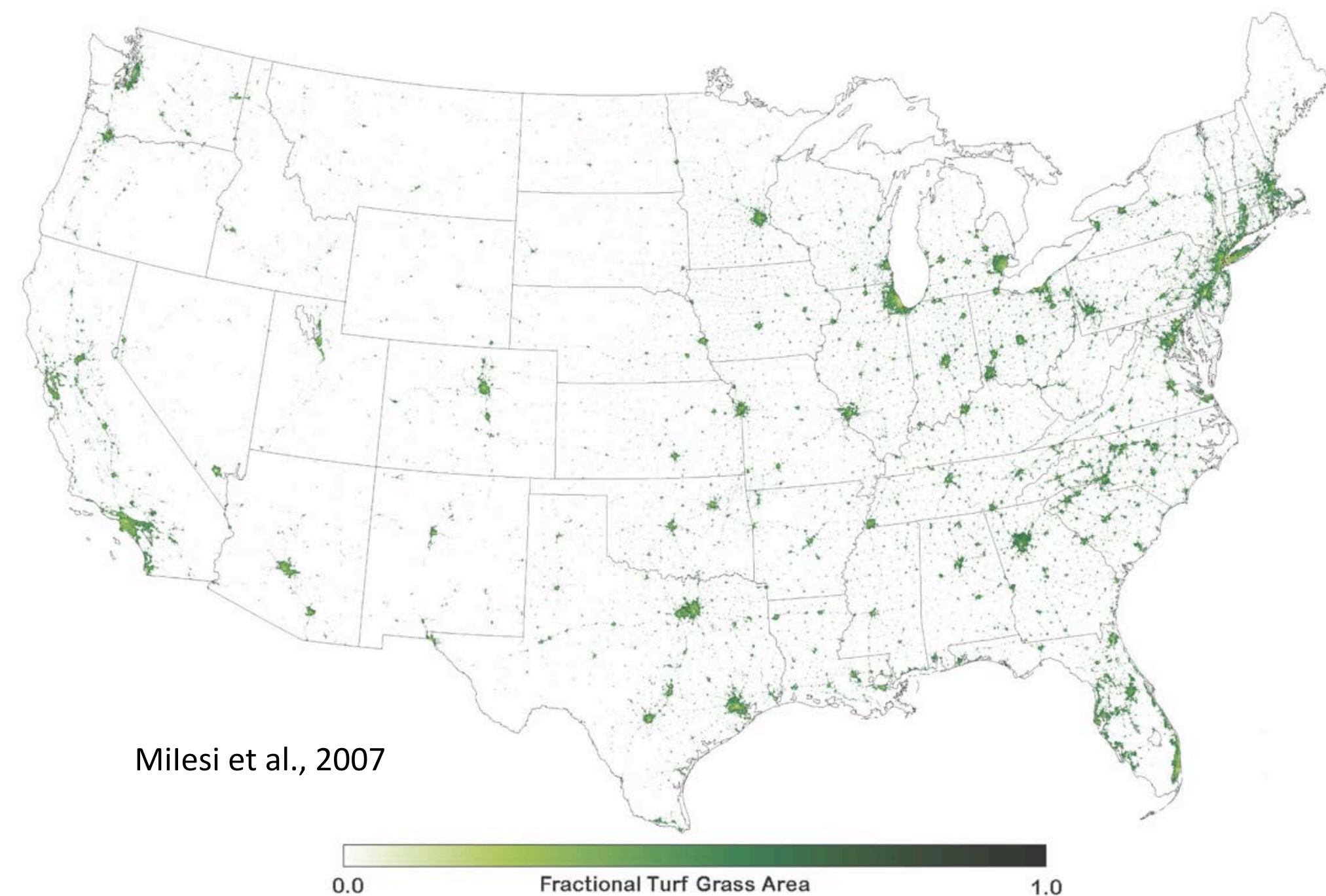


Cornell University  
Cooperative Extension

# Cornell Turfgrass Expertise Highlighted in Free iBook



With 40 million acres of lawns in the United States, what we do with our lawns matters.

