

# Nuevas Adquisiciones

Embajada de los Estados Unidos

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**OCTUBRE 2005**  
SERVICIO CULTURAL E INFORMATIVO

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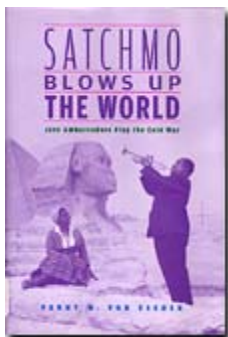
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## BIOGRAFIA

### **Satchmo blows up the world: jazz ambassadors play the Cold War**

By Penny M. Von Eschen  
Cambridge, MA :  
Harvard University  
Press, 2004.

781.65 VON



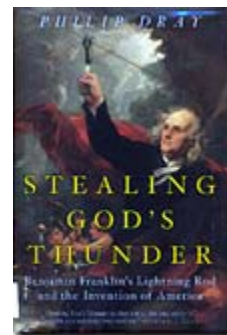
According to history professor Von Eschen, at a time when the cultural contributions of black Americans were being derided, the U.S. State Department found it useful to send luminaries of jazz music into the world as ambassadors, preceding covert actions in Europe and Africa. In this exploration of the significance of jazz as a propaganda tool during the cold war era, Von Eschen looks at how this phenomenon was reflected in the domestic civil rights movement. Using Louis Armstrong, "Satchmo," as her focus, she recounts privately sponsored international tours that provoked tensions and debates within the State Department. Opponents saw blacks and their creations of jazz and

gospel as culturally inferior, while proponents argued that jazz was representative of America at its best and the tours were useful in advancing domestic and overseas agendas. This book puts fresh light on jazz, Satchmo, and the civil rights era.

### **Stealing God's thunder: Benjamin Franklin's lightning rod and the invention of America**

By Philip Dray  
New York, NY: Random  
House, 2005.

973.3 DRA



Here is a concise and detailed biography of Benjamin Franklin viewing him through the lens of his scientific inquiry and its ramifications for American democracy. Today we think of Benjamin Franklin as a founder of American independence who also dabbled in science. But in Franklin's day it was otherwise. Long before he was an eminent statesman, he was famous for his revolutionary scientific work, especially his experiments with lightning and electricity.

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## BIOTECNOLOGIA

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### Biotechnology and agriculture in 2020

By Anthony J. Cavalieri



Washington, DC :  
Center for Strategic  
and International  
Studies, 2005.

REF  
631.5 CAV

This paper will identify important agricultural technology trends in crop plants and speculate on their social, political and economic implications between now and 2020, and beyond. It should be recognized that the full implications of the adoption of many of these technologies could occur after 2020.

results. Lakoff's persuasive argument focuses on two ideas: what he calls "framing," and the opposition of liberals' and conservatives' concepts of the family. Conservatives, he says, have easily framed tax cuts as "tax relief" because of widespread, preexisting views of taxes as burdensome, and liberals have had little success conveying the idea that taxes are a social responsibility. In Lakoff's view, conservatives adhere to a "strict father" model of family, in contrast to liberals' "nurture parent" view, and he sees this difference as the key to understanding most of the two sides' clashes. His writing is clear and succinct, and he illuminates his theories through easy-to-follow examples from current politics. Although the book has been updated since the election, many of its sections were originally written long beforehand, so some comments are outdated (at one point Lakoff wonders, for example, whether George Bush's support of the gay marriage amendment will help him keep the White House).

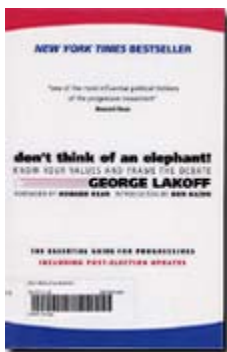
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## CIENCIA POLITICA

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### Don't think of an elephant! : know your values and frame the debate: the essential guide for progressives

By George Lakoff



White River  
Junction, VT :  
Chelsea Green Pub.  
Co, 2004.

