

BMS BOOK NEWS

# INTERACTION

Volume 22

September & October 2017

Issues 3&4

A monthly bulletin

ISSN 0972-3242

Publications Update

Book Marketing Services, 2-A Ramaniyam Building, 216-217 Peters Road, Royapettah, Chennai - 600 014



Columbia University Press

*New & Forthcoming...*

## **Buddhism and Medicine**

*An Anthology of Premodern Sources*

*C. Pierce Salguero*

From its earliest days, Buddhism has been closely intertwined with medicine. **Buddhism and Medicine** is a singular collection showcasing the generative relationship and mutual influence between these fields across premodern Asia. The anthology combines dozens of English-language translations of premodern Buddhist texts with contextualizing introductions by leading international scholars in Buddhist studies, the history of medicine, and a range of other fields.

These sources explore in detail medical topics ranging from the development of fetal anatomy in the womb to nursing, hospice, dietary regimen, magical powers, visualization, and other healing knowledge. Works translated here include meditation guides, popular narratives, ritual manuals, spells texts, monastic disciplinary codes, recipe inscriptions, philosophical treatises, poetry, works by physicians, and other genres. All together, these selections and their introductions provide a comprehensive overview of Buddhist healing throughout Asia. They also demonstrate the central place of healing in Buddhist practice and in the daily life of the premodern world.

**C. Pierce Salguero** is associate professor of Asian history and religious studies at Pennsylvania State University's Abington College. He is the author of *Translating Buddhist*

*Medicine in Medieval China* (2014), *Traditional Thai Medicine* (2016), and numerous scholarly articles and popular works on Buddhism and traditional medicine in Asia.

Sept.2017 728pp HB **Price: \$ 150.00**

## **Evolving Brains, Emerging Gods**

*Early Humans and the Origins of Religion*

*E. Fuller Torrey*

Religions and mythologies from around the world teach that God or gods created humans. Atheist, humanist, and materialist critics, meanwhile, have attempted to turn theology on its head, claiming that religion is a human invention. In this book, *E. Fuller Torrey* draws on cutting-edge neuroscience research to propose a startling answer to the ultimate question. **Evolving Brains, Emerging Gods** locates the origin of gods within the human brain, arguing that religious belief is a by-product of evolution.

Based on an idea originally proposed by Charles Darwin, *Torrey* marshals evidence that the emergence of gods was an incidental consequence of several evolutionary factors. Using data ranging from ancient skulls and artifacts to brain imaging, primatology, and child development studies, this book traces how new cognitive abilities gave rise to new behaviors. For instance, autobiographical memory, the ability to project ourselves backward and forward in time, gave *Homo sapiens* a competitive advantage. However, it also led to comprehension of mortality, spurring belief in an alternative to death. *Torrey* details the neurobiological sequence that explains why the gods appeared when they

**Good Offices Committee** (Of FBPAI) Conversion rates for Books and Journals, effective 1st October 2017



British Pound Sterling @ ₹. 88.90 US Dollar @ ₹. 66.70 Euro @ ₹. 79.80

did, connecting archaeological findings including clothing, art, farming, and urbanization to cognitive developments. This book does not dismiss belief but rather presents religious belief as an inevitable outcome of brain evolution. Providing clear and accessible explanations of evolutionary neuroscience, **Evolving Brains, Emerging Gods** will shed new light on the mechanics of our deepest mysteries.

**E. Fuller Torrey** is associate director for research at the Stanley Medical Research Institute and the founder of the Treatment Advocacy Center. His books include *The Roots of Treason: Ezra Pound and the Secret of St. Elizabeths* (1984); *The Insanity Offense: How America's Failure to Treat the Seriously Mentally Ill Endangers Its Citizens* (2008); *Surviving Schizophrenia: A Family Manual, 6th ed.* (2013); and *American Psychosis: How the Federal Government Destroyed the Mental Illness*

Sept. 2017 312pp HB Price: \$ 35.00

### Origins of Darwin's Evolution Solving the Species Puzzle Through Time and Place

J. David Archibald

Historical biogeography—the study of the history of species through both time and place—first convinced **Charles Darwin of Evolution**. This field was so important to Darwin's initial theories and line of thinking that he said as much in the very first paragraph of *On the Origin of Species* (1859) and later in his autobiography. His methods included collecting mammalian fossils in South America clearly related to living forms, tracing the geographical distributions of living species across South America, and sampling peculiar fauna of the geologically young Galápagos Archipelago that showed evident affinities to South American forms. Over the years, Darwin collected other evidence in support of evolution, but his historical biogeographical arguments remained paramount, so much so that he devotes three full

chapters to this topic in *On the Origin of Species*.

