PHOTOGRAPHING AMERICA’S FIRST ASTRONAUTS
Project Mercury Through the Lens of Bill Taub

J.L. Pickering and John Bisney
Foreword by Eugene Kranz

Featuring more than 600 photos, Photographing America’s First Astronauts: Project Mercury Through the Lens of Bill Taub is the most complete photographic account of Project Mercury ever published. Previous Project Mercury books largely have relied on the relatively limited number of photos released by NASA. This book, however, showcases hundreds of never-before-seen images of America’s first manned space program by NASA’s first staff photographer, Bill Taub. Taub went everywhere with the Mercury astronauts, capturing their daily activities from 1959 to 1963. As a result, his photos provide a unique and intimate behind-the-scenes look at the people and operations of Project Mercury in real time.

Drawing on Taub’s recently discovered archive of thousands of black-and-white and color prints, slides, and transparencies, this is the first book to comprehensively visually document Project Mercury. No previous book has devoted as many images to each of the Mercury Seven astronauts and their pioneering spaceflights. Other chapters cover astronaut selection and training, NASA management, and facilities at Cape Canaveral, Florida. Each image is accompanied by a detailed caption. The foreword is by legendary NASA Flight Director Eugene Kranz.

ALSO OF INTEREST

Through Astronaut Eyes: Photographing Early Human Spaceflight
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John Houbolt: The Unsung Hero of the Apollo Moon Landings
PB, 978-1-61249-657-3 • $24.99 • E-book available

Piercing the Horizon: The Story of Visionary NASA Chief Tom Paine
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J.L. Pickering is a photo historian and author who has conducted photo research into the US manned space program for nearly fifty years—acquiring, organizing, and restoring more than 250,000 prints, slides, transparencies, and digital files, the largest such private archive. His sources include government archives, NASA retirees, news photographers, private collectors, and auction houses. One of the world’s leading manned space photography experts, he is regularly contacted by authors, retired astronauts, and even NASA for photo assistance.

John Bisney is a journalist and retired national news correspondent who covered the US space program for more than thirty years for CNN Radio, RKO Radio, the Discovery Science Channel, and SiriusXM. He covered more than sixty-five space shuttle launches, including the Challenger and Columbia disasters. With Pickering, he has coauthored five space photography history books.
The Great Depression of the 1930s nearly brought the agricultural community to a standstill. As markets went into an economic freefall, farmers who had suffered through a post–World War I economic depression in the 1920s would now struggle to produce crops, livestock, and other commodities that could return more than the cost to produce them.

In Indiana, the county agents of the Purdue University Cooperative Extension Service saw this desperation firsthand. As they looked into the worried faces of the people they were asked to assist, the trust they had worked to build in their communities during the previous two decades would be put to the test. Throughout the painful years of the Great Depression, the county agents would stand side by side with Hoosier farmers, relying on science-based advice and proven strategies to help them produce more bushels per acre, more pigs per litter, more gallons of milk per cow, and more eggs per chicken.

Then, as the decade drew to a close, the start of World War II in Europe soon placed farmers on the frontlines at home, producing the agricultural commodities needed in the United States and in war-torn locations abroad. The federal government quickly called on county agents to push farmers to meet historic production quotas—not an easy task with farm machinery, tires, and fuel rationed, and a severe labor shortage resulting from farm workers being drafted for military service or opting for higher-paying jobs in factories.

Using the observations and reports of county agents, Planting the Seeds of Hope offers a behind-the-scenes look at what it was like to live through these historic events in rural Indiana. The agents’ own words and numerous accompanying photographs provide a one-of-a-kind perspective that brings their stories and those of the agricultural community they served to life at a pivotal time in American history.

“This comprehensive and well-illustrated history of agricultural extension in Indiana during the Great Depression and World War II merits the attention of anyone interested in American agricultural history and the history of Indiana. It is the story of dedicated agricultural and home demonstration Extension agents who worked during difficult times to bring science-based solutions to farmers who needed help to improve the efficiency and profitability of their agricultural operations.”

