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### KEY=JAZZ - TYLER RAMOS

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**Salt Kills** "Salt Kills" explains in easy-to-understand language and striking, full-color visuals how and why salt-that seemingly innocuous seasoning in your kitchen-should be considered Public Enemy No. 1 when it comes to health. By far the most important and urgent change we need to make in our diet in order to improve our health is to stop adding salt. This is the easiest diet modification you can make and the one that will have the greatest positive impact on your long-term well-being. "Extremely well researched, unquestionably persuasive, and a great contribution to the health and well-being of the nation." -Michael D. Connelly, President & CEO of Catholic Health Partners "Not to be missed. A splendid book. The proper response to Dr. Neravetla's book is to treat it as a prescription for more sensible shopping, cooking and eating-a message of global significance." -Dr. J. Arthur Faber, Professor of English, Emeritus, Wittenberg University [www.healthnowbooks.com](http://www.healthnowbooks.com) **Five Hundred and One Critical Reading Questions** Learning Express Llc The critical reading section on standardized tests, especially the SAT 1 exam, is often cited as a trouble section for even the best test-takers. Examinees get test-targeted reading comprehension practice questions to score better with LearningExpress' series, Skill Builder in Focus. This specialized drill book provides the focused practice necessary for test-taking success. Plus, all answers are explained, using terms that clarify context, main ideas, themes, and critical thinking skills for effective studying and positive reinforcement. Almost every standardized test in verbal skills, including civil service exams, contains reading comprehension questions. Each practice consists of several passages followed by questions and answer explanations. **Microbe Hunters** First published in 1927. **I Am a Strange Loop** Basic Books (AZ) An original, endlessly thought-provoking, and controversial look at the nature of consciousness and identity argues that the key to understanding selves and consciousness is the "strange loop," a special kind of abstract feedback loop inhabiting our brains. **The Secret Life of the Mind How Our Brain Thinks, Feels, and Decides** William Collins **Conflict of Interest in Medical Research, Education, and Practice** National Academies Press Collaborations of physicians and researchers with industry can provide valuable benefits to society, particularly in the translation of basic scientific discoveries to new therapies and products. Recent reports and news stories have, however, documented disturbing examples of relationships and practices that put at risk the integrity of medical research, the objectivity of professional education, the quality of patient care, the soundness of clinical practice guidelines, and the public's trust in medicine. Conflict of Interest in Medical Research, Education, and Practice provides a comprehensive look at conflict of interest in medicine. It offers principles to inform the design of policies to identify, limit, and manage conflicts of interest without damaging constructive collaboration with industry. It calls for both short-term actions and long-term commitments by institutions and individuals, including leaders of academic medical centers, professional societies, patient advocacy groups, government agencies, and drug, device, and pharmaceutical companies. Failure of the medical community to take convincing action on conflicts of interest invites additional legislative or regulatory measures that may be overly broad or unduly burdensome. Conflict of Interest in Medical Research, Education, and Practice makes several recommendations for strengthening conflict of interest policies and curbing relationships that create risks with little benefit. The book will serve as an invaluable resource for individuals and organizations committed to high ethical standards in all realms of medicine. **Bootleg! The Rise And Fall Of The Secret Recording Industry** Omnibus Press An absorbing account of the record industry's worst nightmare. In the summer of 1969, Great White Wonder, a collection of unreleased Bob Dylan recordings appeared in Los Angeles. It was the first rock bootleg and it spawned an entire industry dedicated to making unofficial recordings available to true fans. Bootleg! tells the whole fascinating saga, from its underground infancy through the CD 'protection gap' era, when its legal status threatened the major labels' monopoly, to the explosion of trading via Napster and Gnutella on MP-3 files. Clinton Heylin provides a highly readable account of the busts, the defeats and victories in court; the personalities - many interviewed for the first time for this book. This classic history has now been updated and revised to include today's digital era and the emergence of a whole new bootleg culture. **Direct Action An Ethnography** AK Press A radical anthropologist studies the global justice movement. **The Halloween Tree** Knopf Books for Young Readers Story originally published: New York: Alfred A. Knopf, A1972. **Transgender History** Seal Press Covering American transgender history from the mid-twentieth century to today, Transgender History takes a chronological approach to the subject of transgender history, with each chapter covering major movements, writings, and events. Chapters cover the transsexual and transvestite communities in the years following World War II; trans radicalism and social change, which spanned from 1966 with the publication of *The Transsexual Phenomenon*, and lasted through the early 1970s; the mid-'70s to 1990-the era of identity politics and the changes witnessed in trans circles through these years; and the gender issues witnessed through the '90s and '00s. Transgender History includes informative sidebars highlighting quotes from major texts

