

June 1996

New Books

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Against the Grain

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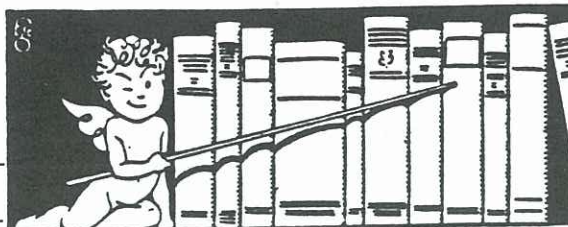
Recommended Citation

Strauch, Katina (1996) "New Books," *Against the Grain*: Vol. 8: Iss. 3, Article 23.
DOI: <https://doi.org/10.7771/2380-176X.1914>

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New Books

by **Katina Strauch** (Editor, *Against the Grain*)



Okay. I know we keep adding stuff on to ATG — but, hey, we do this because we think you will like it. So — write us and tell us what you think, okay? Here is a new feature that your editor has started herself. I see hundreds of books over the course of a month; ATG receives many books as well. We can't call your attention to all of them, I'm sorry to say. So in this space, I will begin to try to give you a look at things that have crossed either my desk at work or my desk at home. Like I said, tell me what you think, okay? We're nothing without each other ...

The Academy in Crisis; The Political Economy of Higher Education. Edited by John Sommer. Transaction Publishers, 1995 (hardcover) 1560001828. \$34.95.

Dreyfus, Hubert L. **What Computers Still Can't Do: A Critique of Artificial Reason..** The MIT Press, 1994. 0262041340 (hardcover). Also available in paperback (0262540673). In its fourth printing, this little book has quietly become a classic. Dreyfus, a Professor of Philosophy at the University of California, Berkeley, focuses on what makes human beings unique among a world of computers. \$15.95.

Finley, Michael. **Techno-Crazed.** Pacesetter books 1995. (hardcover) 1560795700. \$14.95.

Fristrup, Jenny. **The Essential Web Surfer Survival Guide, 1995.** 0134429710 (Paper) Prentice Hall Publishers. Gives you an introduction to the World Wide Web, instructions on how to search the Web, and a directory of some URLs to get started. \$29.95.

Harley Hahn's **The Internet Complete Desk Reference.** 2nd ed. McGraw-Hill, 1996. 007882138x. By the author of the best-selling *Internet Yellow Pages*, this book has been called "... the best how-to book ..." by the *Washington Post* and "... incredibly thorough" by the *Wall Street Journal*. \$29.95.

Information Books for Children.. Keith Barker, editor. 2nd ed. Scholar Press, 1995. (hardcover) 1859280722. \$64.95.

Laffont, James-Jacques. **The Economics of Uncertainty and Information.** MIT Press, 5th ed. 1995. (Hardcover) 0262121360. Written for the purpose of teaching students in economic theory, this book formalizes exchange in competitive markets, and discusses several economic theories and variables. \$37.50.

Maney, Kevin. **Megamedia Shakeout: The Inside Story of the Leaders and the Losers in the Exploding Communications Industry.** John Wiley, 1995. (Hardcover) 0471107190. \$24.95.

Moore, Dinty. **The Emperor's Virtual Clothes: The Naked Truth About the Internet.** Algonquin Books of Chapel Hill, 1995. (Hardcover) 1565120965. \$17.95.

The PC Bible. PeachPit Press, 2nd ed. 1995. (Paper) 0201883546. Familiarizes you with the different parts and functions of a PC computer. Includes information on Windows and the Internet. \$29.95.

Pfaffenberger, Bryan. **Publish It On the Web!** Windows ® Version. AP Professional (Academic Press), 1996. 0125531400. Also available on CD-ROM (01255314190). Also available in a Mac version (0125531435). Examines all technical and procedural aspects of publishing on the Web. The author, based at the University of Virginia, Charlottesville, Division of Technology, Culture, and Communication

has written more than forty books on personal computing, including the recently published *Netscape Navigator*. \$34.95.

Place, Ron, Dimmler, Klaus, and Powell, Thomas. **Educator's Internet Yellow Pages.** Prentice Hall PTR, 1996. 0132323567. Basic information on the Internet. Also includes subject-specific information for educators. \$24.95.

Rhodes, Richard. **How to Write.** William Morrow, Inc., 1995. (hardcover) 0688140955. \$23.00.

Rimmer, Steve. **World Wide Web Explorer.** McGraw-Hill, 1996. 0070530270 (paper). Besides giving you an annotated "Web Sampler" (119 pages), this book gives you some basics about the Web in a readable, clever style. \$29.95.

Spragens, William. **Electronic Magazines; Soft News Programs on Network Television.** Praeger Publishers, 1995. (hardcover) 0275941558. \$49.95.

Squires, Conrad. **Teach Yourself to Write Irresistible Fund-Raising Letters.** Precept Press Inc., 1997 (paper) 0944496385. \$30.00.

Toogood, Granville. **The Articulate Executive; Learn to Look, Sound and Act Like a Leader.** McGraw-Hill Publishers, 1996. (hardcover) 007065090x. \$16.95.



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