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O DINAMIZADOR

CLÁUDIO SOARES é analista de sistemas, e-publisher, especialista em mídias sociais e escritor. É diretor-executivo da Obliq Press, startup especializada em tecnologia editorial, representante no Brasil da plataforma editorial on-line Pressbooks. Cláudio também é articulista do portal de tecnologia iMasters, escreve a biografia de Alberto Santos Dumont para a série “Essencial” da Academia Brasileira de Letras e publica “Titanicware”, uma das primeiras narrativas baseadas em mídia social.





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UM LIVRO EM REDE, CUJA PRODUÇÃO EDITORIAL É ABERTA À PARTICIPAÇÃO DOS LEITORES



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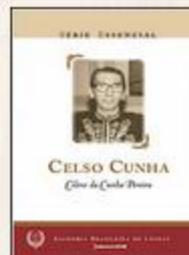
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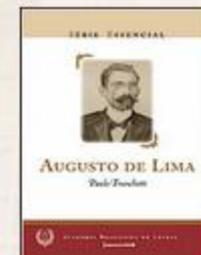
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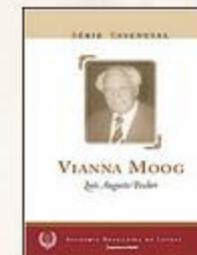
A Série Essencial se propõe oferecer informações básicas sobre cada um dos ocupantes das 40 cadeiras da Academia Brasileira de Letras ao longo da História, bem como sobre os patronos da instituição. Acompanhados de sucinta antologia, os volumes, sob responsabilidade de acadêmicos ou de especialistas, pretendem atingir um público amplo e diversificado e despertar no leitor o interesse de se aprofundar no conhecimento da obra de todos aqueles que tiveram seus nomes para sempre vinculados a esta Casa.

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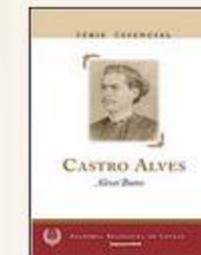
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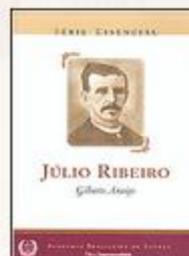
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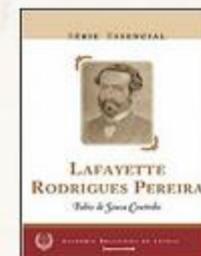
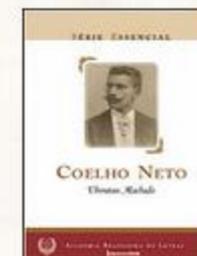
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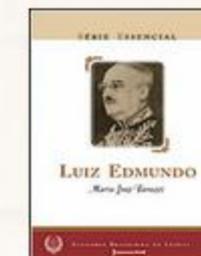
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C. S. Soares



ARTIGOS PUBLICADOS

E-books pagam as contas dos autores independentes? / *Conteúdo Digital*

24/08/2011, por C. S. Soares

O americano Edward Jay Epstein, que exerce o ofício de escritor e jornalista investigativo há 5 décadas, assina o artigo "Can E-Books Pay Off for Writers?", publicado pela The Atlantic Wire, no qual avalia a partir de sua própria experiência se é possível um autor independente sobreviver da venda de e-books.

Os vários papéis do e-Publisher / *Tendências*

02/09/2010, por C. S. Soares

É papel dos editores 2.0 oferecerem serviços de valor agregado, disponibilizarem aos seus autores uma plataforma de software que lhes possibilite a gestão personalizada de sua carreira on-line.

Serendipidade Social / *Redes Sociais*

SOBRE C. S. SOARES

é e-publisher, autor independente e editor do blog Pontolit, especializado em self-publishing - <http://pontolit.com.br>.



Carta do editor

Carta do Editor - Nº 36

Em dia

Um castelo e seus tesouros

Em Simancas, na Espanha, o arquivo mais antigo do Ocidente guarda preciosidades brasileiras

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Passou em brancas nuvens o centenário de Mário Filho, pioneiro do jornalismo esportivo no país

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Diante dos poucos e indiferentes leitores que tinha, Machado resolveu provocá-los em sua ficção

Mente de estrategista

O xadrez era paixão explícita de Machado, tanto nos textos como na vida: ele competia, publicava e resolvia problemas dos jornais.

Crônicas econômicas

Machado era investidor e acompanhou de perto as mudanças no mundo financeiro, do Império à República

É duro viver de letras

Contratos com editora e salários no serviço público mostram a evolução da renda do maior escritor brasileiro.

EDIÇÃO IMPRESSA



Edição nº 81

Junho 2012

COMPRE

EDIÇÕES ANTERIORES



CAFÉ HISTÓRIA
história feita com cliques

@rhbn



RHBN Discussão sobre direitos indígenas faz pensar a cristalização de conceitos na sociedade: o que é ser índio hoje?

ow.ly/bLLQ9

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Santos Dumont - Número 8 - Um Grande Mistério Será Revelado...

Autor: Soares, Cláudio
Editora: Universo dos Livros
Categoria: Literatura Nacional / Romance

Alberto Santos-Dumont numerou suas invenções aeronáuticas seqüencialmente, do "Santos-Dumont Número 1" ao "Santos-Dumont Número 22". Estranhamente, o "Número 8" foi deixado de lado. Atribuiu-se a sua "não existência" a mais uma das superstições do inventor.

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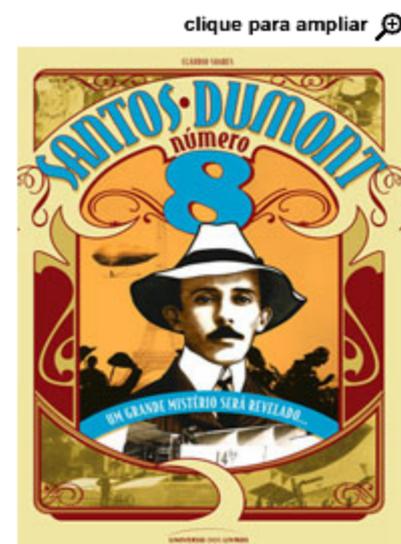
20/04/09 - 08h10 - Atualizado em 20/04/09 - 09h17

Brasileiro reescreve livro sobre Santos Dumont no Twitter

Autor Claudio Soares recria sua própria obra no serviço de microblog. Personagens têm perfis virtuais e contam história sob seus pontos de vista.

Juliana Carpanez
Do G1, em São Paulo

Tamanho da letra
A- A+



Livro 'Santos Dumont número 8' será adaptado para o Twitter até julho. (Foto: Divulgação)

O nome da obra "**Santos Dumont número 8**" soma 22 caracteres, considerando os espaços existentes entre as palavras. Por conta do tamanho, a adaptação desse livro para o Twitter -- serviço de microblog que permite textos com no máximo 140 caracteres -- exigiu que o nome do projeto fosse abreviado para SD8. Ou @SD8, se considerado o **principal perfil criado para contar essa história** que, no formato de livro, ocupa 464 páginas.

Confira no final desta reportagem uma entrevista, feita via Twitter, sobre o projeto SD8.

O responsável pela "twitterização" da obra é o carioca Claudio Soares, também autor do livro lançado em 2006. Seu objetivo com o projeto não é simplesmente copiar e colar o texto do romance original -- até porque, como ele mesmo explica, isso exigiria a publicação de nada menos do que 10 mil tweets (mensagens no Twitter). "A ideia é identificar formas de personalizar a experiência de leitura, de acordo

publicidade

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SEX, 7/1/2011

13h33 | amazonia
Índios suruí apostam no mercado de carbono para conservar sua terra em RO

TER, 4/1/2011

20h08 | amazonia
Filhote de peixe-boi sem a mãe é resgatado no Amazonas

12h48 | amazonia
Expedição faz levantamento inédito do Parque da Serra do Pardo, no Pará

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Literatura no Twitter: o romance sobre Santos Dumont

Cecília Araújo

Nesta segunda-feira, dia em que é lembrado o nascimento de Alberto Santos Dumont (1873-1932), os fãs do inventor brasileiro poderão se divertir com uma homenagem inusitada. Está no **Twitter**, rede social de mensagens de até 140 caracteres, uma adaptação da obra *Santos-Dumont Número 8: O Livro das Superstições*, biografia romanceada que chegou originalmente às livrarias em 2006. Confira o resultado: [@sd8](#).

O autor do projeto, o carioca Claudio Soares, é o primeiro brasileiro a encarar o desafio de adaptar um texto tão longo (são 464 páginas) para a ferramenta. O resultado foi positivo: o livro voltou a



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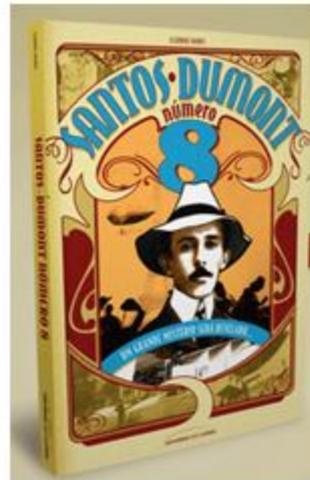
The Twitterization of Santos Dumont Numero 8

April 8, 2009 | 9:18 am



Posted in: [ebook](#), [Smashwords](#), [Twitter](#)

By Mark Coker, founder of Smashwords



Claudio Soares, a Brazilian author and literary blogger, has launched an intriguing multimedia online publishing experiment involving [Twitter](#), [CommentPress](#), videos, music and ultimately, [Smashwords](#).

A couple years back, Soares published his novel, [Santos Dumont Numero 8](#). The story revolves around an aircraft inventor who numbers each of his inventions with "Santos-Dumont number 1" through "Santos-Dumont number 22." Mysteriously, for some superstitious reason, the inventor refuses to use the number 8.

The book follows eight main characters, seven of whom are intent upon unlocking the truth behind the mystery, and one of whom, I assume, is intent on keeping the reason a secret.

Soares has broken the novel into pieces, and is serializing it from the unique perspectives of each of the characters, each of whom has their own Twitter account. In an interesting twist, the characters will interact with their Twitter followers. This has the potential to create an immersive experience, not just for the community of readers that congregates around the book and its characters as the

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RECENT COMMENTS

"No Vicki, I don't think I do :) I didn't address the Kindle for Mac/PC option in the article purely because I specifically asked Amazon ..."

Joanna on "[Back up your Kindle books? Not so fast, tablet users](#)" - Posted on June 23, 2012

Zwitschern für Millionen

TWITTER Presse, Promis, Politiker – wer etwas auf sich hält, nutzt die virtuelle Welt im Kampf um Aufmerksamkeit. Mittlerweile haben sich die Mini-Blogs vom bloßen Mitmachspaß zu einer ernst zu nehmenden Informationsplattform gemauert



Höhenflug: Die Schar der Mitteilungsbedürftigen im Netz wird immer größer. Die Kurznachrichten haben nun auch Unis und OPs erreicht.

Von René Martens

Fragen zur Wirtschaft? Stellt sie an Präsident Obama“, lautet eine Nachricht. „Ist es kalt da oben?“, eine andere. Die erste ist eine Einladung, auf die Website des Weißen Hauses zu gehen und sich an das amerikanische Staatsoberhaupt zu wenden; die zweite stammt von Britney Spears, die sich auf das Wetter am Auftrittsort Vancouver vorbereiten will.

Für diese Mitteilungen nutzten die beiden ein soziales Netzwerk, das es seit 2006 gibt, aber erst im Laufe dieses Jahres erheblich an Beliebtheit und Relevanz gewonnen hat: Twitter. Wer sich unter twit-

nicht), Spears sogar über 1,3 Millionen. Die „New York Times“ hat die Zahl ihrer Follower innerhalb eines Monats auf mehr als 700 000 erhöht. Weltweit verfügen derzeit rund neun Millionen Menschen über einen Twitter-Account.

Von Beginn an unken Kulturpessimisten, in 140 Zeichen lasse sich nichts Substantielles sagen, und zitieren aus dem sekundlichen Strom von Nachrichten Sätze wie „Freue mich: erster Sonnenbrand des Jahres“. Tatsächlich nutzen viele Menschen Twitter, um über Trink-, Ess- und Schlafgewohnheiten oder auch über das Kratzen im Hals zu berichten, das auf die Schweinegrippe hindeuten könnte. Deshalb kommt die Kommunikationswissen-

ler Jesse Newhart rät: „Wende deine Zeit dafür auf, dich dadurch zu verbessern, was andere geschrieben haben.“ Als Urheber dieses Zitats, das laut Newhart nicht nur auf die Nutzung von Twitter, sondern auch anderer soziale Netzwerke zutrifft, gilt der Philosoph Sokrates. Kein Wunder, dass Zeitungen und Zeitschriften selbst zwitschern, um von der großen „Linksschleuder“, wie der Blog medienlese.com Twitter nennt, profitieren zu können. In den USA nutzten im März 17 Prozent aller Internet-User die Website des TV-Senders CNN, aber 38 Prozent aller Twitter-Nutzer. Die meisten Follower in Deutschland hat der Eilmeldungs-Account von „Spiegel Online“.

Interviews, welche Fragen die Follower an die jeweilige Person stellen würden. Gina Chen, Bloggerin und Redakteurin bei „The Post-Standard“ in Syracuse, schrieb kürzlich, Twitter-Nutzer aus der Bevölkerung hätten eine wichtige Rolle gespielt bei der Berichterstattung über einen Amoklauf in Binghamton/New York, bei dem 14 Menschen ums Leben kamen. Hierzulande dominierte, etwa in der Aufarbeitung der Berichterstattung über die Terroranschläge von Bombay und des Amoklaufs von Winnenden, die Besorgnis darüber, dass Twitter die Gefahr allzu schneller Falschmeldungen erhöhe. Chen vertritt dagegen die These, es liege in der Natur der Sache, dass zu Be-

Teilnehmern ist Twitter mehr als 90 Prozent der Deutschen zwischen elf und 21 Jahren noch unbekannt.

Kritiker monieren, dass Twitter zum Zwitter aus Information und Werbung werden könnte. Unternehmen wie der Computerkonzern Apple bezahlen Twitterer, wenn diese Links zu Werbeseiten in ihr Textchen einbauen. Hierzulande ist eine Idee des Medienbranchendienstes turi2 umstritten: Der bietet Kunden Anzeigen im Twitterformat an – gestreut zwischen die normalen Kurznachrichten und formal von Letzteren nur dadurch abgegrenzt, dass der Text mit der Ankündigung „Anzeige“ beginnt. „Wenn sich die Kommunikation nicht mehr von der

Demonstrationen in Moldawien eine Rolle gespielt haben soll. Anlässlich des evangelischen Kirchentags vom 20. bis 24. Mai in Bremen fordert die Plattform blog.evangelisch.de dazu auf, in dieser Zeit die Geschichten der Bibel auf 140 Zeichen zu komprimieren.

Skeptiker dürfte indes noch mehr überraschen, dass Twitter bereits in Bereichen wie Bildung und Medizin präsent ist. In der Online-Ausgabe des US-amerikanischen Magazins „The Chronicle of Higher Education“, plädiert Cole W. Campese, Direktor für Bildungstechnologie an der Pennsylvania State University, dafür, während der Lehrveranstaltungen Twitter-Kommentare von Stu-



PT

01:09

24/06/2012

Ciberescritas

Romance no Twitter



**Isabel
Coutinho**

Primero era um romance: “Santos Dumont Número 8: O Livro das Superstições”, do brasileiro Cláudio Soares (editado pela Universo dos Livros, 2006). Um romance que contava a história de Alberto Santos-Dumont, considerado no Brasil o “pai da aviação”, que numerou as suas invenções aeronáuticas de 1 a 22 mas deixou o número oito de lado (talvez por superstição). Neste romance a trama avança quando a personagem Francisco Abayomi, um estudante de História, recebe em 2006 um suposto diário de Santos-Dumont e tem a incumbência de verificar se este é autêntico.

Agora é um romance no Twitter. Desde o dia 1 de Abril que “Santos Dumont Número 8” se transformou na primeira experiência de “twitterização” de um romance brasileiro. São oito “tweets” por dia aqueles que o escritor Cláudio Soares envia para quem escolheu seguir “Santos Dumont número 8” (SD8) no Twitter. E de que se trata? Do envio em tempo real de textos até 140 caracteres através deste serviço de rede social descrito como “microblogging”.

Não se trata aqui de “copiar-e-colar” o que estava no livro impresso para o Twitter. Cláudio Soares quis aproveitar as potencialidades desta ferramenta e por isso dá aos seus leitores mais do que isso. “Uma série de pequenos trechos, ‘tweets’, adaptados do romance original, ‘linkados’ a outras

← cumplicidades, e que desemboca num fabuloso duelo final que espelha o duelo inicial. Chegados ao fim, a ofensa e a reparação já pouco contam, porque Marcolina, feita homem e depois outra vez mulher, conhece mais mundos do que um Casanova.

Teatro

Do Alentejo, um tríptico aflitivo

Uma sórdida cartografia da violência. **Rui Pina Coelho**

Angélica Liddell

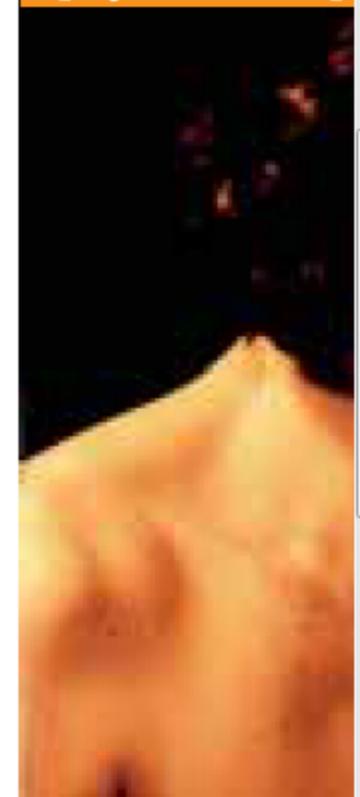
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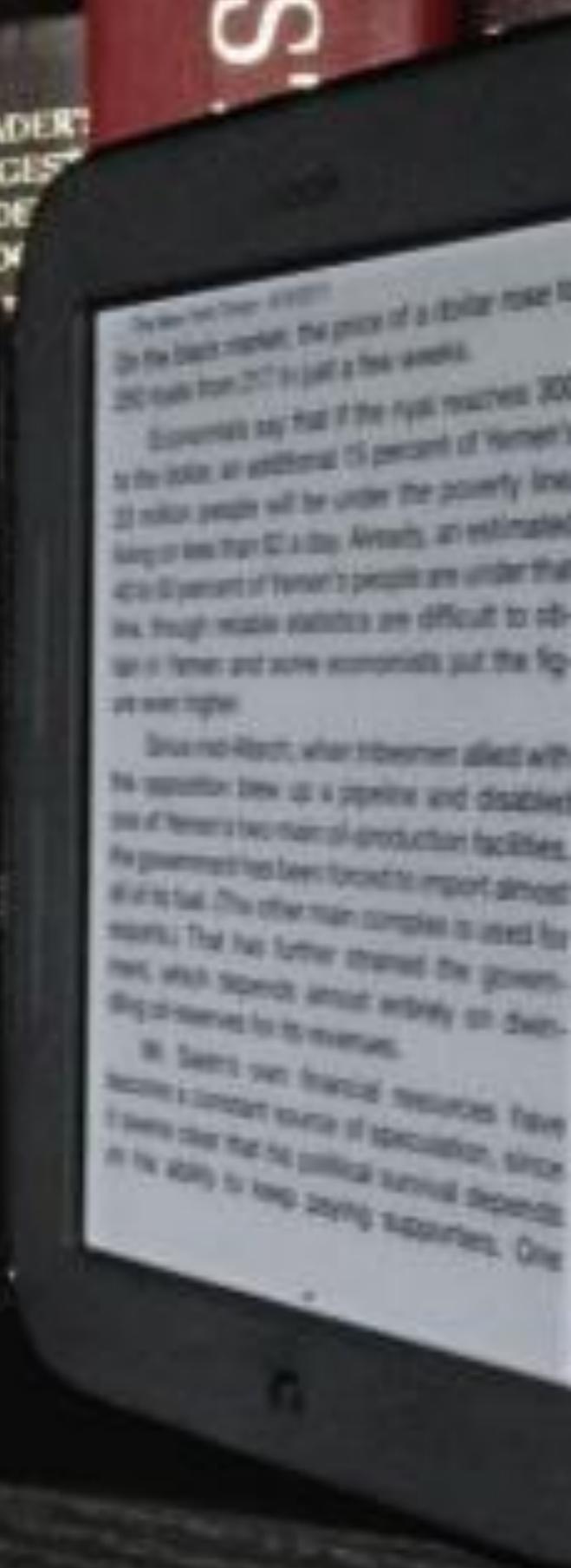
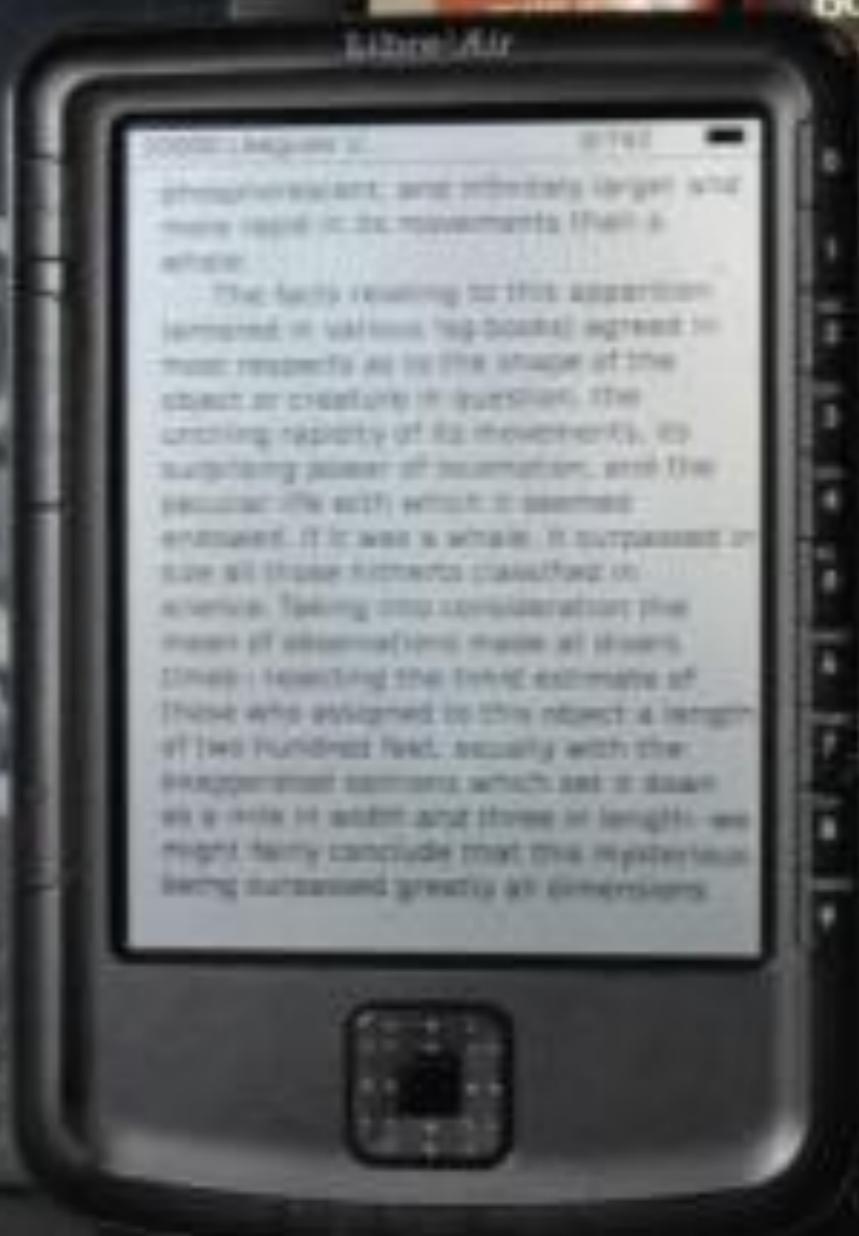
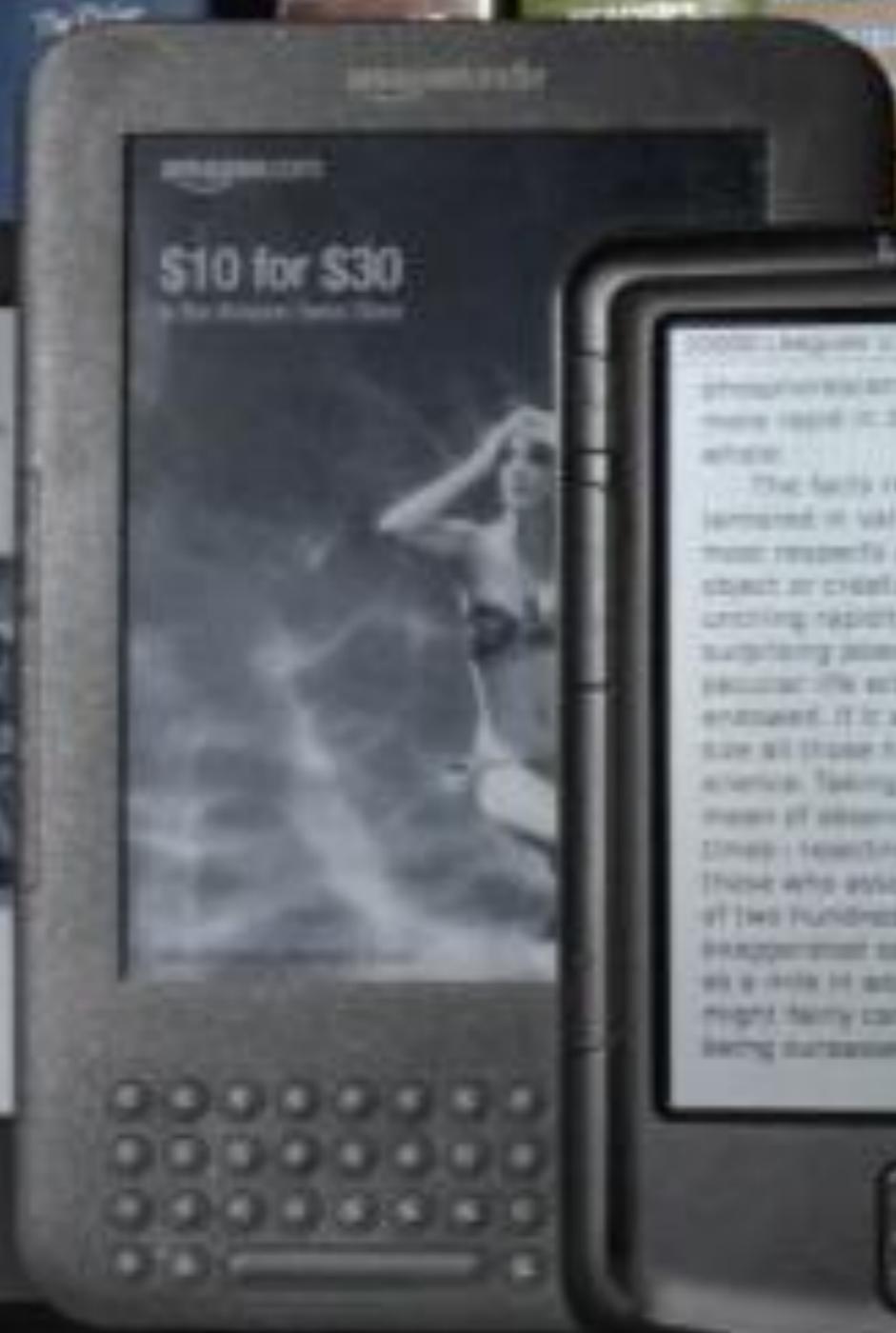
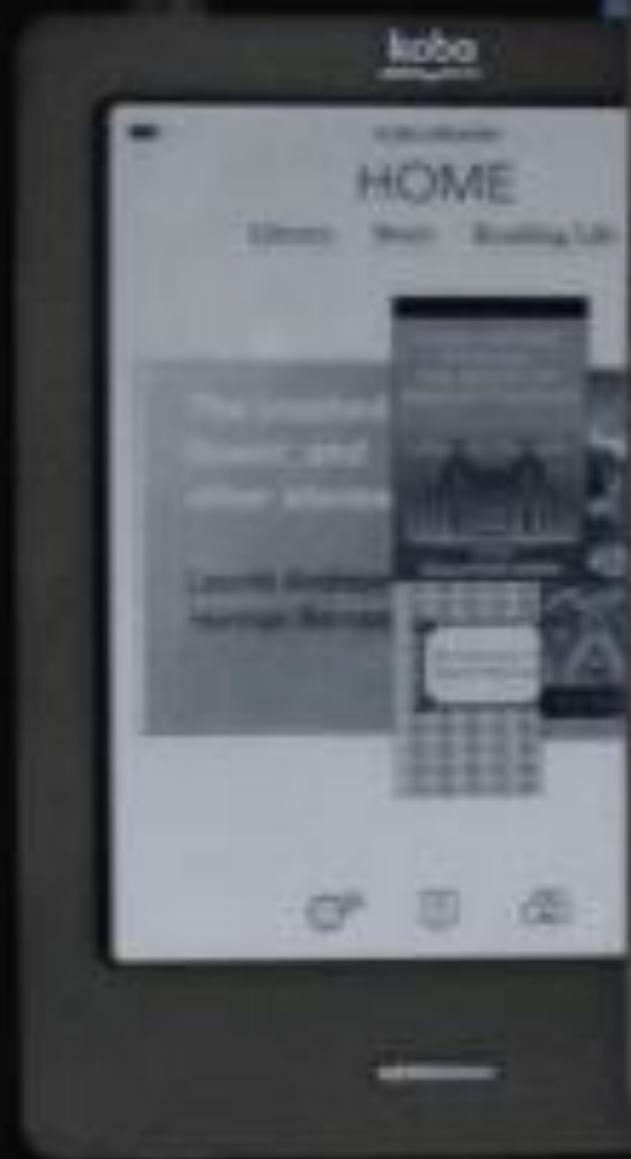


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Fórum permanente de pesquisa, diálogo e experiências sobre a leitura 2.0. Junte-se ao diálogo. Acesse, conecte-se, participe.



