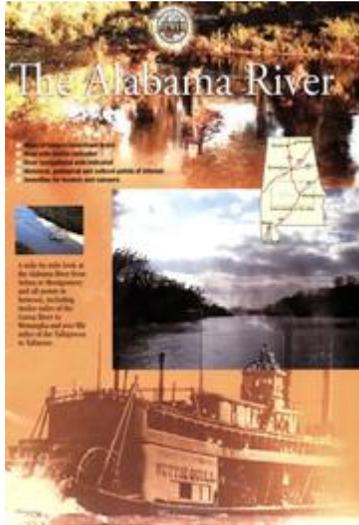


## February 2013



*The Alabama River by Marshall, Felder and West.*

**A mile-by-mile look at the Alabama River from Selma to Montgomery and all points in between, including twelve miles of the Coosa River to Wetumpka and over fifty miles of the Tallapoosa to Tallassee.**

From the Back Cover

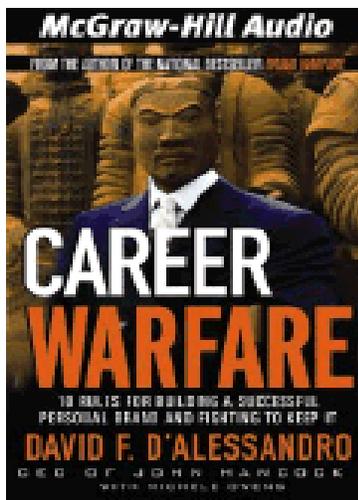
This guide takes the river traveler back before the days of the steamship, before the earliest days of pioneer settlement and brings you close enough to the old cultures of the Alabama, Coosa and Tallapoosa rivers to touch them. It provides a connection to the people who came to this area and went on to shape the history of the nation and the world.

Here is your key to the history, the culture and the country of early Alabama. In one place has been layered mile-by-mile navigational aids, river charts and history in images and text—all tied accurately to an informative, illustrated map.

In these pages are the hundred-plus miles of the Alabama, Coosa and Tallapoosa Rivers from Selma's Edmund Pettus bridge to the town of Tallassee. The Tallapoosa, while a less navigable river than the others, contains so much historic significance that our route is extended to the Thurlow Dam.

*The Alabama River* atlas has all of the access points, navigational aids and markers, tributaries, amenities, hours of operation, contact information and much more presented in an informative historical and cultural context.

**To view *The Alabama River Atlas* stop by the Mobile District Technical Library, Room 1013.**



***Career Warfare: 10 Rules For Building A Successful Personal Brand and Fighting To Keep It by David F. D'Alessandro with Michele Owens***

From the Back Cover

What really defines those who get ahead? Hard work and accomplishments will only get you so far. If you intend to compete at the levels where the competition gets really ferocious—where everybody is hard-working and accomplished—you need a much more subtle weapon. According to D'Alessandro, the CEO of John Hancock Financial Services, you cannot win without the kind of

reputation or “personal brand” that convinces powerful people to trust you.

D’Alessandro, a keen observer of the unwritten rules of organizational life, shows how personal brands are built out of people’s day-to-day behavior in even the most insignificant moments. He also demonstrates what a battle it is to build a good one. It is a battle even to be noticed early in your career; it is a battle not to become dangerously arrogant later on. You constantly have to defend your brand from the sniping of your enemies, the indifference of your bosses, and your own worst impulses.

*Career Warfare* will help you to win these fights at every stage of your career by showing you how to

- Look beyond your own navel
- Make people want to take a chance on you
- Get your boss to promote your “personal brand”
- Decide when to stay in a bad job and when to leave a good one
- Recognize the types of organizations that will keep you from rising
- Pull away from the pack in mid-career
- And much more

Using vivid stories from his own rise through the organizational ranks, D’Alessandro offers shrewd advice for disarming the people who hold your career in their hands and introduces a remarkable cast of characters along the way. You’ll meet the corporate chairman who gave himself a speech impediment, the account executive who sang opera for a president, and the job candidate who washed her face with a pancake. You will also meet some of the smartest managers of their own public images on the planet and learn from the things they have done right.

Success, says D’Alessandro, is not going to come from your accomplishments alone. But you can separate yourself from the crowd and rise to the level of your ambitions—if you create the kind of personal impression that commands respect. *Career Warfare* offers the smartest advice you’ll ever get about how to do it.

**Want to listen to “*Career Warfare (CD 63)*” Stop by the Mobile District Technical Library, Room 1013.**