

studio-e End-of-Summer Reading List 2011

For fun:

***Admission*, by Jean Hanff Korelitz**

In *Admission*, Jean Hanff Korelitz offers insights into the admission process through the (fictional) eyes of Portia Nathan, a 38-year-old admissions officer at Princeton University whose personal life is on hold due to a traumatic incident from her own college years.

***Faith*, by Jennifer Haigh**

Written by Jennifer Haigh (one of Julie's favorite authors), *Faith* tackles the Catholic Church controversy in Boston in 2002 with a focus on complex family relationships. When Sheila McGann's brother Art, the popular pastor of a large suburban parish, finds himself at the center of the 2002 maelstrom, she returns to Boston, ready to fight for him and his reputation, but discovers that the situation is more complicated than she imagined. We also recommend two of Haigh's other novels, *Mrs. Kimble* and *The Condition*.

***The Immortal Life of Henrietta Lacks*, by Rebecca Skloot**

In 1951, Henrietta Lacks, a 30-year old African-American migrant and mother of five, died from an aggressive cancer. A sample of her cancerous tissue, taken without her knowledge, provided one of the "holy grails" of 20th-century biology: human cells that could survive in the lab. Known as HeLa cells, they allowed for numerous medical breakthroughs, beginning with the cure for polio. Henrietta's family, however, had no knowledge of the cells until decades later, and responded with both pride and anger. For a decade, Rebecca Skloot gathered the threads of these stories, culminating in a book that explores the intersection of science, family, race, and ethics.

***A Visit From the Goon Squad*, by Jennifer Egan**

Winner of the Pulitzer Prize for fiction, *A Visit from the Goon Squad*, according to an article in the *San Francisco Chronicle*, uses "a nonlinear chronology akin to a DJ mixing and layering songs," that "sprawls across decades, countries and characters to tell a story about growing old in the digital age."

***Alone Together: Why We Expect More from Technology and Less from Each Other*, by Sherry Turkle**

MIT professor Sherry Turkle examines the ways in which technology is affecting our relationships, as people increasingly function without face-to-face contact. She determines that what was meant to facilitate communication has pushed people further away from one another.

For work:

***A Website that Works*, by Mark O'Brien**

Mark O'Brien is the president of Newfangled, a web development firm whose blog we follow. His book, he writes, is "for marketers, designers, and advertisers who are interested in making their website into a business-generating tool while developing the web marketing expertise they will need to guide their clients and win more web work."

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End-of-Summer Reading List (continued)

Crazy U: One Dad's Crash Course in Getting His Kid into College, by Andrew Ferguson

Parent Andrew Ferguson writes about his experiences with guidance counselors, college ranking guides, SAT prep, and college tours. He says, "I looked around for a book that would walk me through the process. There were—are—tons of books about college admissions ... But most of what I found was either fatally dry or too cutesy, painfully obvious or highly impractical. I wanted a narrative aimed at parents like me."

The Facebook Marketing Book, by Alison and Dan Zarella

The Facebook Marketing Book provides proven tactics for building your brand and engaging prospective customers via Facebook. Whether you're a marketing and PR professional, an entrepreneur, or a small business owner, you'll learn about the tools and features that will enable you to reach specific Facebook audiences.

The Elements of Content Strategy, by Erin Kissanen

Erin Kissan says of her book: "As the internet worms its way further and further into our lives, digital content becomes centrally important to the ways in which we live and work. And it follows that content strategy ... is also getting closer to the center of both web projects and entire organizations. I wrote this book in the hope of providing a compact, useful reference—both for those of us already doing content strategy work, and for those who want to know more about working with (or becoming) content strategists."