

Client

The National Geographic Society

Title

Member Survey of New Publications, #5829

Purpose

Marketing tool designed to generate member interest and feedback regarding potential new publications

Prepared By

Jason Trost

Please indicate how likely you would be to purchase each of the books described below if offered by National Geographic.

Circle one response for each.

National Geographic ANCIENT CIVILIZATIONS

Only National Geographic could bring you this epic story of human civilization, from Mesopotamia to the prehistoric existence of North America's Indians unchanged until the time of Columbus. Through stunning, full-color photographs and authoritative text featuring the latest discoveries in archaeology and anthropology, review the origins of humankind from some three million years ago. Then travel through time to discover the early civilizations of southern Asia; the exotic dynasties of China; the emerging Mediterranean cultures; the Roman Empire; and the sophisticated, mysterious realms of Mesoamerica's Maya, Inca, and Aztec. International specialists reveal the people; their views of Earth and its origins; and their passions for art, architecture, religion, and warfare. Commissioned maps, illustrations, and diagrams enhance the volume.

<p>\$34.95 304 pages 200 illustrations Large hardcover</p>	<p>Definitely would purchase..... 1 Probably would purchase..... 2 Probably would not purchase..... 3 Definitely would not purchase..... 4</p>
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NAVIGATING HISTORY

An Atlas of Explorations that Changed the World

As Lewis and Clark finally found their way to the Pacific Ocean, their interactions with native peoples shaped the course of the cultural history of a nation in its infancy. To state that Marco Polo's travels influenced global trade or that Cook's journeys would come to affect world conflict would be massive understatement. From the discovery of new trade routes and resources to the exploitation of indigenous cultures, exploration and the course of history are inextricably intertwined. In *Navigating History* explore for yourself the pathways that intrepid voyagers took, and how their encounters with different cultures influenced the course of history for their home countries and for the places they discovered. Using maps, firsthand accounts, and colorful graphs, find out how legendary voyages led to both conflict and advances in understanding.

<p>\$34.95 288 pages 150 illustrations Large hardcover</p>	<p>Definitely would purchase..... 1 Probably would purchase..... 2 Probably would not purchase..... 3 Definitely would not purchase..... 4</p>
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SPACE

National Geographic's Ultimate Guide to the Galaxy

Let *Space* be the passport for your own epic journey. Whether you stay close to home with a spin around our solar system, hitchhike to a black hole, or sign on for an excursion to the edge of the universe, this comprehensive book will provide you with the information and thrilling artwork you'll need to become more than a mere tourist. Go spelunking in an asteroid to find mineral resources. Stargaze at the Horsehead Nebula while investigating myths and legends surrounding this mysterious formation. Hitch a ride on one of the many exploratory vehicles headed into space, and find out what they're after. With compelling photos, helpful graphics, and easily digestible entries, *Space* will launch your imagination into the stratosphere.

<p>\$39.95 300 pages 290 illustrations Large hardcover</p>	<p>Definitely would purchase..... 1 Probably would purchase..... 2 Probably would not purchase..... 3 Definitely would not purchase..... 4</p>
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National Geographic BODY The Complete Human

A miracle of efficiency and design, the human body is an awesome testimonial to science and creation. In this comprehensive, illustrated reference complete with glossary, extensive bibliography, factoid sidebars, and index, each of the body's systems and organs is fascinatingly detailed in everyday language. Minute details of the body are lavishly revealed through the latest state-of-the-art scans, specially commissioned art and photographs, data obtained from ultrapowerful microscopes, microsurgery, and a host of molecular surveillance tools. Learn how the heart can labor a century or more without rest, how the brain can compose a symphony or control the emotions, how a minuscule bit of DNA encodes all of our hereditary characteristics, how the immune system battles disease or sometimes even the systems it is designed to protect. Unless the reader is an anatomist, he or she will find him- or herself saying, "I didn't know that."

