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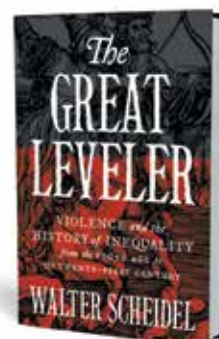
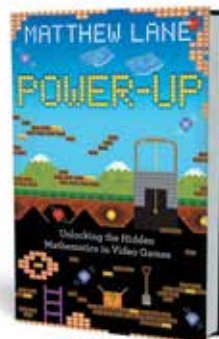
In keeping with Princeton University's commitment to serve the nation and the world, we publish for scholars, students, and serious readers everywhere.

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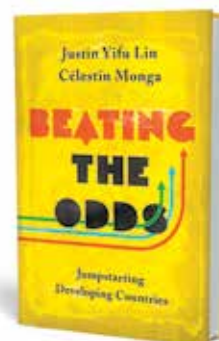
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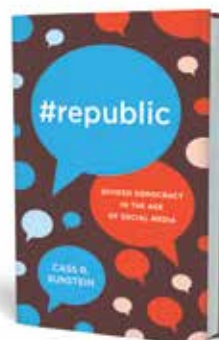
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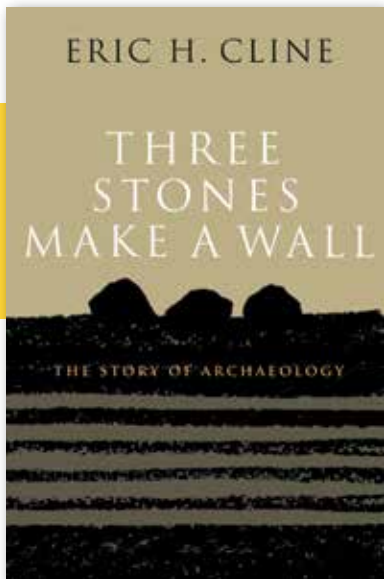
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## Three Stones Make a Wall

The Story of Archaeology

ERIC H. CLINE

“This book takes your hand and leads you on a magical archaeology mystery tour across the globe. You’ll meet famous archaeologists, explore legendary sites, and see the latest discoveries using new technologies.”

—Sarah Parcak, University of Alabama at Birmingham, winner of the 2016 TED Prize

*From the bestselling author of 1177 B.C., a comprehensive history of archaeology from its amateur beginnings to the cutting-edge science it is today*

In 1922, Howard Carter peered into Tutankhamun’s tomb for the first time, the only light coming from the candle in his outstretched hand. Urged to tell what he was seeing through the small opening he had cut in the door to the tomb, the Egyptologist famously replied, “I see wonderful things.” Carter’s fabulous discovery is just one of the many spellbinding stories told in *Three Stones Make a Wall*.

Written by Eric Cline, an archaeologist with more than thirty seasons of excavation experience, *Three Stones Make a Wall* traces the history of archaeology from an amateur pursuit to the cutting-edge science it is today by taking the reader on a tour of major archaeological sites and discoveries, from Pompeii to Petra, Troy to the Terracotta Warriors, and Mycenae to Megiddo and Masada. Cline brings to life the personalities behind these digs, including Heinrich Schliemann, the former businessman who excavated Troy, and Mary Leakey, whose discoveries advanced our understanding of human origins. The discovery of the peoples and civilizations of the past is presented in vivid detail, from the Hittites and Minoans to the Inca, Aztec, and Moche. Along the way, the book addresses the questions archaeologists are asked most often: How do you know where to dig? How are excavations actually done? How do you know how old something is? Who gets to keep what is found?

Taking readers from the pioneering digs of the eighteenth century to the exciting new discoveries being made today, *Three Stones Make a Wall* is a lively and essential introduction to the story of archaeology.

**Eric H. Cline** is professor of classics and anthropology and director of the Capitol Archaeological Institute at George Washington University. An active archaeologist, he has excavated and surveyed in Greece, Crete, Cyprus, Egypt, Israel, Jordan, and the United States.

MARCH

978-0-691-16640-7 **Cloth \$35.00T**

448 pages. 50 line illus. 2 maps. 6 x 9.

