

Nuevas Adquisiciones

Embajada de los Estados Unidos

BIBLIOTECA BENJAMÍN FRANKLIN

ENERO 2008

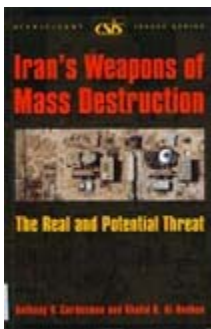
Servicio Cultural e Informativo

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ARMAS



Iran's weapons of mass destruction: the real and potential threat

*Anthony H. Cordesman
and Khalid R. Al-Rodhan*

Washington, DC :
Center for Strategic and
International Studies, 2006.

358.3 COR

This work covers all facets of Iran's weapons of mass destruction. The authors analyze Iran's motivation for acquiring weapons, and also examine the spectrum of diplomatic and economic sanctions available to make Iran comply with the United Nations Security Council, as well as military options and the different ways Iran might respond.

ARTE



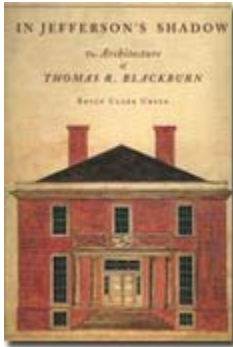
Guide to getting arts grants

Ellen Liberatori
New York, NY :
Allworth Press, 2006.

700.79 LIB

This indispensable guide provides artists and arts groups with everything they need to know to support themselves and their work through grants. Emerging and mid career artists, as well as long-time professionals, will receive the facts and skills they need to pursue their dreams with confidence.

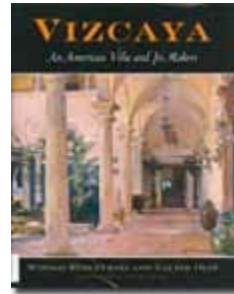
In Jefferson's shadow : the architecture of Thomas R. Blackburn



Bryan Clark Green
Richmond, VA :
Virginia Historical
Society, 2006.

REF 720.92 GRE

In 1999 historians at the Virginia Historical Society acquired three curiously bound volumes of drawings and documents created by 1821 and 1858 by architect Thomas R. Blackburn. This book is about those drawings and texts, a unique document of the relationship between a little known but highly skilled country builder and the American statesman Thomas Jefferson, widely considered this nation's finest gentleman architect.



Vizcaya : an American villa and its makers

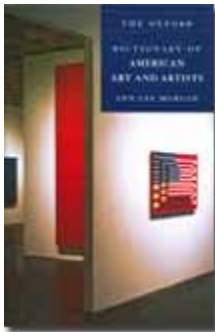
*Witold Rybczynski
and Laurie Olin*
Philadelphia, PA ;
Bristol : University of
Pennsylvania Press,
2006.

712.6 RYB

A celebrated architecture critic and writer and an award-winning landscape architect explore the little known story of Vizcaya, an extraordinary national treasure. The book is further enriched by archival material and by the color images of noted photographer Steven Brooke.

ASUNTOS LABORALES

The Oxford dictionary of American art and artists



Ann Lee Morgan
Oxford ; New York :
Oxford University
Press, 2007.

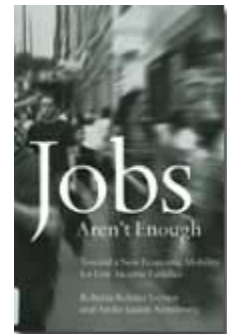
REF 709.73 MOR

Offers an informative, insightful, and long overdue resource on American artistic heritage. Featuring 945 alphabetically arranged entries, here is an indispensable biographical and critical guide to American art from colonial times to contemporary postmodernism. Readers will find leading American painters, contemporary installation artists, and important individuals connected to the art scene. The author examines notable American institutions, organizations, schools, techniques, styles and movements.

Jobs aren't enough : toward a new economic mobility for low-income families

*Roberta Rehner Iversen,
Annie Laurie Armstrong*
Philadelphia, PA : Temple
University Press, 2006.

305.5 IVE



Places the twenty-five families of this research squarely in the context of low-wage workers across the United States who are struggling to get ahead, meet the needs of their children, and find a workable balance among the many demands on their lives.

BIBLIOTECOLOGIA

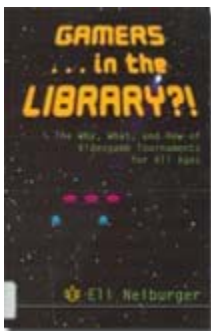


Problemas y métodos de investigación en bibliotecología e información : una perspectiva interdisciplinaria

Compiladores, *Filiberto Felipe Martínez Arellano, Juan José Calva González*
México : UNAM, 2006.

