

Client

The National Geographic Society

Title

Member Survey of New Publications: Three Atlases
Atlas of WWII
Biblical World/Ancient World Atlas
Atlas of Civil War

Purpose

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

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ATLAS OF WWII

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 of historic military figures like Patton. See how Nazi Germany was so effectively 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 them into conflict. All of this and more is presented in high-quality, detailed maps and illustrations that you’ve come to expect from National Geographic – moving World War Two from the war room to your living room.

BIBLICAL WORLD/ANCIENT WORLD ATLAS

The birthplace of civilization has always been an area of potential conflict in the world. In fact, some of the conflicts being fought today have their genesis in ancient times. This is why National Geographic has produced the Atlas of the Biblical World. This wonderful resource shows you what our world today looked like to earlier civilizations. Colorful illustrations display some of the artifacts discovered by archaeologists which have helped us gain insight into their world. Comprehensive maps reveal the power structure of the ancient world as well as population concentrations. See for yourself how the world of the ancients impacted the world we live in today.

ATLAS OF CIVIL WAR

Less than one hundred years after creating this republic, the people of the United States fought a war against each other. North versus South. The Civil War. Now, National Geographic documents this difficult period of our nation’s history with The Atlas of the Civil War. This full-color, comprehensive resource is your guide to all the important battles: Bull Run, Appomattox Courthouse, Gettysburg, plus many more. Learn how historic military figures planned their attacks by viewing the maps of their major battles. See how much of the country we know today was ravaged by war for four long years. All of this and more is presented in high-quality, detailed maps and illustrations that you’ve come to expect from National Geographic. A must-have for any history buff.