—R. DOUGLAS HURT, professor of history, Purdue University

“If you’re not sure what it was like to live during the early 1930s in a depression, or before REMCs formed and brought lights to the country, or before your ancestors grew hybrid seed corn, or why it was so difficult to get a new hay baler during the early 1940s, your questions will be answered as you read this book. Whitford includes plenty of vintage photographs and artwork from early Extension bulletins to help you grasp the flavor of those days.”

—TOM J. BECHMAN, editor, Indiana Prairie Farmer
The Rocket Lab: Maurice Zucrow, Purdue University, and America’s Race to Space

Maurice Zucrow, Purdue University, and America’s Race to Space
Michael G. Smith

The Rocket Lab: Maurice Zucrow, Purdue University, and America’s Race to Space focuses on the golden era of space exploration between 1946 and 1966, specifically the life and times of Purdue University’s Dr. Maurice J. Zucrow, a pioneering teacher and researcher in aerospace engineering. Zucrow taught America’s first university course in jet and rocket propulsion, wrote the field’s first textbook, and established the country’s first educational Rocket Lab. He was part of a small circle of innovators who transformed Purdue into the country’s largest engineering university, which became a cradle of astronauts. Taking a chronological and thematic approach, The Rocket Lab weaves between the local and national, drawing in rival universities, especially Harvard, MIT, Princeton, and Caltech. Also covered is Zucrow’s role in the national project system of research and development through World War II and the Cold War. At Aerojet, he was one of the country’s original project engineers, dedicated to scientific-technical expertise and the stepwise approach. He made vanguard power plant contributions to the Northrop Flying Wing, as well as the Corporal, Nike, and Atlas missiles, among others. Zucrow’s work in propulsion helped to improve the country’s arsenal of ballistic missiles and space launchers, and as a teacher, he educated the first generation of aerospace engineers. This book elevates Zucrow and the central role he played in getting the United States to space.

“

The Rocket Lab captures the excitement and optimism of the Apollo era when, as college students, we were able to study under the great pioneers, while eagerly looking forward to our own opportunities to be involved in the exploration of space.”

—JERRY ROSS, NASA astronaut and Purdue University alumnus

“This unique book tells the tale of Purdue’s emergence as a top engineering school, centered on Maurice Zucrow, its first professor of jet propulsion, and leaders like Frederick L. Hovde and R. B. Stewart, all of whom made remarkable contributions to US national security.”

—ROBERT L. STRICKLER, PhD 1968 and Distinguished Engineering Alumnus (Purdue University), who built an engineering career at the Aerospace Corporation and TRW Inc.

“Smith deepens our understanding of the history of rocket science and the technological labors that make iconic moments possible. This book is a tour de force that describes and explains Maurice Zucrow’s life and endeavors—as well as the role of a pivotal midwestern institution.”

—NICHOLAS MICHAEL SAMBALUK, associate professor, Air Force Cyber College (Air War College), and author of The Other Space Race: Eisenhower and the Quest for Aerospace Security

MAY 15, 2023
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THE FOUNDERS SERIES

MICHAEL G. SMITH is professor of history at Purdue University, where he has taught Russian history and aerospace history since 1996. He is the author of Rockets and Revolution: A Cultural History of Early Spaceflight and Language and Power in the Creation of the USSR, 1917–1953.
TRANSFORMING LEADERSHIP PATHWAYS FOR HUMANITIES PROFESSIONALS IN HIGHER EDUCATION

Edited by Roze Hentschell and Catherine E. Thomas

Transforming Leadership Pathways for Humanities Professionals in Higher Education includes thirteen essays from a variety of contributors investigating how humanities professionals grapple with the opportunities and challenges of leadership positions. Written by insiders sharing their lived experience, this collection provides an authentic look at the multiple roles humanities specialists play, as well as offering strategies for professional growth, sustenance, and satisfaction. The collection also considers the relationship between disciplinary areas of study, academic training, and the valuable skill sets and habits of mind that serve higher education leaders.

While Transforming Leadership Pathways emphasizes that a leadership route in higher education can be a welcome and positive professional move for many humanities scholars, the volume also acknowledges the issues that arise when faculty take on administrative positions while otherwise marginalized on campus because of faculty status, rank, or personal identity. This collection demystifies the path into higher education administration and argues that humanities scholars are uniquely qualified for such roles. Empathetic, deeply analytical, attuned to historical context, and trained in communication, teachers and scholars who hail from humanities disciplines often find themselves well-suited to the demands of complex academic leadership in today's colleges and universities.

