



Sociology Now: The Essentials Census Update, Books a la Carte Edition (2nd Edition)

Michael S. Kimmel, Amy Aronson

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Exploring the Questions of Today

Identity & Inequality
Race, Class, & Gender
Multiculturalism
Globalization

***Sociology Now* reflects the discipline today and explores the big questions about multiculturalism and globalization that sociologists ask.**

It explains how the classic concerns of sociology—social order, social conflict, social interaction—have been reshaped by new insights about multiculturalism and globalization.

Sociology has always offered a way to make sense of the complex and sometimes contradictory forces that shape our social lives in any era. As *Sociology Now* explains sociology as both a body of knowledge and a "way of seeing," it shows how two such forces in particular have come to preoccupy sociologists and influence the way they look at the events and experiences of the early twenty first century:

The first is **globalization**--the economic, political, cultural, and social interconnections among people and institutions all over the world.

The second is **multiculturalism**--the recognition that race, ethnicity, class, gender, sexuality, religion, and other statuses are sources of social inequality, but also the foundations of our identities.

Michael Kimmel, a leading sociologist and gender researcher, and co-author Amy Aronson, a journalist and media scholar, address these questions head-on as they make a compelling case for the importance of sociology in the contemporary world.

To learn more about the new edition, [click here](#) to visit the showcase site.

What is the Pearson Census Update Edition?

The Census Update edition incorporates 2010 Census data into a course—simply and easily. The components of the Census Update Program are as follows:

- **Census Update Edition** - Features fully updated data throughout the text—including all charts and graphs—to reflect the results of the 2010 Census. This edition also includes a reproduction of the 2010 Census Questionnaire for your students to explore in detail.

- **2010 Census Update Primer** - A brief seven-chapter overview of the Census, including important information about the Constitutional mandate, research methods, who is affected by the Census, and how data is used. Additionally, the primer explores key contemporary topics such as race and ethnicity, the family, and poverty. The primer can be packaged with any Pearson text at no additional cost, and is available via MySocLab, MySocKit, and MySearchLab. The primer can also be purchased standalone.
 - **2010 Census Update Primer Instructor's Manual with Test Bank** - Includes explanations of what has been updated, in-class activities, homework activities associated with the MyLabs and MyKits, discussion questions for the primer, and test questions related to the primer.
- **MySocLab** - Gives students the opportunity to explore the methods and data and apply the results in a dynamic interactive online environment. It includes:
 - primary source readings relevant to the Census
 - an online version of the 2010 Census Update Primer
 - a series of activities using 2010 Census results
 - video clips explaining and exploring the Census

This Books a la Carte Edition is an unbound, three-holed punched, loose-leaf version of the the textbook and provides students the opportunity to personalize their book by incorporating their own notes and taking only the portion of the book they need to class - all at a fraction of the bound book price.

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