American mothers are household CFOs, in charge of an estimated $2.45 trillion in direct spending. They are also an important influence on other family members’ buying habits. Many organizations have identified moms as an important customer group, but the broad, age-based definitions these companies work with mask an array of different consumer behaviors.

Written by two leading marketers, this book provides a new approach to understanding the “American Mom” market, examining the effect of age of the eldest child on women’s values and attitudes to food, exercise, education, health, technology, and fashion. The authors examine the mom’s influence on (or control of) the purchasing habits of children of all ages; from infants and toddlers to young adults. In doing so, they bring focus to the frequently-overlooked purchase influence of moms on teenagers. Combining large scale quantitative research of more than 4,700 mothers with qualitative case studies from individual participants, the authors also draw on decades of real-world experience to share implementable examples of best practice.

Highly recommended for practitioners in retailing and product development, this book will also be a valuable supplemental text for college courses in consumer behavior and marketing strategy.

“An important read for marketers in any industry.”
--Mary N. Dillon, President and CEO, U.S. Cellular

Michal Clements is a Senior Principal at the leading growth strategy consulting firm, The Cambridge Group, based in Chicago. She previously founded Insight to Action, a firm focused on building brands through insights that result in specific business-building actions.

Teri Lucie Thompson is Chief Marketing Officer and Vice President for Marketing and Media at Purdue University. She previously served as vice president of marketing for Safeco, and held a number of marketing leadership roles at State Farm Insurance, where she spearheaded the company’s efforts in marketing to women.

Both women are founding board members of the Marketing to Moms Coalition and co-creators of the annual State of the American Mom survey.

Also of Interest

Become the CEO of You, Inc.: A Pioneering Executive Shares Her Secrets for Career Success | Hardback, 9781557535306, $24.95
As the definitive identification guide to the shrubs and woody vines of Indiana, this book also provides coverage of 90% of the species to be found in surrounding Midwestern US states. As well as covering indigenous species, it also includes all currently known invasive shrubs.

Written by two leading experts in plant taxonomy, the guide is prepared in the same attractive, easy-to-use format as the bestselling Native Trees of the Midwest. Descriptive text explains how to identify every species in any season, and original color photographs taken by Sally Weeks detail all important characteristics. The authors provide practical guidance concerning the potential ornamental value of each species for those interested in landscaping and also evaluate their potential value for encouraging wildlife.

Designed for experts in natural resource management as well as the interested general public, the volume includes distribution maps, identification keys, and an index of both common and Latin names.

Also of Interest


Possum in the Pawpaw Tree: A Seasonal Guide to Midwestern Gardening | Paper, 9781557530547, $19.95
The scope of disasters ranges from man-made emergency to natural calamity, from a kitchen grease fire to a hurricane or volcanic eruption. It may be just one house that is destroyed, or perhaps a whole infrastructure system is threatened. While each type of event requires a very different scale and type of immediate response, the project management challenges that face restoration and reconstruction professionals after the emergency phase is complete are remarkably similar.

Using insights acquired through decades of real-world experience, as well as from his academic research and teaching responsibilities, the author explains pertinent requirements and methods for the contractors and other professionals who bring order from chaos. The first section of the book surveys the managerial skills required to confront the range of disasters that might be encountered and the different project environments involved. The second section examines the details of project management and administration, from materials management to health and safety. The third and final section provides an overview of restoration techniques, from restorative drying to debris management and demolition.

This is the first systematic presentation of the tools and skills needed for disaster recovery project management. It is designed primarily for contractors (both large and small firms), although it will also be of value for those who might hire them, the communities they serve, and their organizational partners in the disaster recovery effort. Those who are new to disaster restoration and reconstruction will find the volume particularly useful. Focused on informing the management of projects that recover the built environment, after emergency conditions sufficiently stabilize, the volume supplements and complements books devoted to conventional construction or emergency relief management.