ALSO OF INTEREST

Dismantling Institutional Whiteness: Emerging Forms of Leadership in Higher Education
PB, 978-1-61249-772-3 • $24.99 • E-book available

Transforming Institutions: Undergraduate STEM Education for the 21st Century
PB, 978-1-55753-724-9 • $39.95 • E-book available

ROZE HENTSCHELL is senior associate dean for Academic Programs at Colorado State University. She helps develop and works to oversee all undergraduate and graduate programs, curriculum, education abroad, and experiential learning for the College of Liberal Arts. She was a 2021–2022 American Council on Education Fellow with a placement at the University of California, San Diego in the Office of the Executive Vice Chancellor for Academic Affairs. She is a professor of English with a specialization in early modern literature and cultural studies.

CATHERINE E. THOMAS is associate dean for Student Success Programs and professor of English at Georgia Gwinnett College. She holds leadership roles in a variety of student success initiatives, including tutoring services, the first-year seminar, learning support courses, and first-year learning communities. A teacher-scholar of early modern literature, her research interests include Shakespeare and the comic arts, and early modern gender and sexuality.
Alexand...von Humboldt: Perceiving the World, a wonderful collection of essays edited by Beate I. Allert, Christopher R. Clason, Niall A. Peach, and Ricardo Quintana-Vallejo, reflects on Humboldt as a scientist, explorer, environmentalist, and man of letters. It offers much new material about his person and work, and contributes greatly to our understanding of this preeminent scholar.”

—LILIANE WEISSBERG, Christopher H. Browne Distinguished Professor in Arts and Sciences, University of Pennsylvania

ALSO OF INTEREST

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WHY AGRICULTURE PRODUCTIVITY FALLS
The Political Economy of Agrarian Transition in Developing Countries

Rashed Al Mahmud Titumir

Why Agriculture Productivity Falls: The Political Economy of Agrarian Transition in Developing Countries offers a new explanation for the decline in agricultural productivity in developing countries. Transcending the conventional approaches to understanding productivity using agricultural inputs and factors of production, this work brings in the role of formal and informal institutions that govern transactions, property rights, and accumulation. This more robust methodology leads to a comprehensive, well-balanced lens to perceive agrarian transition in developing countries. It argues that the existing process of accumulation has resulted in nonsustainable agriculture because of market failures—the result of asymmetries of power, diseconomies of scale, and unstable property rights. The book covers the historical shifts in land relations, productivity, and class relations that have led to present-day challenges in sustainability. The result is arrested productivity growth. Agrarian transition should be understood in the context of the wider economic development in society, including how political settlement and primitive accumulation inhibited the kind of property rights that encourage growth. Why Agriculture Productivity Falls is a much-needed corrective to the traditional understanding, because before we can increase productivity, we must understand the root causes of those challenges.

“Inter alia, sustainable development requires more affordable nutritious food security while ensuring ecological sustainability. Titumir considers institutions shaping agrarian social relations and transformations, focusing on the Green Revolution in Bangladesh. Demography, noncapitalist relations, and the ever-shifting political settlement especially shape agrarian change, rendering agriculture and productivity growth unsustainable.”

—JOMO KWAME SUNDRAM, former United Nations Assistant Secretary General for Economic Development and United Nations Food and Agriculture Organization Assistant Director-General

“At the heart of this wide-ranging book is a fresh look at the inverse size–productivity relation from which development economists argue for land reform and small farmerist policy. Titumir argues that the inverse relation is the result of smallholders’ coercion and distress. Smallholders not only face diseconomies of small scale due to high unit costs and demographically driven fragmentation, but also see their surplus syphoned through interlocked contracts by trader moneylenders and rentiers. Land is a store of value and status. In focusing on the complex relations between land rent and sales, mediated by a new wave of remittances, and nonmarket primitive accumulation through factions, patronage, judicial and military force, and domination by intermediate classes, this empirically grounded political economy reframes land reform policy in a much wider and hostile context.”