<p>\$34.95 256 pages 115 illustrations Large hardcover</p>	<p>Definitely would purchase..... 1 Probably would purchase..... 2 Probably would not purchase..... 3 Definitely would not purchase..... 4</p>
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National Geographic FIELD GUIDE TO WILDFLOWERS

Examine the world of flowers in the backyard and beyond. This easy-to-use, durable, and portable guide uses breathtaking art and photographs to help users identify the more than 1,000 species of wildflower found in North America. Grouped by family, the bulleted entries provide habitat, appearance (including bud and leaf type), season, and fragrance. Thumbnail maps identify the range for each species identified, and field notes provide the facts and myths surrounding each wildflower. Special sections provide even further detail into the use of flowers as medicine, paints, food, or the implied meaning behind giving someone a bunch of a particular flower.

<p>\$24.95 256 pages 400 illustrations Portable softcover</p>	<p>Definitely would purchase..... 1 Probably would purchase..... 2 Probably would not purchase..... 3 Definitely would not purchase..... 4</p>
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Are you...? (Circle one.)

Male..... 1
Female..... 2

What is your age? (Write in.)

_____ years

Do you have any...? (Circle all that apply.)

Children under 18..... Yes
Grandchildren under 18..... Yes

COMMENTS: _____

Please return the completed survey form in the enclosed postage-paid envelope. Thank you!

Please indicate how likely you would be to purchase each of the books described below if offered by National Geographic.

Circle one response for each.

National Geographic FIELD GUIDE TO TREES

Use this handy guide to identify trees on a hike or in the backyard! More than 300 species of tree across the U.S. are represented here in tremendous detail, making identification a snap. Sharp photographs and beautiful artwork display leaf and stem shape, spread patterns and color; and insets show the overall look of the tree. Bulleted points provide interesting information on habitat, appearance in each season, and more. Range maps show not only where trees may be located but also indicate when deciduous trees are likely at peak color in the fall. Sidebars and feature sections tell interesting stories about how trees were named and if there are myths surrounding particular species.

\$24.95	Definitely would purchase.....	1
256 pages 400 illustrations	Probably would purchase.....	2
Portable softcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

National Geographic ANCIENT CIVILIZATIONS

Only National Geographic could bring you this epic story of human civilization, from Mesopotamia to the prehistoric existence of North America's Indians unchanged until the time of Columbus. Through stunning, full-color photographs and authoritative text featuring the latest discoveries in archaeology and anthropology, review the origins of humankind from some three million years ago. Then travel through time to discover the early civilizations of southern Asia; the exotic dynasties of China; the emerging Mediterranean cultures; the Roman Empire; and the sophisticated, mysterious realms of Mesoamerica's Maya, Inca, and Aztec. International specialists reveal the people; their views of Earth and its origins; and their passions for art, architecture, religion, and warfare. Commissioned maps, illustrations, and diagrams enhance the volume.

\$34.95	Definitely would purchase.....	1
304 pages 200 illustrations	Probably would purchase.....	2
Large hardcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

GEOGRAPHICA

The Book of Facts About the World and Everything in It

Quick, name the ten highest mountains on Earth. The first three are easy, right? But what about the rest? What are the seven least populated countries in the world? Learn which bird makes its nest out of saliva. Find out which countries claim to have invented indoor plumbing, and when the noodle first became part of our diet. Win bets, amaze your friends, learn stuff you didn't know you wanted to know just by flipping through the pages of National Geographic's *Geographica*. From science to history, culture to archaeology, it's all here, organized by subject. Packed with vivid photographs, charts, and maps, and full of offbeat information, this engaging book of lists will be sure to surprise you. The detailed index offers another way to quickly answer any geographic trivia question.

\$39.95	Definitely would purchase.....	1
425 pages 330 illustrations	Probably would purchase.....	2
Large hardcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

National Geographic ATLAS OF WORLD WAR II

Normandy, Hiroshima, and Pearl Harbor are just a few of the battles of the Second World War that will "live in infamy." These and many others are presented in great detail as part of National Geographic's *Atlas of WWII*. This stunning resource documents everything from the changing boundaries of Europe to troop movements to historic military figures like Patton. See how Nazi Germany was able to dominate the European Theater. View maps of the Pacific Theater that reveal how Japan was able to surprise the United States and pull us into conflict. All of this and more is presented in the high-quality, detailed maps and illustrations that you've come to expect from National Geographic. Move World War II from the war room to your living room.