- **[HTTP://LERPARAVIVER.COM.BR](http://LERPARAVIVER.COM.BR)**
- **[HTTP://TWITTER.COM/LERPARAVIVER](http://TWITTER.COM/LERPARAVIVER)**



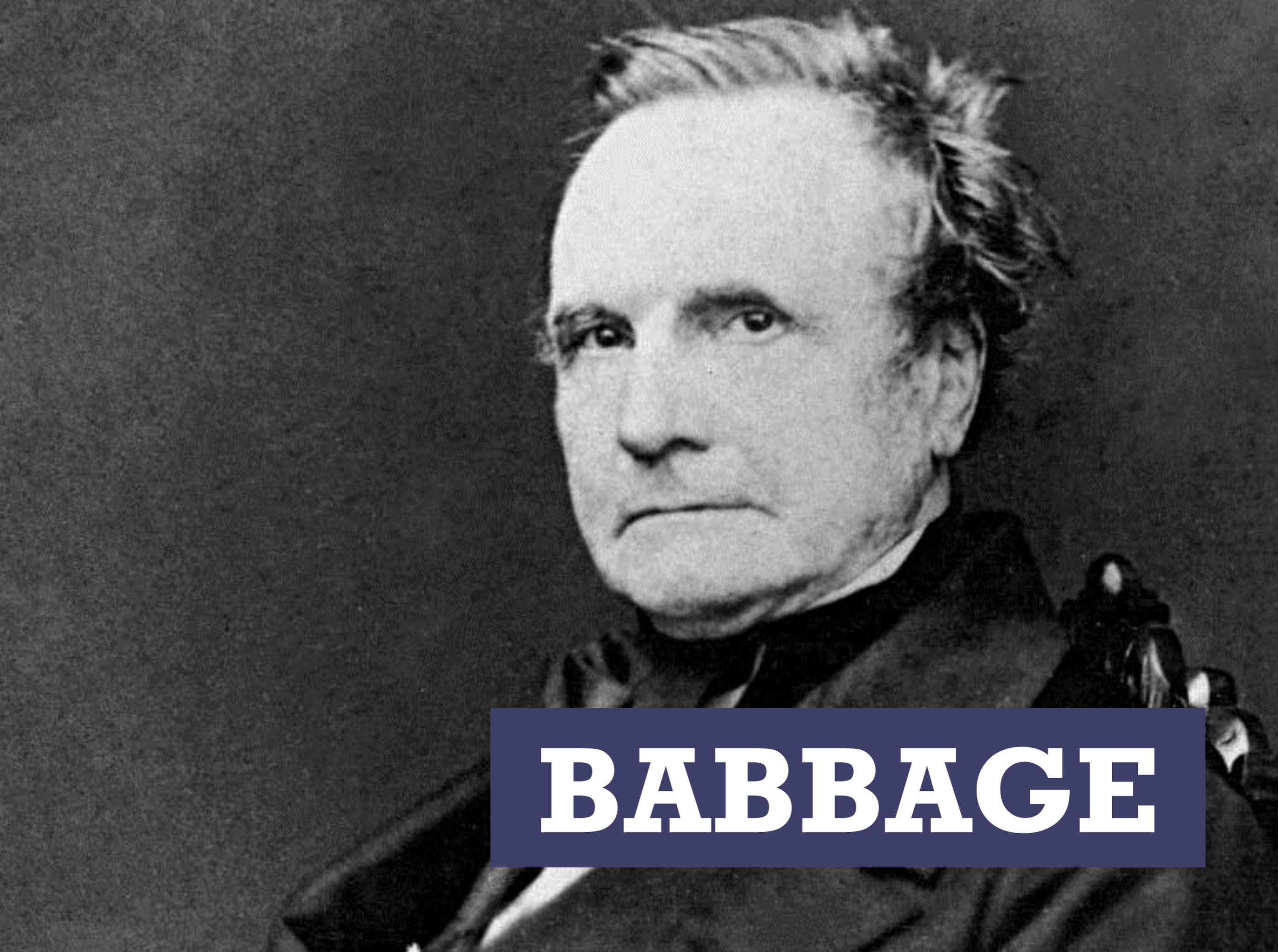
PERSONAGENS

A black and white photograph of a man with short, light-colored hair, wearing a dark suit, white shirt, and dark tie. He is standing in a wooded area with many bare trees in the background. His hands are clasped in front of him. A dark blue rectangular box is overlaid on the lower right portion of the image, containing the word "BORGES" in white, bold, sans-serif capital letters.

BORGES

GUTENBERG





BABBAGE



ADA

ALAN TURING YEAR

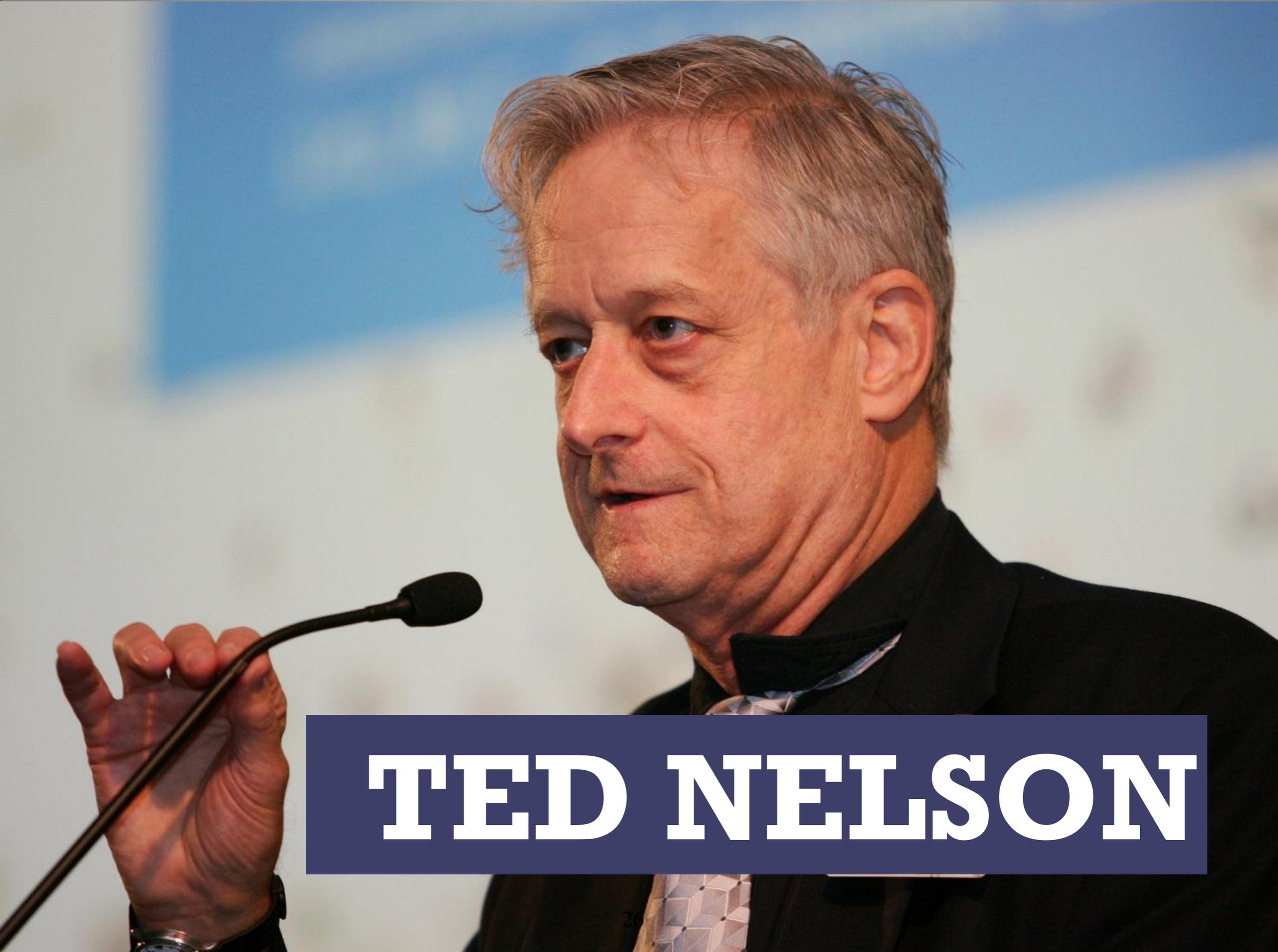
2012





IBM

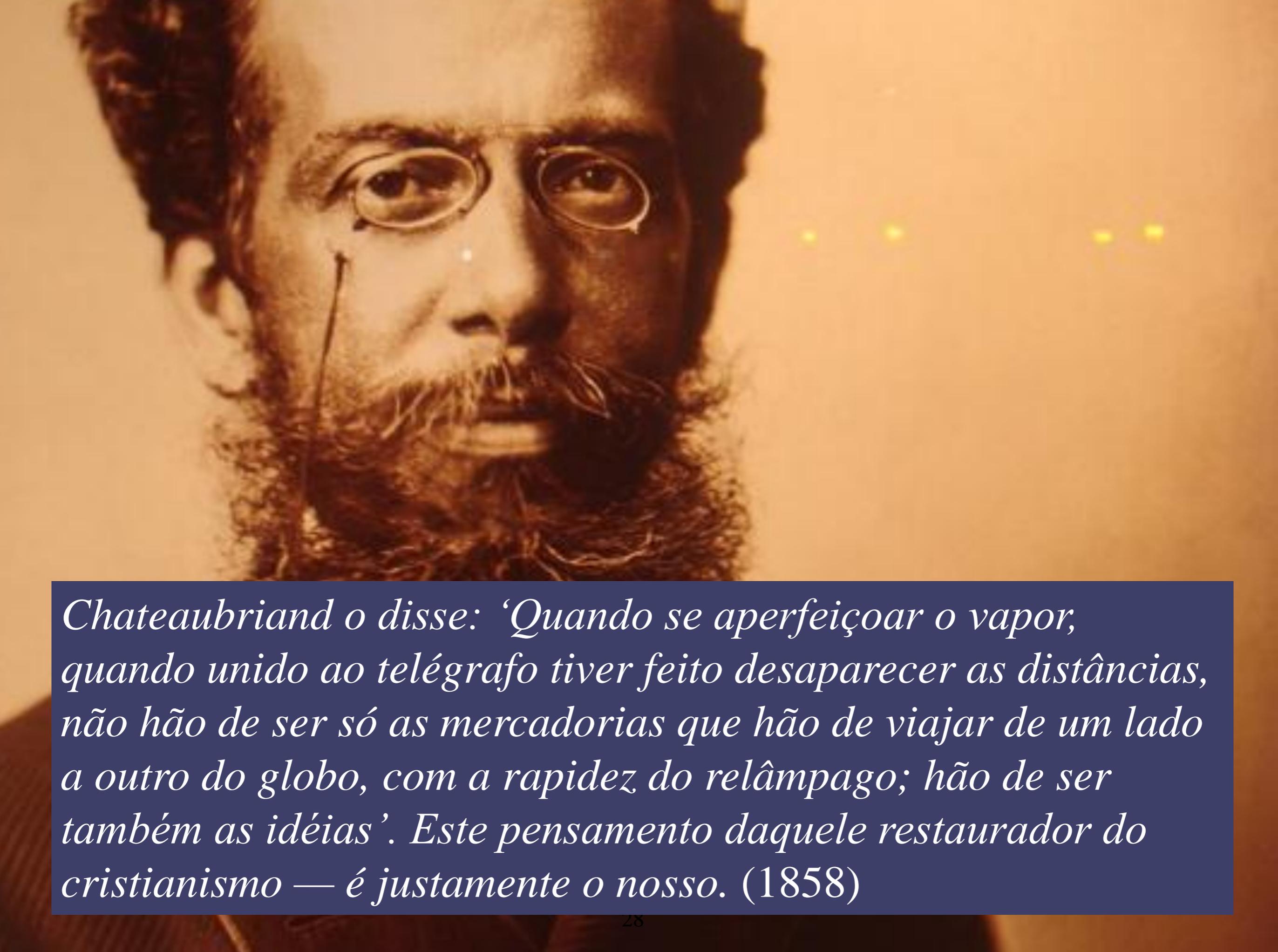
**THOMAS
WATSON JR.**



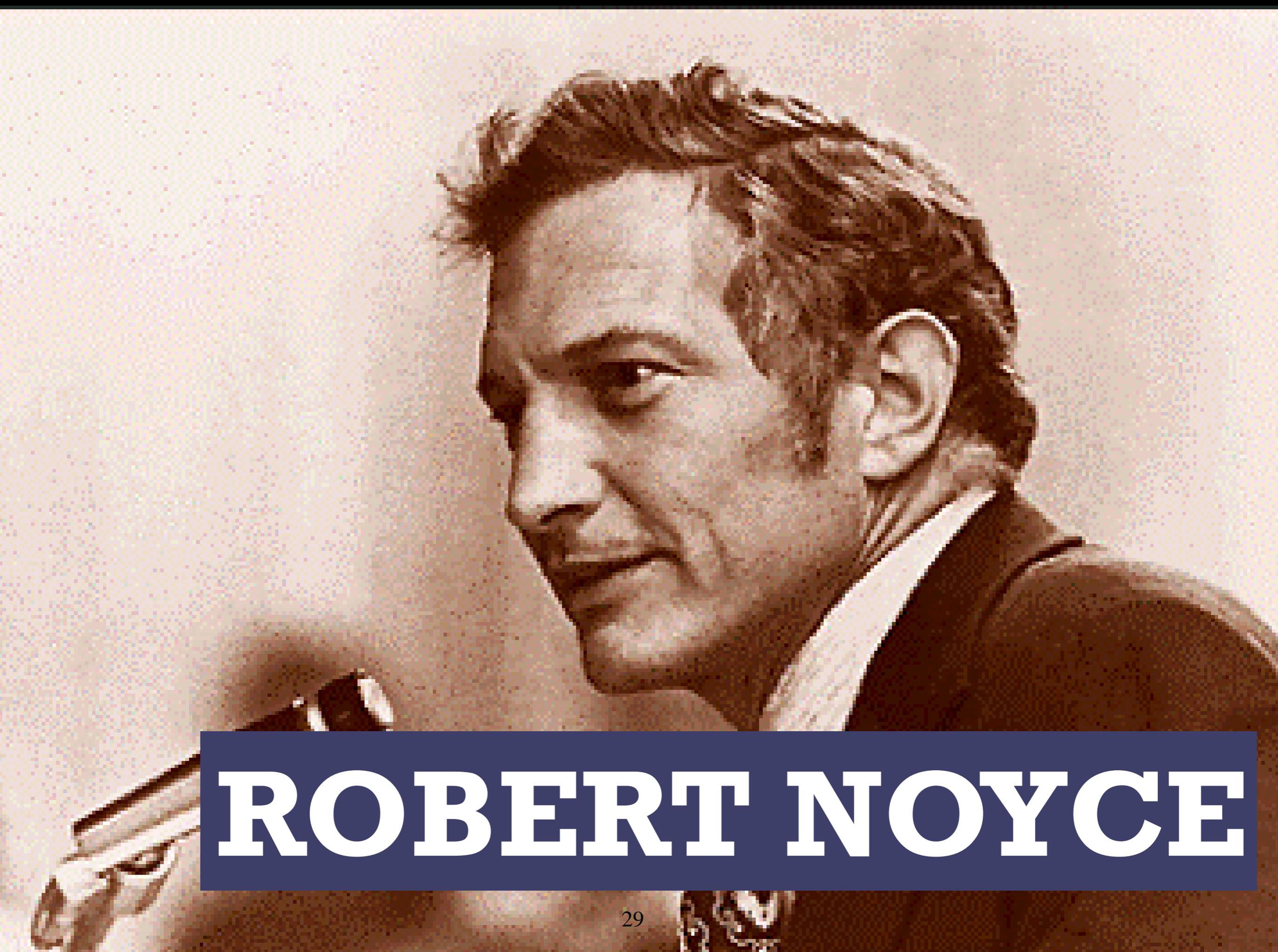
TED NELSON



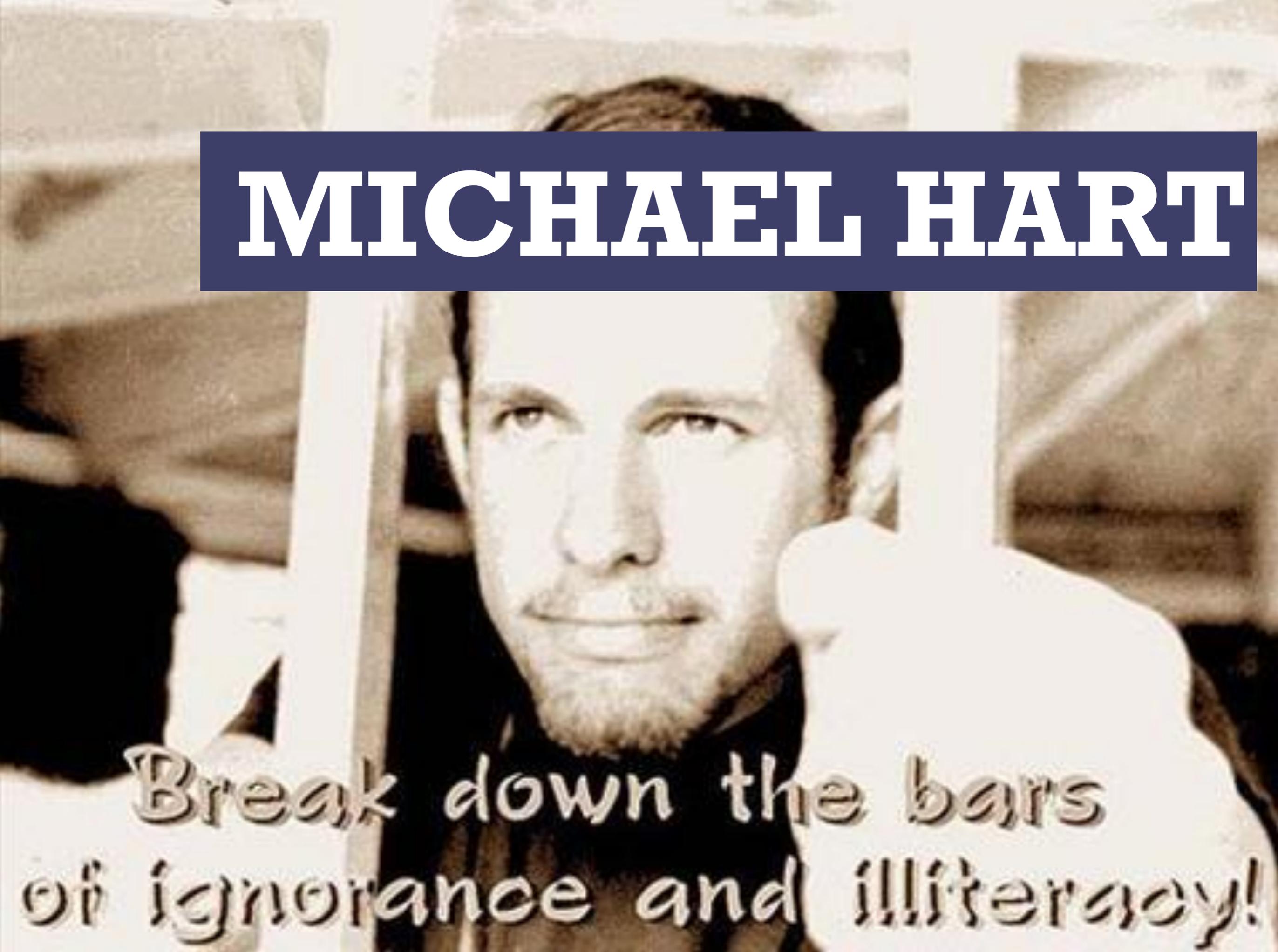
**VLADIMIR
NABOKOV**



Chateaubriand o disse: ‘Quando se aperfeiçoar o vapor, quando unido ao telégrafo tiver feito desaparecer as distâncias, não hão de ser só as mercadorias que hão de viajar de um lado a outro do globo, com a rapidez do relâmpago; hão de ser também as idéias’. Este pensamento daquele restaurador do cristianismo — é justamente o nosso. (1858)



ROBERT NOYCE



MICHAEL HART

Break down the bars
of ignorance and illiteracy!



**RAY
TOMLINSON**



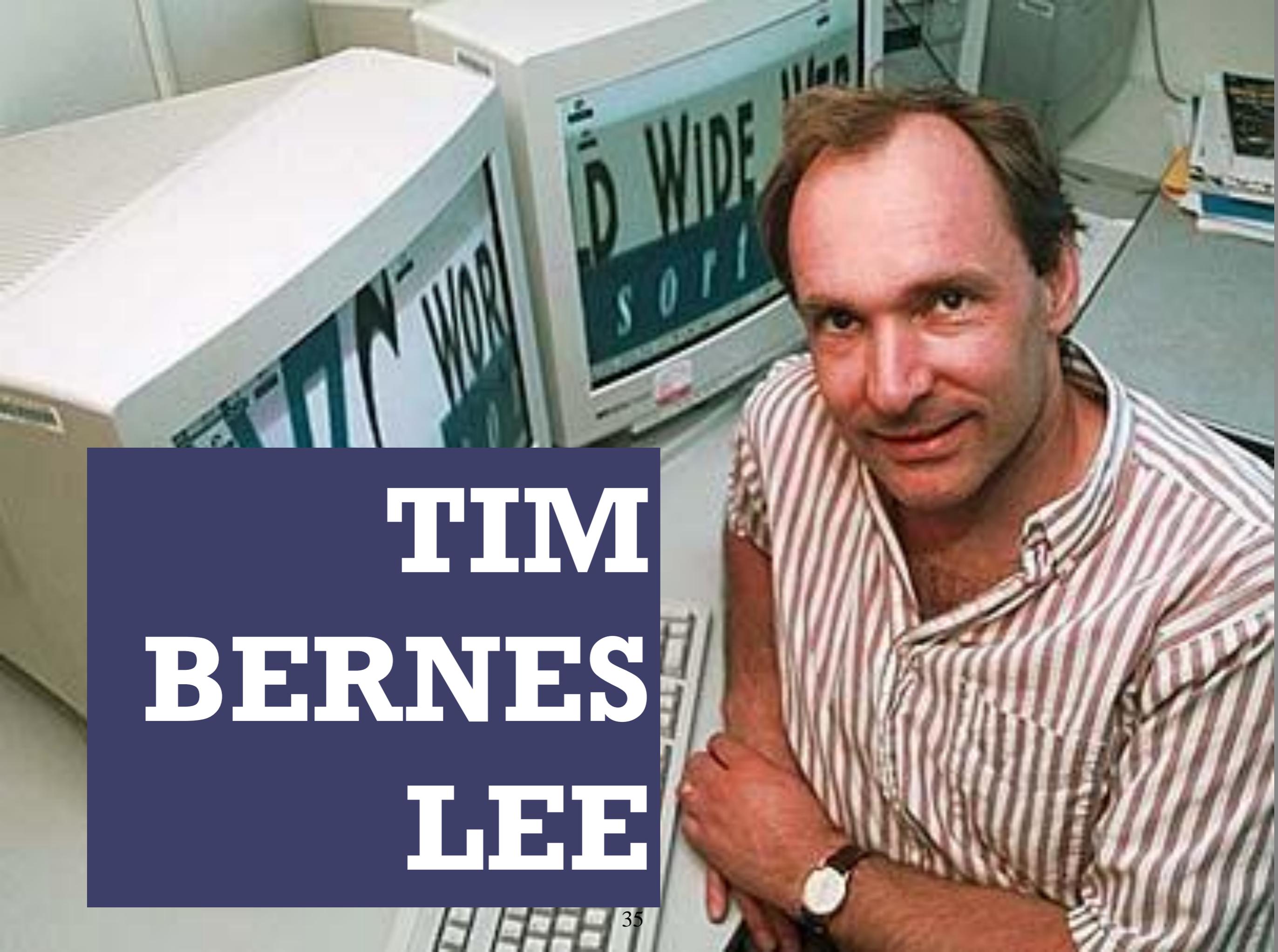
JOBS



GATES

A portrait of Charles Simonyi, a man with short brown hair, wearing a dark blue suit jacket, a light blue shirt, and a striped tie. He is looking slightly to the right of the camera with a neutral expression. The background is dark and out of focus.

