

Nuevas Adquisiciones

Embajada de los Estados Unidos

BIBLIOTECA BENJAMÍN FRANKLIN

Mayo 2012

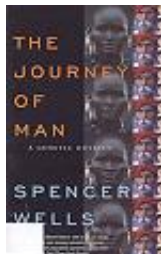
Servicio Cultural e Informativo

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ANTROPOLOGIA



The journey of man : a genetic odyssey

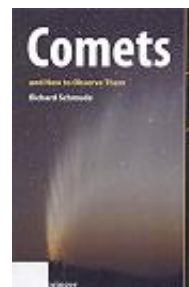
Spencer Wells.

599.938 WEL

Around 60,000 years ago, a man, genetically identical to us, lived in Africa. Every person alive today is descended from him. How did this real-life Adam wind up as the father of us all? What happened to the descendants of other men who lived at the same time? And why, if modern humans share a single prehistoric ancestor, do we come in so many sizes, shapes, and races? Examining the hidden secrets of human evolution in our genetic code, the author reveals how developments in the revolutionary science of population genetics have made it possible to create a family tree for the whole of humanity. Replete with marvelous anecdotes and remarkable information, from the truth about

the real Adam and Eve to the way differing racial types emerged, this book is an enthralling, epic tour through the history and development of early humankind.

ASTRONOMIA



Comets, and How to Observe Them

Richard Schmude.

523.6 SCH

This book gives a summary of our current knowledge and describes how amateur astronomers can contribute to the body of scientific knowledge of comets. It contains many practical examples of how to construct comet light curves, measure how fast a comet's coma expands, and determine the rotation period of the nucleus. All these examples are illustrated with drawings and photographs.

BIBLIOTECOLOGIA

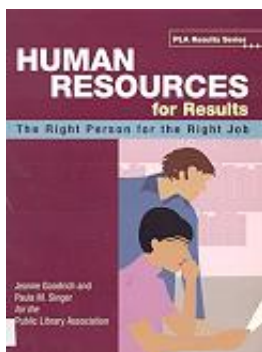


Incompatibilidad curricular de la licenciatura en bibliotecología e información en México

Agustín Gutiérrez Chiñas.

S 020.7 GUT

Trabajo de revisión, análisis y estudio de la existencia o no de compatibilidad curricular en la enseñanza de la carrera de bibliotecología e información y que da como resultado que existe dispersión, atomización y confusión de los conocimientos, habilidades y actitudes que se enseñan en la licenciatura en cuanto a nombre de la carrera, objetivo, perfil del egresado, planes de estudio y dosificación de materias.



Human resources for results : the right person for the right job

Jeanne Goodrich and Paula M. Singer for the Public Library Association.

023 GOO

Focuses on a variety of possible projects and how to staff them, allowing each library to decide where and when to focus its attention. Align staff resources with what need to be done, identify the right people for the right jobs and develop meaningful job descriptions, create a high-performance workforce through performance plans, coaching and evaluations, retain the best and brightest by creating a positive culture, designing expectations, and building commitment.



Middle Management in Academic and Public Libraries

Tom Diamond, editor.

025.1974 MID

Drawing from the contributions of 20 academic and public library middle managers, this book reveals knowledge, expertise, and insights on a variety of management topics and responsibilities.

BIOGRAFIA



Pick Yourself Up : Dorothy Fields and the American Musical

Charlotte Greenspan.

782.14 GRE

On a career that spanned nearly five decades, Dorothy Fields penned the words to more than four hundred songs. Charlotte Greenspan offers the most complete, serious treatment of Field's life and work to date, tracing her rise to prominence in a male-dominated world.



Steve Jobs

Walter Isaacson.

621.39092 ISA

Based on more than forty interviews with Jobs conducted over two years--as well as interviews with more than a hundred family members, friends, adversaries, competitors, and colleagues--Walter Isaacson has written a riveting story of the roller-coaster life and searingly intense personality of a creative entrepreneur whose passion for perfection and ferocious drive

revolutionized six industries: personal computers, animated movies, music, phones, tablet computing, and digital publishing. At a time when America is seeking ways to sustain its innovative edge, and when societies around the world are trying to build digital-age economies, Jobs stands as the ultimate icon of inventiveness and applied imagination.