Discussions of Darwin's landmark book too often give scant attention to this wealth of evidence, and we still do not fully appreciate its significance in Darwin's thinking. In **Origins of Darwin's Evolution**, J. David Archibald explores this lapse, showing how Darwin first came to the conclusion that, instead of various centers of creation, species had evolved in different regions throughout the world. He also shows that Darwin's other early passion—geology—proved a more elusive corroboration of evolution. On the *Origin of Species* has only one chapter dedicated to the rock and fossil record, as it then appeared too incomplete for Darwin's evidentiary standards. Carefully retracing Darwin's gathering of evidence and the evolution of his thinking, *Origins of Darwin's Evolution* achieves a new understanding of how Darwin crafted his transformative theory.

**J. David Archibald** is professor emeritus of biology at San Diego State University and curator of mammals in the SDSU Vertebrate Collections. His books include *Dinosaur Extinction and the End of an Era: What the Fossils Say* (1996) and *Aristotle's Ladder, Darwin's Tree: The Evolution of Visual Metaphors for Biological Order* (2014), both from Columbia University Press.

Oct. 2017 208pp HB Price: \$ 65.00



[www.bigthink.com](http://www.bigthink.com)

More than 2,000 luminaries in a whole range of academic, scientific and creative fields contribute to this superb website.

[www.brightstorm.com](http://www.brightstorm.com)

Brightstorm was founded in 2008 in order to facilitate learning for both students and teachers. It's full of helpful videos



### Language of the Snakes Prakrit, Sanskrit, and the Language Order of Premodern India

Andrew Ollett

**Language of the Snakes** traces the history of the Prakrit language as a literary phenomenon, starting from its cultivation in courts of the Deccan in the first centuries of the common era. Although little studied today, Prakrit was an important vector of the *kavya* movement and once joined Sanskrit at the apex of classical Indian literary culture. The opposition between Prakrit and Sanskrit was at the center of an enduring “language order” in India, a set of ways of thinking about, naming, classifying, representing, and ultimately using languages. As a language of classical literature that nevertheless retained its associations with more demotic language practices, Prakrit both embodies major cultural tensions—between high and low, transregional and regional, cosmopolitan and vernacular—and provides a unique perspective onto the history of literature and culture in South Asia.

**Andrew Ollett** works on the literary and intellectual traditions of premodern India.

Oct. 2017 290pp PB Price: \$ 39.95

### In Search of Soul Hip-Hop, Literature, and Religion

Alejandro Nava

*In Search of Soul* explores the meaning of “soul” in sacred and profane incarnations, from its biblical origins to its central place in the rich traditions of black and Latin history. Surveying the work of writers, artists, poets, musicians, philosophers and theologians, *Alejandro Nava* shows how their understandings of the “soul” revolve around narratives of justice, liberation, and spiritual redemption. He contends that biblical traditions and

hip-hop emerged out of experiences of dispossession and oppression. Whether born in the ghettos of America or of the Roman Empire, hip-hop and Christianity have endured by giving voice to the persecuted. This book offers a view of soul in living color, as a breathing, suffering, dreaming thing.

**Alejandro Nava** is Professor of Religious Studies at the University of Arizona and author of *Wonder and Exile in the New World* and *The Mystical and Prophetic Thought of Simone Weil and Gustavo Gutierrez*.

Sept. 2017 296pp PB Price: \$ 29.95  
HB Price: \$ 85.00

### Changing Energy

The Transition to a Sustainable Future

John H. Perkins

**Changing Energy** outlines how humanity established the current energy economy through three previous transitions, and how we now stand poised for a necessary fourth transition. Human societies around the globe have received immense benefits from uses of coal, oil, gas, and uranium sources, yet we must now rebuild our energy economies to rely on renewable sources and use them efficiently. The imperative for a fourth energy transition comes from dangers related to climate change, geopolitical tensions, documented health and environmental effects, and long-term depletion of today's sources. *John H. Perkins* argues that a future in which current levels of energy service benefits are sustained can come only from investments in the technologies needed to bring about a fourth energy transition. *Changing Energy* envisions a viable post-fossil fuel economy and identifies the barriers to be overcome.

