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| John Hunt Publishing - **Zero Books** - announces the new title |
| **How to Read a History Book**The Hidden History of History Marshall T. PoeA deconstruction of the modern history book as artifact, How to Read a History Book explains who writes history books, how the writers are trained, and why they write them. It also discusses genre, bias (political and otherwise) and how to read history books between the lines. Written for undergraduates, intro graduate students and anyone with an informed interest in the subject, How to Read a History Book demonstrates that, rather than being objects that fall from the sky, history books are actually socially-constructed artifacts reflecting all the contradictions of modern meritocratic capitalism.**Author Bio**Marshall T. Poe is a professor at the University of Massachusetts, Amherst, a writer, and is founder and editor of the New Books Network. He lives in Northampton, MA.Online: [Author Website](http://newbooksnetwork.com)**Previous Titles**A History of Communications: Media and Society from the Evolution of Speech to the Internet (9780521179447) Cambridge University Press, 2011.**Promotional Plans**Promotion to history teachers/professors, aiming for the book to become required reading for all new History students. Seek reviews via author's strong connections in the writing worlds of both New York and London, as well as through his vast academic connections. Author to write articles related to the book, to publish internationally in the lead up to publication. Advertisement via the New Book Network (run by the author, with reach to 20,000 readers each day), including advert banners and an audio advert at the end of podcasts.**USP**The only book to tell the truth about the modern 'History Industry', in an entertaining, humorous and readable manner. A must-read for any student new to the study of history.**Competing Books**History: A Very Short Introduction 9780192853523, by John H. ArnoldOxford University Press, 2000**Categories**HISTORY (General)(HIS016000) -> Historiography(HIS016000)HISTORY (General)(HIS035000) -> Study & Teaching(HIS035000)EDUCATION (General)(EDU016000) -> History(EDU016000) |   | http://www.johnhuntpublishing.com/assets/docs/books/6132/jhp58e3758545fe0.jpg**Publication Date**January 2018 **Paperback**ISBN: 978-1-78099-729-2$16.95  |  £9.998.5x5.5 inches | 216x140 mm152PP**e-book**ISBN: 978-1-78535-646-9$8.99  |  £5.99**Library of Congress**2016962870 |
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