S 020.72 COL

La interdisciplina permite reunir a distintas disciplinas en torno a un problema de investigación. Esto representa una meta común para el trabajo interdisciplinario sin que esto signifique que las distintas disciplinas dejen de lado su propia identidad, problemas y objetos de estudio. La interdisciplina trae consigo apertura, renovación autoconceptiva y el fortalecimiento de su interconexión.



Gamers-- in the library?! : the why, what, and how of videogame tournaments for all ages

Eli Neiburger
Chicago, IL : American Library Association, 2007.

794.8 NEI

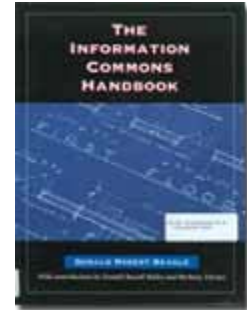
Neiburger explains why videogame programming hold huge potential for libraries. Provides practical and proven guidelines to get answers to all your questions, from convincing the skeptics to getting audience feedback through your blog. You'll soon be building a brand new audience of library-loyal videogame fans.

The information commons handbook

Donald Robert Beagle
New York, NY : Neal-Schuman Publishers, 2006.

025.523 BEA

"Information commons" is an umbrella concept describing the physical, virtual, and cultural environment for new learning communities of students, teachers, scholars, and researchers. As a new model for service delivery, it is not technology per se, but how an organization reshapes itself around people using technology in pursuit of learning. This book is a practical guide for this new terrain, designed to map a wide range of vantage points. It is designed to help chart the ongoing transformation of libraries into innovative arenas for learning, research, and instructional support.



Negotiating licenses for digital resources

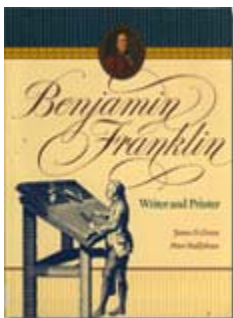
Fiona Durrant
London : Facet, 2006.

025.174 DUR

Practical guide on how to get the best deal for online subscriptions. The processes outlined in this book can be applied to a wide range of electronic products, ranging from e-journals to multi-modular databases. There are practical tips and guidance on what to focus on during the course of the negotiation and what preparation is needed to ensure that you gather the necessary amount of information to achieve the best outcome.



BIOGRAFIA



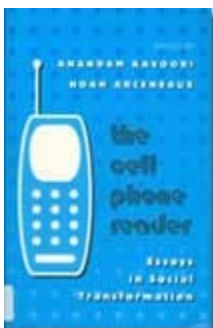
Benjamin Franklin : writer and printer

*James N. Green,
Peter Stallybrass*
London : British Library, 2006.

973.3 FRA

Begins by focusing on Franklin's career as a printer, from his apprenticeship to his retirement in 1748, by which time he had created the largest printing business in colonial America. The posthumous publishing histories of the autobiography and of *The Way to Wealth* illuminate the transformation of Benjamin Franklin, Printer, the compiler and publisher of news stories and proverbs, into Benjamin Franklin, Author, the most famous American writer of the nineteenth century.

CIENCIAS SOCIALES



The cell phone reader: essays in social transformation

Edited by Anandam Kavoori and Noah Arceneaux
New York, NY : Peter Lang, 2006.

303.48 CEL

Offers a diverse, eclectic set of essays that examines how this rapidly evolving technology is shaping new media cultures, new forms of identity, and media -centered relationships. The contributors focus on a range of topics, from horror films to hip-hop, from religion to race, and draw examples from across the globe.

Contribución al desarrollo de la sociedad del conocimiento

Editores, Margarita Almada de Ascencio ... [et al.]
México : Universidad Nacional Autónoma de México, 2003.

S 303.483 CON

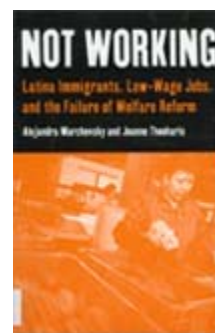


Esta obra da cuenta de la transformación de la sociedad debido a la aparición de la información digital, además de otros fenómenos que forman parte de la sociedad de la información, tales como la globalización, la multidisciplinaria, la diversidad, etc., y contribuye a construir e innovar los fundamentos relacionados con la producción de conocimiento para poderle generar un espacio en la sociedad.

Not working: Latina immigrants, low-wage jobs, and the failure of welfare reform

Alejandra Marchevsky and Jeanne Theoharis
New York, NY : New York University Press, 2006.

362.584 MAR



Chronicles the devastating effects of the 1996 welfare reform legislation that ended welfare as we know it. Through vivid storytelling and pointed analysis, this book profiles the day-to-day struggles of Mexican immigrant women in LA area, showing the increased vulnerability they face in the welfare office and labor market.