**John H. Perkins** is Professor Emeritus at The Evergreen State College, where he taught Environmental and Energy Studies and directed the Graduate Program on the Environment. He is a Senior Fellow with the National Council for Science and the Environment as well as Visiting Scholar at the University of California, Berkeley. He is also the

author of *Geopolitics and the Green Revolution: Wheat, Genes, and the Cold War* and *Insects, Experts, and the Insecticide Crisis: The Quest for New Pest Management Strategies*.

Sept. 2017 340pp PB Price: \$ 29.95

#### Crazy thoughts....

Can you daydream at night?

Why do they call the little candy bars "fun sizes". Wouldn't it be more fun to eat a big one?

If a bald person works as a chef at a restaurant, do they have to wear a hairnet?

Where do people in Hell tell other people to go?



Princeton University Press

### The Fate of Rome

Climate, Disease, and the End of an Empire

Kyle Harper

Here is the monumental retelling of one of the most consequential chapters of human history: the fall of the Roman Empire. **The Fate of Rome** is the first book to examine the catastrophic role that climate change and infectious diseases played in the collapse of Rome's power—a story of nature's triumph over human ambition.

Interweaving a grand historical narrative with cutting-edge climate science and genetic discoveries, *Kyle Harper* traces how the fate of Rome was decided not just by emperors, soldiers, and barbarians but also by volcanic eruptions, solar cycles, climate instability, and devastating viruses and bacteria. He takes readers from Rome's pinnacle in the second century, when the empire seemed an invincible superpower, to its unraveling by the seventh century, when Rome was politically fragmented and materially

depleted. *Harper* describes how the Romans were resilient in the face of enormous environmental stress, until the besieged empire could no longer withstand the combined challenges of a "little ice age" and recurrent outbreaks of bubonic plague.

A poignant reflection on humanity's intimate relationship with the environment, **The Fate of Rome** provides a sweeping account of how one of history's greatest civilizations encountered and endured, yet ultimately succumbed to the cumulative burden of nature's violence. The example of Rome is a timely reminder that climate change and germ evolution have shaped the world we inhabit—in ways that are surprising and profound.

**Kyle Harper** is professor of classics and letters and senior vice president and provost at the University of Oklahoma. He is the author of *Slavery in the Late Roman World, AD 275–425* and *From Shame to Sin: The Christian Transformation of Sexual Morality in Late Antiquity*. He lives in Norman, Oklahoma.

Sept. 2017 440pp HB Price: \$ 35.00

### Midlife

A Philosophical Guide

Kieran Setiya

How can you reconcile yourself with the lives you will never lead, with possibilities foreclosed, and with nostalgia for lost youth? How can you accept the failings of the past, the sense of futility in the tasks that consume the present, and the prospect of death that blights the future? In this self-help book with a difference, *Kieran Setiya* confronts the inevitable challenges of adulthood and middle age, showing how philosophy can help you thrive.

You will learn why missing out might be a good thing, how options are overrated, and when you should be glad you made a mistake. You will be introduced to philosophical consolations for mortality. And you will learn what it would mean to live in the present, how it could solve your midlife

crisis, and why meditation helps.

Ranging from Aristotle, Schopenhauer, and John Stuart Mill to Virginia Woolf and Simone de Beauvoir, as well as drawing on Setiya's own experience, **Midlife** combines imaginative ideas, surprising insights, and practical advice. Writing with wisdom and wit, *Setiya* makes a wry but passionate case for philosophy as a guide to life.

**Kieran Setiya** is professor of philosophy at the Massachusetts Institute of Technology. He is the author of *Reasons without Rationalism* (Princeton) and *Knowing Right from Wrong*. He lives in Brookline, Massachusetts, with his wife and son.