\$39.95	Definitely would purchase.....	1
350 pages 150 illustrations	Probably would purchase.....	2
Large hardcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

National Geographic BACKYARD GUIDE Set

Discover the world of your backyard with National Geographic's set of three field guides featuring the trees, flowers, and birds that populate the United States. Each guide, organized by family, provides detailed entries describing the usual habitat, conditions, and seasons in which each species is normally found; and assists anyone in identifying the nature outside the front door from simple clues such as a leaf's shape, a bird's call, or a flower's distinctive petal arrangement. Thumbnail maps in each book provide range information, and feature pages provide further detail into a species' background: from the medicinal use of flowers to the history of blight in certain species of tree to which related species of birds might be mistaken for the one presented on the page. A handy slipcase keeps the guides together, and durable bindings allow them to be taken into the field for use anywhere. Each book is 256 pages.

\$39.95	Definitely would purchase.....	1
768 pages 1500 illustrations	Probably would purchase.....	2
Portable softcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

Are you...? (Circle one.)

Male..... 1
 Female..... 2

What is your age? (Write in.)

_____ years

Do you have any...? (Circle all that apply.)

Children under 18..... Yes
 Grandchildren under 18..... Yes

COMMENTS: _____

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Please indicate how likely you would be to purchase each of the books described below if offered by National Geographic.

Circle one response for each.

National Geographic

GUIDE TO 101 LIFE-ENHANCING VACATIONS

Take a vacation this year that enriches your mind and spirit: Learn rug-braiding in Wisconsin's door country; study French at a village university in Maine; learn about nutrition at a New Mexico spa; help build a house in southern Appalachia; or interact with dolphins in the Florida Keys. This planning guide, divided into chapters by theme, takes a look at some of the nation's favorite soul- and mind-enriching getaways, offering you a multitude of brainstorming ideas. Chapters include campus vacations and intellectual retreats, arts and crafts vacations, vacation-worthy festivals, volunteer vacations, and spa vacations.

\$24.95	Definitely would purchase.....	1
256 pages 250 illustrations	Probably would purchase.....	2
Portable softcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

UNDERGROUND RAILROAD READER

An Almanac of the Freedom Trail

In this fact-packed almanac, discover every facet of the fascinating and elusive Underground Railroad: those who ran it, those who escaped by it, those who fought against it—and all the people, plans, harrowing tales, songs, and art that contributed to its success. Illustrated layouts with photographs, maps, time lines, sidebars, and fact boxes reveal the beginnings of the Underground Railroad during the colonial period and its peak from 1830–1865—from slave revolts and the invention of the cotton gin to the Civil War. Visualize more than 500 miles of escape routes—many of the stops are now national historic landmarks. In sidebars and essays, feel the passion and commitment of lead conductor Harriet Tubman; of individual slaves whose stories were recorded; and of abolitionists such as Thomas Garrett, Frederick Douglass, and Abraham Lincoln.

\$34.95	Definitely would purchase.....	1
275 pages 100 illustrations	Probably would purchase.....	2
Standard hardcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

National Geographic ANCIENT CIVILIZATIONS

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\$34.95	Definitely would purchase.....	1
304 pages 200 illustrations	Probably would purchase.....	2
Large hardcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

National Geographic ENCYCLOPEDIA OF WAR

Waterloo: Wellington vs. Napoleon. Midway: Yamamoto vs. Nimitz. In this lavishly illustrated and intricately researched encyclopedia, discover how history has been shaped by conflicts and their warriors, who are often history's greatest leaders: Genghis Khan, Elizabeth I, George Washington. Their stories extend far beyond the battlefield to the creation of policies, nations, religious edicts, and cultural mores that have endured for centuries. Divided by era, each chapter of this stunning book begins with a time line. Then find concise overviews of each battle and warrior and their places in history. Photographs, art, battleground maps, and war dispatches help reveal every historical aspect of war and the key persons involved, and every chapter is supplemented by a resource list. The comprehensive index allows easy reference to this fascinating look at history.

