

LONDON BOOK FAIR

March 2017

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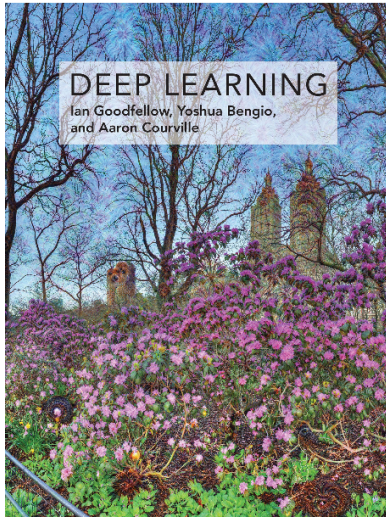
The MIT Press publishes over 250 new books and over 30 journals each year and is the only university press in the United States whose list is based in science and technology. In addition we publish in the fields of architecture, social theory, economics, cognitive science, and computational science, and we have a long-term commitment to both design excellence and the efficient and creative use of new technologies. We are committed to the edges and frontiers of the world—to exploring new fields and new modes of inquiry.

Bill Smith

Director, Business Development
The MIT Press One Rogers Street
Cambridge, MA, 02142-1209, USA
Email: smithwmj@mit.edu
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Current Bestsellers



DEEP LEARNING

Ian Goodfellow, Yoshua Bengio, and Aaron Courville

"Written by three experts in the field, Deep Learning is the only comprehensive book on the subject." —**Elon Musk**, cofounder and CEO of Tesla and SpaceX

Deep learning is a form of machine learning that enables computers to learn from experience and understand the world in terms of a hierarchy of concepts. Because the computer gathers knowledge from experience, there is no need for a human computer operator to formally specify all the knowledge that the computer needs. The hierarchy of concepts allows the computer to learn complicated concepts by building them out of simpler ones; a graph of these hierarchies would be many layers deep

Deep Learning can be used by undergraduate or graduate students planning careers in either industry or research, and by software engineers who want to begin using deep learning in their products or platforms.

Licensed in China, Japan, Korea, Poland and Russia.

COMMON SENSE, THE TURING TEST, AND THE QUEST FOR REAL AI

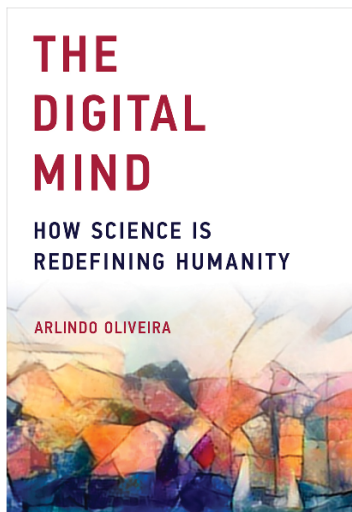
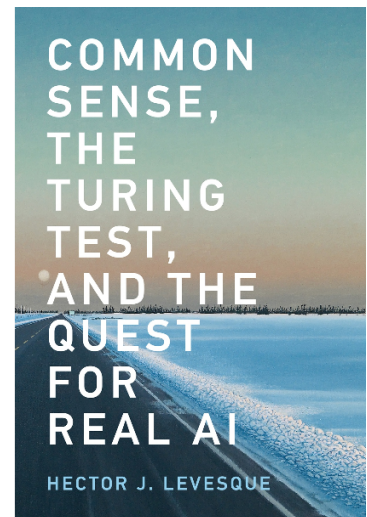
Hector Levesque

What can artificial intelligence teach us about the mind? It's a timely question. AI is all the rage, and the buzziest AI buzz surrounds adaptive machine learning: computer systems that learn intelligent behavior from massive amounts of data. This is what will power the driverless cars taking over our roads.