CIENCIAS SOCIALES

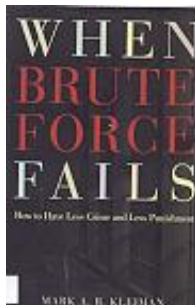


Boys' Bodies : Speaking the Unspoken

*Edited by Michael Kehler &
Michael Atkinson.*

305.23 BOY

The chapters in this edited collection examine how the culture of masculinity intersects with issues of health, homophobia, and the suppression and silencing of anxieties about body image among men and boys. Examining the bodily dividends and trade-offs associated with male participation in physical activity is central to understanding how educators in particular might better engage all boys in healthy life practices, not only those privileged by muscularity and physicality.



When brute force fails : how to have less crime and less punishment

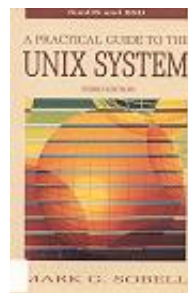
Mark A.R. Kleiman.

364.40973 KLE

Since the crime explosion of the 1960s, the prison population in the United States has multiplied fivefold, to one prisoner for every hundred adults, a rate unprecedented in American history and unmatched anywhere in the world. The author demonstrates that simply locking up more people for lengthier terms is no longer a workable crime-control strategy.

Substituting swiftness and certainty of punishment for randomized severity, concentrating enforcement resources rather than dispersing them, communicating specific threats of punishment to specific offenders, and enforcing probation and parole conditions to make community corrections a genuine alternative to incarceration. Brute-force crime control has been a costly mistake, both socially and financially. The author tell us how to do better. it would be immoral not to put that knowledge to work.

COMPUTACION



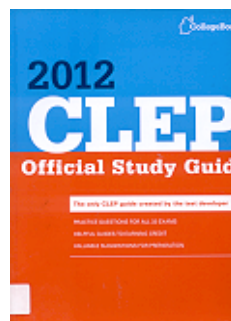
A Practical Guide to the UNIX System

Mark G. Sobell.

005.43 SOB

Offers a comprehensive, yet concise look at SunOS 4.1.3 and Berkeley Software Distribution 4.3 (BSD). Provides clear, straightforward coverage of a wide range of UNIX commands and utilities.

EDUCACION



CLEP : official study guide, 2012 : College-level Examination Program

CollegeBoard.

378.1664 CLE

This College Level Examination program gives students the opportunity to receive college credit by earning scores on any one or more of 33 examinations. Includes detailed descriptions of the exams so you can familiarize with the types

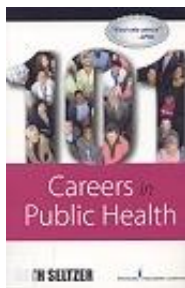
of questions to help you choose your study resources.



Experiencias de educación a distancia en México y en el mundo.

S 371.35 EXP

Revisión exhaustiva de experiencias tanto nacionales como de otros países que permitan documentar y enriquecer un proyecto de integración de un sistema nacional que ofrezca opciones diversas y flexibles de educación, capacitación y certificación de conocimientos y que se apoye en las tecnologías modernas de información, aprendizaje y comunicación.



101 Careers in Public Health

Beth Seltzer.

362.1023 SEL

Provides an overview of the numerous options in public health and the many different roads to get there. Whether you are a student who wants to launch a career or a professional looking to change careers, this guide offers an easy introduction to the field. It details the training, salary ranges, and degree requirements for each job, and alerts readers to alternative pathways beyond the traditional MPH.



Teaching, the Hardest Job You'll Ever Love! : Helpful Ideas for Teachers in and out of the Classroom

Steve Sonntag.

371.102 SON

Includes ways to maintain one's health, how to balance one's personal and school life, and how to interact in a better way. In order to become successful, it is important for high school teachers to include personal fulfillment so that students will ultimately learn not only the subject matter but also how to be self-sufficient and self-accountable and how to learn with others.

