

# IRC Alert

## FOCUS: THE SYRIA CRISIS

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**Note:** Please visit *IIP DIGITAL* at <http://iipdigital.usembassy.gov> and search the term “Syria” for full text of following and other articles on the topic.

### 1. AGREEMENT SETS GOAL OF ELIMINATING SYRIAN WEAPONS

U.S. Department of State. September 15, 2013.

### 2. PRESIDENT OBAMA ON PURSUING DIPLOMATIC SOLUTION IN SYRIA

U.S. Department of State. September 14, 2013.

### 3. KERRY, RUSSIAN FM ON PLAN FOR SYRIA'S CHEMICAL WEAPONS

U.S. Department of State. September 14, 2013.

### 4. KUWAIT, U.S. AGREE CHEMICAL WEAPON USE IN SYRIA IS CRIMINAL

U.S. Department of State. September 13, 2013.

### 5. KERRY CALLS SYRIAN CHEMICAL ATTACK CRIME AGAINST HUMANITY

By Merle David Kellerhals

U.S. Department of State. September 3, 2013.

### 6. KERRY'S OPENING REMARKS AT SENATE HEARING ON SYRIAN CRISIS

U.S. Department of State. September 3, 2013.

### 7. GLOBAL NORMS DEMAND RESPONSE TO CHEMICAL WEAPONS USE

U.S. Department of State. August 27, 2013.

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## U.S. GOVERNMENT

4-1/GOV

### **SPEECH ON COUNTERTERRORISM**

**By Barack Obama**

**The White House**, May 23, 2013.

<http://www.whitehouse.gov/>

In a broad and comprehensive address at National Defense University, President Barack Obama laid out the framework for U.S. counterterrorism strategy as the U.S. winds down the war in Afghanistan. The President provided the American people with an update on how the threat of terrorism has changed substantially since September 11, 2001, as Al Qaeda's core in Afghanistan and Pakistan has been decimated, and new threats have emerged from al Qaeda affiliates, localized extremist groups, and homegrown terrorists. The President also discussed a comprehensive strategy to meet these threats, including waging the war against al Qaeda and counterterrorism efforts more broadly.

4-2/GOV

### **INTERVIEW WITH HAMID MIR OF GEO TV**

**By John Kerry**

**U.S. Department of State**, August 1, 2013.

<http://www.state.gov/secretary/>

This is the transcript of Secretary of State John Kerry's interview with the GEO television at the occasion of his visit to Islamabad on August 1, 2013. Secretary Kerry answered questions about U.S. policy towards Afghanistan, Egypt, and Pakistan. He also explained the U.S. position on drone attacks, war against terrorism, and the energy crisis in his interview with GEO television.

4-3/GOV

### **PAKISTAN, U.S. RESUME STRATEGIC TALKS**

**By Merle David Kellerhals**

**U.S. Department of State**, August 1, 2013.

<http://iipdigital.usembassy.gov>

The United States and Pakistan are resuming their Strategic Dialogue, with Secretary of State John Kerry extending an invitation on behalf of President Obama for new Pakistani Prime Minister Nawaz Sharif to visit the president at the White House this fall. Kerry told journalists that the United States is committed to a long-term partnership with the Pakistani people. Kerry also said the U.S.-Pakistan Strategic Dialogue is resuming "to foster a deeper, broader and more comprehensive partnership between our countries."

4-4/GOV

### **THE DREAM LIVES ON, THE WORK CONTINUES**

**U.S. Department of State**, July 25, 2013.

<http://iipdigital.usembassy.gov>

It was a speech that the world cannot forget. On August 28, 1963, an estimated 250,000 people marched to the Lincoln Memorial in Washington where they heard Martin Luther King Jr. give a speech destined to resonate through the ages. In what became known as the "I Have a Dream" speech, King gave impassioned voice to the demands of the U.S. Civil Rights Movement - equal rights for all citizens, regardless of the color of their skin. Some historians maintain that King's speech was one of those rare moments that changed a nation - paving way for a transformation of American law and life.