CHARLES SIMONYI



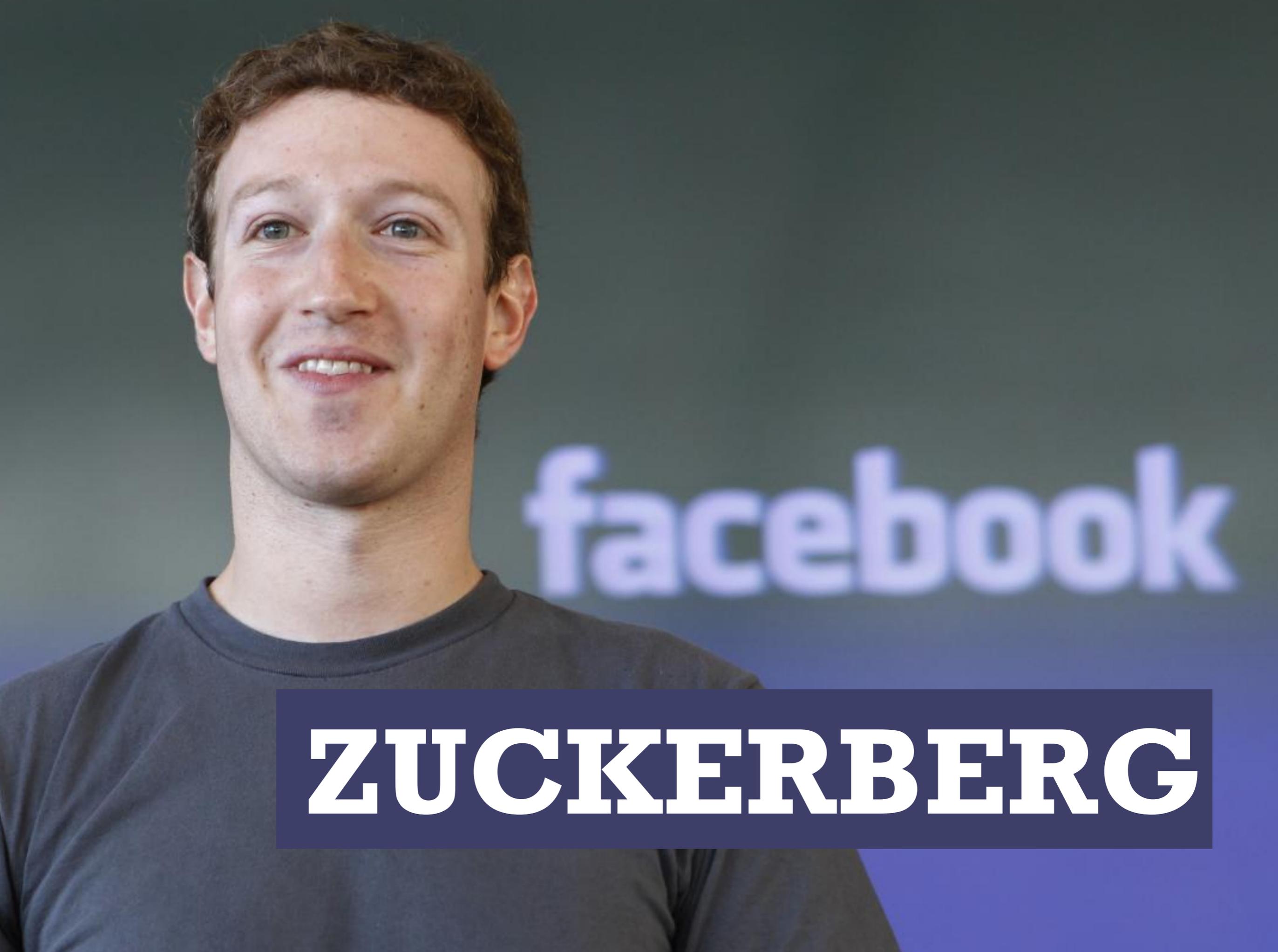
**TIM
BERNES
LEE**



PAGE & BRIN



BEZOS



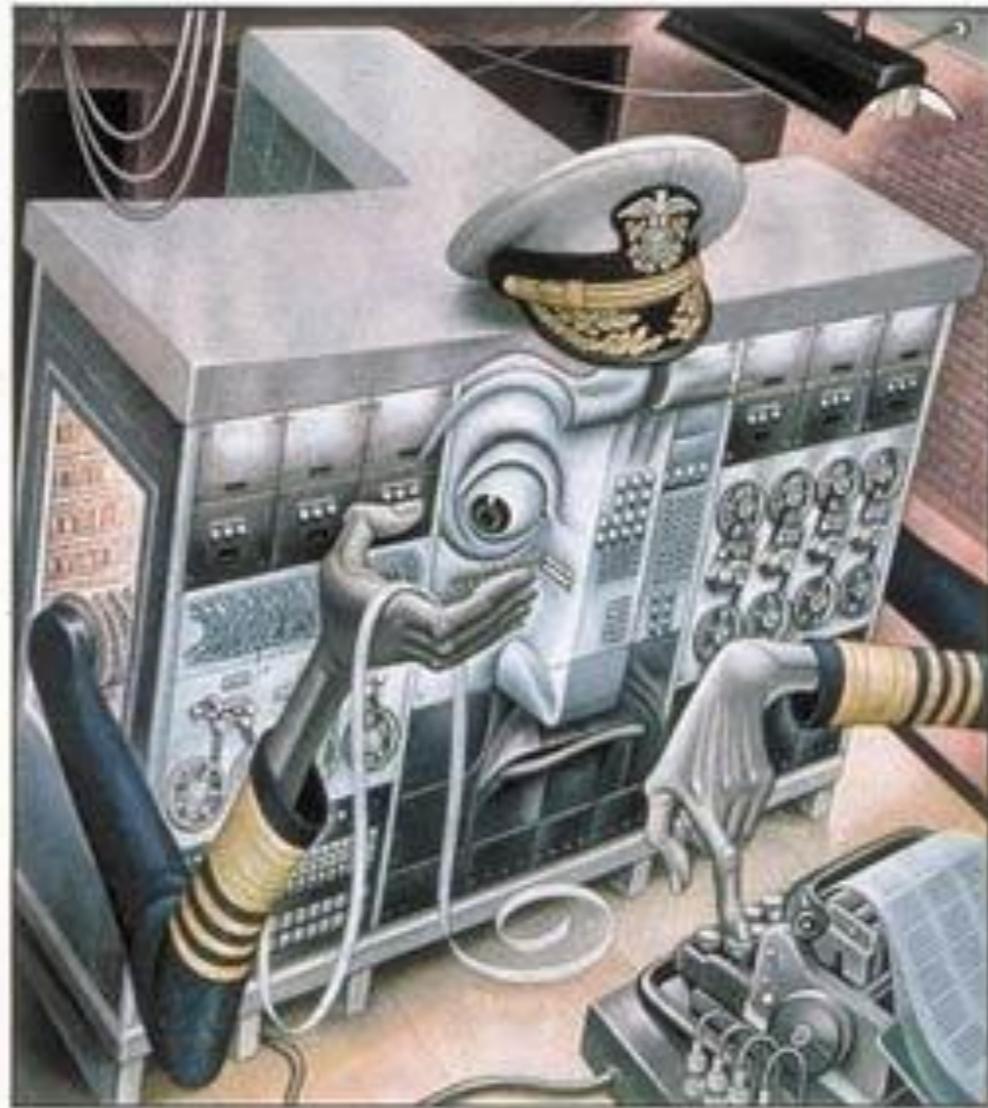
facebook

ZUCKERBERG

NARRATIVA

TIME

THE WEEKLY NEWSMAGAZINE



MARK III
Can man build a superman?



ITALIA Five days that changed the world

IBM'S THOMAS J. WATSON JR.
Chief, Chief, Chief

THE COMPUTER IN SOCIETY



FEBRUARY 20, 1978

\$1.00

TIME

ETHIOPIA
Russia Enters
A War

THE COMPUTER SOCIETY

A SPECIAL SECTION



MAY 3, 1982

\$1.50

TIME

COMPUTER GENERATION A New Breed of Whiz Kids



INFLATION VANISHES!
At Least for
A Month
= -3%

JANUARY 3, 1983

\$1.50

TIME

MACHINE OF THE YEAR

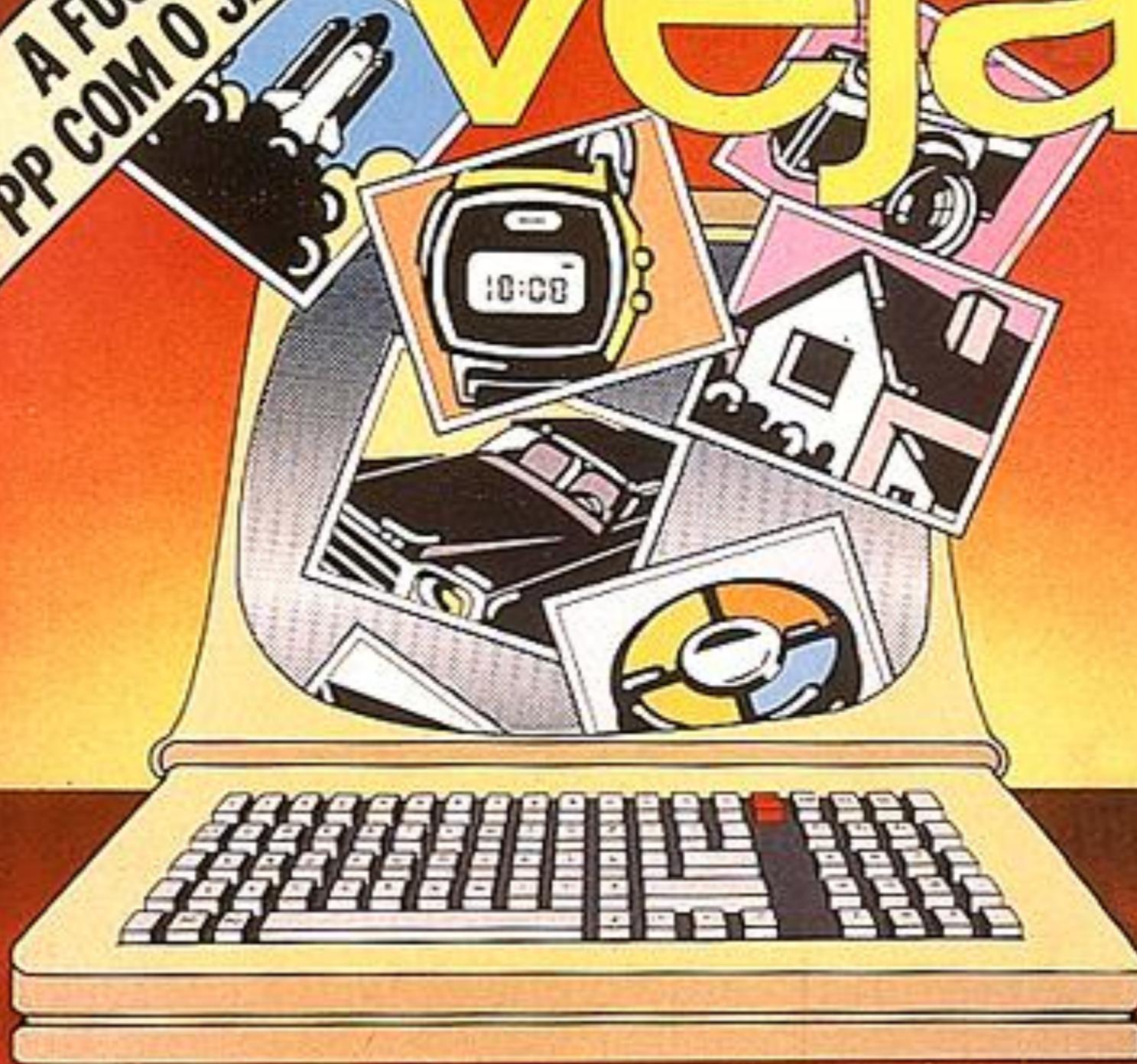
The Computer Moves In



A FUSÃO DO
PP COM O JANISMO

Veja

EDITORA ABREU - N.º 666
30 DE JUNHO DE 1981 C/5.170



EXEMPLAR DE ATUALIZAÇÃO YENISA PROBRDA

A REVOLUÇÃO DO COMPUTADOR

APRIL 16, 1984

\$1.75

TIME

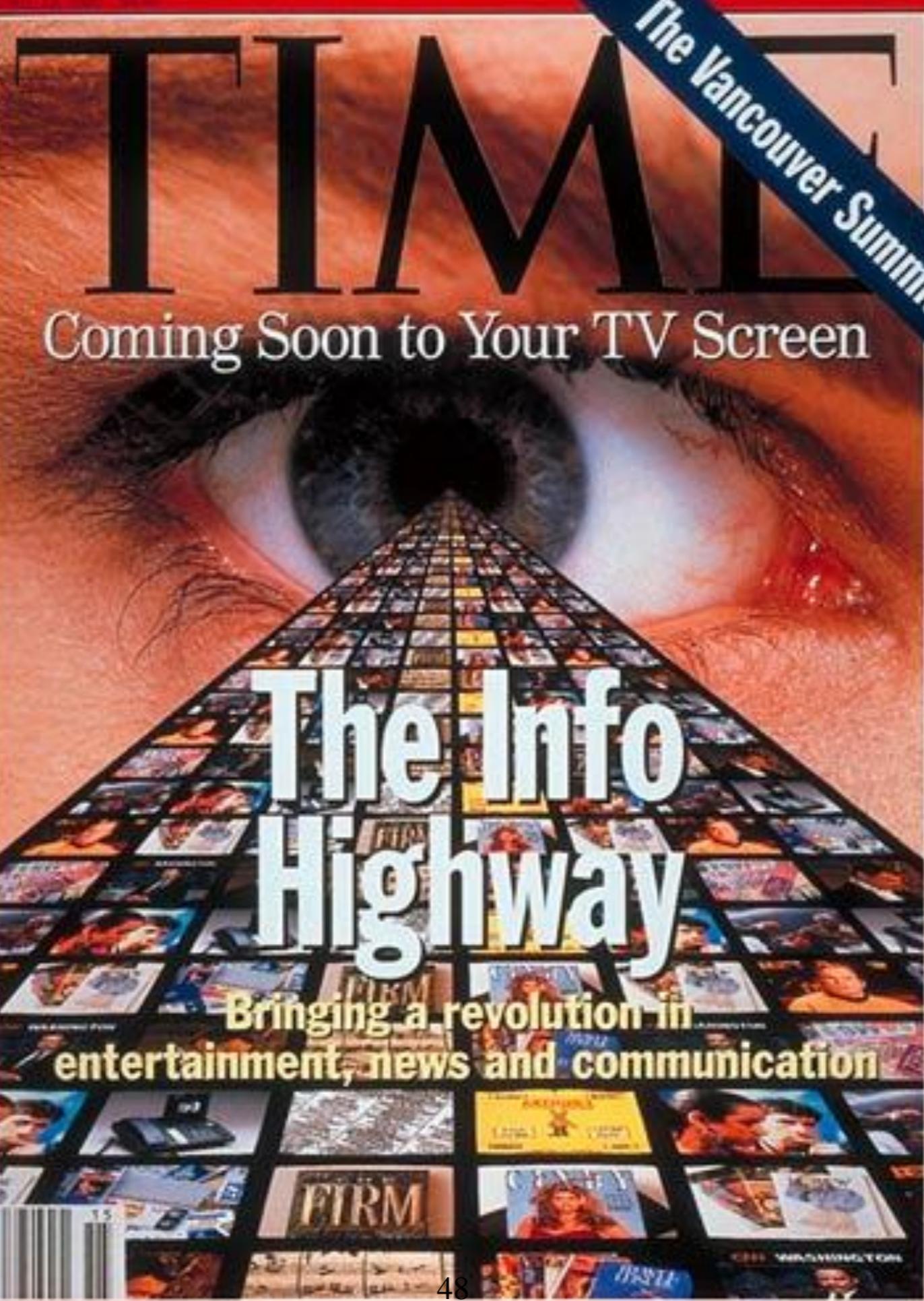
COMPUTER SOFTWARE The Magic Inside the Machine



**Microsoft
Boss
Bill Gates**

MONDALE'S BIG MOMENT
How He Conquered
New York





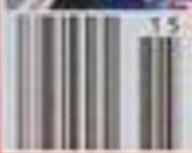
The Vancouver Summit

TIME

Coming Soon to Your TV Screen

The Info Highway

Bringing a revolution in entertainment, news and communication



COLLOR
O Supremo
não quer a prisão

EDITORA ADRE - EDIÇÃO 1.193
JUNHO 2001 - Nº 18 - R\$ 1,99 (R\$ 1,99)
7 DE ABRIL DE 1993

veja



COMPUTADOR VOCÊ AINDA VAI TER UM

Como se orientar entre as marcas, programas
e modelos da selva da informática

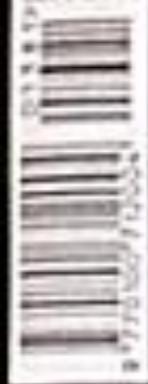
TIME

THE STRANGE
NEW WORLD OF THE

INTERNET

Battles on the frontiers
of cyberspace





EDIÇÃO ANUAL - EDICÃO 1 2011
ANO 18 - Nº 9 - R\$ 3,90
1ª DE MARÇO DE 1998

veja

INTERNET



A REDE
PLANETARIA EM QUE
VOCÊ AINDA VAI SE PLUGAR

SPECIAL ISSUE: WELCOME TO CYBERSPACE

TIME

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Here ▶

TIME

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Here ▶

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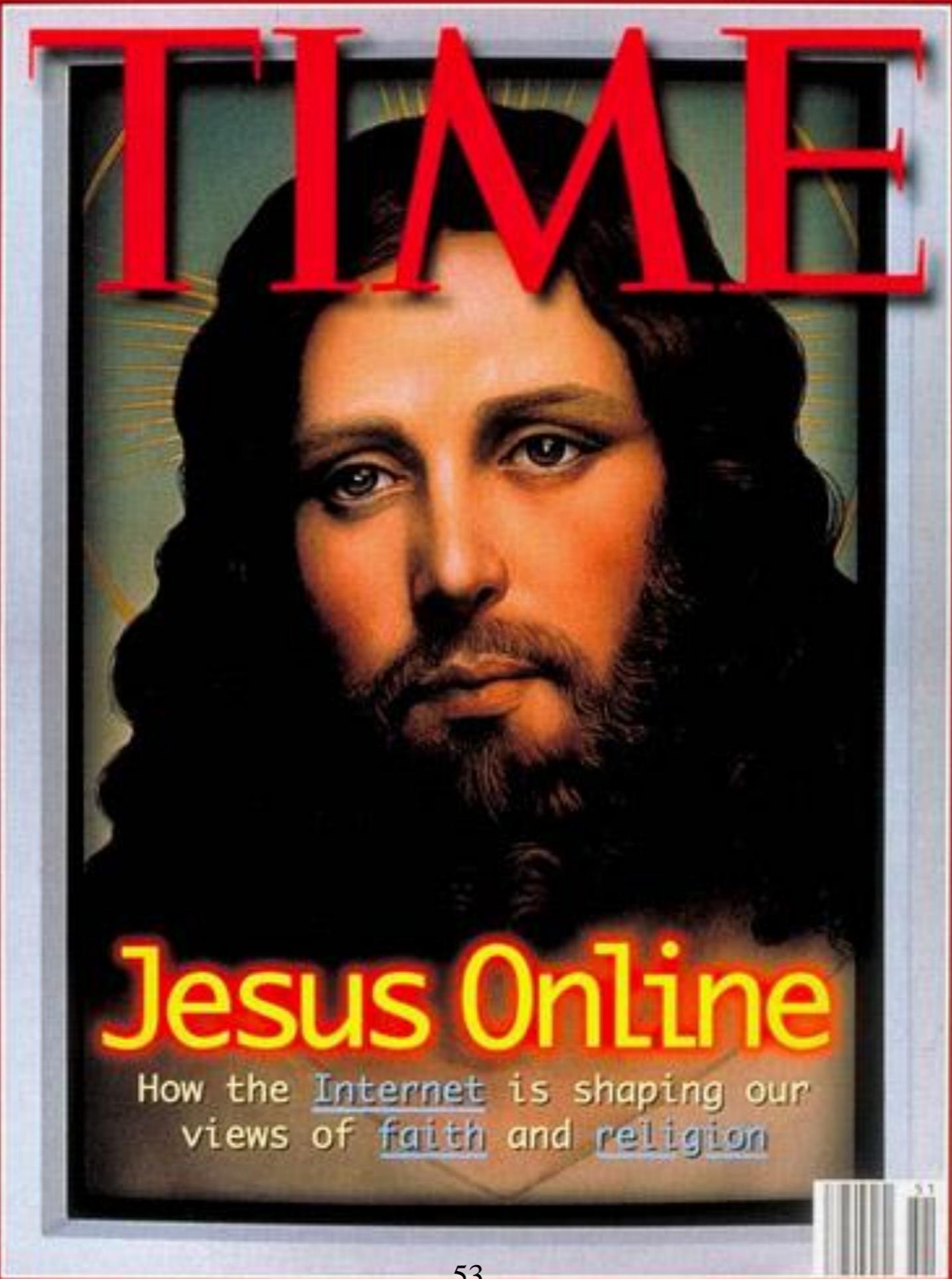
TIME

TIME

TIME

TIME





TIM



JESSE'S
RESCUE MISSION

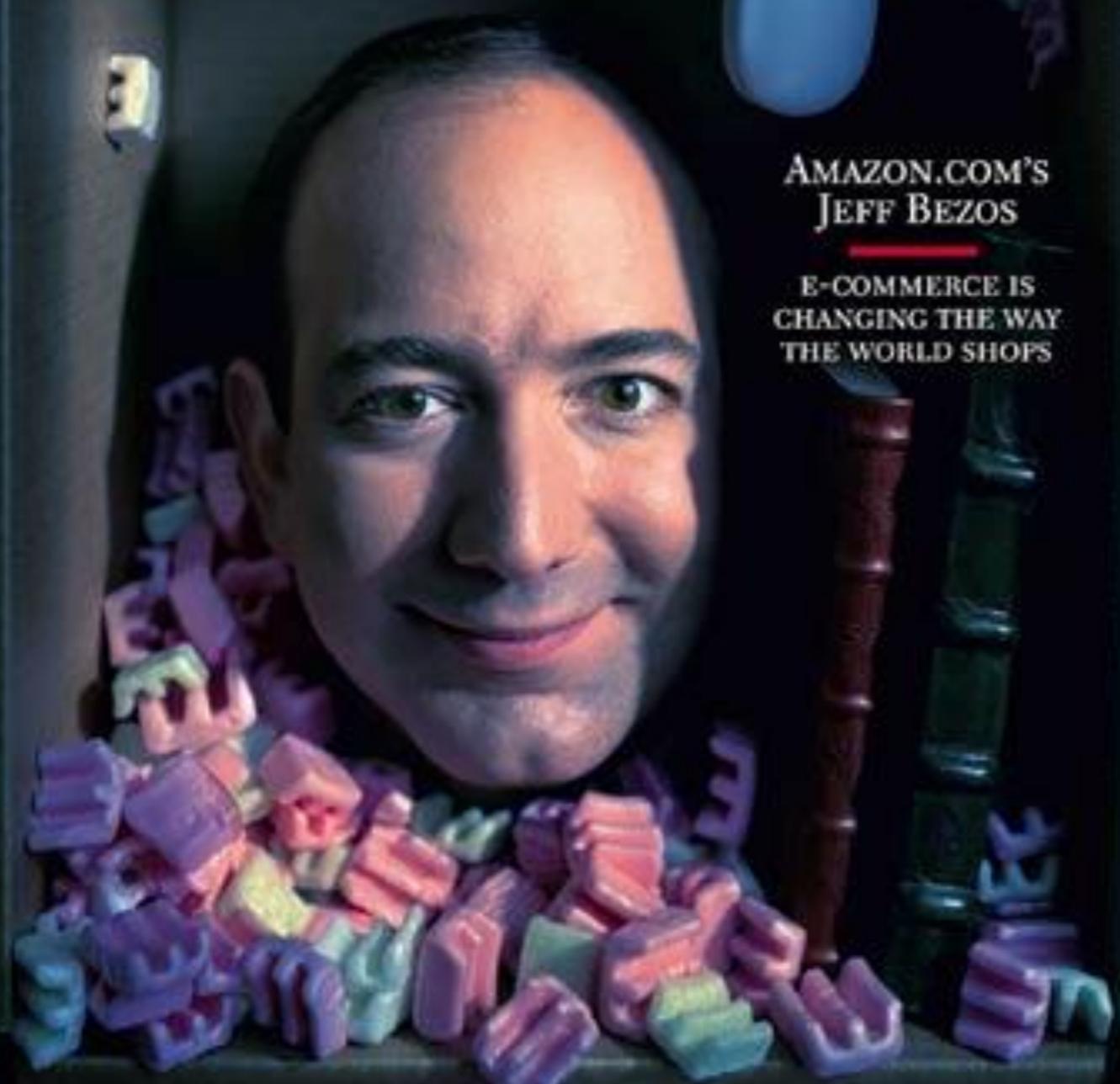


Today's kids dwell in a world of **computers** and **video games**. Here's how parents can help them make the right choices

Growing Up Online

TIME

PERSON OF THE YEAR



AMAZON.COM'S
JEFF BEZOS

E-COMMERCE IS
CHANGING THE WAY
THE WORLD SHOPS

TIME

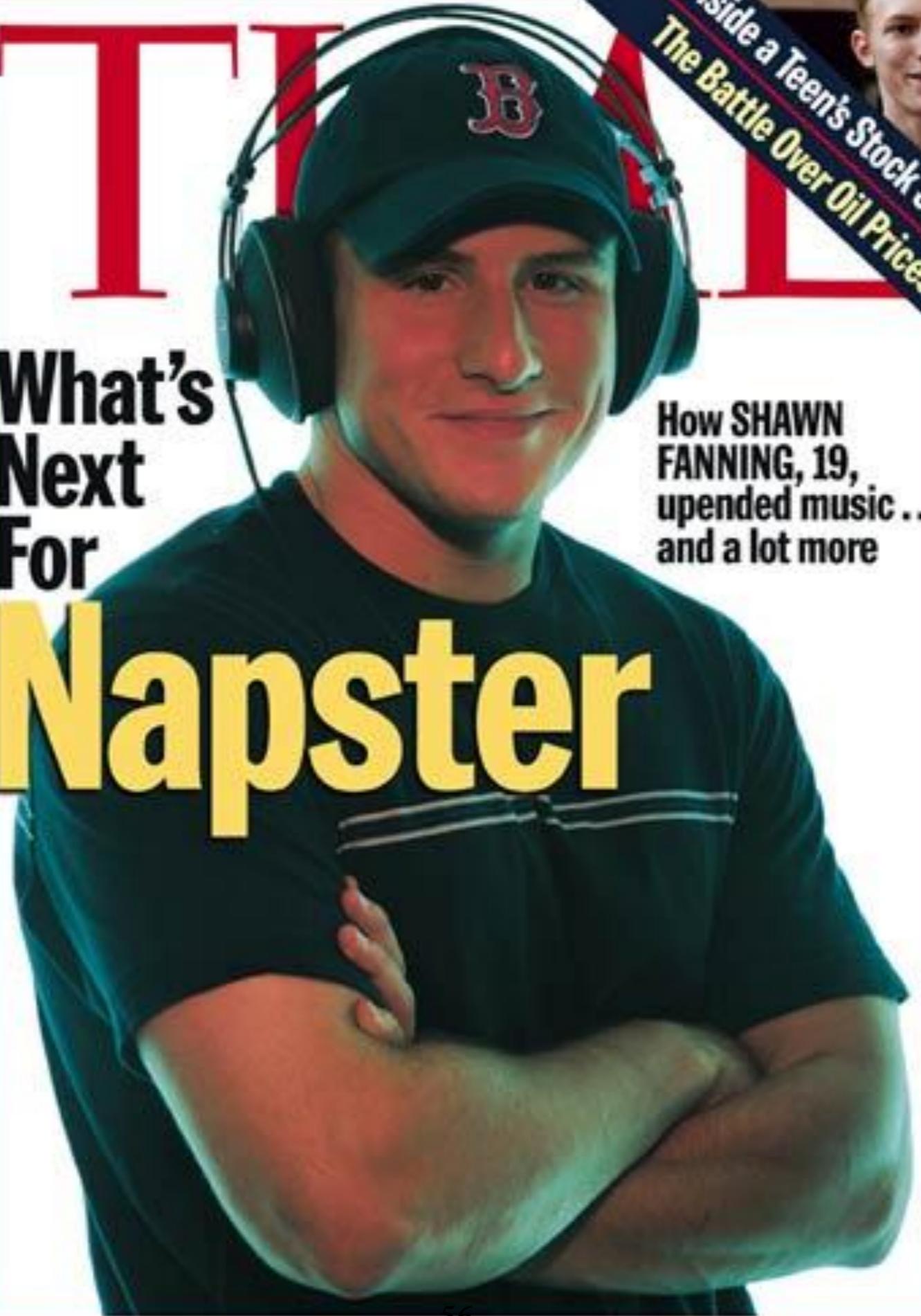
Inside a Teen's Stock Scam
The Battle Over Oil Prices



What's
Next
For

How SHAWN
FANNING, 19,
upended music ...
and a lot more

Napster



TIME

HOW TO PROTECT YOUR PRIVACY ONLINE

Identity theft is growing, spy software is spreading.