\$39.95	Definitely would purchase.....	1
340 pages 100 illustrations	Probably would purchase.....	2
Large hardcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

WOMEN OF THE BIBLE

Queens, Matriarchs, Prophets, Saints

Some of the most beautiful art in the world celebrates and tells the fascinating stories of the women of the Bible. In this lavishly illustrated guide, splendid artworks from ancient mosaics to Renaissance masterpieces accompany biographies of the extraordinary women whose stories are told in the Bible, from the parallel stories of Sarah and Hagar to the havoc wreaked by Jezebel to Mary's unwavering faith. In addition to individual biographies, sweeping illustrated essays explore popular themes in art, such as Eve's temptation, the Annunciation, and the loyalty of Mary Magdalene. Drawing from some of the most beautiful art ever created, *Women of the Bible* brings alive the stories of the queens, matriarchs, prophets, saints, and servants whose profound influence is felt throughout the Bible.

\$34.95	Definitely would purchase.....	1
350 pages 200 illustrations	Probably would purchase.....	2
Large hardcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

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Circle one response for each.

Are you...? (Circle one.)

Male..... 1
 Female..... 2

What is your age? (Write in.)

_____ years

Do you have any...? (Circle all that apply.)

Children under 18..... Yes
 Grandchildren under 18..... Yes

COMMENTS: _____

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SEASONAL GETAWAYS

The Best Weekend Escapes Throughout the Year

Visit U.S. destinations at their finest moment of the year. This planning guide showcases 75 alluring trips by season, some famous, some lesser known. Be in Michigan's Traverse City in springtime, for example, as the cherries burst from their branches; and in southern Maine's fishing villages in summer, when lobsters and blueberries are prime. The wine crush gets underway in California's Russian River Valley in autumn, while luminaries light up Santa Fe in festive Christmas spirit. Each destination is presented as a weekend experience, with an itinerary of things to see and do; special events and festivals occurring at that time of year; seasonal food (especially fruit), wildlife, and floral highlights; handpicked housing and dining options; and suggestions on how to explore farther afield.

<p style="text-align: center;">\$24.95</p> <p>256 pages 300 illustrations</p> <p style="text-align: center;"><i>Portable softcover</i></p>	<p>Definitely would purchase..... 1</p> <p>Probably would purchase..... 2</p> <p>Probably would not purchase..... 3</p> <p>Definitely would not purchase..... 4</p>
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National Geographic MILESTONES OF MEDICINE

This illustrated reference chronicles the medical breakthroughs and innovations that have revolutionized medicine and the medical sciences and also focuses on the extraordinary individuals behind them. More than 150 chronologically arranged entries provide accurate and fascinating information about not only great historical medical breakthroughs but also about timely subjects such as AIDS therapies and vaccines, cryogenics, mammography, and the separation of Siamese twins. Each entry features the name of the pioneer credited with a particular achievement, a thorough explanation of the scientific principles and discoveries behind it, and a discussion of its general influences on health and health care. Sidebars showcase related topics. The volume is profusely illustrated, with an excellent bibliography, a chronology of medical milestones, a user-friendly glossary, and a comprehensive index.

<p style="text-align: center;">\$34.95</p> <p>350 pages 150 illustrations</p> <p style="text-align: center;"><i>Large hardcover</i></p>	<p>Definitely would purchase..... 1</p> <p>Probably would purchase..... 2</p> <p>Probably would not purchase..... 3</p> <p>Definitely would not purchase..... 4</p>
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National Geographic ATLAS OF THE NIGHT SKY

This lavish, one-of-a-kind atlas with more than 200 star charts, photographs, and diagrams gives you the most comprehensive view of the night sky. In it you'll find all the information you need to observe the heavens, with compelling sidebars by experts around the world. Find the locations of major and minor planets, Earth's moon, and other moons. Easy-to-use charts reveal 88 constellations in the northern and southern hemispheres, with unique projections that closely match the observer's visual perception of the sky and also minimize distortions. Locations of certain classes of objects, including novae, globular clusters, and open clusters, are featured, as well as references to help identify heavenly bodies. Diagrams show the visibility and positions of the major and brighter minor planets over the next five years. A must-have for your home library, this book will provide entertaining browsing for all ages.