Levesque argues that we then need to shift the conversation to "good old fashioned artificial intelligence," based not on heaps of data but on commonsense intelligence. This AI is equipped to handle situations that depart from previous patterns—real life examples like encountering a washed-out bridge or when the barista informs us there's no more soy milk.

"If our goal is to understand intelligent behavior, we had better understand the difference between making it and faking it," observes Levesque. As AI migrates more and more into everyday life, we should worry if systems without common sense are making decisions where common sense is needed.

Levesque is Professor Emeritus in the Department of Computer Science at the University of Toronto



THE DIGITAL MIND

How Science Is Redefining Humanity

Arlindo Oliveira

The power of the human brain is, so far, unequaled by any existing machine or known living being. Over eons of evolution, the brain has enabled us to develop tools and technology to make our lives easier. Our brains have even allowed us to develop computers that are almost as powerful as the human brain itself.

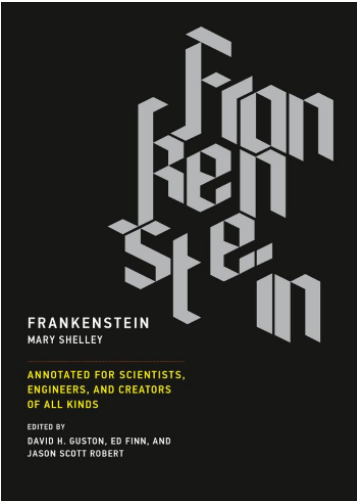
Arlindo Oliveira, President of Instituto Superior Técnico (Técnico Lisboa) and a Professor in Computer Science and Engineering, describes how advances in science and technology could enable us to create digital minds.

If digital minds are created—and, Oliveira says, it is difficult to argue that they will not—what are the social, legal, and ethical implications? Will they? If digital minds come into existence—and, Oliveira says, it is difficult to argue that they will not—what are the social, legal, and ethical implications? Will digital minds be our partners, or our rivals? be our partners, or our rivals?

Licensed in: China and Portugal.



Soon to be released in **Spring 2017**



FRANKENSTEIN

Annotated for Scientists, Engineers and Creators of All Kinds

This Bicentennial edition of this groundbreaking work of science fiction offers annotations and essays on the scientific, technological, and ethical issues raised by Shelley's classic.

Begun as a ghost story by a young but intellectually mature eighteen-year-old author during a cold and rainy summer on the shores of Lake Geneva, Mary Shelley's dramatic tale of Victor Frankenstein can be read as the ultimate parable of scientific hubris. Frankenstein, "the modern Prometheus," tried to do what he should have left to Nature: create life. Although the novel is most often discussed in literary-historical terms—as an example of Romanticism, of biographical interest for readers of the poets Percy Bysshe Shelley (Mary Shelley's husband) and Lord Byron, as the first science fiction novel—Mary Shelley was keenly aware of contemporary scientific developments and incorporated them into her story.

Today—in an era of synthetic biology, artificial intelligence, robotics, and genetic and climate engineering—Frankenstein has renewed resonance for readers interested in the science and engineering of the unimagined future.

Licensed in: Spain.

GRAVITY'S KISS

The Detection of Gravitational Waves

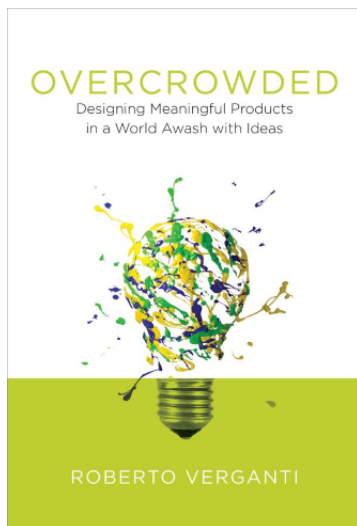
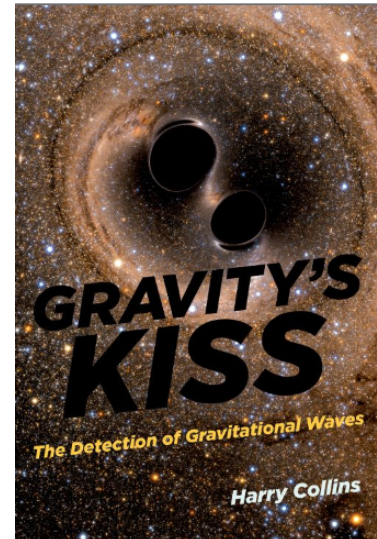
Harry Collins