Also of Interest

Demolition: Practices, Technology, and Management | Hardback, 9781557535672, $75.00
From the Macy's Day Parade to its annual appearance at the Indianapolis 500 auto race, Purdue University's All-American Marching Band has been at the heart of celebrations across the United States (and the wider world) since 1886, less than twenty years after the University itself was founded in central Indiana. While the marching band is the musical flagship of the University, the Department of Bands also includes jazz and concert ensembles as well as a symphony orchestra. Every year, hundreds of young men and women are welcomed into this community of music, and alumni range from astronaut Neil Armstrong to popcorn legend Orville Redenbacher.

Celebrating 125 years of Purdue Bands, this beautifully-illustrated book (which includes a musical CD) traces the history of Purdue University’s Department of Bands from its humble origins as a drum unit for the student army training corps to the 2010 appearance of the All-American Marching Band as leader of the Macy’s Day Parade in New York, seen by over fifty million television viewers. It follows the lives of the organization's members and legendary directors, such as Paul Spotts Emrick and Al G. Wright, and highlights some of the band's iconic features, such as the “World's Largest Bass Drum” and its legendary twirlers; the Golden Girl; the Girl in Black; the Silver Twins; and the Goldusters.

Beyond the glitz, the story includes tragedy, such as the Halloween day train collision that claimed the lives of seventeen people in 1903, as well as groundbreaking success. But, through it all, the beat of one of the Midwest's great treasures goes on, bringing fulfillment to its members as well as inspiration to its myriad fans.
Based on extensive interviews and archival research, this book traces the career of Orville Redenbacher, the “popcorn king,” from his agricultural studies at Purdue University to his emergence as an American advertising icon. Born in Brazil, Indiana, in 1907, Orville began his lifelong obsession with the development of new strains of seed at Purdue where he earned a degree in agronomy while also playing in the All-American Marching Band. After experimenting with thousands of varieties, Orville and his partner Charlie Bowman launched Orville Redenbacher’s gourmet popping corn in 1970. Through a combination of shrewd marketing and a notably superior product, the partners controlled a third of the market for popping corn by 1976, when their “Chester Hybrids” business was sold to Hunt Wesson Foods. Orville Redenbacher continued to prosper as a larger-than-life brand spokesperson and a symbol of wholesomeness and fun until his death in 1995. Based on interviews conducted in the last few years of Orville’s life, this book paints a fascinating picture of a deeply serious agricultural pioneer and marketing genius, whose image can still be found in almost every North American home.

Robert W. Topping was a Purdue staff member and alumnus, and was the author of three published books about Purdue University. He was also a former newspaperman in Michigan and Indiana.

Also of Interest

Divided Paths, Common Ground: The Story of Mary Matthews and Lella Gaddis, Pioneering Purdue Women Who Introduced Science into the Home | Paper, 9781557535917, $16.95

Ross–Ade: Their Purdue Stories, Stadium, and Legacies | Paper, 9781557535221, $22.95

The Queen of American Agriculture: A Biography of Virginia Claypool Meredith | Cloth, 9781557535184, $39.95
An increasing number of researchers and educators in the field of engineering wish to integrate considerations of social justice into their work and practice. In this volume, an international team of authors, from a range of disciplinary backgrounds, invite scholars to think and teach in new ways that acknowledge the social, as well as technical, impact engineering can have on our world and that open possibilities for social justice movements to help shape engineering/technology. The book examines three areas of an engineering academic’s professional role: teaching, research, and community engagement. Some of the authors have created classes to help students think through their roles as engineering practitioners in a changing society, and present case studies here. They also explore questions of access to engineering education. Others contributors are focusing their research on improving the lives of the marginalized and powerless. Yet others are engaging local groups and exploring ways in which universities might serve their communities and in which academic institutions can themselves be more socially just. The contributors take a broad social and ecological justice perspective to critique existing practices and explore alternatives. The result is a handbook for all scholars of engineering who think beyond the technical elements of their field, and an essential reader for anyone who believes in the transformative power of the discipline.
Unfinalized Moments: Essays in the Development of Contemporary Jewish American Narrative