10 WAYS to keep your vital information secure



IRAQ: SUICIDE TRAINER ■ THE GREAT PLANET HUNT ■ FAT FIGHTERS

TIME



**THE
MAN
WHO
ALWAYS
SEEMS
TO
KNOW...**

Apple CEO
Steve Jobs
with the new
video iPod
and iMac



PLUS

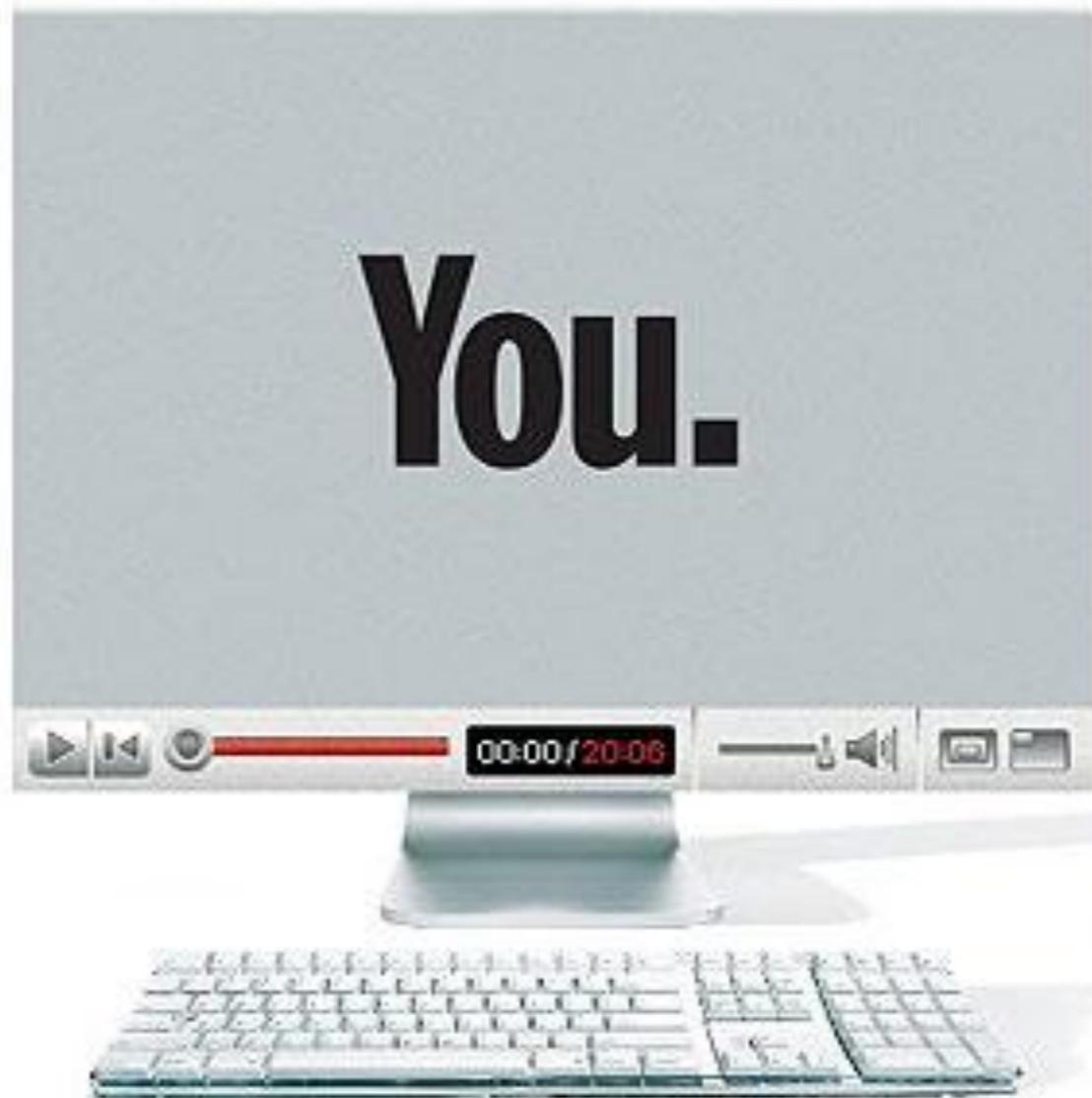
TRENDSPOTTING
with Moby,
Malcolm Gladwell,
David Brooks and
Esther Dyson

5 NEW THINGS
that will blow
your mind

**CLINT
EASTWOOD'S**
revolutionary
movie for 2006

TIME

PERSON OF THE YEAR



Yes, you.
You control the Information Age.
Welcome to your world.

Person *of the Year*

TIME



Facebook's
Mark
Zuckerberg

THE CONNECTOR

Revolution
in Egypt

Joe Klein: What the U.S. should do
On the Street: Hope meets anxiety
Muslim Brotherhood: What it wants

Oscars:
Portraits of
star power

TIME

2045

The Year Man Becomes Immortal*

BY LEV GROSSMAN



*If you believe humans and machines will become one. Welcome to the Singularity movement.

A tale of two Libyas

Plus: Why the U.S. can't sit on the sidelines BY FAREED ZAKARIA

The GOP's misinformation campaign BY JOE KLEIN

Could your baby be depressed?

THE CULTURE Word up: A dictionary of slang

TIME

YOUR DATA FOR SALE

Everything about you is being tracked—get over it
BY JOEL STEIN

Children: 2
Smaller business owner
Dad's wife (she has traffic on her side)
Dislike pets & animals
Married
Owns a laptop
Household income: \$100,000+
Age: 38-39
Likes: fashion
Major life-insurance holder
Age: 35-45
Likes: online news
Lives in New York City
Likes: Asian cuisine
Likes: online shopping
Dislikes: cars
Likes: cooking & recipes
Likes: green living
Likes: & actresses
Favorite celebrities: Pe
ZIP code: 10701
Prop
Wi-fi warrior
Age: 35-44
Likes: business & finance
Sister is a la
Religion: Jewish
Likes: parenting
Likes: hockey
Spent \$180 on intimate app. & undergarments on Oct. 10, 2010
Male
Mother: Rosalind Wiseman
Likes: hiking
Household income: \$150,000-\$175,000
Dislikes: autos & vehicles
Likes: music
Married
Works at company with 5,000+ employees
Likes: newspapers
Likes: movies
Magazine subscriber
Likes: Facebook
Smart-phone user
Sister: Lisa Stein Browning
Purchased house in month of November
Likes: coffee & tea
Has used cocaine
Smart-business owner
Has had LASIK surgery
Likes: magazines
Likes: restaurants
Fiber-optic TV subscriber

What data-mining companies think they know about you
BY JOEL STEIN

LEITURA 2.0



C. S. Soares
@csoares
#7.163.612

Edit

bio Diretor-executivo

location Rio de Janeiro

web obliqpress.com

- Tweets**
- Lists
- Hedra Classicos
 - Self-Publishing.Br
 - Congresso Livro Digital
 - Krapotkinware
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- Following**
202
- Similar to cssoares
- .lit** Pontolit
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 - frednavarro** frednavarro
 - googlebooks** Google Books
 - andreadelfuego** Andréa del Fuego

- cssoares** 5 hours
O índice de brasileiros que prefere ler no seu tempo livre caiu de 36% de 2007 para 28% em 2011 #leituranobrasil
- cssoares** 5 hours
A maioria das pessoas (64%) que frequentam uma biblioteca está na vida escolar #leituranobrasil
- cssoares** 5 hours
A maioria (55%) dos frequentadores das bibliotecas é do sexo masculino #leituranobrasil
- cssoares** 5 hours
Uso frequente das bibliotecas caiu de 11% para 7% entre 2007 e 2011 #leituranobrasil
- cssoares** 5 hours
8% dos brasileiros vão à biblioteca frequentemente, 17% o fazem de vez em quando #leituranobrasil
- cssoares** 5 hours
Quase o mesmo porcentual (71%) afirmar saber da existência de uma biblioteca pública em sua cidade e ter fácil acesso a ela #leituranobrasil
- cssoares** 5 hours
De acordo com o estudo, cerca de 75% da população nunca entrou em uma biblioteca #leituranobrasil
- cssoares** 5 hours
Alunos leem 1,2 livro por iniciativa própria: literatura: 0,47; Bíblia: 0,15; livros religiosos: 0,11; outros gêneros: 0,47 #leituranobrasil
- cssoares** 5 hours
Entre os estudantes, exclusivamente, a média de livros lidos sobre para 3,41 exemplares nos últimos três meses #leituranobrasil
- cssoares** 5 hours
Livros foram lidos nos últimos 3 meses: média de 1,85. 1,05 por iniciativa própria e 0,81 indicados pela escola #leituranobrasil



C. S. Soares
@csoares
#7.163.612

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Pontolit
 - DigiBookWorld**
Digital Book World
 - frednavarro**
frednavarro
 - googlebooks**
Google Books
 - andreadelfuego**
Andréa del Fuego

- cssoares** 5 hours

Entre as mulheres entrevistadas, 53% são leitoras, entre os homens, apenas 43% #leituranobrasil
- cssoares** 5 hours

Se encaixam na categoria "leitores" aqueles que leram pelo menos um livro nos últimos três meses, inteiro ou em partes #leituranobrasil
- cssoares** 5 hours

O Brasil tem hoje 50% de leitores ou 88,2 milhões de pessoas #leituranobrasil
- cssoares** 5 hours

Retratos da Leitura no Brasil, divulgada hoje, entrevistou mais de 5 mil pessoas em 315 municípios entre junho e julho/2011 #leituranobrasil
- cssoares** 5 hours

O brasileiro lê em média 4 livros por ano e apenas metade da população pode ser considerada leitora #leituranobrasil
- cartacapital** 5 hours

Retratos da Leitura: Ler é só a 7ª atividade favorita do brasileiro; ver tevê lidera migre.me/8ss4x

Retweeted by cssoares
- ibmbrasil** 6 hours

Para @ctaurion "a tecnologia é fundamental para que os setores públicos aprimorem a qualidade dos serviços". bit.ly/GY7tJQ

Retweeted by cssoares
- cialetras** 6 hours

Novo romance de Paul Auster será lançado em e-book antes da versão impressa.http://bit.ly/Hizb0H

Retweeted by cssoares
- 1vidafrenetica** 1 day

A autobiografia "Lidoka, uma vida frenética" está à venda na Loja Singular bit.ly/GX6nH9

Retweeted by cssoares



books.google.com.br/books?uid=104635992270888051505&as_c...

Google

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Search bar with keyboard icon and search button

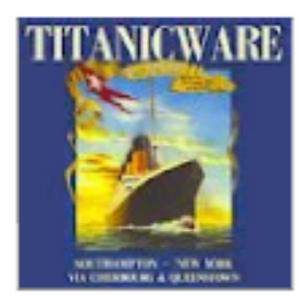
Pesquisa de livros avançada

Livros



Minha biblioteca

Resultados 1-10 de 27



TITANICWARE - Trilog

[Visualizar perfil completo](#)

Pesquisar na Minha biblioteca

NOVA ESTANTE

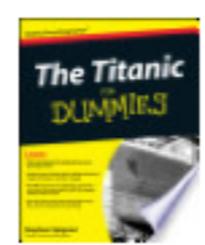
- Minha biblioteca
- Meus livros no Google Play (3)
- Favoritos (0)
- Lendo agora (0)
- Vou ler (0)
- Lidos (0)
- Livros para você
- Bibliografia (27)**

Ordenação personalizada



Bibliografia

Lista de livros pesquisados para escrever Titanicware.



1 The Titanic For Dummies

Spignesi - 2012 - Visualização parcial
Examines the building of the Titanic, life onboard during its maiden voyage, tragic decisions made that fateful night, the discovery of the wreck and all the controversies surrounding one of the worst naval disasters of all time. Original.

★★★★★ 0 Resenhas - [Escrever resenha](#)

Adicionar observação - *Remover* - **Adicionado a Bibliografia**



2 PRIMARY NON-FICTIONAL SOURCES Volume III NOTES O LIFE AND LETTERS

Visualização completa
★★★★★ 0 Resenhas - [Escrever resenha](#)

Adicionar observação - *Remover* - **Adicionado a Bibliografia**



3 The Titanic: An Interactive History Adventure

Bob Temple - 2007 - Visualização parcial

TIM 23:01 5%

Voyage of the Iceberg: The Story of the Iceberg That Sank the Titanic - Richard Brown - Google Livros

books.google.com.br/books?id=DHW5UJhhidYC&printsec=frontco... X Google

IAL Designs Scrapouilleries Alguma Palavra Gmail WendyP Designs MagicalReality WordPress...meForest Web Highlighter

Google books Pesquisa de livros avançada

Livros

Adicionado a Bibliografia Escrever resenha

Capa < > ⚙

OBTER LIVRO IMPRESSO

Nenhum e-book disponível

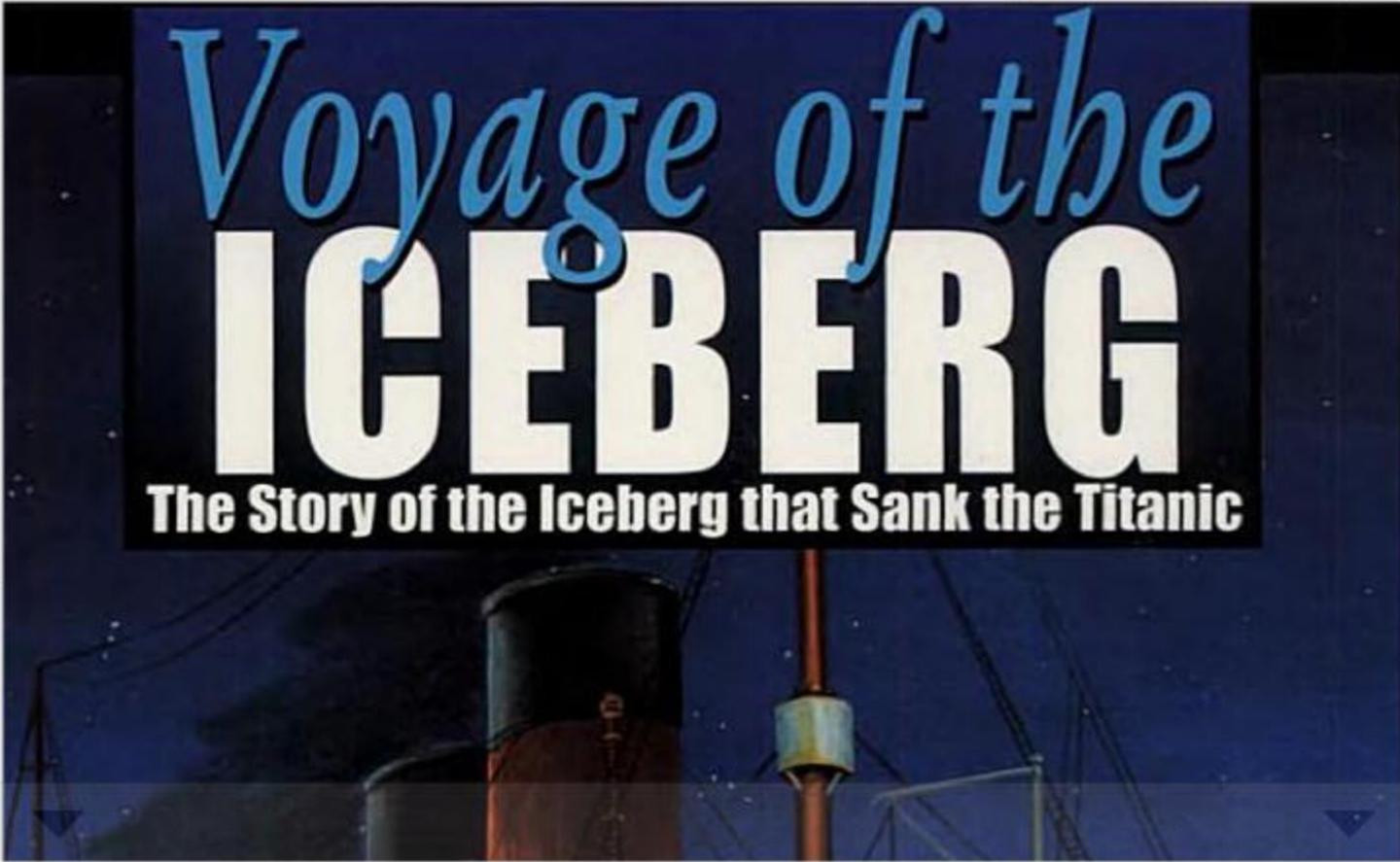
FNAC
 Livraria Cultura
 Livraria Nobel
 Livraria Saraiva
 Submarino

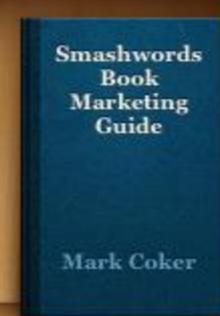
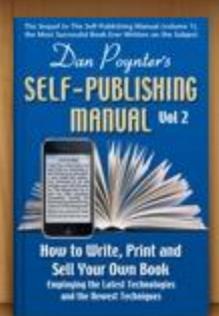
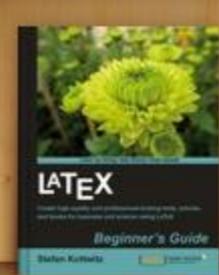
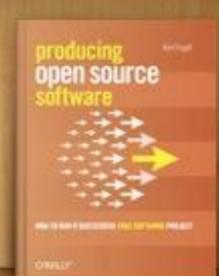
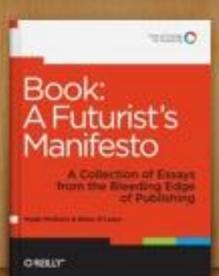
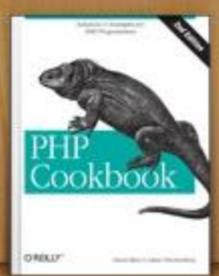
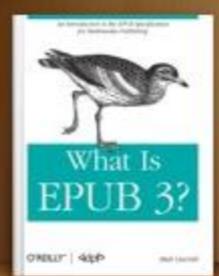
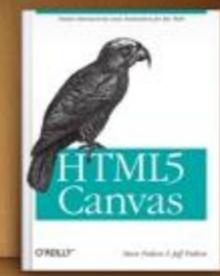
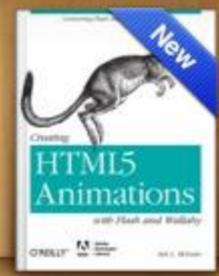
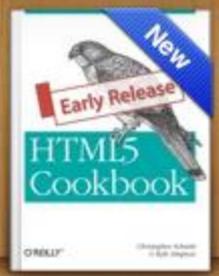
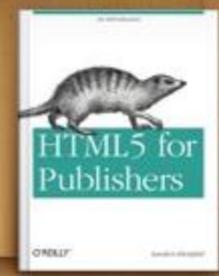
Encontrar em uma biblioteca
 Encontrar livrarias locais
 Todos os vendedores »

★★★★★
 0 Resenhas
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Voyage of the Iceberg: The Story of the Iceberg That Sank the Titanic

Link Comentários





kindle



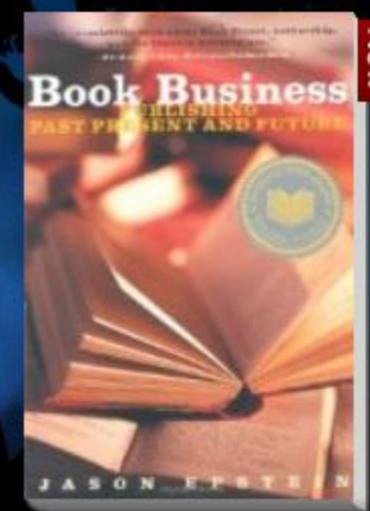
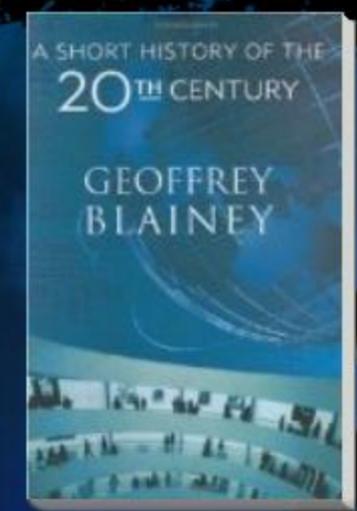
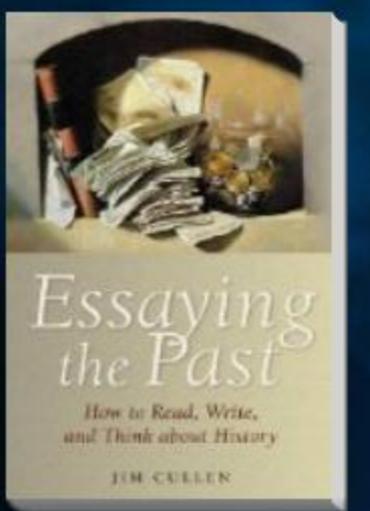
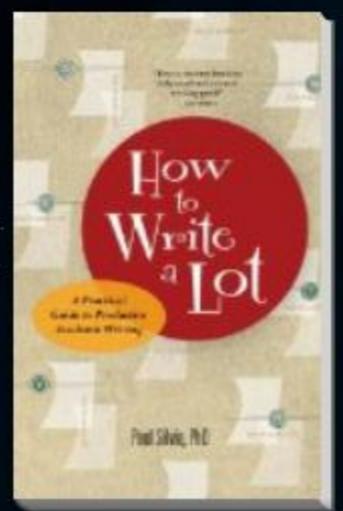
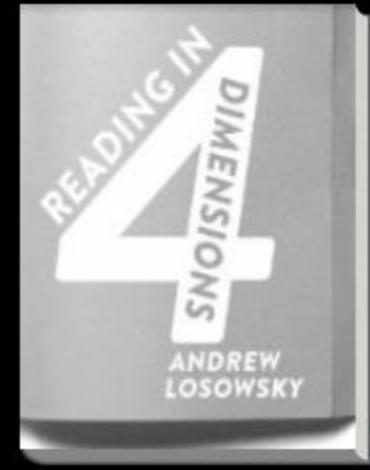
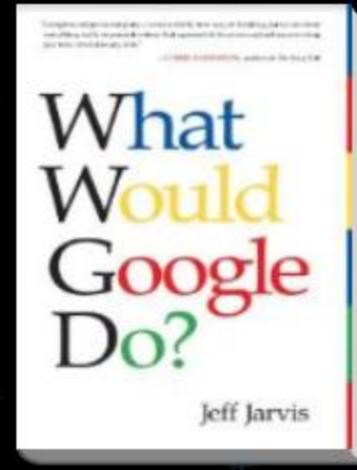
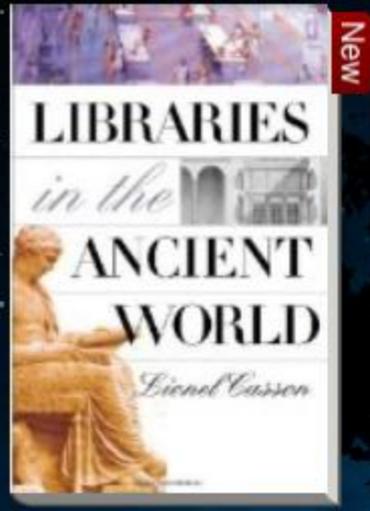
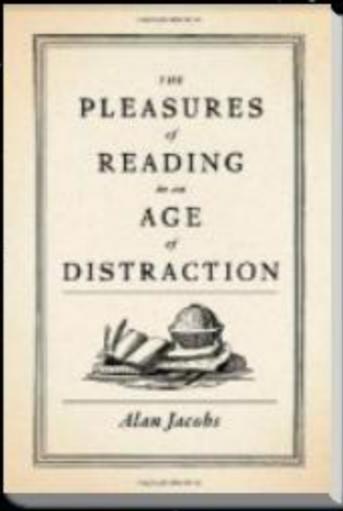
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All Items