"The electrifying excitement of frontline science, in one of its great success moments, reported with wit, sincerity, and details. Thrilling like a spy story."

—Carlo Rovelli, Professor of Physics, Aix-Marseille University; author of *Seven Brief Lessons on Physics* and *Reality Is Not What It Seems*

Scientists have been trying to confirm the existence of gravitational waves since Einstein first predicted their existence in his theory of general relativity. It is believed that dying binary stars collide and merge, emitting a burst of gravitational waves which ripple with energy across the universe. Only with the development of extraordinarily sophisticated detectors could physicists hope to confirm Einstein's prediction.

Finally, in September 2015, came a "very interesting event" (as the cautious subject line in a physicist's email read) that proved to be the first detection of gravitational waves. Collins—who has been observing the science of gravitational wave detection for over forty years—was there and offers a you-are-there account of the unfolding of one of the most remarkable scientific discoveries ever made.



OVERCROWDED

Designing Meaningful Products in a World Awash with Ideas

Roberto Verganti

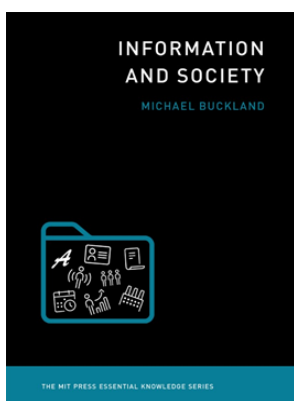
Innovation driven by meaning is the way to create value in our current world, where ideas are abundant but novel visions are rare. If something is meaningful for both the people who create it and the people who consume it, business value follows.

The standard text on innovation advises would-be innovators to conduct creative brainstorming sessions and seek input from outsiders -- users or communities. Verganti offers a new approach -- one that does not set out to solve existing problems but to find breakthrough meaningful experiences. There is no brainstorming -- which produces too many ideas, unfiltered -- but a vision, subject to criticism. It does not come from outsiders but from one person's unique interpretation.

Apple, Nest Labs, Yankee Candle, and Philips Healthcare have all created successful businesses by doing just this. The process begins with a vision and proceeds through developmental criticism, first from a sparring partner and then from a circle of radical thinkers, then from external experts and interpreters, and only then from users.



Forthcoming in 2017 in the bestselling **Essential Knowledge** series:



INFORMATION AND SOCIETY

Michael Buckland

We live in an information society, or so we are often told. But what does that mean? This volume in the MIT Press Essential Knowledge series offers a concise, informal account of the ways in which information and society are related and of our ever-increasing dependence on a complex multiplicity of messages, records, documents, and data.

Using information in its everyday, nonspecialized sense, Michael Buckland explores the influence of information on what we know, the role of communication and recorded information in our daily lives, and the difficulty (or ease) of finding information. He shows that all this involves human perception, social behavior, changing technologies, and issues of trust.

Michael Buckland is Emeritus Professor in the School of Information at the University of California, Berkeley, and Codirector of the Electronic Cultural Atlas Initiative there.