edited by Derek Parker Royal

Focusing on a diversely rich selection of writers, the pieces featured in *Unfinalized Moments: Essays in the Development of Contemporary Jewish American Narrative* explore the community of Jewish American writers who published their first book after the mid-1980s. It is the first book-length collection of essays on this subject matter with contributions from the leading scholars in the field. The manuscript does not attempt to foreground any one critical agenda, such as Holocaust writing, engagements with Zionism, feminist studies, postmodern influences, or multiculturalism. Instead, it celebrates the presence of a newly robust, diverse, and ever-evolving body of Jewish American fiction. This literature has taken a variety of forms with its negotiations of orthodoxy, its representations of a post-Holocaust world, its reassertion of folkloric tradition, its engagements with postmodernity, its reevaluations of Jewishness, and its alternative delineations of ethnic identity. Discussing the work of authors such as Allegra Goodman, Michael Chabon, Tova Mirvis, Rebecca Goldstein, Pearl Abraham, Jonathan Rosen, Nathan Englander, Melvin Jules Bukiet, Tova Reich, Sarah Schulman, Ruth Knafo Setton, Ben Katchor, and Jonathan Safran Foer, the fifteen contributors in this collection assert the ongoing vitality and ever-growing relevancy of Jewish American fiction.

Derek Parker Royal is the founder of the Philip Roth Society as well as founding Executive Editor of the peer-reviewed journal, *Philip Roth Studies*. He is the editor of *Philip Roth: New Perspectives on an American Author* (Praeger, 2005), and his essays on American literature and graphic narrative have appeared in such journals as *Contemporary Literature, Modern Fiction Studies, Modern Drama, Studies in the Novel, Critique, MELUS, Shofar, Studies in American Jewish Literature, International Journal of Comic Art, The Mark Twain Annual*, and *Poe Studies/Dark Romanticism*.

Also of Interest

- *Politics and the Intellectual: Conversations with Irving Howe* | Paper, 978-1-55753-551-1, $30.95
- *Bitter Prerequisites: A Faculty for Survival from Nazi Terror* | Paper, 978-1-55753-600-6, $24.95
A Knight at the Opera

Heine, Wagner, Herzl, Peretz and the Legacy of Der Tannhäuser

Leah Garrett

A Knight at the Opera examines the remarkable and unknown role that the medieval legend (and Wagner opera) Tannhäuser played in Jewish cultural life in the nineteenth and early twentieth centuries. The book analyzes how three of the greatest Jewish thinkers of that era, Heinrich Heine, Theodor Herzl, and I. L. Peretz, used this central myth of Germany to strengthen Jewish culture and to attack anti-Semitism. In the original medieval myth, a Christian knight lives in sin with the seductive pagan goddess Venus in the Venusberg. He escapes her clutches and makes his way to Rome to seek absolution from the Pope. The Pope does not pardon Tannhäuser and he returns to the Venusberg. During the course of A Knight at the Opera, readers will see how Tannhäuser evolves from a medieval knight, to Heine's German scoundrel in early modern Europe, to Wagner's idealized German male, and finally to Peretz's pious Jewish scholar in the Land of Israel. Venus herself also undergoes major changes from a pagan goddess, to a lusty housewife, to an overbearing Jewish mother. The book also discusses how the founder of Zionism, Theodor Herzl, was so inspired by Wagner's opera that he wrote The Jewish State while attending performances of it, and he even had the Second Zionist Congress open to the music of Tannhäuser's overture. A Knight at the Opera uses Tannhäuser as a way to examine the changing relationship between Jews and the broader world during the advent of the modern era, and to question if any art, even that of a prominent anti-Semite, should be considered taboo.