4-5/GOV

### **HIRED: THE SUMMER JOB EXPERIENCE**

**eJournal USA**, Vol. 18, No. 2, August 2013.

<http://iipdigital.usembassy.gov>

This journal finds out what kind of work several visitors to the United States did last summer. Their experiences include work in lifeguarding, television, technology, professional music and more. Working during summer isn't just for students. You will also read about why Americans don't take more vacation time from their jobs. Finally, a look back at the 1963 March on Washington explores link between holding a job and holding freedom.

4-6/GOV

### **CORPORATE SOCIAL RESPONSIBILITY AND THE U.S. DEPARTMENT OF STATE**

**U.S. Department of State**, July 17, 2013.

<http://iipdigital.usembassy.gov>

The U.S. Department of State's strong commitment to corporate social responsibility (CSR) is exemplified in a comprehensive approach to providing support and guidance on areas of responsible corporate conduct. In line with the U.S. Secretary of State's economic statecraft agenda to harness global economic tools to advance U.S. foreign policy goals, individual bureaus and offices play a leading role on particular initiatives, while ensuring effective coordination and partnerships with one another, U.S. embassies, business, civil society organizations and other stakeholders.

4-7/GOV

**THE CORPORATE CONSCIENCE**

**eJournal USA. Vol. 18, No. 4, October 2013.**

<http://iipdigital.usembassy.gov/ejusa.html>

This issue's feature stories show different shades of business stewardship and their related challenges and rewards. Business contributions to the public good will only grow. This issue also contains a readout on what's happening in the red-hot world of developing applications for mobile devices, about promising research that will help to charge phone's battery more quickly, and about preserving culture, celebrating art and fighting hate speech. It's easy to see that the desire to make the world a better place is alive and well in corporate America.

4-8/GOV

**NEW TREATMENT FOR HEPATITIS C**

**By Charlene Porter**

**U.S. Department of State. August 28, 2013.**

<http://iipdigital.usembassy.gov>

A majority of U.S. volunteers in a drug trial were cured of hepatitis C virus (HCV) with a treatment that is less harmful and shorter than treatments with drugs currently in use. The National Institute of Allergy and Infectious Diseases (NIAID) of the National Institutes of Health (NIH) announced the effective trial August 27. Hepatitis C is caused by a liver-damaging virus and can be a mild illness or a serious lifelong disease that scars the liver severely enough to require a transplant.

4-9/GOV

**BARRIERS TO EQUAL EDUCATION**

**U.S. Department of State. August 28, 2013.**

<http://iipdigital.usembassy.gov>

Access to education is a fundamental human right. Unfortunately, many barriers to education persist, preventing individuals from realizing their full potential and contributing meaningfully to society. These barriers may be physical, mental, social or financial. The barriers this pamphlet addresses affect predominantly those with long-term physical, mental, intellectual or sensory impairments. Yet the solutions it suggests may be helpful in enhancing access to education for all students.

4-10/GOV

**TUBERCULOSIS GENES REVEAL SECRETS TO DISEASE SUCCESS**

**By Charlene Porter**

**U.S. Department of State. August 28, 2013.**

<http://iipdigital.usembassy.gov>

The bacteria that cause tuberculosis have plagued human-kind for millennia, but scientists are just getting to know the pathogen at the genetic level. Research published August 21 offers insight into how this microscopic organism is so successful at causing human disease and death. The World Health Organization (WHO) calls TB the world's second most deadly disease pathogen after HIV, causing 1.4 million deaths in 2011 and 8.7 million cases of illness.

4-11/GOV

**YOUTH ARE A RESOURCE FOR MEETING GLOBAL CHALLENGES**

**By Jane Morse**

**U.S. Department of State. August 12, 2013.**

<http://iipdigital.usembassy.gov>

With more than half the world's population under the age of 30, youth are often seen as a problem instead of an opportunity. "But that viewpoint needs to change." says Zeenat Rahman, special adviser on global youth issues to Secretary of State John Kerry. Young people are the drivers of innovation and economic growth, and act as positive change agents, Rahman said, but their potential needs to be cultivated. To that end, State Department has a number of initiatives to foster progress in these areas.