THE FUTURE by Nick Montfort

220 pages / Oct 2017

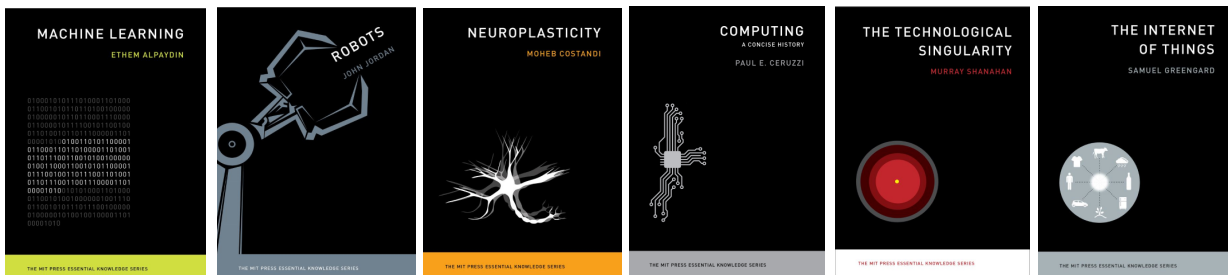
The "Science of the Future" has long been of fascination to scientists, researchers, and readers of science fiction for decades. From Jules Verne to Robert Heinlein, "brave new worlds" to "futurethink", imagining what the future will hold has become an obsession. Montfort critiques the speculation, where we may have it right... and wrong... and imagines future worlds.

MACHINE TRANSLATION by Thierry Poibeau

240 pages / Nov 2017

This volume in the MIT Press Essential Knowledge series offers a concise, nontechnical, historical overview of the development of machine translation, one of the most fundamental tasks of artificial intelligence. Poibeau covers the design of digital machine translation tools—computer programs capable of automatically translating a text from a source language to a target language—the different approaches, evaluation issues, and market potential.

Bestsellers in the **Essential Knowledge** series:



MACHINE LEARNING by Ethem Alpaydin – **Licensed in China, Japan, Korea, and Russia.**

A concise overview of machine learning—computer programs that learn from data—which underlies applications that include recommendation systems, face recognition, and driverless cars.

ROBOTS by John M. Jordan – **Licensed in China, Germany, Italy, Japan, and Russia.**

An accessible and engaging account of robots, covering the current state of the field, the fantasies of popular culture, and implications for life and work.

NEUROPLASTICITY by Mohed Costandi – **Licensed in Japan and Russia.**

The real story of how our brains and nervous systems change throughout our lifetimes—with or without "brain training."

COMPUTING: A Concise History by Paul Ceruzzi – **Licensed in Germany, Japan, and Spain.**

A compact and accessible history, from punch cards and calculators to UNIVAC and ENIAC, the personal computer, Silicon Valley, and the Internet.

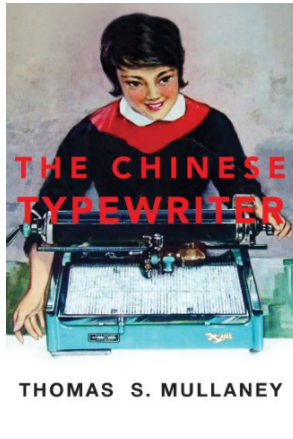
THE TECHNOLOGICAL SINGULARITY by Murray Shanahan – **Licensed in China, France, Germany, Italy, Japan, Korea and Russia.** Not if, but when will artificially intelligent machines overtake human intelligence?

THE INTERNET OF THINGS by Samuel Greengard – **Licensed in China, Italy, Korea, Russia, Thailand, and Turkey.**

A guided tour through the Internet of Things, a networked world of connected devices, objects, and people that is changing the way we live and work.



FORTHCOMING FROM THE MIT PRESS:



Thomas S. Mullaney – **THE CHINESE TYPEWRITER**

450 pages / Sept 2017

The fascinating technological history of how Chinese characters triumphed over the Western alphabetic keyboard and laid the foundation for China's technology successes today.

