Lakshmi is a thirteen-year-old girl who lives with her family in a small hut on a mountain in Nepal. Though she is desperately poor, her life is full of simple pleasures, like playing hopscotch with her best friend from school, and having her mother brush her hair by the light of an oil lamp. But when the harsh Himalayan monsoons wash away all that remains of the family's crops, Lakshmi's stepfather says she must leave home and take a job to support her family. He introduces her to a glamorous stranger who tells her she will find her a job as a maid in the city. Glad to be able to help, Lakshmi journeys to India and arrives at "Happiness House" full of hope. But she soon learns the unthinkable truth: she has been sold into prostitution. An old woman named Mumtaz rules the brothel with cruelty and cunning. She tells Lakshmi that she is trapped there until she can pay off her family's debt—then cheats Lakshmi of her meager earnings so that she can never leave. Lakshmi's life becomes a nightmare from which she cannot escape. Still, she lives by her mother's words—Simply to endure is to triumph—and gradually, she forms friendships with the other girls that enable her to survive in this terrifying new world. Then the day comes when she must make a decision—will she risk everything for a chance to reclaim her life? Written in spare and evocative vignettes, this powerful novel renders a world that is as unimaginable as it is real, and a girl who not only survives but triumphs.

A masterpiece of reporting on the Supreme Court's most divisive case, Roe v. Wade, and the unknown lives at its heart. Despite her famous pseudonym, no one knows the truth about "Jane Roe," Norma McCorvey (1947–2017), whose unwanted pregnancy in 1970 opened a great fracture in American life. Journalist Joshua Prager spent years with Norma, discovered her personal papers, a previously unseen trove, and witnessed her final moments. With an explosive revelation at the core of the case, he tells her full story for the first time. Prager also traces Roe's fifty-year trajectory through three compelling figures: feminist lawyer Linda Coffee, who filed the original Texas lawsuit yet now lives in obscurity; Curtis Boyd, a former fundamentalist Christian, today a leading provider of third-trimester abortions; and Mildred Jefferson, the first Black female Harvard Medical School graduate, who became a pro-life leader with great secrets. Essential to our understanding of this key debate, the right to choose or the right to life, The Family Roe will change the way you think about our enduring American divide.

#1 NEW YORK TIMES BESTSELLER • A dramatic expansion of a groundbreaking work of journalism, The 1619 Project: A New Origin Story offers a profoundly revealing vision of the American past and present. ONE OF THE BEST BOOKS OF THE YEAR: The Washington Post, NPR, Esquire, Marie Claire, Electric Lit, Ms. magazine, Kirkus Reviews, Booklist In late August 1619, a ship arrived in the British colony of Virginia bearing a cargo of twenty to thirty enslaved people from Africa. Their arrival led to the barbaric and unprecedented system of American chattel slavery that would last for the next 250 years. This is sometimes referred to as the country's original sin, but it is more than that: It is the source of so much that still defines the United States. The New York Times Magazine’s award-winning “1619 Project” issue reframed our understanding of American history by placing slavery and its continuing legacy at the center of our national narrative. This new book substantially expands on that work,
weaving together eighteen essays that explore the legacy of slavery in present-day America with thirty-six poems and works of fiction that illuminate key moments of oppression, struggle, and resistance. The essays show how the inheritance of 1619 reaches into every part of contemporary American society, from politics, music, diet, traffic, and citizenship to capitalism, religion, and our democracy itself. This is a book that speaks directly to our current moment, contextualizing the systems of race and caste within which we operate today. It reveals long-glossed-over truths around our nation’s founding and construction—and the way that the legacy of slavery did not end with emancipation, but continues to shape contemporary American life. Featuring contributions from: Leslie Alexander • Michelle Alexander • Carol Anderson • Joshua Bennett • Reginald Dwayne Betts • Jamelle Bouie • Anthea Butler • Matthew Desmond • Rita Dove • Camille T. Dungy • Cornelius Eady • Eve L. Ewing • Nikky Finney • Vievee Francis • Yaa Gyasi • Forrest Hamer • Terrance Hayes • Kimberly Annece Henderson • Jeneen Interlandi • Honorée Fanonne Jeffers • Barry Jenkins • Tyehimba Jess • Martha S. Jones • Robert Jones, Jr. • A. Van Jordan • Ibram X. Kendi • Eddie Kendricks • Yusef Komunyakaa • Kevin M. Kruse • Kiese Laymon • Trymaine Lee • Jasmine Mans • Terry McMillan • Tiya Miles • Wesley Morris • Khalil Gibran Muhammad • Lynn Nottage • ZZ Packer • Gregory Pardlo • Darryl Pinckney • Claudia Rankine • Jason Reynolds • Dorothy Roberts • Sonia Sanchez • Tim Seibles • Evie Shockley • Clint Smith • Danzé Smith • Patricia Smith • Tracy K. Smith • Bryan Stevenson • Nafissa Thompson-Spires • Natasha Trethewey • Linda Villarosa • Jesmyn Ward
• A New Republic Best Book of the Year • The Globalist Top Books of the Year • Winner of the Maine Literary Award for Non-fiction • Particularly relevant in understanding who voted for who in this presidential election year, this is an endlessly fascinating look at American regionalism and the eleven “nations” that continue to shape North America According to award-winning journalist and historian Colin Woodard, North America is made up of eleven distinct nations, each with its own unique historical roots. In American Nations he takes readers on a journey through the history of our fractured continent, offering a revolutionary and revelatory take on American identity, and how the conflicts between them have shaped our past and continue to mold our future. From the Deep South to the Far West, to Yankeedom to El Norte, Woodard (author of American Character: A History of the Epic Struggle Between Individual Liberty and the Common Good) reveals how each region continues to uphold its distinguishing ideals and identities today, with results that can be seen in the composition of the U.S. Congress or on the county-by-county election maps of any hotly contested election in our history.
A People’s History of the United States Beyond the Bottom Line
The Story of Alaska Natives and Their Land, 1867-1959 : the Army to Statehood
The Journey of Ashley's Sack, a Black Family Keepsake
Journeys
Stamped from the Beginning
Sold
Between the World and Me