ARCHAEOLOGY | ANCIENT HISTORY

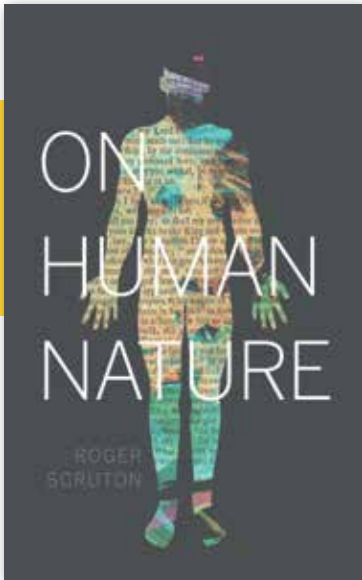
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### AUTHOR LICENSE HISTORY

The author’s previous book, *1177 B.C.* was translated into Czech (Vysehrad), Turkish (Bilge Kultur Sanat), German (WBG), Chinese simplified (China CITIC Press), French (Editions La Découverte), Dutch (Ambo Anthos), Italian (Bollati Boringhieri), Russian (AST), Korean (Sowadang), Spanish (Editorial Crítica) and Japanese (Chikuma Shobo)



*A brief, radical defense of human uniqueness from acclaimed philosopher Roger Scruton*

## On Human Nature

ROGER SCRUTON

“I admire Roger Scruton’s stance and I admire his writing. In this short book, he raises and discusses deeply important issues about the human world.”

—Simon Blackburn, author of *Think: A Compelling Introduction to Philosophy*

In this short book, acclaimed writer and philosopher Roger Scruton presents an original and radical defense of human uniqueness. Confronting the views of evolutionary psychologists, utilitarian moralists, and philosophical materialists such as Richard Dawkins and Daniel Dennett, Scruton argues that human beings cannot be understood simply as biological objects. We are not only human animals; we are also persons, in essential relation with other persons, and bound to them by obligations and rights. Our world is a shared world, exhibiting freedom, value, and accountability, and to understand it we must address other people face to face and I to I.

Scruton develops and defends his account of human nature by ranging widely across intellectual history, from Plato and Averroës to Darwin and Wittgenstein. The book begins with Kant’s suggestion that we are distinguished by our ability to say “I”—by our sense of ourselves as the centers of self-conscious reflection. This fact is manifested in our emotions, interests, and relations. It is the foundation of the moral sense, as well as of the aesthetic and religious conceptions through which we shape the human world and endow it with meaning. And it lies outside the scope of modern materialist philosophy, even though it is a natural and not a supernatural fact. Ultimately, Scruton offers a new way of understanding how self-consciousness affects the question of how we should live.

The result is a rich view of human nature that challenges some of today’s most fashionable ideas about our species.

**Roger Scruton** is a writer and philosopher. His many books include *The Soul of the World* and *The Aesthetics of Architecture* (both Princeton).

MARCH

978-0-691-16875-3 **Cloth \$22.95T**

160 pages. 5 x 8.

PHILOSOPHY

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### **AUTHOR LICENSE HISTORY**

*The Soul of the World* was translated into Portuguese-Brazil (Grupo Editorial Record), Spanish (Ediciones Rialp) and Dutch (Amsterdam University Press). The author’s previous books have been translated into over 20 languages



*An entertaining, enlightening, and humorous graphic narrative of the dangerous thinkers who laid the foundation of modern philosophical, political, and scientific thought*

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#### FIRST PROOFS

December 2016

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None

#### AUTHOR LICENSE HISTORY

Steven Nadler's previous books were translated into Turkish (Alfa Basım Yayım Dagitım), Italian (Einaudi), French (Alma, Bayard), Portuguese-Brazil (Tres Estrelas), Korean (Geulhangari Publishers), Hebrew (Books in the Attic), Dutch (Olympus, Atlas), Japanese (Jinbun Shokan), Persian (Quqnūs) and Spanish (Acento Editorial)

## Heretics!

The Wondrous (and Dangerous) Beginnings of Modern Philosophy

STEVEN NADLER & BEN NADLER

This entertaining and enlightening graphic narrative tells the exciting story of the seventeenth-century thinkers who challenged authority—sometimes risking excommunication, prison, and even death—to lay the foundations of modern philosophy and science and help usher in a new world. With masterful storytelling and color illustrations, *Heretics!* offers a unique introduction to the birth of modern thought in comics form—smart, charming, and often funny.

