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American History Houghton Mifflin College Division

American History McGraw-Hill College

Marketing the Moon Cambridge University Press

Acclaimed for the scholarship of its prominent authors and the clarity of its narrative, American Government sets the standard for public policy coverage while maintaining focus on three fundamental topics: the institutions of American government; the historical development of governmental procedures, actors, and policies; and who governs in the United States and to what end. Proven pedagogical features involve students in the material, including chapter outlines, suggested web links for research, and How Things Work boxes that summarize basic information and important facts. Components of the media package include web resources such as primary source documents, election ads, audio

clips, and interactive activities. Most of the features include related pedagogy or critical-thinking questions. Chapter pedagogy that encourages critical thinking includes Who governs? And to What Ends? questions that open each chapter to engage students in the material, and Reconsidering Who Governs and Reconsidering to What Ends at the close of the chapter to emphasize the complexity of the questions. Landmark Cases features identify influential Supreme Court decisions in areas such as affirmative action, the media, and foreign affairs. What Would You Do? boxes in relevant chapters help students act as decision makers by presenting them with a realistic domestic policy issue, which they can consider in a paper or class discussion.

Liberalism and Its Discontents Psychology Press

At a time when liberalism is in disarray, this vastly illuminating book locates the origins of its crisis. Those origins, says Alan Brinkley, are paradoxically situated during the second term of Franklin Delano Roosevelt, whose New Deal had made liberalism

a fixture of American politics and society. The End of Reform shows how the liberalism of the early New Deal—which set out to repair and, if necessary, restructure America’s economy—gave way to its contemporary counterpart, which is less hostile to corporate capitalism and more solicitous of individual rights. Clearly and dramatically, Brinkley identifies the personalities and events responsible for this transformation while pointing to the broader trends in American society that made the politics of reform increasingly popular. It is both a major reinterpretation of the New Deal and a crucial map of the road to today’s political landscape.

American History McGraw-Hill/Glencoe

A Seattle Times selection for one of Best Non-Fiction Books of 2010 Winner of the New England Historical Association's 2010 James P. Hanlan Award Winner of the Outdoor Writers Association of America 2011 Excellence in Craft Award, Book Division, First Place "A compelling and well-annotated tale of greed, slaughter and geopolitics." —Los Angeles Times As Henry Hudson sailed up the broad river that would one day bear his name, he grew concerned that his Dutch patrons would be disappointed in his failure to find the fabled route to the Orient. What became immediately apparent, however, from the Indians clad in deer skins and "good furs" was that Hudson had discovered something just as tantalizing. The news of Hudson's 1609 voyage to America ignited a fierce competition to lay claim to this uncharted continent, teeming with untapped natural resources. The result was the creation of an American fur trade, which fostered economic rivalries and fueled wars among the European powers, and later between the United States and Great Britain, as North

America became a battleground for colonization and imperial aspirations. In *Fur, Fortune, and Empire*, best-selling author Eric Jay Dolin chronicles the rise and fall of the fur trade of old, when the rallying cry was "get the furs while they last." Beavers, sea otters, and buffalos were slaughtered, used for their precious pelts that were tailored into extravagant hats, coats, and sleigh blankets. To read *Fur, Fortune, and Empire* then is to understand how North America was explored, exploited, and settled, while its native Indians were alternately enriched and exploited by the trade. As Dolin demonstrates, fur, both an economic elixir and an agent of destruction, became inextricably linked to many key events in American history, including the French and Indian War, the American Revolution, and the War of 1812, as well as to the relentless pull of Manifest Destiny and the opening of the West. This work provides an international cast beyond the scope of any Hollywood epic, including Thomas Morton, the rabble-rouser who infuriated the Pilgrims by trading guns with the Indians; British explorer Captain James Cook, whose discovery in the Pacific Northwest helped launch America's China trade; Thomas Jefferson who dreamed of expanding the fur trade beyond the Mississippi; America's first multimillionaire John Jacob Astor, who built a fortune on a foundation of fur; and intrepid mountain men such as Kit Carson and Jedediah Smith, who sliced their way through an awe inspiring and unforgiving landscape, leaving behind a mythic legacy still resonates today. Concluding with the virtual extinction of the buffalo in the late 1800s, *Fur, Fortune, and Empire* is an epic history that brings to vivid life three hundred years of the American experience, conclusively demonstrating that the fur trade played a seminal role in creating

the nation we are today.

