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| 1. Record Nr.           | UNINA9910785454203321  |
| Autore                  | Monmonier Mark S   |
| Titolo                  | Rhumb lines and map wars : a social history of the Mercator projection<br>// Mark Monmonier  |
| Pubbl/distr/stampa      | Chicago : , : University of Chicago Press, , 2004<br>©2004   |
| ISBN                    | 1-282-90461-2<br>9786612904615<br>0-226-53432-4  |
| Descrizione fisica      | 1 online resource (xiv, 242 pages) : illustrations, maps   |
| Classificazione         | ND 8570  |
| Disciplina              | 526/.82  |
| Soggetti                | Mercator projection (Cartography)<br>Cartography - Social aspects<br>Loxodrome<br>Peters projection (Cartography)<br>Navigation  |
| 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 (p. 207-229) and index.  |
| Nota di contenuto       | Bearings straight? an introduction -- Early sailing charts -- Mercator's resume -- Revealing replicas -- The Wright approach -- Travelers' aide -- Soldiering on -- On track -- Wall maps and worldviews -- Size matters -- Points of view.  |
| Sommario/riassunto      | In Rhumb Lines and Map Wars, Mark Monmonier offers an insightful, richly illustrated account of the controversies surrounding Flemish cartographer Gerard Mercator's legacy. He takes us back to 1569, when Mercator announced a clever method of portraying the earth on a flat surface, creating the first projection to take into account the earth's roundness. As Monmonier shows, mariners benefited most from Mercator's projection, which allowed for easy navigation of the high seas with rhumb lines-clear-cut routes with a constant compass bearing-for true direction. But the projection's popularity among nineteenth-century sailors led to its overuse-often in inappropriate, non-navigational ways-for wall maps, world atlases, and geopolitical propaganda. Because it distorts the proportionate size of countries, the |

Mercator map was criticized for inflating Europe and North America in a promotion of colonialism. In 1974, German historian Arno Peters proffered his own map, on which countries were ostensibly drawn in true proportion to one another. In the ensuing "map wars" of the 1970's and 1980's, these dueling projections vied for public support—with varying degrees of success. Widely acclaimed for his accessible, intelligent books on maps and mapping, Monmonier here examines the uses and limitations of one of cartography's most significant innovations. With informed skepticism, he offers insightful interpretations of why well-intentioned clerics and development advocates rallied around the Peters projection, which flagrantly distorted the shape of Third World nations; why journalists covering the controversy ignored alternative world maps and other key issues; and how a few postmodern writers defended the Peters worldview with a self-serving overstatement of the power of maps. *Rhumb Lines and Map Wars* is vintage Monmonier: historically rich, beautifully written, and fully engaged with the issues of our time.

2. Record Nr.

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**Titolo**

Polyester films : materials, processes and applications / / edited by Miko Cakmak and Jehuda Greener

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Includes bibliographical references and index.

**Nota di contenuto**

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## Sommario/riassunto

"This book pulls together world-class experts to review the state-of-the-art materials and processing aspects of polyester film technology. Despite the technological and business importance of polyester films, there are very few books currently covering the topic of polyester films comprehensively -- including all aspects of the technology from first principles to practical applications. Covering topics such as optical and mechanical properties, microlayer coextrusion, dimensional control, and various film applications, this book includes the performance of real-life products and components used in everyday life"--