These contentious and controversial philosophers—from Galileo and Descartes to Spinoza, Locke, Leibniz, and Newton—fundamentally changed the way we look at the world, society, and ourselves, overturning everything from the idea that the Earth is the center of the cosmos to the notion that kings have a divine right to rule. More devoted to reason than to faith, these thinkers defended scandalous new views of nature, religion, politics, knowledge, and the human mind.

*Heretics!* tells the story of their ideas, lives, and times in a vivid new way. Crisscrossing Europe as it follows them in their travels and exiles, the narrative describes their meetings and clashes with each other—as well as their confrontations with religious and royal authority. It recounts key moments in the history of modern philosophy, including the burning of Giordano Bruno for heresy, Galileo's house arrest for defending Copernicanism, Descartes's proclaiming *cogito ergo sum*, Hobbes's vision of the "nasty and brutish" state of nature, and Spinoza's shocking *Theological-Political Treatise*.

A brilliant account of one of the most brilliant periods in philosophy, *Heretics!* is the story of how a group of brave thinkers used reason and evidence to triumph over the authority of religion, royalty, and antiquity.

**Steven Nadler** is the William H. Hay II Professor of Philosophy and Ev-jue-Bascom Professor in the Humanities at the University of Wisconsin–Madison. His books include *Spinoza: A Life*, which won the Koret Jewish Book Award, and *Rembrandt's Jews*, which was a finalist for the Pulitzer Prize. He lives in Madison. **Ben Nadler**, an illustrator, received his BFA from the Rhode Island School of Design and lives in Chicago.

JULY

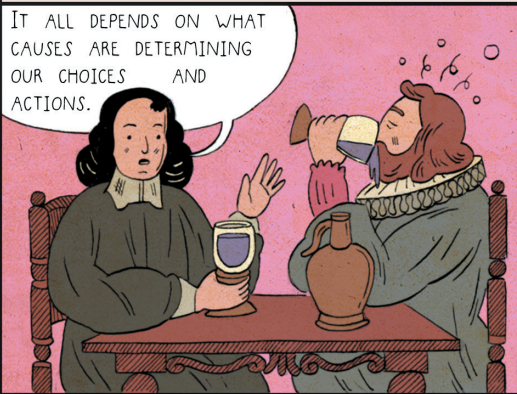
978-0-691-16869-2 **Paper with French flaps \$19.95T**

192 pages. 173 color illus. 7 x 10.

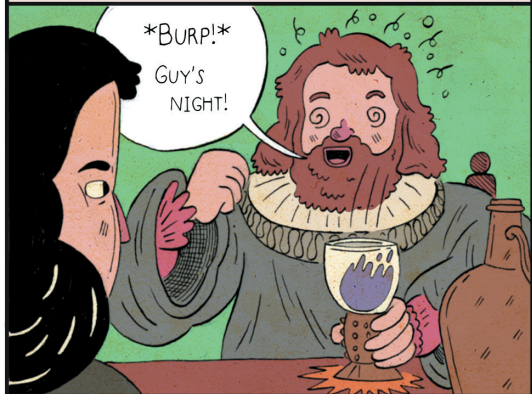
PHILOSOPHY | GRAPHIC NARRATIVES

SPINOZA'S METAPHYSICAL EXPLANATION OF WHAT WE ARE AND HOW WE ARE A PART OF NATURE LAYS THE FOUNDATIONS FOR HIS ACCOUNT HOW WE LIVE- AND SHOULD LIVE- OUR LIVES.

IT ALL DEPENDS ON WHAT CAUSES ARE DETERMINING OUR CHOICES AND ACTIONS.



ARE WE GUIDED BY OUR PASSIONS, BY THE WAYS IN WHICH WE ARE MADE TO FEEL BY THINGS IN THE WORLD AS THEY AFFECT US?



OR DO WE LEAD OURSELVES THROUGH REASON, BY WHAT WE KNOW TO BE TRUE AND IN OUR BEST INTEREST?