**FOREIGN POLICY**

4-12/FP

**CAN WASHINGTON WIN OVER ARAB STREET?**

**By Amaney A. Jamal**

**Foreign Affairs. Vol. 92, No. 5, September/October 2013. Pp. 152-155.**

The article focuses on the sources of anti-Americanism in the Middle East. Topics include the negative perception of democracy in Middle Eastern states, the power of anti-American Islamist populations in the Middle East, and the opposition to trade ties. Information is provided on the economic benefits of entering into an economic agreement with the U.S., the leadership of the Muslim Brotherhood political party in Egypt in 2013, and the U.S. promotion of democracy in the Middle Eastern countries in 2013.

4-13/FP

**TRANSFORMATION OF ENERGY ECONOMY**

By Tom Donilon

Vital Speeches of the Day. Vol. 79, No. 6, June 2013.

Pp. 182-187.

The article presents a speech by Tom Donilon, U.S. National Security Advisor, delivered at the Center on Global Energy Policy at Columbia University in New York City on April 24, 2013. He discussed two significant trends related to energy, the increase in U.S. domestic energy production and global climate change related to greenhouse gas emissions, in relation to U.S. geopolitical, foreign relations, and security policies.

4-14/FP

**LIMITS OF COUNTERINSURGENCY DOCTRINE IN AFGHANISTAN**

By Karl W. Eikenberry

Foreign Affairs. Vol. 92, No. 5, September/October

2013. Pp. 59-74.

The author discusses U.S. foreign policies, military policies, and field manuals as they pertain to the war in Afghanistan and U.S. counterinsurgency (COIN) initiatives as of September 2013. Topics include attempts to protect civilian populations, build infrastructure, and eliminate insurgent leaders. Troop surges, the potential cost of deploying U.S. military personnel to serve as social workers, and the potential drawbacks of U.S. COIN policies are described. The COIN specialist David Galula is mentioned.

4-15/FP

**PAKISTAN'S FOREIGN AND SECURITY POLICIES AFTER 2013 GENERAL ELECTION**

By Frédéric Grare

International Affairs. July 2013. Pp. 987-1001.

This article examines consequences of Nawaz Sharif's electoral victory in Pakistan's 2013 general election on the country's foreign and security policies. It analyses the relationships the new government is likely to entertain with the military institutions and the judiciary, and tries to identify the potential vulnerabilities of the new authorities. It concludes that the security situation will improve marginally, at best, and that a relatively smooth working relationship with the U.S., dictated by the constraints of the U.S. withdrawal from Afghanistan, can be anticipated. Relations with India are likely to constitute the real test of the political freedom.

4-16/IS

**ENDING THE WAR IN AFGHANISTAN**

By Stephen Biddle

Foreign Affairs. Vol. 92, No. 5, September/October 2013. Pp. 49-58.

The author discusses U.S. government and military policy as it pertains to a withdrawal from the war in Afghanistan as of September 2013, arguing that the administration of U.S. President Barack Obama should attempt to negotiate with the Taliban fundamentalist group. Topics include the potential cost of supporting the Afghanistan government, the potential policies of the U.S. Congress, and the potential impact of a gradual withdrawal of troops from Afghanistan on the military and reputation of the United States.

4-17/IS

**MALALA VERSUS EXTREMISM**

By Syed Fazl-E-Haider

Harvard International Review, Vol. 34, No. 4, Spring 2013. Pp. 73-76.

The article discusses the mission of Malala Yousafzai and the need to fight Talibanization in Pakistan. It notes that Malala is a 14-year-old school girl who was shot by the Taliban for advocating educational opportunities for girls. The article shows that while U.S. drone attacks have been effective in killing Taliban leaders and innocent civilians, this has resulted in a geometric increase in the number of Taliban members since 2005. It proposes that a "Malalaian" solution to provide the education and learning institutions is the best way to contain the growing influence and numbers of Taliban in Pakistan's rural areas.

4-18 /IS

**THE TWITTER JIHADIS**

By Samira Shackle

New Statesman. Vol. 142, No. 5169, August 9, 2013. Pp. 17-17.

The article discusses the use of online social media by Pakistani terrorist organizations including the Tehkreek-e-Taliban Pakistan (TTP), Ahle Sunnat wal Jamaat (ASWJ), and Jamaat-ud-Dawa (JuD). Topics include why online social networks have been unable to ban the groups, how the Internet has aided the spread of Jihadi groups in Pakistan, and how the Pakistani government is working to police the organizations.

