

A Field Guide To Channel Strategy Building Routes To Market

The ideal companion to the author's bestselling *The Product Manager's Handbook*, *The Product Manager's Field Guide* expands upon the overview and the responsibilities of product managers and delves into specific skills, abilities, and competencies to help them improve their performance. It provides readers with tools and exercises for functions such as marketing, planning, forecasting, and new product development and offers step-by-step instructions for activities designed to monitor and assess product-planning efforts.

The exciting world of HD video is in your hands Your Canon VIXIA HD camcorder delivers crisp video and still images with eye-catching, brilliant colors, enabling you to create amazing video works of art. To help you get all that your camcorder has to offer, this convenient, portable guide shows you how to use the various modes, settings, and features, but that's not all. It also provides an overview of videography fundamentals, then takes you into the field with advice on using sound and light to their best advantage, editing your footage, choosing useful accessories, and more. Master the settings for VIXIA HD camcorder models HF10, HF11, HF100, HG10, HG20, and HG21, as well as HV20, HV30, and HR10. Experiment with exposure settings, white balance, image effects, zoom speed, and audio recording levels Learn more about developing a story, manipulating depth of field, composing shots, and protecting yourself with releases Transfer and edit your footage with iMovie® '09 or Pixela ImageMixer

The Canon Rebel EOS T3i/600D is a powerful camera packed with new features. Covering every button, menu, and setting on your new Canon EOS Rebel T3i, the Canon Rebel EOS T3i/600DDigital Field Guide can help you to achieve the most with your new camera. Chapter 1: Setting Up the EOS Rebel T3i/600D- This chapter identifies every button, dial, and indicator on your camera and walks you through setting up your Canon T3i for immediate use. Chapter 2: Controlling Exposure and Focus: This chapter teaches you how each of your camera's modes functions, from fully automatic to the daunting manual mode. It also covers how to adjust key exposure settings such as ISO, shutter speed, and aperture. Chapter 3: Getting Great Color and Adding Creative Effects- Within this chapter, you'll discover how properly adjust white balance, change color space, or apply creative filter effects in camera. Chapter 4: Customizing the EOS Rebel T3i/600D- This section will teach you to personalize your camera by customizing key features such as exposure or autofocus to fit your personal preferences. Chapter 5: Shooting with a Live View on the LCD- This chapter covers how to set up, work, and shoot in live view. Chapter 6: Using Movie Mode- Chapter 6 covers how to get the most of your movie mode by knowing some of the basics like recording and playing back your videos. Chapter 7: Working with Flash- This chapter explores your flash options from shooting with the built-in flash, modifying flash exposure, shooting with a speedlite, or using a wireless flash, and much more. Chapter 8: Exploring Lenses and Accessories- Chapter 8 offers key advice on choosing the best lenses and accessories for your Canon T3i, including recommendations for a variety of budgets and skill-levels. Chapter 9: The Elements of Exposure and Composition- This chapter gives a primer on the fundamentals of exposure and composition to help you take the best possible photos now that you know how to make all necessary adjustments to your camera settings. Appendix- How to Use the Gray Card and Color Checker- A bonus gray card and color checker are provided to help you get the color right on every shot. This appendix teaches you how to make the most of this great add-on. The Canon Rebel EOS T3i/600DDigital Field Guide is a friendly, efficient, clearly-illustrated guide that will enable you to confidently capture beautiful images with your new Canon EOS Rebel T3i. The Canon EOS 6D is Canon's smallest and lightest full-frame DSLR camera to date and boasts an extensive feature set. This full-color, portable guide goes beyond the owner's manual to deliver clear, succinct descriptions of how these features and functions work and explains how they affect the resulting photos. With the expert advice and clear instructions, the Canon EOS 6D Digital Field Guide makes this sophisticated camera accessible to even first-time DSLR users Helps you to consistently achieve professional-level photography using the Canon EOS 6D Walks you through the essential controls, features, and functions using step-by-step instructions and providing full-color images of each menu screen Shows you how to get the exact shots you want, when you want them, and is packed with beautiful color photos Shoot in Live View, choose the best settings for movie-making, and learn how to share your images and video online via the built-in Wi-Fi Includes step-by-step techniques and professional tips on taking exceptional photos with your Canon EOS 6D Canon EOS 6D Digital Field Guide is packed with so much helpful advice for getting the most out of your Canon EOS 6D, you'll find yourself referencing it again and again