DO WE PASSIVELY SUFFER THE SLINGS AND ARROWS OF OUTRAGEOUS FORTUNE?



OR ARE WE ACTIVE AND IN CONTROL OF OUR LIVES?



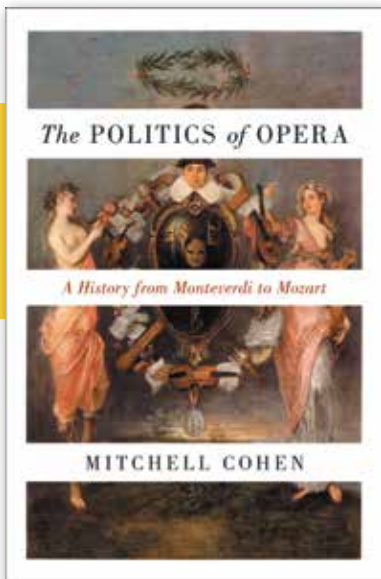
LET'S FIND SOMETHING BETTER TO DO.



WE'RE TAKING CONTROL OF OUR LIVES.

THANKS ANYWAYS!





*A wide-ranging look at the interplay of opera and political ideas through the centuries*

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**FIRST PROOFS**  
January 2017

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**AUTHOR LICENSE HISTORY**  
The author's previous books were translated into French (Editions La Découverte)

## The Politics of Opera

A History from Monteverdi to Mozart

MITCHELL COHEN

"A tour de force. This is a lively and engaging account of the history of politics in opera, written with precision and grace. Vividly rendered, sweeping in scope, and a pleasure to read."

—Julie Otsuka, author of *The Buddha in the Attic*

*The Politics of Opera* takes readers on a fascinating journey into the entwined development of opera and politics, from the Renaissance through the turn of the nineteenth century. What political backdrops have shaped opera? How has opera conveyed the political ideas of its times? Delving into European history and thought and an array of music by such greats as Lully, Rameau, and Mozart, Mitchell Cohen reveals how politics—through storylines, symbols, harmonies, and musical motifs—has played an operatic role both robust and sotto voce.

Cohen begins with opera's emergence under Medici absolutism in Florence during the late Renaissance—where debates by humanists, including Galileo's father, led to the first operas in the late sixteenth century. Taking readers to Mantua and Venice where composer Claudio Monteverdi flourished, Cohen examines how early operatic works like *Orfeo* used mythology to reflect on governance and policy issues of the day such as state jurisdictions and immigration. Cohen explores France in the ages of Louis XIV and the Enlightenment, and Vienna before and during the French Revolution, where the deceptive lightness of Mozart's masterpieces touched on the havoc of misrule and hidden abuses of power. Cohen also looks at smaller works, including a one-act opera written and composed by philosopher Jean-Jacques Rousseau. Essential characters, ancient and modern, make appearances throughout: Nero, Seneca, Machiavelli, Mazarin, Fenelon, Metastasio, Beaumarchais, da Ponte, and many more.

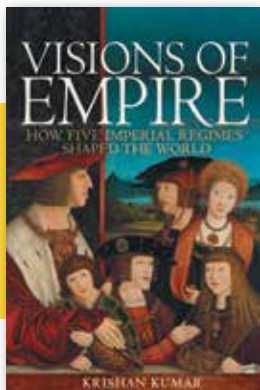
An engrossing book that will interest all who love opera and are intrigued by politics, *The Politics of Opera* offers a compelling investigation into the intersections of music and the state.

**Mitchell Cohen** is professor of political science at Baruch College and the Graduate Center of the City University of New York, and editor emeritus of *Dissent* magazine.

JUNE  
978-0-691-17502-7 **Cloth \$39.50T**  
464 pages. 14 halftones. 6 x 9.

MUSIC | HISTORY





## Visions of Empire

How Five Imperial Regimes Shaped the World

KRISHAN KUMAR

“In this extraordinary volume, Krishan Kumar provides us with a brilliant tour of some of history’s most important empires.”

—Mark R. Beissinger, Princeton University

The empires of the past were far-flung experiments in multinationalism and multiculturalism, and have much to teach us about navigating our own increasingly globalized and interconnected world. Until now, most recent scholarship on empires has focused on their subject peoples. *Visions of Empire* looks at their rulers, shedding critical new light on who they were, how they justified their empires, how they viewed themselves, and the styles of rule they adopted toward their subjects.

