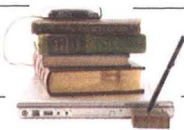


# REVIEWS

## Current Reviews for Academic Libraries



### REFERENCE

#### General

50-1193

[Internet Resource]

##### AcqWeb

URL: <http://www.acqweb.org/>

[Visited Aug'12] Launched in 2009 and hosted on Drupal, the new *AcqWeb* features updated content; however, the general currency of the site's material is of concern. *AcqWeb*—a portal to resources relevant to library acquisitions, cataloging, and collection development—consists of six pages: Directory of Associations and Organizations; Connect and Communicate; Library and Information Science Resources; Journals, Newsletters and Electronic Discussion Archives; Tools for Selectors and Acquisition Librarians; and Directory of Verification Tools and Resources. Supplementing these are an active discussion list (AcqNet) and a blog. The six pages feature lists of variable length, detailing mostly national (with some international) sites, selected by the editor(s). Listed resources provide a good overview of relevant societies, journals, archives, and more, but represent a slightly haphazard collection of sources. Why, for example, is the Italian Library Association listed on the Associations page but not the German, Spanish, and French equivalents? Similarly, ALA and ALCTS are listed, but not ACRL.

Additionally, many pages list resources with broken links. This is unfortunate because *AcqWeb* is of great service, especially to newcomers to the library profession. Currently it serves as a very helpful and extensive list of links, but not as a trusted reference source. Newcomers will receive an incomplete introduction, and established professionals will judge the site unreliable. Given the massive undertaking that a site such as *AcqWeb* represents—and the limited time and resources that a small number of editors can dedicate to it—a format such as a wiki might provide for a greater distribution of the workload and fill some of the lacunae that make it fall short of its full potential as the main online guide to resources in its field. Despite its shortcomings, *AcqWeb* is a useful resource for technical services/collection development professionals. **Summing Up:** Recommended. ★★ Graduate students through professionals.—*E. S. Hierl, American Academy in Rome*

50-1194

[Internet Resource]

##### Audio Archive, from the Internet Archive.

URL: <http://archive.org/details/audio>

[Visited Aug'12] One of several components of *Internet Archive* <<http://archive.org/>> (CH, Jan'05, 42-2534), *Audio Archive* features 200,000-plus digital recordings gathered from many sources, including live musical performances, old radio shows, poetry readings, community audio, podcasts, and sermons. Many of the voice recordings are non-English, e.g., the Muslim spiritual materials—sung or spoken in Arabic—that were featured in a side panel titled Most Downloaded

Items Last Week. This extremely well-cataloged site contains full metadata on sources, dates, venue, content, and session length. Technical specifications of the original recording, restorations, and format conversions are provided, and the content can be played in several audio formats. Most entries have a Creative Commons license, and any posted material is promptly removed at the request of a rights holder. Navigation through the site is intuitive, and content is searchable by subject/keywords, language, date, and creator.

The site's holdings are wildly eclectic. Concert performances by well-known popular musicians are limited to a few whose rights holders allow free distribution, e.g., The Grateful Dead (9,000-plus shows). Some concert performances include notes by the producer, reviews by users, and links to related resources. Old-time treasures, e.g., 78 RPMs and cylinder recordings, feature century-old performances by Sarah Bernhardt, Enrico Caruso, and Irving Berlin. However, considerable content is of local or specialized interest. Community Audio—the largest subcollection—features lectures, local radio interviews and performances, fire department dispatches, and other miscellaneous contributions. The quality of such diverse audio content is naturally quite variable, and limited by the fidelity of the original. The site is highly active, with daily postings, responses, and newly uploaded content. *Audio Archive* is a useful tool for researchers, with its detailed source attributions. And with its lively popular culture content, it is an excellent resource for undergraduates and a general audience. **Summing Up:** Recommended. ★★ All levels.—*W. P. Hogan, Eastern Michigan University*

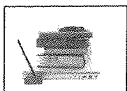
50-1195

PN2074

2012-8081 CIP

Donahue, Tim. **Theater careers: a realistic guide**, by Tim Donahue and Jim Patterson. South Carolina, 2012. 173p bibl index afp ISBN 9781611170818 pbk, \$24.95

Just the facts, ma'am. That is the point of Patterson and Donahue's brief but straightforward practical guide for high-school and college students interested in pursuing a US theatrical career. "Theater" here means live theater, which excludes film and television. The authors (formerly, Univ. of South Carolina), both with academic theater backgrounds, focus on the basics: salary ranges, earnings prospects, and educational choices. Given the data-driven focus here, readers might find launching a career dismayingly difficult. However, the authors point out that students need not limit themselves to acting careers. The book's baseline data draws from sources ranging from the US Census Bureau to the Actors Equity Association and thus can be trusted for its validity. The section on regional theaters, although limited, is very good despite its brevity. The authors also give readers a taste of which repertoires can be found around the country. Although fact based and full of statistical charts and maps, *Theater Careers* is highly readable; the authors even suggest that readers skim or skip chapters. This book should be mandatory reading for all theater students, especially those weaned on the "anyone can be a star" Disney/Nickelodeon shows. **Summing Up:** Highly recommended. ★★★ All libraries supporting undergraduate and high-school theater programs; lower- and upper-level undergraduates and general readers.—*A. J. Adam, Blinn College*



50-1196

[Internet Resource]

**Encyclopaedia Iranica**, from Columbia University's Center for Iranian Studies.

URL: <http://www.iranicaonline.org/>

[Visited Aug'12] Columbia University, as usual, does it right. This unique, scholarly, free resource aims to treat all aspects of Iranian history and culture. Readers will find thousands of entries, which are solicited via invitation only and peer reviewed by a very impressive editorial board—38 scholars from major international academic institutions where various areas of Iranian studies are taught. Examples of coverage include 199 hits under the topic Arts and Crafts; 58 under Folklore; 303 under Religion, Islam; 130 under Ethnic Groups; and 126 under Literature, Modern. Each article is quite detailed, and most provide a bibliography for further reading. The work is not complete; new articles are added as they are written. A printed version is available for purchase, and a Persian translation of the finished work is planned. Advanced search features include keywords, title, author, topic (pull-down menu), and tags. Tags are not present for many articles but can be added by users; they are approved by the site administrator and then incorporated into the entries' metadata. Images and tables can be enlarged and viewed independently of the text. Under Resources, links to related sites include *Islamic Manuscripts at Michigan*, *OCIMCO (Oxford & Cambridge Islamic Manuscripts Catalogue Online)*, and *Bibliographia Iranica*. Also included is information on citing material and a featured articles section. *Encyclopaedia Iranica* will benefit all who are interested in Persian life and culture, including students, specialists, and interested general readers. **Summing Up:** Highly recommended. ★★★ Lower-division undergraduates through researchers/faculty; general readers.—*L. K. Miller, Western Kentucky University*

50-1197

Orig

**The Lincoln library of essential information: named in honor of Abraham Lincoln, whose inspiring example demonstrated the possibilities of self-education**, ed. by Timothy L. Gall and Susan Bevan Gall. 44th ed. Lincoln Library Press, 2012. 2,100p bibl ISBN 9780912168227, \$249.00

The purpose of the *Lincoln Library* is clear from its subtitle: it is "named in honor of Abraham Lincoln, whose inspiring example demonstrated the possibilities of self-education." The volume is divided into 11 sections ranging from "Arts, Entertainment and Sports" and "Philosophy and Religion" to "Physical Sciences" and "Social Science." Information provided by the publisher indicates that those who purchase the 44th print edition have access to a two-year licensed online edition, which is networkable and offers "20% more research information" than the print version. Truly, anyone who reads and learns from the 2,000-plus pages of text will be well-rounded, with a start on becoming a well-educated person. However, despite its online component, this volume likely will not have a place in a college or university library. Its sheer size (7.5 pounds) makes library checkout of the volume unlikely, and, of course, the use of print reference works in academic settings continues to decline. Although experts in each subject might disagree over inclusions and exclusions or over certain interpretations, the contents do seem balanced and fundamentally unbiased. Attributions are given for many sections, but not for all of them. The style and language are clear and understandable by anyone with at least a solid high school education. **Summing Up:** Recommended. ★★ General readers.—*J. E. Sheets, Baylor University*

50-1198

HD6058

2011-46915 CIP

Morkes, Andrew. **Nontraditional careers for women and men: more than 30 great jobs for women and men with apprenticeships through PhDs**, by Andrew Morkes and Amy McKenna. College & Career Press, 2012. 280p bibl index ISBN 9780974525198 pbk, \$19.95

This is another career book outlining job listings; its twist is that it explores nontraditional roles for job seekers of specific genders, e.g., positions as automotive mechanics for women and as registered nurses for men. The book presents 22 nontraditional careers for women, defined in this case as "those in which 25 percent or less of the people working in that particular career are female." It also covers nine nontraditional careers for men. Writer/editor Morkes and McKenna argue that opportunities exist for men and women in nontraditional fields based on a desire to diversify these occupations. Apart from giving an overview of the various professions, including "fast facts," an employment outlook, educational requirements, and earnings, this volume also provides interviews with professionals in the various fields. The use of "nontraditional" in the title may be misleading to potential job seekers, who might think this book is more focused on transferable skills and career changes. Other potential readers might take it to be a volume outlining careers that require a PhD. Overall, this work appears to be another compilation of information readily available through sources such as *O\*NET* <<http://onetonline.org/>> (CH, Jan'09, 46-2410) and the *Occupational Outlook Handbook 2012-2013* <<http://www.bls.gov/ooh/>> (CH, Oct'12, 50-0646). **Summing Up:** Optional. ★ Upper-level undergraduates, two-year technical program students, and a general audience.—*C. J. Kohen, Daytona State College*

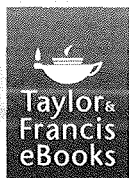
50-1199

[Internet Resource]

**National Geographic Magazine Archive, 1888-1994**. Gale, part of Cengage Learning. Contact publisher for pricing. URL: <http://gale.cengage.com/>

[Visited Aug'12] The well-regarded *National Geographic*, the official journal of the National Geographic Society, surely is the magazine most frequently offered as a gift to libraries when people are cleaning out their homes. Gale is now offering a digital archive that may put an end to the need for libraries to have the legacy print editions. Every page and photograph of every issue, 1888-1994, is fully searchable either issue by issue (Explore the Archive) or by using the basic or advanced search features. The latter allows searches by keyword, subject, place-name, and more, with limits including Magazine Section (e.g., Feature Articles, Advertisements); Image Type (e.g., Cartoon, Map, Chart, Photograph); and Publication Date. Tabs include a separate Image Search and Graphing Tool. Users may track subject trends by charting, year, number of published articles, maps, advertisements, and more, on any topic. Citation tools are built into the entries, as is the option of downloading references to bibliographic management software including EndNote (CH, Feb'08, 45-2929), ProCite, Reference Manager (CH, Jul'09, 46-5932), and RefWorks.