CINE



A farewell to arms [videorecording]

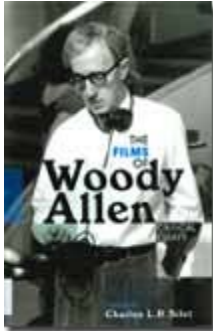
*A Frank Borgaze
production*
New York : Leisure
Entertainment, 2002.

DVD 813 FAR

A wounded American soldier falls in love with his beautiful English nurse during World War I. The tumult of war conspires to push the pair together and then wrench them apart in what becomes an ultimate test of love.

CINEMATOGRAFIA

The films of Woody Allen : critical essays



Edited by Charles L.P. Silet
Lanham, MD : Scarecrow
Press, 2006.

791.43 FIL

Brings together two dozen
scholarly essays
addressing the core of
Allen's work from a variety
of perspectives, with an

emphasis on his films from the 1980's. The
general essays explore the director's Jewish
background from both a religious and
cultural perspective, his apparent love affair
with New York City, and his relation to
various strains of humor.



Reconstructing American historical cinema: from Cimarron to Citizen Kane

J. E. Smyth
Lexington, KY : University
Press of Kentucky, 2006.

791.43 SMY

The author departs from the traditional
understanding of the relationship between
film and history. He argues that certain
classical Hollywood filmmakers were
actively engaged in a self-conscious and
often critical filming writing of national
history.

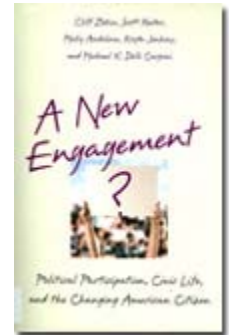
CIVISMO

A New Engagement? : Political Participation, Civic Life, and the Changing American Citizen

Cliff Zukin [et al]

New York, NY : Oxford
University Press, 2006.

323.042 NEW



Challenges the conventional
wisdom that today's youth is
plagued by a severe case of
political apathy. While many
indeed forgo traditional forms of
political participation, young people may be
participating differently rather than less.

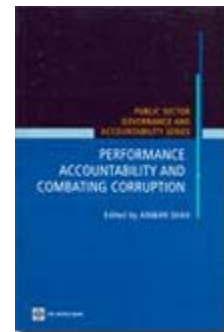
CORRUPCION

Performance accountability and combating corruption

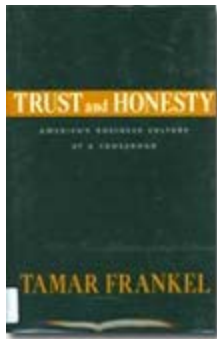
Edited by Anwar Shah
Washington, DC :
World Bank, 2007.

352.34 PER

Provides advice on how
institutionalize
performance-based
accountability,
especially in countries
that lack good
accountability systems. Describes how
institutions of accountability may be
strengthened to combat corruption.



Trust and honesty: America's business culture at a crossroad



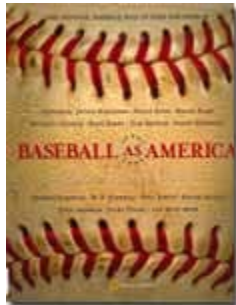
Tamar Frankel
Oxford ; New York, NY : Oxford University Press, 2006.

345.73 FRA

Americans are becoming more accepting and tolerant of dishonesty and financial abuse. During the past thirty years temptations and opportunities to defraud have risen, and legal, moral, and theoretical barriers to abuse of trust have fallen.

DEPORTES

Baseball as America : seeing ourselves through our national game

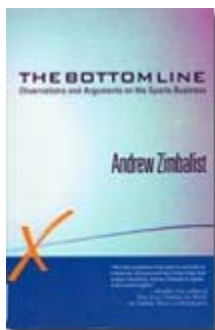


Washington, DC : National Geographic Society, 2002.

REF 796.357 BAS

Illuminates how baseball and America have grown up together. In exploring such social phenomena as immigration, integration and industrialization, we see how baseball has both reflected and helped shape U.S. development as a nation.

The bottom line : observations and arguments on the sports business



Andrew Zimbalist
Philadelphia, PA : Temple University Press, 2006.

338.4 ZIM

Analyzes the "net value" of sports, and examines

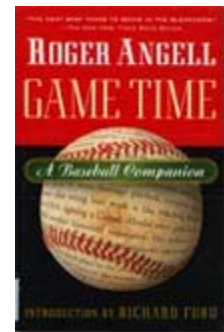
motives for why owners buy franchises, the worth of the players and the profitability of teams, and the importance of publicly funded stadiums. Considers the current state of organized sports, from football and baseball to basketball, hockey and soccer. He also addresses antitrust and labor relations issues, gender equity concerns and the regulation of steroid use.

