. With its policy of nonviolence and its official condemnation of the attacks on America, some experts say the organization could be a powerful ally in fighting the war on terror. Others, however, believe that the Brotherhood's dark history makes it impossible to trust.

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## TURISMO

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### New Orleans 2008

New York, NY ; London : Fodor's, 2007.

REF 917.63 NEW

Embrace the local culture as you stroll through the French Quarter, sample the city's distinctive Creole cuisine, or step out for some live music. Find choices for every traveler, from shopping boutiques and walking historic neighborhoods to gallery hopping and late-night clubbing.



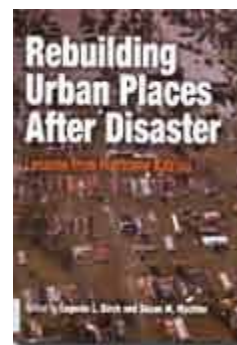
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## URBANISMO

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### Rebuilding urban places after disaster: lessons from Hurricane Katrina

Edited by Eugenie L. Birch and Susan M. Wachter  
Philadelphia, PA : University of Pennsylvania Press, 2006.



363.348 REB

Elucidates why urban places and their rebuilding matter to the overall economy and to the nation. It argues that the issues of rebuilding are fundamentally place-based, involving questions of what, where and how to rebuild, and person-based, involving questions of whose homes and whose neighborhoods will be brought back.





**Watching the traffic go by :  
transportation  
and isolation in  
urban America**

*Paul Mason Fotsch*  
Austin, TX : University  
of Texas Press, 2007.

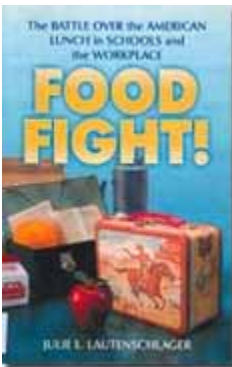
388.4 FOT

Emphasizes the narratives underlying our perceptions of innovations in transportation by looking at the stories we have built around these innovations. Combining an exploration of planning documents, sociological studies, and popular culture, Paul Fotsch shows how our urban infrastructure developed and how it has shaped American culture ever since.

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**VIDA Y COSTUMBRES EN  
ESTADOS UNIDOS**

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**Food fight! : the  
battle over the  
American lunch  
in schools and  
the workplace**

*Julie L.  
Lautenschlager*  
Jefferson, NC :  
McFarland & Co,  
2006.

394.12 LAU

This book studies the contentious history of the American lunch, and explains how divergent forces have carved out overlapping territories in the contest to influence America's eating habits. Early chapters explore the shift from agrarianism to industrialization and the pursuant lunch revolution, and cover early reform efforts to improve lunch in schools and workplaces.