

Way Of The Wiseguy Aertex

A wonderful, prescient diatribe on the American automobile industry and the tyranny of the automobile in our cities. Examines the changes in publishing, movie making, and television programming since the 1960s that have affected Americans' tastes.

The Hucksters

The Visual Culture of American Religions

The Triumph of American Materialism

The rise cognitive science has been one of the most important intellectual developments of recent years, stimulating new approaches to everything from philosophy to film studies. This is an introduction to what cognitive science has to offer the humanities and particularly the study of literature. Hogan suggests how the human brain works and makes us feel in response to literature. He walks the reader through all of the major theories of cognitive science that are important for the humanities in order to understand the production and reception of literature.

Astrology is not A complex science as it is often made out to be and, in the hands of the world-famous 'human computer', Shakuntala Devi, it becomes yet simpler and easier to understand and practise. The present book discusses zodiacs, planets, asterisms, the rising signs, Bhavas, Yogas, Dasas and their effects and transits. It enables the reader to cast a horoscope, and also read one. There are tables of correction for various cities and for sidereal time, Nakshatra divisions and Vimshottari Dasa, Navamsas, etc. It is a complete book that leaves nothing to become an amateur astrologer.

Inventing the Jew

Engineering the Colosseum

The Insolent Chariots

1. The physical portrait -- 2. The occupational portrait -- 3. The moral and intellectual portrait -- 4. The mythical and magical portrait -- 5. The religious portrait.

You've seen Susan Powter on her phenomenally successful "Stop the Insanity" infomercial, on the Home show, and on The Susan Powter Show, bringing her message of health, hope and wellness to millions. Now in this runaway bestseller she gives women everywhere the step-by-step motivation to take control of their lives. What is insanity? -A multimillion-dollar diet industry that fails to help women lose weight permanently -A fitness industry that excludes the unfit -Women hating the way they look and feel After her divorce, Susan Poweter fell into a "fat come" that left her fat, unfit, and depressed. At more than 240 pounds, she courageously turned to the "experts"—the diet and fitness industries—for help. But she found, as millions of other have, that starvation and deprivation don't work, and that the diet and fitness industries work against women, setting them up for failure, ruining their health, taking their money, and giving them temporary, short-term answers. Then on her own Susan Powter

discovered how to eat, breath, and move, to lose weight permanently and regain her health, strength, and sanity.

The Loss of Common Decency in American Culture

Carnival Culture

Why advertising has become the dominant meaning-making system in American culture satisfies our desires in fundamental ways.

Coke adds life. Just do it. Yo quiero Taco Bell. We live in a commercial age, awash in a brand names, logos, and advertising jingles—not to mention commodities themselves. Are shoppers merely the unwitting stooges of the greedy producers who will stop at nothing for their wares? Are the producers' powers of persuasion so great that resistance is futile? Twitchell counters this assumption of the used and abused consumer with a witty and unflinching look at commercial culture, starting from the simple observation that "we are powerfully attracted to the world of goods (after all, we don't call them 'bads')." He cautions that far from being forced upon us against our better judgment, "consumerism is our best judgment." Why? Because increasingly, store-bought objects are what hold us together in society, doing the work of "birth, patina, pews, coats of arms, house, and social rank"—previously done by religion and bloodline. We immediately understand the connotations of status and identity exemplified by the Nike swoosh, the Polo pony, the Guess? label, the DKNY logo. The commodity alone is not what we are after; rather, we actively and creatively want that logo and its signification—the social identity it bestows upon us. As Twitchell summarizes, "Tell me what you buy, and I will tell what you are and who you want to be." Elements as disparate as the film *The Jerk*, French theorists, popular bumper stickers, *Money* magazine to explore the nature and importance of advertising lingo, packaging, and "The Meaning of Self," Twitchell overturns one stodgy social myth after another. In the process he reveals the purchase and possession of things to be the self-identifying activity of modern life. Not only does the car you drive tell others who you are, it lets you know who you are. The consumption of goods, according to Twitchell, provides us with tangible everyday meaning and with crucial inner security in a seemingly faithless age. That we may find our sense of self through buying material objects is among the chief indictments of contemporary culture. Twitchell, however, sees the significance of shopping. "There are no false needs." We buy more than objects, we buy meaning. For many of us, especially in our youth, Things R Us.

Block V. Block

Antisemitic Stereotypes in Romanian and Other Central-East European Cultures

First Book for the Guitar

Block V. BlockSaratoga SpittlebugAstrology for YouOrient Paperbacks

Offering examples from around the world of shame in various cultures, an author traces the disappearance of shame in American society, using O. J. Simpson, Jenny Jones, and even the Hollywood creation of Mrs. Doubtfire as examples. 25,000 first printing.

For Shame

The Shocking History of Advertising

Stop the Insanity

The Colosseum, the greatest arena of the ancient Roman world, still stands in Rome, Italy, nearly 2,000 years after its construction. Engineering the Colosseum studies how ancient designers put the structure together, what kinds of events were held there, and how modern conservationists are protecting and restoring the building today. Easy-to-read text, vivid images, and helpful back matter give readers a clear look at this subject.

Features include a table of contents, infographics, a glossary, additional resources, and an index. Aligned to Common Core Standards and correlated to state standards. Core Library is an imprint of Abdo Publishing, a division of ABDO.

"At last, a book that overturns the long-standing assumption that there has been little or no visual culture in American religious practice. Editors Morgan and Promey, along with twelve other authors, prove their case brilliantly, beginning with a splendid introduction that presents their theoretical stance and a range of essays that examine the visual culture of Protestant Bible illustrations, the National Shrine in Washington, D. C., Jewish New Year postcards, Sioux Sun Dance painting, African-American images of rail travel, and many more. This book is a benchmark."--Elizabeth Johns, author of "American Genre Painting: The Politics of Everyday Life "(Yale, 1991) "These essays are unusually strong, sophisticated, mature, and insightful. They are remarkably readable, not merely for art historians but also for a broadly interested and intelligent audience. The result is a truly fascinating collection that touches on a wide range of important topics in the two-hundred-year experience of both American art and American religion."--Jon Butler, editor of "Religion in American History: A Reader"

The Triumph of Advertising in American Culture

The Trashing of Taste in America

Saratoga Spittlebug