Game time : a baseball companion

Roger Angell
Orlando, FL : Harvest Book, 2004.

808.803 ANG

This new selection of essays represents Angell's prime writings, short and long, from spring training in 1962 to the explosive World Series of 2002. The author is considered the best baseball essayist around. His relaxed prose glides across the page with a confident grace that most writers -let alone baseball writers- would kill for.



DERECHOS CIVILES

The Civil Rights movement in American memory

Edited by Renee C. Romano and Leigh Raiford.
Athens, GA : University of Georgia Press, 2006.

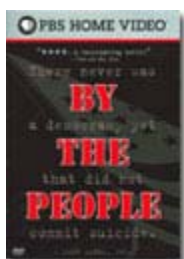
323.173 CIV

How the civil rights movement is currently being remembered in American politics and culture, and why it matters, is the common theme of the essays in this unprecedented collection, taking into account that the movement for civil rights in America peaked in the 1950s and 1960s; however, a closely related struggle, this time over the movement's legacy, has been heatedly engaged over the past two decades.



DOCUMENTALES

By the people [videorecording]



Produced and directed by Malindi

Alexandria, VA : PBS Home Video, 2006.

DVD 324.973 PEO

A behind-the-scenes documentary on what it takes to put on an American election. Filmed in Indianapolis, Indiana, a blue city in a traditionally red state, shows how a small crew of government employees and a dedicated but aging band of volunteers struggle to make the election possible.

Can you afford to retire?



[videorecording]

Written by Hedrick Smith & Rick Young

United States : PBS Video, 2006.

DVD 331.25 CAN

The baby boomer generation is headed for a shock as it hits retirement: boomers will be long on life expectancy but short on income. In addition to Social Security, the pillars of retirement income for Americans have been either lifetime corporate pensions or employee-contribution plans such as 401Ks. But both retirement strategies are in trouble. Buffeted by pension cuts, corporate bankruptcies, and the 2001-2002 stock market crash, most boomers now expect to be working into their retirement years.

Desperate crossing [videorecording] : the untold story of the Mayflower



Written by Rocky Collins

New York, NY : A & E Home Video : Distributed by New Video, 2007.

DVD 974.402 DES

From their self-imposed exile in Holland to

their perilous crossing of the Atlantic, to their first year in the new world, Desperate Crossing is the definitive story of how the Pilgrims came to live and prosper in an unfamiliar land.

Hacking democracy [videorecording]

Produced by Simon Ardizzone ... [et al.]

United States : Docurama : Distributed by New Video Group, 2007.

DVD 324.7 HAC



Takes a nonpartisan, clear-eyed look at the secrecy, cronyism, and incompetence of elections in present-day America as it captures a citizen's movement intent on taking back elections and democracy itself.

Jean-Michel Cousteau Ocean adventures [videorecording]

Produced by Jean-Michel Cousteau, Gary Lopez & Nancy Cook

Alexandria, VA : PBS Home Video, 2006.

V 577.74 JEA



Diving teams explore a thrilling array of natural phenomena, investigate little known territories and ecosystems hundreds of feet beneath the ocean's surface, and come face to face with the friendly and ferocious inhabitants of the deep. They also investigate marine sanctuaries throughout the United States.



News war [videorecording]

Executive producer David Fanning
United States : PBS Home Video, 2007.

DVD 323.445 NEW

Looks at the impact of political, cultural, legal and economic forces on the news media. Traces the recent history of American journalism from Watergate to the war on terror and how the freedom of the press is being challenged. Examines the rise of Al Jazeera's influence in the Middle East; also profiles reporters who were killed, jailed or exiled in 2006.

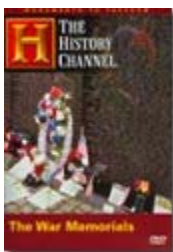
1421, the year China discovered America? [videorecording]



Alexandria, VA : PBS Home Video, 2004.

DVD 910.951 ONE

Did a daring Chinese admiral sailing the world's largest wooden armada reach America 71 years before Columbus? This program examines the mystery surrounding the sailing exploits of the legendary Admiral Zheng He and his 30-year command of a Ming fleet. Part one discusses his known voyages to Asia and Africa; part two discusses the controversial theory that he rounded the Cape of Good Hope, and sailed on to America.



The war memorials [videorecording]

Written by Laura Fuest
United States : A&E Home Video, 2005.

DVD 355.160 WAR

How did controversy and racism nearly derail the building of the Vietnam Veterans Memorial? This story and others are uncovered in The War Memorials. Witness

Biblioteca Benjamín Franklin
Abierto de Lunes a Viernes de 11:00 a 19:00 hrs.

the silent ceremonies at the Tomb of the Unknown Soldier and visit the eternal flame at the gravesite of John F. Kennedy. From the unforgettable vision of Arlington Cemetery's endless white crosses to the stirring United States Marine Corps Memorial, this program examines the country's legendary war memorials and the heroes who inspired them.