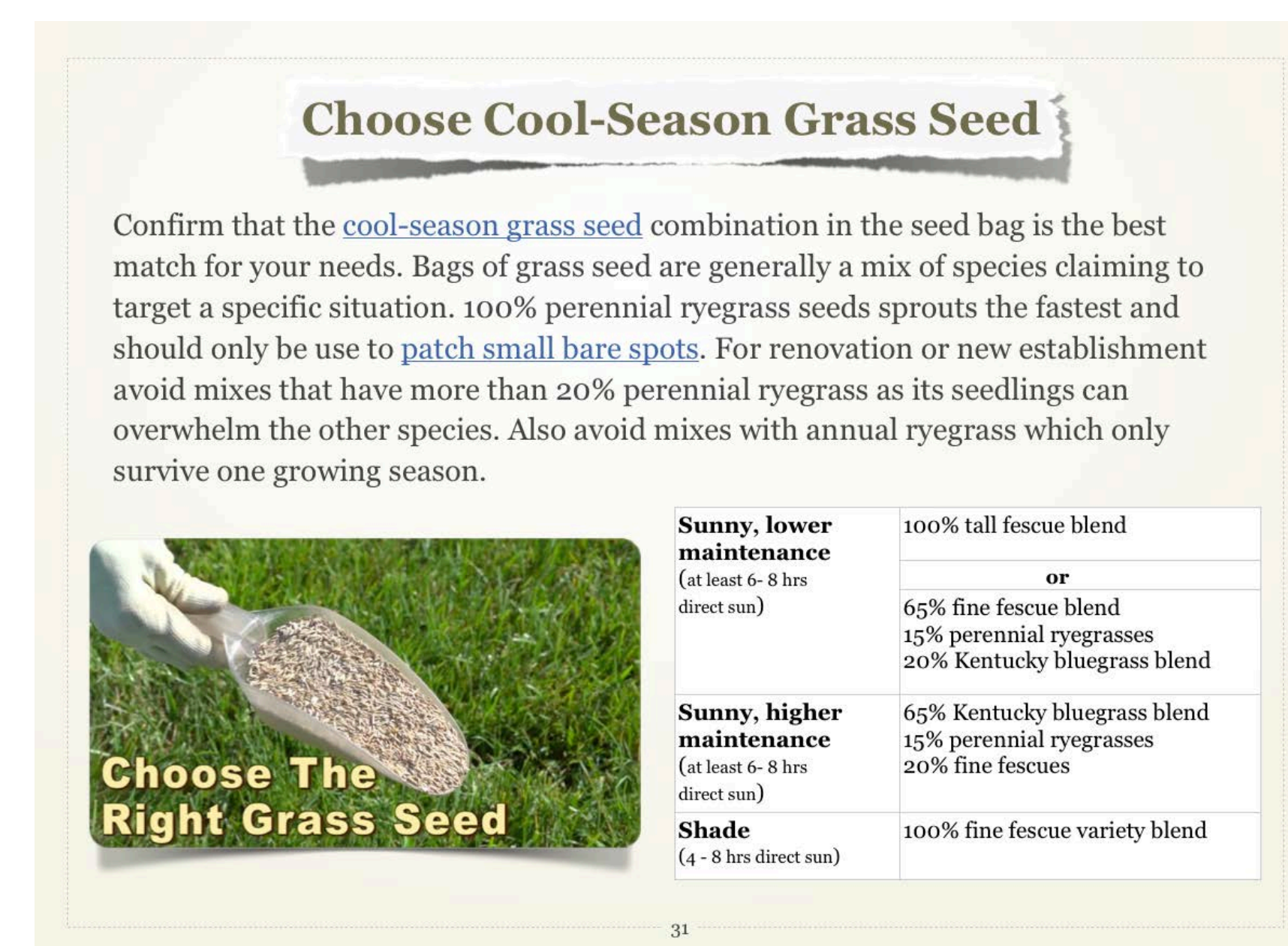
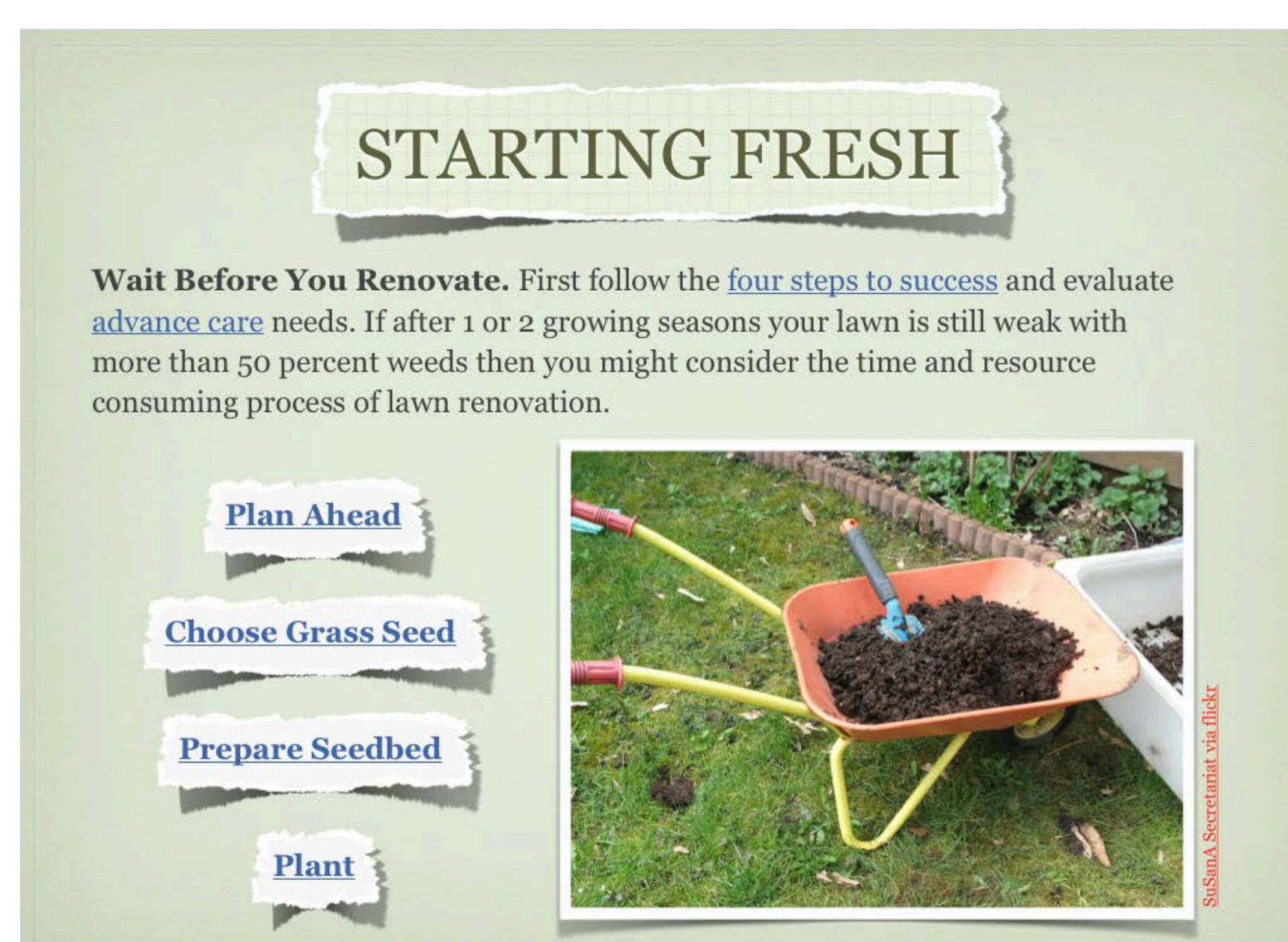
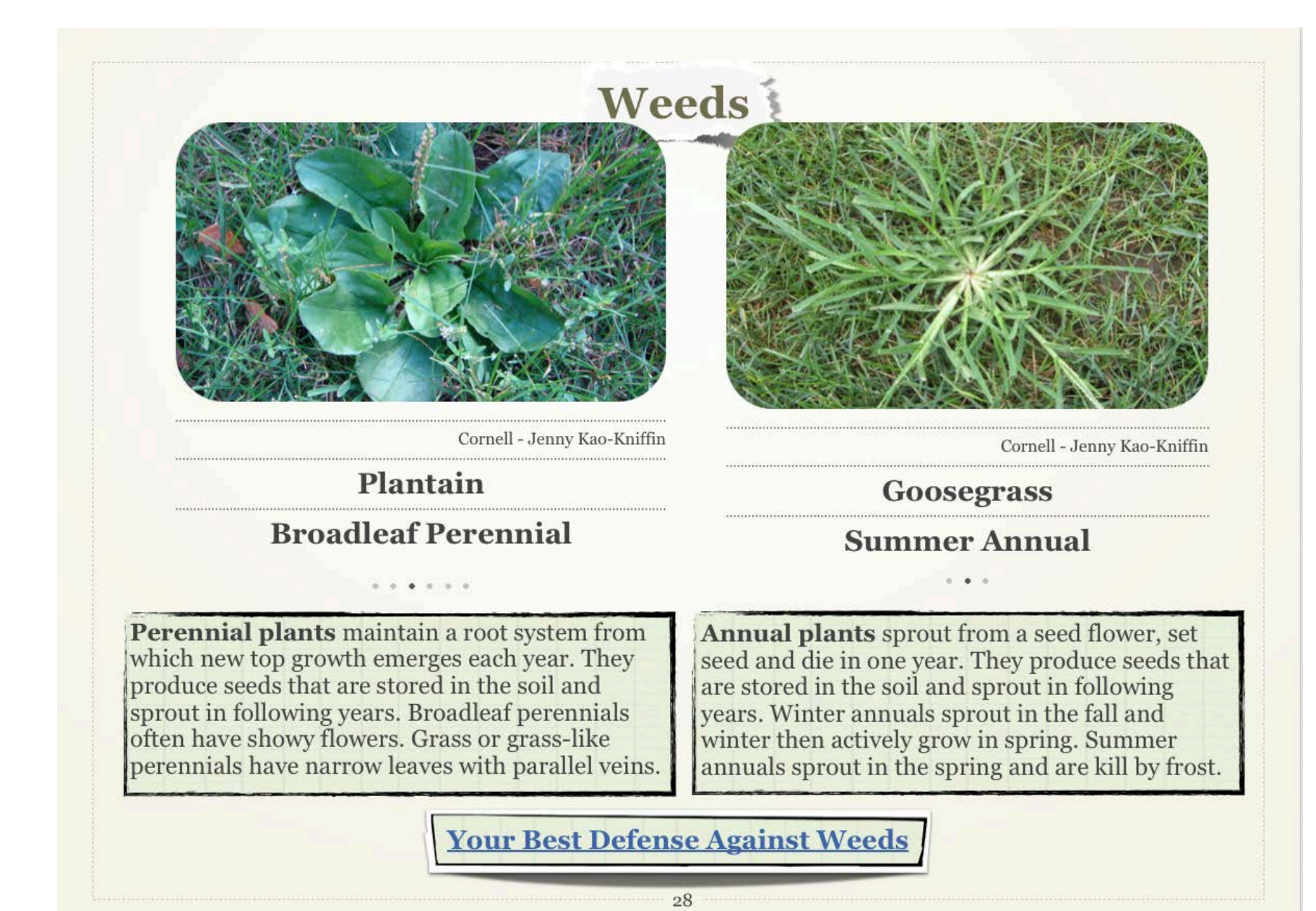
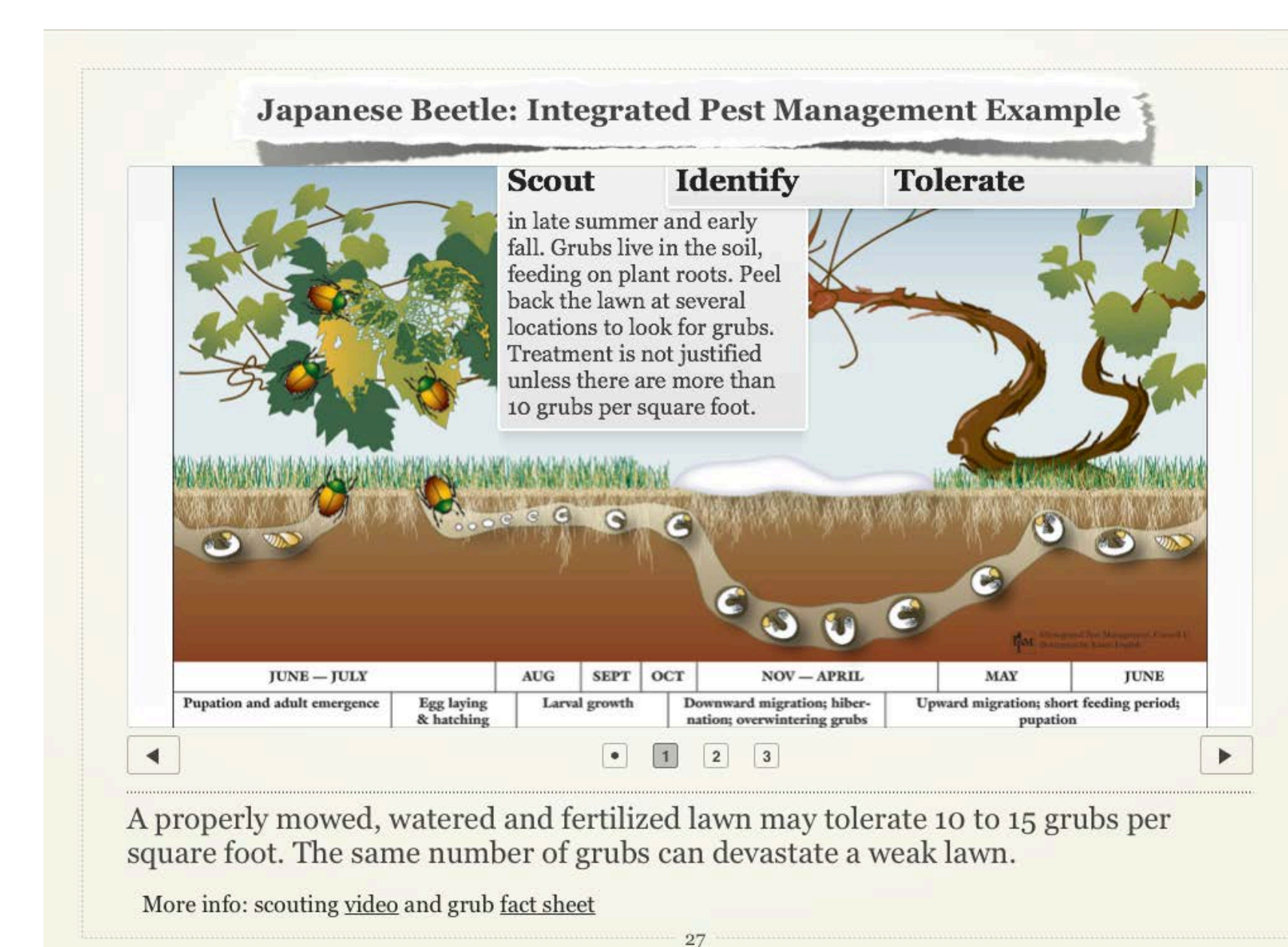
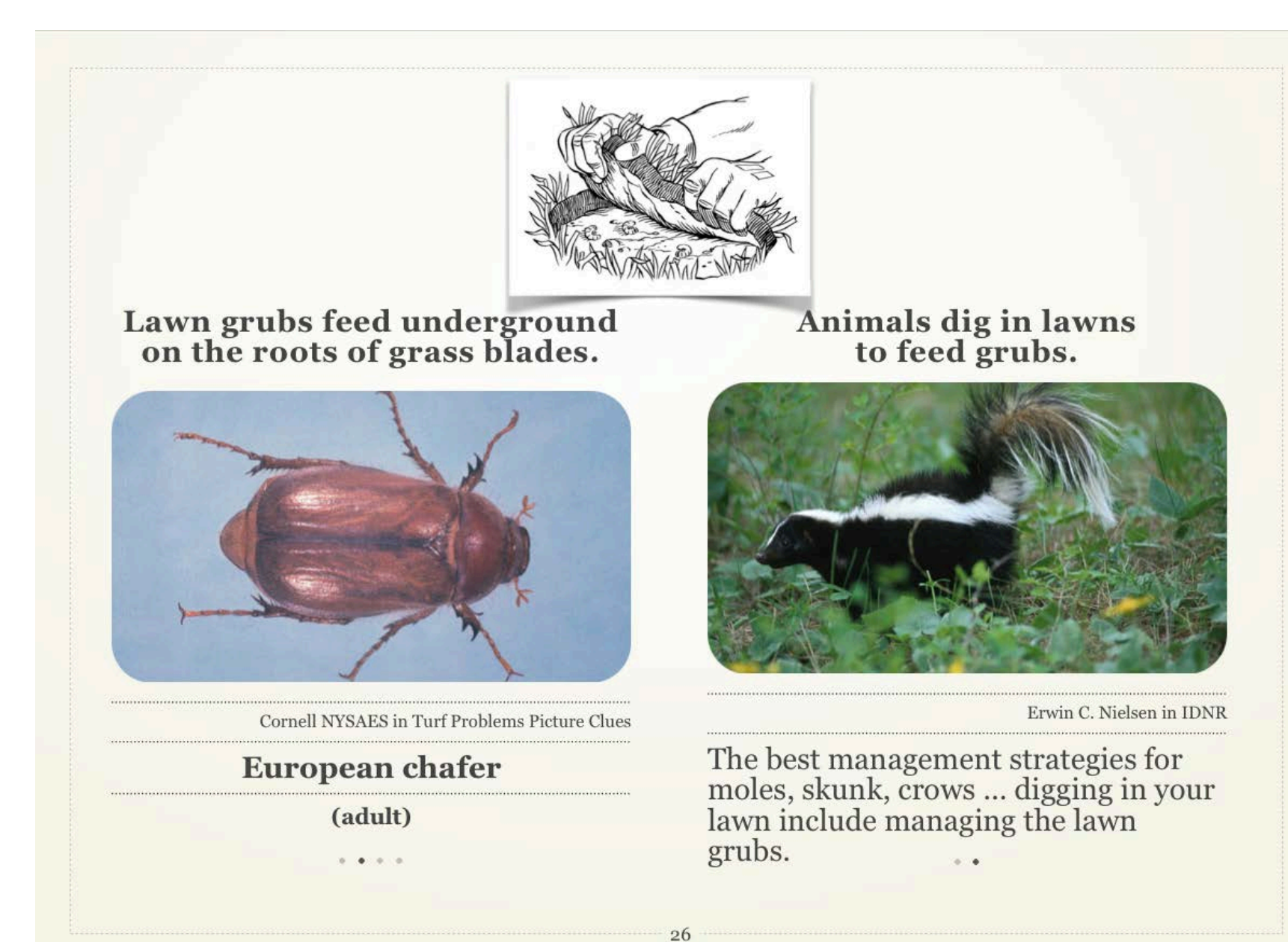