320.973 LAK

Lakoff, a cognitive  
scientist and linguist  
at Berkeley,

believes he knows why conservatives have been so successful in recent years and how progressives like himself can beat them at their own game. This slim book presents a simple, accessible overview of his theory of "moral politics" and a call to action for Democrats mourning November's election

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## CIENCIAS SOCIALES

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### Contesting citizenship in Latin America : the rise of indigenous movements and the postliberal challenge

BY Deborah J. Yashar

Cambridge ; New  
York : Cambridge  
University Press,  
2005.

323.119 YAS



Indigenous people in Latin America have mobilized in unprecedented ways. By taking to the streets, forging new agendas, and fielding political candidates, indigenous movements have come to shape national political debates about multiethnic democracies, political equality, and subnational autonomy. These are remarkable developments in a

region where ethnic cleavages were once universally described as weak. Deborah Yashar explains the contemporary and uneven emergence of Latin American indigenous movements-addressing both why indigenous identities have become politically salient in the contemporary period and why they have translated into significant political organizations in some places and not others.

### Meeting the challenge of global aging : a report to world leaders from the CSIS Commission on Global Aging



By Paul S. Hewitt,  
Project Director  
Washington, DC : Center for Strategic and International Studies, 2002.

REF 305.26 MEE

This report summarizes the commission's research and discusses the reasoning behind its findings and recommendations for policy reform in the developed countries. Despite a high level of consensus, the commission was rarely unanimous in its findings and recommendations, and some members found themselves in strong disagreement with certain prescriptions passed by the supermajority of 75 percent of those voting. Accordingly, the report includes a section of additional views to provide for a full expression of the commission's diversity.

### The Sage encyclopedia of social science research methods



By Michael S. Lewis-Beck,  
editor  
Thousand Oaks, CA : Sage, 2004.

REF 300.72 SAG

"The first encyclopedia to cover inclusively both quantitative and qualitative

research approaches, this set provides clear explanations of 1,000 methodologies, avoiding mathematical equations when possible with liberal cross-referencing and bibliographies. Each volume includes a list of works cited, and the third contains a comprehensive index and lists of person names, organizations, books, tests, software, major concepts, surveys, and methodologies."--"Reference that rocks," American Libraries, May 2005.

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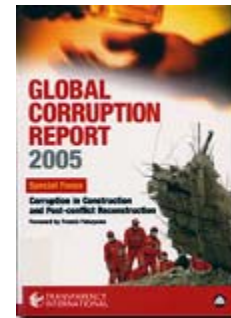
## CORRUPTION

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### Global corruption report 2005: corruption in construction and post-conflict reconstruction

By Transparency International  
London : Pluto, 2005.

REF 364.132 GLO



Corruption not only plunders economies; it also shapes them. Bribery in the construction sector steers money away from schools and hospitals and into the building of giant power stations that stand idle and dams that devastate the environment. This book shows how the corrupt exploit the vast sums that are poured into the building sector, and what can be done to stop them.

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## CRIMEN CIBERNETICO

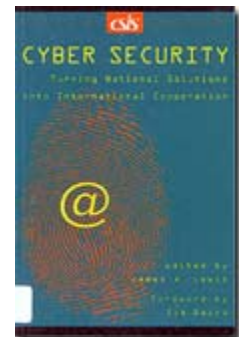
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### Cyber security: turning national solutions into international cooperation

By James A. Lewis, editor  
Washington, DC : Center for Strategic and International Studies, 2003.

005.8 CYB

This volume looks at the challenges of cyberspace in an interdependent world and at the need for new,



cooperative models of governance to build cyber security. Making networks and critical infrastructure secure requires competent domestic strategies. But it also requires good will among governments to take the lead in supporting one another through effective legal structures and agreements such as the Council of Europe Convention on Cyber crime. The authors explore informal and formal bilateral and multilateral approaches to transnational cooperation on cyber security and examine the elements needed for success.

## The presidentialization of politics : a comparative study of modern democracies

By Thomas Poguntke  
, editor

Oxford, NY: Oxford  
University Press,  
2005.

