

# Cambria Press E-Books

## Fast, Easy, Affordable, Mobile Ready

### Introduction

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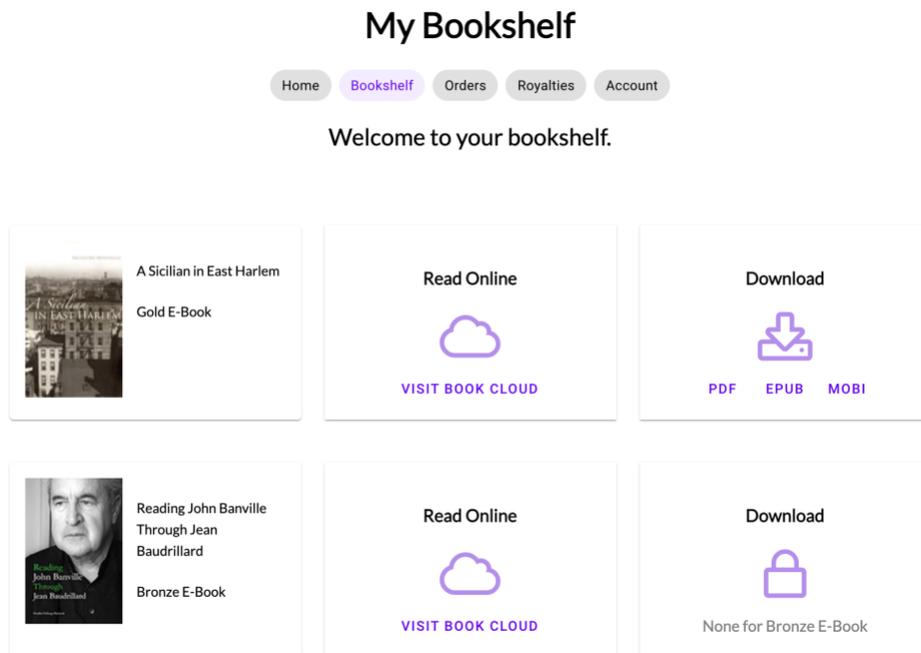
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### Accessing Content

After purchasing content, it is immediately available on your bookshelf as indicated in the screenshot. Simply log in to your account using a computer, smartphone, or tablet and click Bookshelf.

Screenshot 1. Cambria Bookshelf



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Table 1. Steps in Reading Content with Devices

Step	Kindle	Apple iPhone iPad	Android Phone Tablet
1.	Download MOBI file.	Download EPUB file.	Download EPUB file.
2.	E-mail to Kindle device.	Tap in Files.	Click in Files.
3.	Book will appear.	Open in iBook	Open in Google Play Books

To read with a Kindle device, download the MOBI file. Each Kindle device has its own unique e-mail address. After identifying the unique e-mail address of your Kindle device, simply email the MOBI file to this unique Kindle e-mail address. The content will then appear in the Kindle device (and through the Kindle app on smartphones), and you can then read the content as you would any e-book that you may have purchased via Amazon.

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## Appendix Book Cloud Screenshots

The Book Cloud is designed to provide fast, easy, mobile-compatible access to content via any web browser and from any device without the need to download content. There are three simple steps.

### Step 1. Visit Book Cloud and Log In

First visit the Book Cloud using your computer, device, or smartphone and log in. You can follow the link from your Cambria Bookshelf or use the direct link of <https://read.Cambriapress.com>.



