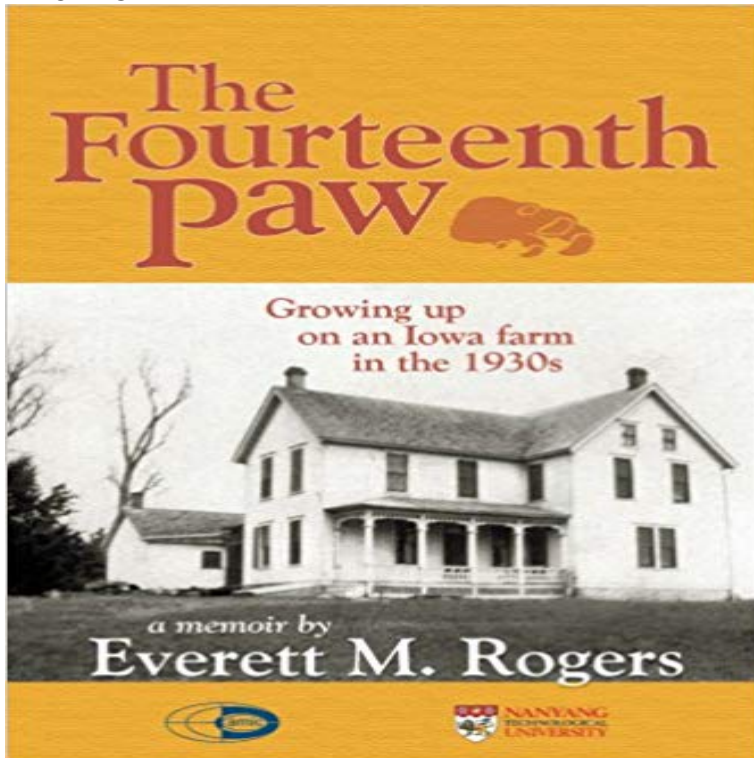


# The Fourteenth Paw: Growing up on an Iowa farm in the 1930s - a memoir



The Fourteenth Paw is a memoir written by the pioneer of Diffusion of Innovations theory, Everett M. Rogers. Stories about the trials of his boyhood days growing up on his family's Iowa farm following the Great Depression are interwoven with anecdotes from his education, academic career, and an acutely poignant account of his battle with Cancer. Each of the narratives provide insight into the way in which the values absorbed in his early years affected his life and career. This powerful story describes an American way of life that has since disappeared, and provides priceless insight into the life and character of this remarkable man.

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