324.2 PRE



This book shows how democratic political systems are coming to operate according to an essentially presidential logic, irrespective of their formal constitutional make-up. The logic of presidentialization is revealed in the growing power and autonomy of political leaders within political executives and political parties, and in the emergence of increasingly leadership-centered electoral process.

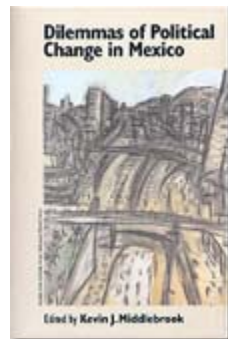
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## DEMOCRACIA

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### Dilemmas of political change in Mexico

By Kevin J.  
Middlebrook, editor  
San Diego, CA :  
Institute of Latin  
American Studies,  
University of  
California, 2004.



320.972 DIL

The historic victory of Vicente Fox Quesada in Mexico's July 2000 presidential election was a watershed in the country's political history. His triumph convincingly marked the consolidation of electoral democracy and, by ending seven decades of uninterrupted national rule by the "official" Institutional Revolutionary Party (PRI), symbolized a clear break with the political regime established following the 1910-1920 revolution. Nevertheless, many legacies of postrevolutionary authoritarianism persist, and Mexico's democratization process remains incomplete. The seventeen contributors to this volume assess Mexico's political dynamics at the turn of the twenty-first century and the many pending challenges in the construction of a more fully democratic political order.

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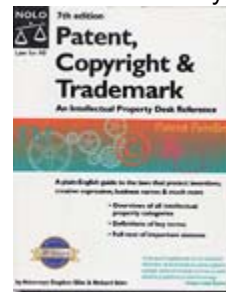
## DERECHOS DE AUTOR

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### Patent, copyright & trademark

By Stephen Elias and Richard Stim  
Berkeley, CA : Nolo, 2004.

346.73 ELI



From "prior art" to "palming off," intellectual property law is rife with confusing terminology. Yet anyone who is a player in the information age, business world and creative arts need to understand this language to deal intelligently with such issues as determining who owns original work or commercial information, protecting and enforcing your rights, resolving conflicts over intellectual property and transferring ownership right. This book provides information on the Digital Millennium Copyright Act, Madrid Protocol, open source, and CopyLeft movements, as well as the latest law and court decisions that



affect how you protect your intellectual property.

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## EDUCACION-ENSEÑANZA

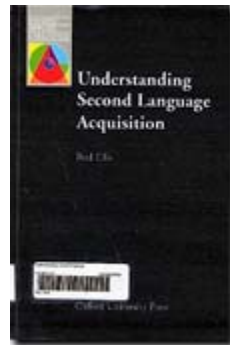
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### Understanding second language acquisition

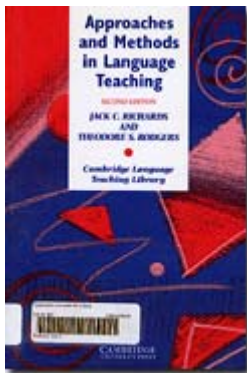
By Rod Ellis  
New York, NY : Oxford University Press, 1985.

418.007 ELL

The purpose of this book is to provide readers with a comprehensive review of the state of the art in this important area of applied linguistics. The author does not take up a particular theoretical stance but examines different theories of second language acquisition and the critical reactions to them.



### Approaches and methods in language teaching



By Jack C. Richards and Theodore S. Rodgers  
Cambridge, NY : Cambridge University Press, 2001.

401.93 RIC

Surveys the major approaches and methods in language teaching, such as Grammar translation, audio lingualism, communicative language teaching, and the natural approach. The text examines each approach and method in terms of its theory of language and language learning, goal, syllabus, teaching activities, teacher and learner roles, materials, and classroom techniques.