Chinese writing is character based, the one major world script that is neither alphabetic nor syllabic. Through the years, the Chinese written language encountered presumed alphabetic universalism in the form of Morse Code, Braille, stenography, Linotype, punch cards, word processing, and other systems developed with the Latin alphabet in mind. This book is about those encounters—in particular thousands of Chinese characters versus the typewriter and its QWERTY keyboard. Thomas Mullaney describes a fascinating series of experiments, prototypes, failures, and successes in the century-long quest for a workable Chinese typewriter.

Today, after more than a century of resistance against the alphabetic, not only have Chinese characters prevailed, they form the linguistic substrate of the vibrant world of Chinese information technology. *The Chinese Typewriter*, not just an “object history” but grappling with broad questions of technological change and global communication, shows how this happened.

Also forthcoming from the MIT Press by author **Thomas S. Mullaney**:

THE CHINESE COMPUTER: A Global History of the Information Age

450 pages / Fall 2019

Slavoj Žižek

INCONTINENCE OF THE VOID

400 pages / Oct 2017

Called “the Elvis of cultural theory” by *The New York Times* and the “most formidably brilliant” contemporary theorist to have emerged from Continental Europe by no less a critical godfather as Terry Eagleton, Žižek has become one of the most controversial – and brazen – philosophical voices of the 21st Century. He courts controversy by seeing no difference in writing an academic philosophical screed and the copy for an Abercrombie & Fitch catalog. His books are a melting pot of sources from the political economy, the waning of global capitalism and Christianity, the refugee crisis, all the while laden with nods to Lacan and Freud, toilets and Pussy Riot. The title is taken from Beckett—a kindred spirit for Žižek in offering dark humor, intellectual rigour, and an existential philosophical takedown of contemporary societal and cultural norms. In true Žižekian fashion, the book focuses on eternal topics while detouring freely into contemporary pop culture from the *Internet of Things* to Danish television series and explores the empty spaces between philosophy, psychoanalysis, and the critique of political economy.

Gretchen Ki Steidle

LEADING FROM WITHIN: Conscious Social Change and Mindfulness for Social Innovation

220 pages / Oct 2017

Steidle's vision of leadership believes that two domains are essential – personal and societal. Both are integral for a whole, just, and compassionate society. There is the *self* – the capacities, knowledge, and insights you cultivate as a leader. And there is the *other* – the world around you that you affect. To become a truly transformational leader, to lead from within, requires an investment in both the inner and the outer. Steidle has worked alongside impassioned, yet angry activists, burned-out aid workers, and traumatized first-responders. Their heroic work takes enormous self-sacrifice fed by a pure conscience but it can also become distorted from the unconscious material that often underlies our good intentions and exhausted from a lack of self-care. She sees a better way – a way that respects the dignity of those being helped and supports them in pursuing their own visions for change while also making those serving them happier and their efforts more effective. She has seen consistently that a personal investment in self-awareness shapes humble and inspiring leaders who have expanded capacities for inspiring change in others, building relationships, and designing solutions that will have lasting impact.

Venkat Sumantran, Charles Fine, and David Gonsalvez

FASTER, SMARTER, GREENER: The Future of the Car and Urban Mobility

320 pages / Sept 2017

If the twentieth century was the century of the automobile, the twenty-first will see mobility dramatically re-envisioned. As automobiles altered cityscapes, boosted economies, and made personal mobility efficient and convenient for many, we fell in love with our cars. But today, people are more attached to their smartphones than their cars. Cars are no longer the quickest mode of travel in cities; and emissions from the rapidly growing number of cars threaten the planet. Three experts from industry and the academy envision a new world of mobility that is connected, heterogeneous, intelligent, and personalized (through CHIP architecture) and describe the changes on the horizon. City administrators are shifting from designing cities for cars to designing cities for people. Nations and cities offer subsidies to nudge consumers toward more sustainable modes. The explosive sharing economy is coaxing many consumers to shift from being owners of assets to being users of services. The auto industry is responding with connected cars that double as virtual travel assistants and by introducing autonomous driving.