Ta-Nehisi Coates

In a profound work that pivots from the biggest questions about American history and ideals to the most intimate concerns of a father for his son, Ta-Nehisi Coates offers a powerful new framework for understanding our nation’s history and current crisis.

Americans have built an empire on the idea of “race,” a falsehood that damages us all but falls most heavily on the bodies of black women and men—bodies exploited through slavery and segregation, and, today, threatened, locked up, and murdered out of all proportion.

What is it like to inhabit a black body and find a way to live within it? And how can we all honestly reckon with this fraught history and free ourselves from its burden?

Between the World and Me is Ta-Nehisi Coates’s attempt to answer these questions in a letter to his adolescent son. Coates shares with his son—and readers—the story of his awakening to the truth about his place in the world through a series of revelatory experiences, from Howard University to Civil War battlefields, from the South Side of Chicago to Paris, from his childhood home to the living rooms of mothers whose children’s lives were taken as American plunder.

Beautifully woven from personal narrative, reimagined history, and fresh, emotionally charged reportage, Between the World and Me clearly illuminates the past, bracingly confronts our present, and offers a transcendent vision for a way forward.
provides a riveting history of how women were repeatedly sold the idea that their role as housewives was more powerful, and more patriotic, than any outside the home. And by buying into the image of morality through an unregulated market, many of these women helped fuel backlash against economic regulation and socialization efforts throughout the twentieth century. The Angel in the Marketplace is a nuanced portrayal of a complex woman, one who both shaped and reflected the complicated cultural, political, and religious forces defining femininity in America at mid-century. This compelling account of one of advertising's most fervent believers is a tale of a Mad Woman we haven't been told.

The idea of “The Green Book” is to give the Motorist and Tourist a Guide not only of the Hotels and Tourist Homes in all of the large cities, but other classifications that will be found useful wherever he may be. Also facts and information that the Negro Motorist can use and depend upon. There are thousands of places that the public doesn't know about and aren't listed. Perhaps you know of some? If so send in their names and addresses and the kind of business, so that we might pass it along to the rest of your fellow Motorists. You will find it handy on your travels, whether at home or in some other state, and is up to date. Each year we are compiling new lists as some of these places move, or go out of business and new business places are started giving added employment to members of our race.

A NEW YORK TIMES NOTABLE BOOK • Ghana, eighteenth century: two half sisters are born into different villages, each unaware of the other. One will marry an Englishman and lead a life of comfort in the palatial rooms of the Cape Coast Castle. The other will be captured in a raid on her village, imprisoned in the very same castle, and sold into slavery. One of Oprah's Best Books of the Year and a PEN/Hemingway award winner, Homegoing follows the parallel paths of these sisters and their descendants through eight generations: from the Gold Coast to the plantations of Mississippi, from the American Civil War to Jazz Age Harlem. Yaa Gyasi's extraordinary novel illuminates slavery's troubled legacy both for those who were taken and those who stayed—and shows how the memory of captivity has been inscribed on the soul of our nation.

