



Library of Social Science

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

74th Annual Meeting of the Rural Sociological Society (RSS), in conjunction with the 43rd International Annual Conference of the Community Development Society (CDS): "Shifting Cultural Boundaries: Rural Diversity & Change in an Urbanizing World" • July 27-31, 2011 • Boise, ID

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. The **Community Development Society (CDS)** promotes the active participation of community members to influence decisions that affect their lives. This exciting joint meeting attracts 700 scholars, activists 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 explore the interpenetration of rural and urban life—in the US and worldwide—and the cultural boundaries that increasingly transcend spatial boundaries.

2011 Plenary Speakers include Claude Fischer (Professor of Sociology, University of California, Berkeley), who will discuss his new book, *Made in America: A Social History of American Culture & Character* (University of Chicago Press, 2010), and **Linda Burton** (Professor of Sociology, Duke University), who will review her work on low-income rural minority families: "From Urban to Rural Poverty: An Ethnographic Journey". This year's **Authors-Meet-Critics Session** features **Patrick Carr** (Professor of Sociology, Rutgers University) and **Maria Kefalas** (Professor of Sociology, St. Joseph's University) discussing their *Rural Brain Drain & What It Means for America* (Beacon Press, 2009).

Panels & sessions from this year's rich programs include: *Race in Rural America* ★ *Local Foods & Small-Scale Agriculture as Engines of Development* ★ *Masculinities, Gender Roles & Understandings of the Natural Environment* ★ *Gender Equality in Rural Communities* ★ *Hispanic Demography* ★ *Implementing Strategic Approaches to Community Change* ★ *Real and Simulated Rural Culture* ★ *Ecological Farming Practices & Their Social Influences* ★ *Biofuel* ★ *Poverty of the Marginalized* ★ *Models of Community Engagement* ★ *Race & Residence Patterns* ★ *Alternative Energy* ★ *Rural Sociologist?* ★ *Latinos in Agriculture* ★ *Environmental & Natural Resource Issues: Values, Beliefs & "Our Way of Life"* ★ *Education Policy* ★ *Using Community Studies Literature in Teaching* ★ *Is Geography Destiny? Demographics of Health & Aging* ★ *Rural Restructuring* ★ *Rural Jobs & Economic Development* ★ *Community Planning, Action & Satisfaction* ★ *Quality of Life & How Elders Achieve It* ★ *Local Agriculture: From Culture & Heritage to Land Use Policies* ★ *Into the Woods: Products, Growth & Fire* ★ *Food Systems*

The Library of Social Science's book exhibit will once again be at the heart of the meeting space in the Meadow Foyer alongside coffee breaks and registration. 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: Atwood Publishing, Beacon Press, Blackwell, U. of British Columbia Press, U. of California Press, Cambria Press, Cambridge Scholars Publishing, Catholic U. of America Press, Cornell U. Press, CRC Press, Duke U. Press, Edwin Mellen Press, Emerald Group, Fernwood Press, Food First Books, U. of Georgia Press, Grey House Publishing, Institute for Southeast Asian Studies, Island Press, John Wiley, Johns Hopkins U. Press, Lincoln Institute, Lulu.com, U. of Minnesota Press, U. of Mississippi Press, U. of North Carolina Press, NYU Press, OECD, Paradigm Publishers, Penguin Group, Penn State U. Press, Prometheus Books, RFF Press, Routledge Journals UK, Soil & Water Conservation, Stylus Publishing, SUNY Press, Teachers College Press, Temple U. Press, Urban Institute Press, Westview 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 for purchase by their acquisitions librarians.

RATES:

___ 5 titles plus literature \$215	___ 10 titles plus literature \$335
___ 15 titles plus literature \$435	___ 20 titles plus literature \$535
___ 30 title "full table display" \$655	___ 40 titles plus literature \$755
___ 50 titles plus literature \$845	___ 60 titles plus literature \$935

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Name: _____ Publisher: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Please ship display copies of books, order forms and promotional materials to arrive no earlier than July 18, and no later than July 25 to:

**Boise Center
250 S. 9th St.**

**Hold for: Richard Klein, c/o LSS Book Exhibits
RSS-CDS Annual Meeting, July 27
Boise, ID 83702**