

	<h1>The Blackwell Encyclopedia of Sociology ONLINE</h1> <p>NEWSLETTER - FIRST UPDATE  <a href="http://www.SociologyEncyclopedia.com">www.SociologyEncyclopedia.com</a></p>	
<p>Welcome to the <i>Updates Newsletter</i> for the <b>Blackwell Encyclopedia of Sociology</b>. Within this newsletter you will find a brief summary of each of the eight recently published new entries to the <b>Blackwell Encyclopedia of Sociology</b> online, as well as a sneak preview of future entries. Have an idea for a new entry? Suggest a new entry for the <b>Online Encyclopedia</b> and if your suggestion is included you could win an Amazon gift certificate!</p> <p>Finally, be sure to check out the reviews of the <b>Blackwell Encyclopedia of Sociology</b>, and pass this newsletter on to your librarian.</p>		
	<p><b>Quick Links</b>  <a href="#">About the Blackwell Encyclopedia of Sociology</a>  <a href="#">Updates to the Blackwell Encyclopedia of Sociology Online</a></p> <ol style="list-style-type: none"> <li><a href="#">Timeline of sociology</a></li> <li><a href="#">Qualitative methods</a></li> <li><a href="#">Betty Friedan</a></li> <li><a href="#">Total institution</a></li> <li><a href="#">Social construction of mental illness</a></li> <li><a href="#">Surplus value</a></li> <li><a href="#">Creative destruction</a></li> <li><a href="#">Cultural lag</a></li> </ol> <p><a href="#">Future Updates</a>  <a href="#">Suggest a New Entry and Win!</a>  <a href="#">Reviews</a>  <a href="#">Access the Encyclopedia</a></p>	
<p><b>Blackwell Encyclopedia of Sociology Reviews</b></p> <p>"Essential. Lower-level undergraduates through faculty / researchers."  - <b>Choice</b>  <a href="#">Click here to read the full review</a></p> <p>"This work will be an important addition to large university libraries with sociological departments."  - <b>American Reference Books Annual</b>  <a href="#">Click here to read the full review</a></p>	<p><b>About the Blackwell Encyclopedia of Sociology</b></p> <p>The print version of the <b>Blackwell Encyclopedia of Sociology</b> edited by George Ritzer was published in January 2007. The 11 volumes contain nearly 1,800 entries and over 3.5 million words, making The Blackwell Encyclopedia of Sociology the most comprehensive reference work ever published in sociology. In order to maintain such a prestigious position, Wiley-Blackwell is providing updates of the online version of the Encyclopedia under the continuing editorship of George Ritzer. The online version will be updated three times annually and will include both new entries and updates to existing entries. To learn more about the Blackwell Encyclopedia of Sociology, visit <a href="http://www.sociologyencyclopedia.com">www.sociologyencyclopedia.com</a></p> <p>If your library has a subscription, you can access the <b>Blackwell Encyclopedia of Sociology</b> online through <a href="http://www.blackwellreference.com">www.blackwellreference.com</a></p>	
<p>"Ritzer has created the literal bible of sociology – a comprehensive and vital tome that houses an ever-evolving snapshot of the structure of our society ... Blackwell's Encyclopedia of Sociology deserves a place in all college-level libraries."  - <b>The Electric Review</b>  <a href="#">Click here to read the full review</a></p>	<p><b>Updates to the Blackwell Encyclopedia of Sociology Online</b></p> <p>This first update, coming only a few months after publication, features seven new entries and the timeline of sociology. The first update of 2007 is already online and includes new entries that will each enhance the online version of the project. The new entries are as follows:</p> <p><b>Timeline of sociology (J. Michael Ryan)</b> – This timeline includes over 600 of the most important events in the history of the discipline including important publications, the founding of societies, biographies, and world events. The timeline reflects the history of the discipline from a global perspective including events from countries around the globe.