Bottled and Sold

The Audacity of Hope

Trump and the Unraveling of the American Story

Honey, I'm Home!

The Story Behind Our Obsession with Bottled Water

How to Do More with Less in Nonprofit and Public Organizations

Movie Tie-In Edition

Traces the history of television sitcoms, discussing how such programs as I Love Lucy, The Honeymooners, and others have provided entertainment, defused social tensions, and sold products

Every family has a story of how they arrived in America, whether it was a few months, years, decades, or centuries ago. Journeys: An American Story celebrates the vastness and variety of immigration tales in America, featuring seventy-two essays about the different ways we got here. This is a collection of family lore, some that has been passed down through generations, and some that is being created right now. Journeys captures the quintessential idea of the
American dream. The individuals in this book are only a part of the brilliant mosaic of people who came to this country and made it what it is today. Read about the governor’s grandfathers who dug ditches and cleaned sewers, laying the groundwork for a budding nation; how a future cabinet secretary crossed the ocean at age eleven on a cargo ship; about a young boy who fled violence in Budapest to become one of the most celebrated American football players; the girl who escaped persecution to become the first Vietnamese American woman ever elected to the US congress; or the limo driver whose family took a seventy-year detour before finally arriving at their original destination, along with many other fascinating tales of extraordinary and everyday Americans. In association with the New-York Historical Society, Andrew Tisch and Mary Skafidas have reached out to a variety of notable figures to contribute an enlightening and unique account of their family’s immigration story. All profits will be donated to the New-York Historical Society and the Statue of Liberty Ellis Island Foundation. Featuring Essays by: Alan Alda Arlene Alda Tony Bennett Cory Booker Michael Bloomberg Barbara Boxer Elaine Chao Andrew Cuomo Ray Halbritter Jon Huntsman Wes Moore Stephanie Murphy Deborah Norville Dr. Mehmet Oz Nancy Pelosi Gina Raimondo Tim Scott Jane Swift Marlo Thomas And many more!

Since its original landmark publication in 1980, A People’s History of the United States has been chronicling American history from the bottom up, throwing out the official version of history taught in schools -- with its emphasis on great men in high places -- to focus on the street, the home, and the, workplace. Known for its lively, clear prose as well as its scholarly research, A People's History is the only volume to tell America’s story from the point of view of -- and in the words of -- America’s women, factory workers, African-Americans, Native Americans, the working poor, and immigrant laborers. As historian Howard Zinn shows, many of our country’s greatest battles -- the fights for a fair wage, an eight-hour workday, child-labor laws, health and safety standards, universal suffrage, women’s rights, racial equality -- were carried out at the grassroots level, against bloody resistance. Covering Christopher Columbus’s arrival through President Clinton’s first term, A People’s History of the United States, which was nominated for the American Book Award in 1981, features insightful analysis of the most important events in our history. Revised, updated, and featuring a new after word by the author, this special twentieth anniversary edition continues Zinn’s important contribution to a complete and balanced understanding of American history. The National Book Award winning history of how racist ideas were created, spread, and deeply rooted in American society. Some Americans insist that we’re living in a post-racial society. But racist thought is not just alive and well in America -- it is more sophisticated and more insidious than ever. And as award-winning historian Ibram X. Kendi argues, racist ideas have a long and lingering history, one in which nearly every great American thinker is complicit. In this deeply researched and fast-moving narrative, Kendi chronicles the entire story of anti-black racist ideas and their staggering power over the course of American history. He uses the life stories of five major American intellectuals to drive this history: Puritan minister Cotton Mather, Thomas Jefferson, abolitionist William Lloyd Garrison, W.E.B. Du Bois, and legendary activist Angela Davis. As Kendi
shows, racist ideas did not arise from ignorance or hatred. They were created to justify and rationalize deeply entrenched discriminatory policies and the nation’s racial inequities. In shedding light on this history, Stamped from the Beginning offers us the tools we need to expose racist thinking. In the process, he gives us reason to hope.