## DEMOCRACY

4-19/D

### **DETERMINANTS OF CHILD LABOR: A CASE STUDY FOR LAHORE**

By Ahmed F. Siddiqi

American Journal of Economics and Sociology.

Vol. 72, No. , January 2013. Pp.199-221.

Child labor is a persistent problem both for developing and developed countries. Academic literature holds a household responsible for this phenomenon where poverty, literacy level, and the de facto demography are considered important. A factor model is attempted in this study to investigate dynamics of child labor in a society in terms of these household characteristics. The model reveals that household-poverty-driven factors are the most serious while the household demography is the second most serious factor in the dynamics of child labor in Lahore.

4-20/D

### **WOMEN RISING: THE UNSEEN BARRIERS**

By Herminia Ibarra

Harvard Business Review. Vol. 91, No. 9, September 2013. Pp. 60-68.

Even when CEOs make gender diversity a priority--by setting inspirational goals for the proportion of women in leadership roles, insisting on diverse slates of candidates for senior positions, and developing mentoring and training programs-- they are often frustrated by a lack of results. The author suggests three actions to support and advance gender diversity: Educate women and men about second-generation gender bias; create safe "identity workspaces" to support transitions to bigger roles; and anchor women's development efforts in their sense of leadership purpose rather than in how they are perceived.

4-21/D

### **DESIGNING SOCIAL MEDIA STRATEGIES FOR EFFECTIVE CITIZEN ENGAGEMENT**

By Thomas A. Bryer

National Civic Review. Vol. 102, No. 1, Spring 2013. Pp. 43-50.

The article discusses the strategies of using social media to encourage citizens' civic engagement in social, economic and political issues regarding their community. The role that social media plays in citizens' ability to gain access to information, including information on infrastructure projects, is discussed. The relationship between the social media website Facebook and civil society is also discussed.

## GLOBAL ISSUES

4-22/GI

### **ACCESS TO MEDICINES IN PAKISTAN**

By Shehla Zaidi

PLoS ONE. Vol. 8, No. 5, May 2013. Pp. 1-10.

Inadequate access to essential medicines is a common issue within developing countries. Policy response is constrained, amongst other factors, by a dearth of in-depth country level evidence. The article shares here i) gaps related to access to essential medicine in Pakistan; and ii) prioritization of emerging policy and research concerns. The exploratory research was carried out using a health systems perspective and applying the WHO Framework for Equitable Access to Essential Medicine. Methods involved key informant interviews with policy makers, providers, industry, NGOs, and experts.

4-23/GI

### **GREAT LEADERS WHO MAKE THE MIX WORK**

By Boris Groysberg

Harvard Business Review. Vol. 91, No. 9, September 2013. Pp. 68-78.

Business leaders send a powerful message when they make a commitment to diversity that goes beyond rhetoric. The author interviewed 24 CEOs whose firms were known for embracing people of all backgrounds. Eight best organizational practices for instilling such a culture emerged from their interviews: 1. Measure diversity and inclusion. 2. Hold managers accountable. 3. Support flexible arrangements. 4. Recruit and promote from diverse pools of candidates. 5. Provide leadership education. 6. Sponsor employee resource groups and mentoring programs. 7. Offer quality role models. 8. Make the chief diversity officer position count.

4-24/GI

### **INNOVATING FOR SHARED VALUE**

By Marc Pfitzer

Harvard Business Review. Vol. 91, No. 9, September 2013. Pp. 100-109.

At its best, business is about innovating to meet society's needs and to build a profitable enterprise. But many corporate leaders are struggling to achieve those twin goals. In a study of 30 companies that have succeeded in creating so-called shared value, author identified five mutually reinforcing elements. 1. Embedding a social purpose. 2. Defining the need. 3. Measuring shared value. 4. Creating optimal innovation structure. 5. Co-creating with external stakeholders.