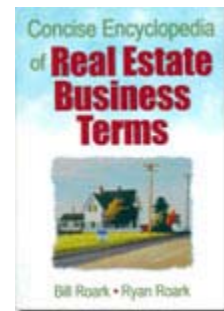
ECONOMIA

Concise encyclopedia of real estate business terms

Bill Roark, Ryan Roark
New York, NY : Best Business Books, 2006.

REF 333.33 ROA

Puts the term used every day in the marketing and study of real estate at your fingertips. This comprehensive reference guide provides brief but clear definitions and understandable explanations for more than 300 current terms and concepts used in every aspect of the real estate industry.

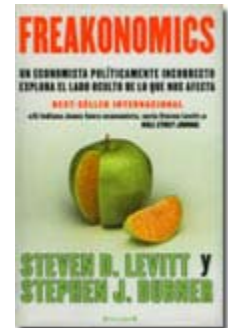


Freakonomics : un economista políticamente incorrecto explora el lado oculto de lo que nos afecta

Steven D. Levitt and Stephen J. Dubner
Barcelona : Ediciones B, 2006.

S 330 LEV

El autor es un especialista que estudia la ciencia y los enigmas de la vida cotidiana y cuyas conclusiones, con frecuencia, ponen patas arriba la sabiduría convencional. A través de ejemplos prácticos, demuestra que la economía, en el fondo, representa el estudio de los incentivos: el modo en que las personas obtienen lo que desean, o necesitan, especialmente cuando otras personas desean o necesitan lo mismo.



EDUCACION



Assessment in science : practical experiences and education research

Edited by Maureen McMahon ... [et al.]
Arlington, VA : NSTA Press, 2006.

507.1 ASS

Collection of up-to-date reports by authors who are practicing k-16 classroom teachers and university-based educators and researchers. Working in teams, they tried out and evaluated different assessment approaches in actual classrooms.



Achievement testing in U.S. elementary and secondary schools

Baker, Joan M.
New York, NY : P. Lang, 2006.

371.262 BAK

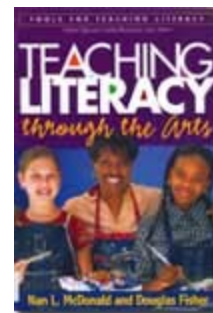
Explains the complicated concepts in a clear and user-friendly way to beginning teachers and students, as well as to experienced teachers who are looking for guidance in the ever-changing educational landscape. The history of testing, the process for developing a formal test, testing abuse, misuse, and limitations are not widely known or understood even though we realize that testing is critical and here to stay.

Teaching literacy through the arts

Nan L. McDonald, Douglas Fisher
New York, NY : Guilford Press, 2006.

372.6 MCD

Addresses the "whats," "whys," and "how-tos" of integrating literacy instruction and the arts in grades K-8. Even teachers without any arts background will gain the skills they need to bring music, drama, visual arts, and dance into their classrooms.



International Perspectives in Education

Edited by Albert Rolls
Bronx, NY : H. W. Wilson, 2007.

306.432 INT

Contains articles that analyze the ideas that have always been associated with the value and purpose of education but in the context of a world that is growing even smaller as globalization spurs greater interdependence among the world's societies.



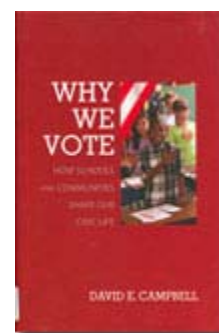
ELECCIONES

Why we vote: how schools and communities shape our civic life

Campbell, David E.,
Princeton, NJ : Princeton University Press, 2006.

323.042 CAM

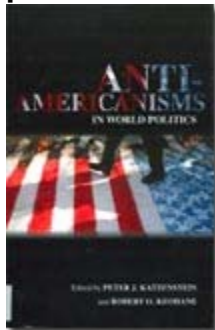
Demonstrates that our communities shape our civic and political engagement, and that



schools are especially significant communities for fostering strong civic norms, and maintains that sense of civic duty springs not only from one's current social environment, but also from one's early influences.

ESTUDIOS AMERICANOS

Anti-Americanisms in world politics



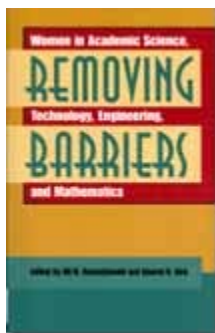
Edited by Peter J. Katzenstein and Robert O. Keohane.
Ithaca, NY ; London :
Cornell University
Press, 2006.