Books

Newsstand

Docs



Recent

Archive (Books)



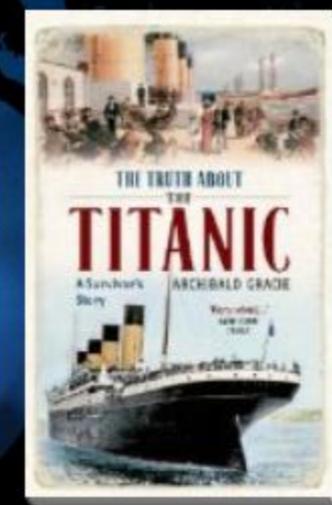
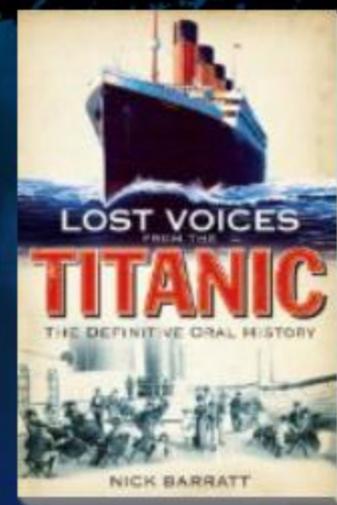
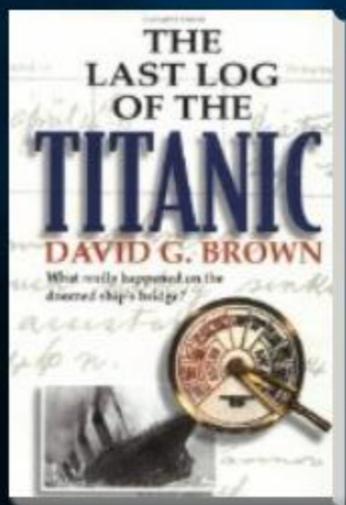
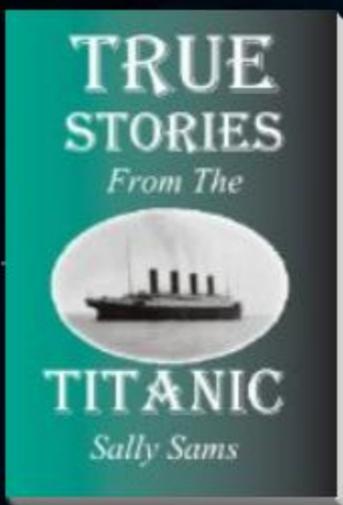
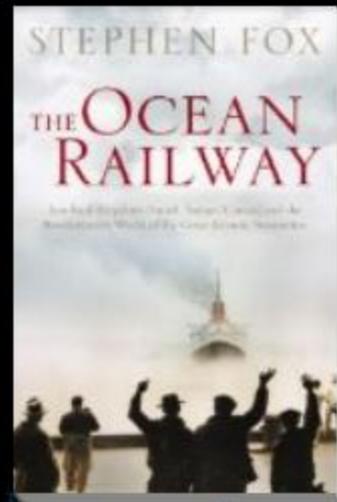
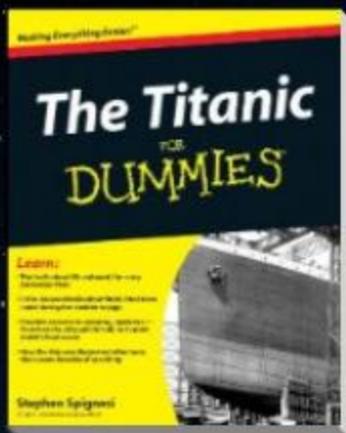
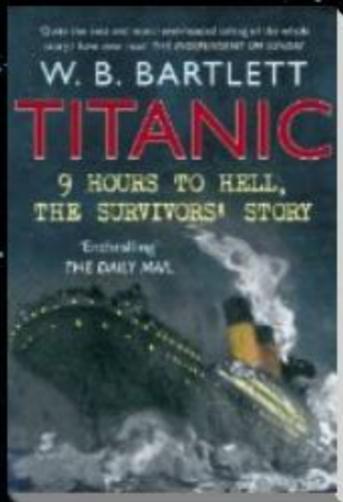
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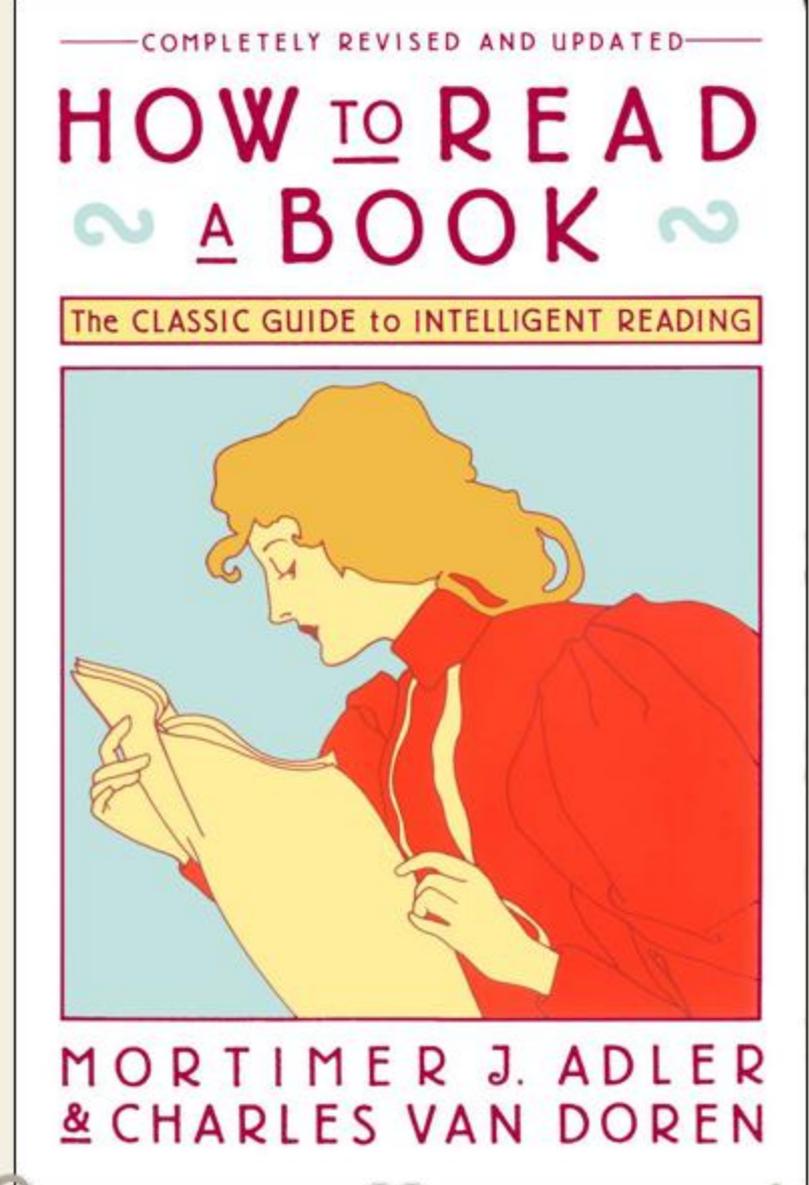
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VAN DOREN, CHARLES; ADLER, MOR...

HOW TO READ A BOOK



CONTENTS

Preface

PART ONE: THE DIMENSIONS OF READING

1. The Activity and Art of Reading
Active Reading

The Goals of Reading: Reading for Information and Reading for Understanding

Reading as Learning: The Difference Between Learning by Instruction and Learning by Discovery
Present and Absent Teachers

2. The Levels of Reading

3. The First Level of Reading: Elementary Reading
Stages of Learning to Read
Stages and Levels
Higher Levels of Reading and Higher Education
Reading and the Democratic Ideal of Education

understood before any effective
improvement can occur.

Note

Highlight

Share

There are four levels of reading. They are here called levels rather than kinds because kinds, strictly speaking, are distinct from one another, whereas it is characteristic of levels that higher ones include lower ones. So it is with the levels of reading, which are cumulative. The first level is not lost in the second, the second in the third, the third in the fourth. In fact, the fourth and highest level of reading includes all the others. It simply goes beyond them.

The first level of reading we will call Elementary Reading. Other names might be rudimentary reading, basic reading or initial reading; any one of these terms serves to suggest that as one masters this level one passes from nonliteracy to at least beginning literacy. In mastering this level, one learns the rudiments of the art of reading, receives basic training in reading, and acquires initial reading skills. We prefer the name elementary reading, however, because this level of reading is ordinarily learned in elementary school.

The child's first encounter with

understood before any effective improvement in reading skills can occur.

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The child's first encounter with

read·ing /ˈrēdɪŋ/ *n.* 1 the action or skill of reading written or printed matter silently or aloud: *suggestions for further reading* | [as *adj.*] *reading skills* | *a cursory reading of the minutes.*

<SPECIAL USAGE>

[Google](#)

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[Full Definition](#)

read·ing /ˈrēdɪŋ/ *n.* **1** the action or skill of reading written or printed matter silently or aloud: *suggestions for further reading* | [as *adj.*] *reading skills* | *a cursory reading of the minutes.*

<**SPECIAL USAGE**>

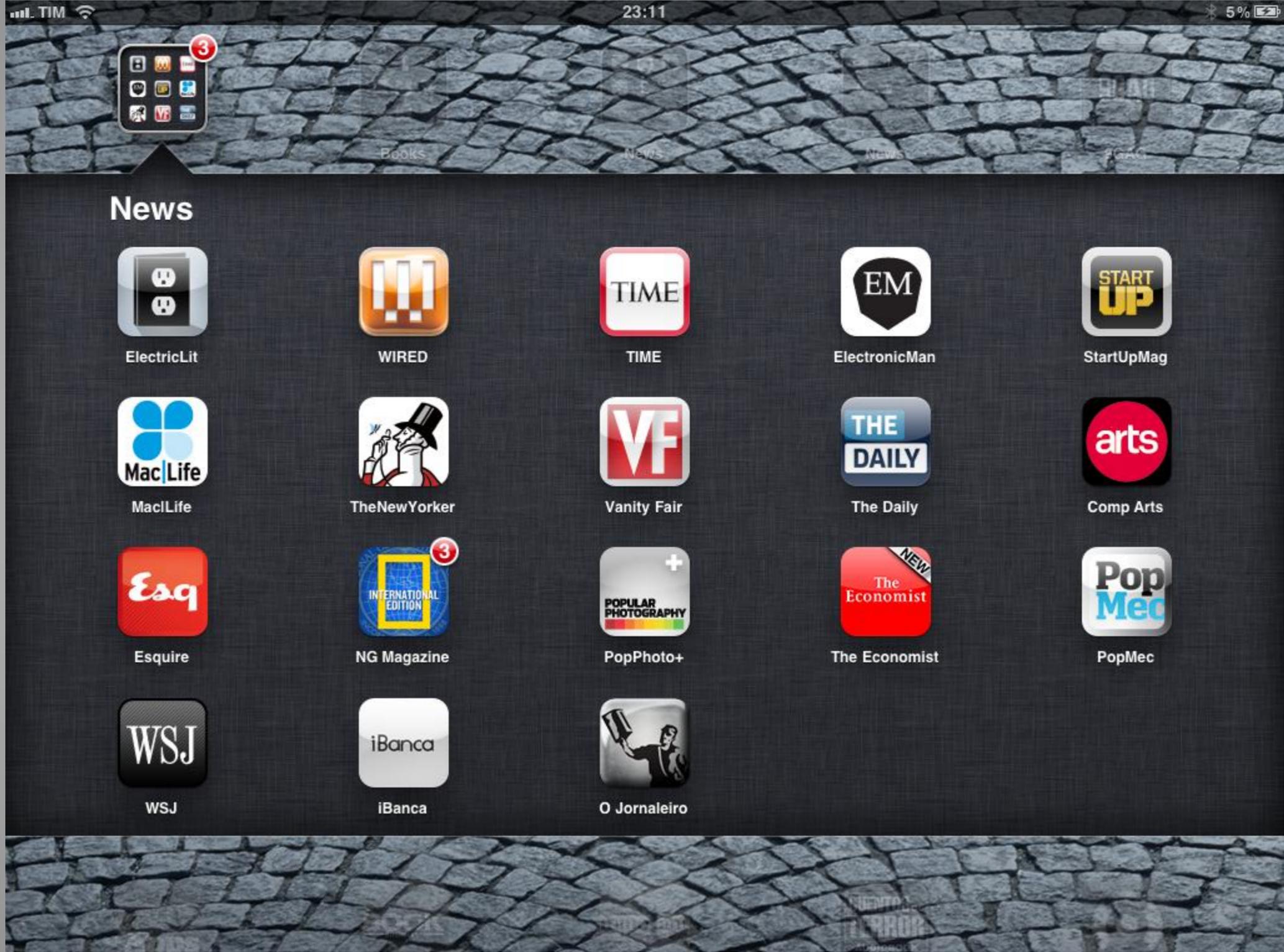
- written or printed matter that can be read: *his main reading was detective stories.*
- [with *adj.*] used to convey the specified quality of such written or printed matter: *his file certainly **makes** interesting **reading**.*
- [usu. with *adj.*] knowledge of literature: *a man of wide reading.*

- the formal reading aloud of a legal document to an audience: *the reading of a will.*
- an occasion at which poetry or other pieces of literature are read aloud to an audience.
- a piece of literature or passage of scripture read aloud to a group of people: *readings from the Bible.*

2 an interpretation: *feminist readings of Goethe*; | *his reading of the situation was justified.*

<**SPECIAL USAGE**> a form in which a given passage appears in a particular edition of a text.

3 a figure or amount shown by a meter



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Fly

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THE SECOND COMING

STEPHEN KING
ON TIME TRAVEL

Meep!

Eureka!
HOW
SCIENCE
CAN HELP
YOU...

Get in
Shape

Walk
on the
Moon

Find a
Soul Mate
and
more!

With our lab assistants, **the Muppets**
Plus: The unlikely hero behind their new movie



Touch each thumbnail to see a photo.



Birds are a constant threat at airports of all sizes.



results every time," owner Mark Adam says. "The local birds know that our animals are eaters and they're going to be lunch."

Airports around North America have also hired the company to keep geese at bay—a job that involves more than letting a falcon loose and calling it a day. At Toronto Pearson Airport, for example, Falcon Services technicians begin patrolling the 4,500 acres for geese and gulls from an hour before sunrise to an hour after sunset. To scare the droppings out of a flock of unwanted birds, a falcon, outfitted with a microtransmitter worn like a backpack, is released. Then, hopefully, it comes back.

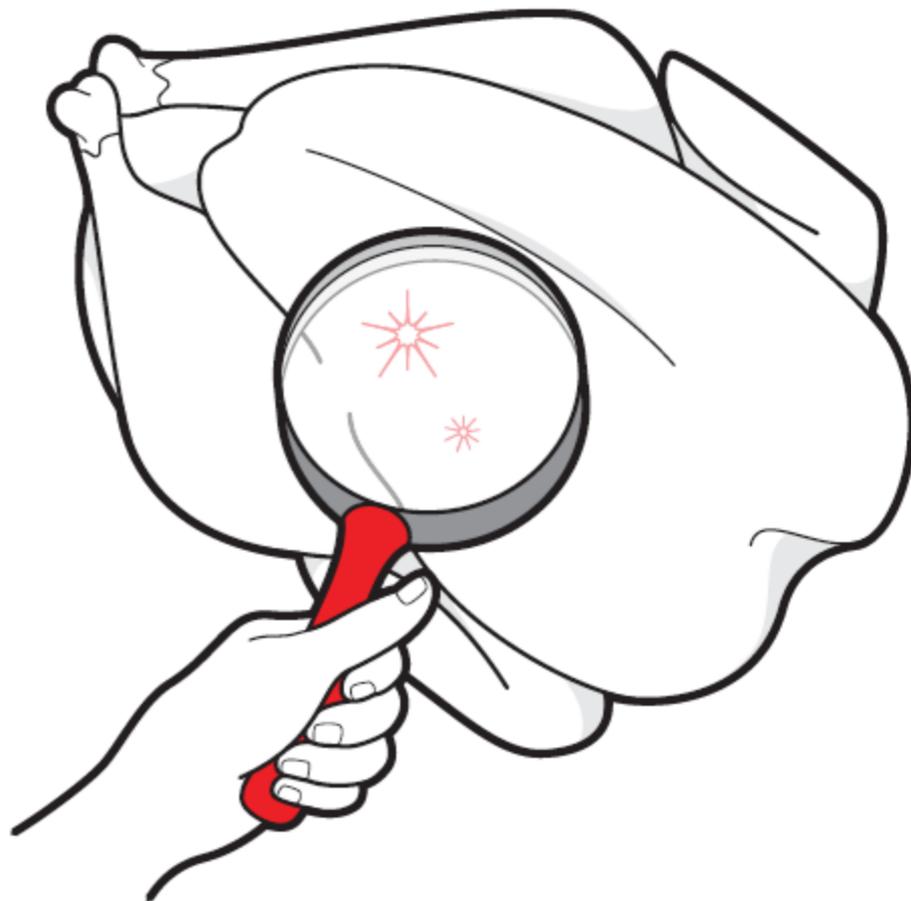
"These birds are conditioned to be around us, but they're not trained like a dog," Adam explains. "There's no way to stop them from going too far." Enter that transmitter, which Adam's team tracks to determine the location of a rogue bird; handlers can then approach it and lure it back with food. Usually it's less than 20 miles away—sometimes within a few hundred yards. But then there's the falcon in upstate New York that hit a thermal column, climbed to 6,000 feet, and wound up in Maine 48 hours later. After a 300-mile chase across New England, Adam decided to take the \$5,000 hit and let him free—as a bird. —Mike Olson

MARK ADAM



Even a single bird can endanger a plane. Touch Play to see what happened when a seagull struck a CT-155 Hawk jet during a training flight in Canada in 2008.





PROCESS

Original Recipe

Real Thanksgiving turkey isn't always something to be thankful for—too often it's dry and flavorless. **Touch each number** for tips from the pros. —*Rachel Swaby*

PICK A YOUNG'UN

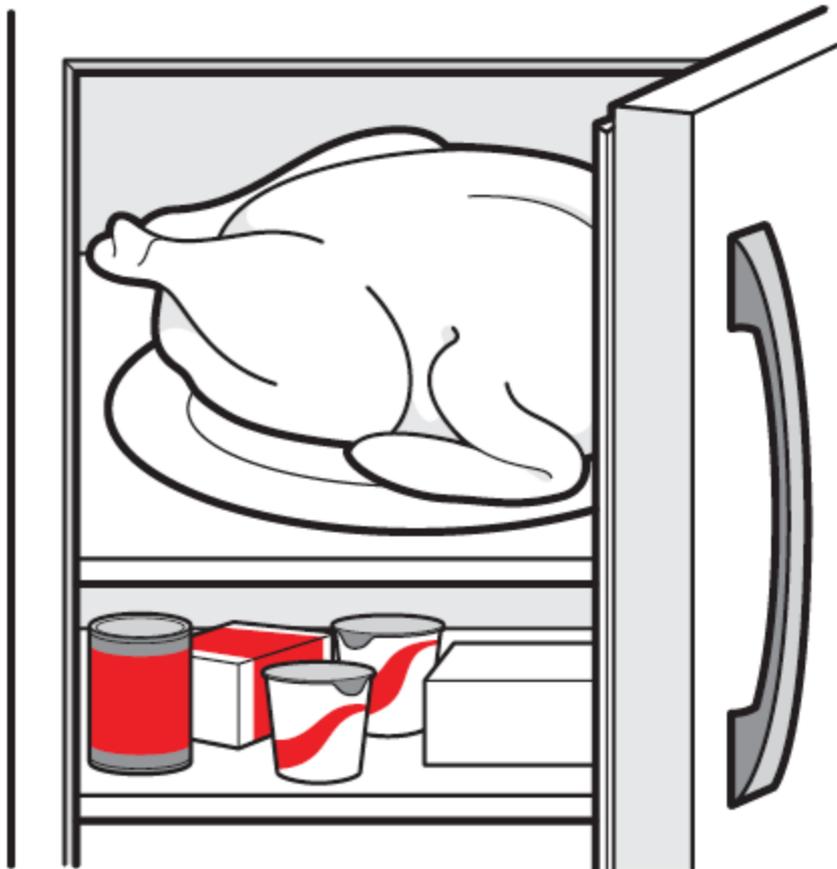
The color of raw turkey meat is due largely to the purple protein myoglobin. Over time, myoglobin levels increase and the meat darkens. Lighter tends to mean younger and more tender.



DATASTREAM NAMES OF TURKEYS SPARED BY PRESIDENTIAL PARDON

2002: KATIE, ZACK // 2003: STARS, STRIPES // 2004: BISCUITS, GRAUY // 2005: MARSHMALLOW, YAM // 2006: FLYER, FRYER // 2007: MAY, FLOWER // 2008: PUMPKIN, PECAN (PECAN FELL ILL AND MISSED THE CEREMONY) // 2009: COURAGE, CAROLINA // 2010: APPLE, CIDER

ILLUSTRATIONS BY **Brown Bird Design**



PROCESS

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Real Thanksgiving turkey isn't always something to be thankful for—too often it's dry and flavorless. **Touch each number** for tips from the pros. —*Rachel Swaby*

DON'T BRINE

To preserve flavor, dry the bird out. Harold McGee, author of *On Food and Cooking*, unwraps the turkey and lets it bathe naked in the cool fridge air for a day.



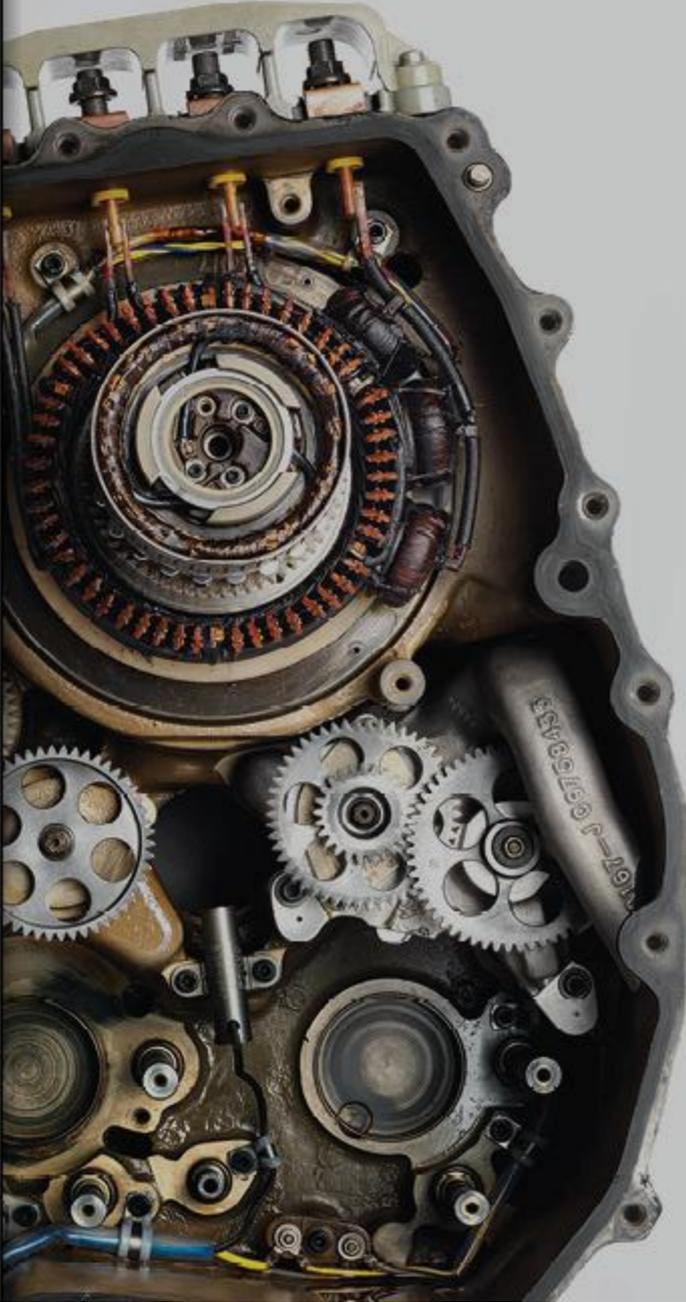
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ILLUSTRATIONS BY **Brown Bird Design**

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Bacteria That Rescue Art

A 747 aircraft has roughly six million parts. This Integrated Drive Generator is just one of them.





The Daily is being delivered





Work smarter in Dreamweaver

Three tips to improve your web design workflow

By Matt Clifford, web developer, www.mattclifford.co.uk

Create a Subversion Repository
This is a really good tool for speeding up your workflow, whether you're working in design or development, as it lets you store your assets and work collaboratively with other people. Developers have tended to use this more, but designers are starting to become more aware of it now. Access the Subversion panel in Site/Manage Sites (Site name)/Version Control - you'll need to designate a centralized repository (on a server that everyone who needs to can access) by entering the necessary server details. Then you'll be able to share the latest files and work on the same code base without having any conflicts.

Utilise integrated CMS support
Dreamweaver has integrated CMS support for common applications - WordPress, Drupal, Joomla and so on - so remember to take advantage of this as much as possible. Taking WordPress as an example, Dreamweaver features a built-in tag library to adapt you from having to jump out of Dreamweaver and into WordPress, to use the hints that pop up. Dreamweaver understands which platform you're working in; once you've set it up to interact with a remote server and have got the dynamic code in there, you can easily switch between dynamic views and see that integrated support.

Live View and Multiscreen Preview
While in View/Design or View/Code and Design, click the Live View button to open up a split window with Dreamweaver



What we're reading this month...

We reveal our favourite new design books

This month we've had a great selection of books to pour over in the Computer Arts office. For the last four weeks, the team has reacquainted itself with the life works of a great American designer, crammed in a full year's worth of industry insight, and delved into the profane world of fashion art and print.