ELECCIONES



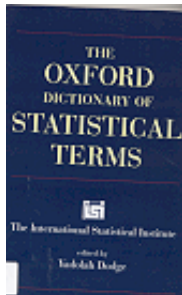
Dark marketing : propaganda oscura, contradicción e irracionalidad en la guerra política contemporánea

Mauricio Saldaña Rodríguez, Jorge David Cortés Moreno.

S 320.14 SAL

Después de la investigación realizada con herramientas propias de la ciencia política y el entendimiento comunicativo, este libro concluye que existe una propaganda oscura que miente, intriga y atosiga sirviéndose de intereses contradictorios, de protagonistas inviables y reflexiones ilógicas en las que la mayor congruencia es seguir lanzando tósigos sin un blanco específico; la propaganda oscura es oxímoron del quehacer público, atrapado este último en la búsqueda del poder y la tentación del engaño como autopoiesis de la farsa.

ESTADISTICA



The Oxford dictionary of statistical terms

Edited by Yadolah Dodge.

REF 519.503 OXF

Carefully updated and extended to include the most recent terminology and techniques in statistics. Includes 30% more material than the previous editions, Ideal for those who use statistics in the workplace and in research including all scientists and social scientists, especially in law, politics, finance, business and history.

ESTUDIOS DE GENERO



Miradas de mujer : encuentro de cineastas y videoastas mexicanas y chicanas

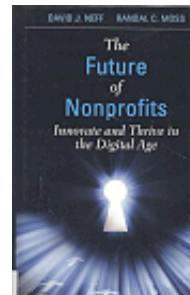
Norma Iglesias, coordinadora y editora ;

Rosa Linda Fregoso, editora.

S REF 384.8 MIR

El material presentado en este libro hace alusión a mujeres mexicanas y chicanas, y en general a las latinas en Estados Unidos. Cada capítulo corresponde a una mesa de discusión en la que se incluyen tanto las ponencias y comentarios formales, como las discusiones suscitadas en todo lo referente a la problemática de la mujer en Estados Unidos.

FILANTROPIA

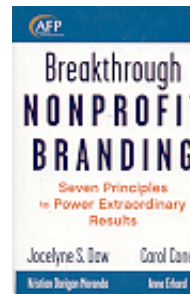


The future of nonprofits : innovate and thrive in the digital age

David J. Neff, Randal C. Moss.

658.048 NEF

Provides nonprofits with a comprehensive playbook on how to create a new, more flexible, innovative organization, and a look at the future of fundraising and communications trends into 2016. Case studies highlight successes and failures of nonprofit innovation in the digital media space. Highlights the power and strength of Social Media, features actionable advice on creating an organization that is primed to grow and thrive in the immediate future and over the long-term.



Breakthrough nonprofit branding : seven principles for powering extraordinary results

Jocelyne S. Daw ... [et al.]

658.827 DAW

A hands-on guide to help your nonprofit build its brand, raise its profile, strengthen impact and develop deeper relationships with donors, volunteers, and other stakeholders. Breakthrough Nonprofit Branding is about the power a constituency-focused, compelling brand can have to revolutionize an organization and the way people view and support it. Shows how to optimally define what your organization stands for to differentiate, create value and breakthrough. Explains how to build loyal communities inside and outside of your organization to increase social impact.

LEYES Y LEGISLACION



Consideraciones básicas para tipificar y sancionar la trata de personas en Mexico.

S 362.88 CON

Incluye tres capítulos sobre la problemática que se pretende legislar profundizando en los conceptos, se desglosa el marco jurídico nacional vigente y se proporcionan una serie de aportaciones fundamentales en las buenas prácticas que en materia legislativa, el Programa PROTEJA recopiló.

MEDIO AMBIENTE



Green Technology : an A-to-Z guide

Dustin Mulvaney, general editor.

620 GRE

Green Technology: An A-to-Z Guide explores the essential role of technology and its most recent developments toward a sustainable environment. Twofold in its definition, green technology includes the changing of existing technology toward energy conservation as well as the creation of new, clean technology aimed at utilizing renewable resources. With a primary focus on waste management, the volume presents more than 150 articles in A-to-Z format featuring such disciplines as nanoscience, biochemistry, information technology, and environmental engineering.