**Krishan Kumar** is University Professor and William R. Kenan, Jr., Professor of Sociology at the University of Virginia.

MAY

978-0-691-15363-6 **Cloth \$35.00S**

712 pages. 33 halftones. 9 maps. 6 x 9.

HISTORY

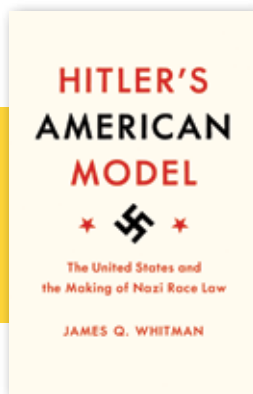
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**AUTHOR LICENSE HISTORY:** The author’s previous books were translated into Japanese (Bunshindo, Showado), Italian (Einaudi, Longo Editore), Turkish (Dost Kitabevi, Imge Kitabevi), Portuguese-Brazil (Jorge Zahar), Korean (Raum Press), and Romanian (Editura du Style)

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## Hitler’s American Model

The United States and the Making of Nazi Race Law

JAMES Q. WHITMAN

Nazism triumphed in Germany during the high era of Jim Crow laws in the United States. Did the American regime of racial oppression in any way inspire the Nazis? The unsettling answer is yes. In *Hitler’s American Model*, James Whitman presents a detailed investigation of the American impact on the notorious Nuremberg Laws, the centerpiece anti-Jewish legislation of the Nazi regime. Contrary to those who have insisted that there was no meaningful connection between American and German racial repression, Whitman demonstrates that the Nazis took a real, sustained, significant, and revealing interest in American race policies.

**James Q. Whitman** is the Ford Foundation Professor of Comparative and Foreign Law at Yale Law School. His books include *Harsh Justice*, *The Origins of Reasonable Doubt*, and *The Verdict of Battle*.

MARCH

978-0-691-17242-2 **Cloth \$24.95T**

256 pages. 7 halftones. 5 ½ x 8 ½.

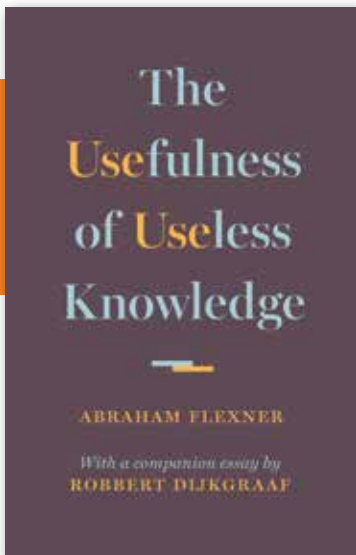
HISTORY | LAW

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**AUTHOR LICENSE HISTORY:** The author’s previous books were translated into German (Berlin De Gruyter), Chinese simplified (China University of Political Science And Law Press), Japanese (LexisNexis Japan) and Spanish



*A short, provocative book about why “useless” science often leads to humanity’s greatest technological breakthroughs*

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**FIRST PROOFS**  
November 2016

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None

**AUTHOR LICENSE HISTORY**  
Abraham Flexner’s previous books were translated into French (Payot, Masson et Cie, Les Belles Lettres), Japanese (Tamagawa University Press), Chinese simplified (Zhejiang Education Publishing House), Russian, Czech, and Spanish. Robert Dijkgraaf’s previous books were published in Dutch (Uitgeverij Prometheus Bert Bakker)

## The Usefulness of Useless Knowledge

ABRAHAM FLEXNER

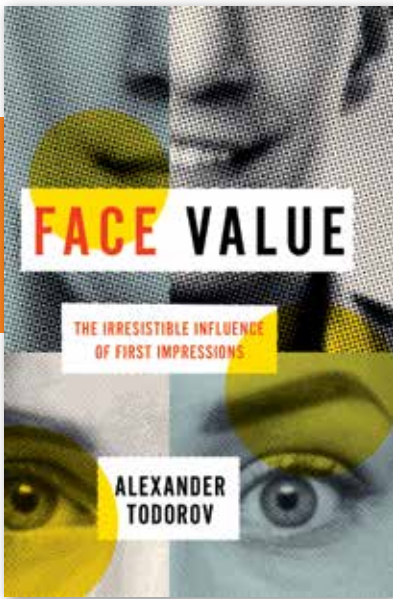
With a companion essay by Robert Dijkgraaf

