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William E. Kasdorf.
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engagement
techniques that will
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same skills and
techniques as
traditional painting
(no, you can't just
create art at the click
of a button... yet), but
it's also easier in
many ways.

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Home to the New York Yankees, the Bronx Zoo, and the Grand Concourse, the Bronx was at one time a haven for upwardly mobile second-generation immigrants eager to leave the crowded tenements of Manhattan in pursuit

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dream. Once hailed
as a "wonder
borough" of beautiful
homes, parks, and
universities, the Bronx
became--during the
1960s and 1970s--a
national symbol of
urban deterioration.
Thriving
neighborhoods that
had long been home
to generations of

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families dissolved
under waves of arson,
crime, and housing
abandonment, turning
blocks of apartment
buildings into gutted,
graffiti-covered shells
and empty, trash-filled
lots. In this revealing
history of the Bronx,
Evelyn Gonzalez
describes how the
once-infamous New
York City borough

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underwent one of the most successful and inspiring community revivals in American history. From its earliest beginnings as a loose cluster of commuter villages to its current status as a densely populated home for New York's growing and increasingly more diverse African

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Hispanic populations, this book shows how the Bronx interacted with and was affected by the rest of New York City as it grew from a small colony on the tip of Manhattan into a sprawling metropolis. This is the story of the clattering of elevated subways and the

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cacophony of crowded neighborhoods, the heady optimism of industrial progress and the despair of economic recession, and the vibrancy of ethnic cultures and the resilience of local grassroots coalitions crucial to the borough's rejuvenation. In

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Counting the varied
and extreme
transformations this
remarkable
community has
undergone, Evelyn
Gonzalez argues that
it was not racial
discrimination,
rampant crime,
postwar liberalism, or
big government that
was to blame for the
urban crisis that

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assailed the Bronx
during the late 1960s.
Rather, the decline
was inextricably
connected to the
same kinds of social
initiatives, economic
transactions, political
decisions, and simple
human choices that
had once been central
to the development
and vitality of the
borough. Although the

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history of the Bronx is
unquestionably a
success story, crime,
poverty, and
substandard housing
still afflict the
community today. Yet
the process of
building and
rebuilding carries on,
and the revitalization
of neighborhoods and
a resurgence of
economic growth

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brands, offers an
actionable playbook
for companies looking
to deliver better digital
experiences. His key
insight is that
exceptional digital
experiences are much
more than
marketplaces. They
don't just serve
customers'
transactional needs
but rather address the

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deeper problems for
which they seek
solutions. They are
built on a digital-
experience platform
that provides agile,
personalized, scalable
performance. And
they are created by
product-centric digital
teams, not traditional
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Digital Seeker distills
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osophy—translating it
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teams to achieve
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also offers crucial
insights into the
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Playbook shows how
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companies can
reinvigorate their
game plans and
capture the new
opportunities of the

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digital world. Rogers
shows why traditional
businesses need to
rethink their
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assumptions in five
domains of
strategy—customers,
competition, data,
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and nine step-by-step
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offer advice for digital
start-ups, but The
Digital Transformation
Playbook is the first
complete treatment of
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Businesses can
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for executives looking
to take their firms to
the next stage of
profitable growth.

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history from colonial
times to the present,
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features twenty-two leading scholars speaking on major themes and topics in the development of the diverse religious traditions of the United States. These include the growth and spread of evangelical culture, the mutual influence of religion and politics, the rise of

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fundamentalism, the
role of gender and
popular culture, and
the problems and
possibilities of
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Religion in American
History provides
concise yet broad

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history and culture
and follows with
twenty topical
chapters, each of
which illuminates the
dominant questions
and lines of inquiry
that have determined
scholarship within that
chapter's chosen
theme. Contributors
also outline areas in
need of further, more
sophisticated study

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and identify critical
resources for
additional research.

The glossary,
"American Religious
History, A–Z," lists
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More than a quarter of a century after the last Marine Corps Huey left the American embassy in Saigon, the lessons and legacies of the most divisive war in twentieth-century American history are as hotly debated as ever. Why did

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successive
administrations
choose little-known
Vietnam as the "test
case" of American
commitment in the
fight against
communism? Why
were the "best and
brightest" apparently
blind to the
illegitimacy of the
state of South
Vietnam? Would

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Kennedy have pulled
out had he lived? And
what lessons
regarding American
foreign policy
emerged from the
war? The Columbia
Guide to the Vietnam
War helps readers
understand this tragic
and complex conflict.
The book contains
both interpretive
information and a

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wealth of facts in easy-to-find form. Part I provides a lucid narrative overview of contested issues and interpretations in Vietnam scholarship. Part II is a mini-encyclopedia with descriptions and analysis of individuals, events, groups, and military operations. Arranged

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alphabetically, this section enables readers to look up isolated facts and specialized terms.

Part III is a chronology of key events. Part IV is an annotated guide to resources, including films, documentaries, CD-ROMs, and reliable Web sites.

Part V contains

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excerpts from Digital
historical documents
and statistical data.

"Some of the writers discussed include the Kenyan novelists Grace Ogot and Ngugi wa Thiong'o, Ugandan poet and essayist Taban Lo Liyong, Ethiopian playwright and poet Tsegaye Gabre-

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Medhin, Tanzanian
novelist and diplomat
Peter Palangyo,
Ethiopian novelist
Berhane Mariam
Sahle-Sellassie, and
the novelist M. G.
Vassanji, who
portrays the Indian
diaspora in Africa,
Europe, and North
America." "Separate
entries within this list
describe thematic

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concerns, such as digital
colonialism,
decolonization, the
black aesthetic, and
the language
question; the growth
of genres like
autobiography and
popular literature;
important movements
like cultural
nationalism and
feminism; and the
impact of major forces

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Such as AIDS/HIV,
Christian missions,
and urbanization.".

China, the world's
oldest and most
populous state,
remains an enigma to
most people in the
West, even at a time
when that country is
playing an
increasingly
prominent role on the

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International stage. At
the heart of modern
Chinese history have
been the efforts of the
Chinese people to
transform their polity
into a modern nation
state, the Confucian
orthodoxy into an
ideology that can help
direct that process,
and an agrarian
economy into an
industrial one. These

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efforts are ongoing
and of great
importance. This book
is both an introduction
to the major features
of modern Chinese
history and a resource
for researchers
interested in virtually
any topic relating to
the Chinese
experience of the last
220 years. This
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contains: a historical narrative providing a comprehensive overview of five core aspects of Chinese history: domestic politics, society, the economy, the world of culture and thought, and relations with the outside world; a compendium of 250 short, descriptive articles on key

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terms; a resource
guide containing
approximately 500
annotated entries for
the most authoritative
sources for further
research in English,
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descriptions of
important films
depicting modern
China and a guide to
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and graphs on
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