Edward Ashford Lee

320 pages / Sept 2017

PLATO AND THE NERD: The Creative Partnership of Humans and Technology

How do technology revolutions come about? How do they advance? Who leads those advancements and what are their limits? Engineering as a discipline is both deeply intellectual and fundamentally creative—a complicated yin-yang between engineering, science, and mathematics on one hand, design, invention and discovery on the other. Digital technology and software have advanced to the point where they now offer a medium of creativity that is almost entirely unconstrained by physics. Because the foundational mathematical limitations of the models now allow for near infinite possibilities, the limits to technological progress now switch from what's physically possible to what human imagination can hold. In the spirit of Thomas Kuhn's classic *The Structure of Scientific Revolutions*, Lee offers a concise, highly readable account of the clash of intellect and imagination that sparks technological revolution.

Linda Bernardi, Sanjay Sarma, and Kenneth R. Traub

240 pages / Dec 2017

THE TAO OF THINGS: Inverting the Laws of Business to Build a New, Hyper-Connected World

What do technology and business leaders need to know to harness the power of the Internet of Things to change the way businesses think about serving customers? The authors discuss the ways in which the Internet of Things is changing business practice, where instead of conceiving a product first, companies think of a particular vision first and then harness connected technologies to make that vision a reality. Bernardi and Sarma are well-known in this space; Sarma is professor of mechanical engineering, Vice President for Open Learning, and Director of Digital Learning at MIT and is credited with developing many standards and technologies in the commercial RFID industry. Bernardi is the Founder and CEO of Seattle-based StraTerra Partners, LLC. An entrepreneur and self-proclaimed "Disruptor of Global Innovation", she is the author of *Provoke: Why the Global Culture of Disruption is the Only Hope for Innovation*.

Mario Carpo

280 pages / Dec 2017

THE SECOND DIGITAL TURN: Design Beyond Intelligence

Twenty years ago, the first digital turn changed our ways of thinking and "making." The second digital turn finds faster, cheaper devices of advanced computation favor a new mode of use: a new way of solving problems and a new kind of science, incompatible with the organic logic of human thinking and beyond the grasp of our mind. Carpo's impeccable research and lucid writing focus on the criss-crossing between architectural theory, cultural history, and the history of media and information technology. Carpo is an internationally renowned architectural historian and theorist and the Reynor Banham Professor of Architectural History and Theory at the Bartlett School of Architecture, University College London. His award-winning *Architecture in the Age of Printing* (MIT Press, 2001) has been translated into many languages and his most recent book, *The Alphabet and the Algorithm* (MIT Press, 2011), a history of digital design theory, has received great critical acclaim.

Daniel Jackson

150 pages / Sept 2017

PORTRAITS OF RESILIENCE

Anxiety disorders affect 40 million Americans over the age of 18. And yet they are often hidden and unacknowledged. Started on the campus of MIT, *Portraits of Resilience* brings these sufferers—students, professors, writers, researchers, and professionals—out of the shadows. In the candid photographic portraits, we see their charisma, strength, and wisdom. In the corresponding first-person narratives, we read of their struggles, their insights into their conditions and the societal and cultural forces that shaped them. Bottom line: No one is immune to depression; many of these narrators had achieved professional or academic success in the demanding world of MIT. They tell their stories here to encourage others everywhere.

Nathan Kravis

224 pages / Sept 2017

ON THE COUCH: A Repressed History of the Analytic Couch from Plato to Freud

How and why were the peculiar furnishings of the psychoanalyst's office dreamed up? Since the time of Freud, the analyst sits in a chair out of sight while the patient lies on a couch facing away. As Nathan Kravis points out the practice is grounded more in the cultural history of reclining posture than in empirical research. Kravis, himself a practicing psychoanalyst, shows that the tradition of recumbent speech wasn't dreamed up by Freud but can be traced back to ancient Greece, where guests reclined on couches at the symposion, and to the Roman convivium, a banquet at which men and women reclined together. From bed to bench, settee to chaise-longue to sofa, Kravis tells how the couch became an icon of self-knowledge and self-reflection as well as a site for pleasure, privacy, transgression, and healing. A splendidly illustrated book.