If you've been involved in design for a little while, you've probably developed a stock of hard-won maxims to live by. The authors of Rockport's 365 Habits of Successful Graphic Designers have asked around and collected a year's worth of the best. As new deputy editor Rob found out, its 500-odd pages cover familiar topics, with punchy 200 to 500-word rules from various international designers. With chapters ranging from 'Managing the Business' to 'Achieving Balance', there's loads of advice here for making the best out of your situation. Most importantly, it's a beautiful book, with hundreds of inspiring designs to keep you going through the year.



and sketchy, in both digital and traditional media. New to this edition is a range of fashion sketch work, and there are full artist contact details should you wish to learn more about the many styles on show.



Everyone has their own favourite Saul Bass design - for art editor Jo it's his 1959 black and orange 'Anatomy of a Murder' film poster. There's loads to choose from in the massive, career-spanning Laurence King release, Saul Bass: A Life in Film and Design. As Martin Scorsese's foreword notes, Bass's most notorious work might be the film art for such releases as Alfred Hitchcock's Vertigo, but he also experimented extensively with his "thinking made visible" concept in album sleeves and corporate logos. This book offers an exhaustive look at the works and creative process of a great design mind.



How to get your portfolio noticed

By Kev Adamson, illustrator and designer, www.kevadamson.com

Web presence
It's very important to have a good website. This is your 24/7 portfolio - traditionally your printed folio would need to be requested and couriered to gain potential work, which is costly, time-consuming and not so accessible for potential clients. A well-built website will also be indexed well on search engines, and possibly linked to by other sources, which is a strong position to be in to encourage web-based enquiries.

Regular contact
Let art editors know you are there. Don't be afraid to contact them with a link to your portfolio. Of course, you need to make sure that you aren't contacting the same source too often, so keep a list of companies you've contacted and when; this is an effective way to ensure that you're keeping people aware without harassing them.

Blog on
Starting a blog shows an active interest and passion for what you do - people like to see that. It also ensures your website has fresh content, although it's a good idea to organise it into an area on the site that won't disturb, overbear or saturate your main content: your portfolio. However, you need to want to write about what you do; don't create a blog and fill it with half-hearted generic content. It'll look staged and no-one will read it.

Agency work
I started out being part of an agency. The beauty of an agency is that they have contacts and companies coming to them, shopping for an illustrator; it's not right for everyone, as commission is taken on each job, and your style will need to stand out from the crowd of other illustrators on display during a pitch.

Go social
My Twitter account is wonderful for finding new inspiration and getting an insight into the methods and practice of other professionals. It's also another avenue for me to share my work, and work-related content. Be active; engage in conversations, share useful content and follow people because you genuinely want to read what they have to say.



Cover Story
The Search for Cleopatra

BY CHIP BROWN

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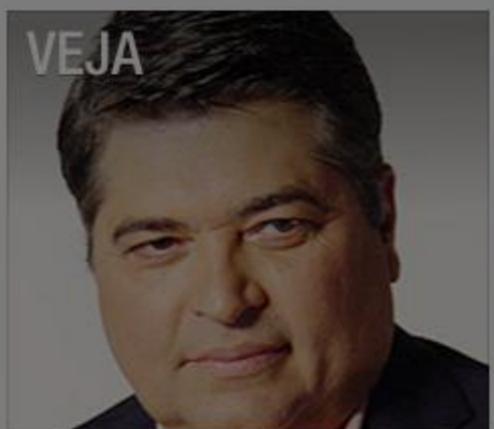
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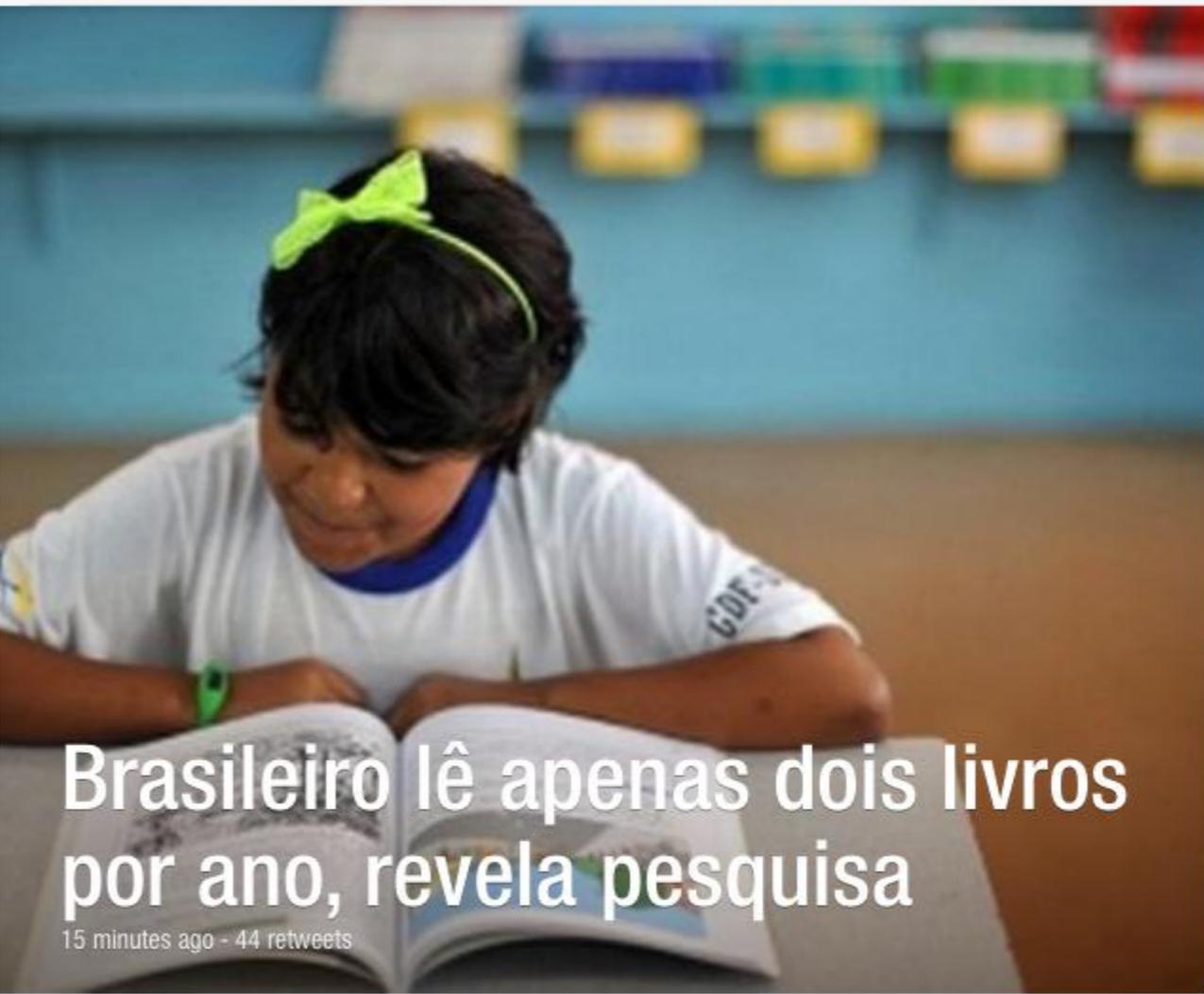
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- Wired
- FlipTech
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Brasileiro lê apenas dois livros por ano, revela pesquisa

15 minutes ago - 44 retweets

oglobo.globo.com • BRASÍLIA - A média de leitura do brasileiro é de apenas 2,1 livros por ano, segundo a 3ª edição da pesquisa Retratos da Leitura no Brasil, divulgada nesta quarta-feira. O

estudo revela que, no total, a média de leitura do brasileiro é de 4 livros anuais, dos quais dois não são lidos até o final. O número é menor do que o registrado em 2007, quando foi ...

Menino só pega no sono depois de dar volta em Ferrari - Fernando...

25 minutes ago - 28 retweets



oglobo.globo.com • Enviado por Fernando Moreira - 28.03.2012 18h22m

STJ mantém exigência de bafômetro para provar embriaguez

5 minutes ago - 7 retweets

oglobo.globo.com • BRASÍLIA - Por cinco votos a quatro, a Terceira Seção do Superior Tribunal de Justiça (STJ) decidiu nesta quarta-feira que apenas o teste do bafômetro e o exame de sangue servem como prova de embriaguez para subsidiar processos criminais contra motoristas flagrados dirigindo embriagados. A maioria dos ministros ponderou que esses são os únicos métodos capazes de comprovar o teor de álcool no sangue tolerado pela Lei Seca. Os outros ministros queriam incluir nestas ações judiciais a possibilidade de outros tipos de prova - como o depoimento de testemunhas e o exame clínico.

A decisão foi tomada no julgamento de um recurso do Ministério Público contra decisão ...

“ Sem esquecer que em abril/2011, o Brasil atingiu a marca 212,6 milhões de celulares. Os "livros" precisam chegar aos celulares! @etc_rio



C. S. Soares
May 31 10:33 AM
↕ by Krapotkinware

“ 7 milhões de brasileiros baixam e-books gratuitamente na internet, 68% o fazem com regularidade. @etc_rio



C. S. Soares
May 31 10:29 AM
↕ by Krapotkinware

“ Lacan: a verdade tem estrutura de ficção. A maioria de nós: a ficção tem estrutura de verdade. Krapotkin: a estrutura tem verdade de ficção.



Krapotkinware
June 2 1:01 PM
1 retweet

“ "Uma biblioteca às escuras, torna-se domínio de Hades, o lugar para onde vão as almas das pessoas mortas" (El libro de los juegos, 1978)



Nikolai Krapotkin
June 2 11:38 AM
↕ by Krapotkinware

“ A soma de todas as narrativas sociais = 4 + 0 + 2 + 4 + 3



Krapotkinware
May 31 2:36 PM
13 retweets

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The Waste Land

T.S. ELIOT



Poem

The full published text of
The Waste Land (1922)



Performance

A specially filmed performance of
the entire poem by Fiona Shaw



Manuscript

A facsimile of Eliot's original manuscript
with hand-written edits by Ezra Pound



Perspectives

Commentary on the poem and on
Eliot from a range of interesting people



Readings

Hear the poem spoken aloud by
different voices including Eliot himself



Gallery

A selection of photographs and images
related to the poem



Tips

How to get the best from this
electronic edition of The Waste Land



Notes

Annotations and references
explaining the text of the poem

[CREDITS](#) [SETTINGS](#)

TOUCH
PRESS



I. The Burial of the Dead

April is the cruellest month, breeding
Lilacs out of the dead land, mixing
Memory and desire, stirring
Dull roots with spring rain.

Winter kept us warm, covering
Earth in forgetful snow, feeding
A little life with dried tubers.

Summer surprised us, coming over the Starnbergersee
With a shower of rain; we stopped in the colonnade,
10 And went on in sunlight, into the Hofgarten,
And drank coffee, and talked for an hour.

Bin gar keine Russin, stamm' aus Litauen, echt deutsch.
And when we were children, staying at the arch-duke's,
My cousin's, he took me out on a sled,
And I was frightened. He said, Marie,



NOTES

- ▼ **Composition:** In July 1919 Eliot told the publisher John Rodker that he had completed 'Gerontion' and thought he would 'have another about the same length by August'. This section of *The Waste Land* (76 lines, in its final version) is the same length as 'Gerontion' and is probably the poem in question, completed by October 1919.
- ▶ **Title:** 'The Order for The Burial of the Dead' is the full title of the burial service in the Church of
- ▶ **I. 1 April... cruellest:** may have been suggested by 'Clair de Lune Sentimental' by Gautier, in which
- ▶ **II. 1-18:** the character of Eliot's April as 'the cruellest month' is explained in *The Golden Bough*:
- ▶ **I. 2 Lilacs:** this may be an allusion to the elegiac poem 'When Lilacs Last in the Dooryard
- ▶ **II. 2-3:** in the mixing of 'memory' and 'desire' Eliot may have been recalling a passage in
- ▶ **II. 6-7 feeding/A little life:** cf. 'Our Mother feedeth thus our little life,/That we in turn may feed her
- ▶ **I. 8 Starnbergersee:** a fashionable cosmopolitan lake-

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 - ▶ ***ll. 6-7 feeding/A little life:*** cf. 'Our Mother feedeth thus our little life,/That we in turn may feed her
 - ▶ ***l. 8 Starnbergersee:*** a fashionable cosmopolitan lake-resort just south of Munich,
 - ▶ ***l. 10 Hofgarten:*** a public park in Munich, bordered by buildings with a colonnade (as in line 9).
 - ▶ ***l. 12:*** 'I am not Russian at all; I come from Lithuania; I am a real German.' Stephenson's translation

I. The Burial of the Dead

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 and he said, Marie,

The Poem (no reading) ✓

AUDIO READINGS

- T. S. Eliot (1933)
- T. S. Eliot (1947)
- Alec Guinness
- Ted Hughes
- Viggo Mortensen
- Fiona Shaw

PERFORMANCES

- Fiona Shaw

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- ▶ **I. 1 April... *cruellest*:** may have been suggested by 'Clair de Lune Sentimental' by Gautier, in which
- ▶ **II. 1-18:** the character of Eliot's April as 'the cruellest month' is explained in *The Golden Bough*:
- ▶ **I. 2 *Lilacs*:** this may be an allusion to the elegiac poem 'When Lilacs Last in the Dooryard
- ▶ **II. 2-3:** in the mixing of 'memory' and 'desire' Eliot may have been recalling a passage in

I. THE BURIAL OF THE DEAD

I. The Burial of the Dead

April is the cruellest month, breeding
 Lilacs out of the dead land, mixing
 Memory and desire, stirring
 Dull roots with spring rain.
 Winter kept us warm, covering
 Earth in forgetful snow, feeding
 A little life with dried tubers.
 Summer surprised us, coming over the Starnbergersee

Poem

I. 1
 April is the cruellest month, breeding

Notes

II. 1-18 **Spring-themed opening**
 II. 1-18: the character of Eliot's April as 'the cruellest month' is explained in...

I. 2 **'Lilacs'**
 ...Lincoln was killed on Good Friday, 14 April 1865): 'When lilacs last in the dooryard...

I. 69 **'Stetson'**
 ...devoted an article in *Essays in Criticism* (April 1988) to investigating the wider significance of...

I. 411 **'Dayadhvam'**

Search: april



2.

* * * *

April is the cruellest month, breeding
 Lilacs out of the dead land, mixing
 Memory and desire, stirring
 Dull roots with spring rain.
 Winter kept us warm, covering
 Earth in/forgetful snow, feeding
 A little life with dried tubers.
 Summer surprised us, coming over the Königssee
 With a shower of rain; we stopped in the colonnade,
 And went on in sunlight, into the Hofgarten,
 And drank coffee, talking an hour.
 Bin gar keine Russin, stamm' aus Litauen, echt deutsch.
 And when we were children, staying at the archduke's,
 My cousin's, he took me out on a sled,
 And I was frightened. He said, Marie,
 Marie, hold on tight. And down we went.
 In the mountains, there you feel free.
 I read, much of the night, and go south in the winter.

* * * *

What are the roots that clutch, what branches grow
 Out of this stony rubbish? Son of man,
 You cannot say, or guess, for you know only
 A heap of broken images, where the sun beats,
 And the dead tree gives no shelter, the cricket no relief,
 And the dry stone no sound of water. Only
 There is shadow under this red rock,
 (Come in under the shadow of this red rock),
~~And~~ I will show you something different from either
 Your shadow at morning striding behind you
 Or your shadow at evening rising to meet you;
 I will show you fear in a handful of dust.

* * * *

^{mehr}
~~Maix~~ Frisch ~~schwebt~~ der Wind
 Der Heimat zu,
 Mein Irisch' Kind,
 Wo weilest du?

"You gave me hyacinths first a year ago;
 "They called me the hyacinth girl".
 -Yet when we came back, late, from the hyacinth garden,
 Your arms full, and your hair wet, I could not
Speak, and my eyes failed, I was neither
 Living nor dead, and I knew nothing,
 Looking into the heart of light, the silence.

max/jane

Od' und leer das Meer.

Madame Sosostris, famous clairvoyant;
 Had a bad cold, nevertheless
 Is known to be the wisest woman in Europe,
 With a wicked pack of cards. Here, said she,
 Is your card, the drowned Phoenician Sailor,
 (~~Those are pearls that were his eyes. Look!~~)
 Here is Belladonna, the Lady of the Rocks,
 The lady of situations,



THE AUTHOR

THE BOOK

ON THE ROAD



THE TRIP

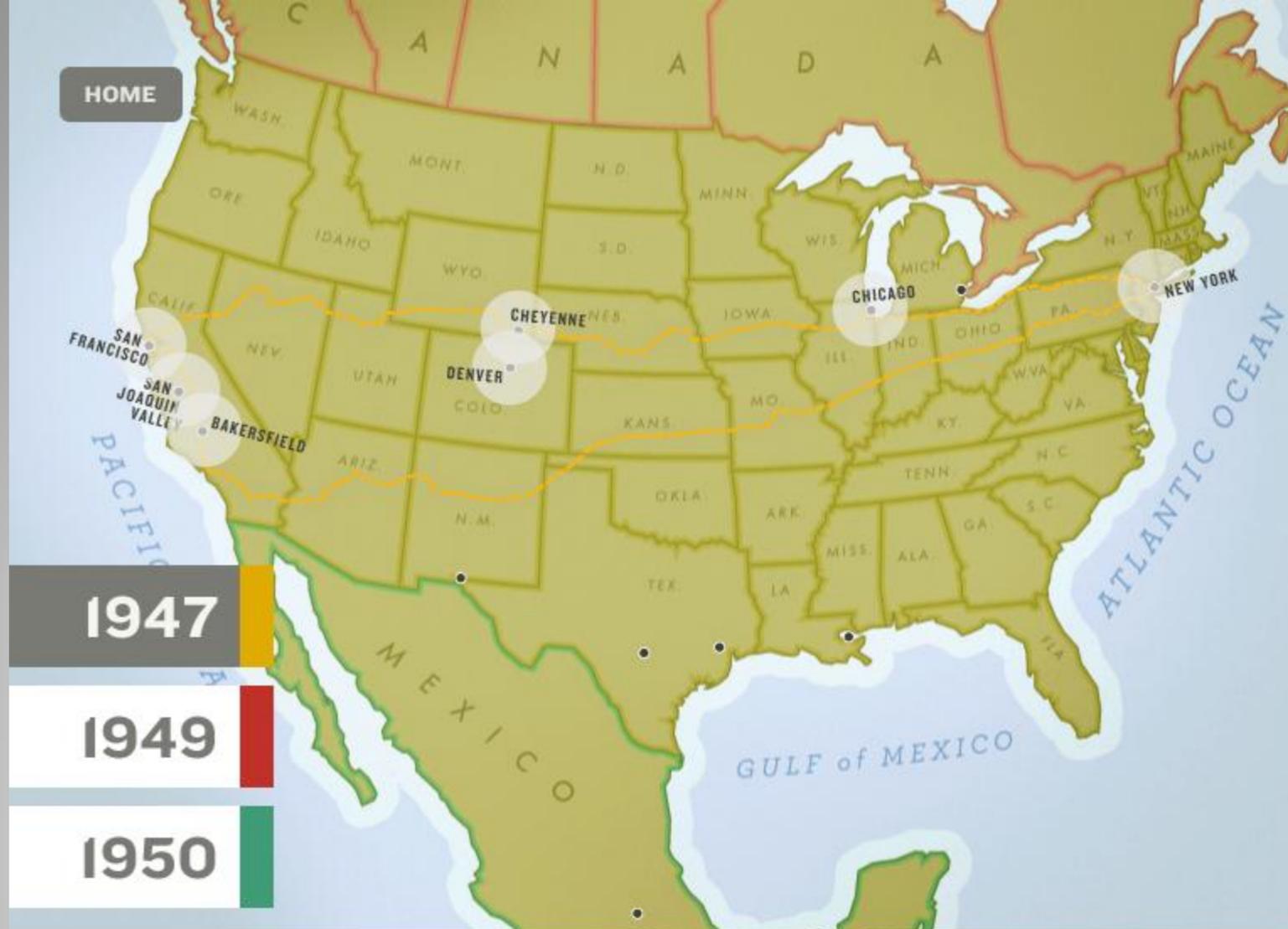
PUBLICATION

JACK KEROUAC



THE BEATS

CREDITS



THE TRIP

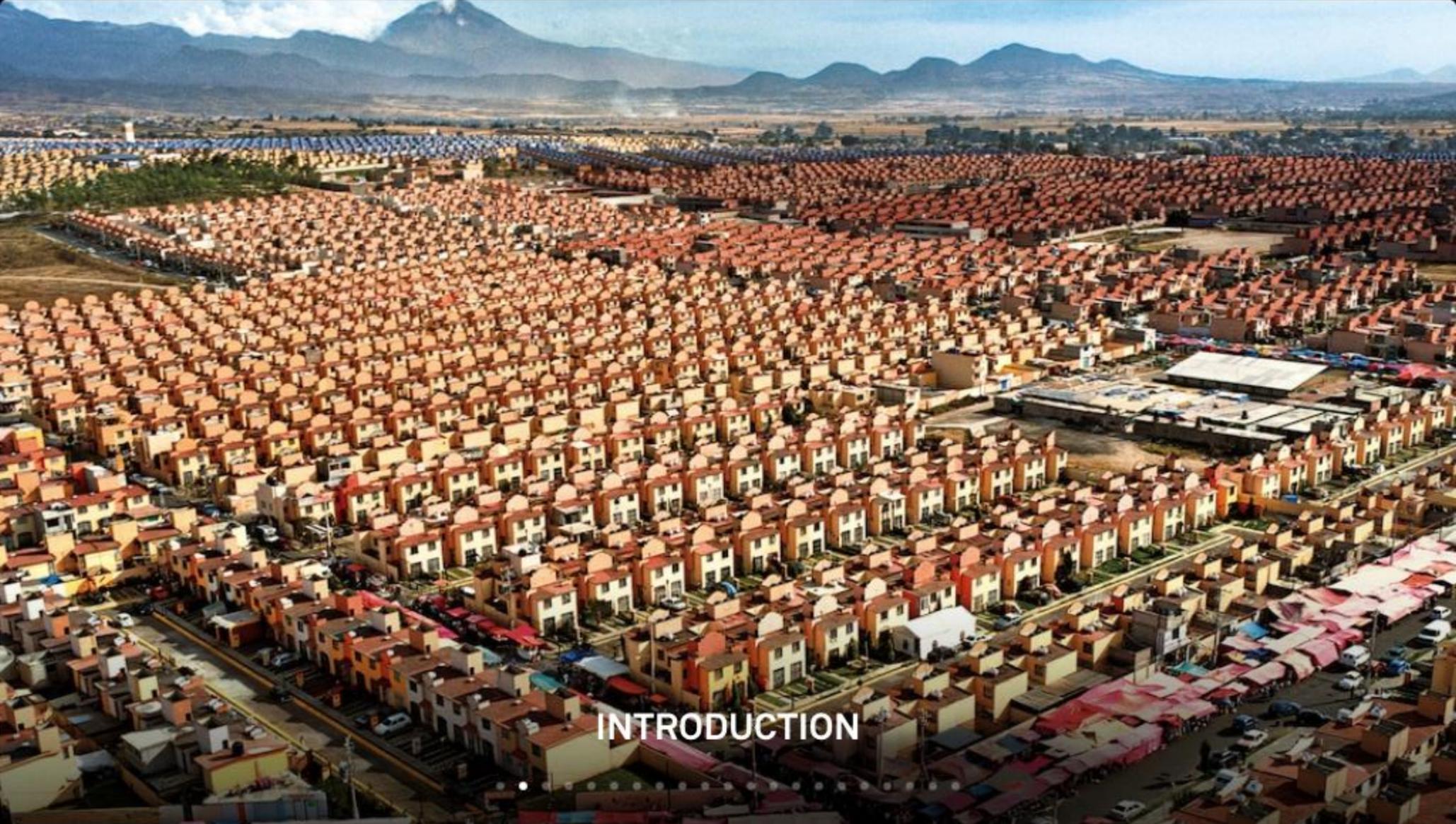
The trips that form the basis of *On the Road* are fictionalized accounts of Kerouac's own travels around the country. Now one of the most famous journeys in modern literature, Kerouac's route is a testament to both an era of major advancements in the national highway system and, more important, an ethos of endless searching that set so many of his fellow Beats similarly adrift. Kerouac's quest and the narrative it inspired are lasting tributes to America's great cities and the sublime landscape that connects them.



SKETCHES
Kerouac's own
map drawings

AL GORE
OUR CHOICE





INTRODUCTION



Introduction

There's a lot of things that we can do to help people here. We can build houses, we can build schools, we can build roads. But the most important thing is to help people get a better life. We can do that by helping them find jobs, by helping them get education, by helping them get healthcare. We can do that by helping them get a better life. We can do that by helping them get a better life.

Introduction

We can do that by helping them get a better life. We can do that by helping them get a better life. We can do that by helping them get a better life. We can do that by helping them get a better life. We can do that by helping them get a better life. We can do that by helping them get a better life.

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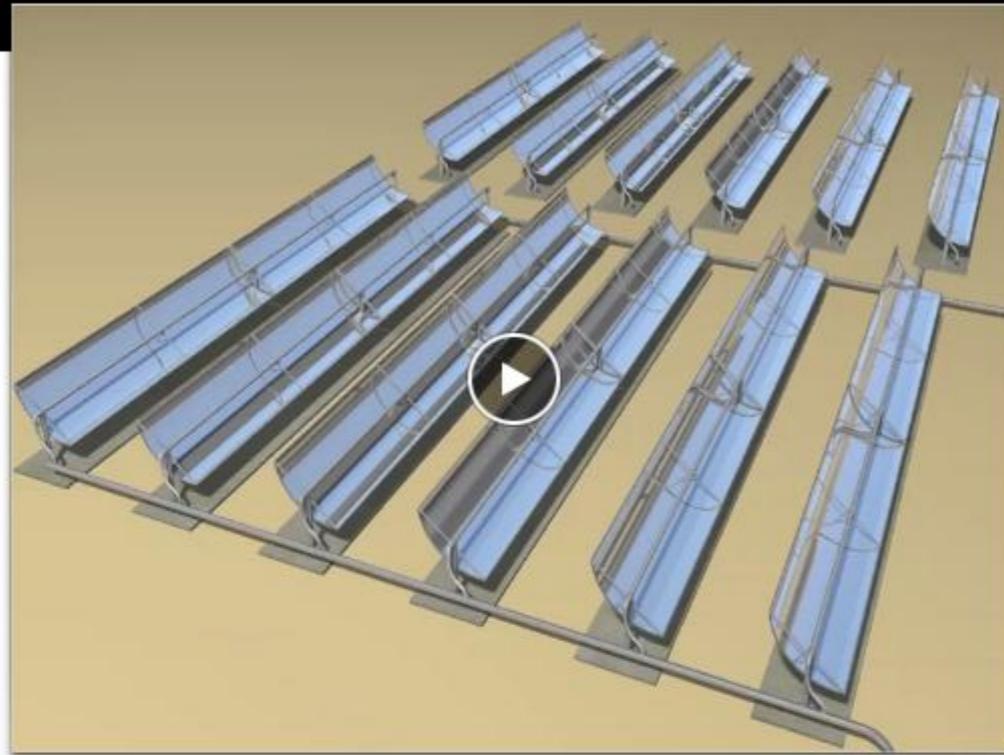
Making Power from Sunlight

Electricity can be produced from sunlight in two main ways—by producing heat that powers an electricity generator or by converting sunlight directly to electricity using solar cells.