The ultimate social media field guide for nonprofits—with 101 ways to engage supporters, share your mission, and inspire action using the social web 101 Social Media Tactics for Nonprofits features 101 actionable tactics that nonprofits can start using today, and most of the featured resources are free. Broken down into five key areas, this unique guide explains the steps and tools needed to implement each tactic, and provides many real-life examples of how nonprofits are using the tactics. With this book as your guide, you'll learn how leading nonprofit professionals around the world are leveraging social media to engage constituents, communicate their cause, and deliver on their mission. Presents immediately useful ideas for relevant impact on your organization's social presence so you can engage with supporters in new and inventive ways Features 101 beginner to intermediate-level tactics with real-life examples Offers a workable format to help nonprofits discover new ways of deploying their strategy Includes nonprofit social media influencers from leading nonprofits around the world including National Wildlife Federation, March of Dimes, and The Humane Society Nonprofits know they need to start engaging with supporters through social media channels. This field guide to social media tactics for nonprofits will feature 101 beginner to intermediate-level tactics with real-life examples to help nonprofits discover new ways of deploying their strategy and meeting their social media objectives.

A full-color, go-anywhere guide to Nikon's entire array of creative lighting possibilities Nikon's Creative Lighting System is like having a low-cost, wireless, studio lighting system that's portable enough to fit into a camera bag. Although the

possibilities are endless and exciting, setting up, synchronizing the equipment, and determining lighting ratios can be a bit overwhelming. Luckily, this Digital Field Guide has been completely updated to shed some light on the situation! Beginning with the basic functions of the Nikon SB-900, the SB-800, and the SB-600, the author then goes on to demystify the complexities of using multiple speedlights, adjusting flash outputs, and setting up a wireless studio. Clearly explains how to get the best results when using multiple speedlights Includes examples and unique advice on how to light specific subjects, such as weddings, wildlife, portraits, product shots, and corporate locations Covers other Creative Lighting System components, such as Nikon's wireless commander and macro speedlights With this handy, on-the-go guide, you'll no longer be in the dark on Nikon's Creative Lighting System.

The Carboniferous Shannon Basin of Western Ireland has become one of the most visited field areas in the world. It provides an ideal opportunity for examining a wide range of ancient sedimentary environments, including carbonate shelf, reefs and mud mounds, black shales and phosphates, and a spectrum of deep sea, shallow marine, fluvio-deltaic and alluvial siliciclastic sediments. The area boasts extensive outcrops and some of the most renowned sections through turbidites, large-scale soft sediment deformation features and sediments that display a response to tectonic and sea-level controls. This field guide provides the first synthesis of the principal localities in this area of Western Ireland, and presents an easily accessible handbook that will guide the reader to, and within, a wide range of sedimentary facies, allowing an understanding of the evolving nature of the fill of this Carboniferous basin and the context of its sedimentary and tectonic evolution. The guide summarizes recent and new work in the area by a range of authors and outlines issues of current debate concerning the Shannon Basin and its palaeoenvironmental interpretation. The field guide will find extensive use in teaching and research by academic researchers, professional and amateur geologists, as well as by applied geologists, geophysicists and reservoir engineers who use these outcrops as analogues for subsurface reservoirs in many areas of the world.

Finally--an 802.11 deployment guide for business and home use that demystifies the alphabet soup of IEEE standards and explains the features and benefits of each with regards to speeds and feeds.

Temperate rivers are influenced by many factors including geology, climate, soils, sediment type, flow, as well as human activity. The complex interactions of the non-anthropogenic controlling factors have led to a wonderful diversity of river type throughout the British Isles. Sadly, almost all rivers in the UK have suffered significant and long-lasting modification by unsympathetic management, that has all but destroyed this variety, creating watercourses that are simplified conduits for water and sediment, designed primarily to drain the land and reduce flood risk. This volume aims to help reverse this, illustrating using over 200 images and descriptions, this variety of rivers in Britain, highlighting the many forms that temperate river systems take and providing an accessible summary of the underlying river science knowledge base. A Field Guide to British Rivers covers the full range of upland and lowland channel types and describes the full variety of substrate conditions from bedrock through boulder, cobble and gravel, to silt dominated systems. The authors describe examples gathered from their extensive research and practical experience working with rivers throughout mainland Britain and set those examples in their wider landscape context to exemplify the natural functioning of temperate river types. This book offers a practical and contextualised guide to contribute to efforts towards the sympathetic and sustainable restoration and re-naturalisation of degraded channels in the UK. Offering a unique viewpoint of both the underpinning science and the practicalities of river management, A Field Guide to British Rivers is an essential a stand-alone guide for anyone involved in river restoration and management as well as for those simply interested in rivers in general. Written as a field guide to demonstrate practical examples of river types, and to highlight the pressures they experience and their often-parlous condition, this book is intended to better inform both river management approaches and the policy necessary to achieve this. Fundamentally, the authors seek to demonstrate how the hydrological, geomorphological, and ecological functions of rivers and their catchments are inexorably intertwined, and together how they generate and maintain rivers as dynamic entities.