An American Story
A Novel
A Hidden Tribe, Superathletes, and the Greatest Race the World Has Never Seen
American Dirt
A novel
Kidnapped and Sold by Indians
Consumption and Citizenship, 1890-1945

The Man Who Sold America
The Amazing (but True!) Story of Albert D. Lasker and the Creation of the Advertising Century
Harvard Business Press

New York Times Bestseller • Notable Book of the Year • Editors’ Choice Selection
One of Bill Gates’ “Amazing Books” of the Year
One of Publishers Weekly’s 10 Best Books of the Year
Longlisted for the National Book Award for Nonfiction
Winner of the Hillman Prize for Nonfiction
Gold Winner • California Book Award (Nonfiction) Finalist • Los Angeles Times Book Prize (History) Finalist • Brooklyn Public Library Literary Prize

This “powerful and disturbing history” exposes how American governments deliberately imposed racial segregation on metropolitan areas nationwide (New York Times Book Review). Widely heralded as a “masterful” (Washington Post) and “essential” (Slate) history of the modern American metropolis, Richard Rothstein’s The Color of Law offers “the most forceful argument ever published on how federal, state, and local governments gave rise to and reinforced neighborhood segregation” (William Julius Wilson).

Exploding the myth of de facto segregation arising from private prejudice or the unintended consequences of economic forces, Rothstein describes how the American government systematically imposed residential segregation: with undisguised racial zoning; public housing that purposefully segregated previously mixed communities; subsidies for builders to create whites-only suburbs; tax exemptions for institutions that enforced segregation; and support for violent resistance to African Americans in white neighborhoods. A groundbreaking, “virtually indispensable” study that has already transformed our understanding of twentieth-century urban history (Chicago Daily Observer), The Color of Law forces us to face the obligation to
A NEW YORK TIMES BESTSELLER • Barack Obama’s lucid vision of America’s place in the world and call for a new kind of politics that builds upon our shared understandings as Americans, based on his years in the Senate “In our lowdown, dispiriting era, Obama’s talent for proposing humane, sensible solutions with uplifting, elegant prose does fill one with hope.”—Michael Kazin, The Washington Post In July 2004, four years before his presidency, Barack Obama electrified the Democratic National Convention with an address that spoke to Americans across the political spectrum. One phrase in particular anchored itself in listeners’ minds, a reminder that for all the discord and struggle to be found in our history as a nation, we have always been guided by a dogged optimism in the future, or what Obama called “the audacity of hope.” The Audacity of Hope is Barack Obama’s call for a different brand of politics—a politics for those weary of bitter partisanship and alienated by the “endless clash of armies” we see in congress and on the campaign trail; a politics rooted in the faith, inclusiveness, and nobility of spirit at the heart of “our improbable experiment in democracy.” He explores those forces—from the fear of losing to the perpetual need to raise money to the power of the media—that can stifle even the best-intentioned politician. He also writes, with surprising intimacy and self-deprecating humor, about settling in as a senator, seeking to balance the demands of public service and family life, and his own deepening religious commitment. At the heart of this book is Barack Obama’s vision of how we can move beyond our divisions to tackle concrete problems. He examines the growing economic insecurity of American families, the racial and religious tensions within the body politic, and the transnational threats—from terrorism to pandemic—that gather beyond our shores. And he grapples with the role that faith plays in a democracy—where it is vital and where it must never intrude. Underlying his stories is a vigorous search for connection: the foundation for a radically hopeful political consensus. Only by returning to the principles that gave birth to our Constitution, Obama says, can Americans repair a political process that is broken, and restore to working order a government that has fallen dangerously out of touch with millions of ordinary Americans. Those Americans are out there, he writes—“waiting for Republicans and Democrats to catch up with them.”

A NEW YORK TIMES BESTSELLER WITH MORE THAN A MILLION COPIES SOLD—Sold on a Monday is the unforgettable book-club phenomenon, inspired by a stunning piece of Depression-era history. "A masterpiece that poignantly echoes
universal themes of loss and redemption...both heartfelt and heartbreaking."—Pam Jenoff, New York Times bestselling author of The Orphan's Tale 2 CHILDREN FOR SALE. The sign is a last resort. It sits on a farmhouse porch in 1931, but could be found anywhere in an era of breadlines, bank runs and broken dreams. It could have been written by any mother facing impossible choices. For struggling reporter Ellis Reed, the gut-wrenching scene evokes memories of his family's dark past. He snaps a photograph of the children, not meant for publication. But when it leads to his big break, the consequences are more devastating than he ever imagined. Inspired by an actual newspaper photograph that stunned the nation, Sold on a Monday has celebrated five months on the New York Times bestsellers list and continues to especially captivate fans of Lisa Wingate's Before We Were Yours and Kristin Hannah's The Four Winds. Look for the new novel by Kristina McMorris, The Ways We Hide, a sweeping World War II tale of an illusionist whose recruitment by British intelligence sets her on a perilous, heartrending path, available September 2022.