Oct. 2017 200pp HB Price: \$ 22.95

### Quote

*Happiness  
is not something  
you postpone  
for the future;  
it is something you  
design for the present.*

- Jim Rohn

 The MIT Press

### Broken Movement

The Neurobiology of Motor Recovery after Stroke

*John W. Krakauer and S. Thomas Carmichael*

Stroke is a leading cause of disability in adults and recovery is often difficult, with existing rehabilitation therapies largely ineffective. In **Broken Movement**, *John Krakauer* and *S. Thomas Carmichael*, both experts in the field, provide an account of the neurobiology of motor recovery in the arm and hand after stroke. They cover topics that range from behavior to physiology to cellular and molecular

biology. **Broken Movement** is the only accessible single-volume work that covers motor control and motor learning as they apply to stroke recovery and combines them with motor cortical physiology and molecular biology. The authors cast a critical eye at current frameworks and practices, offer new recommendations for promoting recovery, and propose new research directions for the study of brain repair.

*Krakauer* and *Carmichael* discuss such subjects as the behavioral phenotype of hand and arm paresis in human and non-human primates; the physiology and anatomy of the motor system after stroke; mechanisms of spontaneous recovery; the time course of early recovery; the challenges of chronic stroke; and pharmacological and stem cell therapies. They argue for a new approach in which patients are subjected to higher doses and intensities of rehabilitation in a more dynamic and enriching environment early after stroke. Finally they review the potential of four areas to improve motor recovery: video gaming and virtual reality, invasive brain stimulation, re-opening the sensitive period after stroke, and the application of precision medicine.

**John W. Krakauer** is John C. Malone Professor and Professor of Neurology, Neuroscience, and Physical Medicine and Rehabilitation at the Johns Hopkins University School of Medicine.

**S. Thomas Carmichael** is Professor and Chair and Frances Stark Endowed Chair in the Department of Neurology at the David Geffen School of Medicine at the University of California, Los Angeles, and Codirector of UCLA's Broad Stem Cell Center.

Oct. 2017 288pp HB Price: \$ 50.00

### The Cultural Nature of Attachment

Contextualizing Relationships and Development

*Heidi Keller and Kim A. Bard*

It is generally acknowledged that

attachment relationships are important for infants and young children, but there is little clarity on what exactly constitutes such a relationship. Does it occur between two individuals (infant–mother or infant–father) or in an extended network? In the West, monotropic attachment appears to function as a secure foundation for infants, but is this true in other cultures? This volume offers perspectives from a range of disciplines on these questions. Contributors from psychology, biology, anthropology, evolution, social policy, neuroscience, information systems, and practice describe the latest research on the cultural and evolutionary foundations on children's attachment relationships as well as the implications for education, counseling, and policy.

The contributors discuss such issues as the possible functions of attachment, including trust and biopsychological regulation; the evolutionary foundations, if any, of attachment; ways to model attachment using the tools of information science; the neural foundations of attachment; and the influence of cultural attitudes on attachment. Taking an integrative approach, the book embraces the wide cultural variations in attachment relationships in humans and their diversity across nonhuman primates. It proposes research methods for the culturally sensitive study of attachment networks that will lead to culturally sensitive assessments, practices, and social policies.

Kim Bard, Marjorie Beeghly, Allyson J. Bennett, Yvonne Bohr, David L. Butler, Nandita Chaudhary, Stephen H. Chen, James B. Chisholm, Lynn A. Fairbanks, Ruth Feldman, Barbara L. Finlay, Suzanne Gaskins, Valeria Gazzola, Ariane Gernhardt, Jay Giedd, Alma Gottlieb, Kristen Hawkes, William D. Hopkins, Johannes Johow, Elfriede Kalcher-Sommersguter, Heidi Keller, Michael Lamb, Katja Liebal, Cindy H. Liu, Gilda A. Morelli, Marjorie Murray, Masako Myowa-Yamakoshi, Naomi Quinn, Mariano Rosabal-Coto, Dirk Scheele, Gabriel Scheidecker, Margaret A. Sheridan, Volker Sommer, Stephen J. Suomi, Akira Takada, Douglas M. Teti,

Bernard Thierry, Ross A. Thompson, Akemi Tomoda, Nim Tottenham, Ed Tronick, Marga Vicedo, Leslie Wang, Thomas S. Weisner, Relindis D. Yovsi

**Heidi Keller** is Professor Emeritus at Osnabrück University, Germany, and a Director of Nevet Greenhouse of Context-Informed Research and Training for Children in Need in the Paul Baerwald School of Social Work and Social Welfare at Hebrew University of Jerusalem.

