

# THE FOREIGN SERVICE GROUP

- Central Texas -

[WWW.TFSG.ORG](http://WWW.TFSG.ORG)

## The Fourth Annual Fun Festival Luncheon

11 and 13 December 2012

Our members suggest:

### Books

\**Getting to Yes*, Roger Fisher & William Ury, Random House, NYC, 2012

*The New Industrial Revolution: Consumers, Globalization, and the End of Mass*, Peter Marsh, Yale University Press, 2012, 311 pgs

\**America's Other Army: The U S Foreign Service and 21st Century Diplomacy*, Nicholas Kralev, Create Space, 2012, 254 pgs

\**The Last American Diplomat: John D. Negroponte and the Changing Face of US Diplomacy (International Library of Twentieth Century History)*, George W. Liebmann, Palgrave Macmillan, NYC, 2012, 384 pgs

\**In the Garden of Beasts: Love, Terror, and an American Family in Hitler's Berlin*, Eric Larson Broadway Paperbacks, New York, 2011, 448 pgs

*The Gramophone Classical Music Guide 2012*, Gramophone, England, 2012  
*The most useful and reliable work of its kind.*

\**Bring Up the Bodies*, Hilary Mantel, Macmillan, 2012, 432 pgs. *The second volume in a planned trilogy about Thomas Cromwell. This book of historical fiction won the 2012 Man Booker prize, England's most prestigious literary award. Mantel is the only writer to have won the Man Booker twice. She won in 2009 for "Wolf Hall."*

*The Viral Storm*, Nathan Wolfe, St. Martins, London. *Wolfe is the founder of Global Viral Forecasting and has many ideas about how humanity's growing interconnectedness can help fight future outbreaks*

\**Private Empire, Exxon, Mobil and American Power*, Steve Coll, Penguin, NYC, 2012, 704 pgs. *The Financial Times and Goldman Sachs 2012 Book of the Year Award, the most prestigious business book award in the English speaking world.*

*\*The Signal and the Noise..Why so Many Predictions Fail --But Some Don't, Nate Silver, Penguin Press, NYC, 2012, 544 pgs. Nate Silver called all 50 states correctly and well in advance of the November 2012 presidential election.*

*\*A World on Fire: Britain's Crucial Role in the American Civil War, Amanda Foreman, Random House, NYC, 2011, 1008 pgs. Perhaps the great successes America diplomacy has ever achieved.*

*\*Automate This: How Algorithms Came to Rule our World, Christopher Steiner Penguin, NYC, 2012, 256 pgs*

*Building Stories, Chris Ware, Pantheon, NYC, 2012. One book that will not ever appear as an e-book.*

*100 Diagrams That Changed the World, Scott Christianson, Plume Books, NYC, 2012, 224 pgs*

## **Pamphlet**

*From Dictatorship to Democracy: A Conceptual Framework for Liberation, Gene Sharp, The Albert Einstein Institution, MA, 2010, 93 pgs*

## **Websites**

[WWW.TFSG.ORG/](http://WWW.TFSG.ORG/). Publications, books, essays and articles by our speakers and members

[WWW.TFSG.ORG/luncheons/EISs](http://WWW.TFSG.ORG/luncheons/EISs). In particular the Dec 2012 EIS (Enhanced Information Sheet). Books, essays, articles, videos and websites collected for our luncheon presentations

[www.rethinkingschools.org/just\\_fun/games/mapgame.html](http://www.rethinkingschools.org/just_fun/games/mapgame.html). A geography quiz on the Middle East, which puts some things in a different perspective.

## **Other**

Novels and other stories by William S. Shepard, a retired FSO, based on his diplomatic life in a number of places. Links to four ebooks are given below. Each has a full description and the average cost is just \$2.99 per ebook. Sample chapters can be downloaded free.

A brief overview of his writing and the evolution of his diplomatic novels in an interview on diplomacy.