303.482 ANT

How much anti-Americanism is fundamental, and how much ephemeral? This book contains evidence bearing on these questions. The contributors have brought analysis, from different social science disciplines and with multiple methodologies, to bear on what is called anti-Americanism.

ESTUDIOS DE GENERO

Removing barriers: women in academic science, technology, engineering, and mathematics



Edited by Jill M. Bystydzienski and Sharon R. Bird
Bloomington, IN :
Indiana University
Press, 2006.

305.435 REM

This volume examines reasons for the persistence of barriers that block the full participation and advancement of underrepresented groups in the sciences

and addresses how academic departments and universities can remedy the situation.

When the girls came out to play: the birth of American sportswear

Patricia Campbell
Warner
Amherst, MA :
University of
Massachusetts Press,
2006.



391.2 WAR

Traces the history of modern sportswear as a universal style that broke down traditional gender roles. The author shows how this profound cultural shift originated during the previous century with the gradual expansion of socially acceptable physical activity for women.

ETICA

Listening to the whispers : re-thinking ethics in healthcare

Christine Sorrell Dinkins and Jeanne Merkle Sorrell, volume editors
Madison, WI : University
of Wisconsin Press, 2006.

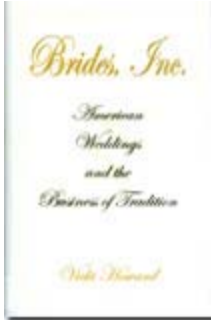


174.2 LIS

Gives voice to scholars in philosophy, medical anthropology, physical therapy, and nursing, helping readers re-think ethics across the disciplines in the context of today's healthcare system. Each chapter is followed by a brief essay that highlights issues useful for scholarly research and classroom discussion.

FOLKLORE

Brides, Inc : American weddings and the business of tradition



Vicki Howard
Philadelphia, PA :
University of
Pennsylvania Press,
2006.

338.4 HOW

The author goes behind the scenes of the various firms involved to explore the origins of the lavish American wedding, demonstrating the important role commercial interests have played in shaping traditions most of Americans take for granted.

FRONTERA MEXICO-ESTADOS UNIDOS

The last frontier : the contemporary configuration of the U.S.-Mexico border



Special issue editor,
Jane Juffer
Durham, NC : Duke
University Press, 2006.

303.48 LAS

This issue examines conditions along the border in a post 9/11 world. As several essays demonstrate, the border has become a paradigmatic site of neoliberal governance in both economic and political terms. Offers original cultural production that represents the variegated life of the border in the autobiographical essay by Santiago Vaquera-Vasquez, the poetry of Arturo Davila, and the photography of Alejandro Lugo.

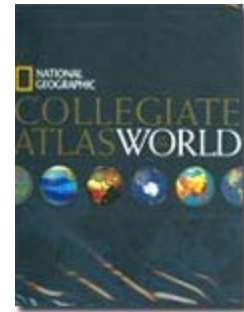
GEOGRAFIA

National Geographic collegiate atlas of the world

Washington, DC :
National Geographic,
2006.

REF 912 NAT

Delivers unparalleled precision and leverages new technologies to portray geographic information in a compact, easy-to-use format. This is the first atlas derived from the newly developed, state-of-the-art National Geographic cartographic database.

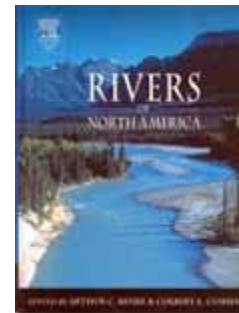


Rivers of North America

Edited by Arthur C.
Benke & Colbert E.
Cushing
Oxford : Elsevier
Academic, 2005.

551.483 RIV

Represents the first comprehensive treatment of North America's rivers, from Southern Mexico to the Arctic. Written by professional biologists and river scientists, the text allows readers to compare systems throughout the continent.



HISPANOAMERICANOS

Latinos in the new South: transformations of place

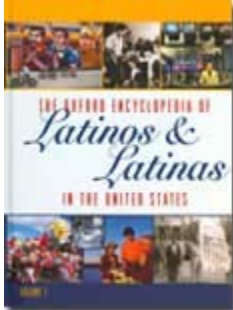


Edited by Heather A.
Smith and Owen J.
Furuseth
Aldershot, England ;
Burlington, VT : Ashgate,
2006.

975.0468 LAT

Presents a contemporary

and multidisciplinary examination of the impacts and responses to Latino immigration across the Southeastern United States. Each chapter is centered on the nexus between the immigrants' experiences in settling and adapting to new lives in the American South and the construction of transformed social, economic, political and cultural spaces.