Images load relatively quickly, and their quality is very good. Page size can be expanded without any degradation in image quality. Gale Digital Collections are onetime purchases with annual hosting fees. Collection pricing is based on institution type and size. The hosting fee and MARC record pricing are based on purchase price. Libraries should contact Gale to determine the overall cost. This wonderful database will be of use to libraries with space shortages, a need to access back issues frequently, or both. At the time of this review, Gale had announced

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the forthcoming *National Geographic Virtual Library*, which will feature magazine issues from 1995 forward, and "a new virtual reference collection" with "books, maps, videos, images, and *National Geographic Traveler* magazine (2010-current)." **Summing Up:** Recommended. ★★ All libraries; lower-division undergraduates through professionals, and general readers.—*J. C. Stachacz, Wilkes University*

50-1200

ZA4228

MARC

Ó Dochartaigh, Niall. **Internet research skills**. 3rd ed. SAGE Publications, 2012. 200p bibl index ISBN 9780857025289, \$100.00; ISBN 9780857025296 pbk, \$43.00

Ó Dochartaigh (National Univ. of Ireland, Galway) updates the second edition (CH, Sep'07, 45-0002) by including social media and citation management software. Yet the book reads as if it were patched together. For example, the introduction highlights Freud's *The Interpretation of Dreams* and cloud computing; making that mental leap is difficult. In addition, many chapters are reprinted almost verbatim; e.g., the litany of CSA databases remains even though they now carry the ProQuest masthead. Also, Figure 2.1 illustrating the *WorldCat* search "Sex role—England—History—19th Century" retains the results figure of 30 even though a search now yields considerably more results. *Wikipedia* (CH, Mar'06, 43-3736) is frequently mentioned, but some may disagree that *Wikipedia* "is at its best when it comes to obscure topics and current events that would never be covered by any encyclopedia." Instead of a list of databases and *Wikipedia*, a comparison of web resources for country,

career, and company information, for example, would have been useful. In addition, what about describing discovery services, link resolvers, and resources such as *WebMD* <<http://www.webmd.com/>>, *Creative Commons* <<http://creativecommons.org/>>, *HathiTrust* <<http://www.hathitrust.org/>> (CH, May'10, 47-4750), *Survey Monkey* <<http://www.surveymonkey.com/>>, and *SPARC* <<http://www.arl.org/sparc/>>? The third edition is somewhat outdated and not at all innovative. **Summing Up:** Not recommended.—*K. Condic, Oakland University*

e 50-1201

[Internet Resource]

**The Sunday Times Digital Archive, 1822-2006.** Gale, part of Cengage Learning. Contact publisher for pricing.

URL: <http://gale.cengage.com/>

[Visited Aug'12] Published weekly since the early 19th century, *The Sunday Times* has long shared a reputation with *The Times* (which began publication in 1785) as a British national newspaper of record. The two newspapers were completely separate publications for most of their lengthy histories. Not until 1967 did they come under common ownership. Since then, *The Sunday Times* has remained editorially separate. Except for the period from December 1, 1978, to November 12, 1979, when a labor dispute shut down the paper for a year, the digital archive includes every issue published from October 20, 1822, to December 31, 2006. This represents more than 9,500 issues, with nearly 600,000 pages and well over 3 million articles. *The Sunday Times Digital Archive* is part of Gale's NewsVault platform, which includes such



addressed are countries in Africa, Eurasia, and Central and South Asia. The surveys gathered information in three main areas: demographics, working conditions, and professional values. The editors' aim is to determine the differences and similarities; they conclude that a "culture of global journalism has not yet emerged." The 38 chapters are written by 94 contributors. Much has changed since publication of the first volume, with the very differentiation between journalist and media audiences having become blurred. This volume offers a profile of who journalists are, and where and how they emerge and function. It addresses issues regarding job satisfaction, perceived autonomy, roles, and the ethics of reporting methods. The single source of agreement worldwide seems to be that journalists will not reveal news sources when confidentiality has been promised. This volume presents data and information not available elsewhere, making it a necessary purchase for journalism programs.

**Summing Up:** Essential. ★★★★★ Lower-level undergraduates and above; general readers.—*G. R. Walden, Ohio State University*

**50-1211** [Internet Resource]  
**Global Jukebox**, from the Alan Lomax Archive, with the Association for Cultural Equity and the Rock Foundation.  
URL: [http://www.culturalequity.org/features/globaljukebox/ce\\_features\\_globaljukebox.php](http://www.culturalequity.org/features/globaljukebox/ce_features_globaljukebox.php)

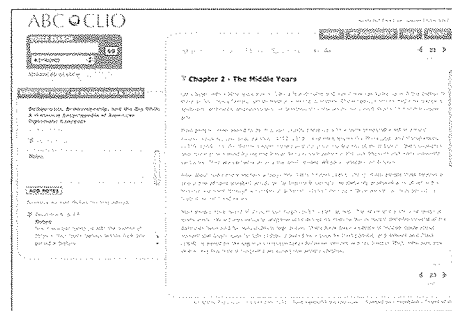
[Visited Aug '12] *Global Jukebox* presents a variety of audio, visual, and written materials created by and around renowned ethnomusicologist Alan Lomax. Most of the items derive from the Alan Lomax Archive and its custodian, the Association for Cultural Equity (ACE), an organization devoted to disseminating Lomax's recordings and other materials collected over several decades. Traveling throughout large sections of the US, Europe, and the Caribbean, Lomax recorded songs, speech, dance, and other expressive culture. The *Jukebox* includes a significant selection of the results of his forays. For best access, one should click on ACE Online Archive, which leads to a menu of recordings, photos, videos, radio programs, and publications. The *Jukebox* is large and presumably growing as more material is digitized and made available. The scope and depth of its material is amazing. Although some songs have been released on recordings over time, many have not.

In the Geo-Archive section, one may click on a *Google* map to locate recordings made in a specific place. Heavily represented are Lomax's trips to the southern US, the Caribbean, the British Isles, Spain, and Morocco. Some parts of Lomax's work are still unavailable, such as his many Italian recordings and those made in northern parts of the US. One can hear only small portions of some recent releases, such as one of songs by Fred McDowell. One of the biggest surprises is the collection of radio programs featuring Woody Guthrie and other performers. Despite the site's wealth of excellent material, finding specific items is a bit difficult. A single search box is available on the ACE home page. Despite the layout and some limitations, this site offers remarkable treasures for anyone interested in American folk music or world music. **Summing Up:** Highly recommended. ★★★ Lower-level undergraduates through researchers/faculty; general audience.—*J. C. Wanser, Hiram College*

**50-1212** PN56 2012-12026 CIP  
**The Literature of war**, ed. by Thomas Riggs. St. James Press/Gale, part of Cengage Learning, 2012. 3v bibl indexes ISBN 9781558628427, \$420.00; ISBN 9781558688458 e-book, contact publisher for price

This heavily illustrated work is organized into three volumes: "Approaches," "Experiences," and "Impacts." The set features two- to four-page in-depth reviews by 35 contributors of some 300 works

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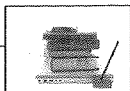
—LIBRARY JOURNAL, FEBRUARY 15, 2010

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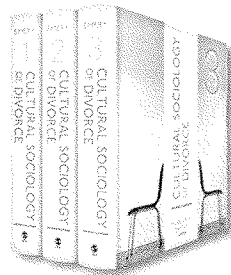
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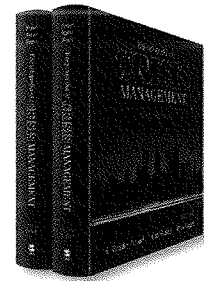
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 SAGE reference

O. Tucker and T. DeBaggio (CH, Mar'10, 47-3560), and the stunning two-volume set *Flora: A Gardener's Encyclopedia* (2003), edited by Sean Hogan. As a "quick reference guide," though, this volume by Coombes (University Botanic Garden, Puebla, Mexico) succeeds remarkably well. The introduction concisely explains the origins and meanings of plant names and guides readers through pronunciation vagaries and name changes without over-simplification. Each of the 4,000 species names is accompanied by a very useful, readily understood pronunciation key; the information presented includes the plant family name, the person who first described the species, the source language, and often an abbreviated observation about the name or characteristics of the plant. Fascinating glimpses into the naming of plants emerge from these brief notes; e.g., *Brachyglottis monroi* was named "after Sir David Monro (1813-1877), Scottish-born NZ politician. A shepherd, Roderick McDonald, collected the type specimen for him." Plant enthusiasts will appreciate the detail packed into this small volume. In addition to books, the bibliography features comprehensive websites. **Summing Up:** Highly recommended. ★★★ Lower-level undergraduates and above; general readers.—A. S. Ricker, *Oberlin College*

 50-1222

[Internet Resource]

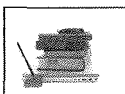
**Encyclopedia of Mathematics**, from Springer and the European Mathematical Society.

URL: [http://www.encyclopediaofmath.org/index.php/Main\\_Page](http://www.encyclopediaofmath.org/index.php/Main_Page)

[Visited Aug'12] What happens when a significant encyclopedia

meets the digital age? Soviet editor Ivan Vinogradov delivered the *Matematicheskaya Entsiklopediya* in the 1970s. Later, Kluwer updated and translated this mathematical gem into English. The ten-volume set appeared in print as the *Encyclopedia of Mathematics*, ed. by Michiel Hazewinkel (1988); as the *Encyclopaedia of Mathematics on CD-ROM* (CH, Oct'98, 36-1014); and online as the *Encyclopedia of Mathematics* (CH, Mar'03, 40-3758). More recently, Springer, in a joint venture with the European Mathematical Society, embarked on this open-access wiki. Some 30 internationally renowned mathematicians from scholarly societies serve on the editorial board, which is dedicated to quality content in a 2.0 environment. Springer maintains the copyright of articles transferred directly from the print volumes, whereas new content falls under a creative commons license. References at the end of articles frequently link directly to the well-known research tools *MathSciNet* <<http://www.ams.org/mathscinet/>> (CH, Aug'11, 48-6963) or the *Zentralblatt MATH* database <<http://zentralblatt-math.org/zmath/en/>>.

Many entries include information on source citation and statistics on user access of the page. Despite this brave attempt to embrace the digital age, the print set still holds value, e.g., for its author index. A search box is available but the site lacks searching tips; online help information focuses on creating and editing updates. Whether subject searching is framed around the American Mathematical Society's classification code or the International Congress of Mathematicians' scheme is unclear. *Wolfram MathWorld* <<http://mathworld.wolfram.com/>> (CH, Apr'05, 42-4694) offers a wiki environment of 13,000-plus entries compared



to this encyclopedia's 8,000-plus. Visual learners will benefit more from Wolfram's interactive entries, with their moving images and all-around graphic enhancements. Overall, this new, free, graduate-level wiki is worth consulting but lacks some functionality. **Summing Up:** Recommended. ★★ Graduate students and above.—*K. L. Swetland, University of South Carolina Upstate*

**50-1223** SB317 2011-29273 CIP  
Riffle, Robert Lee. **The encyclopedia of cultivated palms**, by Robert Lee Riffle, Paul Craft, and Scott Zona. 2nd ed. Timber, 2012. 517p index ISBN 1604692057, \$39.95; ISBN 9781604692051, \$39.95

No book comparable to this second edition by the late Riffle, horticultural consultant Craft, and Zona (Florida International Univ.) exists for palm enthusiasts. Treating all 192 genera of palms and some 900 species currently known to science, this comprehensive, practical reference to palm species in cultivation includes the attributes of each genus so that readers understand the relationships of individual species. The excellent photographs are comparable to those in Riffle's award-winning first book, *The Tropical Look* (CH, Jan'99, 36-2501). Riffle was an internationally recognized authority on tropical plants, especially palms. Coauthors Craft and Zona are equally well-known horticulturalists. Accordingly, the text is even better than the photos. This second edition (1st ed., Riffle and Craft, CH, Sep'03, 41-0054) includes observations and experiences from many long-time growers worldwide. It clearly presents essential growth and care information, along with design and aesthetic considerations. The book emphasizes the use of palms in the landscape, keeping scientific treatment of the subject to a minimum. Numerous color photographs underscore the point that the thoughtful use of palms can satisfy many landscaping needs. The authors generously supply hints on the cultivation of many species covered in the book, but they do not discuss diseases that afflict growing specimens. Libraries, horticulturalists, and landscape designers in tropical environments will find this reference especially useful. **Summing Up:** Highly recommended. ★★★ Lower-level undergraduates through professionals/practitioners; general readers.—*S. C. Awe, University of New Mexico*

**50-1224** [Internet Resource]  
**Ullmann's Encyclopedia of Industrial Chemistry**, ed. by Barbara Elvers et al. Wiley. Available by annual subscription or one-time purchase; pricing based on institution type/size/FTEs. URL: <http://onlinelibrary.wiley.com/>

[Visited Aug'12] The online availability of an updated edition of this highly regarded 36-volume encyclopedia (5th ed., print version, CH, Dec'88, 26-1926) is a very welcome development for chemistry and chemical engineering students and for professionals in these fields. Subjects covered range from advanced materials and pharmaceuticals to process engineering and environmental protection. The lengthy, authoritative articles, including many completely new ones, are organized into sections that range from about one to six pages. Written by recognized experts in academia and industry, the articles present highly technical information in an easy-to-understand style. A What's New section lists articles that have been updated each quarter. Articles are available in HTML and PDF, with links to abstracts, figures, tables, and references. Excellent illustrations that do a good job of supplying sufficient information while avoiding distracting details accompany the articles. Each entry concludes with a bibliography featuring a considerable number of recent sources, many of which are readily available online. The bibliography comprises citations and, in many cases, links to abstract/PDF/References for the cited article or to CrossRef/

CAS/Web of Science. Searchers would benefit from an index with cross-references; e.g., using the Search in This Book feature to look for articles on "fracking" fails to retrieve the available articles on hydraulic fracturing.