A forty-year tightening of funding for scientific research has meant that resources are increasingly directed toward applied or practical outcomes, with the intent of creating products of immediate value. In such a scenario, it makes sense to focus on the most identifiable and urgent problems, right? Actually, it doesn’t. In his classic essay, “The Usefulness of Useless Knowledge,” Abraham Flexner, the founding director of the Institute for Advanced Study in Princeton and the man who helped bring Albert Einstein to the United States, describes a great paradox of scientific research. The search for answers to deep questions, motivated solely by curiosity and without concern for applications, often leads not only to the greatest scientific discoveries but also the most revolutionary technological breakthroughs. In short, no quantum mechanics, no computer chips. This brief book includes Flexner’s timeless 1939 essay alongside a new companion essay by Robert Dijkgraaf, the Institute’s current director, in which he shows that Flexner’s defense of the value of “the unobstructed pursuit of useless knowledge” may be even more relevant today than it was in the early twentieth century. Dijkgraaf describes how basic research has led to major transformations in the past century and explains why it is an essential precondition of innovation and the first step in social and cultural change. He makes the case that society can achieve deeper understanding and practical progress today and tomorrow only by truly valuing and substantially funding the curiosity-driven “pursuit of useless knowledge” in both the sciences and the humanities.

**Abraham Flexner** (1866–1959) was the founding director of the Institute for Advanced Study, one of the world’s leading institutions for basic research in the sciences and humanities. **Robert Dijkgraaf**, a mathematical physicist who specializes in string theory, is director and Leon Levy Professor at the Institute for Advanced Study. A distinguished public policy adviser and passionate advocate for science and the arts, he is also the cochair of the InterAcademy Council, a global alliance of science academies.

MARCH  
978-0-691-17476-1 **Cloth \$9.95T**  
112 pages. 4 ½ x 7.

POPULAR SCIENCE



*The scientific story of first impressions—and why the snap character judgments we make from faces are irresistible but usually incorrect*

## Face Value

The Irresistible Influence of First Impressions

ALEXANDER TODOROV

“In this magisterial work, Todorov takes us on a tour of the face, its role in human affairs, and its power to influence and mislead. You’ll always look at faces, but never the same way again.”

—Eldar Shafir, coauthor of *Scarcity: The New Science of Having Less and How It Defines Our Lives*

We make up our minds about others after seeing their faces for a fraction of a second—and these snap judgments predict all kinds of important decisions. For example, politicians who simply look more competent are more likely to win elections. Yet the character judgments we make from faces are as inaccurate as they are irresistible; in most situations, we would guess more accurately if we ignored faces. So why do we put so much stock in these widely shared impressions? What is their purpose if they are completely unreliable? In this book, Alexander Todorov, one of the world’s leading researchers on the subject, answers these questions as he tells the story of the modern science of first impressions.

Drawing on psychology, cognitive science, neuroscience, computer science, and other fields, this accessible and richly illustrated book describes cutting-edge research and puts it in the context of the history of efforts to read personality from faces. Todorov describes how we have evolved the ability to read basic social signals and momentary emotional states from faces, using a network of brain regions dedicated to the processing of faces. Yet, contrary to the nineteenth-century pseudoscience of physiognomy and even some of today’s psychologists, faces don’t provide us a map to the personalities of others. Rather, the impressions we draw from faces reveal a map of our own biases and stereotypes.

A fascinating scientific account of first impressions, *Face Value* explains why we pay so much attention to faces, why they lead us astray, and what our judgments actually tell us.

**Alexander Todorov** is professor of psychology at Princeton University, where he is also affiliated with the Princeton Neuroscience Institute and the Woodrow Wilson School of Public and International Affairs.