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## ESTUDIOS AMERICANOS

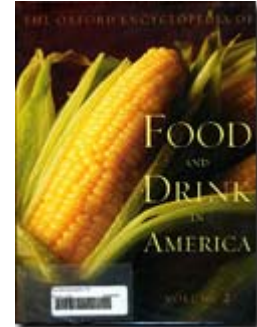
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### The Oxford encyclopedia of food and drink in America

By Andrew F. Smith,  
Oxford, NY : Oxford University Press, 2004.

REF 641.3 OXF

The history of American food is an exciting tale of unexpected twists and turns that are even more fascinating than the oft-repeated myths. It is a story filled with hot-shot inventors, high-flying promoters, risk-taking growers, efficient conscious processors, hard-hitting adversaries, and lip-snacking consumers all of whom have contributed to transforming plain American food into a worldwide culinary delight. This encyclopedia covers the significant events, inventions, and social movements in American history that have affected the way Americans view, prepare, and consume food and drink.



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## FOLKLORE

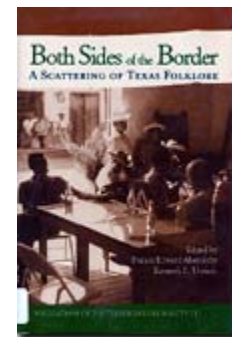
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### Both sides of the border : a scattering of Texas folklore

By Francis Edward Abernethy, Kenneth L. Untiedt, editors  
Denton, TX : University of North Texas Press, 2004.

398.2 BOT

This book chapters are organized thematically, and include favorite storytellers like James Ward Lee, Thad Sitton, and Jerry Lincecum. Lee's beloved "Hell is for He-Men" appears here, along with Sitton's informative essay on Texas freedman's settlements. Both sides of the border



contains something to delight everyone interested in Texas folklore.

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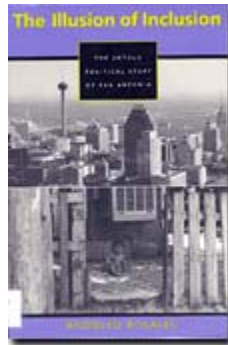
## HISPANOAMERICANOS

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### The illusion of inclusion : the untold political story of San Antonio

Rodolfo Rosales  
Austin, TX : University of Texas Press, 2000.

324.089 ROS



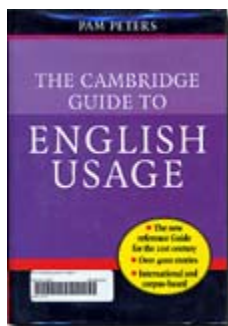
To many observers, the 1981 election of Henry Cisneros as mayor of San Antonio, Texas, represented the culminating victory in the Chicano community's decades-long struggle for inclusion in the city's political life. Yet, nearly twenty years later, inclusion is still largely an illusion for many working-class and poor Chicanas and Chicanos, since business interests continue to set the city's political and economic priorities. In this book, Rodolfo Rosales offers a history of the Chicano community's struggle for inclusion in the political life of San Antonio during the years 1951 to 1991, drawn from interviews with key participants as well as archival research.

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## IDIOMA INGLES

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### The Cambridge guide to English usage



By Pam Peters  
Cambridge, NY :  
Cambridge  
University Press,  
2004.

REF 423.1 PET

This book is an A-Z reference to English usage for the twenty-first century. It covers more than 4,000 points of world meaning, spelling,

punctuation, grammar and style on which students, teachers, writers and editors regularly seek guidance. It also addresses larger issues of inclusive language, and effective writing and argument, and provides guidance on grammatical terminology. Based on large international corpora, it describes and differentiates between US, UK, Canadian and Australian usage and offers up-to-date, objective advice in readable, accessible terms.

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## INMIGRACION

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### U.S. immigration made easy

By Laurence A. Canter &  
Martha S. Siegel  
Berkeley, CA : Nolo,  
2004.

REF 342.73 CAN

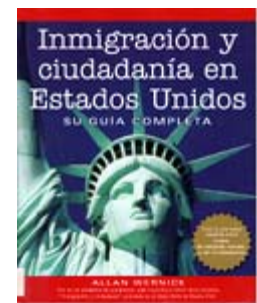


This book was developed to give you the help you need to live legally in the United States, either on a temporary or permanent basis. For example, you may be interested in working, joining family, studying, or retiring in the U.S. Here you will find the different kind of visas available and the qualifications needed to get each one, how to prepare the paperwork for the visa you want, how long it takes to get each visa and how to avoid common pitfalls.