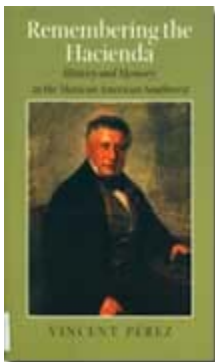
The Oxford Encyclopedia of Latinos and Latinas in the United States

Suzanne Oboler and Deena J. Gonzalez, editors in chief
New York, NY : Oxford University Press, 2005.

REF 973.0468 OXF

The primary goal in this text is to document and record the long and unacknowledged presence of latinos and latinias in all spheres of U.S. history and society. This encyclopedia includes over nine hundred articles, each of which has been written by a scholar specialist. In addition to the articles, it includes over four hundred illustrations, charts and maps.

Remembering the hacienda : history and memory in the



Mexican American Southwest

Vincent Pérez
College Station, TX : Texas A&M University Press, 2006.

979 PER

To trace the importance of the hacienda and its heroes and orphans in Mexican American culture, the author examines five novels and autobiographies spanning a hundred years of Mexican American experience.

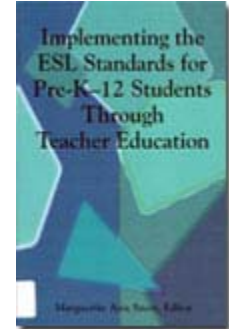
IDIOMA INGLES

Implementing the ESL standards for pre-K-12 students through teacher education

Marguerite Ann Snow, editor
Alexandria, VA : TESOL, 2000.

418.007 IMP

Designed for teacher learners in credential/licensure programs and MA programs in U.S. colleges and universities, and for practicing teachers in ESL and in the content areas. The information in this volume gives teachers the necessary background to work effectively with linguistically and culturally diverse populations in U.S. public schools.



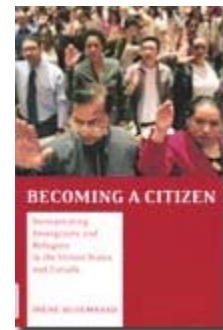
INMIGRACION

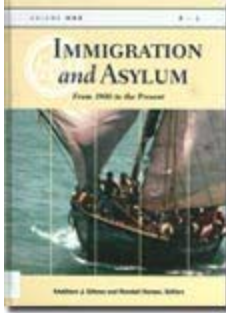
Becoming a citizen : incorporating immigrants and refugees in the United States and Canada

Irene Bloemraad
Berkeley, CA : University of California Press, 2006.

323.6 BLO

Shows that greater state support for settlement and an official government policy of multiculturalism in Canada increase citizenship acquisition and political participation among the foreign born, and argues that foreigner's political incorporation is not just a question of the type of people countries receive, but also fundamentally of the reception given to these immigrants.





Immigration and Asylum: from 1900 to the present

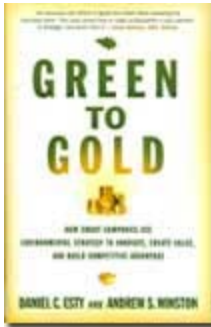
Matthew J. Gibney and Randall Hansen, editors
Santa Barbara, CA : ABC Clio, 2005.

REF 325.09 IMM

Offers a comprehensive and timely examination of the history and current status of immigrants and refugees, their stories, the events that led to their movement, and the place of these movements in contemporary history and politics.

MEDIO AMBIENTE

Green to gold: how smart companies use environmental strategy to innovate, create value, and build competitive advantage



Daniel C. Esty and Andrew S. Winston
New Haven, CT : Yale University Press, 2006.

658.4083 EST

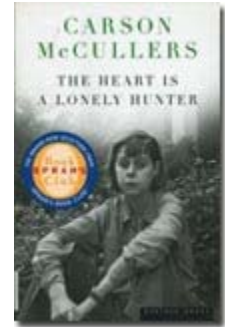
Explores what every executive must know to manage the environmental challenges facing society and business, and shows how companies generate lasting value -cutting costs, reducing risk, increasing revenues, and creating strong bands- by building environmental thinking into their business strategies.

NOVELA

The heart is a lonely hunter

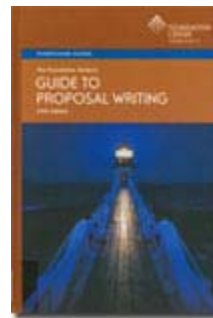
Carson McCullers.
Boston, MA : Houghton Mifflin, 2000, 1967.

F MCC



With the publication of her first novel, *The Heart is a Lonely Hunter*, Carson McCullers, all of twenty-three, became a literary sensation. With its profound sense of moral isolation and its compassionate glimpses into its characters' inner lives, the novel is considered McCullers' finest work, an enduring masterpiece first published by Houghton Mifflin in 1940. At its center is the deaf-mute John Singer, who becomes the confidant for various types of misfits in a Georgia mill town during the 1930s. Each one yearns for escape from small town life. When Singer's mute companion goes insane, Singer moves into the Kelly house, where Mick Kelly, the book's heroine (and loosely based on McCullers), finds solace in her music..