Leah Garrett is the Loti Smorgon Research Professor of Contemporary Jewish Life and Culture at Monash University, having previously been an Associate Professor of English and Judaic Studies at the University of Denver. She received a PhD in Jewish Literary Studies from the Jewish Theological Seminary. She has published two previous books: Journeys beyond the Pale: Yiddish Travel Writing in the Modern World (University of Wisconsin Press, 2003) and (as editor) The Cross and Other Jewish Stories by Lamed Shapiro (Yale University Press, 2007).

Snap this code to see more books in Jewish Studies.

Also of Interest

The Jewish Jesus: Revelation, Reflection, Reclamation | Paper, 9781557535795, $59.95

Of Exile and Music: A Twentieth Century Life | Paper, 9781557535412, $22.95

Hugo von Hofmannstahl and the Austrian Idea: Selected Essays and Addresses, 1906-1927 | Paper, 9781557535900, $24.95
Jews and humor is, for most people, a natural and felicitous collocation. In spite of, or perhaps because of, a history of crises and living on the edge, Jews have often created or resorted to humor. But what is “humor”? And what makes certain types, instances, or performances of humor “Jewish”? These are among the myriad queries addressed by the fourteen authors whose essays are collected in this volume. And, thankfully, their observations, always apt and often witty, are expressed with a lightness of style and a depth of analysis that are appropriate to the many topics they cover. The chronological range of these essays is vast: from the Hebrew Bible to the 2000s, with many stops in between for Talmudic texts, medieval parodies, eighteenth century joke books, and twentieth century popular entertainment. The subject matter is equally impressive. In addition to rounding up many of the “usual suspects,” such as Woody Allen, the Marx Brothers, and Gilda Radner, these authors also scout out some unlikely comic resources, like the author of the biblical book of Exodus, the rabbinic writer of Genesis Rabbah, and the party records star Belle Barth. Without forcing any of these characters into a pre-constructed mold, the scholars who contributed to this collection allow readers both to discern the common features that make up “Jewish humor” and to delight in the individualism and eccentricities of the many figures whose lives and accomplishments are narrated here. Because these essays are written in a clear, jargon-free style, they will appeal to everyone—even those who don’t usually crack a smile!
This exploration of class, feminism, and cultural identity (including issues of race, nation, colonialism, and economic imperialism) focuses on the work of four writers: the Mozambican Mia Couto, the Portuguese José Saramago, the Brazilian Clarice Lispector and the South African J. M. Coetzee. In the first section, the author discusses the political aspects of Couto’s collection of short stories *Contos do nascer da terra* (*Stories of the Birth of the Land*) and Saramago’s novel *O ano da morte de Ricardo Reis* (*The Year of the Death of Ricardo Reis*). The second section explores similar themes in Coetzee’s *Life and Times of Michael K* and Lispector’s *A hora da estrela* (*The Hour of the Star*).

Marques argues that these four writers are political in the sense that they bring to the forefront issues pertaining to the power of literature to represent, misrepresent, and debate matter related to different subaltern subjects: the postcolonial subject, the poor subject (the “poor other”), and the female subject. She also discusses the “ahuman other” in the context of the subjectivity of the natural world, the dead, and the unborn, and shows how these aspects are present in all the different societies addressed and point to the mystical dimension that permeates most societies. With regard to Couto’s work, this “ahuman other” is approached mostly through a discussion of the holistic, animist values and epistemologies that inform and guide Mozambican traditional societies, while in further analyses the notion is approached via discussions on phenomenology, elementality, and divinity following the philosophies of Lévinas and Irigaray and mystical consciousness in Zen Buddhism and the psychology of Jung.
First-person narrative does not always fall under the genre of autobiography. In the centuries before the genre was defined, authors often patterned their personal narratives after prestigious discourses, such as hagiography, historiography, and the literary miscellany. Caballero noble desbaratado: Autobiografía e invención en el siglo XVI [Noble Knight Disrupted: Autobiography and Invention in the Sixteenth Century] analyzes several first-person narratives from Spain and the conditions of their writing and reception. It focuses on the sixteenth-century Libro de la vida y costumbres [Book of life and customs] by Alonso Enríquez de Guzmán (1499–1547), the knight of the title.