</p> <p><b>Qualitative methods (Jeffrey Michael Clair and Jason Wasserman)</b> – Clair and Wasserman do an outstanding job of succinctly, yet thoroughly, describing the broad range of qualitative methods in this entry.</p> <p><b>Betty Friedan (Lyndsey Stults and Stephanie Gilmore)</b> – Betty Friedan was one of the world's most renowned feminists and author of the classic <i>The Feminine Mystique</i>. Given her very recent death, the inclusion of this entry highlights the commitment of the Blackwell Encyclopedia of Sociology online to staying current.</p> <p><b>Total institution (Peter Manning)</b> – A concept made famous by Goffman and relevant to many areas of society (the military, mental institutions, etc.). This entry is both classic, and contemporary.</p> <p><b>Social construction of mental illness (Allan Horwitz)</b> – Horwitz is, without doubt, one of the leading scholars of mental illness in sociology today. His prominence in the area of the social construction of mental illness made him a perfect fit to author this entry.</p> <p><b>Surplus value (Rob Beamish)</b> – One of the central components of Marx's labor theory of value, surplus value adds to the already substantial set of entries in the Encyclopedia on Marx-related sociology.</p> <p><b>Creative destruction (Craig Lair)</b> – This concept was first introduced by Joseph Schumpeter to describe the process of transformation that accompanies radical innovation. Lair explores the concept of creative destruction in new and insightful ways, in connection with outsourcing, drawing on insights developed for a forthcoming book.</p>	

	<p><b>Cultural lag (Jesús Romero Moñivas)</b> – This is a popular concept in sociology, especially among those interested in science and technology. This entry is written by a leading Spanish scholar in the area.</p> <p><b>Future Updates</b></p> <p>The second and third updates (both scheduled for 2007) will together feature at least an additional 45 new entries as well as updates to existing entries to keep the online encyclopedia at the cutting edge of sociology.</p> <p>Some of the planned new entries include:</p> <ul style="list-style-type: none"> <li>• <b>Baudrillard, Jean</b> by Douglas Kellner</li> <li>• <b>Saturated self</b> by Kenneth J. Gergen</li> <li>• <b>Galbraith, John Kenneth</b> by Richard Parker</li> <li>• <b>Rhizome</b> by Gary Genosko</li> <li>• <b>Jacobs, Jane</b> by Anthony Orum</li> <li>• <b>Practice theory</b> by Andreas Reckwitz</li> <li>• <b>Strauss, Anselm</b> by Adele Clarke</li> </ul>	
	<p><b>Suggest a New Entry and Win an Amazon Gift Certificate</b></p> <p>If you have suggestions for potential new entries, please send them to J. Michael Ryan, senior managing editor of the <b>Blackwell Encyclopedia of Sociology</b> online, at <a href="mailto:miker@socv.umd.edu">miker@socv.umd.edu</a>. We are awarding a £100/\$150 Amazon gift certificate for the best suggestions featured in subsequent updates to the Encyclopedia online*.</p> <p>* One prize will be given for each of the Publisher's major updates to the Blackwell Encyclopedia of Sociology online. The judges' decision is final.</p>	
	<p><b>Access the Encyclopedia</b></p> <p>If your library has a subscription, you can access the <b>Blackwell Encyclopedia of Sociology</b> online through <a href="http://www.blackwellreference.com">www.blackwellreference.com</a></p> <p>If your library has purchased the Encyclopedia in print they are entitled to FREE online access until the end of 2007. To set up online access, they simply need to email <a href="mailto:libraryinfo@oxon.blackwellpublishing.com">libraryinfo@oxon.blackwellpublishing.com</a>, quoting the unique reference code that came with the set. If they have misplaced the code we may still be able to set up access. To activate online access with a misplaced code, the library should email Jenny Howell at <a href="mailto:Jennifer.Howell@oxon.blackwellpublishing.com">Jennifer.Howell@oxon.blackwellpublishing.com</a> with invoice/purchase details for the print set.</p>	
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