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## Log in to Cambria Book Cloud

User Name:

Password:

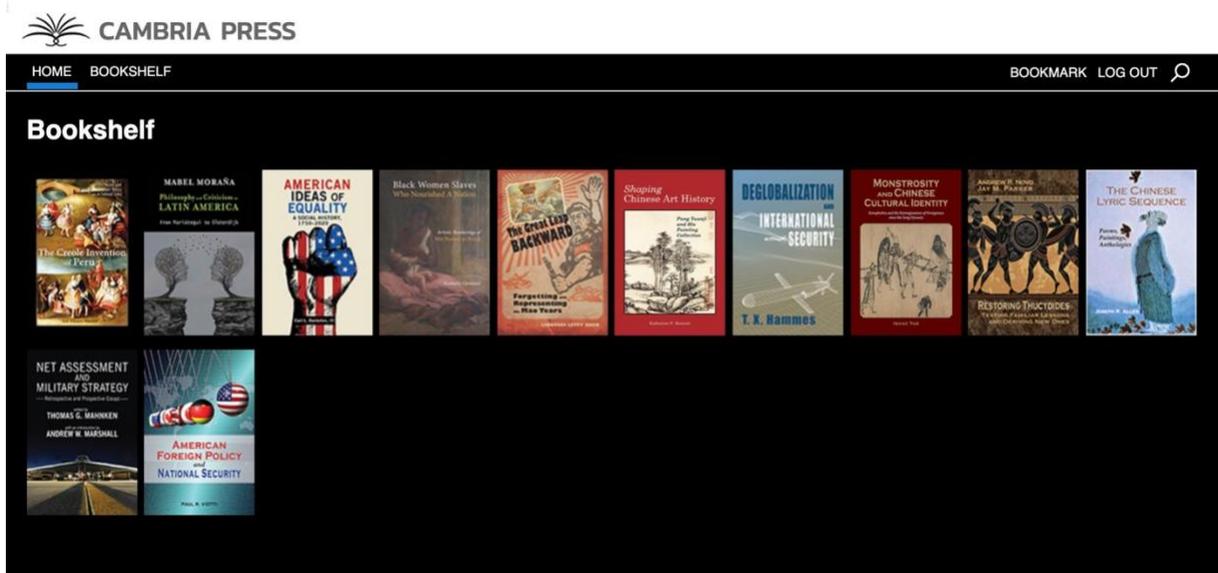
Log In

*(continued)*

## Step 2. Select Desired Book from Book Cloud Bookshelf

Next, simply click the desired book from the Book Cloud Bookshelf.