Retired U.S. Army Lieutenant Colonel Alexander Vindman, who found himself at the center of a firestorm for his decision to report the infamous phone call that led to presidential impeachment, tells his own story for the first time. Here, Right Matters is a stirring account of Vindman's childhood as an immigrant growing up in New York City, his career in service of his new home on the battlefield and at the White House, and the decisions leading up to, and fallout surrounding, his exposure of President Trump's abuse of power. 0900, Thursday, July 25, 2019: President Trump called Ukraine's President Zelensky, supposedly to congratulate him on his recent victory. In the months that followed, the American public would only learn what happened on that call because Alexander Vindman felt duty-bound to report it up the chain of command: that the President of the United States had extorted a foreign ally to damage a political challenger at home. Vindman’s actions and subsequent testimony before congress would lead to Trump’s impeachment and affirm Vindman's belief that he had done the right thing in the face of intense pressure to stay silent. But it would come at an enormous cost, straining relationships with colleagues, superiors, and even his own father, and eventually end his decorated career in the US Army, by a Trump administration intent on retribution. Here, Right Matters is Vindman’s proud, passionate, and candid account of his family, his career, and the moment of truth he faced for his nation. As an immigrant, raised by a father who fled the Soviet Union in pursuit of a better life for his children, Vindman learned about respect for truth throughout his education and military service. As this memoir makes clear, his decision to speak up about the July 25th call was never a choice: it was Vindman’s duty, as a naturalized citizen and member of the armed forces. In the wake of his testimony, he would endure furious partisan attacks on his record and his loyalty. But far louder was the extraordinary chorus of support from citizens who were collectively intent on reaffirming an abiding American commitment to integrity. In the face of a sure-fire career derailment and public excoriating, Vindman heeded the lessons from the people and institutions who instilled in him the moral compass and the courage to act decisively. Like so many other American immigrant families, the Vindmans had to learn to build a life from scratch.
and take big risks to achieve important goals. Here, Right Matters is about the quiet heroes who keep us safe; but, above all, it is a call to arms for those who refuse to let America betray its true self.

NOW A MAJOR MOTION PICTURE The #1 New York Times bestselling worldwide sensation with more than 12 million copies sold, “a painfully beautiful first novel that is at once a murder mystery, a coming-of-age narrative and a celebration of nature” (The New York Times Book Review). For years, rumors of the “Marsh Girl” have haunted Barkley Cove, a quiet town on the North Carolina coast. So in late 1969, when handsome Chase Andrews is found dead, the locals immediately suspect Kya Clark, the so-called Marsh Girl. But Kya is not what they say. Sensitive and intelligent, she has survived for years alone in the marsh that she calls home, finding friends in the gulls and lessons in the sand. Then the time comes when she yearns to be touched and loved. When two young men from town become intrigued by her wild beauty, Kya opens herself to a new life—until the unthinkable happens. Where the Crawdads Sing is at once an exquisite ode to the natural world, a heartbreaking coming-of-age story, and a surprising tale of possible murder. Delia Owens reminds us that we are forever shaped by the children we once were, and that we are all subject to the beautiful and violent secrets that nature keeps.

Advertising & Selling

Sold on a Monday

Dot.con

1940 Edition

The Publishers Weekly

Born to Run

Leadership Lessons from the COVID-19 Pandemic

Recounts the author’s experiences with the reclusive Tarahumara Indians, whose techniques allow them to run long distances with ease, and describes his training for a fifty-mile race with the tribe and a number of ultramarathoners.