Maureen Stone's field guide to digital color presents a survey of digital color with special emphasis on those fields important for computer graphics. The book provides the foundation for understanding color and its applications, discusses color media and color management and the use of color in computer graphics, including color design and selection. The book provides a guide for anyone who wants to understand and apply digital color. An annotated bibliography provides in-depth references for further study on each topic.

Malware Forensics Field Guide for Linux Systems is a handy reference that shows students the essential tools needed to do computer forensics analysis at the crime scene. It is part of Syngress Digital Forensics Field Guides, a series of companions for any digital and computer forensic student, investigator or analyst. Each Guide is a toolkit, with checklists for specific tasks, case studies of difficult situations, and expert analyst tips that will aid in recovering data from digital media that will be used in criminal prosecution. This book collects data from all methods of electronic data storage and transfer devices, including computers, laptops, PDAs and the images, spreadsheets and other types of files stored on these devices. It is specific for Linux-based systems, where new malware is developed every day. The authors are world-renowned leaders in investigating and analyzing malicious code. Chapters cover malware incident response - volatile data collection and examination on a live Linux system; analysis of physical and process memory dumps for malware artifacts; post-mortem forensics - discovering and extracting malware and associated artifacts from Linux systems; legal considerations; file identification and profiling initial analysis of a suspect file on a Linux system; and analysis of a suspect program. This book will appeal to computer forensic investigators, analysts, and specialists. A compendium of on-the-job tasks and checklists Specific for Linux-based systems in which new malware is developed every day Authors are world-renowned leaders in investigating and analyzing malicious code

This book is an offbeat field guide for sites in North America that reflect the rejection of the facts of prehistory and history. They are the physical equivalents of "fake news" about America's ancient past. Feder provides an entertaining summary forty sites along with the practical information you'll need to visit these fun and fascinating sites.

Everything you need to know to take amazing photos with your Nikon D600 This full-color, portable guide goes beyond the owner's manual to deliver clear, succinct descriptions of how the Nikon D600's features and functions work. Perfectly sized to fit in your camera bag, this portable guide offers professional advice on everything from composing a variety of shots to choosing lenses and downloading photos. Veteran author J. Dennis Thomas clearly explains how to get the exact shots you want, when you want them, and shares beautiful color photos from his own collection. Features step-by-step instructions and full-color images of each menu screen Teaches you how to adjust white balance, autofocus, exposure, and choose lenses, and when and why to use each of those settings Covers the essentials of lighting, composition, and exposure Includes a bonus gray and color checker card that allows new DSLR owners to capture perfect color in any environment. Packed with amazing examples, Nikon D600 Digital Field Guide helps you master all the menus, modes and controls of this feature-filled dSLR, and presents you with a variety of tips and tricks to capturing portraits, candid, sports, travel, macro photography, and much more.

Field guide of Freshwater fish.

Features a guide for over a thousand fish species that live along the American shores of the Atlantic Ocean and Gulf of Mexico, with each fish's description including its biology, habitat, distribution, and size.

The Field Guide to Freshwater Invertebrates of North America focuses on freshwater invertebrates that can be identified using at most an inexpensive magnifying glass. This Guide will be useful for experienced nature enthusiasts, students doing aquatic field projects, and anglers looking for the best fish bait, lure, or fly. Color photographs and art, as well as the broad geographic coverage, set this guide apart. 362 color photographs and detailed descriptions aid in the identification of species. Introductory chapters instruct the reader on how to use the book, different inland water habitats and basic ecological relationships of freshwater invertebrates. Broad taxonomic coverage is more comprehensive than any guide currently available.