### Desktop View



### Device View

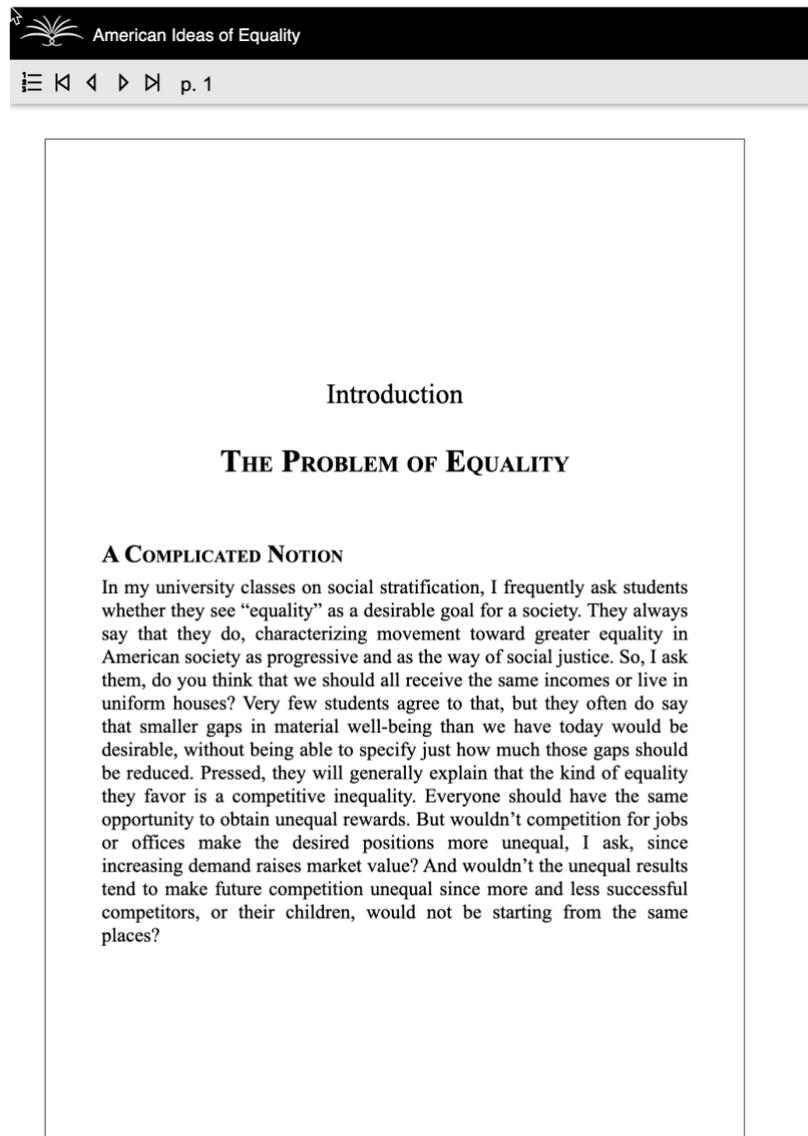


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### Step 3. Read, Search, Bookmark, Enjoy!

Enjoy the content! Reading, navigation, and search are simple. You can easily view table of contents, navigate with page-by-page clicks, or advance to the beginning or end of the book in one click. When using devices or smartphones, “swiping” left and right can be used to navigate. In addition, the Book Cloud recognizes any default font sizes that are changed or set on devices.

#### *Desktop View*



American Ideas of Equality

☰ ◀ ▶ ▷ p. 1

Introduction

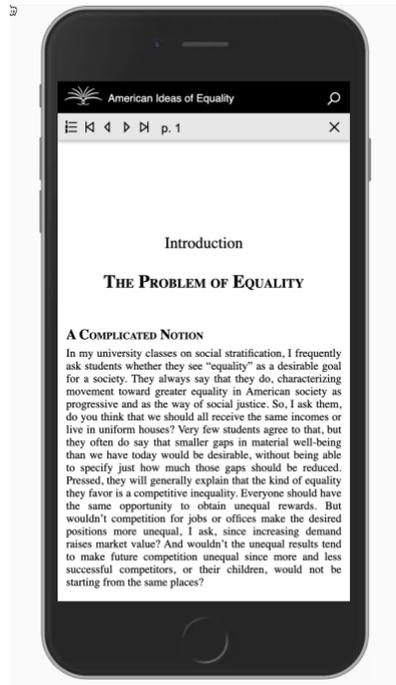
**THE PROBLEM OF EQUALITY**

**A COMPLICATED NOTION**

In my university classes on social stratification, I frequently ask students whether they see “equality” as a desirable goal for a society. They always say that they do, characterizing movement toward greater equality in American society as progressive and as the way of social justice. So, I ask them, do you think that we should all receive the same incomes or live in uniform houses? Very few students agree to that, but they often do say that smaller gaps in material well-being than we have today would be desirable, without being able to specify just how much those gaps should be reduced. Pressed, they will generally explain that the kind of equality they favor is a competitive inequality. Everyone should have the same opportunity to obtain unequal rewards. But wouldn’t competition for jobs or offices make the desired positions more unequal, I ask, since increasing demand raises market value? And wouldn’t the unequal results tend to make future competition unequal since more and less successful competitors, or their children, would not be starting from the same places?

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## Device View



As shown in the screenshots below, search is very powerful, and content can be easily bookmarked with a single tap. Our Cloud books also incorporate links from index terms to content. Global search can also be done across all titles. When finished, simply log out with one tap.

## Desktop View

A screenshot of a desktop web browser displaying the 'American Ideas of Equality' app interface. The top navigation bar includes the 'CAMBRIA PRESS' logo, 'HOME BOOKSHELF' links, and 'BOOKMARK LOG OUT' options. A search bar contains the text 'protest' and a 'Search' button. Below the search bar, the page indicates 'Searching - American Ideas of Equality' and '15 items were found'. Three search results are listed, each with a link to a specific page in the book and a snippet of text containing the word 'protest'.

(continued)

## Device View