THE NEW YORK TIMES BESTSELLER MSNBC’S Joy-Ann Reid calculates the true price of the Trump presidency and charts the road to Congress's impeachment investigation “The host of AM Joy on MSNBC argues that President Trump’s administration is characterized by grift and venality that demeans the office and diminishes America.” — New York Times Book Review Is Donald Trump running the “longest con” in U.S. history? How did we get here? What will be left of America when he leaves office? Candidate Trump sold Americans a vision that was seemingly at odds with their country’s founding principles. Now in office, he’s put up a “for sale” sign—on the prestige of the presidency, on America’s global stature, and on our national identity. At what cost have these deals come? Joy-Ann Reid's essential
new book, The Man Who Sold America, delivers an urgent accounting of our national crisis from one of our foremost political commentators. Three years ago, Donald Trump pitched millions of voters on the idea that their country was broken, and that the rest of the world was playing us “for suckers.” All we needed to fix this was Donald Trump, who rebranded prejudice as patriotism, presented diversity as our weakness, and promised that money really could make the world go ’round. Trump made the sale to enough Americans in three key swing states to win the Electoral College. As president, Trump’s raft of self-dealing, scandal, and corruption has overwhelmed the national conversation. And with prosecutors bearing down on Trump and his family business, the web of criminality is circling closer to the Oval Office. All this while Trump seemingly makes his administration a pawn for the ultimate villain: an autocratic former KGB officer in Russia who found in the untutored and eager forty-fifth president the perfect “apprentice.” What is the hidden impact of Trump, beyond the headlines? Through interviews with American and international thought leaders and in-depth analysis, Reid situates the Trump era within the context of modern history, examining the profound social changes that led us to this point. Providing new context and depth to our understanding, The Man Who Sold America reveals the causes and consequences of the Trump presidency and contends with the future that awaits us.

A history of the impact of external forces on the lives & lands of Alaska's Native peoples.

OPRAH'S BOOK CLUB PICK "Extraordinary." --Stephen King "This book is not simply the great American novel; it's the great novel of Americas. It's the great world novel! This is the international story of our times. Masterful." --Sandra Cisneros También de este lado hay sueños. On this side, too, there are dreams. Lydia Quixano Pérez lives in the Mexican city of Acapulco. She runs a bookstore. She has a son, Luca, the love of her life, and a wonderful husband who is a journalist. And while there are cracks beginning to show in Acapulco because of the drug cartels, her life is, by and large, fairly comfortable. Even though she knows they'll never sell, Lydia stocks some of her all-time favorite books in her store. And then one day a man enters the shop to browse and comes up to the register with a few books he
would like to buy—two of them her favorites. Javier is erudite. He is charming. And, unbeknownst to Lydia, he is the jefe of the newest drug cartel that has gruesomely taken over the city. When Lydia’s husband’s tell-all profile of Javier is published, none of their lives will ever be the same. Forced to flee, Lydia and eight-year-old Luca soon find themselves miles and worlds away from their comfortable middle-class existence. Instantly transformed into migrants, Lydia and Luca ride the bestia—trains that make their way north toward the United States, which is the only place Javier’s reach doesn’t extend. As they join the countless people trying to reach el norte, Lydia soon sees that everyone is running from something. But what exactly are they running to? American Dirt will leave readers utterly changed. It is a literary achievement filled with poignancy, drama, and humanity on every page. It is one of the most important books for our times. Already being hailed as "a Grapes of Wrath for our times" and "a new American classic," Jeanine Cummins’s American Dirt is a rare exploration into the inner hearts of people willing to sacrifice everything for a glimmer of hope.

American Crisis
The American Stationer
The Decline and Fall of Truth in Bush’s America
The 1619 Project
Homegoing
Scars and Stripes
The Ugly American

We live in an age of persuasion. Leaders and institutions of every kind—public and private, large and small—must compete in the marketplace of images and messages. This has been true since the advent of mass media, from broad circulation magazines and radio through the age of television and the internet. Yet there have been very few true geniuses at the art of mass persuasion in the last century. In public relations, Edward Bernays comes to mind. In advertising, most Hall-of-Famers—J. Walter Thomson, David Ogilvy, Bill Bernbach, Bruce Barton, Ray Rubicam, and others—point to one individual as the “father” of modern advertising: Albert D. Lasker. And yet Lasker—unlike Bernays, Thomson, Ogilvy, and the others—remains an enigma. Now, Jeffrey Cruikshank and Arthur Schultz, having uncovered a treasure trove of Lasker’s papers, have written a fascinating and revealing biography of one of the 20th century’s most powerful, intriguing, and instructive figures. It is no exaggeration to say that Lasker created modern advertising. He was the first influential proponent of “reason why” advertising, a consumer-centered approach that skillfully melded form and content and a precursor to the “unique selling proposition” approach that today dominates the industry. More than that, he was a prominent political figure, champion
A new edition with a final chapter written forty years after the explosion.