**Kim Bard** is Professor of Comparative Developmental Psychology at the University of Portsmouth.

Oct. 2017 448pp HB Price: \$ 45.00

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## The Chicago Manual of Style, 17th Edition

Technologies may change, but the need for clear and accurate communication never goes out of style. That is why for more than one hundred years **The Chicago Manual of Style** has remained the definitive guide for anyone who works with words.

In the seven years since the previous edition debuted, we have seen an extraordinary evolution in the way we create and share knowledge. This seventeenth edition of **The Chicago Manual of Style** has been prepared with an eye toward how we find, create, and cite information that readers are as likely to access from their pockets as from a bookshelf. It offers updated guidelines on electronic workflows and publication formats, tools for PDF annotation and citation management, web accessibility standards, and effective use of metadata, abstracts, and keywords. It recognizes the needs of those who are self-publishing or following open access or Creative Commons publishing models. The citation chapters reflect the ever-expanding universe of electronic sources—including social media posts

and comments, private messages, and app content—and also offer updated guidelines on such issues as DOIs, time stamps, and e-book locators.

Other improvements are independent of technological change. The chapter on grammar and usage includes an expanded glossary of problematic words and phrases and a new section on syntax as well as updated guidance on gender-neutral pronouns and bias-free language. Key sections on punctuation and basic citation style have been reorganized and clarified. To facilitate navigation, headings and paragraph titles have been revised and clarified throughout. And the bibliography has been updated and expanded to include the latest and best resources available.

This edition continues to reflect expert insights gathered from Chicago's own staff and from an advisory board of publishing experts from across the profession. It also includes suggestions inspired by emails, calls, and even tweets from readers. No matter how much the means of communication change, **The Chicago Manual of Style** remains the ultimate resource for those who care about getting the details right.

The University of Chicago Press has been publishing books and journals for scholars, students, and general readers since 1892.

Sept. 2017 1446pp HB Price: \$ 70.00

## Nature's Fabric Leaves In Science and Culture

*David Lee*

Leaves are all around us—in backyards, cascading from window boxes, even emerging from small cracks in city sidewalks given the slightest glint of sunlight. Perhaps because they are everywhere, it's easy to overlook the humble leaf, but a close look at them provides one of the most enjoyable ways to connect with the natural world.

A lush, incredibly informative tribute to the leaf, **Nature's Fabric** offers an introduction to the science of leaves, weaving biology and chemistry with the

history of the deep connection we feel with all things growing and green. Leaves come in a staggering variety of textures and shapes: they can be smooth or rough, their edges smooth, lobed, or with tiny teeth. They have adapted to their environments in remarkable, often stunningly beautiful ways—from the leaves of carnivorous plants, which have tiny “trigger hairs” that signal the trap to close, to the impressive defense strategies some leaves have evolved to reduce their consumption. (Recent studies suggest, for example, that some plants can detect chewing vibrations and mobilize potent chemical defenses.) In many cases, we've learned from the extraordinary adaptations of leaves, such as the invention of new self-cleaning surfaces inspired by the slippery coating found on leaves. But we owe much more to leaves, and Lee also calls our attention back to the fact that that our very lives—and the lives of all on the planet—depend on them. Not only is foliage is the ultimate source of food for every living thing on land, its capacity to cycle carbon dioxide and oxygen can be considered among evolution's most important achievements—and one that is critical in mitigating global climate change.

Taking readers through major topics like these while not losing sight of the small wonders of nature we see every day—if you'd like to identify a favorite leaf, Lee's glossary of leaf characteristics means you won't be left out on a limb—**Nature's Fabric** is eminently readable and full of intriguing research, sure to enhance your appreciation for these extraordinary green machines.

For fifty years, **David Lee** has researched leaves, first in the Asian tropics and later at Florida International University, where he continues his studies as emeritus professor in Department of Biological Sciences. He is the author of many articles and several books, including *Nature's Palette*, also published by the University of Chicago Press.