and speeches in transgender history and brief biographies of key players, plus excerpts from transgender memoirs and discussion of treatments of transgenderism in popular culture. **The Modern Poster Exhibition**, New York, Museum of Modern Art, June 6-September 6, 1988 **Never Eat Alone And Other Secrets to Success, One Relationship at a Time** Currency A networking expert explains how to use the power of relationships for mutually beneficial results, outlining specific strategies and principles for generosity-based networking with colleagues, friends and associates. **Race Differences in Intelligence An Evolutionary Analysis** Through more than 50 years of academic research, Richard Lynn has distinguished himself as one of the world's preeminent authorities on intelligence, personality, and human biodiversity. \*Race Differences in Intelligence\* is his essential work on this most controversial and consequential topic. Covering more than 500 published studies that span 10 population groups, Lynn demonstrates both the validity of innate intelligence as well as its heritability across racial groups. The Second Edition (2014) has been revised and updated to reflect the latest research. **What Your Birthday Reveals About You 365 Days of Astonishingly Accurate Revelations about Your Future, Your Secrets, and Your Strengths** Fair Winds Press Born on December 3rd? You're an ambitious, hardworking "idea person" and a dynamic leader. Born on December 14th? You're the "traveling salesperson" of the zodiac and a gifted marketer. All Sagittarians are charming, intelligent, and adventure-seeking, but which day of the month you're born on can determine the way in which you use those traits to your best advantage. In this exciting new book, master astrologer Phyllis Vega gives a detailed analysis for each birthday in the year, combining astrology and numerology to paint a true picture of the characteristics, desires, and destinies of people born on that day. If you were born October 5th, you're a skilled negotiator with a gift for making money. But if you were born just four days later, you're a compassionate dreamer with spiritual inclinations. Aries is the sign of the determined ram, but if you were born on April 7th, you are idealistic and inspiring. **Human-Machine Reconfigurations Plans and Situated Actions** Cambridge University Press Publisher description **Karma Of Brown Folk** U of Minnesota Press "How does it feel to be a problem?" asked W. E. B. Du Bois of black Americans in his classic *The Souls of Black Folk*. A hundred years later, Vijay Prashad asks South Asians "How does it feel to be a solution?" In this kaleidoscopic critique, Prashad looks into the complexities faced by the members of a "model minority"-one, he claims, that is consistently deployed as "a weapon in the war against black America." On a vast canvas, *The Karma of Brown Folk* attacks the two pillars of the "model minority" image, that South Asians are both inherently successful and pliant, and analyzes the ways in which U.S. immigration policy and American Orientalism have perpetuated these stereotypes. Prashad uses irony, humor, razor-sharp criticism, personal reflections, and historical research to challenge the arguments made by Dinesh D'Souza, who heralds South Asian success in the U.S., and to question the quiet accommodation to racism made by many South Asians. A look at Deepak Chopra and others whom Prashad terms "Godmen" shows us how some South Asians exploit the stereotype of inherent spirituality, much to the chagrin of other South Asians. Following the long engagement of American culture with South Asia, Prashad traces India's effect on thinkers like Cotton Mather and Henry David Thoreau, Ravi Shankar's influence on John Coltrane, and such essential issues as race versus caste and the connection between antiracism activism and anticolonial resistance. *The Karma of Brown Folk* locates the birth of the "model minority" myth, placing it firmly in the context of reaction to the struggle for Black Liberation. Prashad reclaims the long history of black and South Asian solidarity, discussing joint struggles in the U.S., the Caribbean, South Africa, and elsewhere, and exposes how these powerful moments of alliance faded from historical memory and were replaced by Indian support for antiblack racism. Ultimately, Prashad writes not just about South Asians in America but about America itself, in the tradition of Tocqueville, Du Bois, Richard Wright, and others. He explores the place of collective struggle and multiracial alliances in the transformation of self and community-in short, how Americans define themselves. **AWARDS** Village Voice Favorite Books of 2000 **American Accent Training** Barron's Educational Series, Incorporated Directed to speakers of English as a second language, a multi-media guide to pronouncing American English uses a "pure-sound" approach to speaking to help imitate the fluid ways of American speech. **The Age of Spiritual Machines When Computers Exceed Human Intelligence** Penguin Ray Kurzweil is the inventor of the most innovative and compelling technology of our era, an international authority on artificial intelligence, and one of our greatest living visionaries. Now he offers a framework for envisioning the twenty-first century--an age in which the marriage of human sensitivity and artificial intelligence fundamentally alters and improves the way we live. Kurzweil's prophetic blueprint for the future takes us through the advances that inexorably result in computers exceeding the memory capacity and computational ability of the human brain by the year 2020 (with human-level capabilities not far behind); in relationships with automated personalities who will be our teachers, companions, and lovers; and in information fed straight into our brains along direct neural pathways. Optimistic and challenging, thought-provoking and engaging, *The Age of Spiritual Machines* is the ultimate guide on our road into the next century. **Trans Bodies, Trans Selves A Resource for the Transgender Community** Oxford University Press There is no one way to be transgender. Transgender and gender non-conforming people have many different ways of understanding their gender identities. Only recently have sex and gender been thought of as separate concepts, and we have learned that sex (traditionally thought of as physical or biological) is as variable as gender (traditionally thought of as social). While trans people share many common experiences, there is immense diversity within trans communities. There are an estimated 700,000 transgendered individuals in the US and 15 million worldwide. Even still, there's been a notable lack of organized information for this sizable group. *Trans Bodies, Trans Selves* is a revolutionary resource-a comprehensive, reader-friendly guide for transgender people, with each chapter written by transgender or genderqueer authors. Inspired by *Our Bodies, Ourselves*, the classic and powerful compendium written for and by women, *Trans Bodies, Trans Selves* is widely accessible to the transgender population, providing authoritative information in an inclusive and respectful way and representing the collective knowledge base of dozens of influential experts. Each chapter takes the reader through an important transgender issue, such as race, religion, employment, medical and surgical transition, mental health topics, relationships, sexuality, parenthood, arts and culture, and many more. Anonymous quotes and testimonials from transgender people who have been surveyed about their experiences are woven throughout, adding compelling, personal voices to every page. In this unique way, hundreds of viewpoints from throughout the community have united to create this strong and pioneering book. It is a welcoming place for transgender and gender-questioning people, their partners and families, students, professors, guidance counselors, and others to look for up-to-date information on transgender life. **Spaces Speak, Are You Listening? Experiencing Aural Architecture** MIT Press How we experience space by listening:

the concepts of aural architecture, with examples ranging from Gothic cathedrals to surround sound home theater. We experience spaces not only by seeing but also by listening. We can navigate a room in the dark, and "hear" the emptiness of a house without furniture. Our experience of music in a concert hall depends on whether we sit in the front row or under the balcony. The unique acoustics of religious spaces acquire symbolic meaning. Social relationships are strongly influenced by the way that space changes sound. In *Spaces Speak, Are You Listening?*, Barry Blesser and Linda-Ruth Salter examine auditory spatial awareness: experiencing space by attentive listening. Every environment has an aural architecture. The audible attributes of physical space have always contributed to the fabric of human culture, as demonstrated by prehistoric multimedia cave paintings, classical Greek open-air theaters, Gothic cathedrals, acoustic geography of French villages, modern music reproduction, and virtual spaces in home theaters. Auditory spatial awareness is a prism that reveals a culture's attitudes toward hearing and space. Some listeners can learn to "see" objects with their ears, but even without training, we can all hear spatial geometry such as an open door or low ceiling. Integrating contributions from a wide range of disciplines—including architecture, music, acoustics, evolution, anthropology, cognitive psychology, audio engineering, and many others—*Spaces Speak, Are You Listening?* establishes the concepts and language of aural architecture. These concepts provide an interdisciplinary guide for anyone interested in gaining a better understanding of how space enhances our well-being. Aural architecture is not the exclusive domain of specialists. Accidentally or intentionally, we all function as aural architects.