This book brings to the management of nonprofit organizations and public sector organizations the kind of concepts that have long been applied to commercial firms. Management thinking has long been concentrated on the problems of managing commercial organizations. Authors Sandler and Hudson set out to study the best managed nonprofit and government organizations and to determine what they did to achieve their success. The authors found that there is a close similarity between the management thinking of these organizations and that of profit-making firms. Each type of firm defined who their customers were and how to best serve them. They looked for ways of selling their particular product. They formed partnerships with other organizations in pursuit of their ultimate goals. They encouraged innovation among their workers. They diffused power down through the organizations to the lowest level possible. They created an atmosphere that made their workers feel valued. And they had extensive systems for communicating within and outside the organizations. The book develops these concepts in separate chapters and describes the organizations the authors study as examples. Sandler and Hudson are experienced writers who have produced a straightforward, non-technical work that analyzes the special problems and concerns that these organizations share and offers a set of effective organizing principles to improve their management.

Hiroshima

Between the World and Me

A History of the Eleven Rival Regional Cultures of North America

Where the Crawdads Sing (Movie Tie-In)

Sitcoms, Selling the American Dream
This is a sceptical history of the internet/stock market boom. John Cassidy argues that what we have just witnessed wasn't simply a stock market bubble; it was a social and cultural phenomenon driven by broad historical forces. Cassidy explains how these forces combined to produce the buying hysteria that drove the prices of loss-making companies into the stratosphere. Much has been made of Alan Greenspan's phrase irrational exuberance, but Cassidy shows that there was nothing irrational about what happened. The people involved - fund managers, stock analysts, journalists and pundits - were simply acting in their own self-interest.

INSTANT NEW YORK TIMES BESTSELLER From decorated Green Beret sniper, UFC headliner, and all around badass, Tim Kennedy, a rollicking, inspirational memoir offering lessons in how to embrace failure and weather storms, in order to unlock the strongest version of yourself. Tim Kennedy has a problem; he only feels alive right before he’s about to die. Kennedy, a Green Beret, decorated Army sniper, and UFC headliner, has tackled a bull with his bare hands, jumped out of airplanes, dove to the depths of the ocean, and traveled the world hunting poachers, human traffickers, and the Taliban. But he’s also the same man who got kicked out of the police department, fire department, and as an EMT, before getting two women pregnant four days apart, and finally, been beaten up by his Special Forces colleagues for, quite simply, “being a selfish asshole.” In Scars and Stripes, Kennedy describes how these failures shaped him into the successful businessman and devoted husband and father he is today. Through unbelievably vivid, wild anecdotes Kennedy reveals all the dumb, violent, embarrassing, and undeniably heroic things he’s done in his life, including multiple combat missions in Afghanistan, building a school in Texas for elementary kids, and creating two-multimillion-dollar businesses. You will learn that failure isn’t the end—rather it’s the first step towards unearthing the best version of yourself and finding success, no matter how overwhelming the setbacks may feel.

