

YA RECOMMENDATIONS

- Young adult recommendations for adult, audio, and reference titles reviewed in this issue have been contributed by the *Booklist* staff and by reviewers Nancy Bent, Carol Haggis, Kristine Huntley, John Mort, and Hazel Rochman.
- Adult titles recommended for teens are marked with the following symbols: **YA**, for books of general YA interest; **YA/C**, for books with particular curriculum value; **YA/S**, for books that will appeal most to teens with a special interest in a specific subject; and **YA/M**, for books best suited to mature teens.

liter of soybean-based biodiesel fuel requires 11,397 liters, or 3,010 gallons, of water. Page after page of such eye-opening calculations recalibrates our understanding of the invisible role water plays in every aspect of our lives, jarring disclosures that can help us make choices, however modest. For example, the production of one cup of tea requires 9 gallons of water; one cup of coffee, 37 gallons; two pounds of tomatoes, 56.5 gallons; two pounds of beef, 4,068 gallons. As irresistible as it is alarming, Leahy's water footprint primer is a catalyst for conservation of our most precious endangered resource. —*Donna Seaman*

YA: *Leahy's straightforward, teen-friendly explanations and clever, compelling visuals constitute an ideal introduction to the urgent facts about water. DS.*

Business

★ **Citizen Coke: The Making of Coca-Cola Capitalism.**

By **Bartow J. Elmore.**

Nov. 2014. 416p. illus. Norton, \$27.95 (9780393241129). 338.7.

"Coca-Cola capitalism" as a corporate strategy—keeping the secret formula but outsourcing all the risks to suppliers and franchisers—has been so successful that other soft-drink makers, fast-food companies, and software firms have followed it. Elmore looks at the origins and success of Coca-Cola in its climb from maker of a sweet elixir that claimed to heal all manner of maladies to global enterprise using 79 billion gallons of water each year. Coke started out supplying its syrup to be diluted with water at local soda fountains and moved on to franchising bottling plants, at each step taking the markup and leaving the risk. In separate chapters, Elmore focuses on an ingredient in Coke, from water, sugar, and coca leaves to aluminum and plastic, detailing how the corporation secures its commodities and cuts deals with local governments and companies. From the Gilded Age to the global age, Coke has reduced its own risk



while leaving in its wake risks of all sorts, from the ecological threat of discarded cans and plastic bottles to enormous demand for scarce water to health risks associated with drinking such sugary beverages. A riveting look at an iconic American company and the long-range implications of its practices. —*Vanessa Bush*

A Nation Wholly Free: The Elimination of the National Debt in the Age of Jackson. By **Carl Lane.**

Nov. 2014. 280p. Westholme, \$28 (97811594162091); e-book (97811594165870). 973.5.

Academic Lane states that the U.S. was debt-free only once in U.S. history, for two years and 10 months, from January 1835 to October 1837. The author sets out to examine this period of debt freedom made possible by President Andrew Jackson and also to encourage more research into the relationship between debt elimination and Jacksonian democracy. Lane takes us on a journey through the politics and policies involved from President James Monroe's announcement in 1824 that the debt would be eliminated on January 1, 1835, to the defeat of his successor, John Quincy Adams, which Lane traces directly to the debt issue, and then President Jackson's commitment to it in 1835. The author cites Jackson's leadership characterized by vision, consistency, and determination on the national debt, noting that his public-policy decisions (with one exception) were consistently on the side of debt freedom. Lane concludes that the age of Andrew Jackson teaches important lessons for today's debt problems (which the author calls a "quagmire of debt"). —*Mary Whaley*

Targeted: How Technology Is Revolutionizing Advertising and the Way Companies Reach Consumers.

By **Mike Smith.**

Nov. 2014. 240p. AMACOM, \$24.95 (9780814434994); e-book (9780814449011). 659.1.

Smith, a digital-publishing executive, explains how powerfully enabling technologies work in digital advertising. He highlights brilliant innovators who developed such technologies and created novel business models. Digital advertising refers to computer advertising for businesses to target individual consumers and also to advertising on any networked device (e.g., tablet and mobile phone). Digital advertising has become substantial, with \$42.8 billion in revenues in 2013. Although that is 57 percent of the total spent on TV advertising, it is more than was spent on cable or broadcast TV individually. The author explains real-time bidding (RTB) on online exchanges: "Transactions on such exchanges represent only a little more than 20 percent of digital display ad sales . . . made in fractions of a second using real-time bidding technologies with the capability to establish value without intuition and subjectivity . . . RTB . . . has a bias toward fairness." The winning bidder is willing to pay the most. Smith has learned that even with the greatest technology and business models, success

requires leadership; human factors make the difference. —*Mary Whaley*

Science

Wild Within: How Rescuing Owls Inspired a Family.

By **Melissa Hart.**

2014. 336p. Globe Pequot/Lyons, \$25.95 (9780762796809). 598.97.

When Hart moved to Eugene, Oregon, from Los Angeles, she thought she was going to save her faltering marriage. Then her husband initiated a trial separation and left her with their two dogs. She decided to check out the local dog park, and there she met Jonathan, a photographer, who was full of talk of his volunteer time at the local raptor center. As Hart relates how the two bond over injured hawks and owls and eventually marry at the raptor center (with a great horned owl as the ring bearer), the reader learns about raptors, along with the initially clueless author. Paralleling Hart's obvious joy as she develops her skills in handling the birds used in education programs are the frustration and despair the two face as they try to adopt a child. Working with a baby owl provides solace as the laborious process of international adoption limps along, and when they decide to switch to adopting through child-protection services, the author realizes that they have learned how to understand drug-addicted or handicapped children through working with the raptor center's permanently handicapped residents. An upbeat and honest memoir of finding a soul mate and a child through the aegis of hawks and owls. —*Nancy Bent*

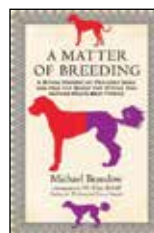
Technology

★ **A Matter of Breeding: A Biting History of Pedigree Dogs and How the Quest for Status Has Harmed Man's Best Friend.**

By **Michael Brandow.**

Feb. 2015. 288p. Beacon, paper, \$18 (9780807033432); e-book, \$18 (9780807033449). 636.71.

As canine-culture expert Brandow says in his introduction to this sometimes scathing look at the cult of the pedigreed dog, not everything we do for our supposed best friends is in their own best interest. His background in journalism and dog care, and, with 10 years as a professional dog walker in New York, his knowledge of why we like pedigreed dogs come from both his years of observation and his research into the history of the dog fancy. In a wonderfully readable style—anecdotal with a touch of sarcasm—the author writes of the creation of breeds and of how they must conform to a mystical "type" that has been decided upon by their breeders. Being bred for their looks, and by definition inbred (a true "breed" is never



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