**Halliday's Introduction to Functional Grammar** Routledge Fully updated and revised, this fourth edition of Halliday's *Introduction to Functional Grammar* explains the principles of systemic functional grammar, enabling the reader to understand and apply them in any context. Halliday's innovative approach of engaging with grammar through discourse has become a worldwide phenomenon in linguistics. Updates to the new edition include: Recent uses of systemic functional linguistics to provide further guidance for students, scholars and researchers More on the ecology of grammar, illustrating how each major system serves to realise a semantic system A systematic indexing and classification of examples More from corpora, thus allowing for easy access to data Halliday's *Introduction to Functional Grammar, Fourth Edition*, is the standard reference text for systemic functional linguistics and an ideal introduction for students and scholars interested in the relation between grammar, meaning and discourse.

**Freedom of Expression® Resistance and Repression in the Age of Intellectual Property** U of Minnesota Press In 1998 the author, a professional prankster, trademarked the phrase "freedom of expression" to show how the expression of ideas was being restricted. Now he uses intellectual property law as the focal point to show how economic concerns are seriously eroding creativity and free speech.

**Tuning, Timbre, Spectrum, Scale** Springer Science & Business Media *Tuning, Timbre, Spectrum, Scale* focuses on perceptions of consonance and dissonance, and how these are dependent on timbre. This also relates to musical scale: certain timbres sound more consonant in some scales than others. Sensory consonance and the ability to measure it have important implications for the design of audio devices and for musical theory and analysis. Applications include methods of adapting sounds for arbitrary scales, ways to specify scales for nonharmonic sounds, and techniques of sound manipulation based on maximizing (or minimizing) consonance. Special consideration is given here to a new method of adaptive tuning that can automatically adjust the tuning of a piece based its timbral character so as to minimize dissonance. Audio examples illustrating the ideas presented are provided on an accompanying CD. This unique analysis of sound and scale will be of interest to physicists and engineers working in acoustics, as well as to musicians and psychologists.

**Rapid Contextual Design A How-to Guide to Key Techniques for User-centered Design** Elsevier Is it impossible to schedule enough time to include users in your design process? Is it difficult to incorporate elaborate user-centered design techniques into your own standard design practices? Do the resources needed seem overwhelming? This handbook introduces Rapid CD, a fast-paced, adaptive form of Contextual Design. Rapid CD is a hands-on guide for anyone who needs practical guidance on how to use the Contextual Design process and adapt it to tactical projects with tight timelines and resources. Rapid Contextual Design provides detailed suggestions on structuring the project and customer interviews, conducting interviews, and running interpretation sessions. The handbook walks you step-by-step through organizing the data so you can see your key issues, along with visioning new solutions, storyboarding to work out the details, and paper prototype interviewing to iterate the design all with as little as a two-person team with only a few weeks to spare! \*Includes real project examples with actual customer data that illustrate how a CD project actually works. \*Covers the entire scope of a project, from deciding on the number and type of interviews, to interview set up and analyzing collected data. Sample project schedules are also included for a variety of different types of projects. \*Provides examples of how-to write affinity notes and affinity labels, build an affinity diagram, and step-by-step instructions for consolidating sequence models. \*Shows how to use consolidated data to define a design within tight time frames with examples of visions, storyboards, and paper prototypes. \*Introduces CDTools, the first application designed to support customer-centered design.