**4-25/GI****THE NETWORK SECRETS OF GREAT CHANGE AGENTS****By Julie Battilana****Harvard Business Review. Vol. 91, No. 7, July/August 2013. Pp. 62-68.**

Change is hard, especially in a large organization. Yet some leaders succeed - often spectacularly - at transforming their workplaces. What makes them able to exert this sort of influence when the vast majority can't? The author tracked 68 change initiatives. She discovered several predictors of change agents' success--all of which emphasize the importance of networks of personal relationships: 1. Change agents who were central in the organization's informal network had a clear advantage, regardless of their position in the formal hierarchy. 2. People who bridged disconnected groups or individuals were more effective at implementing dramatic reforms. 3. Being close to people who were ambivalent about a change was always beneficial.

**4-26/GI****PAKISTAN IN THE GLOBAL ICT RANKINGS****Economic Review. May 2013. Pp. 44-47.**

The article offers information related to the Global Information Technology Report (GITR) 2013, released by a Swiss non-profit foundation World Economic Forum. It informs that Pakistan stands at 105 among 144 countries in the information and communication technologies (ICT) in the report. It reports that the global ICT rankings are published annually and are based on the Networked Readiness Index (NRI) of each country.

**4-27/GI****TRIPLE-STRENGTH LEADERSHIP****By Nick Lovegrove****Harvard Business Review. Vol. 91, No. 9, September 2013. Pp. 46-56.**

Managing resource constraints, controlling health care costs, training the 21st-century workforce, implementing smart-grid technologies-- challenges of this scope can't be addressed unless government, business, and NGOs work together. But how? Such problems need solutions designed and implemented by what Kennedy School professor Joseph Nye has called "tri-sector athletes"--people who can bridge the vastly different cultures of the three sectors. Aspiring leaders need both an intellectual foundation and practical pathways that will give them tri-sector experience throughout their careers without slowing their forward momentum.

**4-28/ES****KNOWLEDGE ECONOMY AND PAKISTAN****By Tahira Dawood****The Economic Review. Vol. 44, No. 5, May 2013. Pp. 36-40.**

In this article, the author offers information on knowledge economy in Pakistan. She mentions that knowledge economy is an advanced economy where knowledge and skills form the primary source of development. She informs that the framework of the knowledge economy is based on the four pillars including education and training, information and infrastructure and creativity, and innovations. She concludes that the knowledge economy is an economic model which needs to be adopted in Pakistan.

**4-29/ES****THE RISE OF THE REST OF INDIA****By Ruchir Sharma****Foreign Affairs. Vol. 92, No. 5, September/October 2013. Pp. 75-85.**

The author discusses the role of chief ministers and state leaders in eliminating crime and improving the economic conditions of states in India as of September 2013. The leaders mentioned include Nitish Kumar of the state of Bihar, Naveen Patnaik of the state of Orissa, and Narendra Modi of the state of Gujarat. Topics include economic growth and development, manufacturing regulations known as the license raj, growth in northern India, politics in India, laws concerning state authority in spending policies, and international trade.

**4-30/ES****PAKISTAN CAN'T FIND THE LIGHT SWITCH****By Augustine Anthony****Bloomberg Businessweek. May 27, 2013. Pp. 16-18.**

The article focuses on the riots and political instability caused by constant power outages within Pakistan in 2013. Topics include Prime Minister Nawaz Sharif's plan to address the power deficit within the country, the circular debt problems that cause the outages, and the need for an increase in independent power production. The information is provided on how the power outages impact the Pakistani economy.

## SOCIETY AND VALUES

4-31/SV

### THE LIBRARY AS CATALYST FOR CIVIC ENGAGEMENT

By Joseph Janes

Library Journal. Vol. 138, No. 14, September 1, 2013. Pp. 30-31.

The article discusses the evolution of the U.S. public library. According to the author, by 2020, the library buildings and spaces will be used in different ways, physical items will be less important, and the way library services are provided will change. Topics include the impact of technology trends on libraries' value to the community, the role of libraries in virtual learning, and a civic-engagement initiative.

4-32/SV

### IT'S NOT THE END OF THE WORLD

By Murray Weidenbaum

USA Today Magazine. Vol. 142, No. 2818, July 2013. Pp. 16-17.