ORGANISMOS NO GUBERNAMENTALES

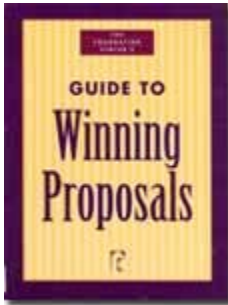


The Foundation Center's Guide to Proposal Writing

Jane C. Geever
New York, NY : The Foundation Center, 2007.

658.15 GRE

Provides detailed instructions on preparing successful grant proposals. Incorporating the results of 40 interviews with grant makers across the nation, the Guide reveals their priorities in reviewing submissions and provides insight into what makes a winning proposal.



The Foundation Center's Guide to Winning Proposals

Sarah Collins, editor
New York, NY : The Foundation Center, 2003.

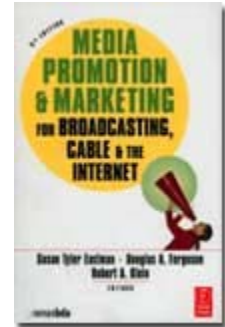
658.15 GUI

Features twenty complete grant proposals that have been funded by some of today's most influential grant makers, and offers extraordinary insight into what makes some proposals more successful than others by including candid commentary from the program officer or other funding decision maker who awarded each grant.

Media promotion and marketing for broadcasting, cable, and the Internet

Edited by Susan Tyler Eastman [et al]
Amsterdam ; Boston : Elsevier/Focal Press, 2006.

384.55 MED



Explores the scope and goals of media promotion from the perspective of radio, network, and local television, and cable and public broadcasting. This edition takes an important, timely look at the newest media venue, the Internet, and takes a fresh look at the industry and the latest strategies for media promotion and marketing.

PERIODISMO

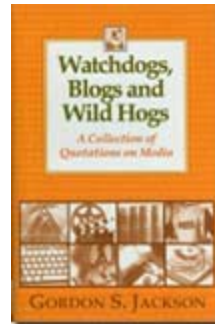


Convergence culture : where old and new media collide

Henry Jenkins
New York, NY : New York University Press, 2006.

302.23 JEN

Media analyst Jenkins delves beneath the new media hype to uncover the important cultural transformations that are taking place as media converge. He takes us into the secret world of Survivor Spoilers, where avid internet users pool their knowledge to unearth the show's secrets before they are revealed on the air. He shows us how The Matrix has pushed transmedia storytelling to new levels, creating a fictional world where consumers track down bits of the story across multiple media channels.



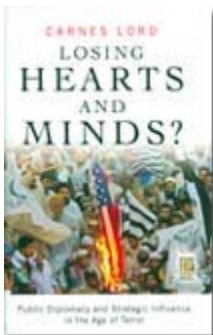
Watchdogs, blogs and wild hogs : a collection of quotations on media

Gordon S. Jackson
Spokane, WA : New Media Ventures, 2006.

REF 808.88 JAC

Guide to more than 1, 500 media-related quotations covering nearly 50 topics, from Advertising to Writing. Includes quotes from diverse sources, including academics, celebrities, politicians, media practitioners and their critics.

POLITICA EXTERIOR



Losing hearts and minds? : public diplomacy and strategic influence in the age of terror

Carnes Lord
Westport, CT : Praeger Security International, 2006.

327.73 LOR

Situates public diplomacy within the complex environment of U.S. government bureaucracy, and relates it to other instruments of national power, particularly diplomatic activities and military force. The book offers a comprehensive vision of this critical dimension of statecraft, prompting debate by analyzing obstacles to effective public diplomacy.

PREMIOS, HONORES, ETC.

The Pura Belpré Awards : celebrating Latino authors and illustrators

Edited by Rose Zertuche Treviño
Chicago, IL : American Library Association, 2006.

810.9 PUR



This inaugural reference covering the first ten years of the Pura Belpré Awards showcases Hispanic cultural experiences in outstanding works of children's literature. This authoritative guide supports collection development, annotates award-winning works, highlights Latino/Latina authors and illustrators with biographies of winners, shares the best illustrations in a special color section and includes a bonus DVD.



US foreign policy and the war on drugs : displacing the cocaine and heroin industry

Cornelius Friesendorf
London : Routledge, 2006.

363.45 FRI

Explores how US foreign policy has exacerbated the global drug problem. It analyses a crucial side effect of coercive US strategies on farmers, traffickers and governments: the geographic displacement of the cocaine and heroine industry. This volume offers an original explanation of the adaptability of drug markets to state pressure, and highlights the negative consequences of policies that rely on coercion.