**Technology as Experience** MIT Press In *Technology as Experience*, John McCarthy and Peter Wright argue that any account of what is often called the user experience must take into consideration the emotional, intellectual, and sensual aspects of our interactions with technology. We don't just use technology, they point out; we live with it. They offer a new approach to understanding human-computer interaction through examining the felt experience of technology. Drawing on the pragmatism of such philosophers as John Dewey and Mikhail Bakhtin, they provide a framework for a clearer analysis of technology as experience. Just as Dewey, in *Art as Experience*, argued that art is part of everyday lived experience and not isolated in a museum, McCarthy and Wright show how technology is deeply embedded in everyday life. The "zestful integration" or transcendent nature of the aesthetic experience, they say, is a model of what human experience with technology might become. McCarthy and Wright illustrate their theoretical framework with real-world examples that range from online shopping to ambulance dispatch. Their approach to understanding human computer interaction—seeing it as creative, open, and relational, part of felt experience—is a measure of the fullness of technology's potential to be more than merely functional.

**The Complete Idiot's Guide to Songwriting** Penguin The most thorough guide to songwriting for the amateur musician. Written by an Oscar-winning and Grammy and Tony award nominated author, this is the most comprehensive book for today's amateur musician who is interested in creating and writing his or her own songs. It reveals everything the reader needs to know, including coming up with ideas, rhyming schemes, hooks, melodies, and lyrics; selling songs; working in the industry; and even coming up with titles.

**On Record Rock, Pop and the Written Word** Routledge Classic sociological analyses of 'deviance' and rebellion; studies of technology;

subcultural and feminist readings, semiotic and musicological essays and close readings of stars, bands and the fans themselves by Adorno, Barthes and other well-known contributors **The Cybernetics Moment Or Why We Call Our Age the Information Age** JHU Press Cybernetics—the science of communication and control as it applies to machines and to humans—originates from efforts during World War II to build automatic anti-aircraft systems. Following the war, this science extended beyond military needs to examine all systems that rely on information and feedback, from the level of the cell to that of society. In *The Cybernetics Moment*, Ronald R. Kline, a senior historian of technology, examines the intellectual and cultural history of cybernetics and information theory, whose language of "information," "feedback," and "control" transformed the idiom of the sciences, hastened the development of information technologies, and laid the conceptual foundation for what we now call the Information Age. Kline argues that, for about twenty years after 1950, the growth of cybernetics and information theory and ever-more-powerful computers produced a utopian information narrative—an enthusiasm for information science that influenced natural scientists, social scientists, engineers, humanists, policymakers, public intellectuals, and journalists, all of whom struggled to come to grips with new relationships between humans and intelligent machines. Kline traces the relationship between the invention of computers and communication systems and the rise, decline, and transformation of cybernetics by analyzing the lives and work of such notables as Norbert Wiener, Claude Shannon, Warren McCulloch, Margaret Mead, Gregory Bateson, and Herbert Simon. Ultimately, he reveals the crucial role played by the cybernetics moment—when cybernetics and information theory were seen as universal sciences—in setting the stage for our current preoccupation with information technologies.