The first approach, known as concentrated solar thermal (CST), uses sunlight to heat liquids that are used to power electricity generators. This requires using mirrors to concentrate sunlight.

There are several ways to do this. Some CST plants use curved mirrors (called parabolic trough mirrors) that track the movement of the sun across the sky and focus sunlight on a pipe, heating water or other liquid. Other designs use long rows of nearly flat, rotating mirrors to accomplish basically the same result with lower-cost materials.

CST plants are large, utility-scale in-



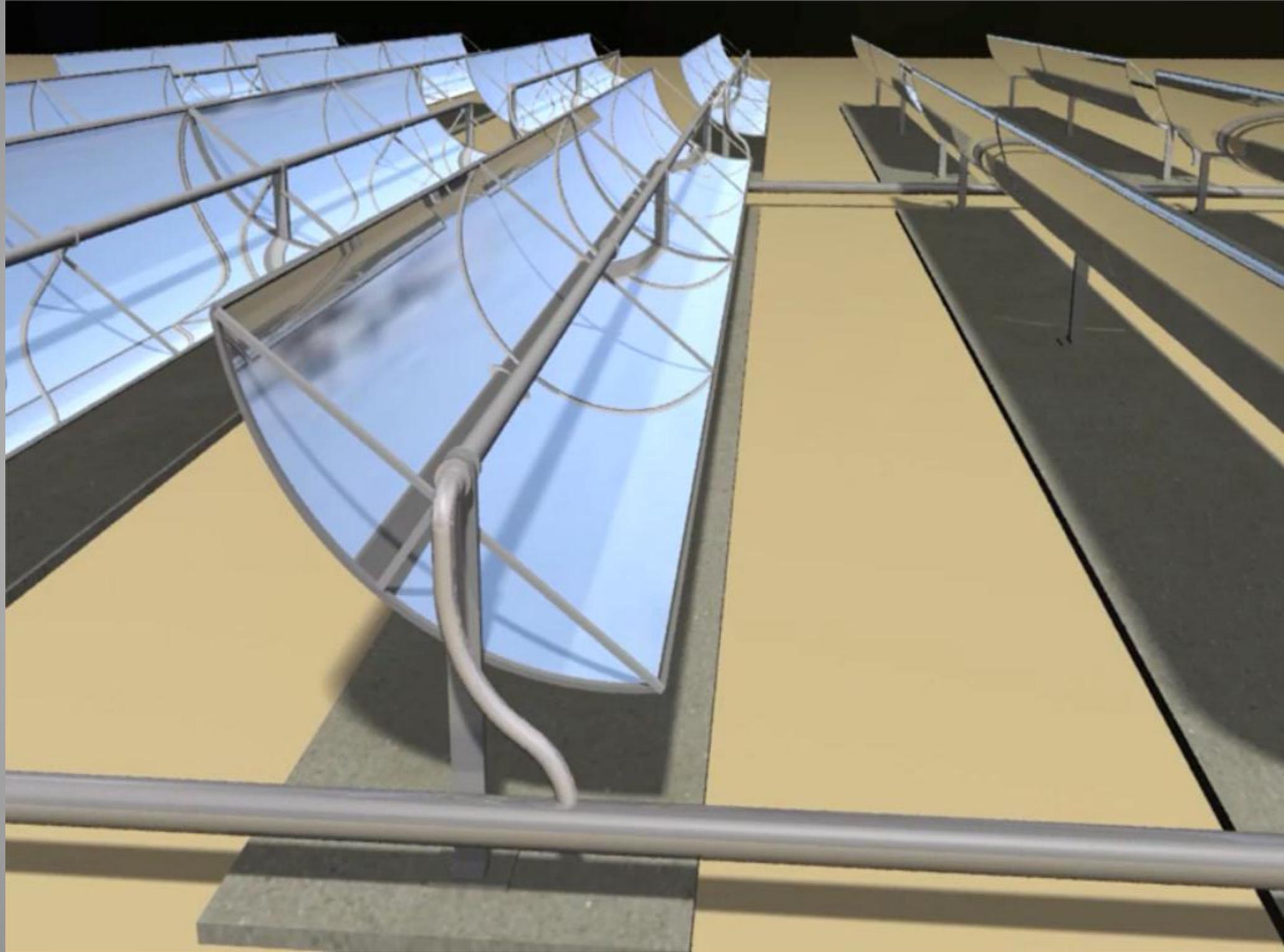
How Concentrated Solar Thermal Power Works

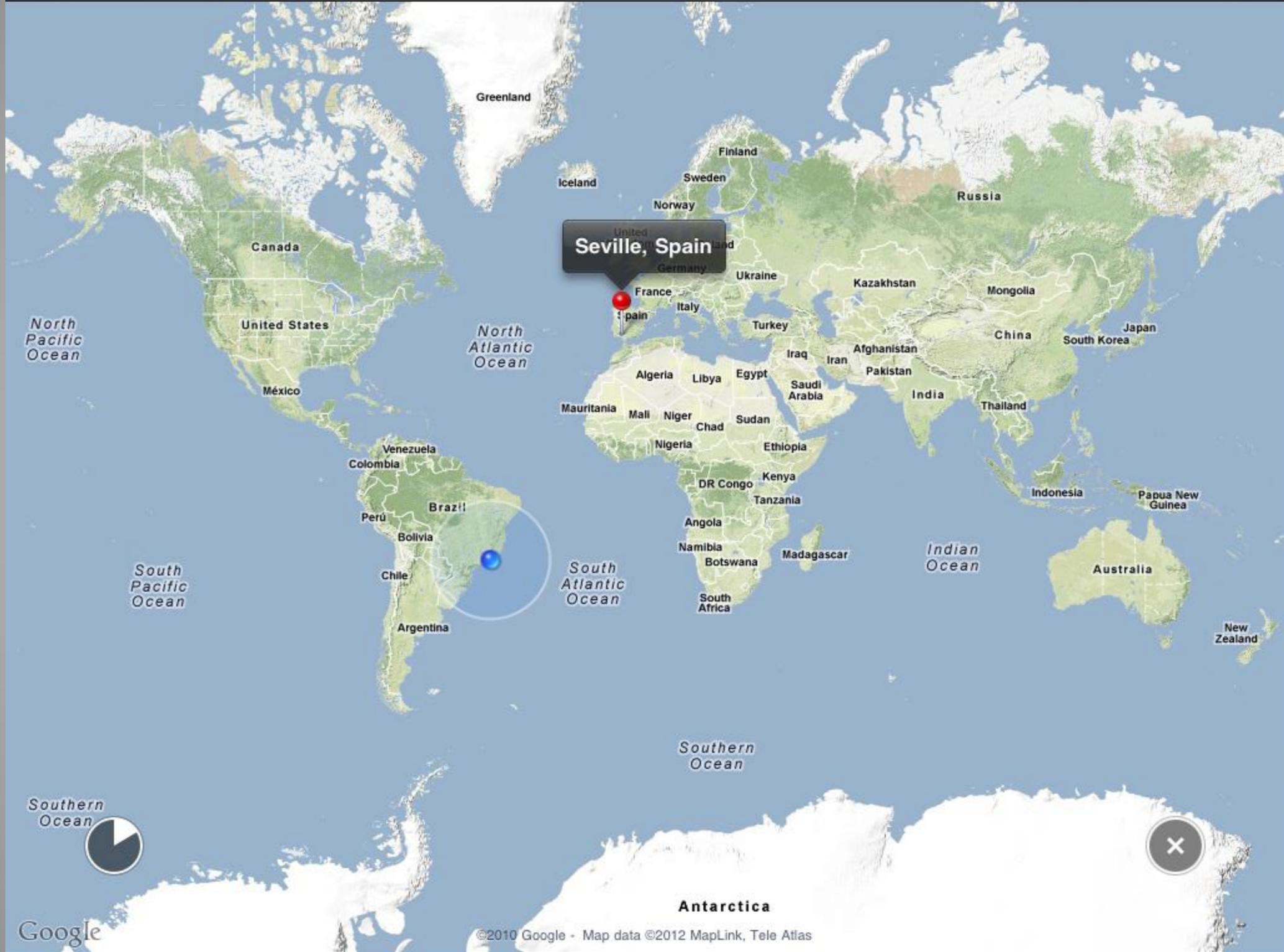
At concentrated solar thermal (CST) plants, solar energy is concentrated by mirrors, which focus the sun's rays on a pipe filled with a synthetic oil called Therminol or water, heating it to several hundred degrees Fahrenheit. The liquid is pumped through the entire system, and a heat exchanger uses that heat energy to generate steam, which turns an electricity-generating turbine.

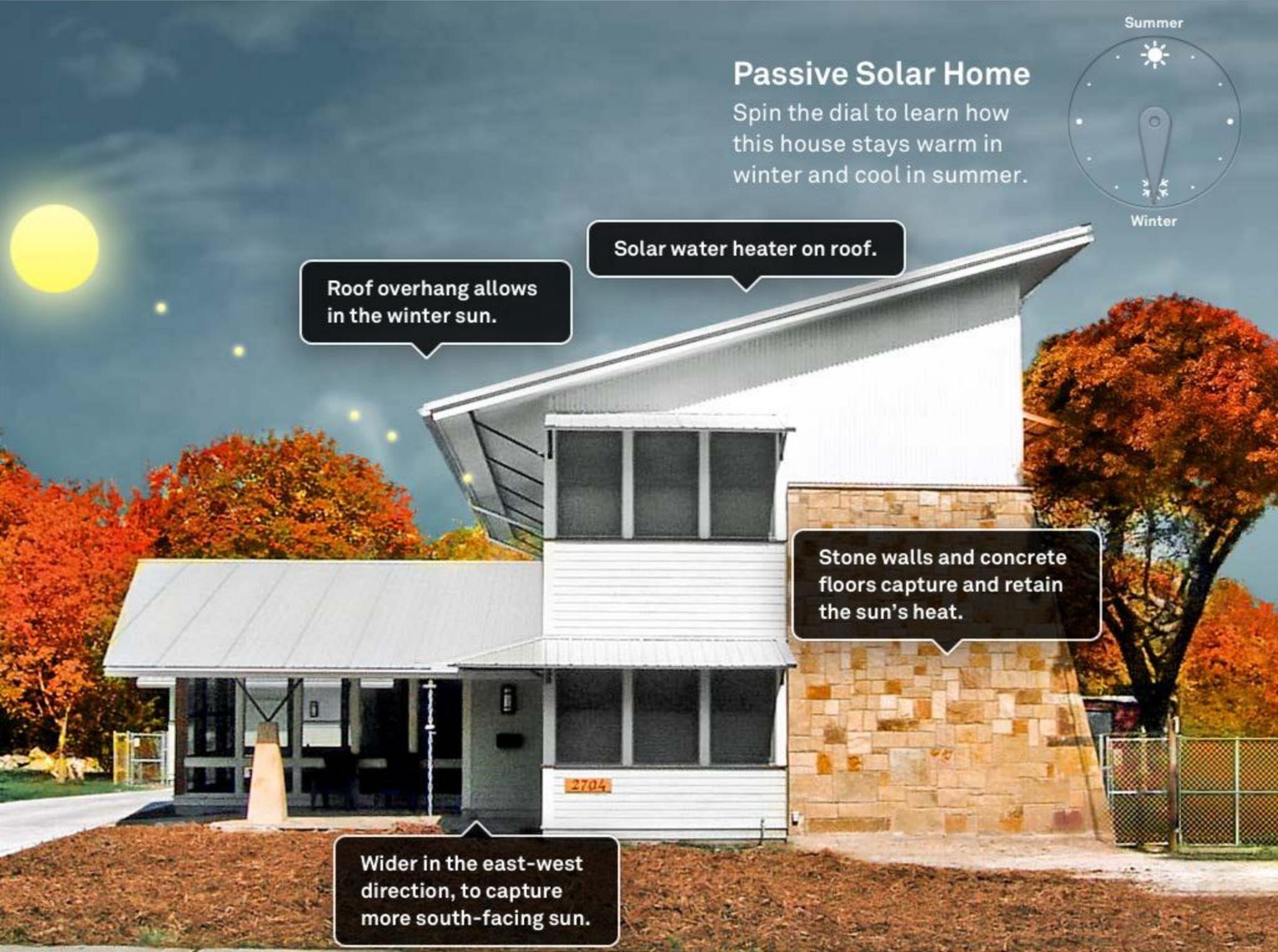
sta
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Passive Solar Home

Spin the dial to learn how this house stays warm in winter and cool in summer.



Roof overhang allows in the winter sun.

Solar water heater on roof.

Stone walls and concrete floors capture and retain the sun's heat.

Wider in the east-west direction, to capture more south-facing sun.



President Jimmy Carter
June 20, 1979

NACIONAIS

O GLOBO
A MAIS



28 .03. 2012



+ DICA

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LUCIANA FRÓES
MOSTRA O NOVO
DANIO BRAGA



+ COLUNISTA

JOAQUIM F. DOS SANTOS

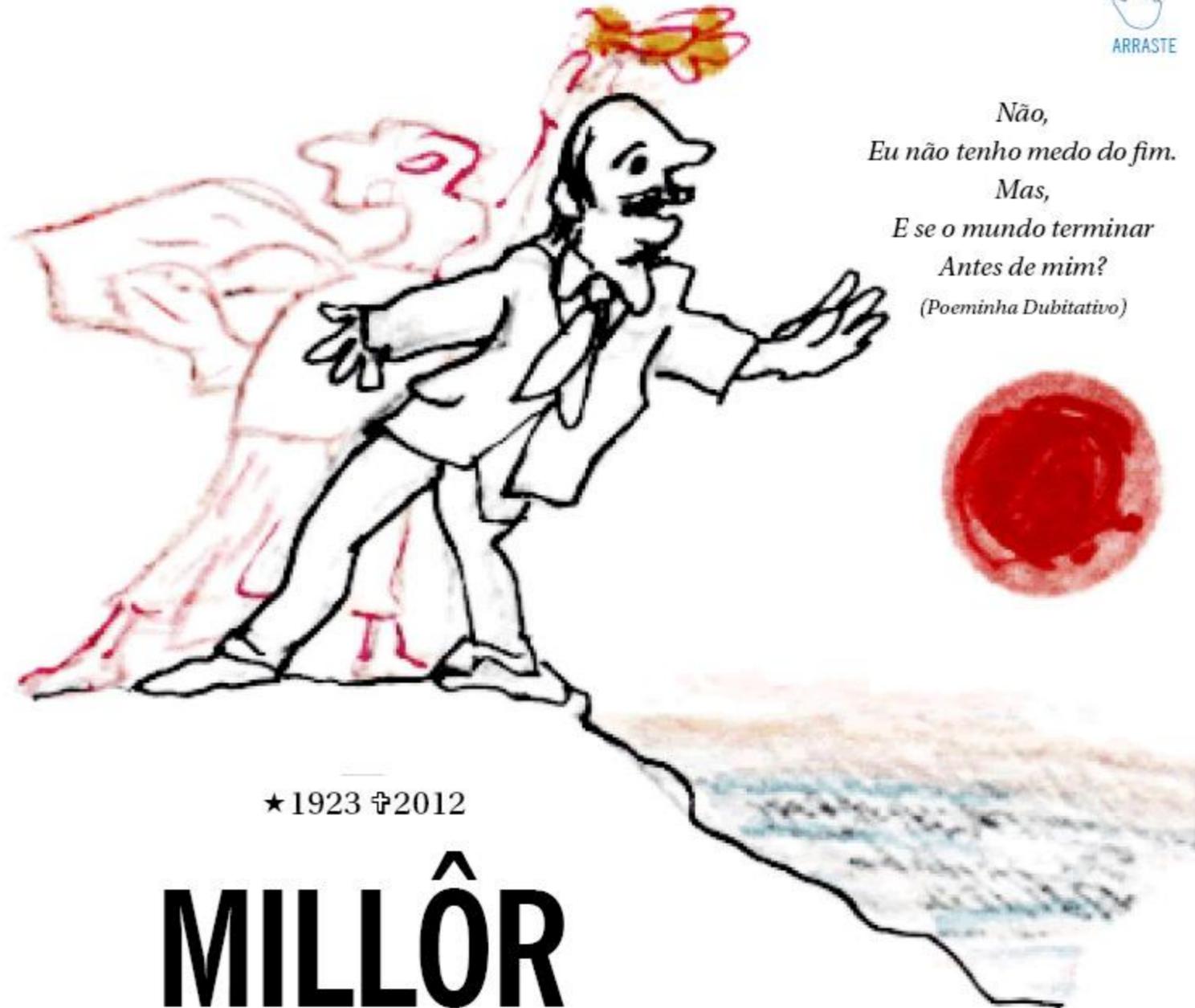
SUELLEN, SUA
ALEGRIA TAMBÉM
É NOSSA. OBRIGADO



+ ENTREVISTA

ROBERT K. LOGAN

PARCEIRO DE
MCLUHAN PROPÕE
'SMARTBOOK'



*Não,
Eu não tenho medo do fim.
Mas,
E se o mundo terminar
Antes de mim?
(Poeminha Dubitativo)*

★ 1923 † 2012

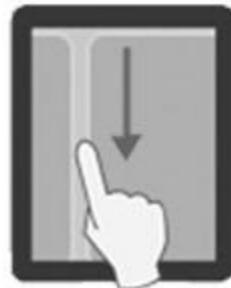
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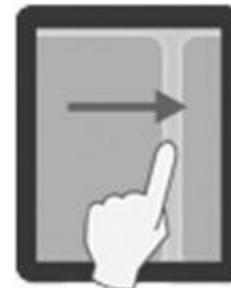
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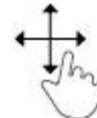
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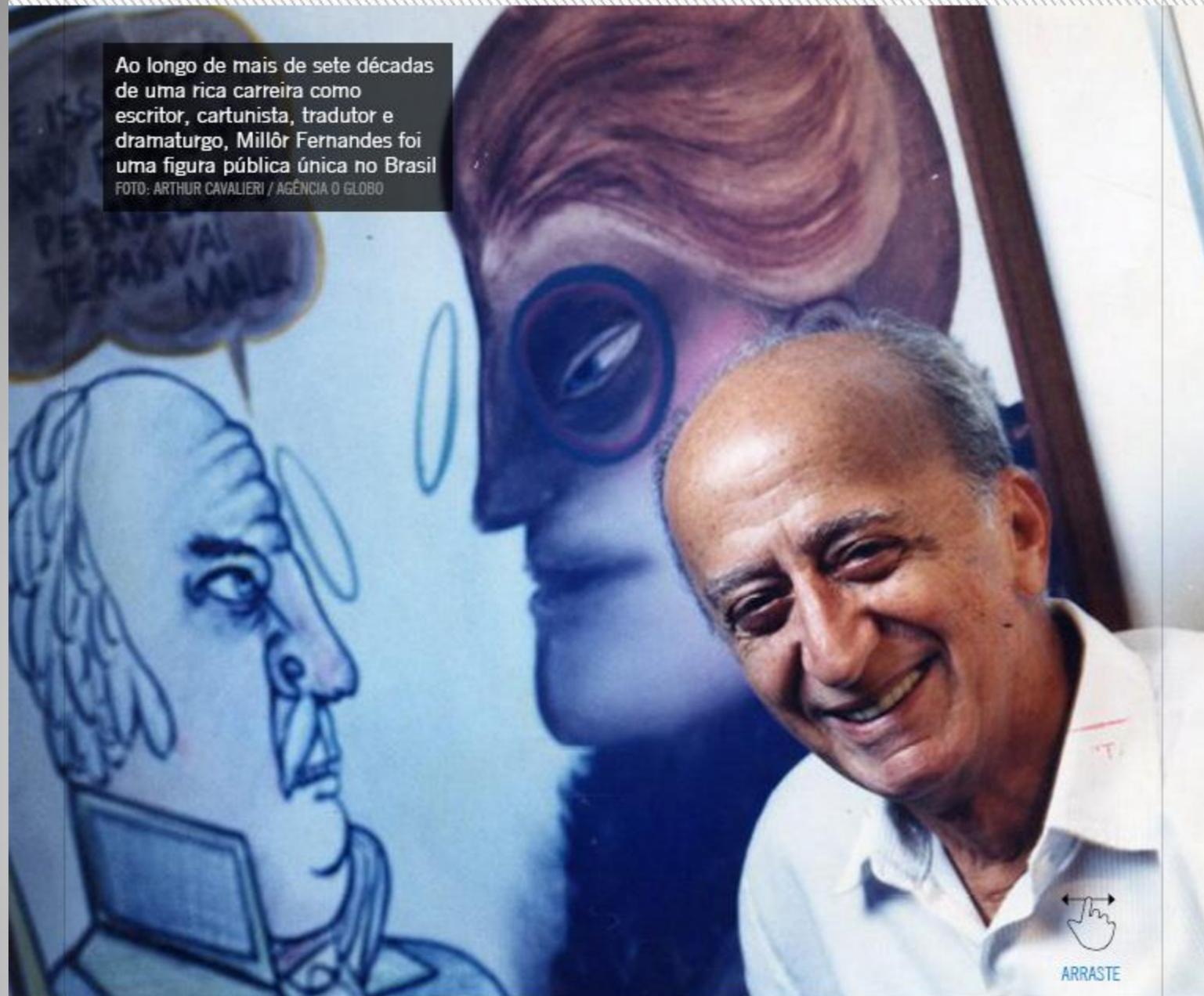
Fidel Castro, ex-presidente cubano, recebe o Papa Bento XVI após celebração de missa na Praça da Revolução, em Havana

FOTO: OSSERVATORE ROMANO / AP

x

Ao longo de mais de sete décadas de uma rica carreira como escritor, cartunista, tradutor e dramaturgo, Millôr Fernandes foi uma figura pública única no Brasil

FOTO: ARTHUR CAVALIERI / AGÊNCIA O GLOBO



Millôr 

A PAZ DO DESCRENTE

As muitas faces do frasista brilhante que morreu aos 88 anos, após mais de sete décadas de uma carreira que transitou pelo jornalismo, pela dramaturgia, pela ilustração, pelo humor e até pela invenção do frescobol





Millôr em 1956, aos 33 anos. O escritor nasceu no dia 16 de agosto de 1923, no Méier, ao qual se referia como "Meyer", Zona Norte carioca
FOTO: REPRODUÇÃO



A PAZ DO DESCRENTE

As muitas faces do frasista brilhante que morreu aos 88 anos, após mais de sete décadas de uma carreira que transitou pelo jornalismo, pela dramaturgia, pela ilustração, pelo humor e até pela invenção do frescobol



UM PAÍS DE LEITORES – E AUTORES

O livro brasileiro está mais barato, e os consumidores estão comprando mais exemplares. Uma ótima notícia que se deve, em grande parte, aos escritores nacionais que se provaram capazes de conquistar o público

JERÔNIMO TEIXEIRA, MARCELO MARTHE E MARIO MENDES

BIOGRAFIA

*Nelson Motta:
nova visão sobre a
juventude de grandes
artistas brasileiros*



Toque nos
autores para
ler mais







ELITE DA TROPA 2

LUIZ EDUARDO SOARES
CLÁUDIO FERRAZ
ANDRÉ BATISTA
RODRIGO PIMENTEL



1

O fato é que facção criminosa, mesmo engravatada ou fardada, não tem mais espaço digno nessa galáxia. Acabou. Velhas raposas insinuam aqui e ali suas teorias ambíguas, tentando ganhar adeptos entre milicianos e evitar que sejam abaladas suas velhas alianças com as máfias.

Vou botar a boca no trombone para denunciar essa escrota apologia ao crime, essa nojenta servidão. Para mim, esses políticos são criminosos também, mesmo que só se beneficiem indiretamente da tirania exercida pelos milicianos. Vou varar as noites escrevendo em meu Twitter e divulgar minha revolta aos quatro cantos. Não importa que eu tenha só vinte e poucos seguidores. Não importa. Vou fazer a minha parte, como fiz na DRACO até o episódio acontecer. Hoje, mais tarde, vou postar o seguinte:



Dracon1ano

Estamos na merda porque policiais malpagos sobrevivem graças à insegurança. A degradação começa no bico e evolui até a milícia.

about 16 minutes ago via web

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I KNOW YOU'RE OUT THERE, YOU WALL-CRAWLING MENACE!

AS LONG AS J. JONAH JAMESON IS C.E.O. OF DAILY BUGLE COMMUNICATIONS, I WON'T REST UNTIL NEW YORK HAS SEEN THE LAST OF SPIDER-MAN.



OTHER KIDS I KNOW START THEIR DAY WITH ORANGE JUICE.

ME? I GET YELLED AT BY A 100-FOOT-TALL CRANKY-PANTS.



I'M OUT HERE ALONE EVERY DAY TRYING THE BEST I CAN AT THIS HERO ROUTINE.

IT'S NOT EASY LEARNING THE ROPES BY YOURSELF. LET'S FACE IT, "INTRODUCTION TO SUPER-HEROING" ISN'T EXACTLY A HIGH SCHOOL ELECTIVE.

SPEAKING OF SCHOOL, I STILL HAVE TO PICK UP A CAKE FOR AUNT MAY BEFORE FIRST PERIOD.

WHOOOOOOOOOOOOOO



BUT FIRST, I SHOULD SAVE THAT COP FROM CRASHING INTO THAT STORE!

THWAPP!



SCREEEEEEEEEL SPRONG!



I'M STARTING TO THINK JAMESON'S WRONG ABOUT YOU, SPIDEY!

SPREAD THE WORD, CHIEF!

NOW, TO SWING DOWN AND CHECK ON THAT ARMORED TRUCK.



HIYA, BUG BRAIN.

THWAPP!

MARVEL!