### Inmigración y ciudadanía en Estados Unidos: su guía completa

By Allan Wernick  
Cincinnati, OH :  
Emmis Books, 2005.

REF 342.73 WER



Con la lectura de este material, el lector aprenderá la mejor manera de prorrogar su visa, lo que ayuda y perjudica la solicitud de la misma, cuándo

consultar un abogado y cuándo no, reglas y derechos de los trabajadores y los empleadores, etc. Se incluye también información sobre las leyes y conductas políticas posteriores al 11 de septiembre.

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## LEYES Y LEGISLACION

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### Mediate, don't litigate : strategies for successful mediation

By Peter Lovenheim  
& Lisa Guerin  
Berkeley, CA : Nolo,  
2004.

347.739 LOV

Whether you are dealing with child-custody issues or complex business problems, mediation is often a better answer than waiting for your day in court. It's so effective that many states require mediation for common cases. This book takes the reader through the mediation process from start to finish showing how to choose a mediator, prepare a case, negotiate successfully, write a binding agreement and protect your interests in case mediation fails. It also provides detailed information on settling divorce, business and employment disputes, as well as sample mediation rules, contact information for state, national and regional mediation organizations, and the standards of conduct mediators.



Do I need a living trust? If I work 50 hours a week, shouldn't I be getting overtime? What can I do if my ex won't pay child support? Like it or not, the law affects practically every aspect of our lives, and legal questions come up daily. This book brings together answers to hundreds of the most frequently asked legal questions on issues faced every day, including credit and debt, workplace rights, wills and estate planning, buying a house, divorce, small claims court, domestic violence, adoptions, social security, bankruptcy, intellectual property, probate, child custody and visitations, retirement accounts and more.

### Legal guide for starting & running a small business

By Fred S. Steingold

Berkeley, CA : Nolo, 2005.

REF 346.73 STE

This book explains in plain English how to figure out whether an LLC, corporation or other structure is best for you, how to raise start up money, get licenses and permits, buy or sell a business or franchise, negotiate a favorable lease, insure your business, etc. Provides the latest regulations, tax numbers, and business realities.



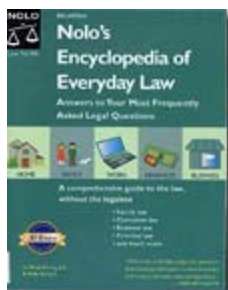
### Nolo's encyclopedia of everyday law : answers to your most frequently asked legal questions

By Shae Irving & Nolo  
editors

Berkeley, CA : Nolo, 2005.

REF 349.73 NOL

How do I get a collection agency to stop harassing me? What exactly is a limited liability company?



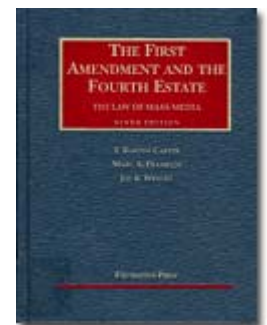
### The First Amendment and the fourth estate: the law of mass media

By T. Barton Carter, Marc A. Franklin, Jay B. Wright

New York, NY : Foundation Press  
: Thomson/West, 2005.

REF 343.099 CAR

This edition reflects the author's belief that communications students are quite capable of reading Supreme Court opinions and that doing so is essential to understanding the thought processes of the justices who are making





First Amendment Law. The reader will find more than 30 principal cases, the decisions which help define communications law as it is known today. In between there are references to hundreds more cases and statutes about which any professional should be informed.

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## LIDERAZGO

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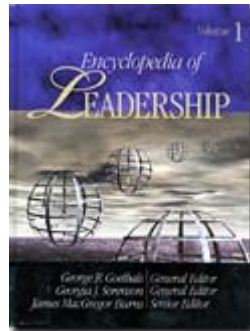
### Encyclopedia of leadership

By George R. Goethals,  
editor

Thousand Oaks, Calif :  
Sage Publications, 2004.