Fur, Fortune, and Empire: The Epic History of the Fur Trade in America Harper Collins

Highly respected for its impeccable scholarship and elegant writing style, Alan Brinkley's American History provides students and instructors with a reliable, comprehensive account of the American past in which no single approach or theme predominates. From its first edition, this text has included a scrupulous account of American political and diplomatic history. Today, the book explores areas of history such as social, cultural, urban, racial and ethnic history, the history of the West and South, environmental history, the history of women and gender, and American history in a global context. The twelfth edition of this text includes the McGraw-Hill's hit Primary Source Investigator (PSI) cd-rom, with hundreds of sources and a program that walks students through how to write a paper using those sources as evidence.

John F. Kennedy Vintage

The study of two great demagogues in American history--Huey P. Long, a first-term United States Senator from the red-clay, piney-woods country of northern Louisiana; and Charles E. Coughlin, a Catholic priest from an industrial suburb near Detroit. Award-winning historian Alan Brinkley describes their modest origins and their parallel rise together in the early years of the Great Depression to become the two most successful leaders of national political dissidence of their era. *Winner of the American Book Award for History*

Whither America? University Press of America

First Published in 2003. Routledge is an imprint of Taylor &

Francis, an informa company.

Voices of Protest Modern Library

One of the most successful public relations campaigns in history, featuring heroic astronauts, press-savvy rocket scientists, enthusiastic reporters, deep-pocketed defense contractors, and Tang. In July 1969, ninety-four percent of American televisions were tuned to coverage of Apollo 11's mission to the moon. How did space exploration, once the purview of rocket scientists, reach a larger audience than *My Three Sons*? Why did a government program whose standard operating procedure had been secrecy turn its greatest achievement into a communal experience? In *Marketing the Moon*, David Meerman Scott and Richard Jurek tell the story of one of the most successful marketing and public relations campaigns in history: the selling of the Apollo program. Primed by science fiction, magazine articles, and appearances by Wernher von Braun on the "Tomorrowland" segments of the Disneyland prime time television show, Americans were a receptive audience for NASA's pioneering "brand journalism." Scott and Jurek describe sophisticated efforts by NASA and its many contractors to market the facts about space travel—through press releases, bylined articles, lavishly detailed background materials, and fully produced radio and television features—rather than push an agenda. American astronauts, who signed exclusive agreements with Life magazine, became the heroic and patriotic faces of the program. And there was some judicious product placement: Hasselblad was the "first camera on the moon"; Sony cassette recorders and supplies of Tang were on board the capsule; and astronauts were equipped with the Exer-Genie personal exerciser. Everyone wanted a place

on the bandwagon. Generously illustrated with vintage photographs, artwork, and advertisements, many never published before, *Marketing the Moon* shows that when Neil Armstrong took that giant leap for mankind, it was a triumph not just for American engineering and rocketry but for American marketing and public relations.

American Government Penguin

The new AP* Edition of Alan Brinkley's *American History* © 2015 fully addresses the newly enhanced AP United States History Curriculum, providing students with guidance and support to master key concepts and themes, develop historical thinking skills, and succeed on the new AP U.S. History Exam. --

America's Political Class Under Fire Vintage

James Loewen has revised *Teaching What Really Happened*, the bestselling, go-to resource for social studies and history teachers wishing to break away from standard textbook retelling of the past. In addition to updating the scholarship and anecdotes throughout, the second edition features a timely new chapter entitled "Truth" that addresses how traditional and social media can distort current events and historical record. Helping students understand what really happened in the past will empower them to use history as a tool to argue for better policies in the present. Our society needs engaged citizens now more than ever, and this book offers teachers concrete ideas for getting students excited about history while also teaching them to read critically. It will specifically help teachers and students tackle important content areas, including Eurocentrism, the American Indian experience, and slavery. Book Features: an up-to-date assessment of the potential and pitfalls of U.S. and world history education;

information to help teachers expect, and get good performance from students of all racial, ethnic, and socioeconomic backgrounds; strategies for incorporating project-oriented self-learning, having students conduct online historical research, and teaching historiography; ideas from teachers across the country.

I Survived the American Revolution, 1776 (I Survived #15)

MIT Press

Alan Brinkley's *American History* sets the standard for balance of perspective and the exploration of ongoing historical questions. In this AP edition, we are pleased to announce a number of firsts for *American History*: a new primary-source feature that makes connections between the present and the past; a new pedagogy program that helps students to comprehend and think critically about content; and a groundbreaking set of digital tools, powered by Connect; that create a unique learning environment. The result is greater course success. Connect to the stories, connect to the experience, connect to success in history. - Back cover.

This America: The Case for the Nation Teachers College Press

Brinkley's *American History*, a comprehensive U.S. History program, transforms the learning experience through proven, adaptive technology helping students better grasp the issues of the past while providing instructors greater insight on student performance. Known for its clear, single voice and balanced scholarship, Brinkley asks students to think historically about the many forces shaping and re-shaping our dynamic history.

Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

On Christendom's Far Shore Macmillan

A BRACING ACCOUNT OF A WAR THAT IS EITHER MISUNDERSTOOD, FORGOTTEN, OR WILLFULLY IGNORED For Americans, it was a discrete conflict lasting from 1950 to 1953. But for the Asian world the Korean War was a generations-long struggle that still haunts contemporary events. With access to new evidence and secret materials from both here and abroad, including an archive of captured North Korean documents, Bruce Cumings reveals the war as it was actually fought. He describes its origin as a civil war, preordained long before the first shots were fired in June 1950 by lingering fury over Japan's occupation of Korea from 1910 to 1945. Cumings then shares the neglected history of America's post-World War II occupation of Korea, reveals untold stories of bloody insurgencies and rebellions, and tells of the United States officially entering the action on the side of the South, exposing as never before the appalling massacres and atrocities committed on all sides. Elegantly written and blisteringly honest, *The Korean War* is, like the war it illuminates, brief, devastating, and essential.

The American Journey McGraw-Hill Education

From New York Times bestselling historian Douglas Brinkley comes a sweeping historical narrative and eye-opening look at the pioneering environmental policies of President Theodore Roosevelt, avid bird-watcher, naturalist, and the founding father of America's conservation movement. In this groundbreaking epic biography, Douglas Brinkley draws on never-before-published materials to examine the life and achievements of our "naturalist president." By setting aside more than 230 million acres of wild America for posterity between 1901 and 1909, Theodore

Roosevelt made conservation a universal endeavor. This crusade for the American wilderness was perhaps the greatest U.S. presidential initiative between the Civil War and World War I. Roosevelt's most important legacies led to the creation of the U.S. Fish and Wildlife Service and passage of the Antiquities Act in 1906. His executive orders saved such treasures as Devils Tower, the Grand Canyon, and the Petrified Forest.

American History Connecting with the Past Createspace Independent Publishing Platform
USAs historie indtil 1996

American History Harvard University Press

When first published, Marshall McLuhan's *Understanding Media* made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.

Triumph of the City Vintage

Hood explores the traditional western (Judeo-Christian) faith in God and the West's once common understanding of the natural order and the nature and destiny of man. He explains how the United States is currently caught up in a cataclysmic clash between a traditional understanding of man and a post-modern worldview.

Brinkley, American History: Connecting with the Past UPDATED AP Edition, 2017, 15e, Student Edition McGraw-Hill Humanities Social

The *Cambridge History of the Graphic Novel* provides the complete history of the graphic novel from its origins in the nineteenth century to its rise and startling success in the twentieth and twenty-first century. It includes original discussion on the current state of the graphic novel and analyzes how

American, European, Middle Eastern, and Japanese renditions have shaped the field. Thirty-five leading scholars and historians unpack both forgotten trajectories as well as the famous key episodes, and explain how comics transitioned from being marketed as children's entertainment. Essays address the masters of the form, including Art Spiegelman, Alan Moore, and Marjane Satrapi, and reflect on their publishing history as well as their social and political effects. This ambitious history offers an extensive, detailed and expansive scholarly account of the graphic novel, and will be a key resource for scholars and students.

American History University of Chicago Press

The young president who brought vigor and glamour to the White House while he confronted cold war crises abroad and calls for social change at home John Fitzgerald Kennedy was a new kind of president. He redefined how Americans came to see the nation's chief executive. He was forty-three when he was inaugurated in 1961—the youngest man ever elected to the office—and he personified what he called the "New Frontier" as the United

States entered the 1960s. But as Alan Brinkley shows in this incisive and lively assessment, the reality of Kennedy's achievements was much more complex than the legend. His brief presidency encountered significant failures—among them the Bay of Pigs fiasco, which cast its shadow on nearly every national-security decision that followed. But Kennedy also had successes, among them the Cuban Missile Crisis and his belated but powerful stand against segregation. Kennedy seemed to live on a knife's edge, moving from one crisis to another—Cuba, Laos, Berlin, Vietnam, Mississippi, Georgia, and Alabama. His controversial public life mirrored his hidden private life. He took risks that would seem reckless and even foolhardy when they emerged from secrecy years later. Kennedy's life, and his violent and sudden death, reshaped our view of the presidency. Brinkley gives us a full picture of the man, his times, and his enduring legacy.

The American Pageant Houghton Mifflin College Division

Includes the "AP Advantage 3-Step Solution, 1 Platform" formula for learning.