The article examines the challenge faced by U.S. people on how to reconcile the different views of government's role in the society. It mentions that the failure of a nation to reach that reconciliation could lead to ineffective policies. According to the author, it is important that people understand the liberal and conservative views on developing and implementing public policies.

## BOOK ALERT

4-33/B

### 50 SUCCESSFUL APPLICATION ESSAYS

St. Martin's Griffin, 2010, 221 Pages.

Location: Lincoln Reading Lounge (LRL)

Editors of the Harvard Crimson student newspaper present essays from successful Harvard applicants and offer insightful comments on the strengths, weaknesses, and missed opportunities in each piece. Grouped into loose categories, such as "Memorable Moments" and "Influences," the essays reflect a wide range of writing styles and experiences, and the introduction includes more basic strategies for preparing a college-application essay. Students will glean new inspiration from the strong examples, even as they are reminded to ignore formulas and find their own voice.

4-34/B

### 101 SECRETS OF EFFECTIVE SPEAKERS

By Caryl Rae Krannich

Impact Publications, 2004. 175 Pages.

Location: Lincoln Reading Lounge (LRL)

People fear public speaking more than any other situation. The reluctance to get up in front of an audience is often a major impediment to career advancement and personal development. However, this fear can be overcome. In this program, author reveals the secrets to become an effective speaker, including how to: check the speaking environment, prepare a dynamic introduction, establish instant credibility, project proper enthusiasm, use visual aids effectively, time a speech correctly, close with power, and handle audience questions. These techniques form the steps any person can take to move from timid to confident, from confusing to intriguing, and from filing time to commanding an audience's attention in the quest to make an effective and memorable speech.

4-35/B

### BACKGROUND READINGS FOR TEACHERS OF AMERICAN LITERATURE

By Venetria Patton

Saint Martins, 2006, 386 Pages.

Location: Lincoln Reading Lounge (LRL)

Compiled by Venetria Patton, director of the African American Studies at Purdue University, this collection of articles offers classic and current perspectives on teaching American literature. It is organized according to popular approaches, including literary and the social movements, identities, and the geopolitical. American Literature is relevant to a wide range of courses, from literature surveys to graduate seminars.

4-36/B

### THE BLESSING OF ADVERSITY

By Barry C. Black

Tyndale House, 2011, 251 Pages.

Location: Lincoln Reading Lounge (LRL)

A motivational tone pervades this guide to preparing for life's challenges by embracing the possibility that good work may be accomplished through faithful navigation of life's storms. Author speaks with authority of one who has endured and overcome setbacks and humiliations. Three sections, "Mastering the Basics," "Avoiding the Sources of Trouble," and "Turning Your Adversity into Advantage," each divide into chapters with subdivisions, resulting in action plans.

**4-37/B**

**CHANGE ANYTHING: THE NEW SCIENCE OF PERSONAL SUCCESS**

**By Ron McMillan**

**Grand Central Pub., 2011, 288 Pages.**

**Location: Lincoln Reading Lounge (LRL)**

A stunning new approach to how individuals can not only change their lives for the better in the workplace, but also their lives away from the office, including (but not limited to) finding ways to improve one's working relationship with others, one's overall health, outlook on life, and so on. The book shows how individuals can come to understand these powerful and influential forces, and how to put these forces to work in a positive manner that brings real and meaningful results. Author presents an array of everyday examples that will change and truly empower to reexamine way go about business and life.

**4-38/B**

**DANCING WITH DIGITAL NATIVES**

**By Michelle Manafy**

**Information Today, 2011, 320 Pages.**

**Location: Lincoln Reading Lounge (LRL)**

Generational differences have always influenced how business is done, but in the case of digital natives, those immersed in digital technology from birth, professionals are witnessing a tectonic shift. In this fascinating study, a stellar assemblage of experts from business and academia provides vital insights into the characteristics of this transformative generation. Offering an in-depth look at how digital natives work, shop, play, and learn, this resource offers advice geared to help managers, marketers, coworkers, and educators maximize their interactions and create environments where everyone wins.