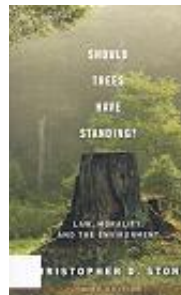


Introduction to Earth, Soil, and Land in California

David Carle.

508.794 CAR

This volume is an exploration of the soil in the state of California, discussing how soil ecosystems function, what lives in the soil, and an examination of various soil types -- featuring 92 color photographs and 18 maps. The author describes the relationship between humans and the land, and investigates the various uses and abuses that land in California endures -- large scale agriculture, mining, and development, as well as fires, floods, and erosion. The guide also details the history of land use in the state.



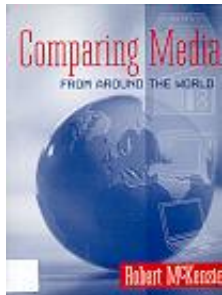
Should trees have standing? : law, morality, and the environment

Christopher D. Stone.

344.046 STO

The author updates his original thesis and explores the impact his ideas have had on the courts, the academy, and society as a whole since 1972. This enduring work continues to serve as the definitive statement as to why trees, oceans, animals, and the environment as a whole should be bestowed with legal rights, so that the voiceless elements in nature are protected for future generations.

MEDIOS DE COMUNICACION



Comparing media from around the world

Robert McKenzie ; with contributions by Ian Weber and Nabil Dajani.

302.23 MCK

Comparing Media from Around the World discusses the fundamental elements of media systems and shows how they are used in eight sample countries (France, Sweden, the UK, the USA, Mexico, China, Ghana, and Lebanon). Unlike other texts, it is organized according to media elements, with comparative discussions of all eight countries within each chapter. This helps students make connections and comparisons between the countries and allows them to apply the concepts to other countries not discussed in the text.

MONUMENTOS



Memorial Mania : Public Feeling in America

Erika Doss.

355.16 DOS

In this text, Erika Doss argues that memorials underscore our obsession with issues of memory and history, and the urgent desire to express and claim those issues in visibly public contexts. Doss shows how this desire to memorialize the past disposes itself to individual anniversaries and personal grievances.

NEGOCIOS Y ADMINISTRACION



Startup : the Complete Handbook for Launching a Company for Less

Elizabeth Edwards.

658.041 EDW

Book based on the author's own experience funding startups as a venture capital investor, serving on the advisory boards of startups, and starting her own company a little more than a year ago. This book is for the freelance designer, the landscaper, and the coffee shop owner who plans to apply for an SBA loan.

NUMISMATICA



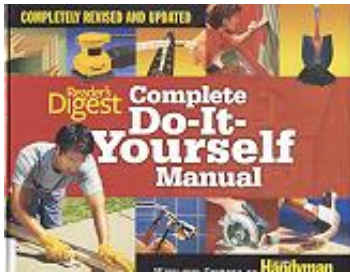
The Official 2012 Price Guide to World Coins

Marc Hudgeons, Tom Hudgeons, Jr. and Tom Hudgeons, Sr.

REF 737 HUD

Easy-to-use source book for collectors. Filled with the most current values and the latest market reports, this guide has all the information you need to become a knowledgeable coin collector.

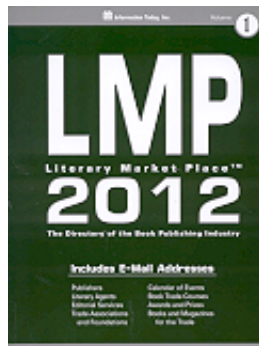
OBRAS DE CONSULTA



Complete do-it-yourself manual

REF 643.7 COM

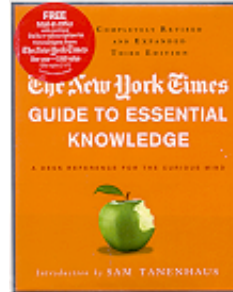
With more than ten million copies sold since the original version debuted in 1973, the "Complete Do-It-Yourself Manual" has been completely updated and revised for a new generation of homeowners. 5,000+ photos & illustrations.