[Anne K. Albert: William S. Shepard, Author of Murder in Dordogne, Talks Writing.](#)

**Barnes & Noble Arboretum, Austin, TX, suggests:**

*When Business Becomes Art: Humor in English and Italian Advertising*, Mariarosaria Cal, LAP Lambert Acad. Publ., 2010, 124 pgs

*Chick Magnates, Ayatollean Televanglist, and a Pig Farmer's Beef: Inside the Sometimes Hilarious World of Advertising*, George Arnold, Eakin Press, NYC, 2007, 201 pgs

\**Chinglish: Found in Translation*, Oliver Lutz Radtke, Gibbs Smith, 2007, 112 pgs

\**More Chinglish: Speaking in Tongues*, Oliver Lutz Radtke, Gibbs Smith, 2009, 112 pgs

\**Belching Out the Devil: Global Adventures with Coca-Cola*, Mark Thomas, Nation Books, NYC, 2009, 384 pgs

\**Jennifer Government*, Max Barry, Vintage, 2004, 321 pgs

*Translation, Humour and the Media*, Delia Chiaro, ed., Continuum, NYC, 2010, 288 pgs

*Madvertising*, David Shayne, Watson-Guptill, NYC, 2005, 224 pgs

\**Advertising and Reality: A Global Study of Representation and Content*, Amit Hetsroni, Continuum, NYC, 2012, 272 pgs

*Up the Agency: The Funny Business of Advertising*, Peter Mayle, St. Martin's Griffin, NYC, 1994, 142 pgs

\**From Those Wonderful Folks Who Gave You Pearl Harbor: Front-Line Dispatches From the Advertising War*, Jerry Della Femina, Simon & Schuster, NYC, 2010, 288 pgs

\**The Roadside Message - A Collection of the Most Clever and Funny Church Signs*, M. Osterhoudt, (a NOOKbook), Lulu.com, 2012

\**Funny: The Book – Everything You Always Wanted to Know About Comedy*, David Misch, Applause Theatre & Cinema Books, NYC, 2012, 160 pgs

*Funny Business: Moguls, Mobsters, Megastars, and the Mad, Mad World of the Ad Game*, Allen Rosenshine, Beaufort Books, 2010, 296 pgs

\**Hey, Whipple, Squeeze This: A Guide to Creating Great Ads*, Luke Sullivan, Wiley, NJ, 2012, 386 pgs

*I Found This Funny: My Favorite Pieces of Humor and Some That May Not Be Funny At All*, Judd Apatow, ed., McSweeney's, CA, 2011, 480 pgs

*\*Signspotting (and sequels)*, Doug Lansky, Lonely Planet, 2005-2012

*The 100 Best TV Commercials: ... And Why They Worked*, Bernice Kanner, Crown, NYC, 1999, 272 pgs

*Harvesting Minds: How TV Commercials Control Kids*, Roy F. Fox, Praeger, CT, 2000, 272 pgs

*Advertising Now: TV Commercials*, Julius Wiedemann, Taschen, 2008, 448 pgs

*Humor in Advertising: A Comprehensive Analysis*, Charles S. Gulas and Marc G. Weinberger, M.E. Sharpe, 2006, 240 pgs

*Humor in the Advertising Business: Theory, Practice, and Wit*, Fred Beard, Roman & Littlefield Publishers, NYC, 2007, 220 pgs

*A New Cure for the Spleen: Being a Collection of Advertisements, Humerous, Numerous, Curious, Farcical, Satirical, Entertaining and Diverting. Intended for the Amusement of the Fire Side*, A.G. Lovefun, Gale ECCO, 2010, 74 pgs

## **DVD**

*1001 Classic Commercials*, 2009

## **Lists of Recent Books**

*In Their Own Write*, pgs 24-54; and *Of Related Interest*, pgs 44-54, The Foreign Service Journal, Nov 2012

Foreign Affairs, November/December 2012, recent books on International Relations, pgs 171-192

The Financial Times, 01/02 December 2012, pgs 16-19

The New York Times Book Review, 02 December 2012, pgs 1-76