Sept. 2017 512pp HB Price: \$ 35.00

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## Idiom of the month....

### *devil's advocate....*

#### Meaning:

one who argues against something just for the sake of arguing, without actually being committed to the views

#### Example:

"I agree with what you say, but I'll play devil's advocate so that we can cover all the possibilities that may arise".

"He offered to play devil's advocate and argue against our case so that we could find out any flaws in it".

#### Origin:

During the canonization (declaring that a person, who has died, was a saint) process of the Roman Catholic Church, an official was appointed to argue against the canonization of the proposed candidate. This is done to properly justify the merits of the candidate. This official was known as the devil's advocate.

## Yale University Press

### Stalin

#### New Biography of a Dictator

*Oleg V. Khlevniuk, Nora Seligman Favorov*

Josef Stalin exercised supreme power in the Soviet Union from 1929 until his death in 1953. During that quarter-century, by *Oleg Khlevniuk's* estimate, he caused the imprisonment and execution of no fewer than a million Soviet citizens per year. Millions more were victims of famine directly resulting from Stalin's policies. What drove him toward such ruthlessness? This essential biography, by the author most deeply familiar with the vast archives of the Soviet era, offers an unprecedented, fine-grained portrait of Stalin the man and dictator. Without mythologizing Stalin as either benevolent or an evil genius, *Khlevniuk* resolves numerous controversies about specific events in the dictator's life while assembling many hundreds of previously unknown

letters, memos, reports, and diaries into a comprehensive, compelling narrative of a life that altered the course of world history.

In brief, revealing prologues to each chapter, *Khlevniuk* takes his reader into Stalin's favorite dacha, where the innermost circle of Soviet leadership gathered as their *vozhd* lay dying. Chronological chapters then illuminate major themes: Stalin's childhood, his involvement in the Revolution and the early Bolshevik government under Lenin, his assumption of undivided power and mandate for industrialization and collectivization, the Terror, World War II, and the postwar period. At the book's conclusion, the author presents a cogent warning against nostalgia for the Stalinist era.

**Oleg V. Khlevniuk** is a leading research fellow at the National Research University Higher School of Economics (HSE) International Center for the History and Sociology of World War II and Its Consequences and senior research fellow at the State Archive of the Russian Federation. His previous Yale books include *The History of the Gulag*, *Master of the House: Stalin and His Inner Circle*, and several collections of Stalin's correspondence

Sept. 2017, 424pp PB **Price: \$ 25.00**

### Losing an Enemy Obama, Iran, and the Triumph of Diplomacy

*Trita Parsi*

This timely book focuses on President Obama's deeply considered strategy toward Iran's nuclear program and reveals how the historic agreement of 2015 broke the persistent stalemate in negotiations that had blocked earlier efforts.

The deal accomplished two major feats in one stroke: it averted the threat of war with Iran and prevented the possibility of an Iranian nuclear bomb. *Trita Parsi*, a Middle East foreign policy expert who advised the Obama White House throughout the talks and had access to decision-makers and

diplomats on the U.S. and Iranian sides alike, examines every facet of a triumph that could become as important and consequential as Nixon's rapprochement with China. Drawing from more than seventy-five in-depth interviews with key decision-makers, including Iran's Foreign Minister Javad Zarif and U.S. Secretary of State John Kerry, this is the first authoritative account of President Obama's signature foreign policy achievement.

**Trita Parsi** is president of the National Iranian American Council. He teaches at Johns Hopkins University and at the Edmund A. Walsh School of Foreign Service at Georgetown University and is the author of *Treacherous Alliance: The Secret Dealings of Israel, Iran, and the United States*, winner of the 2010 Grawemeyer Award.

Sept. 2017 472pp HB **Price: \$ 28.00**

### The Sociologist's Eye Reflections on Social Life

*Kai T. Erikson*

The culmination of a distinguished career, this fascinating exploration into the nature of human social life describes the field of sociology as a way of looking at the world rather than as a simple gathering of facts about it. *Kai Erikson* notes that sociologists look out at the same human scenes as poets, historians, economists, or any other observers of the vast social landscape spread out before them, but select different aspects of that vast panorama to focus on and attend to. *Erikson's* lively and accessible volume considers how sociology became a field of study, and how it has turned its attention over time to new areas of study such as race and gender and what *Erikson* calls "social speciation." This book provides readers with new ways of thinking about human culture and social life—an exhilarating sense of what the world looks like when viewed with a sociologist's eye.