<p style="text-align: center;">\$39.95</p> <p>324 pages 100 illustrations</p> <p style="text-align: center;"><i>Large hardcover</i></p>	<p>Definitely would purchase..... 1</p> <p>Probably would purchase..... 2</p> <p>Probably would not purchase..... 3</p> <p>Definitely would not purchase..... 4</p>
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<p style="text-align: center;">\$34.95</p> <p>304 pages 200 illustrations</p> <p style="text-align: center;"><i>Large hardcover</i></p>	<p>Definitely would purchase..... 1</p> <p>Probably would purchase..... 2</p> <p>Probably would not purchase..... 3</p> <p>Definitely would not purchase..... 4</p>
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GEOGRAPHIC ALMANAC OF THE WORLD

View the world in living color in this 720-page geography almanac as only National Geographic can bring it to you. Maps, charts, diagrams, more than a thousand pictures, and scores of facts about places, people, wildlife, and events make this a vital companion for school, office, or home. Compiled and edited by leading geographers, this unparalleled volume puts a vast amount of useful and fascinating geographic information at your fingertips and brings it all vividly to life. Encounter ancient cultures and peoples of the modern melting pot. Get the facts on rain forests and other threatened habitats. Find information on endangered species. Find current statistics, from populations to mountain heights. A glossary of geographic terms, a list of environmental organizations, and an outlook section keep this volume on the cutting edge, with all the information you need to know about the world at a glance.

<p style="text-align: center;">\$49.95</p> <p>720 pages 1100 illustrations</p> <p style="text-align: center;"><i>Large hardcover</i></p>	<p>Definitely would purchase..... 1</p> <p>Probably would purchase..... 2</p> <p>Probably would not purchase..... 3</p> <p>Definitely would not purchase..... 4</p>
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Circle one response for each.

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\$34.95 304 pages 200 illustrations Large hardcover	Definitely would purchase..... 1 Probably would purchase..... 2 Probably would not purchase..... 3 Definitely would not purchase..... 4
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Are you...? (Circle one.)

Male..... 1
Female..... 2

What is your age? (Write in.)

_____ years

Do you have any...? (Circle all that apply.)

Children under 18..... Yes
Grandchildren under 18..... Yes

COMMENTS: _____

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\$34.95 304 pages 200 illustrations Large hardcover	Definitely would purchase..... 1 Probably would purchase..... 2 Probably would not purchase..... 3 Definitely would not purchase..... 4
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National Geographic COMPLETE BOOK OF WEATHER

As a topic of conversation, few subjects can compare with the weather, the atmospheric phenomenon that has enormous influence on the condition of our planet and its inhabitants. This beautifully illustrated reference work with photographs, diagrams, charts, and illustrated sidebars covers a broad range. Find every topic, from the whys and wherefores of weather to today's increasingly accurate forecasting methods to the fierce storm systems and the forces that drive them. Learn what lies behind the violent movements of air that cause hurricanes; the relationship between thunderclouds and lightning; how climate conditions affect asthma, diabetes, ulcers, depression, death rates, the frequency of accidents, migration, and more. The volume is enhanced by dramatic satellite imagery of weather systems, photographs and diagrams, a user-friendly glossary of weather-related terms, and concise sidebars.

\$34.95 300 pages 170 illustrations Large hardcover	Definitely would purchase..... 1 Probably would purchase..... 2 Probably would not purchase..... 3 Definitely would not purchase..... 4
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National Geographic ILLUSTRATED HISTORY OF ASTRONOMY

This beautifully illustrated history, filled with hundreds of spectacular illustrations—from ancient star charts to Renaissance maps of the heavens to the latest images from the Chandra X-Ray Observatory—offers an excellent overview of the development of the science of astronomy from antiquity to the present. Travel back in time to view the night sky with ancient Babylonian stargazers. Accompany Aristotle as he records his observations on the nature of the universe. Note the changing position of the planets with Copernicus, and calculate their motion with Newton. See deep into space with the Hubble telescope, and imagine the very formation of the universe. This book offers a concise and compelling overview of the most important discoveries in astronomy that will delight astronomy buffs and casual stargazers alike.

\$39.95 350 pages 200 illustrations Large hardcover	Definitely would purchase..... 1 Probably would purchase..... 2 Probably would not purchase..... 3 Definitely would not purchase..... 4
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National Geographic DESTINATION WILD

Follow National Geographic and the world's leader in expedition travel, Lindblad Expeditions, on a tour of Earth's capitals of wildness. The unspoiled and unique wildlife of the Galápagos Islands and the pristine snow and ice of Antarctica are presented in this gorgeously illustrated volume combining destination maps and vivid photography with insightful essays by renowned naturalists. Witness the stunning sights of landscapes shaped by wind and water over the ages and the unique sounds of each region through the companion DVD included with the book. Experience what Henry David Thoreau called "the tonic of wildness" in this beautiful book-and-DVD set.