In addition to a simple search option, the *Wiley Online Library* (CH, Jan'11, 48-2411), which encompasses this encyclopedia, also offers an advanced search option (with Boolean operators, field searching, and date range limits) and many useful tutorials. Users may save articles, export citations, e-mail links, get citation alerts, and share content via various social media sites. Although other sources contain some of the same information as *Ullmann's*, no other source puts it together quite so well. Like the 27-volume *Kirk-Othmer Encyclopedia of Chemical Technology* (also available online; print 5th ed., 2004-06), *Ullmann's* is indispensable for any collection covering chemistry or chemical technology. It merits inclusion in all science, engineering, or technology collections. **Summing Up:** Essential. ★★★ Lower-division undergraduates through professionals/practitioners.—*M. A. Mantion, University of Massachusetts at Lowell*

**50-1225** GE197 2011-49277 CIP  
**Worldmark encyclopedia of U.S. and Canadian environmental issues**, ed. by Susan Bevan Gal and Margaret K. Antone. Gale, part of Cengage Learning, 2012. 691p bibl index ISBN 9781414490885, \$160.00

This handsome reference, compiled and reviewed by experts, delivers on its title's promise with a clear snapshot of current concerns. Alphabetically arranged by state and province, all entries have sections covering climate, natural resources, water, agriculture, energy, and green business, building, and jobs. Entries feature a map color-coded by fine particulate emissions density and showing natural resources and power plants. They also have profile boxes with fully cited energy and pollution statistics, along with physical characteristics. Each entry ends with one or more topics of specific concern to a particular state or province. Examples are the Gulf of Mexico oil spill for Florida and the challenge of ecotourism for Yukon. The volume includes a glossary, chronology, and overview of issues for each country, and an annotated list of advocacy organizations. The extensive index demonstrates additional coverage for each entity, such as endangered and invasive species and climate change action plans. In addition to a general bibliography, the volume features lists of books and websites for each entry. Logical and consistent layout compensate for a scope that is narrower than that of the *Encyclopedia of Environmental Issues*, edited by Craig Allin (rev. ed., CH, Oct'11, 49-0616). **Summing Up:** Recommended. ★★ Lower- and upper-level undergraduates; general readers.—*C. G. Ryan, Drew University*

## Social & Behavioral Sciences

**50-1226** HT123 MARC  
**America's top-rated cities, 2012: a statistical handbook: v.1: Southern region; v.2: Western; v.3: Central; v.4: Eastern**, [ed.] by David Garoogian. 19th ed. Grey House, 2012. 4v ISBN 1592378579 pbk, \$250.00; ISBN 9781592378579 pbk, \$250.00

Nearly every other day, a new list of "top cities" in one category or another seems to appear—most educated, highest job growth, most healthful. For individuals or businesses looking to relocate, this resource conveniently reports rankings from more than 300 sources for the top 100 US cities with populations of at least 95,000. This edition (11th ed., CH, Jan'05, 42-2562; 7th ed., CH, Jun'00, 37-5422; 1st ed., CH,



museum descriptions have been omitted, as they change regularly. Over 30 color plates and one color map of Egypt have been added. Numerous cross-references ensure that readers do not miss anything relevant to a chosen topic or place. Included are 18 maps, numerous ground plans (some detailing artwork locations and meanings), "further reading" recommendations, a list of kings and dynasties, travel tips, information on cities and towns, and indexes to people and places. Armchair travelers and true tourists will benefit from reading this in-depth, scholarly guide. **Summing Up:** Recommended. ★★ Lower-level undergraduates and above; general readers.—*N. Mactague, Aurora University*

50-1244 [Internet Resource]

**Open Knowledge Repository**, from the World Bank.

URL: <https://openknowledge.worldbank.org/>

[Visited Aug'12] The *Open Knowledge Repository* is a project from the World Bank to preserve and make available to the public its vast storehouse of publications. Launched in April 2012, the site comprises World Bank resources published from 2005 to 2012, including reports, academic books, journals, and working papers. The site is simple and easy to use. The home page features new titles and a search box for the entire website. Content can also be browsed by collections, authors, publication date, topics, or titles. The six main collections are Annual Reports and Independent Evaluations, Journals, Working Papers, Books, Economic and Sector Work Studies, and Sector/Thematic Studies. A small collection titled Multilingual Content offers some of the publications in 12 languages. An advanced search provides filters (e.g., by topic, region, or country) as well as sort options. The help section includes Site Statistics such as the top 50 items most viewed and downloaded.

All items include an abstract, a link to the full text, metadata, a permanent link, and a statistical information section that shows the countries from which the item was accessed. Although most of the World Bank information is now available through *Open Knowledge Repository*, the World Bank plans to continue offering *World Bank e-Library* (CH, Dec'04, 42-1976), a subscription-based product, which offers enhanced functionality, MARC records, the ability to personalize content alerts and bookmarking content, and access to current articles published in the *World Bank Research Observer* and *World Bank Economic Review*. With this new resource, the World Bank has taken an enormous step in improving access to its publications. See also, the World Bank's *Open Data* (CH, Sep'10, 48-0059), a rich repository of statistical data, which is also free to the public. **Summing Up:** Highly recommended. ★★★ All levels.—*L. Camacho, Brigham Young University*

50-1245 DS786 2011-46580 CIP  
Powers, John. **Historical dictionary of Tibet**, by John Powers and David Templeman. Scarecrow, 2012. 794p bibl afp ISBN 9780810868052, \$125.00; ISBN 9780810879843 e-book, \$119.99

Powers (Australian National Univ.) and Templeman (Monash Univ., Australia) offer a comprehensive dictionary that includes an informative introduction to the history of Tibet's land, people, religion, and politics, and a useful explanation of regional Tibetan language and the Wylie transliteration system. Also featured is an extensive chronology that begins at 27,000 BCE with the early Neolithic period and settlements in *Chu bzang*, and extends to April 2011, when *blo bzang seng ge* was elected second *bKa' blon khri pa*. Readers also will find a helpful glossary of common phonetic spellings and Wylie transliteration equivalents; a listing of acronyms and abbreviations used throughout the book; and a thorough bibliography that is categorized by numerous subjects, including language

and literature, the Mongol empire, and Tibetan borderlands. Black-and-white maps are at the beginning of the book, with black-and-white photographs scattered throughout. More than 1,000 brief alphabetical entries discuss the key events, people, social issues, foreign relations, and policies that make this vast country distinct. This will be a valuable resource for a variety of audiences interested in Tibet or in Asian studies or history. **Summing Up:** Highly recommended. ★★★ Academic, research, and public libraries; lower-level undergraduates and above, and general readers.—*T. S. H. Chan, SUNY Oswego*

50-1246 DS119 2011-50994 CIP  
Schell, Terri. **Middle East conflict: v.1: Primary sources; v.2: Almanac; v.3: Biographies; v.4: Cumulative index**, by Terri Schell with Sonia G. Benson; Jennifer Stock, project ed. 2nd ed. Gale, part of Cengage Learning, 2012. 4v bibl index ISBN 9781414486079, \$225.00

At first glance this second edition (1st ed., 2006) from Gale's UXL publishing arm, which focuses on secondary school readers, appears to be a questionable purchase for an academic library. Side-bar text definitions in the *Primary Sources* volume include basic words like negate and coerced. However the scope of the work encompasses a clear, up-to-date overview and perspectives on the Middle East in an accessible format. Thus this set offers useful background and readings for an undergraduate course focused on a politically charged area. The three main volumes, which can be purchased separately, provide identical prefatory material with glossary, events time line, and volume index. Additional readings and websites are incorporated for each multipage entry, and relevant maps, illustrations, and easily scanned headings enhance the text. The *Almanac* features 16 chapters of historical background, ranging from ancient civilizations through the 2011 Arab Spring. *Biographies* profiles 35 notable individuals from the region, e.g., Golda Meir, Osama bin Laden, Amin al-Husayni, and Pierre Gemayel. *Primary Sources* begins with the 1937 Peel Commission Report and extends through the Arab Spring, including political documents and speeches. Also featured are artists' perspectives and excerpts from personal accounts such as Terry Anderson's *Den of Lions* (1993) and Souha Béchara's *Resistance: My Life for Lebanon* (2003). Each source includes historical context, a "What happened next ..." section, and study questions to provoke analysis. The combined set, with the cumulative index (v.4), constitutes a more extensive and valuable reference resource than each volume alone. The available electronic version (not reviewed)—if it features hyperlinks between entries in separate volumes—might be an even more advantageous option. **Summing Up:** Recommended. ★★ Lower-level undergraduates and general readers.—*J. M. Hutton, West Chester University of Pennsylvania*

50-1247 HF3021 2011-50442 CIP  
Skrabec, Quentin R., Jr. **The 100 most significant events in American business: an encyclopedia**. Greenwood, 2012. 323p bibl index afp ISBN 9780313398629, \$89.00; ISBN 9780313398636 e-book, contact publisher for price

Skrabec (Univ. of Findlay) has produced an accessible reference work for American business history. Although based on stand-alone descriptions of historical events, it reads more like a single fascinating story with 100 short chapters. Arranged chronologically, most entries are two or three pages long and range from the privatization of the Plymouth Colony in 1623 to the bankruptcy of General Motors in 2009. According to the introduction, the events were selected because of their importance to the commercialization of new inventions or



very lucid and enjoyable introduction to weather and climate. Randall (atmospheric science, Colorado State Univ.) provides basic technical details, usually in the appendixes, but he devotes considerable effort to making the nine-chapter text accessible to a wide audience by including intuitive explanations for the concepts presented. This reviewer found this approach very successful. In his experience, a variety of academic departments offer introductory climate/weather courses, and a single class is often made up of students with varying academic backgrounds and technical knowledge. This book would make an excellent text for such a class. Suitable for academic students and interested professionals who wish to have a basic understanding of the atmosphere. **Summing Up:** Highly recommended. ★★★ Lower-division undergraduates, upper-division undergraduates, graduate students, and professionals.—*T. N. Chase, University of Colorado*

**50-1484** QC903 2011-44842 CIP  
Stone, Brian, Jr. **The city and the coming climate: climate change in the places we live.** Cambridge, 2012. 187p bibl index ISBN 9781107016712, \$99.00; ISBN 9781107602588 pbk, \$29.99