LMP 2012 : literary market place : the directory of the American book publishing industry with industry yellow pages.

REF 029.6 LIT 2012

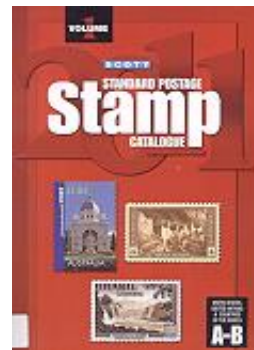
This is the leading directory of the American and Canadian book publishing industry. Covering publishers and literary agents to manufacturers and shipping services, LMP is the most complete of its kind covering the global book publishing industry.



The New York Times guide to essential knowledge: a desk reference for the curious mind.

REF 031 NEW

Offers in-depth exploration of Art, Astronomy, Biology, Business, Economics, Geography, History, the Internet, Literature, Mathematics, Music, Mythology, Philosophy, Photography, Sports, Theater, Film, and many other subjects.

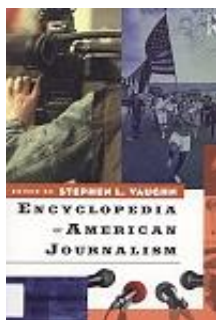


Scott 2011 standard postage stamp catalogue : vol. 1 : A-B.

REF 769.56 SCO 2011

The 30,000 value changes recorded in Volume 1 are spread among a number of countries including the United States, Argentina, Australia and Australian States, Brazil, Bulgaria and French Andorra. More than 4,200 value changes were made in the United States, U.S. possessions and United Nations sections. Startling increases can be found for many rare stamp varieties that are lettered minors. Activity was heavy for several South American countries. In Argentina, 4,221 value changes were recorded, with most appearing in the postage section. More than 4,000 value changes were recorded in Brazil. The very first set, Scott 1-3 increased substantially. In fact almost all the sets and singles have a change in either the unused or used column.

PERIODISMO



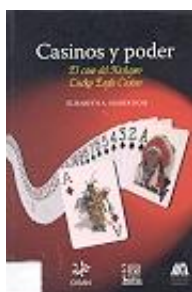
Encyclopedia of American Journalism

Stephen L. Vaughn, editor.

REF 070.03 ENC

Explores the history of journalism in the United States in print media, radio, television, and the Internet. Documents the integral part that journalism has played in the formation of American culture with 405 entries ranging in length from 500 to 5 000 words. It covers key figures and watershed moments in the history of American Journalism.

POLITICA Y GOBIERNO



Casinos y poder : el caso del Kickapoo Lucky Eagle Casino

Elisabeth A. Mager Hois.

S 306.482 MAG

Aborda las relaciones de poder que se crean por los casinos en general y con los casinos indígenas estadounidenses en especial. Destaca el análisis de la política de estados unidos respecto de las tribus indígenas y su promesa de autodeterminación a través de los casinos, ya que si bien aparentemente éstos la independizarían del gobierno federal, la realidad es otra, pues el gobierno ejerce mayor control sobre las tribus y las integra al sistema capitalista.



Democratización y regulación del derecho de acceso a la información en México

Fidela Navarro Rodríguez.

S 323.445 NAV

Construye, analiza y discute el proceso a partir de la bibliografía existente sobre el derecho a la información y el acceso a la información pública gubernamental en México y en algunos países extranjeros.



Innovación local en América Latina

Enrique Cabrero Mendoza, Ady P. Carrera Hernández (coordinadores).

S 320.8098 INN

Se hace una nueva aportación al estudio de los gobiernos locales a través del análisis de prácticas innovadoras generadas en los municipios latinoamericanos con las cuales han mejorado y transformado su gestión, logrando un fuerte impacto en la calidad de vida y el desarrollo de capacidades de sus habitantes.



Panorama energético de México : reflexiones académicas independientes

Jorge Flores Vladés, coord.