\$34.95 250 pages 175 illustrations Large hardcover	Definitely would purchase..... 1 Probably would purchase..... 2 Probably would not purchase..... 3 Definitely would not purchase..... 4
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Please indicate how likely you would be to purchase each of the books described below if offered by National Geographic.

Circle one response for each.

ONE THOUSAND PEOPLE WHO CHANGED THE WORLD

An Illustrated Time Line

This biographical reference brings you the greatest names in history with the unique insights into their eras and lives: Julius Caesar, Cleopatra, Alexander the Great, Leonardo da Vinci, Elizabeth I, Napoleon, Winston Churchill, Christiaan Barnard, Estée Lauder, Albert Einstein, Margaret Thatcher, Desmond Tutu, and scores of others fill these stunning pages. This easy-to-access time line is divided into ten chapters, each of which opens with an overview of the eras in which these people lived. Then concise entries give fascinating biographies that are beautifully illustrated with photographs, art, and maps. Sidebars focus on selected individuals and the achievements that won each person a place in history. Find their quirks of personality; the driving forces behind their achievements; and the inventions, techniques, and philosophies that gave them lasting prominence in the pages of history. A must-have for every library collection.

\$39.95	Definitely would purchase.....	1
416 pages 250 illustrations	Probably would purchase.....	2
Large hardcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

Are you...? (Circle one.)

Male..... 1
 Female..... 2

What is your age? (Write in.)

_____ years

Do you have any...? (Circle all that apply.)

Children under 18..... Yes
 Grandchildren under 18..... Yes

COMMENTS: _____

Please return the completed survey form in the enclosed postage-paid envelope. Thank you!

National Geographic ATLAS OF LANGUAGES

Everyone with an interest in the richness and diversity of the spoken and written word will appreciate this accessible and lively atlas of languages. It is packed with detailed maps, familiar and exotic scripts, and enlightening cultural information about all the major languages of the world and many fascinating minor languages as well, not to mention the people who speak them. Organized geographically, each section includes a description and a brief history of the language, number of speakers, alphabet and pronunciation guide, examples of speech or literature in their native alphabets and in English translation, and much more. A brief introduction offers readers a glimpse into the origins and evolution of all the language families of the world and sounds a call for the preservation of rapidly disappearing languages and their native speakers.

\$39.95	Definitely would purchase.....	1
350 pages 200 illustrations	Probably would purchase.....	2
Large hardcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

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\$34.95	Definitely would purchase.....	1
304 pages 200 illustrations	Probably would purchase.....	2
Large hardcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

CONCISE HISTORY OF HUMAN ACHIEVEMENT

An Illustrated Time Line

Ours is a history of innovation and creativity—applying human genius in unexpected ways allowed our race to thrive. Organized by era, this book packs in the vital statistics about humanity's progression from prehistory to the present. Ten chapters give scores of entries in chronological order, with focused paragraphs for each: How developing the ability to write allowed us to learn from the past. How we stopped hunting and gathering as a means of survival and used the land to our advantage. How the theories of math and science opened new and exciting possibilities—some yet to be explored. Time lines run along the bottom of each page, with photographs, illustrations, and maps highlighting major entries. A detailed appendix, bibliography, and index complete the one book you need for all of your quick-reference needs.

\$39.95	Definitely would purchase.....	1
350 pages 250 illustrations	Probably would purchase.....	2
Large hardcover	Probably would not purchase.....	3
	Definitely would not purchase.....	4

Please indicate how likely you would be to purchase each of the books described below if offered by National Geographic.

Circle one response for each.

AIR AND SPACE

Giants of Flight From da Vinci to NASA and Beyond

Soar through the history of humankind's pursuit of flight with *Air and Space*. Take an inside look at the renowned National Air and Space Museum's extensive collection that reveals the stories behind the craft and their pilots. Join the early pioneers of the sky, and learn the triumphs and tragedies of their romance with flight—the Wright brothers, Amelia Earhart, Bill Boeing, astronaut John Glenn, African bush pilot Beryl Markham. Then look to the future with NASA's astonishing shuttle replacement, *Space Taxi*, and the latest in space travel: *SpaceShipOne*. Richly illustrated sidebars, maps, archival materials, and illustrations make it easy to follow the evolution of aircraft, to understand what happens behind the scenes at airports, to learn the simple basics of aerodynamics, and to dream of the future of aeronautics.