This is a highly readable, informative book on many overlooked aspects of climate change that are perhaps more important to people and society than simply the steadily increasing concentration of CO<sub>2</sub> in the atmosphere considered in most models of climate change. When it comes to people, as Stone (city and regional planning, Georgia Institute of Technology) discusses in this well-written volume, the urban heat island effect and land use changes associated with increasing population pressure should be high on everyone's radar screens, but they are not. This book clearly presents information on the importance of these two underappreciated global warming components and demonstrates how they are dramatically changing the planet and its cities and their habitability. Particularly interesting are discussions of demonstrated techniques to decrease the smothering heat generated from cityscapes that can cause urban temperatures to be sometimes 10-15 degrees Fahrenheit warmer than surrounding undeveloped areas. Also of interest are discussions of how land use changes are dramatically, and negatively, changing precipitation patterns in both arid and tropical climates. This excellent volume does not simply reiterate what has been said many times before. Stone's clear writing enables anyone to understand and appreciate the importance of these local to regional climate factors. **Summing Up:** Highly recommended. ★★★ All readership levels.—*B. Ransom, formerly, University of California, San Diego*

**50-1485** HD9581 2011-47166 CIP  
Wilber, Tom. **Under the surface: fracking, fortunes, and the fate of the Marcellus Shale.** Cornell, 2012. 272p bibl index afp ISBN 9780801450167, \$27.95

Right now, in New York and Pennsylvania, few subjects are more controversial than fracking (hydraulic fracturing) of shale for the recovery of natural gas. The process has become immensely profitable for some and immensely disruptive for others. Journalist/educator Wilber has managed to collect and organize most of the pertinent information about the geology, drilling practices, leasing of mineral rights, laws and regulations, politics, and people involved in this ongoing drama about the Marcellus Shale and its exploitation. He allows all sides—industry, government, and individuals (both winners and losers)—to have their say and state their case. It becomes evident that there are no true heroes and few true villains in all of this, but everyone involved has made plenty of mistakes and misjudgments. Although parts of the book read like a novel,

the author carefully documents the book's content, including more than two dozen pages of endnotes and an ample index. A valuable work for anyone who has heard of fracking or of shale gas and wants to learn more. **Summing Up:** Highly recommended. ★★★ Lower- and upper-division undergraduates, general readers, and professionals.—*C. W. Dimmick, emeritus, Central Connecticut State University*

**50-1486** QC884 MARC  
Zalasiewicz, Jan. **The Goldilocks planet: the four billion year story of Earth's climate,** by Jan Zalasiewicz and Mark Williams. Oxford, 2012. 303p bibl index afp ISBN 9780199593576, \$29.95

The climate change debate has long been dominated by climatologists, politicians, and economists, but the contributions of geologists to an understanding of this issue have been underreported. In *The Goldilocks Planet*, geologists Zalasiewicz and Williams (both, Univ. of Leicester, UK) synthesize a vast body of work on paleoenvironmental reconstruction and paleoclimate through geologic time. They identify the greenhouse and icehouse episodes from the Archaean eon to the present and explain how these conditions waxed and waned. The authors concentrate on the warming and cooling episodes from the Pliocene period (prior to the Pleistocene glaciations) to date and use substantial and diverse recent research findings. The Earth is now thought to be headed to that Pliocene warming benchmark. Zalasiewicz and Williams provide simple explanations of the astronomical, geological, chemical, and geographic factors that weave into the natural greenhouse and icehouse episodes. This scholarly book is well written and documented, and the authors make good use of analogies to convey the scale and importance of the processes at work. Along the way, readers also learn about the scientists in many fields who have contributed to the development of these ideas. **Summing Up:** Highly recommended. ★★★ Upper-division undergraduates and above.—*L. S. Zipp, formerly, State University of New York College at Geneseo*

## Engineering

**50-1487** TL220 2011-3940 CIP  
Serra, João Vitor Fernandes. **Electric vehicles: technology, policy and commercial development.** Earthscan Publications Ltd., 2012. 207p bibl index ISBN 1849714150, \$64.95; ISBN 9781849714150, \$64.95

Most books on electric vehicles (EV) deal solely with the technical aspects. In this work, Serra, a Brazil-based EV technology developer, focuses on the technical, commercial, and political barriers to EV market penetration, and identifies how to overcome these barriers from historical and technological perspectives. The author starts the discussion with a history of mobility and its implications for current EV development. The book's unique coverage of the commercialization and related policy measures, in both industrialized and developing countries, gives a fresh look into the EV field. This is a timely, balanced, and effective guide and resource for people in business, government, or academia who are involved in the field or for those who are ready to transition to electric mobility. The three chapters that deal with the key technology of EV cannot be considered thorough, but they do provide a basic understanding for readers who do not have a strong background in engineering. This reviewer read the book with great interest. **Summing Up:** Recommended. ★★ Upper-division undergraduates through





professionals; two-year technical program students; general readers.—C. Mi, *University of Michigan Dearborn*

**50-1488** TK1541 2011-39420 CIP  
Warburg, Philip. **Harvest the wind: America's journey to jobs, energy independence, and climate stability.** Beacon Press, 2012. 244p bibl index afp ISBN 9780807001073, \$27.95

*Harvest the Wind* is a nontechnical book, written in an attractive storytelling style, in support of wind power. Warburg is an international environmental activist and has been advocating for a greener Earth in the US, the Middle East, and eastern Europe. The book is the account of the author's travels across the US and the world addressing the pros and cons of this technology. The journey starts in Cloud County, Kansas, with a description of how formerly destructive strong winds are now changing the lives of the state's residents. The story continues with the activities of manufacturers such as Vestas Wind Systems in Denmark and the emergence of Chinese rivals. Warburg also addresses potentially negative environmental impacts of wind power such as bird killing and visual pollution. This book requires no specialized background and reads easily. It gives a big-picture overview of the wind power industry worldwide along with a bit of history, and elaborates on how the public thinks and feels about this new technology. A useful acquisition for libraries, both technical and nontechnical, whose patrons are interested in green/renewable energy sources. **Summing Up:** Recommended. ★★ Students of all levels and general readers.—M. Alam, *University of California, Berkeley*

**50-1489** SD387 MARC  
Wilcox, Jennifer. **Carbon capture.** Springer, 2012. 323p index afp ISBN 9781461422143, \$79.95 ; ISBN 9781461422150 e-book, \$64.99

Carbon dioxide has been separated and recovered for more than 50 years. Though there are some markets for carbon dioxide, the recovery of carbon dioxide from combustion gases to reduce carbon emissions to the atmosphere is expected to change the market balance significantly. Currently, enhanced oil recovery represents one of the largest uses for carbon dioxide. This work by Wilcox (Stanford Univ.) is the first engineering book focusing on carbon capture; it includes example problems, tables with industrial data, homework problems, physical property data, and a glossary of key terminology. It can be used by students and educators as a textbook for engineering classes as well as by professionals who must develop carbon capture processes and install carbon capture technologies. The nine-chapter volume covers absorption, adsorption, membrane separation, distillation, algae production, catalysis, and mineral carbonation. The 30 pages of appendix material include many charts and tables that help to make the text more complete. The book is written for US readers, but it will have value in many countries where carbon capture is included in industrial processes. **Summing Up:** Highly recommended. ★★★ Upper-division undergraduates through professionals.—L. E. Erickson, *Kansas State University*

## Health Sciences

**50-1490** HV4708 2012-382006 MARC  
Akhtar, Aysha. **Animals and public health: why treating animals better is critical to human welfare.** Palgrave Macmillan, 2012. 247p index ISBN 9780230249738, \$85.00

This is an uncomfortable, sometimes even unpleasant, book—but

that is the idea. It focuses on humans' poor treatment of the animals with which they share the planet; this behavior is both true and much in need of change. But Akhtar, a neurologist and public health specialist, does this in an interesting way, describing the mistreatment of animals as a public health issue. The areas covered include cruelty to animals, modern "factory" farming, the adverse effects of meat-based agriculture on the climate, and treatment of wild animal pets. Calling animal abuse a public health issue is a stretch; however, it is directly relevant in the context of the spread of disease through vulnerable animal populations and on to humans. Sometimes the author overemphasizes the worst case scenarios, presumably with the intention to shock the reader into action. It is hard to know whether this approach will be effective. Will readers actually be repelled by what they read? Will they go on reading and make changes in their personal and professional lives? Or, given that people have avoided thinking about animal mistreatment for such a long time, will readers close the book to avoid facing uncomfortable truths? **Summing Up:** Recommended. ★★ All readership levels.—J. A. Mather, *University of Lethbridge*

**50-1491** RA418 2011-45096 CIP  
Brannigan, Michael C. **Cultural fault lines in healthcare: reflections on cultural competency.** Lexington Books, 2012. 103p bibl index afp ISBN 9780739149669, \$60.00; ISBN 9780739149676 pbk, \$24.99; ISBN 9780739149683 e-book, \$24.99

This book provides an opportunity for students and health care practitioners to reflect upon the philosophical meaning of "cultural competency." Using examples/scenarios from different cultures, Brannigan (College of Saint Rose) offers insights as a bioethicist on how to unveil the essence of cultural competency through the cultivation of presence. This intriguing work is important because American society consists of at least 66 diverse racial and ethnic groups with multiple values and worldviews. When members of diverse groups access the Western biomedical health care system, multiple clashes and conflicts can occur. To bridge these differences in cross-cultural communication, Brannigan offers insight from his work with multicultural patients and their families and caregivers. Chapter 1 discusses the challenges of colliding worldviews in pluralistic American society and health care. Chapter 2 defines cultural competency, and three critical values to understand culture: space, time, and modes of communication. In the final three chapters, Brannigan advocates for the cultivation of a "face-to-face engagement or being-with the patient" as an approach to improve patient-provider interactions. Strategies to cultivate presence in health care interactions may include active listening, pace, and reciprocity. A valuable resource for students and health care practitioners interested in the subject of cultural competency. **Summing Up:** Highly recommended. ★★★ Lower-division undergraduates through graduate students and professionals/practitioners.—D. E. Bill, *West Chester University*

**50-1492** RC606 2011-32893 CIP  
Bright, Gina M. **Plague-making and the AIDS epidemic: a story of discrimination.** Palgrave Macmillan, 2012. 207p index afp ISBN 9780230340718, \$85.00

Bright, an RN with academic credentials in English literature, expresses indignation at the persistent belief that homosexual men are responsible for the AIDS crisis; this underlies her assertion that AIDS is considered a plague, similar to plagues in other centuries. Her book is an interesting read as a chronicle of the history of beliefs about the origins and characteristics of disease. However, much of the book is an



enough and do not add much to what is already available. The book may be best recommended to the general reader interested in the effects of war and the importance of finding new and better ways to treat those effects. **Summing Up:** Recommended. ★★ General readers.—*P. Leung, University of North Texas*

**50-1501** QV11 2011-29814 CIP  
**Prescribed: writing, filling, using, and abusing the prescription in modern America**, ed. by Jeremy A. Greene and Elizabeth Siegel Watkins. Johns Hopkins, 2012. 329p index ISBN 9781421405063, \$65.00; ISBN 9781421405070 pbk, \$30.00

Both the health care professional and the consumer will benefit greatly from this topical book. *Prescribed* describes how the prescription has progressed from a document written in Latin to an electronic text that is the principal dimension of people's current encounters with physicians, nurse practitioners, and other physician extenders. The book is divided into ten chapters, preceded by an introduction, that discuss the development of the prescription, including why this single part of modern health care has become so contentious throughout society. The introduction tracks the prescription from the Ebers papyrus in ancient Egypt to today's tablet computer wielded by office physicians to send prescription information to local pharmacies. Other chapters discuss the development of modern drug laws, the politics that have evolved between the government and drug companies, women's health, and the change from prescribed medications to the over-the-counter drug tidal wave. One chapter in particular shows how the prescription has developed into the nexus of medical/health care delivery systems in the US. The ability for other health care providers such as nurse practitioners to write prescriptions is a sea change for medical care. Valuable for consumers and all current and future health care workers. **Summing Up:** Highly recommended. ★★★ All levels/libraries.—*R. G. McGee Jr., formerly, Walters State Community College*