S 333.792 PAN

El presente volumen recoge las ponencias que fueron presentadas en cinco sesiones organizadas por el Consejo Consultivo de Ciencias de la Presidencia de la República

sobre la Reforma Energética: energías alternativas, impacto ambiental de los diversos energéticos, repercusiones sociales y económicas del desarrollo energético e investigación en energéticos.

POLITICAS PUBLICAS



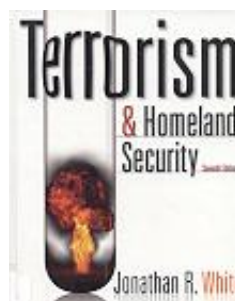
Who lives, who dies, who decides? : abortion, neonatal care, assisted dying, and capital punishment

Sheldon Ekland-Olson.

179.7 EKL

Issues of life and death such as abortion, assisted suicide, capital punishment, and others are among the most contentious in many societies. Whose rights are protected? How do these rights and protections change over time and who makes those decisions? Based on the author's award-winning and hugely popular undergraduate course at The University of Texas, this book explores these questions and the fundamentally sociological processes that underlie the quest for morality and justice in human societies. The author's goal is not to advocate any particular moral "high ground," but to shed light on the social movements and social processes that are at the root of these seemingly personal moral questions.

TERRORISMO



Terrorism and homeland security

Jonathan R. White.

363.325 WHI

Designed to introduce criminal justice and other social science students to the field of terrorism and homeland security. The information in this text is presented from a variety of positions, the purpose is to explain various points of view without taking sides, since terrorism and defense against it practices are always in change.

TURISMO



Fodor's 2012 Alaska

[editor: Kelly Kealy]

REF 917.98 ALA 2012

Explore Anchorage, Mt. McKinley, Glacier Bay National Park, and beyond. Discerning Fodor's choice picks for hotels, restaurants, sights, and more. "Word of Mouth" tips from fellow Fodor's travelers, illustrated features on bears, whales, the Klondike Gold Rush, and the glaciers that shaped the state. Best whale watching, sport fishing, and open-air adventure.



Fodor's Arizona & the Grand Canyon

[editors: Jess Moss, Rachel Klein].

REF 917.91 ARI 2012

Full-color guide . Make your trip to Arizona unforgettable with illustrated features, 52 maps, and 140 color photos. Customize your trip with simple planning tools . Top experiences & attractions . Ideas for making the most of your time . Easy-to-read color regional maps.



Fodor's 2012 California

[editors, Maria Teresa Hart, Matthew Lombardi].

REF 917.94 CAL 2012

Top experiences and attractions, best bets for local dining, and easy-to-read color regional maps.



Fodor's 2012 Chicago.

REF 917.7311 CHI 2012

Make your trip to Chicago unforgettable with illustrated features, 36 maps, and 225 color photos. Find Chicago Deals and the latest travel trends. Fodor's Chicago-based writers reveal their favorite local haunts.



Fodor's 2012 Florida

[editors, Laura M. Kidder and Stephanie E. Butler]

REF 917.59 FLO 2012

Make your trip to Florida unforgettable Fodor's with illustrated features, 56 maps, and 390 color photos. Explore Miami, Walt Disney World, the Everglades, and beyond. Then check out the best Florida beaches, shelling on Sanibel Island, and snorkeling and

diving in the Florida Keys recommended by Fodor's experts.



Fodor's 2012 Hawai'i

[writers, Melissa Chang ... et al.]

REF 919.69 HAW 2012

Provides information on Hawaiian history and culture, and shares advice on accommodations, restaurants, sightseeing, shopping, entertainment, and natural landmarks.



Fodor's 2012 New York City

[Rachel Klein, lead editor],

REF 917.471 NYO 2012

Describes points of interest in New York City, including museums, gardens, zoos, historic sites, and seasonal events, and recommends hotels, restaurants, and nightspots.



Walt Disney World With Kids : With Universal Orlando, Seaworld & Aquatica.

Wiley, Kim Wright.

REF 910 WIL 2012

Inside this new edition is all the information you need to have the family vacation of a lifetime at the Orlando theme parks. Up-to-date and written with the help of more than 500 families, this guide is packed with details on all the attractions at Walt Disney World, Universal Orlando, and Sea World.