John Palfrey

300 pages / Oct 2017

SAFE SPACES, BRAVE SPACES: Diversity and Free Expression in Education

The author of the bestselling *Born Digital* and former executive director of Harvard's Berkman Center for Internet & Society insists that diversity and free expression should co-exist in education. Yet, he's found that on campus after campus in recent years, a false choice has been served up: you are either for diversity, equity, and inclusion in our communities or you are for free expression. Democratic values depend upon a commitment to upholding both, even—especially—when it is hardest to do so. Palfrey is currently Head of School at the prestigious Phillips Academy in Andover, Massachusetts.



ALSO FORTHCOMING IN 2017:

1. R. Alexander Bentley and Michael J. O'Brien – **From Ancestors to Algorithms: The Evolution of Cultural Evolution**. Drawing on fields as diverse as anthropology, archaeology, economics, evolutionary biology, and even physics, the authors take us on a journey from the past to the future as generations of humans learn to share and tweak different units of culture as the mechanisms and the speed for doing so evolve at increasing speed.
2. Dominic Arsenault – **Super Power, Spooky Bards, and Silverware: The Super Nintendo Entertainment System**. How the Super Nintendo Entertainment System embodied Nintendo's resistance to innovation and took the company from industry leadership to the margins of videogaming.
3. David Reinfurt and Robert Wiesenberger – **Muriel Cooper**. The career of the pioneering designer Muriel Cooper, whose work spanned media from printed book to software interface; generously illustrated in color.
4. Martin Erwig – **Once Upon an Algorithm: How Stories Explain Computing**. How Hansel and Gretel, Sherlock Holmes, the movie Groundhog Day, Harry Potter, and other familiar stories illustrate the concepts of computing.
5. Roger J. Kreuz and Richard M. Roberts – **Getting Through: The Pleasures and Perils of Cross-Cultural Communication**. Understanding how culture affects the ways we communicate—how we tell jokes, greet, ask questions, hedge, apologize, compliment, and so much more.
6. Molly Wright Steenson - **Architecting Interactivity: Artificial Intelligence, Cybernetics, Architecture, and Interaction Design**. Focusing on four of the most influential information architects in the 20th-century: Christopher Alexander, Richard Saul Wurman, Cedric Price and MIT's Nicholas Negroponte, the book connects the dots between cybernetics, AI, systems architectural practices, and the mostly-unexplored history of the relationship between architecture, design and AI.
7. Joseph Aoun – **A Robot-Proof Education**. The wealth of books on how to fix higher education focus on pedagogy and the American university system. Northeastern University's president offers universal recommendations driven by an issue that is getting a great deal of attention outside of the education sphere: how to prepare students for careers in a world where rampant digital automation have assumed many roles.
8. Joshua – **Interface as Utopia: Fred Forest's Media Art and Activism**. An introduction to "France's most famous unknown artist," the innovative media provocateur Fred Forest and his choice of alternative platforms (newspapers, mock commercial ventures, video-based interactive social interventions, media hacks and hybrids, and, more recently, the Internet) that are outside the exclusive precincts of the art world.
9. Devadas– **Programming for the Puzzled: Learn to Program While Solving Puzzles**. The Webster Professor of Electrical Engineering and Computer Science at MIT offers an engaging means for less tech savvy of us to bring out our inner programmer
10. Daniel R. DeNicola – **Understanding Ignorance: The Surprising Impact of What We Don't Know**. An exploration of what we can know about what we don't know: why ignorance is more than simply a lack of knowledge.
11. Alexi Kukuljevic – **Liquidation World: On the Art of Living Absently**. As part of the Slavoj Žižek curated series Short Circuits, Kukuljevic offers us a far-ranging examination of the drastic artistic practices of modernity—from Baudelaire to Duchamp, Buster Keaton to Andy Kaufman—and questions Freud's diagnosis that such artists are "sick" as they assume the absence of meaning and the liquidation of value in the world.
12. Alenka Zupančič – **What IS Sex?** In this volume in the Short Circuits series, Alenka Zupančič approaches this provocative question as a properly philosophical problem for the traditional psychoanalysis of Freud and Lacan, that is, what if we received the same satisfaction from talking (or writing, painting, praying, or other activities) that we get from sex?
13. Janet Borgerson and Jonathan Schroeder – **Designed for Hi-Fi Living: The Vinyl LP in Midcentury America** How record albums and their covers delivered mood music, lifestyle advice, global sounds, and travel tips to midcentury Americans who longed to be modern.