**50-1502** RT85 2011-51526 CIP  
**Religion: a clinical guide for nurses**, ed. by Elizabeth Johnston Taylor. Springer Publishing, 2012. 283p index ISBN 9780826108609 pbk, \$50.00

This book, edited by Taylor (Loma Linda Univ.), a doctorally prepared nurse with training in "clinical pastoral education and spiritual direction," offers an in-depth but highly accessible look at the intricate relationships between health, illness, provision of care, and the religious and spiritual aspects of life. The book is divided into two sections, a 7-chapter theoretical section written by Taylor and a 22-chapter section on the health care implications of various religious beliefs and practices. The first section explores the legal and ethical aspects of the interfaces between nurse and patient. Each chapter in the second section is coauthored by a "religionist" and a nurse from the particular religious tradition. The result is a highly nuanced and insightful collection that challenges readers to consider at a deeper level their own beliefs about the role of religion and spirituality in health care and how people practice their faith within a complex multicultural society. This reviewer finished the book hoping that non-nursing health care providers and administrators would look to this text for an extraordinarily comprehensive guide to respectful negotiation of religious (including atheistic) differences in settings of vulnerability. **Summing Up:** Essential. ★★★ All health sciences students, researchers/faculty, and professionals/practitioners.—*M. D. Lagerwey, Western Michigan University*

**50-1503** RD120 MARC  
Richards, Janet Radcliffe. **The ethics of transplants: why careless thought costs lives**. Oxford, 2012. 278p index afp ISBN 019957555X, \$29.95; ISBN 9780199575558, \$29.95

"Careless moral reasoning, like careless medical practice, really can cost lives," concludes Richards (Oxford Uehiro Centre for Practical Ethics, UK) in *The Ethics of Transplants*. Organ transplantation is unlike other medical treatments in that it requires a donation. That is, for every recipient there must be a donor. Ethical debates arise from questions dealing with the source of organs for transplantation, the methods for allocation to patients, and the management of allocation, both medically and politically. This is the core of transplant ethics. Radcliffe's argument focuses on the procurement of organs for transplant, not other related ethical issues such as organ allocation. Richards uses evidence from popular and medical debates (blogs, television broadcasts, and medical literature); this is in contrast to traditional bioethical literature that discusses the philosophical debates and recounts previous publications. Richards's analysis is divided over five chapters, including an extensive introduction on practical ethics surrounding organ shortage and transplantation. Bibliographic citations are few, as Richards effectively uses in-text ethical illustrations. **Summing Up:** Highly recommended. ★★★ Upper-division undergraduates through professionals.—*M. L. Charleroy, University of Minnesota*

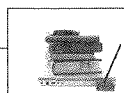
**50-1504** RC445 2011-41136 CIP  
Ziff, Katherine. **Asylum on the hill: history of a healing landscape**. Ohio University, 2012. 220p bibl index afp ISBN 9780821419731, \$35.00

This well-written, accurately researched historical work tells the story of the Athens Lunatic Asylum. Built in southeastern Ohio after the Civil War, the asylum was considered the "gold standard" of the moral treatment philosophy of the 19th century. Ziff, a psychiatric historian and mental health counselor, describes the institution's origins as well as the patients, families, caretakers, and treatment within the therapeutic community. This is a work that brings the reader inside the life and times of patient care in Ohio. *Asylum on the Hill* is highly readable, enlightening, and for those who currently work in the field of psychiatry, the story is familiar and somewhat poignant. In the early 20th century, moral treatment was dismissed in favor of "scientific" management. Nonetheless, many of the institution's ideals and approaches to care remain feasible. The Athens Lunatic Asylum remains today as a complex of buildings called "The Ridges." This fascinating book will be informative to a wide range of readers in psychiatry, as well as to the general reader. **Summing Up:** Highly recommended. ★★★ Lower-division undergraduates through professionals; general audiences.—*D. B. Hamilton, emerita, Western Michigan University*

## Information & Computer Science

**50-1505** QA76 MARC  
Bentley, Peter J. **Digitized: the science of computers and how it shapes our world**. Oxford, 2012. 292p index ISBN 9780199693795, \$29.95

*Digitized* can best be described as a treatise on the history and general subject of computer science. In the beginning of the book, Bentley, a UK-based academic, journalist, and author (e.g., *Digital Biology*,



2001; coauthor with David Corne, *Creative Evolutionary Systems*, CH, Jan'02, 39-2838), offers many personal analogies and opinions, but he quickly transitions into hard facts. The author solicited a series of definitions of the term "computer science" from many professionals, and uses these definitions to show the broad nature of the subject area. The book contains both historical information and brief biographies of prominent computer scientists. This combination is important to show how computer science developed a personality and how it shaped culture. Bentley very effectively uses the history of computer science to chronologically illustrate the major concepts in a captivating way. Many students in computer science learn concepts systematically without learning what drove those discoveries. The book does not shy from complex examples in mathematics and logic. The examples are deep enough to convey a basic understanding of the principles being highlighted but short enough to prevent the reader from becoming disinterested. **Summing Up:** Highly recommended. ★★★ Lower- and upper-division undergraduates, two-year technical program students, general readers, and professionals.—*S. A. Patton, Delta State University*

**50-1506**

[Internet Resource]

**Codecademy**

URL: <http://www.codecademy.com/>

[Visited Aug'12] Launched in January 2012, *Codecademy* is an Internet start-up company that is trying to upend the entire traditional model of learning to program, since many novices have difficulty with conventional books, videos, classes, software, and other programmatic learning aids. Site visitors will immediately notice the site's sheer interactivity. This is not restricted to the teaching examples; it is evident in the integration of social network support, the way progress is automatically tracked, and more. Users do not need to install any programs; the editor and compiler are embedded within the website, making it incredibly easy to code, compile, and run programs. Currently, the learning portion of *Codecademy* is split into five main tracks containing a number of core lessons: JavaScript Fundamentals, Python, Web Fundamentals, JQuery, and Code Year. Some difficult concepts for beginners do not have their own lessons, but are extensively covered within Help, which is divided into Creator Resources, Learner Resources, and Glossaries. The conceptual link between individual lessons and specific Help resources sometimes is not quite apparent, especially to novices working alone. However, enterprising independent learners can easily and quickly find the information they need.

*Codecademy* also includes extensive resources for advanced learners or professional programmers. *CodeAcademy Labs* currently contains Ruby, Python, and JavaScript for users to experiment without the constraints of the more structured lessons. The frankness of the blog and *Twitter* posts is most unusual. The blog is updated at least every other day, highlighting information about education/learning and best practices, and company news. It is surprisingly fantastic reading, touching upon topics in a very multidisciplinary, academic, and practitioner-oriented fashion. The *Twitter* account is very active and responsive to user interaction. Overall, this is one of the most original attempts this reviewer has seen for teaching programming's core principles. **Summing Up:** Highly recommended. ★★★ All levels/libraries.—*J. R. Lauber, Briarcliffe College Library*

**50-1507**

GV1469

2011-26378 CIP

Jones, Steven E. **Codename revolution: the Nintendo Wii platform**, by Steven E. Jones and George K. Thiruvathukal. MIT, 2012. 204p bibl index afp ISBN 9780262016803, \$24.95

In this second volume (of three currently available) populating MIT Press's "Platform Studies" series (edited by Ian Bogost and Nick Montfort), Jones (English, Loyola Univ., Chicago) and Thiruvathukal (computer science, Loyola Univ., Chicago) combine their literary and computer-science backgrounds to explore the technological affordances and constraints that have determined the particular functions and experiences offered by the Nintendo Wii video game console, its software, and its peripherals. Their exploration of the cultural response to this simultaneously emergent and convergent platform and its innovative game experiences (which precipitate an encounter between the player's body and the materiality of the platform in a shared space) lead them to claim that the Wii platform is a social phenomenon that shifts attention away from the screen and toward what Jesper Juul (in *A Casual Revolution: Reinventing Video Games and Their Players*, CH, Aug'10, 47-6689) defines as physical player space. Although the first five chapters are largely descriptive, supporting this "social platform" thesis by focusing on different Wii components, the final two chapters make indispensable contributions to game studies and to this book series by exploring the theoretical, economic, and political implications of expanding the idea of a "platform" to include physical paratexts, communication networks, and cultural environments. **Summing Up:** Highly recommended. ★★★ All readers.—*J. A. Saklofske, Acadia University*

**50-1508**

QA76

2011-38518 CIP

Maheer, Jimmy. **The future was here: the Commodore Amiga**. MIT, 2012. 328p bibl index afp ISBN 0262017202, \$26.95; ISBN 9780262017206, \$26.95

Maheer is a Norway-based independent scholar. His book on the Commodore Amiga reflects well on both his scholarship and his writing talents. *The Future Was Here* is part of MIT's "Platform Studies" series, which strives to provide "technical rigor and in-depth investigation of how computing technologies work." Maheer's contribution weaves lucid explanations, historical context, and well-reasoned assessment into an engaging, insightful, authoritative, well-documented, and well-indexed work. The accompanying website provides meaningful insights directly related to the content of the book. The Amiga appeared during an important point in the history of computing technology, when personal computers were just beginning to achieve the ability to provide individuals with access to capabilities previously available only to large corporate or university enterprises. Acknowledging both the cult status of the Amiga and its inept corporate management, but without getting bogged down in either of them, Maheer succeeds in conveying the important role Amiga hardware and software played in ushering in the era of rich digital media people use in their daily lives 30 years later. **Summing Up:** Recommended. ★★ All readership levels.—*C. Vickery, Queens College of CUNY*

**50-1509**

R858

2011-29753 CIP

November, Joseph. **Biomedical computing: digitizing life in the United States**. Johns Hopkins, 2012. 344p index afp (Johns Hopkins University studies in historical and political science, 130th ser., 2) ISBN 1421404680, \$60.00; ISBN 9781421404684, \$60.00

This book narrates the history of the computer revolution in the fields of biology and the biomedical sciences, focusing on developments in the 1950s and 1960s. November (Univ. of South Carolina) provides details of how information technology advanced to become a mainstream element of both modern biological/biomedical research and clinical health care practice. In the introduction, the author provides a broad overview of some



of the accomplishments achieved through biomedical computing, most notably the Human Genome Project. The book then looks at computing at the National Institutes of Health (NIH) in the 1950s and scientists' reluctance to use the IBM 650. November discusses the LINC (Laboratory Instrument Computer) and in the final chapter discusses computing at Stanford in the 1960s. The book focuses not only on the technical achievements but the personalities involved as well. It also addresses the major support—"technological, institutional, and political"—provided by the NIH that made the digital transformation of life sciences possible. Overall, the book is an interesting account of information technology's grand entry into biomedicine in the US and its impact on advances in numerous life science disciplines. **Summing Up:** Recommended.