**Patterns for College Writing A Rhetorical Reader and Guide** Macmillan Laurie Kirsznner and Stephen Mandell, authors with nearly thirty years of experience teaching college writing, know what works in the classroom and have a knack for picking just the right readings. In *Patterns for College Writing*, they provide students with exemplary rhetorical models and instructors with class-tested selections that balance classic and contemporary essays. Along with more examples of student writing than any other reader, *Patterns* has the most comprehensive coverage of active reading, research, and the writing process, with a five-chapter mini-rhetoric; the clearest explanations of the patterns of development; and the most thorough apparatus of any rhetorical reader, all reasons why *Patterns for College Writing* is the best-selling reader in the country. And the new edition includes exciting new readings and expanded coverage of critical reading, working with sources, and research. It is now available as an interactive Bedford e-book and in a variety of other e-book formats that can be downloaded to a computer, tablet, or e-reader. Read the preface. **Russian Roulette The Story of an Assassin** Puffin Books Presented with an unexpected assignment, Alex Rider's greatest nemesis, Yassen Gregorovich, recalls his life and the path that led him to become an assassin while his one-time friend, Alex's uncle, became a spy. **Architecture Exploration for Embedded Processors with LISA** Springer Science & Business Media Today more than 90% of all programmable processors are employed in embedded systems. The LISA processor design platform presented in this book addresses recent design challenges and results in highly satisfactory solutions, covering all major high-level phases of embedded processor design. **Ancient Roots, New Shoots Endogenous Development in Practice** Zed Books Knowledge has become a buzzword of the age. In the North, people talk of the knowledge-based economy; in the South, the World Bank now defines itself as a knowledge institution. But the question is: whose knowledge? This collection of general reflections and practical experiences illustrates the inappropriateness of a Western model in many local settings, and the positive value of non-Western systems of knowledge, values and ways of doing things. It shows how traditional knowledge is being recognised in the botanical and agricultural sectors - local medicinal herbs, local seed varieties and animal breeds, local methods of pest control. The projects illustrate the notion of endogenous development, or development from within. They show how development can be based on locally available natural resources and local knowledge, values and leadership institutions; how development options can be locally determined; and how to retain the benefits of development within local areas and communities. Endogenous development is not a total solution, but complementary to ongoing modern technological and global economic processes. But the remarkable experiments described do show the rich benefit **A Dictionary of Cultural and Critical Theory** John Wiley & Sons Now thoroughly updated and revised, this new edition of the highly acclaimed dictionary provides an authoritative and accessible guide to modern ideas in the broad interdisciplinary fields of cultural and critical theory Updated to feature over 40 new entries including pieces on Alain Badiou, Ecocriticism, Comparative Racialization, Ordinary Language Philosophy and Criticism, and Graphic Narrative Includes reflective, broad-ranging articles from leading theorists including Julia Kristeva, Stanley Cavell, and Simon Critchley Features a fully updated bibliography Wide-ranging content makes this an invaluable dictionary for students of a diverse range of disciplines **Feminism and Pop Culture Seal Studies** Seal Press Examines the reciprocal relationship shared between feminism and popular culture from the 1940s to the twenty-first century; and discusses representations of women on television and in films, music, advertisements, and other medias. **Columbia Business School A Century of Ideas** Columbia University Press Featuring interviews with topflight scholars discussing their work and that of their colleagues, this retrospective of the first hundred years of Columbia Business School recounts the role of the preeminent institution in transforming education, industry, and global society. From its early years as the birthplace of value investing to its seminal influence on Warren Buffett and Benjamin Graham, the school has been a profound incubator of ideas and talent, determining the direction of American business. In ten chapters, each representing a single subject of the school's research, senior faculty members recount the collaborative efforts and innovative approaches that led to revolutionary business methods in fields like finance, economics, and accounting. They describe the pioneering work that helped create new quantitative and stochastic tools to enhance corporate decision making, and they revisit the groundbreaking twentieth-century marketing and management paradigms that continue to affect the fundamentals of global business. The volume profiles several prominent centers and programs that have helped the school adapt to recent advancements in international business, entrepreneurship, and social enterprise. Columbia Business School has long offered its diverse students access to the best leaders and thinkers in the industry. This book not only reflects on these relationships but also imagines what might be accomplished in the next hundred years. **Female Masculinity** Duke University Press Masculinity without men. In *Female Masculinity* Judith Halberstam takes aim at the protected status of male masculinity and shows that female masculinity has offered a distinct alternative to it for well over two hundred years. Providing the first full-length study on this subject, Halberstam catalogs the diversity of gender expressions among masculine women from nineteenth-century pre-lesbian practices to contemporary drag king performances. Through detailed textual