\$39.95	Definitely would purchase..... 1
320 pages 220 illustrations	Probably would purchase..... 2
Large hardcover	Probably would not purchase..... 3
	Definitely would not purchase..... 4

National Geographic GEOGRAPHY OF LIFE ON EARTH

Geography of Life on Earth is inspired by renowned Harvard biologist E. O. Wilson's explorations of the amazing diversity of life on Earth and the ongoing efforts of scientists throughout the world to catalog every living species on the planet. The book is packed with stunning pictures, informative maps, geologic time lines showing the first appearance of various species, and lively descriptions of some of the most extraordinary living things on our planet. It is organized for easy reference into several sections corresponding to scientists' latest construction of the tree of life, which is visualized with its roots in the ancestral oceans and its broad branches containing plants, insects, fish, reptiles, mammals, and more. In addition to offering an unparalleled visual guide to the startling variety of life on Earth, this wonderful volume also includes a comprehensive index and glossary of key terms, making it an invaluable and unique reference.

\$39.95	Definitely would purchase..... 1
320 pages 200 illustrations	Probably would purchase..... 2
Large hardcover	Probably would not purchase..... 3
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MARVELS OF ENGINEERING

Megastructures of Land, Sea, and Air

Discover and explore the greatest engineering achievements of all time in this comprehensive reference book featuring the world's most amazing structures, from the massive pyramids of ancient Egypt to the new Zakim Bridge, the jewel of Boston's Big Dig. Like the National Geographic Channel's popular TV show, "Megastructures," *Marvels of Engineering* investigates the world's greatest roads and railroads, towers and tunnels, airports and sports arenas, castles and cathedrals, domes and skyscrapers, dams and pipelines, and structures designed to harness the wind and generate solar power. Organized into several major sections—Overcoming Distance, The Need for Protection, and Public Spaces, among others—it is filled with photos and diagrams that explain clearly how the most amazing human-made structures throughout history were designed and built.

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National Geographic HUMAN GENIUS

Thanks to the mind's capacity for innovative thought, the human race not only continues but also thrives. Begin with the brain itself: How does it translate electrical pulses into an appreciation of beauty or into a love of poetry? Discover how developing the ability to write and document people, places, and events first allowed humans to learn from the past. Find how early humans stopped hunting and gathering as a means of survival, then used the land to their advantage. From the simplistic to the fantastic, this book first documents the brain itself—a living, evolving miracle of biology—then shows how it works to allow great achievements of humankind. Time lines, photographs, illustrations, maps, and more, supplemented by engaging text by well-known historians, complete this must-have book.

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Only National Geographic could bring you this epic story of human civilization, from Mesopotamia to the prehistoric existence of North America's Indians unchanged until the time of Columbus. Through stunning, full-color photographs and authoritative text featuring the latest discoveries in archaeology and anthropology, review the origins of humankind from some three million years ago. Then travel through time to discover the early civilizations of southern Asia; the exotic dynasties of China; the emerging Mediterranean cultures; the Roman Empire; and the sophisticated, mysterious realms of Mesoamerica's Maya, Inca, and Aztec. International specialists reveal the people; their views of Earth and its origins; and their passions for art, architecture, religion, and warfare. Commissioned maps, illustrations, and diagrams enhance the volume.

<p>\$34.95 304 pages 200 illustrations Large hardcover</p>	<p>Definitely would purchase..... 1 Probably would purchase..... 2 Probably would not purchase..... 3 Definitely would not purchase..... 4</p>
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CHESAPEAKE In the Wake of Capt. John Smith

Follow the enchanting water trail of Capt. John Smith, founder of Jamestown, around the Chesapeake Bay during the 2007 quadricentennial of the historic fort. Relive Smith's encounter with Pocahontas and Powhatan as you join chief naturalist for the Chesapeake Bay Foundation, John Page Williams. Along the shores of Maryland and Virginia's 200-mile-long Chesapeake Bay, with its some 7,000 miles of newly designated water routes, discover remote coves and streams much as Smith saw them. On shore find fishing villages, cattle farms, and wildlife refuges. Out on the bay see watermen haul in boatloads of crabs, oysters, and fish as they have for generations. From the traditional taverns of Annapolis to the little time-capsule islands in the bay, this essential guide presents your favorite Chesapeake Bay haunts, as well as many surprises.