**Kai Erikson** is William R. Kenan Jr. Professor Emeritus of Sociology and American Studies, Yale University. He is former President of the American

Sociological Association, and has twice won the ASA award for writing the best book published in the year preceding.

Oct. 2017 432pp HB Price: \$ 35.00

### Laugh....

Man: I want to share everything with you.

Woman: Let's start from your bank account.

\* \* \*

Doctor to a rich man: Do you prefer a local anesthesia?

Rich man: I would rather prefer an imported one.

\* \* \*

Patient: What is the cost of plastic surgery?

Doctor: It is near about \$10,000.

Patient: Well, what if we arrange the plastic?

\* \* \*



facet publishing

## The Complete Guide to Personal Digital Archiving

Brianna H. Marshall

**The Complete Guide to Personal Digital Archiving** helps to break down archival concepts and best practices into teachable solutions. Whether it's a researcher needing to cull their most important email correspondence, or an empty-nester transferring home movies and photographs to more easily shared and mixed digital formats, this book will show you how to offer assistance.

The book offers: • explanations of common terms in plain language • quick, non-technical solutions to the most frequent user requests • guidance on how to archive Facebook posts, baby announcements, weddings, and other life events • methods for capturing analog video from obsolete physical carriers, like MiniDV • proven workflows for public facing transfer stations • ways to help seniors plan digital estates as heirlooms and memory objects • a look at the 3-2-1 approach to backing up files • perspective

on balancing core library values with the business goals of Google, Amazon, Facebook, and other dominant platforms • additional resources and bibliographies for digging deep.

Featuring expert contributors working in a variety of contexts, this resource will help you help your users take charge of their personal materials.

Oct. 2017 304pp PB Price: £ 59.95

## Marketing Your Library's Electronic Resources,

2nd Edition

A how-to-do-it manual for librarians

Marie R. Kennedy and Cheryl Laguardia

**Marketing Your Library's Electronic Resources** shows library and information professionals how to develop strategic marketing plans to inform users how their library's e-resources can have an impact on their lives, from providing a trusted answer to a quick question to offering sage advice to inspire them through a long-term project of their own design.

Newly expanded and updated, this manual demonstrates how to design and implement marketing plans that will help librarians save time, effort, and money while increasing the use of library resources. It shows readers how to construct marketing plans, from identifying purpose, its component parts, implementation, assessment, through to a guide to how and when to revise it.

Comprehensive yet to the point, this book includes: • seven complete programs from a variety of public and academic libraries • guides to determining, writing, implementing, assessing, and updating library marketing plans • advice on making the most of marketing opportunities from learning management systems, discovery services, LibGuides, and more • a step-by-step organization guide, with a variety of model feedback and assessment form • an examination of the e-resource life cycle • case studies that demonstrate best practice and outcomes.

This book's flexible, step-by-step layout makes it an ideal resource for anyone involved in promoting their library or

information service, whether at an academic, public or special library or in archives or records management. It's also a useful guide for LIS students internationally who need to understand the practice of library marketing.

Oct. 2017 240pp PB Price: £ 59.95



New....

## Cost of Maintaining Green Infrastructure

Jane Clary and Holly Piza, P.E.

Sponsored by the Municipal Water Infrastructure Council of the Environmental and Water Resources Institute of ASCE

**Cost of Maintaining Green Infrastructure** reports findings from a survey and literature review to capture and quantify the expenses associated with operating and maintaining sustainable stormwater-management technologies. Green infrastructure (GI) practices use processes found in the natural environment to manage stormwater with the end goal of reducing stormwater runoff volumes and corresponding pollutant loading from urban surfaces. Because GI installations require ongoing maintenance to remain effective, the authors set out to compile data to support whole-life cost estimates for a suite of small-scale, distributed GI technologies, with a particular emphasis on maintenance costs. To develop this report, they contacted 30 state and local agencies to gather information on GI program structure, types and frequency of maintenance activities, maintenance program costs, data tracking approach, and budgeting.