readings as well as empirical research, Halberstam uncovers a hidden history of female masculinities while arguing for a more nuanced understanding of gender categories that would incorporate rather than pathologize them. She rereads Anne Lister's diaries and Radclyffe Hall's *The Well of Loneliness* as foundational assertions of female masculine identity. She considers the enigma of the stone butch and the politics surrounding butch/femme roles within lesbian communities. She also explores issues of transsexuality among "transgender dykes"--lesbians who pass as men--and female-to-male transsexuals who may find the label of "lesbian" a temporary refuge. Halberstam also tackles such topics as women and boxing, butches in Hollywood and independent cinema, and the phenomenon of male impersonators. *Female Masculinity* signals a new understanding of masculine behaviors and identities, and a new direction in interdisciplinary queer scholarship. Illustrated with nearly forty photographs, including portraits, film stills, and drag king performance shots, this book provides an extensive record of the wide range of female masculinities. And as Halberstam clearly demonstrates, female masculinity is not some bad imitation of virility, but a lively and dramatic staging of hybrid and minority genders.

**"We Are All Fast-Food Workers Now" The Global Uprising Against Poverty Wages** Beacon Press The story of low-wage workers rising up around the world to demand respect and a living wage. Tracing a new labor movement sparked and sustained by low-wage workers from across the globe, "We Are All Fast-Food Workers Now" is an urgent, illuminating look at globalization as seen through the eyes of workers-activists: small farmers, fast-food servers, retail workers, hotel housekeepers, home-healthcare aides, airport workers, and adjunct professors who are fighting for respect, safety, and a living wage. With original photographs by Liz Cooke and drawing on interviews with activists in many US cities and countries around the world, including Bangladesh, Cambodia, Mexico, South Africa, and the Philippines, it features stories of resistance and rebellion, as well as reflections on hope and change as it rises from the bottom up.

**The Recording Engineer's Handbook** Hal Leonard Corporation Working as a recording engineer presents challenges from every direction of your project. From using microphones to deciding on EQ settings, choosing outboard gear to understanding how, when and why to process your signal, the seemingly never-ending choices can be very confusing. Professional Audio's bestselling author Bobby Owsinski (*The Mixing Engineer's Handbook*, *The Mastering Engineer's Handbook*) takes you into the tracking process for all manner of instruments and vocals-- providing you with the knowledge and skill to make sense of the many choices you have in any given project. From acoustic to electronic instruments, mic placement to EQ settings, everything you need to know to capture professionally recorded audio tracks is in this guide.

**Improvising Theory Process and Temporality in Ethnographic Fieldwork** University of Chicago Press Scholars have long recognized that ethnographic method is bound up with the construction of theory in ways that are difficult to teach. The reason, Allaine Cerwonka and Liisa H. Malkki argue, is that ethnographic theorization is essentially improvisatory in nature, conducted in real time and in necessarily unpredictable social situations. In a unique account of, and critical reflection on, the process of theoretical improvisation in ethnographic research, they demonstrate how both objects of analysis, and our ways of knowing and explaining them, are created and discovered in the give and take of real life, in all its unpredictability and immediacy. *Improvising Theory* centers on the year-long correspondence between Cerwonka, then a graduate student in political science conducting research in Australia, and her anthropologist mentor, Malkki. Through regular e-mail exchanges, Malkki attempted to teach Cerwonka, then new to the discipline, the basic tools and subtle intuition needed for anthropological fieldwork. The result is a strikingly original dissection of the processual ethics and politics of method in ethnography.

**Lean Customer Development Building Products Your Customers Will Buy** "O'Reilly Media, Inc." How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development research—before you waste months and millions on a product or service that no one needs or wants. With a combination of open-ended interviewing and fast and flexible research techniques, you'll learn how your prospective customers behave, the problems they need to solve, and what frustrates and delights them. These insights may shake your assumptions, but they'll help you reach the "ah-ha!" moments that inspire truly great products. Validate or invalidate your hypothesis by talking to the right people Learn how to conduct successful customer interviews play-by-play Detect a customer's behaviors, pain points, and constraints Turn interview insights into Minimum Viable Products to validate what customers will use and buy Adapt customer development strategies for large companies, conservative industries, and existing products