—BARBARA HARRISS-WHITE, Emeritus Professor and Fellow, Wolfson College, University of Oxford

RASHED AL MAHMUD TITUMIR is a professor of economics in the Department of Development Studies of the University of Dhaka, Bangladesh. His career has spanned a variety of settings, including government, think tanks, international organizations, and media, in addition to academia. He is the author of Fiscal and Monetary Policies in Developing Countries: State, Citizenship and Transformation; State Building and Social Policies in Developing Countries: The Political Economy of Development; and Numbers and Narratives in Bangladesh’s Economic Development. He coauthored Natural Resource Degradation and Human-Nature Wellbeing: Cases of Biodiversity Resources, Water Resources, and Climate Change. He is editor of Sundarbans and Its Ecosystem Services: Traditional Knowledge, Customary Sustainable Use and Community Based Innovation.
Technical standards are a vital source of information for providing guidelines during the design, manufacture, testing, and use of whole products, materials, and components. To prepare students—especially engineering students—for the workforce, universities are increasing the use of standards within the curriculum. Employers believe it is important for recent university graduates to be familiar with standards. Despite the critical role standards play within academia and the workforce, little information is available on the development of standards information literacy, which includes the ability to understand the standardization process; identify types of standards; and locate, evaluate, and use standards effectively.

Libraries and librarians are a critical part of standards education, and much of the discussion has been focused on the curation of standards within libraries. However, librarians also have substantial experience in developing and teaching standards information literacy curriculum. With the need for universities to develop a workforce that is well-educated on the use of standards, librarians and course instructors can apply their experiences in information literacy toward teaching students the knowledge and skills regarding standards that they will need to be successful in their field. This title provides background information for librarians on technical standards as well as collection development best practices. It also creates a model for librarians and course instructors to use when building a standards information literacy curriculum.

KEY SELLING POINTS

- Essential guide on technical standards for academic collections librarians.
- Features illustrative case studies of standards information literacy in practice, providing a contemporary discussion of standards collections in academic libraries.

ALSO IN THIS SERIES

Data Information Literacy: Librarians, Data and the Education of a New Generation of Researchers
PB, 978-1-55753-696-9 • $29.95 • E-book available

CHELSEA LEACHMAN is a science and engineering librarian at Washington State University.

ERIN M. ROWLEY is the head of Science and Engineering Library Services and is the engineering librarian at the University at Buffalo, working with students, faculty, and staff in the School of Engineering and Applied Sciences.

MARGARET PHILLIPS is an engineering information specialist and associate professor in the Purdue University Libraries and School of Information Studies.

DANIELA SOLOMON is a research and engagement librarian at Case Western Reserve University where she is the liaison to the Case School of Engineering.
Changing Seasons: A Language Arts Curriculum for Healthy Aging, Revised Edition

Denise L. Calhoun

Changing Seasons: A Language Arts Curriculum for Healthy Aging, Revised Edition is a language-based, interdisciplinary program that increases interaction and communication skills among older adults. Featuring simple step-by-step lesson plans and interactive activities, Changing Seasons is a practical guide for caregivers and health care professionals to ensure individuals sustain their quality of life as they age. Each activity reveals new, creative, and fun ways to encourage individuals to speak, think, and write, sparking imagination and engagement with others. This new revised edition recognizes the growing importance of technology in communication, and incorporates many lessons learned during pandemic isolation, as communication was often limited to screens. Included is a new chapter that incorporates eight lessons on utilizing videoconferencing platforms. Though technology may evolve, communication will remain key to a sense of community and companionship—whether in person or online. Changing Seasons provides a roadmap to promoting meaningful interactions.

PRAISE FOR THE FIRST EDITION

“This book offers educators, administrators, and caregivers an array of activities that can improve language and thinking skills of older adults through participation in engaging activities and lessons that encourage active involvement. Creating a language-rich environment may assist older adults in establishing and maintaining friendships and can enhance well-being through healthy practices. This curriculum is a great resource for anyone implementing educational and recreational programming for older adults.”