Topics include: • Survey results from 10 communities that provided data on GI maintenance costs • Descriptions of GI programs in 11 communities not yet able to provide cost data • Resources on GI practices available from the U.S. Environmental Protection Agency • Descriptions of nine readily available

cost-estimating tools and resources; and Recommendations to standardize GI cost reporting.

This book is a vital resource for environmental engineers and managers, urban planners, and government officials working with states and communities interested in planning and developing green stormwater infrastructure to manage urban runoff.

2017 74pp Soft Cover **Price: \$ 60.00**

### **Architectural Engineering P.E. Practice Exam and Solutions**

*Nicole Susan Jenkins, P.E.*

Prepared by the Professional Exam Development Subcommittee of the Architectural Engineering Institute of ASCE.

**Architectural Engineering P.E. Practice Exam and Solutions** is an essential resource to assist candidates who are preparing for the Principles and Practice of Engineering (P.E.) examination in architectural engineering. This book presents a complete sample examination, listing all questions in the actual test format. Each answer is accompanied by a solution that provides examinees with strategies to successfully complete the exam.

This book includes the architectural engineering P.E. exam specifications. Each content area is assigned an approximate percentage of the exam that reflects the frequency and importance to the practice of architectural engineering. Content areas include building systems integration, electrical systems, mechanical systems, structural systems, and project management and administration.

**Architectural Engineering P.E. Practice Exam and Solutions** is a practical reference for everyone seeking to advance their careers through professional licensure.

2017 Soft Cover **Price: \$ 60.00**

### **Health Watch...**

#### ***Moringa: The Herb That Can Stop Cancer?!***

Moringa is a herb that had never really heard of until quite recently. Yet, it's been used for many millennia by people across Africa, Asia and India for culinary purposes (tasting something like radish). But what has got scientists very excited is its cancer healing properties potential. Research from the Medical University of South Carolina has found that the plant's cytotoxic effects that harm living cells can actually be deployed as a weapon against cancerous cells.

*Read on to learn more about this exciting medical breakthrough...*

**What is Moringa?** Moringa is a genus of flowering plants, of which there are 13 extant species. The most cultivated and relevant Moringa tree is the moringa oleifera, which is native to the foothills of the Himalayan mountains of India. The name Moringa is thought to derive from several related local languages and means 'drumstick', due to the appearance of the plant – though it is not sure if they were often used for rhythmic purposes.

You can take Moringa once a day, either in powder or capsule form. It's also possible to apply Moringa oil topically onto the skin to ward off skin cancer and the growth of fungus.

**Anti-Cancer properties:** The main reason why Moringa has been getting a lot of attention among scientific circles is due to the presence of three key compounds which are found in the herb. Each of these has been shown in studies to inhibit, reduce, stop or kill cancerous cells, making Moringa an incredibly potent adversary against cancer.

1. *Kaempferol:* is an antioxidant that is also present in healthy foods such as strawberries, teas, beans, broccoli and apples. This compound is understood to be adept at stopping cancerous cells from spreading and reducing inflammation.

2. *Rhamnetin:* research has suggested that this compound is able to kill prostate cancer cells. It's also found in annual wormwood, orchard grass, green veg, sweet annie and cloves.

3. *Isoquercetin:* is a compound that inhibits bladder cancer. It's also found in cranberries, tomatoes, onions, red grapes and cherries.

**Application against Cancer:** Aside from the above three properties, studies have found that eugenol is also found in the leaves and bark of Moringa. This means the plant may also be a very good anti-cancer medicine for leukemia, bone, gastric and skin cancer. There has also been promising research conducted on mice, in relation to liver cancer. This research has shown that oxidants in Moringa can repair liver tissue and provide virtually complete protection.

Interestingly, these anti-cancer properties can only be extracted from the leaves and bark. The seeds don't seem to offer any similar medical hope.

#### ***Other health benefits of Moringa:***

Compared to other similar foods, Moringa is amazingly nutritious. The US Department of Agriculture advises that a single cup of chopped Moringa leaves provides: • 3g protein • 19% RDA of vitamin B6 • 12% RDA of vitamin C • 11% RDA of iron • 9% RDA of vitamin A • 8% RDA of magnesium

*- Courtesy: World Wide Web*