**4-39/B**

**ESSENTIALS OF ENGLISH**

**By Vincent F. Hopper**

**Barron's Educational Series, 2000, 240 Pages.**

**Location: Lincoln Reading Lounge (LRL)**

Updated and expanded, this popular writer's style manual covers the basics of effective communication. It includes rules of English grammar and sentence, punctuation, word usage in correct contexts, and advice on adapting one's writing style to different assignments, both for classroom and business use. In classrooms the program contained in this book can constitute a course, proceeding from easy to more complex ideas. More advanced instruction covers topics that include logic, clarity, emphasis, consistency, and punctuation, and ends with advice on handling larger elements of language, such as paragraphs and full essays.

**4-40/B**

**FACEBOOK MARKETING: AN HOUR A DAY**

**By Mari Smith**

**Wiley, 2012, 360 Pages.**

**Location: Lincoln Reading Lounge (LRL)**

As the second most-visited site on the web, Facebook offers myriad marketing opportunities and a host of new tools. This bestselling guide is now completely updated to cover all of the latest tools including Deals, sponsored stories, the Send button, and more. It explains how to develop a winning strategy, implement a campaign, measure results, and produce usable reports. Case studies, step-by-step directions, and hands-on tutorials in the popular Hour-a-Day format make this the perfect handbook for maximizing marketing efforts on Facebook.

**4-41/B**

**ILLUSTRATED ENCYCLOPEDIA OF PRESIDENTS OF AMERICA**

**By Jon Roper**

**Lorenz Books, 2012, 264 Pages.**

**Location: Lincoln Reading Lounge (LRL)**

This reference book is a powerful guide to the 44 incumbents who have held the highest-ranking political office in the United States government, with key facts and brief analysis of their lasting legacy. More than 460 photographs, paintings, sketches, election posters and documents illustrate this authoritative volume. The author, Professor Jon Roper became head of the Department for American Studies at Swansea University in 1996 and is now Director of Internationalization in the School of Arts and Humanities.

**4-42/B**

**INDEPENDENCE: THE STRUGGLE TO SET AMERICA FREE**

**By John Ferling**

**Bloomsbury Press, 2011, 448 Pages.**

**Location: Lincoln Reading Lounge (LRL)**

Other books have been written about the Declaration of Independence, but no author has traced the political journey from protest to Revolution with the narrative scope and flair of John Ferling. Independence takes readers from the cobblestones of Philadelphia into the halls of Parliament, where many sympathized with the Americans and furious debate erupted over how to deal with the rebellion. Independence is not only the story of how freedom was won, but how an empire was lost.

4-43/B

**LIBRARY 2.0: A GUIDE TO PARTICIPATORY  
LIBRARY SERVICES**

By Michael Casey

Information Today, 2009, 200 Pages.

Location: Lincoln Reading Lounge (LRL)

Two of the first and most original thinkers on Library 2.0 introduce the essential concepts and offer ways to improve service to better meet the changing needs of 21st century library users. Describing a service model of constant and purposeful change, evaluation and updating of library services, and user participation, the book both outlines the theoretical underpinnings of Library 2.0 and provides practical advice on how to get there. From incorporating technology to reaching the long tail, from getting buy-in to maintaining momentum, all aspects of Library 2.0 are covered.

4-44/B

**PAKISTAN ON THE BRINK: THE FUTURE OF  
AMERICA, PAKISTAN, AND AFGHANISTAN**

By Ahmed Rashid

Viking, 2012, 256 Pages.

Location: Lincoln Reading Lounge (LRL)

The leading journalist on Pakistan lays out America's options with Pakistan and Afghanistan in the post-Bin Laden years. He focuses on the long-term problems - the changing casts of characters, the future of international terrorism, and the actual policies and strategies both within Pakistan and Afghanistan and among the Western allies-as the world tries to bring some stability to a fractured region saddled with a legacy of violence and corruption. The decisions made by America and the West will affect the security and safety of the world. And as he has done so well in the past, Rashid offers sensible solutions and provides a way forward for the all three countries.

**Note:** These books are available at the following Lincoln Corner (LC):

**Lincoln Reading Lounge (LRL)**

The National Library of Pakistan

Constitution Avenue, Islamabad

Phone: 051- 9206436 Ext. 241

E-mail: [lr lounge@gmail.com](mailto:lr lounge@gmail.com)