At the turn of the twentieth century, an emerging consumer culture in the United States promoted constant spending to meet material needs and develop social identity and self-cultivation. In Sold American, Charles F. McGovern examines the key players active in shaping this cultural evolution: advertisers and consumer advocates. McGovern argues that
even though these two professional groups invented radically
different models for proper spending, both groups propagated
mass consumption as a specifically American social practice
and an important element of nationality and citizenship.
Advertisers, McGovern shows, used nationalist ideals, icons,
and political language to define consumption as the foundation
of the pursuit of happiness. Consumer advocates, on the other
hand, viewed the market with a republican-inspired skepticism
and fought commercial incursions on consumer independence.
The result, says McGovern, was a redefinition of the citizen as
consumer. The articulation of an "American Way of Life" in the
Depression and World War II ratified consumer abundance as
the basis of a distinct American culture and history.
When America was attacked on 9/11, its citizens almost
unanimously rallied behind its new, untested president as he
went to war. What they didn't know at the time was that the
Bush administration's highest priority was not to vanquish Al
Qaeda but to consolidate its own power at any cost. It was a
mission that could be accomplished only by a propaganda
presidency in which reality was steadily replaced by a scenario
of the White House's own invention—and such was that
scenario's devious brilliance that it fashioned a second war
against an enemy that did not attack America on 9/11,
imintimated the Democrats into incoherence and impotence,
and turned a presidential election into an irrelevant
referendum on macho imagery and same-sex marriage. As only
he can, acclaimed New York Times columnist Frank Rich
delivers a step-by-step chronicle of how skillfully the White
House built its house of cards and how the institutions that
should have exposed these fictions, the mainstream news
media, were too often left powerless by the administration's
relentless attack machine, their own post-9/11 timidity, and an
unending parade of self-inflicted scandals (typified by those at
The New York Times). Demonstrating the candor and
conviction that have made him one of our most trusted and
incisive public voices, Rich brilliantly and meticulously
illuminates the White House's disturbing love affair with
"truthiness," and the ways in which a bungled war, a seemingly
obscure Washington leak, and a devastating hurricane at long
last revealed the man-behind-the-curtain and the story that
had so effectively been sold to the nation, as god-given
patriotic fact.
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NATIONAL BOOK AWARD WINNER • A renowned historian traces the life of a single object handed down through three generations of Black women to craft an extraordinary testament to people who are left out of the archives. KIRKUS PRIZE FINALIST • LONGLISTED FOR THE PEN/JOHN KENNETH GALBRAITH AWARD • ONE OF THE TEN BEST BOOKS OF THE YEAR: The Washington Post, Slate, Vulture, Publishers Weekly • ONE OF THE BEST BOOKS OF THE YEAR: The New York Times, NPR, Time, The Boston Globe, Smithsonian Magazine, Book Riot, Library Journal, Kirkus Reviews “Deeply layered and insightful . . . [a] bold reflection on American history, African American resilience, and the human capacity for love and perseverance in the face of soul-crushing madness.”—The Washington Post “A history told with brilliance and tenderness and fearlessness.”—Jill Lepore, author of These Truths: A History of the United States In 1850s South Carolina, an enslaved woman named Rose faced a crisis, the imminent sale of her daughter Ashley. Thinking quickly, she packed a cotton bag with a few precious items as a token of love and to try to ensure Ashley’s survival. Soon after, the nine-year-old girl was separated from her mother and sold. Decades later, Ashley’s granddaughter Ruth embroidered this family history on the bag in spare yet haunting language— including Rose’s wish that “It be filled with my Love always.” Ruth’s sewn words, the reason we remember Ashley’s sack today, evoke a sweeping family story of loss and of love passed down through generations. Now, in this illuminating, deeply moving book inspired by Rose’s gift to Ashley, historian Tiya Miles carefully unearths these women’s faint presence in archival records to follow the paths of their lives— and the lives of so many women like them— to write a singular and revelatory history of the experience of slavery, and the uncertain freedom afterward, in the United States. The search to uncover this history is part of the story itself. For where the historical record falls short of capturing Rose’s, Ashley’s, and Ruth’s full lives, Miles turns to objects and to art as equally important sources, assembling a chorus of women’s and families’ stories and critiquing the scant archives that for decades have overlooked so many. The contents of Ashley’s sack—a tattered dress, handfuls of pecans, a braid of hair, “my Love always”— are eloquent evidence of the lives these women lived. As she follows Ashley’s journey, Miles metaphorically unpacks the bag, deepening its emotional resonance and exploring the meanings and significance of everything it contained. All That She Carried is a poignant story of resilience and of love passed down through generations of women against steep odds. It honors the creativity and fierce resourcefulness of people who preserved family ties even when official systems refused to do so, and it serves as a visionary illustration of how to reconstruct and recount their stories today. An upcoming book to be published by Penguin Random House.

Examines the commercialization of bottled water, discussing how the demand has been fueled by the marketing campaigns of big business and the impact that sales have had on the environment, public policy, and global access to a natural resource. Demonstrating the candor and conviction that have made him one of our most trusted and incisive public voices, The New York Times columnist Frank Rich brilliantly and meticulously illuminates the Bush administration’s disturbing love affair with “truthiness.” Rich’s step-by-step chronicle shows how, in the wake of 9/11, a propaganda president and his advisors misled a nation into war in Iraq and how the bungled aftermath, a Washington leak, and a devastating...
hurricane at long last revealed the lies in a story that had been so effectively sold to the nation as God-given patriotic fact.
True Story of a 7-year-old Settler Child
A New Origin Story
The Color of Law: A Forgotten History of How Our Government Segregated America
All That She Carried
The Family Roe: An American Story
The Amazing (but True!) Story of Albert D. Lasker and the Creation of the Advertising Century