

1. Record Nr.	UNINA9910455440303321
Autore	Gutgold Nichola D
Titolo	Almost madam president [[electronic resource]] : why Hillary Clinton "won" in 2008 / / Nichola D. Gutgold
Pubbl/distr/stampa	Lanham, MD, : Lexington Books, c2009
ISBN	1-282-49422-8 9786612494222 0-7391-3373-X
Descrizione fisica	1 online resource (132 p.)
Collana	Lexington studies in political communication
Disciplina	324.9730931
Soggetti	Presidents - United States - Election - 2008 Political campaigns - United States Communication in politics - United States Women presidential candidates - United States - Language Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Acknowledgments; Foreword; Chapter 01. Introduction: The Presidential Bid of Hillary Rodham Clinton; Chapter 02. Logging on for Your Vote: The Internet Announcement Speech; Chapter 03. Speaking for Herself: The Campaign Speeches; Chapter 04. Debating It and Debating It Again: The Many Debates of the Primary; Chapter 05. The Many and Varied Media Messages; Conclusion: Not Madam President; Madam Secretary; Bibliography; Index; About the Author
Sommario/riassunto	This book takes the reader on a rhetorical journey through Hillary Clinton's 2008 presidential campaign, focusing on Clinton's sophisticated 'You Tube' style announcement speech, the debates, and the many notable stump speeches and media events on the campaign trail. Along the way Gutgold examines the obstacles and opportunities of women as presidential candidates.

2. Record Nr.	UNINA9910377841403321
Autore	Quinn Bob
Titolo	Grain by Grain : A Quest to Revive Ancient Wheat, Rural Jobs, and Healthy Food // by Bob Quinn, Liz Carlisle
Pubbl/distr/stampa	Washington, DC : , : Island Press/Center for Resource Economics : , : Imprint : Island Press, , 2019
ISBN	9781642832440 1642832448 9781610919968 1610919963
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (xvi, 268 pages) : illustrations
Disciplina	633.1/1 631.5/84
Soggetti	Agriculture Sustainability Soil science Nutrition Soil Science
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 237-258) and index.
Nota di contenuto	Prologue by Liz Carlisle -- Introduction: Food on the Cheap -- Roots and Growth -- Better Farming through Chemistry?- Beyond Commodities -- Going Organic -- King Tut's Wheat -- King Tut's Wheat -- Growing -- Partners -- A Cowboy in Europe -- Creating a New Standard -- The Value of Limits -- Taste of Place -- Recycling Energy -- Bringing Rural Jobs Back -- The Gluten Mystery -- Food as Medicine -- One Great Subject -- Rejecting the Status Quo -- Conclusion: A New Generation of Growers and Eaters -- Acknowledgments -- Notes -- Index.
Sommario/riassunto	"A compelling agricultural story skillfully told; environmentalists will eat it up." Kirkus Reviews "In the age of start-ups and tech crazes, it might seem counterintuitive to call something as ancient as grain 'revelatory.' Nevertheless, Bob Quinn's quest to recapture the value of our food system through grain is just that—a revelation. Liz Carlisle and Bob

Quinn have unlocked the key to kickstarting change—Grain by Grain is one big kernel of truth." Dan Barber, chef/co-owner, Blue Hill, and author of "The Third Plate" "Grain by Grain is a book for our times, one that demonstrates alternatives to help diversify agriculture, develop more resilient systems, and stimulate rural economies in a future with uncertain economic and climatic conditions. It is a must-read resource for those in agriculture who suffer from the pains of trade wars and tariffs, negative environmental spin-offs from chemical technologies, and narrow focus on a few major commodity crops. The book outlines a thoughtful entrepreneurial process for designing and implementing a diverse and economically viable future for agriculture and rural areas." Agroecology and Sustainable Food Systems "Farmer and plant biochemist Bob Quinn's passionate story makes it impossible to go on farming (or eating) as usual. A must-read for anyone who wants to understand why our food system is so unhealthy and how we can fix it." Daphne Miller, MD, author of "Farmacology: Total Health from the Soil Up" "Long before anybody heard the term social enterprise, a few untrained businesspeople started small, unconventional companies to solve problems for their neighbors—and succeeded beyond their wildest dreams. This is the story of one such entrepreneurial effort, which demonstrates how a green economy rooted in regenerative organic agriculture and renewable energy can help rebuild struggling communities in rural America." Yvon Chouinard, founder of Patagonia "A compelling personal story that takes the wind out of the war on wheat and charts a course for getting rural America off the agrochemical treadmill." David R. Montgomery, author of "Growing a Revolution: Bringing Our Soil Back to Life" .

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