Featuring an 18.0 megapixel CMOS sensor and DIGIC 4 image processor for high image quality and speed, ISO 100-6400 for shooting from bright to dim light, and many more great features, the Canon EOS Rebel T2i brings professional features into an entry-level digital SLR. The Canon EOS Rebel T2i/550D Digital Field Guide will teach you how to get the most out of these impressive features so you can improve your photography skills. CHAPTER 1: Setting Up the EOS Rebel T2i/550D. – This chapter will help you set up your T2i so you can get the best image quality from your Canon T2i. It will also cover different ways to review your images and protect them from accidental deletion.

CHAPTER 2: Controlling Exposure and Focus. – Learn about the different types of shooting modes on your T2i, as well as image exposure and how to modify it for individual shooting scenarios. CHAPTER 3: Getting Great Color. – This chapter explores the concepts of light and color, and teaches you how to select a white balance and picture style on your T2i for maximum color rendering. CHAPTER 4: Customizing the EOS Rebel T2i/550D. – Learn how to set up your T2i for common and uncommon shooting situations. CHAPTER 5: Shooting in Live View and Tethered. – This chapter explains the T2i's Live View feature and how to shoot tethered to a computer. CHAPTER 6: Using Movie Mode. – A great starting point for any photographer to explore the world of digital video with the T2i, this chapter will teach you how to shoot and playback video on the T2i. CHAPTER 7: Using Flash. – This chapter explores flash technology, and how to use the T2i's on-board flash and menu options for the built-in flash and for EX-Series Speedlites. CHAPTER 8: Exploring Canon Lenses and Accessories. This chapter covers popular T2i lenses and how they impact the images you capture with your T2i. CHAPTER 9: The Elements of Exposure and Composition. – Learn how aperture, shutter speed, and ISO affect your images, and how they work together to determine exposure. This chapter also covers the basics of composing images with your T2i. CHAPTER 10: Event and Action Photography. – Learn how to capture action in your images, plus some tips and tricks for general event photography, including how to capture great photos in low lighting. CHAPTER 11: Nature and Landscape Photography. – This chapter explores how to approach shooting nature and landscape images with your T2i. CHAPTER 12: Portrait Photography. – Learn how to set up the T2i for portrait shooting, plus information on choosing backgrounds, lighting, and other tips and tricks for taking great portraits. APPENDIX A: Exploring RAW Capture. – This chapter contains an overview of RAW capture as well as a brief walk-through on converting RAW images into a final image. APPENDIX B: How to Use the Gray and Color Checker cards. – Learn how to produce photos with accurate color and exposure with these free-inside-the-book tools. A full-color, portable-trim book with beautiful photography for photographers on the go, the Canon EOS Rebel T2i/550D Digital Field Guide includes a free Grey/Color checker card to help you achieve accurate white balance and color. With the Canon EOS Rebel T2i/550D Digital Field Guide, you will gain a thorough understanding of the T2i dSLR, as well as the basic fundamentals of capturing the best possible photos.

This is the ideal quick reference for beginning to intermediate users. Alphabetical listings and rich cross-referencing make it easy to find solutions to problems. In addition, its small format makes it extremely portable--appealing to travelers and users of laptop computers.

An ingenious, illustrated guide to household gadgets and gizmos explains the inner workings and functions of more than 180 different types of household devices in a volume that groups devices according to the room in which they are located and includes detailed descriptions of each device, information on how it works, photographs for easy identification, and helpful sidebars covering technical issues and trivia.

Original.

This fascinating handbook answers the questions of anyone who has ever wondered about the many strange devices found along the roadside, from utility poles to satellite dishes. Devices are grouped according to their habitats--along highways and roads, atop buildings, near airports, and on utility towers. More than 150 different roadside technologies are covered, and each detailed entry describes what the device does, how it works, and also includes a photograph for easy identification. With helpful sidebars describing related technical issues such as why stoplights are constructed with the red light on top, this handbook for curious readers provides carefully detailed descriptions and the history behind many of the devices that roadside travelers take for granted.