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15. Brian Hayes – **Foolproof, and Other Mathematical Meditations**. An entertaining and accessible exploration of mathematical terrain both far-flung and nearby, bringing readers tidings of mathematical topics from Markov chains to Sudoku.
16. Daniel C. Dennett – **Brainstorms: Philosophical Essays on Mind and Psychology, 40th Anniversary Edition**. "The problems that Dennett addresses in his essays are crucial ones for philosophy and contemporary science and should help guide progress in the understanding of the profound and troubling issues that have intrigued and perplexed critical minds for many centuries. His work is stimulating and impressive....."—Noam Chomsky
17. Anders Engberg-Pedersen (editor) – **Literature and Cartography**. The book gathers leading scholars to offer the first systematic overview of an emerging approach to the study of literature: the relationship between literature and cartography. Generously illustrated with full-color maps and visualizations. The author is Associate Professor of Comparative Literature at the University of Southern Denmark and the author of *Empire of Chance: The Napoleonic Wars and the Disorder of Things*.
18. Christopher Tozzi – **For Fun and Profit: A History of the Free and Open Source Software Revolution**. A historical look at the 1980's free and open source software (FOSS) revolution and the hacker culture, open programs such as Unix and Android and its current dominance in embedded computing, mobile devices, and the cloud it inspired.
19. Andrea Moro – **A Brief History of the Verb To Be**. The Professor of General Linguistics at the Institute for Advanced Study IUSS Pavia, Italy, and the author of *The Boundaries of Babel* delves into our linguistic sense of our most important action: "being."
20. Lars-Erik Janlert and Erik Stolterman – **Things That Keep Us Busy: The Elements of Interaction**. We are surrounded in our daily lives by interactive devices: cell phones, tablets, etc. Interactivity is good, right? The authors, computing and informatics professors at Umea (Sweden) and MIT, argue that when we understand the basic concepts and terms of interactivity we can appreciate its worth and see its future potential.

PREVIEW OF FORTHCOMING TITLES IN 2018:

22. Technology Review – **Twelve Tomorrows: Visionary stories of the near future inspired by today's technologies**. The MIT Technology Review's fourth annual short fiction anthology by some of the biggest names in science fiction and brought together by series editor Bruce Sterling.
23. Mark Stuart Day – **Booleans to Bitcoin: A Tour of Software, Systems, and Security**. Day has worked with Lotus, Cisco Systems, Riverbend Technology and now MIT; he is the perfect tour guide to explain the ins-and-outs of computational systems, from Boolean values (a "true" or "false" variable), to personal security.
24. Terrence J. Sejnowski – **Deep Learning: Artificial Intelligence Meets Human Intelligence**. The co-author of the cognitive science classic *The Computational Brain* offers general readers his latest research on understanding the computational resources of the brain and the ever-narrowing capabilities of AI. Sejnowski is one of pioneers of neuroscientific research, an investigator at the Howard Hughes Medical Institute and the Francis Crick Professor at The Salk Institute for Biological Studies



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