★★ Lower- and upper-division undergraduates, general readers, and professionals.—*V. Mathura, Roskamp Institute, Open University*

**50-1510** QA76 2011-38996 CIP  
Silva, Adriana de Souza e. **Mobile interfaces in public spaces: locational privacy, control, and urban sociability**, by Adriana de Souza e Silva and Jordan Frith. Routledge, 2012. 208p bibl index ISBN 9780415888233, \$150.00; ISBN 9780415506007 pbk, \$39.95; ISBN 9780203123966 e-book, contact publisher for price

In this thought-provoking volume, Silva (communication, North Carolina State Univ.) and Frith (PhD candidate, North Carolina State Univ.) consider the impact of location-aware mobile technologies on the human sense of identity, privacy, and control in public spaces. The authors effectively address this emerging area of scholarship, providing insight and discussing relevant theory. Divided into two sections, the work begins with a conceptual and historical framework for understanding mobile interfaces (e.g., book, iPod, mobile phone) and their impact on humans in public settings. The second half of the volume focuses on the social, political, and psychological ramifications of location-aware mobile devices. The conclusion considers the future of these various devices, including the growth in the number of types of devices and their expanding functionalities. Extensively sourced and well written, this engaging title, part of the "Routledge Research in Cultural and Media Studies" series, is a welcome addition to the scholarship in this area. **Summing Up:** Highly recommended. ★★★ Upper-division undergraduate through professional audiences.—*D. D. Tritt, University of South Carolina Aiken*

**50-1511** GV567 2011-36911 CIP  
Taylor, T. L. **Raising the stakes: e-sports and the professionalization of computer gaming**. MIT, 2012. 323p bibl index afp ISBN 0262017377, \$29.95; ISBN 9780262017374, \$29.95

In *Raising the Stakes*, Taylor (IT Univ. of Copenhagen, Denmark; *Play between Worlds*, CH, Jan'07, 44-2540) looks at professional computer gaming using a cultural-sociological angle. The author shows how a perceived pastime activity is turning into a serious form of play with high stakes and a broad influence. She draws parallels between real-world analog sports and "e-sport" (another term for professional gaming) in terms of rules formulation, the various actors required, and the processes that govern competitions. She also discusses issues of gender, race, and socioeconomic status, which determine who can compete professionally. Lastly, Taylor describes how professional gaming transforms everyone and everything involved, including the digital games, players, spectators, and surrounding industries. This book is unique because it does not simply take a journalistic approach to the subject of e-sport. It posits a future where professional computer gaming can gain a level of legitimacy, social acceptance, and cultural ubiquity that is on a par with any existing analog spectator sport.

**Summing Up:** Recommended. ★★ Lower-division undergraduates through graduate students in game-related programs, researchers/faculty, and professionals/practitioners.—*A. Chen, Cogswell College*

## Mathematics

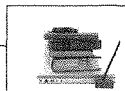
**50-1512** QA324 MARC  
Burgin, Mark. **Hypernumbers and extrafunctions: extending the classical calculus**. Springer, 2012. 160p bibl index afp ISBN 9781441998743 pbk, \$49.95

Burgin (UCLA) provides an introduction to the theory of hypernumbers in this short book, part of the "SpringerBriefs in Mathematics" series. The (real) hypernumbers are an extension of the real numbers that permits operations with infinite quantities; a real general extrafunction is a partial map from the set of real hypernumbers to itself. Unlike some extensions such as the hyperreals (from nonstandard analysis) and the surreal numbers (which contain the hyperreals, superreals, and ordinals), the hypernumbers, which are an ordered vector space over the reals, do not admit infinitely small quantities, but rather only infinitely large ones. This makes them useful for dealing with problems arising from physics. In particular, extrafunctions can always be differentiated, allowing for the solution of differential equations that cannot be solved even in spaces of distributions. Though Burgin's writing style is not terse, it is definitely in the format of "definition, example, theorem, proof." There are no exercises. This reviewer believes that students will need at least a solid background in undergraduate analysis as well as some comfort with topological and functional analytic notions for optimal understanding of the material. **Summing Up:** Recommended. ★★ Advanced upper-division undergraduates, graduate students, and researchers/faculty.—*D. Robbins, Trinity College (CT)*

**50-1513** QA297 2011-45732 CIP  
Greenbaum, Anne. **Numerical methods: design, analysis, and computer implementation of algorithms**, by Anne Greenbaum and Timothy P. Chartier. Princeton, 2012. 454p bibl index afp ISBN 9780691151229, \$95.00

Greenbaum (Univ. of Washington) and Chartier (Davidson College) have written an introductory textbook on numerical methods. Students should be familiar with calculus, linear algebra, and differential equations; some background in proof-based mathematics would also be extremely helpful. Topics covered in the book's 14 chapters include floating-point arithmetic, numerical differentiation and integration, polynomial and piecewise polynomial interpolation, iterative methods for the solution of nonlinear equations, direct and iterative methods for the solution of systems of linear equations, and methods for the solution of ordinary and partial differential equations. Programming examples are presented in MATLAB. Distinguishing features are the inclusion of many recent applications of numerical methods and the extensive discussion of methods based on Chebyshev interpolation. This book would be suitable for use in courses aimed at advanced undergraduate students in mathematics, the sciences, and engineering. **Summing Up:** Recommended. ★★ Upper-division undergraduates.—*B. Borchers, New Mexico Institute of Mining and Technology*

**50-1514** QA41 2011-936364 MARC  
Mackenzie, Dana. **The universe in zero words: the story of mathe-**



**mathematics as told through equations.** Princeton, 2012. 224p bibl index ISBN 9780691152820, \$27.95

Using 24 great equations, Mackenzie (freelance writer, former mathematics academic) tours the history of mathematics. Four criteria measure an equation's greatness: surprises, aesthetic conciseness, significant consequences, and timeless universality. The equations are presented within four broad divisions of mathematical history. Many are expected, e.g., Pythagorean theorem, fundamental theorem of calculus, Newton's laws, prime number theorem, Fourier series, Maxwell's equations, Einstein's relativity equation. But some equations are surprises themselves and seem forced, such as the discovery of zero ( $1 - 1 = 0$ ), Cardano's formula for solving cubics, Hamilton's quaternions, Fermat's last theorem, Abel's proof of the quintic, and the Black-Scholes equation for financial derivatives. Nonetheless, Mackenzie provides interesting insights regarding the equations, such as relating whale communications to a model of a non-Euclidean geometry or the role of cigar smoke in the quantization of angular momentum of quantum particles. Yes, Euler's gem of an equation ( $e^{i\pi} + 1 = 0$ ) appears, but as a generalization of De Moivre's theorem. The reference list provides options for readers to dig deeper into the mathematics behind the equations. The book is an enjoyable read, but should not be mistaken for a history of mathematics. At best, it is a guided tour of important sights. **Summing Up:** Recommended. ★★ Lower-division undergraduates through researchers/faculty; general readers.—*J. Johnson, Western Washington University*

**50-1515** QA443 MARC  
Ostermann, Alexander. **Geometry by its history**, by Alexander Ostermann and Gerhard Wanner. Springer, 2012. 437p bibl index afp ISBN 3642291627, \$79.95; ISBN 9783642291623, \$79.95

Although this book covers the material included in a standard college geometry course and the topics are arranged conventionally (Euclidean geometry, conics, trigonometry, analytic geometry, vectors, and projective geometry), the method of incorporating history is unique and effective. For each topic, Ostermann (Univ. of Innsbruck, Austria) and Wanner (Univ. of Geneva, Switzerland) integrate historical origins, development, and insights. The introduction of history is based on its relevance to the topic at hand rather than on historical sequence, with, for example, the ideas of Apollonius, Euler, Monge, and Poncelet all in one section, giving a richness and depth unusual at this level. This is an excellent, challenging textbook as well as a valuable resource for historical information, problems, and student projects. The historical content is broad based, comprehensive, and reliable. Each chapter has extensive exercises, many taken directly from or based on historical sources; for example, chapter 6 contains problems from Ramanujan's notebooks, Einstein's school exam, Fermat, Fibonacci's *Liber Abaci*, Euler, and the International Mathematics Olympiad. Hints and solutions for all problems are given in an appendix. Thorough bibliography. **Summing Up:** Highly recommended. ★★★ Lower-division undergraduates and above.—*C. A. Gorini, Maharishi University of Management*

**50-1516** QA184 2012-934162 MARC  
Schay, Géza. **A concise introduction to linear algebra.** Birkhauser, 2012. 330p index afp ISBN 9780817683245, \$59.95

This book was designed for a one-semester first course in linear algebra with a calculus prerequisite. Schay (Univ. of Massachusetts) has done an excellent job of keeping the emphasis on the fundamentals of the subject. The volume includes a number of interesting applications, mostly from physics, which aid in motivating the concepts and usefulness

of the field. This text, as is increasingly popular in linear algebra textbooks, introduces the subject through vector analysis in two and three dimensions prior to solving systems of linear equations. A content-specific difference of this work compared to others is the delay of the discussion of determinants until later in the course—specifically, chapter 6 of 8. The recommendations of the Linear Algebra Curriculum Study Group are evident in the exposition as well as in the topics covered in the book. As such, Schay has written a text that is very reader friendly for undergraduate students; this is particularly clear in the presentation of examples and proofs. **Summing Up:** Highly recommended. ★★★ Lower- and upper-division undergraduates and undergraduate faculty.—*J. T. Zerger, Catawba College*

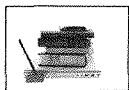
**50-1517** HA35 2011-43366 CIP  
Terrell, Steven R. **Statistics translated: a step-by-step guide to analyzing and interpreting data.** Guilford, 2012. 409p index afp ISBN 9781462503216, \$80.00; ISBN 9781462503018 pbk, \$55.00

Terrell (Nova Southeastern Univ.) has done an excellent job of lucidly explaining the basic, fundamental concepts of statistics. The author begins by presenting six steps to guide readers through each statistical concept/methodology: the problem, the hypothesis, the independent variable, the dependent variable, the appropriate statistical test, and the use of data analysis software to test the hypothesis. He refers to these six steps in all chapters and examples (solved and unsolved). All the statistical methods involving computations have been preformed manually and by using SPSS software. The topics presented in the book's 11 chapters usually constitute the core of the first course in elementary statistics. These include descriptive statistics dealing with numerical and graphical techniques; the central limit theorem; the sampling distribution of the sample mean; type I and type II errors; the *t* distribution; analysis of variance; *F* distributions; count data; correlation coefficient; and more. A good index, a glossary of technical terms, appendixes containing statistical tables, useful end-of-chapter summaries, and full answers to all problems are attractive features. The author succeeds in illustrating the importance of statistical techniques for answering all sorts of questions arising in numerous real-life situations. An excellent text for beginners. **Summing Up:** Highly recommended. ★★★ Lower-division undergraduates through professionals in social science or education research.—*D. V. Chopra, Wichita State University*

## Physics

**50-1518** QC173 2011-36254 CIP  
Gimbel, Steven. **Einstein's Jewish science: physics at the intersection of politics and religion.** Johns Hopkins, 2012. 245p bibl index afp ISBN 9781421405544, \$24.95; ISBN 9781421405759 e-book, contact publisher for price

In the years leading up to WW II, the Nazis dismissed Einstein's theory of relativity as "Jewish science" and rooted his ideas out of German or Aryan physics. One major German physicist wrote, "Not one creative idea has ever sprung from the brain of a Jew." Oddly enough, says Gimbel (Gettysburg College), leaving the anti-Semitism of the Nazis aside, there may have been a grain of truth to this. The author explores the question of whether a scientist's religious and cultural/ethnic heritage colors the way he/she does science. He details the works of scientists such as Newton, Descartes, and others to show how their scientific



related secondary sources. **Summing Up:** Recommended. ★★ Upper-division undergraduates, graduate students, and faculty.—*M. D. Davis, University of North Alabama*

**50-1551** GN799 2011-35704 CIP  
Moore, Jerry D. **The prehistory of home.** California, 2012. 269p index afp ISBN 9780520272217, \$29.95

