



Library of Social Science

Tel: (718) 393-1075 Fax: (413) 832-8145 E-mail: LSSBookExhibits@earthlink.net

73rd Annual Meeting of the Rural Sociological Society: “How Flat is Rural? Diversity in the Age of Globalization” August 12-15, 2010 Atlanta, GA

The **Rural Sociological Society** (RSS) is the largest and most important North American organization devoted to generating and disseminating knowledge about rural communities, seeking to enhance the quality of rural life and the environment. This exciting meeting attracts scholars and researchers from around the world—avid book-buyers seeking the latest titles on the **full range of sociological topics**. This year's conference will focus on globalization's impact on rural communities and how those communities maintain, modify or lose their individual nature. The meeting will also examine the coping strategies and adaptations rural peoples are employing to counteract these changes.

2010 Plenary & Invited Speakers include: **Charles Hirschmann** (Professor of Sociology, University of Washington); **Hania Zlotnik** (Director, UN Population Division); **Raphael Bostic** (HUD Assistant Secretary for Policy Development & Research); **Kitty Smith** (Administrator, USDA's Economic Research Service); **Author Meets Critics Session: William Winder** (Professor of Sociology, Georgia Institute of Technology), author of *The Politics of Food Supply: US Agricultural Policy in the World Economy* (Yale U. Press, 2009).

Panels & sessions from RSS' rich 2010 program include: *The New Entrepreneurs: Business Ownership among Hispanic Women in North Carolina* ★ *Connecting People & Protected Areas through Environmental Education* ★ *Queer but not a Queen: Rural Gay Men & the Heterosexual Matrix* ★ *Education as a Function of Community Viability* ★ *Exploring the Role of Healthy Eating Conceptions* ★ *Women's Power & Empowerment in Indonesian Society & Politics* ★ *Contract Farming & Small Growers in Egypt* ★ *Coal, Power & Public Health in Alabama* ★ *Ecological Rifts & Coral Reefs* ★ *Child Poverty in the US* ★ *Reclaiming Rurality* ★ *Rural Industry, Inequality & US Mortality* ★ *Family Change & Poverty in Appalachia* ★ *The Ties between Ecological Restoration, Local Economies & Sustainability* ★ *Unsafe Food* ★ *The Effect of History & Culture on Food & the Effect of Food on Culture & History* ★ *Growing Up Rural: Reflections on Biography & Place* ★ *Community, Social Infrastructure, Agricultural Development & the Rural-Urban Interface* ★ *Public Perceptions Regarding Nano Food & Agricultural Applications* ★ *Losing Traditional Knowledge: Three Bolivian Cases* ★ *Racial Histories of Rural Communities: The Effect on Local Economic Development* ★ *Economics, Community & Rural Education* ★ *Coming of Age in Rural America* ★ *Ethical Farming, Ethical Eating* ★ *Rural Aging in America: The Shape of Things to Come*

The Library of Social Science's book exhibit will be at the heart of the meeting space once again. The influential educators who attend this large, collegial meeting seek monographs for their own research and texts for classroom adoption. Our exhibit will constitute a comprehensive collection of recent and significant titles in Sociology and related fields from the major publishers.

Our professional exhibit managers will be on-site from the beginning of the conference to its conclusion. We **actively promote your titles** by distributing flyers and catalogs, discussing books with attendees, selling books on-site using publisher-supplied order forms, and urging faculty to consider titles for course adoption and library acquisition.

This is one of the best opportunities of the year to promote your titles to a prime market of scholars, educators and other professionals eager to acquire the latest publications covering all areas of Sociology: public policy, the environment, education, food production, poverty, economic development and globalization.

Please fax your reservation form now to hold a space for your press at this popular conference. Shipping instructions will follow.

Exhibit Reservation Form

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AMONG THE PUBLISHERS WHO EXHIBITED AT LAST YEAR'S RSS CONFERENCE BOOK EXHIBIT: U. of Alaska Press, U. of California Press, Cambria Press, Cambridge Scholars Publishing, U. of Chicago Press, Columbia U. Press, Edwin Mellen, Emerald Group, U. of Georgia Press, Grey House Publishing, Harvard U. Press, Houghton Mifflin Harcourt, IIED, ISBS, John Wiley & Sons, Johns Hopkins U. Press, Kent State U. Press, U. Press of Kentucky, Minnesota Historical Society, New Islamic Directions, U. of North Carolina Press, Oklahoma U. Press, Princeton U. Press, Psychology Press, RFF, Routledge Journals UK, Springer Netherlands, Stanford U. Press, SUNY Press, Temple U. Press, U. of Texas Press, U. of Washington Press, Wiley-Blackwell UK, U. of Wisconsin Press, Worth Publishers.

LIBRARY OF SOCIAL SCIENCE'S PROFESSIONAL EXHIBIT MANAGERS WILL HANDLE YOUR DISPLAY AND PROMOTE YOUR BOOKS. Our staff will be present throughout the conference to discuss your books with attendees and take orders. We will urge faculty members to adopt your books for courses, and ask them to recommend your titles to their acquisitions librarians.

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Please ship display copies of books, order forms, catalogs and other promotional materials to arrive no sooner than August 2 and no later than August 9 to:

RSS Book Exhibit—Richard Klein
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210 Peachtree Street, NW
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Hold for Rural Sociological Society Book Exhibit