REF 658.4 ENC

Leadership is a challenge and an opportunity facing leaders and followers in their professional and personal lives. This encyclopedia brings together most of what is known and what truly matters about leadership as part of the human experience. Nearly four hundred entries written by leading scholars and experts from seventeen countries explore leadership in the real world.



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## MEDIO AMBIENTE

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### Free trade and the environment : Mexico, NAFTA, and beyond

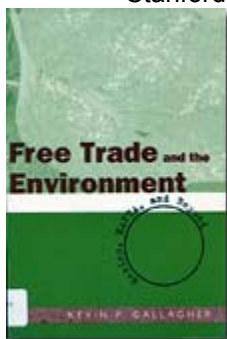
By Kevin P. Gallagher

Stanford, CA : Stanford Law and Politics,  
2004.

363.73 GAL

This book examines the impact economic integration has on the environment, using Mexico, which transformed itself from one of the most closed economies to one of the world's most open, as a case study. Kevin Gallagher investigates two commonly

held and opposing beliefs in the policy community about the impact of free trade on the environment.



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## MEXICO

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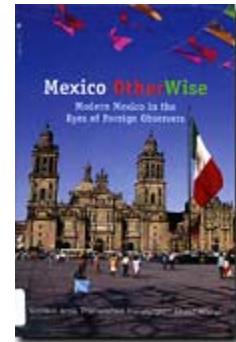
### Mexico otherwise : modern Mexico in the eyes of foreign observers

By Jürgen Buchena,  
editor

Albuquerque, NM :  
University of New Mexico  
Press, 2005.

972 MEX

This anthology provides a glimpse of modern Mexico through the eyes of foreign observers. Some of these selections are by well-known authors (Alexander von Humboldt, John Reed, B. Traven, Evelyn Waugh). Some are unpublished pieces by little-known writers, and six are available here for the first time. The writings fall into four periods: the transitions to independence and Mexico's first decades as sovereign country (1800-1867), the era of Liberal modernization (1867-1910), the Mexican Revolution (1910-1940), and the post-World War II era. Four major topics show up repeatedly: ethnicity, gender, and race; cultural differences between Mexicans and foreigners; political stability and instability; and the economy and its impact on Mexicans.



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## ORGANISMOS NO GUBERNAMENTALES

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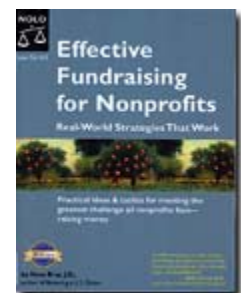
### Effective fundraising for nonprofits: real-world strategies that work

By Ilona Bray

Berkeley, CA : NOLO, 2005.

658.15 BRA

Featuring advice and stories from over 40 experienced fundraisers, foundations staffers, journalists and more, this book explains how to work with individual donors, plan special events, solicit grants from foundations and corporations, get media coverage, use the





web to further fundraising goals, start a side business to raise funds, and much more.

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## POLITICA EXTERIOR

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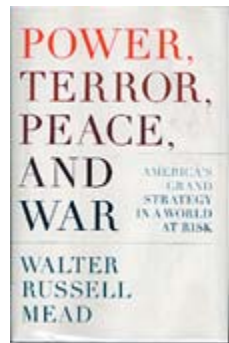
### **Power, terror, peace, and war: America's grand strategy in a world at risk**

By *Walter Russell  
Mead*

New York, NY :  
Knopf, 2004.

327.73 MEA

Walter Russell Mead offers an historical examination of U.S. foreign policy and the way it has become so complicated, divisive, and fraught with unintended consequences that it is beyond the control of any one group or ideology. Looking back at the 20th century in an attempt to identify a grand strategy for the future, he declares the years between the fall of the Berlin Wall and the attacks of September 11, 2001 to be "lost years" in which a difficult global shift began to take shape. He identifies this transition as the beginning of a shift from a "Fordian" (as in Henry Ford) system of mass production and mass consumption to a more dynamic "millennial capitalism" in which the free market is changing to benefit more people around the world, particularly those in developing countries.



