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2015 Susanne K. Langer Award for Outstanding Scholarship, Media Ecology Association 2013 Book of the Year, Visual Communication Division, National Communication Association

Amidst the profound upheavals in technology, economics, and culture that mark the contemporary moment, marketing strategies have multiplied, as brand messages creep ever deeper into our private lives. In *Your Ad Here*, an engaging and timely new book, Michael Serazio investigates the rise of “guerrilla marketing” as a way of understanding increasingly covert and interactive flows of commercial persuasion. Digging through a decade of trade press coverage and interviewing dozens of agency CEOs, brand managers, and creative directors, Serazio illuminates a diverse and fascinating set of campaign examples: from the America’s Army video game to Pabst Blue Ribbon’s “hipster hijack,” from buzz agent bloggers and tweeters to The Dark Knight’s “Why So Serious?” social labyrinth. Blending rigorous analysis with eye-opening reporting and lively prose, *Your Ad Here* reveals the changing ways that commercial culture is produced today. Serazio goes behind-the-scenes with symbolic creators to appreciate the professional logic informing their work, while giving readers a glimpse into this new breed of “hidden persuaders” optimized for 21st-century media content, social patterns, and digital platforms. Ultimately, this new form of marketing adds up to a subtle, sophisticated orchestration of consumer conduct and heralds a world of advertising that pretends to have nothing to sell.

Depicts carvings produced by folk artists from southern Mexico

"A chronicle that has been judged the 'single most authentic document of its kind.' Based on testimonies from descendants of Inca kings, who in the 1540s-50s still remembered the oral history and traditions of their ancestors. Beginning in 1551, Betanzost

A New York Times bestseller, this is the official biography from the beloved Mexican-American singer who lost her life in a tragic plane crash. The only autobiography authorized by Jenni Rivera "I can't get caught up in the negative because that destroys you. Perhaps trying to move away from my problems and focus on the positive is the best I can do. I am a woman like any other, and ugly things happen to me like any other woman. The number of times I have fallen down is the number of times I have gotten up." These are the last words that beloved Mexican American singer Jenni Rivera spoke publicly before boarding the plane that would crash and cut her life short on December 9, 2012. However, they are not the final words that La Diva de la Banda had for the world. Those are found in the pages you hold in your hands, Jenni's own account of the highs and lows of her extraordinary journey. She became the most acclaimed Spanish-language singer in the United States and sold more than 15 million records worldwide. A single mother of five and grandmother of two, she was also an actress, a television producer, the star of her own reality show, and an entrepreneur. But for all its immense success, Jenni's life often seemed to be a series of personal battles in which perseverance was her only weapon. As her fame grew, she made it her mission to speak about her struggles, forging an intimate connection with her fans. She became a figure of strength and a source of encouragement to women of all ages. In *Unbreakable*, Jenni recounts the crucial moments in her past, revealing her experiences with domestic and sexual abuse, divorce, body image issues, making her way in a male-dominated industry, raising her children as a single mother, and learning that she could depend only on herself. Though she is no longer with us, Jenni will always be the "Rivera rebel from Long Beach," the girl who maintained her sense of humor and fighting spirit in every circumstance. In this remarkable memoir, Jenni leaves behind a legacy of inspiration and determination that will forever live on through her precious family, friends, and fans.

In *American Venice: The Epic Story of San Antonio's River*, Lewis F. Fisher uncovers the evolution of San Antonio's beloved River Walk. He shares how San Antonians refused to give up on the vital water source that provided for them from before the city's beginnings. In 1941 neglect, civic uprisings, and bursts of creativity culminated in the completion of a Works Projects Administration project designed by Robert H. H. Hugman. The resulting River Walk languished for years but enjoyed renewed interest during the 1968 World's Fair, held in San Antonio, and has since become the center of the city's cultural and historical narrative. "The real story [of the River Walk] is a bit less Hollywood but far more interesting . . . With a growing number of cities facing issues of water supply, urban runoff, flooding, and ways of rebuilding better after a disaster, the San Antonio River Walk remains a great example of getting it right," writes Irby Hightower, co-chair of the San Antonio River Oversight Committee. In this updated and expanded edition of *River Walk: The Epic Story of San Antonio's River*, Fisher offers more fascinating stories about the River Walk's evolution, bringing to light new facts and sharing historical images that he has since discovered. The update includes information about the Museum and Mission Reaches, two expansions of the River Walk that are vital to San Antonio's continued growth as the seventh largest city in the country. Fisher starts his story with the first written records of the river, in the 1690s, and continues through the 1800s and the flood of 1921, to debates over transforming the river and its eventual role as the crown jewel of Texas, and finally to its recent expansion. More than a community attraction, the River Walk's banks are also a giant botanical garden full of plants and trees. Indeed, the American Society for Horticulture has named the River Walk a Horticultural Landmark. As Fisher says, the River Walk "remains a work in progress, one forever precarious and unfinished yet standing before the world as a triumph of enterprise and human imagination."

The mythic roots and modern future of Ecuadorian indigenous communities in the twenty-first century

In this book accompanying the Inge Morath exhibition, we show only a part of the photographer's multi-layered work.

Offers more than one hundred Mexican poems and stories, by writers including Octavio Paz, Rosario Castellanos, and Homero Aridjis

"John Watanabe, perhaps the only contemporary scholar of the region who speaks Mam, lived in the community from 1978 to 1980, with revisits in 1981 and 1988 that bracket the political violence that engulfed the highlands during the 1980s. Rather than take the community as a given within which changes occur, he uniquely explores how Chimaltecos themselves define their local distinctiveness. This approach uncovers significant continuities in lifeways and worldview that might otherwise remain imperceptible to an outsider." "Another important feature of the study is that it updates Charles Wagley's pioneering research in the community during the 1930s. Watanabe identifies both the external, historical factors that have prompted change in the community since Wagley's time and the people's responses to these changes."

In *Digging the Days of the Dead*, Juanita Garciagodoy depicts various aspects of the celebration - including Prehispanic and Spanish Catholic traces on its development as well as folk and popular culture versions - and describes its changing place in contemporary Mexico.

Garciagodoy examines in detail differences in attitudes toward death in Mexico and the United States. In part because the living do not exclude the dead from their family circle, celebrants of *Dias de muertos* treat death as an intimate life companion and fear it less than their northern counterparts, who tend to view death as inimical.

The former New Jersey governor and EPA administrator under George W. Bush presents a critique of the Republican Party's increasingly conservative and extremist views, recommending a moderate, solution-based approach to government.

Provides an experimental approach to innovation, using such popular culture examples as NFL Films, Starbucks, and J. Crew to show how