The Almería Province of SE Spain, a semi-arid, tectonically active region, is the focus of a wide range of scientific teaching and research in the earth sciences by universities and associated bodies from around the world. This field guide provides an up-to-date and integrated approach to the geology and geomorphology of Almería Province, compiled by active scientific researchers in the region. The guide assumes a basic knowledge of geology and geomorphology and will be of interest to earth scientists at all levels from the keen amateur through to undergraduate/postgraduate students and academics visiting the region. The guide provides general background on the area, followed by a selection of specialized trips that progressively explore the structure and development of the basins, the shallow marine sedimentation, the continental sedimentation and finally the uplift, dissection and geomorphic evolution of the sedimentary basins. This is the first widely published field guide on the Almería Province and it is unique in both its coverage and integrated earth science approach, providing valuable support for both teaching and research in the region. If you are a member of the International Association of Sedimentologists, for purchasing details, please see: <http://www.iasnet.org/publications/details.asp?code=FG1>

Get enlightened with this detailed coverage of Canon's Speedlite system. If you use a digital SLR camera, then you understand just how critical it is to have a capable flash. A Canon Speedlite shines a whole new light on taking photos with a Canon DSLR. This full-color, in-depth guide takes you beyond the standard manual that accompanies a Canon Speedlite and shows you the types of settings you can use on your camera when working with off-camera flashes. You'll explore the possibilities of wireless lighting with multiple speedlites as well as the creative effects you can achieve. Author, teacher, and professional photographer Michael Corsetino demystifies setting up a speedlite, synchronizing the speedlite equipment, and determining lighting ratios. He provides you with detailed, real-world information on using all of Canon's various Speedlite models including the new 600EX-RT and covers other Canon lighting system components such as the ST-E2 Wireless Transmitter, Macro Ring Lite, and Macro Twin Lites and OC-E3 Off-Camera Shoe Cord. Highlights how the Canon Speedlite system is a must-have accessory for exploring a new world of digital photo possibilities. Covers a number of Canon's Speedlites, including the 600EX-RT, 580 EX II, 430 EX II, 270 EX and 270 EX II, and the 320 EX. Shows you how to create an inexpensive and portable wireless studio lighting system that can go where you go. Demystifies setting up the speedlite, synchronizing the equipment, and figuring out lighting ratios. Canon Speedlite System Digital Field Guide, 3rd Edition is a handy guide that shares real-world information and untangles the complexities of using the Canon Speedlite system.

Everything you need to know to take amazing photographs using your new DSLR. The Nikon D5300 Digital Field Guide is filled with everything you need to know to take fantastic photos with your new Nikon. In full color, this portable guide covers all of the essential controls, features, and functions of the Nikon D5300, using step-by-step instructions and providing full-color images of each menu screen. Nikon users will love this comprehensive field guide—it's just the right size to fit into a camera bag, so you'll be able to take it wherever your photography

adventures take you. The guide goes beyond camera settings, offering you a refresher course in digital photography principles, and covering the essentials of lighting, composition, and exposure. This perfectly sized field guide features: Compact size, allowing photographers to carry it wherever they go Professional advice on everything from composing a variety of shots to choosing lenses Colorful example images, along with detailed instructions on how to get the most from each of the camera's features Filled with amazing examples, this handy guide offers a variety of tips and tricks. You'll learn how to capture portraits, take character-filled candid shots, frame sports action, document travel, work with macro photography, and much more!

FHWA Publication No. FHWA-NHI-08-0106. February 2009. Explains the behavior of rivers in order to recognize changing conditions associated with unstable streams or scour at bridge foundations that may threaten the stability of the bridge. Provides tips and guidance on what to look for with regard to both stream instability, including lateral instability, degradation, and aggradation, and scour at bridges, including contraction scour, pier scour, and abutment scour. Also covered are plans of action and countermeasures, such as monitoring, flood watches, bridge closures, and river training countermeasures.

Over recent years, the miniaturization and falling cost of medical ultrasound technology have led to widespread interest from clinicians looking to improve their bedside diagnostic skills and augment their clinical decision-making. Education in its use, however, has lagged behind the improvements in technology, leaving a "skills gap" which prevents its wider adoption. This book is designed to aid beginners in their use of ultrasound technology, to help them overcome the early learning hurdles and build their experience. The book is written in simple language and offers the raw basic essentials for those starting out, as well as some useful practical tips for speeding up learning. The book takes the reader on a "learning journey" starting with basic technique, slowly building in complexity and finishing with more advanced techniques to match the learner's increasing mastery of this valuable diagnostic tool.

Covers over five hundred families of North American insects

The twenty field trip guides in this volume represent the work of earthquake professionals from the earth science, engineering, and emergency management communities. The guides were developed to cross the boundaries between these professions, and thus reflect this diversity: trips focus on the built environment, the effects of the 1906 earthquake, the San Andreas fault, and other active faults in northern California.