"Home is where the heart is," as the adage has it, and like "the heart," home has a history as old as humanity. Moore (California State Univ., Dominguez Hills) is an archaeologist who seeks "ancient traces of home" in his various excavations, and through them he finds "the creativity invested in dwellings" to be "astounding." Homes vary in construction, depending upon available materials, environmental constraints, and political purposes, yet they not only passively reflect but also actively shape lives as people take action in the world. In prose readily accessible to entry-level undergraduates, Moore offers examples from societies and ecologies ranging from a 1.5-million-year-old home discovered in Olduvai, Kenya, to the housing bust of Los Angeles these past few years. Comparative perspectives reveal underlying notions and practices of space and place. The "planning, forethought, and order" demonstrated in foragers' "mobile homes" belie biased descriptions of "primitive" people, for instance. Much is to be learned from those living in close confines as chosen (apartments) or prescribed (prisons); from gated communities and the cultural constructions of "security" so made manifest; and from the pretensions of "noble homes" and glories of sacred dwellings. **Summing Up:** Recommended. ★★ General and undergraduate collections.—*A. F. Roberts, University of California, Los Angeles*

**50-1552** F1435 2011-48137 CIP  
O'Neil, Megan E. **Engaging ancient Maya sculpture at Piedras Negras, Guatemala.** Oklahoma, 2012. 256p bibl index afp ISBN 9780806142579, \$55.00

The carved monuments of the ancient Maya were central to the ritual and political life of the people, commemorating rulers and their acts and ultimately embodying them after death. Art historian O'Neil (College of William and Mary) examines the Classic Period sculptures from Piedras Negras, elucidating the relationship between carved monuments, the architectural spaces they occupy, and how people interacted with them within the cityscape. The initial chapter describes the carvings, their various functions, and settings. The second chapter explores the history of the site, its excavations, and resulting research that O'Neil builds upon. She addresses how people engaged these monuments and how the monuments interacted with each other in the city's ritual and political life. The author focuses on one set of monuments as a case study, illustrating the variety of ways the monuments were utilized. The final chapter addresses how these sculptures have continued to function in the present as artifact, black market commodity, and museum piece. An interesting addition to Matthew Looper's *Lightning Warrior* (2003), Elizabeth Newsome's *Trees of Paradise and Pillars of the World* (2001), and Flora Clancy's *The Monuments of Piedras Negras* (CH, Aug'09, 46-6886). **Summing Up:** Recommended. ★★ Upper-division undergraduates and above.—*J. J. Borowicz, Mercyhurst University*

**50-1553** E98 2011-27531 CIP  
**Perspectives on prehistoric trade and exchange in California and the Great Basin,** ed. by Richard E. Hughes. Utah, 2011. 273p index ISBN 1607811529, \$50.00; ISBN 9781607811527, \$50.00

In the North American context, California and the Great Basin

have long been important and productive areas in both archaeological and ethnographic research. This volume collects contributions by over a dozen scholars with considerable experience in the area, including summary commentary by Michael Moratto and David Hurst Thomas. While the title references "trade and exchange," the editor encourages a more generalized consideration of "conveyance"—how did archaeological materials get from their point of material origin to where they are found? Questioning the general assumption that such processes are unknowable, the contributors explore a wide variety of cases and possible modes of conveyance. Besides lithics, materials include ceramics, textiles, and foods. Distributional and other analytical tools are used, but the question of what they might mean in terms of processes of movement is always kept central. Although the answers may not be final, the ways they are achieved are openly presented. The volume is refreshingly cohesive for an edited collection (there is even an index, although not as exhaustive as one might hope), and the writing is clear and accessible for those familiar with archaeology. **Summing Up:** Highly recommended. ★★★ Upper-division undergraduates and above.—*F. W. Gleach, Cornell University*

**50-1554** GN803 2011-50185 CIP  
**Textiles and textile production in Europe from prehistory to AD 400,** ed. by Margarita Gleba and Ulla Mannering. Oxbow Books, 2012. 470p bibl index (Ancient textiles series, 11) ISBN 1842174630, \$96.00; ISBN 9781842174630, \$96.00

This beautifully produced and illustrated volume conveys the importance of textiles in Europe, based on archaeological evidence from the Mesolithic to the Roman period. Defining textiles broadly as "the products of textile techniques" of interworked threads, 23 chapters discuss the chronological and cultural backgrounds of textiles (and associated tools) found in different archaeological sites throughout Europe. Organized according to present national boundaries, each chapter includes a detailed map showing archaeological sites where textiles have been found. The characteristics of these textiles (e.g., materials used, weave structure, and condition) and the settings in which they were located—graves, households, workshops—provide unique insights into social life during this early historical period. The book begins with an overview of textile research that includes a discussion of textile preservation, analytical techniques utilized for ascertaining materials, and a clear presentation of textile production materials and methods, including raw materials (mainly linen and wool), spinning tools, and loom types. Contributors make good use of improved technologies in their analysis of archaeological textile materials. The extensive bibliographies that follow each chapter make this volume an invaluable resource for archaeologists and historians of Europe. **Summing Up:** Essential. ★★★ Graduate students, faculty, specialists.—*E. P. Renne, University of Michigan*

## Business, Management & Labor

**50-1555** HD9696 2011-44595 CIP  
Arthur, Charles. **Digital wars: Apple, Google, Microsoft and the battle for the Internet.** Kogan Page, 2012. 264p bibl index ISBN 9780749464134 pbk, \$19.95; ISBN 9780749464141 e-book, \$12.39

Science and technology journalist Arthur (*Guardian*, UK) provides a summary of the big three Internet-era companies, focusing on search platforms, digital music, smartphones, and tablets. Arthur compares



and contrasts the corporate approach of Microsoft, Google, and Apple, respectively. He notes that Microsoft's division-based and hierarchical approach, which was very successful in the PC age, eventually led to self-defeating strategies, e.g., divisional territories and isolation, in the mobile age. He also discusses the company's practice of striving for product perfection after product release as seen in the Zune music player, Tablet PC, etc. Conversely, Apple was not afraid to kill dying products such as the Cube or iPod mini, and shunned refurbishment of current products; instead Apple designed them to last until the arrival of new must-buy products. Google winds up somewhere in between, but has largely outperformed Microsoft in searching and advertising ventures. Where many similar works such as John Bartelle's *The Search* (CH, Mar'06, 43-4123) and Walter Isaacson's *Steve Jobs* (CH, Apr'12, 49-4500) focus primarily on personalities and management approaches, this work focuses more on various aspects of market economics and strategies, as well as competitive patent practices. Valuable for all readers, and a suitable addition for history of technology and business collections. **Summing Up:** Highly recommended. ★★ All levels/libraries.—*K. D. Winward, Central College*

**50-1556** HB615 MARC  
Baron, Robert A. **Entrepreneurship: an evidence-based guide.** E. Elgar, 2012. 227p indexes ISBN 9781781000393, \$125.00; ISBN 9781781000397 pbk, \$39.95

This outstanding, clearly written, psychology-oriented book is based on careful, extensive, evidence-based research rather than on the personal views of entrepreneurs and includes many excellent examples, tables, and figures to explain the ideas presented. In the book's first part, "The Foundations of Entrepreneurship," Baron (Oklahoma State Univ.) explains the personal characteristics of successful entrepreneurs and why they are different from other people. He discusses the importance of such qualities as conscientiousness, creativity, curiosity, moderate optimism, high enthusiasm, high perseverance, and the ability to focus on the present rather than the past. Baron also addresses the role of risk taking, emotional stability (self-control, calmness), and the social and political skills needed to get support from key people (venture capitalists, customers, and employees). The second part of the book, "The Practice of Entrepreneurship," includes advice on how entrepreneurs can protect their ideas through copyrights, trademarks, and patents. Baron also discusses the advantages and disadvantages of writing business plans; how to write an effective business plan; and the importance of improvisation (making it up as you go along) to create the future. Chapter bibliographies include references to high-quality journals. An excellent contribution to the entrepreneurship literature. **Summing Up:** Highly recommended. ★★★ Lower-division undergraduate through professional collections.—*D. W. Huffnivre, emeritus, University of Connecticut*

**50-1557** HF5691 2011-42682 CIP  
Bragg, Steven M. **Business ratios and formulas: a comprehensive guide.** 3rd ed. Wiley, 2012. 355p index ISBN 9781118169964, \$85.00; ISBN 9781118226834 e-book, contact publisher for price

From accounting, finance, production, and marketing to engineering, human resources, and logistics, this book's coverage encompasses a wide variety of business functions. This revision to the previous edition (CH, Jul'07, 44-6319) is enhanced with some 20 additional formulas and ratios. New items include the fixed-charge coverage ratio, free cash flow formula, capital-labor ratio, cash coverage ratio, value at risk formula, cash conversion efficiency metric, and the open/close requisition

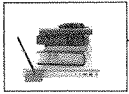
ratio. The final chapter focuses on the use of spreadsheet templates to compile information about long-term performance emphasizing five types of analyses: the financial statement, project analyses, investment analysis, risk analysis, and trend analysis. As in earlier editions, each chapter begins with a short introduction and an overview of what is covered along with the formulas and ratios that are reviewed. For each formula or ratio, Bragg, author of numerous accounting titles, including *The Ultimate Accountants' Reference* (CH, Aug'07, 44-6923), provides a succinct, practical explanation; a concise understandable example; and a caveat or caution about its use and interpretation. An appendix contains a complete list of the formulas and ratios. A brief glossary completes the book. Oriented toward business professionals, the book requires familiarity with managerial decision models. **Summing Up:** Recommended. ★★ Business collections, upper-division undergraduates through professionals.—*S. R. Kahn, University of Cincinnati*

**50-1558** HF5438 2011-40209 CIP  
Broughton, Philip Delves. **The art of the sale: learning from the masters about the business of life.** Penguin, 2012. 291p bibl index ISBN 9781594203329, \$27.95

Mention the word "sales," and generally there is one of two reactions: the first negative, with reasons embodied in Arthur Miller's *Death of a Salesman*; and the second positive, reflecting an understanding of how selling relates to life. Broughton was an international journalist who reported from more than 25 countries before entering Harvard Business School's MBA program. Noting that "selling is the horse that pulls the cart of business," he expected sales courses to be part of his curriculum. They were not, and he discovered "selling is an orphan in business academe." Considering that no payroll exists unless sales are made, from a business perspective selling is the foundation to success. Broughton delves further into this topic and concludes that "we are selling all the time," in life as well as in business. He supports this claim with numerous thought-provoking interviews with people the world over (well-known individuals as well as successful unknowns), discussing what selling has done for them both professionally and personally. This is not a "how-to-sell" book, but rather an enlightening exploration to help readers understand what selling means in life as well as in business. **Summing Up:** Recommended. ★★ Undergraduate students through professionals and general readers.—*D. N. Roeseemann, Texas State University*

**50-1559** HE8700 2011-41079 CIP  
Buzzard, Karen. **Tracking the audience: the ratings industry from analog to digital.** Routledge, 2012. 174p bibl index ISBN 9780805858518, \$100.00; ISBN 9780805858525 pbk, \$39.95; ISBN 9780203149492 e-book, contact publisher for price

Buzzard (Missouri State Univ.) traces development of the tools used to measure radio, television, and Internet audiences. She provides an illuminating discussion of the methods of media audience measurement that have evolved over the years as ratings providers have adapted their approaches to constantly changing conditions. Especially good is the discussion of the search for more sophisticated means of measuring local market audiences, which occurred in the move from a mass production to a distribution economy. Many companies attempted to get into the ratings game, but few succeeded. Buzzard thoroughly documents the work of the major players, taking readers behind the scenes via a detailed history of various ratings initiatives, such as diaries, the Portable People Meter by Arbitron (radio), and the Local People Meter by Nielsen (television). Sharp focus is given to the special demands and challenges



involved in measuring Internet audiences. Buzzard does a splendid job explaining how measurement tools have been refined and developed to produce more relevant and useful audience data with the transition from analog to digital broadcasting. Media market research is complicated and expensive, and developing any new methodology that is accepted and embraced by the industry is an undertaking of immense proportions. **Summing Up:** Highly recommended. ★★ All levels of students; researchers; practitioners.—*N. A. Govoni, Babson College*