—LOURDES R. GUERRERO, EdD, MSW, UCLA Geriatrics

ALSO OF INTEREST

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When Every Day Is Saturday: The Retirement Guide for Boomers (2nd ed.)
PB, 978-1-55753-502-3 • $15.95 • E-book available

DENISE L. CALHOUN has more than thirty years experience as an educator and is National Board certified as a distinguished teacher in language arts. With advanced degrees in education and educational psychology, Calhoun has mentored new teachers for the Los Angeles Unified School District and was a master teacher for California State University, Northridge. She is the founder and president of Communicare, a 501(c)(3) non-profit organization that strives to advance the quality of life and sense of purpose for older adults by providing opportunities for lifelong learning and meaningful social interaction across generations.
Cartografías cosmopolitas: León de Greiff y la tradición literaria analyzes the poetic works of this twentieth-century Colombian writer as a manifestation of cosmopolitanism, global cultural cartographies, and a self-fashioned poetic genealogy. Ramírez Rojas approaches de Greiff’s poems as cultural maps that reveal both a desire of connectivity with the world and a need for reorganizing the imaginary library of world literature. From a self-assumed position of eccentricity, de Greiff builds a network of global connections and disputes the binary division of cultural centers and peripheries, revindicating marginality as a productive condition. The study of this alternative cosmopolitanism brings de Greiff’s writings into current debates about Latin America's cultural positionality within the frame of global cultural networks and world literature.

KEY SELLING POINTS

• A critical intervention in the field of Greiffian and Latin American modernista studies, offering a radically new perspective of study of the Colombian poet's works. The first publication that situates the works of this author within the discussions about cultural positionality and literary cosmopolitanism.

• The methodological approach of this research offers an innovative practice of analysis, “literary mappings,” that consists of considering the poetic material as textual cartographies. Each text draws its own comprehensive imagery of the world and performs a negotiation of the cultural value and strategic global positioning.

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MARCO RAMÍREZ ROJAS is an associate professor of Spanish at City University of New York, Lehman College. His research interests include Latin American cosmopolitanism and world literature, representations of politically inflicted fears in literature and cinema in the continent, and Latin American contemporary coming-of-age novels. His articles have been published in several academic journals in the United States, Europe, and Latin America. Since 2019, he has been the head editor of the academic journal Ciberletras.
THE RIPPLE EFFECT
Gender and Race in Brazilian Culture and Literature

Maria José Somerlate Barbosa

In *The Ripple Effect: Gender and Race in Brazilian Culture and Literature*, Barbosa adopts a comparative, multilayered, and interdisciplinary line of research to examine social values and cultural mores from the first decades of the twentieth century to the present. By analyzing the historical, cultural, religious, and interactive space of Brazil’s national identity, *The Ripple Effect* surveys expressive cultures and literary manifestations. It uses the martial art-dance ritual *capoeira* as a lynchpin to disclose historical ambiguities and the negotiation of cultural and literary boundaries within the context of the ideological construct of a mestizo nation. The book also examines laws governing gender in Brazil and discusses honor killings and other types of violence against women. *The Ripple Effect* appraises the contributions that some iconic female figures have made to the development of Brazil’s distinctive cultural and literary production. Drawing on more than fifteen years of field, archival, and scholarly research, this work offers new interpretative venues, and broadens the critical focus and the methodological scope of previous scholarship. It reveals how literature and other arts can be used to document cultural norms, catalog life experiences, and analyze complex constructions of social values, ideas, and belief systems.

KEY SELLING POINTS

• Crosses analytical borders to discuss literary texts, lyrics of songs, and performances in soccer, *carnaval*, and the martial art-dance ritual *capoeira*.

• Blends feminist and cultural studies theories to examine historical, cultural, and social contexts.