A Field Guide to Rock Art Symbols of the Greater Southwest is the first specifically designed key to the interpretation of American rock art. Interest in the subject has grown significantly among professional archaeologists and informed lay persons in recent years, but the purpose and meaning that the intriguing symbols had for their creators remain a mystery. Although the significance of the symbols will never be known for certain, educated guesses can be made. The "Field Guide" brings together 600 commentaries on specific rock art symbols by over one hundred archaeologists, anthropologists, researchers, and Native American informants. Intended to be used in the field, as well as a reference, the book includes a pictorial key at the beginning and is organized by tentative meaning or by description. The reader can easily find the one or several of the 500 illustrations that most closely match the rock art symbol in question. Patterson emphasizes the tentative nature of the interpretations and has included an index by neutral archaeological description as well as complete documentation of every excerpted comment. The range of the book is from the northern states of Mexico to Utah and from California to Colorado.

A Field Guide to Channel Strategy Building Routes to Market Createspace Independent Publishing Platform

Field Guide to Appropriate Technology is an all-in-one "hands-on guide" for nontechnical and technical people working in less developed communities. It has been developed and designed with a prestigious team of authors, each of whom has worked extensively in developing societies throughout the world. This field guide includes: Step-by-step instructions and illustrations showing how to build and maintain a vast array of appropriate technology systems and devices Unique coverage on healthcare, basic business and project management, principles of design, promotion, scheduling, training, microlending, and more Teachers, doctors, construction workers, forest and agricultural specialists, scientists and healthcare workers, and religious and government representatives will find this book a first source for advice Step-by-step instructions and illustrations showing how to build and maintain a vast array of appropriate technology systems and devices Unique coverage on healthcare, basic business and project management, principles of design, promotion, scheduling, training, microlending, and more Teachers, doctors, construction workers, forest and agricultural specialists, scientists and healthcare workers, and religious and government representatives will find this book a first source for advice

The first and only book to give gay and lesbian travelers the inside scoop on gay-friendly accommodations, shopping, sports, recreation, music, theater, dining, and nightlife in the Windy City. This chatty, opinionated guide to gay life and culture is written by longtime gay-neighborhood-dwelling Chicagoans for residents and visitors. Photos.

With more than 160 entries detailing everything from the junk buried in desk drawers to that mysterious box blinking away in the coat closet, this practical guide navigates through modern office technology. Each entry includes a functional description of a device (what it is and how it works) as well as particulars on who invented it and how its design has evolved over the years. Devices are grouped according to their habitats--in the conference room, hanging from the ceiling, or connected to a computer--to assist in quick and easy identification. Solving office mysteries, such as why telephone keypads have their ones in the upper left corner while calculator keypads place the ones in the lower left corner, this fascinating resource decodes the often confusing technological landscapes of everyday offices.

A guide to the wildlife of Washington D.C. includes information on parks, animals, plants, fungi, and geology.

Throw it in your backpack, hop on the subway, and explore.

Describes and depicts eight hundred species of shells

Building a route to market is fundamental to sales and survival. This book demystifies marketing channel strategy by focusing on how to do channel design and management. We provide practical tools and frameworks for key decisions and highlight the critical tradeoffs and pitfalls. Many channel strategies are built like the wood towers used in popular stacking games. You hope your tower is sturdy and strong. But over time, you may replace or add partners, add or subtract routes to market, and change your product lines - so your channel strategy must adapt in order to prevent your tower from collapsing or breaking apart. This Field Guide introduces you to the channels landscape, helps you understand your building block options, and unpacks the physics of adding and subtracting channel components, to give you the tools you need to keep your go-to-market strategy resilient, responsive, and a source of competitive advantage.

A beautifully illustrated field guide to the Mid-Atlantic region, from the Jersey Shore to Cape Hatteras The Outer Banks of North Carolina and the beaches of the Mid-Atlantic Coast are among the most popular tourist destinations in the United States. This book is a richly illustrated field guide that surveys the geology, environmental history, natural history, and human history of a region that spans the eastern seaboard from Sandy Hook in New Jersey south to Cape Hatteras on the Outer Banks of North Carolina. It is organized around environments, not particular locations. Included are the geology of beaches and barrier islands, the environmental history of the region, as well as detailed looks at the natural history of beaches, dunes, maritime forests, coastal marshes, and estuaries. Also covered are issues involving human activity and

climate change, which have become dominant forces shaping geophysical and biological environments. This guide will enable users to walk into a salt marsh or onto a beach and identify much of what they see.

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