**50-1560** HD9569 2011-44722 CIP  
Coll, Steve. **Private empire: ExxonMobil and American power.** Penguin, 2012. 685p bibl index ISBN 1594203350, \$36.00; ISBN 9781594203350, \$36.00

Coll, an award-winning journalist/author, provides an insider story of ExxonMobil, one of the most powerful corporations in the US. Starting with the underlying reasons for the 1989 *Exxon Valdez* oil spill, which set the stage for Lee Raymond's rise to leadership, the author unveils the extent of ExxonMobil's involvement in domestic and international activities. With annual revenues larger than the economy of many countries, the company generously funded US election campaigns, empowered its favorite allies abroad, and used the CEO's acquaintance with government officials to overcome local and global operation obstacles. Because of its long-term investment in numerous countries, ExxonMobil established its own foreign, security, and economic policies that in some cases have had more influence on local politics/security than that of the US embassy. The company also invested in research to challenge growing scientific evidence showing environmental impacts of emissions from fossil fuel combustion. This activity cost Raymond his position. Rex Tillerson, the current CEO, successfully changed the corporation's communication strategy with its opponents and the public. The book concludes with an account of the 2010 Deepwater Horizon oil spill in the Gulf of Mexico. This well-documented work is a must read for those interested in energy and environmental issues. **Summing Up:** Highly recommended. ★★ All levels/libraries.—*J. Tavakoli, Lafayette College*

**50-1561** HF5636 2011-41537 CIP  
Dauber, Nick A. **The complete CPA reference**, by Nick A. Dauber, Jae K. Shim, and Joel G. Siegel. Wiley, 2012. 725p index ISBN 9781118115886, \$65.00; ISBN 9781118224403 e-book, contact publisher for price

For accounting professionals (especially those beginning their careers) in need of a handy, current, practical, comprehensive, and useful accounting reference guide, this is an ideal resource. Written in clear, jargon-free prose by three knowledgeable experts, the information is presented in a question-and-answer format: "what to look for," "what to do," and "how to do it." The volume is organized in five major parts. Financial accounting is covered in five substantial chapters with a section presenting GAAP versus IFRS; managerial accounting is the focus of two chapters; quantitative analysis and models are covered in one chapter. Four in-depth chapters treat auditing; taxation is covered in one chapter but is not an emphasis of this work. The volume concludes with a chapter on the Code of Professional Conduct. Extensive notes, examples, cautions, checklists, and some step-by-step instructions are presented throughout the guide. **Summing Up:** Highly recommended. ★★ Practicing public and private accountants and library collections that serve this audience.—*D. C. Daly, emeritus, Metropolitan State University*

**50-1562** HD30 2011-40344 CIP  
Davenport, Thomas H. **Judgment calls: 12 stories of big decisions and the teams that got them right**, by Thomas H. Davenport and Brook Manville. Harvard Business Review Press, 2012. 266p index afp ISBN 9781422158111, \$30.00

Davenport (information technology and management, Babson College) and Manville (formerly director of knowledge management, McKinsey) look at "organizational judgment," which involves the collective capacity to make a wise decision when its scope is beyond the authority of any single leader. This is a very 21st-century book that addresses how the various experiences (and emotions) of people in an organization create a climate of opinion from which decisions emerge. Focusing on the virtue of great organizations rather than great individuals, the authors note important trends such as the wisdom of the crowd, collective leadership, competing on analytics, and information technology as an enabler. The book is structured around 12 stories of decision making and how decisions are improved through judgment-building activities. The authors "subscribe to the power of narrative for learning and modeling." Their new paradigm for organizational judgment includes participative problem solving, technology-enabled analytics, and new values in operating cultures. This book tempers the overemphasis on information versus gut feeling in Davenport's *Competing on Analytics*, coauthored with Jeanne Harris (CH, Jul'07, 44-6322). **Summing Up:** Recommended. ★★ Graduate, faculty, and professional audiences.—*C. Wankel, St. John's University, New York*

**50-1563** HF5549 2012-1512 MARC  
**The Handbook of work analysis: methods, systems, applications and science of work measurement in organizations**, ed. by Mark A. Wilson et al. Routledge, 2012. 778p bibl index ISBN 1848728700, \$147.95; ISBN 9781848728707, \$147.95

"Job analysis" is a systematic way of gathering, analyzing, and documenting information about particular jobs. This volume expands the concept to "work analysis" by investigating the content of jobs in the context of larger systems and different job combinations. The editors, who are from universities and research institutions, have compiled this comprehensive collection of research studies reporting the latest developments in work analysis systems that have been applied in large companies, the military, aviation, and space flight settings. The studies describe and critique various approaches, such as cognitive task analysis, generalized work dimension analysis, personality-based job analysis, and functional job analysis. Some other major topics addressed include selling work analysis to organizations; developing questionnaires and interview questions; comparing job analysis systems abroad; understanding the Department of Labor's *O\*NET* <<http://www.onetonline.org/>> (CH, Jan'09, 46-2410) in writing job descriptions; and linking work analysis to compensation, training needs assessment, career planning, and other human resource management dimensions. A concluding chapter analyzes challenges and opportunities in work analysis such as the incorporation of automated task and motion tracking and applicability to small business. A valuable work for human resource and work analysis practitioners and researchers. **Summing Up:** Highly recommended. ★★ Upper-division undergraduate through professional collections.—*G. E. Kaupins, Boise State University*

**50-1564** [Internet Resource]  
**International Business Etiquette, Manners & Culture**  
URL: <http://www.cyborlink.com/>





[Visited Aug'12] Successful business transactions often depend on cross-cultural competence; through this website, visitors can research the cultures of 32 countries and six regions around the world. The home page serves as an introduction and a portal, with links to individual country pages, regions, and other resources. All country pages contain basic country information and fun facts; Geert Hofstede's dominant dimension profiles (with a link to a fuller cultural analysis and the correlation between world religions and the cultural dimensions); sections containing key information on religion, appearance, behavior, and communication; and a brief set of links to country-specific books and Internet resources such as the *CIA Factbook* country guides and other travel and international business works. All sections link to the related *International Business Center* and the *International Career Center* sites.

Navigation is easy, text flows nicely, and presentation is straightforward and flexible. One may print just-in-time country information for portable review while traveling. The site could benefit from more attention to link maintenance, as links to resources in several sections did not work or linked to incorrect pages, including sections on Italy, Argentina, and Australia as well as the newsletter sign-up link. Overall, this website has many strengths as a resource for international travelers and professionals preparing to conduct business in other countries or shape an international career. It is affiliated with the *International Business Center* site, directed by Stephen Taylor, who boasts impressive executive/managerial experience in international business with extensive worldwide travel. Global MBA graduates at the University of Texas at Dallas participated in collecting information for the site. See related, *Centre for Intercultural Learning* <<http://www.dfait-maeci.gc.ca/cfsi-icse/cil-cai/index-eng.asp>> (CH, Aug'12, 49-6952). **Summing Up:** Recommended. ★★ Business collections at all levels.—*D. Truty, Northeastern Illinois University*

**50-1565** HD45 2012-2532 CIP  
Lucas, Henry C., Jr. **The search for survival: lessons from disruptive technologies.** Praeger, 2012. 243p bibl index afp ISBN 9781440802775, \$48.00; ISBN 9781440802782 e-book, contact publisher for price

The purpose of this well-written, readable book is to learn from organizational failures and from companies and entire industries that have been unsuccessful in responding to a technological discontinuity, i.e., a sharp price-performance improvement over an existing technology that is so significant that older technologies cannot be made competitive with it. Lucas (information systems, Univ. of Maryland) introduces a Survivor Model that includes "the incumbent's dilemma"—how does a firm respond when faced with a technological discontinuity that threatens its survival? He identifies three options, ranging from morphing the business model to accommodate competition, to failure that results in a merger, buyout, or liquidation. The dilemma is complicated by many factors, including denial, resistance to change, and lack of imagination. Most chapters examine companies (e.g., Kodak, the New York Stock Exchange, Blockbuster and Netflix, Facebook, Twitter, UPS, USPS, Apple, Verizon, IBM) and industries (video content, newspapers, book publishing, recorded music, education) in search of survival. These chapters contain a "box score" for the companies or industries based on categories from the Survivor Model, indicating their survivability. In the last chapter, "Strategies for Survival," Lucas offers advice to managers who have to make and execute the tough decisions that may affect their companies' survival chances. **Summing Up:** Recommended. ★★ All readership levels.—*E. J. Szewczak, Canisius College*

**50-1566** HM831 2011-48001 CIP  
**Making good: finding meaning, money, and community in a changing world,** by Billy Parish and Dev Aujla. Rodale, 2012. 292p index ISBN 9781605290782 pbk, \$15.99

This book is for career choosers and changers of all ages. Coauthors Parish and Aujla (young activists and nonprofit organization founders) have helped young people create careers that make positive social impacts, and the authors' own successes provide sufficient credibility for older audiences to take them seriously. The authors take turns sharing their perspectives and stories throughout the book, which personalizes some of the general suggestions and adds to their significance. The steps offered at the beginning of the book sound almost too easy: see yourself, see others, and recognize your choices. By the end of the book, however, the exercises are more challenging and lead to useful insights. For example, instead of just asking for answers to questions, the authors advise readers to ask about people who have asked similar questions. Readers who follow the steps provided in the book may find themselves in jobs that enable them to do good by making good. For advice on creating meaningful work and making a positive impact on society, see also *Social Entrepreneurship*, by David Bornstein and Susan Davis (CH, Oct'10, 48-0968), and *The Social Entrepreneur's Handbook*, by Rupert Scofield (CH, Aug'12, 49-6984). **Summing Up:** Recommended. ★★ All collections.—*E. G. Ferris, Goodwin College*

**50-1567** HD6072 2011-35494 CIP  
Moore, Dorothy Perrin. **WomenPreneurs: 21st century success strategies.** Routledge, 2012. 254p bibl index ISBN 9780415896849, \$100.00; ISBN 9780415896856 pbk, \$39.95; ISBN 9780203126684 e-book, contact publisher for price

Drawing on her experiences as a business professor, entrepreneur, and journalist, Moore has produced a resource guide for those teaching management and entrepreneurship as well as for women who are or want to become entrepreneurs. The vignettes, which make this a very readable book, are drawn from the author's past interviews with hundreds of female entrepreneurs, often updated with follow-up interviews for this book. These women speak in their own words; their stories and business ventures are varied, ranging from medical and pharmaceutical products to a famous health spa, children's books, and building construction. In the narrative surrounding the personal stories, Moore draws on data from academic and government sources. However, the book's appeal is not its scholarly base, which breaks no new ground. Moore excels at packaging the material to give readers an honest but upbeat sense of the various pathways to entrepreneurship, including the joy and despair entrepreneurs will encounter along the way. Young women thinking of starting a business, or their parents or partners, will find both inspiration and practical advice (from one entrepreneur, for example, "Learn to live sleep-deprived."). A readable, introductory primer appropriate for undergraduate and community college collections. **Summing Up:** Recommended. ★★ All levels of undergraduate students; practitioners; general readers.—*M. S. Myers, emerita, Carnegie Mellon University*

**50-1568** HD4903 2011-38641 CIP  
Roediger, David R. **The production of difference: race and the management of labor in U.S. history,** by David R. Roediger and Elizabeth D. Esch. Oxford, 2012. 286p index afp ISBN 9780199739752, \$34.95

Historians Roediger (Univ. of Illinois) and Esch (Barnard College) note that a century ago, "economist John Commons argued that U.S. management had shown just one 'symptom of originality,' namely 'playing