ALSO IN THIS SERIES

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*Being Portuguese in Spanish: Reimagining Early Modern Iberian Literature, 1580–1640*  
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MARIA JOSÉ SOMERLATE BARBOSA is professor emerita in the department of Spanish and Portuguese at the University of Iowa. She specializes in Brazilian literary and cultural studies. Barbosa served as vice president and president of the American Portuguese Studies Association, on the executive committee of the Brazilian Studies Association, and as a member of the Modern Language Association’s Luso-Brazilian subdivision.
PROJECT AND PROGRAM MANAGEMENT
A Competency-Based Approach, Fifth Edition

Mitchell L. Springer

Choosing the right people to carry out a project is essential to its success, and when multiple projects are combined into a complex program, the human aspect becomes even more important. *Project and Program Management: A Competency-Based Approach, Fifth Edition* balances a complete account of the technical aspects of project and program management with a practical approach to understanding and developing the core competencies required to accomplish desired goals. On the technical side, this book is a complete introduction to predicting costs, setting schedules, and assessing risks. On the human side, it sheds new light on how to mold different personality types into a team, how to motivate the team's members, and how to produce extraordinary results. The author details the blocking and tackling of the program management approach, describing the best way to define, organize, and schedule the work to be done, while identifying risks and controlling costs throughout the process.

This fifth edition has been significantly revised, with every chapter updated. The volume considers the magnitude of recent social, political, and technological changes. Included are insights from numerous students who bring to the forefront their current real-world practices from their individual businesses, industries, and disciplines.

ALSO OF INTEREST

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**Giving Much/Gaining More:** Mentoring for Success
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DR. MITCHELL L. SPRINGER has extensive theoretical and practical experience based in the defense industry and subsequently higher education spanning four disciplines: software engineering, systems engineering, program management, and human resources. He possesses a significant strength in pattern recognition, analyzing and improving organizational systems, with expertise in program/project management, organizational restructuring, change management, negotiation, and mediation processes. He is internationally recognized and has contributed to scholarship in more than four hundred books, articles, presentations, editorials, and reviews. Dr. Springer is the recipient of numerous awards and recognitions, including local, regional, and national acknowledgment for leadership in diversity, equity, and inclusion (DEI). He is the past president of the Indiana Council for Continuing Education as well as the past chair of the Continuing Professional Development Division of the American Society for Engineering Education (ASEE). He serves as a division delegate to the ASEE Commission on DEI. He sits on university and community boards and advisory committees. Dr. Springer is certified as a Project Management Professional (PMP), Senior Professional in Human Resources (SPHR), SHRM Senior Certified Professional (SCP), in Alternate Dispute Resolution (ADR), and in civil and domestic mediation.
Practical Construction Accounting and Financial Management provides instructions, training, exercises, and examples of the fundamentals that successful construction contractors must master: the ability to capture, summarize, analyze, and forecast operation data to be better informed when making project and business decisions. Typically, a project manager is not involved with data entry but is a source of data collection. Often the project manager’s lack of understanding of accounting systems creates a situation where the project manager’s role in the data retrieval and entry is compromised. This compromise results in poor decisions being made by the project and company managers due to inaccurate and untimely data.

This book provides current and future construction professionals with an awareness of fundamental accounting concepts and financial principles to successfully manage the finances of construction companies, including accurately pricing projects based on actual overhead and profit recovery needs, successfully controlling the cost to operate a construction company through the comparison between company budgets and actual financial statements, and proactively forecasting cash needs before falling into a potential cash trap that could force the company into bankruptcy.

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**FREDERICK “FRITZ” BARNES MUEHLHAUSEN** was an associate professor of construction management technology at Purdue University, where he taught construction finance, estimating, costs, and field operations between 1980 and 2019. He worked in the construction industry for eleven years in various roles, including estimator, cost analyst, general manager, and secretary-treasurer of a board of directors for a construction firm. His passion and dedication to teaching were recognized and appreciated by his students, and he received various teaching awards, including the D. Dorsey Moss Excellence in Teaching Award, which is Purdue’s highest recognition for teaching excellence as voted anonymously by students.

**YUNFENG CHEN** is an assistant professor of construction management technology at Purdue University. She has diverse experiences and educational backgrounds in business administration, construction, and real estate. She is an active member of several professional organizations and serves as a reviewer for multiple leading journals and conferences. Chen is the founder and director of the Construction Automation, Robotics, and Ergonomics (CARE) Lab at Purdue. She has received multiple research grants from state and national funding agents.
Purdue University Press publishes 16 journals. *Education & Culture*, *Philip Roth Studies*, and *Shofar* are available by subscription and the rest are open access. Many of our journals are sponsored by a unit or department at Purdue University and edited by Purdue faculty.

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