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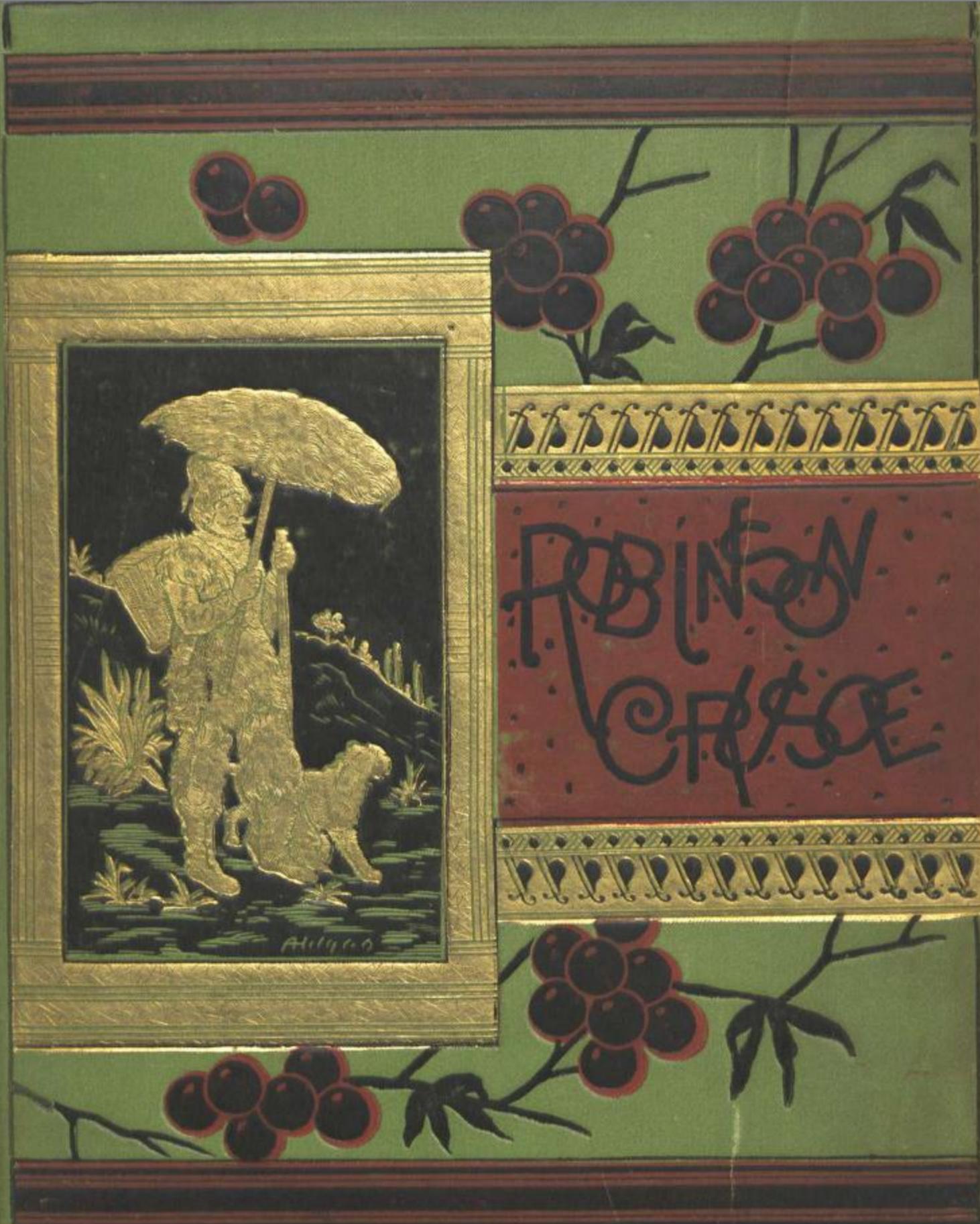
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Daniel Defoe





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OF
ROBINSON CRUSOE

BY
DANIEL DÉFOE
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Mello Moraes, Alexandre José



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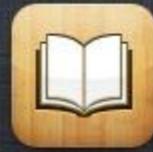
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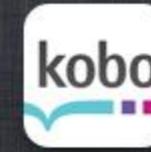
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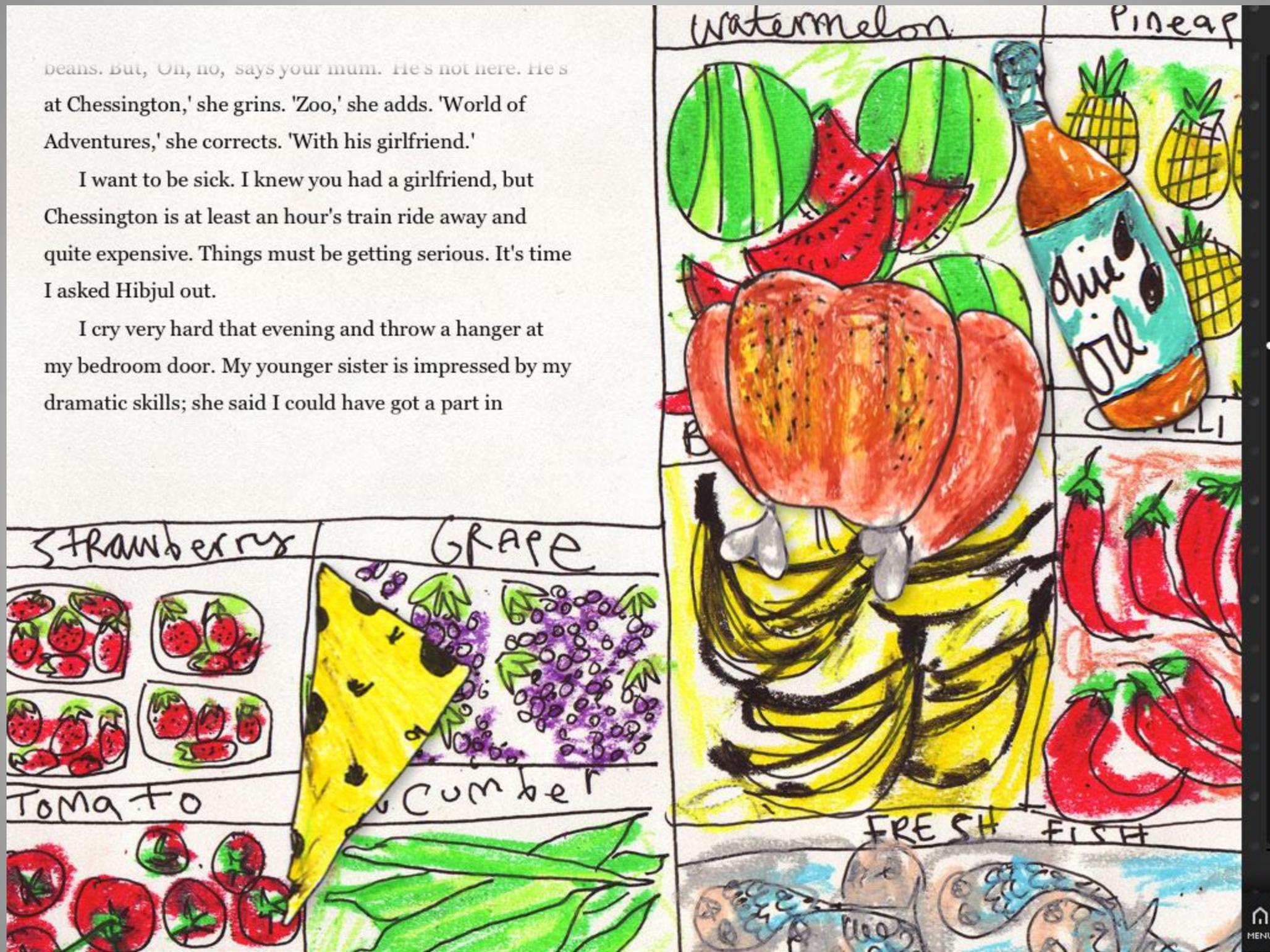


Classic Books

beans. But, 'Oh, no, says your mum. He's not here. He's at Chessington,' she grins. 'Zoo,' she adds. 'World of Adventures,' she corrects. 'With his girlfriend.'

I want to be sick. I knew you had a girlfriend, but Chessington is at least an hour's train ride away and quite expensive. Things must be getting serious. It's time I asked Hibjul out.

I cry very hard that evening and throw a hanger at my bedroom door. My younger sister is impressed by my dramatic skills; she said I could have got a part in







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Caption

Sailor Kissing a Nurse in Times Square, VJ Day, 1945 (10 of 37)



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148
1952 J.R. Eyerman, 3-D Feature (17 of 37)



Special Report | Printers' Outlook: Evolution Inside The Revolution ... p. 17

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The Elephant In The Room

... p.12



The e-tail giant is driving change... for better or worse.

SEO is Dead, ... p27



Libraries and E-Books: Conundrum or Opportunity?



Libraries + E-books

Why they belong together: A great conundrum, but a greater opportunity.

We have witnessed rapid changes in how we live our lives in the past two decades. Each time we begin to be comfortable with new ways of doing things, the next new thing comes along and challenges us to adapt. Our somewhat unsettling experience with new technology springs from wanting everything to work smoothly—no glitches, our machines performing exactly the way we expect. When we are moving through periods of rapid change, we feel much more in a state of flux.

It is through this lens that I view our current state in relation to e-books and libraries. Recently, the leadership of the American Library Association (ALA) met with senior management from several large publishing houses. Some of them allow libraries to purchase and own their e-books (Random House; Perseus). Some of them are not making their e-books available to libraries (Macmillan; Simon and Schuster). And some are somewhere in the middle (Penguin, until recently; and HarperCollins with its “26 circulations” loan cap model). In all of our meetings with the publishing executives (all of the aforementioned except HarperCollins), we found that for those not making their e-books available through libraries, the sticking point was identifying a business model that protected their digital editions from piracy and loss of sales. These are understandable concerns.

It is natural for us to be in a time of flux now. And it is natural for libraries and library leadership to be pushing for resolution to this situation—and the sooner the better. Publishers and libraries have been working together for a very long time. Our shared goal of putting authors and readers together is a powerful

bond that will drive us to find solutions that work for both of us.

What’s the value for finding a solution from the publishers’ point of view? I can tell you the case I would make. Library sales, while not a huge part of sales of bestsellers, are nevertheless significant as libraries respond to demand and often purchase multiple copies of popular titles. (I remember when my own library ordered 100 pre-pub copies of Alex Haley’s “Roots” decades ago; now that kind of ordering is much more common, par-

ticularly for large urban/suburban library systems.)

haps the most compelling advantage is that avid readers frequent libraries and bookstores on a very regular basis (often weekly, sometimes more) and always seem to be trolling for a new catch.

This may not sound like that much until we remember that there are 16,698 public library buildings (nearly as many as there are McDonald’s), one located in or near virtually every community in the United States. (This number includes public libraries only. There are tens of thousands of school, academic and special libraries as well.) With the loss of bookstores, these are increasingly the only physical locations where readers can actually “see” titles. For e-books, library website visitors will only see what the library can offer. Libraries develop ways of pushing those e-book titles to potential customers, and librarians are known to be highly trusted, unbiased sources of information and recommendations.

What’s the value of finding a solution from the libraries’ point of view? Libraries are very responsive to local community interests. We know our customers, and not just from the aggregate data we collect. Librarians actually have very direct interactions with customers. We know them by name; we know what they like to read. Our “readers advisory” service is in great demand by those who are heavy library users as well as those who request occasional assistance. We build our inventory to meet that local demand. Then, we pay attention to what circulates and what does not. When we have robust book purchasing budgets (yes, there are many libraries that still do), we weed out some of those already-purchased books and replace them with new titles, always trying to anticipate our readers’ interests.



ticularly for large urban/suburban library systems.)

Many who read books through libraries decide to give them as gifts or, when they can afford to, purchase a copy for their own collections. Many libraries offer a “buy it now” button on their catalog websites. For those titles that are by first-time authors or not destined to be bestsellers, libraries are often how those authors and titles are “discovered.” Libraries have great opportunities to enhance discoverability with displays, author programs, and other means. Per-

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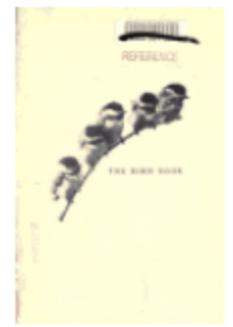
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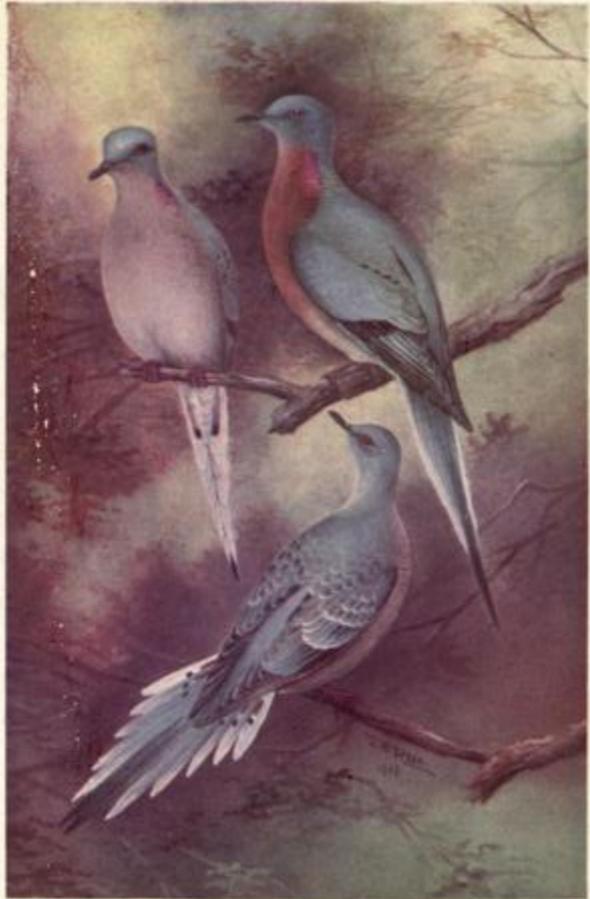
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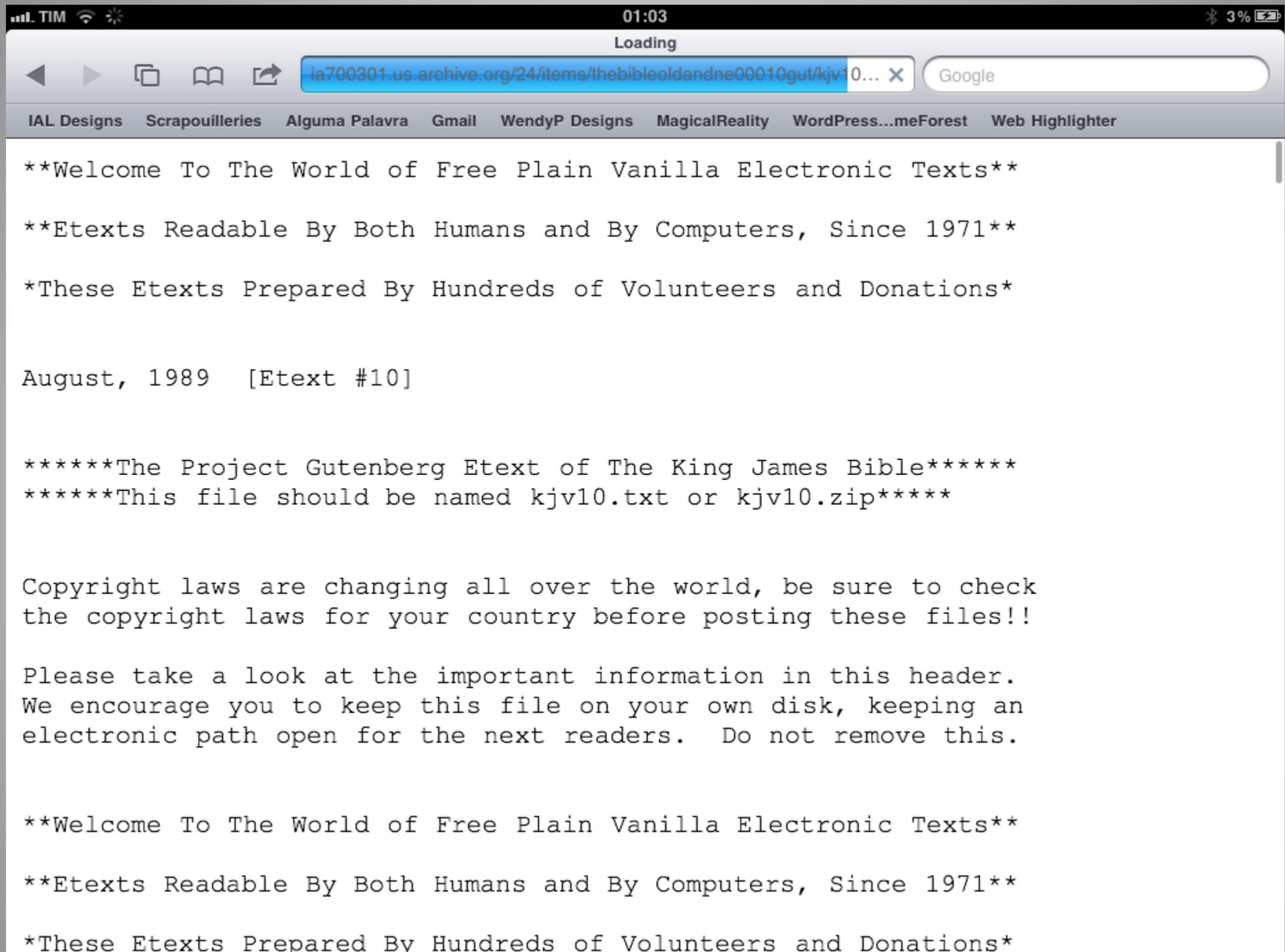
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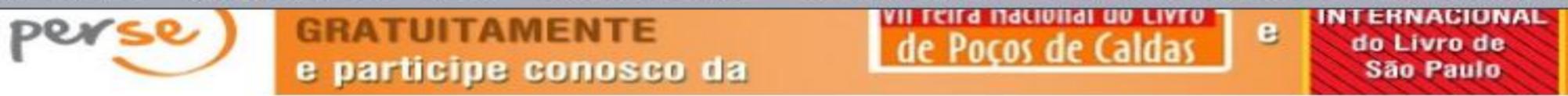
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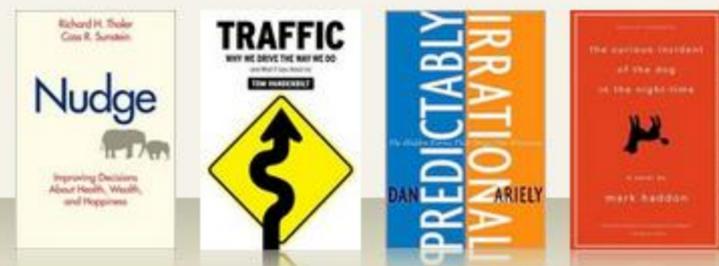
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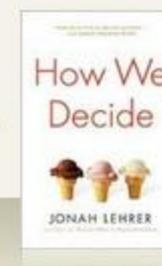


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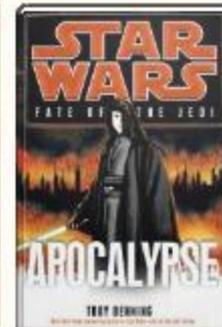
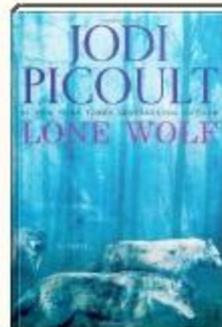
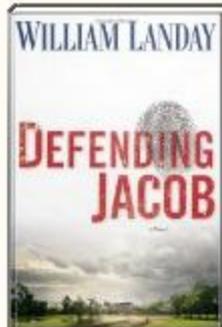
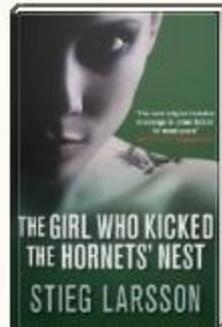
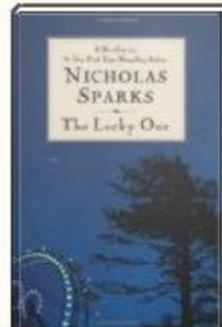
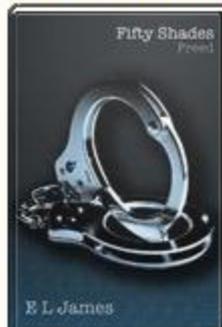
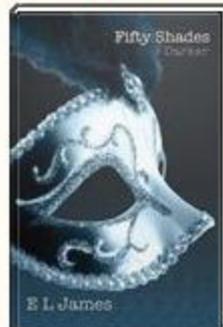
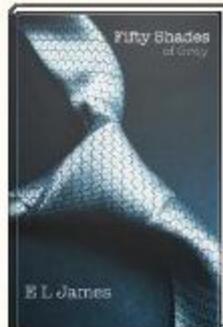
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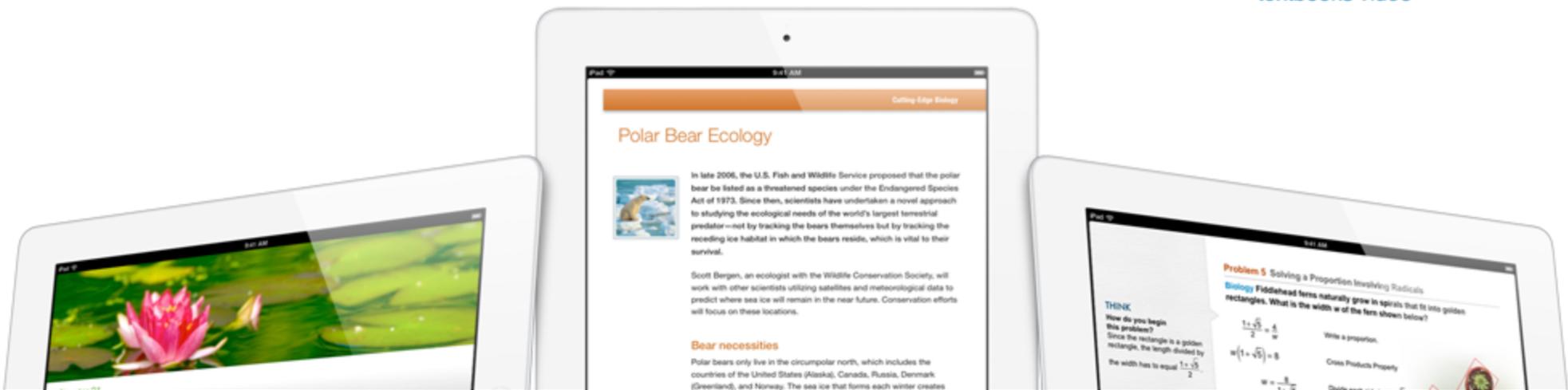
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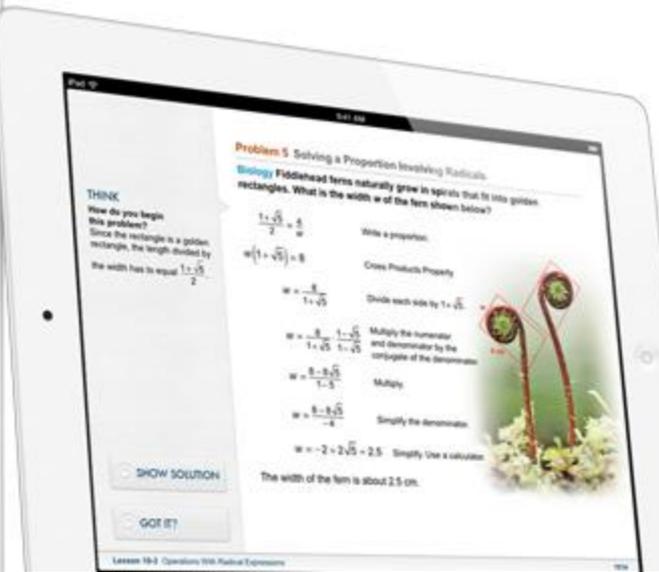
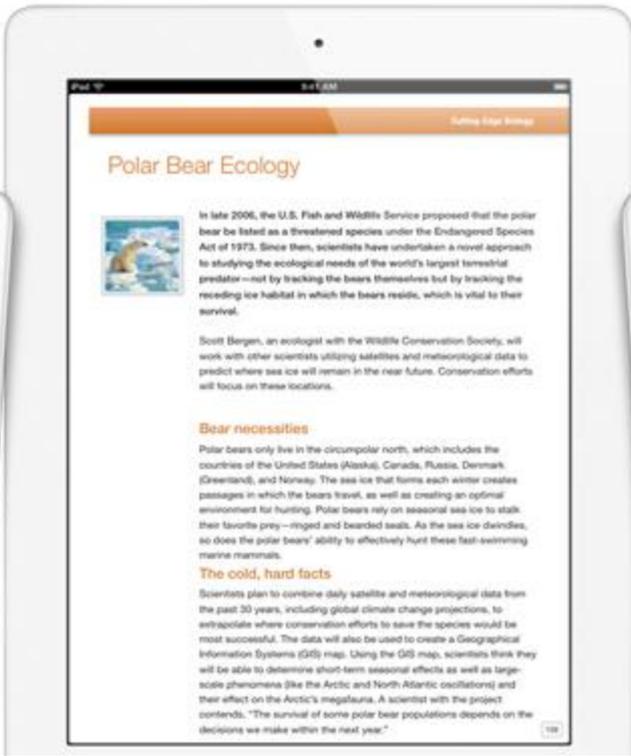


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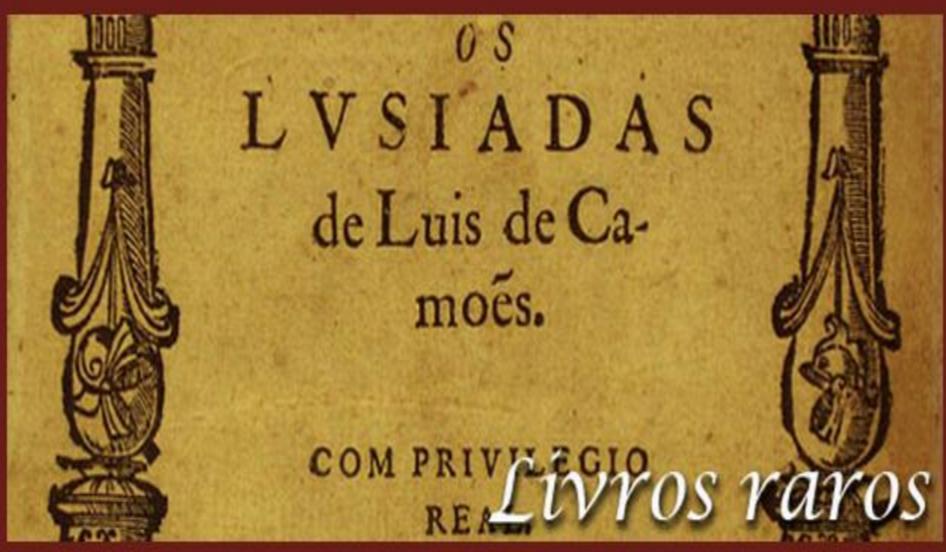
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