Although the Biblioteca de Autores Españoles has devoted a volume to Enríquez de Guzmán, there has never been a book-length study dedicated to this author. This book fills that gap and constitutes a valuable contribution to the study of autobiography in Spanish.
Is Brazil part of Latin America, or an island unto itself? As Nossa and Nuestra América: Inter-American Dialogues demonstrates, this question has been debated by Brazilian and Spanish American intellectuals alike since the early nineteenth century, though it has received limited scholarly attention and its answer is less obvious than you might think. This book charts Brazil’s evolving and often conflicted relationship with the idea of Latin America through a detailed comparative investigation of four crucial Latin American essayists: Uruguayan critic José Enrique Rodó, Brazilian writer-diplomat Joaquim Nabuco, Mexican humanist Alfonso Reyes, and Sérgio Buarque de Holanda, one of Brazil’s preeminent historians. While these writers are canonical figures in their respective national literary traditions, their thoughts on Brazilian–Spanish American relations are seldom investigated, and they are rarely approached from a comparative perspective.

In Nossa and Nuestra América, Newcomb traces the development of two parallel essayistic traditions: Spanish American continentalist discourse and Brazil’s solidly national exegetic tradition. With these essayistic traditions in mind, he argues that Brazil plays a necessary—and necessarily problematic—role in the intellectual construction of “Latin America.” Further, in traversing the Luso-Hispanic frontier and bringing four of Latin America’s preeminent thinkers into critical dialogue, Newcomb calls for a truly comparative approach to Luso-Brazilian and Spanish American literary and cultural studies. Nossa and Nuestra América will be of interest to scholars and students of Latin American and Luso-Brazilian literature and ideas, and to anyone interested in rethinking comparative approaches to literary texts written in Portuguese and Spanish.
Severo Sarduy never enjoyed the same level of notoriety as did other Latin American writers like García Márquez and Vargas-Llosa, and his compatriot, Cabrera-Infante. On the other hand, he never lacked for excellent critical interpretations of his work from critics like Roberto González Echevarría, René Prieto, Gustavo Guerrero, and other reputable scholars. Missing, however, from what is otherwise an impressive body of critical commentary, is a study of the importance of painting and architecture, firstly, to his theory, and secondly, to his creative work. In order to fill this lacuna in Sarduy studies, Rolando Pérez's book undertakes a critical approach to Sarduy's essays—Barroco, Escrito sobre un cuerpo, “Barroco y neobarroco,” and La simulación—from the standpoint of art history. Often overlooked in Sarduy studies is the fact that the twenty-three-year-old Sarduy left Cuba for Paris in 1961 to study not literature but art history, earning the equivalent of a Master's Degree from the École du Louvre with a thesis on Roman art. And yet it was the art of the Italian Renaissance (e.g., the paintings as well as the brilliant and numerous treatises on linear perspective produced from the 15th to the 16th century) and what Sarduy called the Italian, Spanish, and colonial Baroque or “neo-baroque” visually based aesthetic that interested him and to which he dedicated so many pages.

Rolando Pérez

Severo Sarduy and the Neo-Baroque Image of Thought in the Visual Arts

Rolando Pérez, Hunter College, CUNY, has published in a variety of disciplines, ranging from philosophy and literary criticism to poetry and fiction. Some of his books include Severo Sarduy and the Religion of the Text (1988), On An(archy) and Schizoanalysis (1990), and The Linings of Our Souls: Excursions into Selected Paintings of Edward Hopper (2003). He is also the author of numerous essays on Severo Sarduy, José Asunción Silva, César Vallejo, Alejandra Pizarnik, Octavio Paz, and others. Selections from his creative work appear in The Norton Anthology of Latino Literature (2010).
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