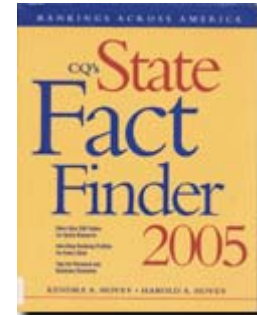
Departments and independent agencies .It also includes definitions, objectives and responsibilities of each Department.

### **CQ's state fact finder 2005: rankings across America**

By *Kendra A. Hovey, Harold A. Hovey*  
Washington, DC : CQ Press, 2005.

REF 317.3 HOV

This book is an important source and analytical tool for anyone interested in developments and trends in the fifty U.S. states and the District of Columbia. It is an invaluable reference for researchers, whether a policy specialist seeking detailed data or an individual wishing to learn more about today's social, political, and economic currents.



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## SEGURIDAD NACIONAL

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### **America alone: the neo- conservatives and the global order**

By *Stefan Halper,  
Jonathan Clarke*  
Cambridge, NY :  
Cambridge University  
Press, 2004.

320.52 HAL

This book explores how George W. Bush's election, and the fear and confusion of September 11, combined to allow a small group of radical intellectuals to seize the reins of U.S. national security policy. It shows how, at this "inflection point" in U.S. history, an inexperienced president was persuaded to abandon his campaign pledges and the successful consensus-driven, bipartisan diplomacy that managed the lethal Soviet threat over the past half-



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## POLITICA Y GOBIERNO

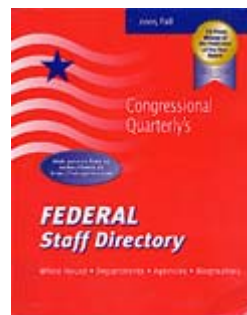
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### **Federal staff directory, 2005**

Washington, DC :  
*Congressional Quarterly  
Press, 2005.*

REF 328.73 FED 2005

A complete, one-stop reference tool to get contact information in the executive branch, including all the

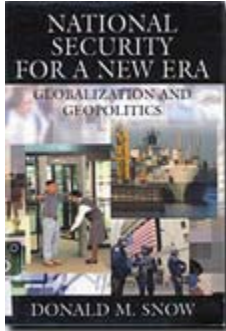


century and adopt a neo-conservative foreign policy emphasizing military confrontation and "nation-building."

### **National security for a new era: globalization and geopolitics**

*By Donald M. Snow*

New York, NY : Pearson/Longman, 2004.



355.033 SNO

Built around the two fundamental "fault lines" in national security policy over the past fifteen years—the end of the Cold War and the 9/11 terrorist attacks—this book

examines how each transformed security policy: the end of the Cold War ushered in the era of globalization for the 1990s and 9/11 initiated a shift to a more traditional geopolitical view of the world. The text places these events in the context of America's experience of the Cold War, traditional concerns over American interests, politics, and military problems, and explores what that experience might mean in the future.

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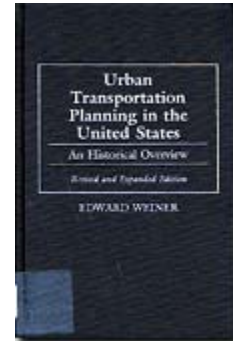
## **URBANISMO**

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### **Urban transportation planning in the United States : an historical overview**

*By Edward  
Weiner*

Westport, CT :  
Praeger, 1999.



388.4 WEI

Urban transportation planning is carried out

primarily by state and local agencies. Over the years, much experience has been gained in the planning and evaluation of urban transportation systems. This knowledge can be useful to planners and decision makers in the development and implementation of transportation system changes. In this context, it is important to understand the transportation and planning options which have been tried, and how they have developed into the approaches we have today. This book describes the evolution of urban transportation planning over the last 60 years.