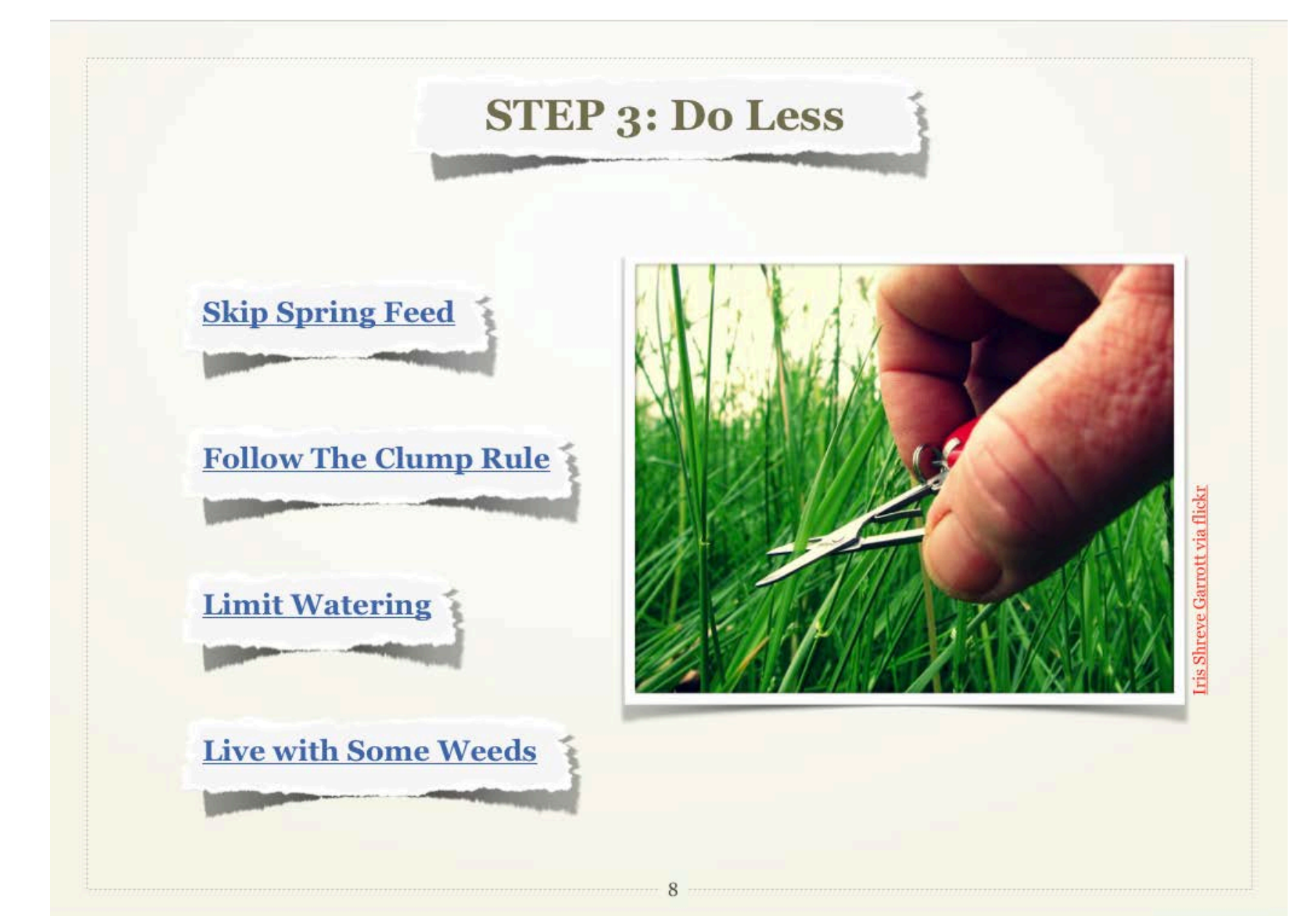
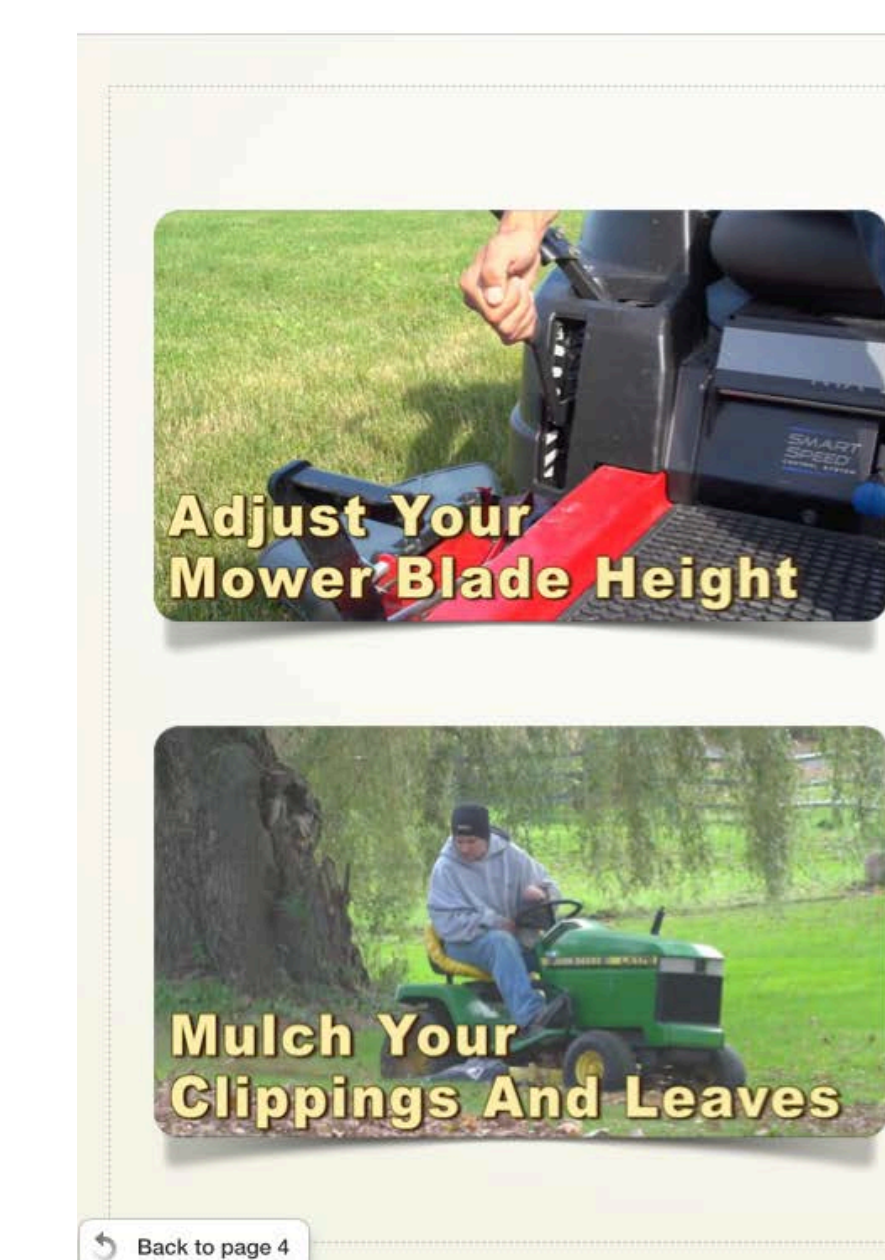
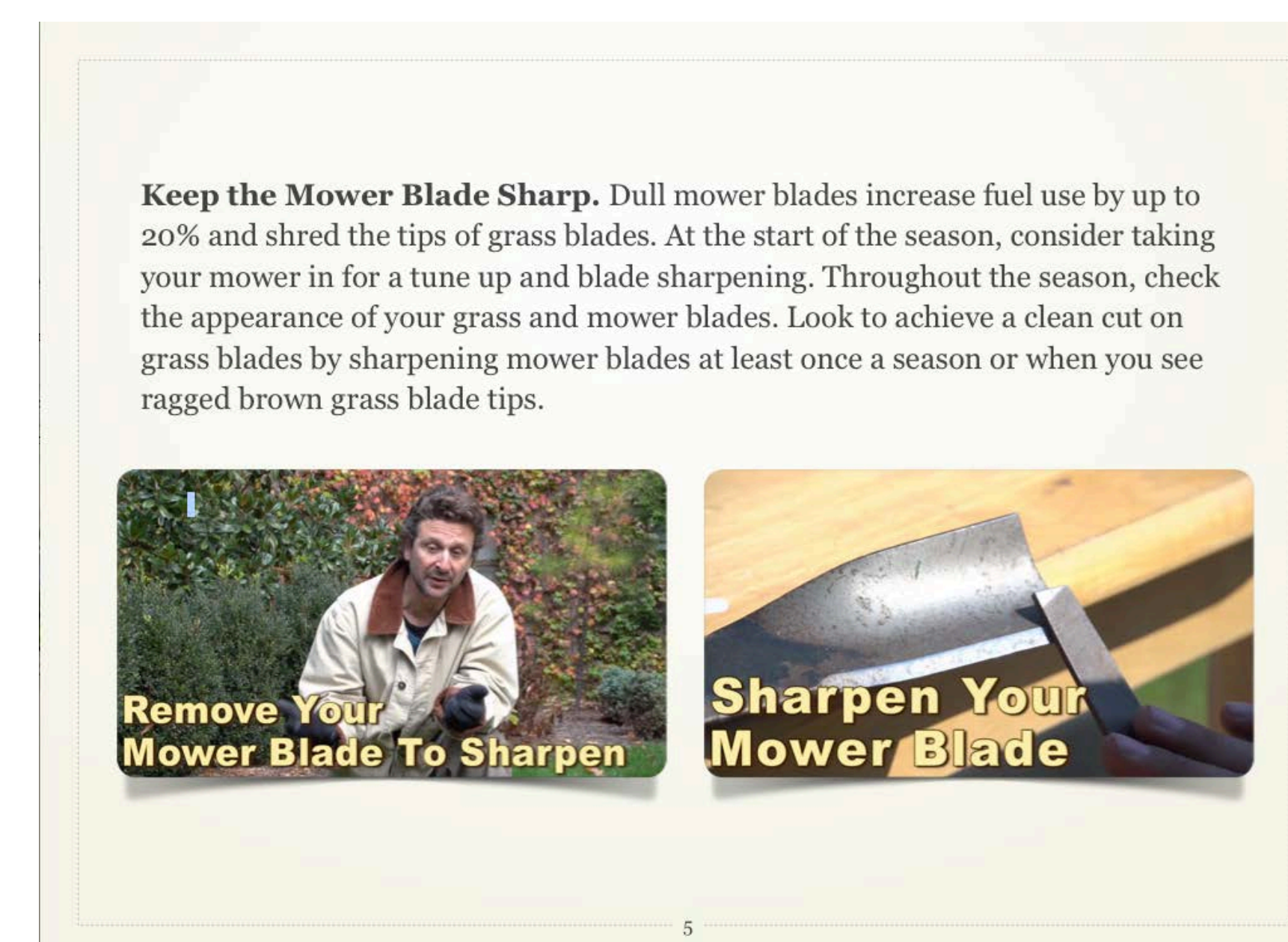
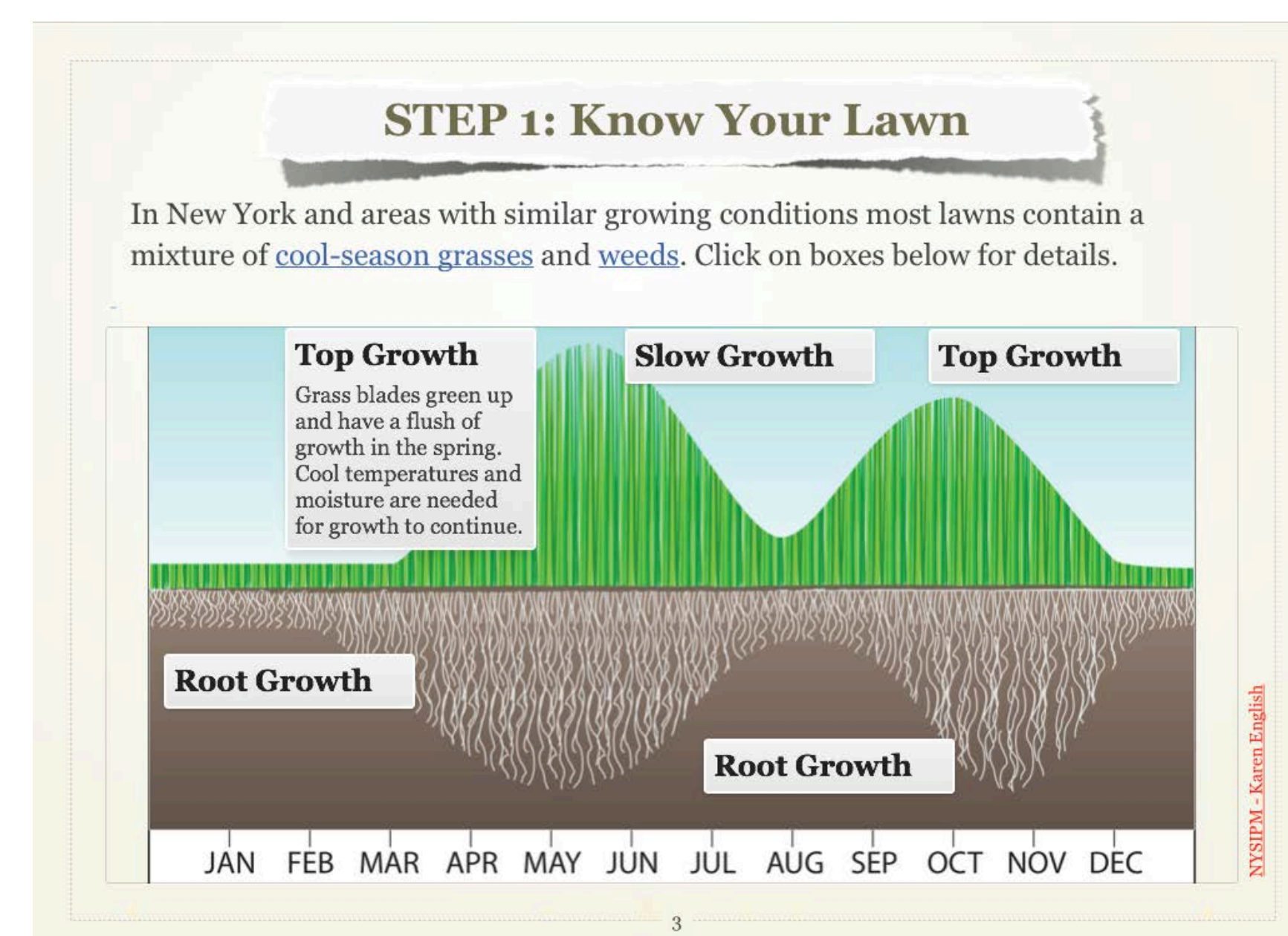
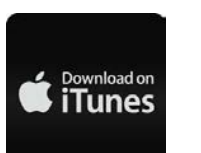


With four times as many people reading ebooks on a typical day in 2011 than in 2009 (Pew Research Center Survey, Rainie, 2012), creating an ebook provides an opportunity to remain current and connected with traditional and new audiences.



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Seven short how-to videos are key features. Additionally, photo galleries, interactive images and concise directions make it quick and easy to understand how to cultivate a healthy lawn that is an attractive environmental asset. Links allow the viewer to easily flip to different section of the book as well as access supplemental web-based resources for more in-depth information and to connect with their local Extension network. Advanced lawn care guidance is also provided, including addressing problem areas and creating a new lawn. Below is a sampling of pages from the book. Go to iTunes to download the iBook for FREE and engage all its features in your iBook app.



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