

Martin, Roger L. & Sally R. Osberg. *Getting Beyond Better: How Social Entrepreneurship Works.* Harvard Business Review. 2015. 256p. notes. bibliog. index. ISBN 9781633690684. \$30; ebk. ISBN 9781633690691. BUS

Based largely upon their work with the Skoll Foundation, which funds social entrepreneurs, Martin, who is on its board, and Osberg, its president and CEO, propose a rigorous understanding of social entrepreneurship and a model for successful operations. They see social entrepreneurs as drawing from both business enterprises and government bodies to form a third type of entity that can improve society. The authors also view this type of business opportunity as different from social activism (in that the social entrepreneur is directly involved in creating change rather than pressuring government to implement it) and social service provision (in that social entrepreneurs work to establish fundamental change rather than for improvements in the status quo). Following the authors' discussion of definitions, an operating model is proposed. Since those the social entrepreneur aims to help are backed by little monetary support or political influence, the authors think it vital to success that the social entrepreneur's activities either increase the value or decrease the costs implicit in the current unacceptable situation and describe seven ways to effect these revisions. In developing both their definition and model, Martin and Osberg use an inductive method, discussing many real-life examples. **VERDICT** An insightful, well-structured, and practical-minded analysis of social entrepreneurship that is likely to be of help to established and aspiring social entrepreneurs.—*Shmuel Ben-Gad, Gelman Lib., George Washington Univ.*

EDUCATION

Boland, Ed. *The Battle for Room 314: My Year of Hope and Despair in a New York City High School.* Grand Central. Feb. 2016. 256p. ISBN 9781455560615. \$26; ebk. ISBN 9781455560608. ED

Boland, a 20-year veteran-executive for educational nonprofits and former admissions officer at Yale University and Fordham University, flirting with a mid-career change and desiring to be closer to the success stories the nonprofits he worked for achieved, took the plunge and became a certified teacher. After completing a master's program in teaching, Boland, awash in new-instructor jitters and idealism, found himself teaching history in room 314 in an inner-city New York high school with more than 30 ninth-grade students. This memoir is his gritty, self-reflective, sometimes humorous account of his first year. Boland's colorful descriptions let the reader share his experience, liv-

ing his successes, his growing understanding of his craft and his students, his dissections of days that did not go well, and his efforts to maintain hope. The epilog summarizes his journey and includes specific advice to prospective teachers as well as a roadmap for educational reform. **VERDICT** Captivating, insightful, and instructive, Boland's first-person account and authentic struggle to understand the broken elements of the education system will appeal to students of education, educational leadership, and social work.—*Jane Scott, Clark Lib., Univ. of Portland, OR*

HISTORY

Brooks, James F. *Mesa of Sorrows: A History of the Awat'ovi Massacre.* Norton. Feb. 2016. 224p. photos. maps. notes. bibliog. index. ISBN 9780393061253. \$26.95; ebk. ISBN 9780393292534. HIST

This work handles a difficult episode in Hopi history: the destruction of Awat'ovi village in present-day Arizona in the year 1700. It also acts as a solid history of the Pueblo Revolt of 1690. Brooks (history, Univ. of California; *Captives and Cousins*) guides the reader into the complicated and often ambiguous past of the Hopi in north-eastern Arizona and the greater Pueblo world at large. The author details the terrible killings at Awat'ovi and proceeds to explain the catastrophe in its context, discussing the complex dynamics among the various Hopi communities and other Pueblo communities, as well as the internal factions that developed within individual villages. The troubled history of Spanish oppression and later U.S. assimilation is also revealed. Brooks analyzes the pattern of purges that occurred against taboo-violators within the Hopi culture. In certain parts of the book, readers unfamiliar with the Four Corners region may become confused by the many place names. However, Brooks succeeds in producing an engaging anthropological investigation into this difficult subject. **VERDICT** An attractive, authoritative read for those who want to delve deeper into Four Corners history. [See Prepub Alert, 8/31/15.]—*Jeffrey Meyer, Mt. Pleasant P.L., IA*

Carlson, Brady. *Dead Presidents: An American Adventure into the Strange Deaths and Surprising Afterlives of Our Nation's Leaders.* Norton. Feb. 2016. 336p. illus. notes. bibliog. index. ISBN 9780393243932. \$26.95; ebk. ISBN 9780393243949. HIST

Carlson, who never forgot a childhood visit to Abraham Lincoln's sarcophagus in Springfield, IL, has since traveled across the United States to visit every presidential gravesite and many presidential memorials. In this travelog, Carlson, a New Hampshire public radio reporter, focuses

on these resting places, each a centerpiece for his accounts of presidential deaths, burials, and afterlives. The writing style is light, humorous, and sometimes glib, as Carlson reflects on events as solemn as the slain Lincoln's procession back to Illinois in 1865; as comical as the 1991 exhumation of Zachary Taylor, who died in 1850; or as obscure as the cheesemaking operation in Plymouth Notch, VT, that helps to memorialize Calvin Coolidge. Each of the 11 chapters offers loosely themed essays often covering several presidents, although perhaps the best chapter is devoted entirely to John F. Kennedy, describing the long effort by the city of Dallas to escape the legacy of his assassination. **VERDICT** Readers who enjoyed Sarah Vowell's *Assassination Vacation* will enjoy Carlson's similar book.—*Robert Nardinii, Niagara Falls, NY*

Graham, Ian. *Scarlet Women: The Scandalous Lives of Courtesans, Concubines, and Royal Mistresses.* Thomas Dunne: St. Martin's. Jan. 2016. 304p. bibliog. index. ISBN 9781250062635. \$26.99; pap. ISBN 9781910670316. \$19.99; ebk. ISBN 9781466868175. HIST

Though they are often overlooked, courtesans and mistresses have helped shape history and greatly influenced royalty and other public figures. Graham (*The Ultimate Book of Imposters*) examines the lives of notable and influential courtesans, royal mistresses, and concubines from several countries, showing how they made their own way in different time periods and corners of the world. This is a thoroughly researched and clearly written work with an extensive bibliography. The organization of chapters by either country or types of courtesans is helpful and makes for quick reference. At times, the stories seem to end at odd intervals, but this was likely owing to a paucity of information on women who didn't always have well-documented lives. Though the book is an easy read, the women profiled come across as having a lust for power or money, making some anecdotes seem repetitive. **VERDICT** This account would serve as a solid research resource for a library; because of the similarity of the subjects, it's unlikely to be read cover to cover.—*Stacy Shaw, Orange, CA*

Greenberg, David. *Republic of Spin: An Inside History of the American Presidency.* Norton. Jan. 2016. 640p. notes. index. ISBN 9780393067064. \$35; ebk. ISBN 9780393285505. HIST

Greenberg (history, political science, Rutgers Univ.; *Nixon's Shadow*) has written an extensive, insightful account of the image-making machinery entailed in the modern American presidency. The author's work is a sobering