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RACE FOR THE STARS

Celebrating 50 Years Since Sputnik

When *Sputnik*, the first human-made satellite, reached orbit almost 50 years ago, it took the world off guard. Until that moment, most people didn't know the space race had already begun—in 1955, when the U.S. began working on its satellite Vanguard. *Race for the Stars* puts into context the international efforts to be first to uncover some new aspect of the final frontier. Sidebars profile important historic figures, like the USSR's Yuri Gagarin and Valentina Tereshkova, the first man and woman in space; and Neil Armstrong, the first man to walk on the moon. Fact boxes about satellites, space stations, and Earth-orbiting telescopes are complemented by little-known facts about humans' obsession with space, like the current black market for USSR space program paraphernalia. Includes personal accounts, newspaper clippings, newsreels, and other media.

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National Geographic ATLAS OF BIRD MIGRATION

The stunning, full-size *Atlas of Bird Migration* is packed with large, colorful maps revealing the migration patterns of all North American bird species, including "local heroes" such as the Red-Breasted Nuthatch, which migrates around the North American continent. Find the routes of more well traveled migrants such as the Pacific Golden-Plover, which may winter in Hawaii, then fly as far south as Paraguay for the summer. Authoritative entries by birding experts reveal information on just where each bird may be seen throughout the year, and trace a bird's migration routes as well as arrival and departure dates in its breeding and wintering ranges. With photographs of each migrating species and precise maps, this atlas will convey a wealth of information about the mystery and majesty of migration.

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National Geographic

ENCYCLOPEDIA OF BLACK HISTORY

Discover every great name, every era, every piece of literature and art that has graced the North American continent from the hands of the African-American people. Arranged chronologically and by theme, this lavish and timely reference reveals in "Achievements" luminaries such as George Washington Carver, Malcolm X, and Nelson Mandela. In "Eras," find the tragic truths of slavery, the triumphs of the Harlem renaissance, and civil rights. In "Personalities," find Nat Turner, Mum Bet, W. E. B. DuBois, Dorothy Height, Ralph Ellison. In "Art," discover the music of the slaves and Ray Charles, and the literature of Zora Neale Hurston and Langston Hughes. Compelling entries with sidebars are gorgeously illustrated with photographs, paintings, time lines, and maps that give insight into the history of the people whose contributions range time and the globe.

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EXTREME EARTH With National Geographic Explorer

Earthquakes. Tornadoes. Floods. Volcanoes. In this companion to National Geographic's most popular television series, discover the origins of each of the major forces of Earth, from plate subduction deep inside the planet to jet streams in the upper atmosphere, and how these continual movements shape our planet, begin major storms, and are responsible for regrowth after destruction. See how modern technology allows us to detect changes in Earth's atmosphere to predict dangerous storms or view the aftermath of natural disasters anywhere on Earth. Scientists in the field narrate this compelling book that includes photos, diagrams, maps, and fact boxes. Is science powerless to prevent these upheavals that threaten the lives of Earth's inhabitants? Are today's erratic and extreme weather events portents of devastating climatic changes? Find out in this fascinating, up-to-the-minute volume.

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GREAT DISASTERS IN EXPLORATION

The road to discovery is drenched in blood and too often disaster, even for those who break through to the finish line. Icons of exploration end up either set adrift by mutineers or speared and very nearly eaten by locals. Francisco de Orellana, the accidental discoverer of the Amazon, may have seen or aided the deaths of 4,000 people in his hugely expensive and unlikely Amazonian quest. Less well known Alpine adventurers in an 1820 party with Dr. Joseph Hamel were swept up in an avalanche to become frozen body parts appearing periodically in crevasses. And those are only a few: space exploration, undersea, polar, desert, and aircraft exploration are marked by explosions, disappearances, and death. Few of us who don't choose the adventurers' route can image how much sheer misery and suffering has created those rare shining moments of planting the flag or standing on the mountain peak.

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