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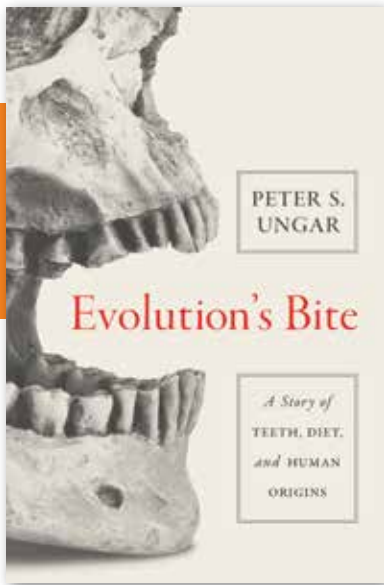
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JUNE

978-0-691-16749-7 **Cloth \$29.95T**

416 pages. 83 color illus. 85 halftones. 4 line illus. 7 x 10.

POPULAR SCIENCE | PSYCHOLOGY



*What teeth can teach us about the evolution of the human species*

## Evolution's Bite

A Story of Teeth, Diet, and Human Origins

PETER S. UNGAR

“This impressive book serves as a window into human history through the lens of teeth and diet. Ungar’s seamless narrative brings bits of bone and teeth to life, and does so against a vivid backdrop in which paleoanthropologists arrive at their conclusions of the why, how, and what we eat.”

—Joanna E. Lambert, University of Colorado, Boulder

Whether we realize it or not, we carry in our mouths the legacy of our evolution. Our teeth are like living fossils that can be studied and compared to those of our ancestors to teach us how we became human. In *Evolution's Bite*, noted paleoanthropologist Peter Ungar brings together for the first time cutting-edge advances in understanding human evolution and climate change, with new approaches to uncovering dietary clues from fossil teeth, to present a remarkable investigation into the ways that teeth—their shape, chemistry, and wear—reveal how we came to be.

Ungar describes how a tooth’s “foodprints”—distinctive patterns of microscopic wear and tear—provide telltale details about what an animal actually ate in the past. These clues, combined with groundbreaking research in paleoclimatology, demonstrate how a changing climate altered the food options available to our ancestors, what Ungar calls the biospheric buffet. When diets change, species change, and Ungar traces how diet and an unpredictable climate determined who among our ancestors was winnowed out and who survived, as well as why we transitioned from the role of forager to farmer. By sifting through the evidence—and the scars on our teeth—Ungar makes the important case for what might or might not be the most natural diet for humans.

Traveling the four corners of the globe, and combining science breakthroughs with vivid narrative, *Evolution's Bite* takes a uniquely dental perspective to trace our astonishing human development.

**Peter S. Ungar** is Distinguished Professor and director of the Environmental Dynamics Program at the University of Arkansas.

MAY

978-0-691-16053-5 **Cloth \$29.95**

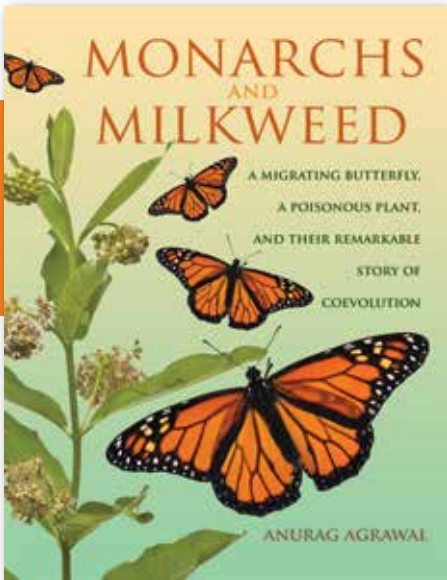
280 pages. 25 line illus. 6 x 9.

POPULAR SCIENCE | BIOLOGY

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**FIRST PROOFS**  
January 2017

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None



*The fascinating and complex evolutionary relationship of the monarch butterfly and the milkweed plant*

## Monarchs and Milkweed

A Migrating Butterfly, a Poisonous Plant, and Their Remarkable Story of Coevolution

ANURAG AGRAWAL

“With a narrative both interesting and well-told, *Monarchs and Milkweed* will appeal to a wide audience. From biochemical to evolutionary perspectives, this book brings the arms race of milkweeds and monarchs to new light, and shows how and why biology is fun.”

—Bernd Heinrich, author of *One Wild Bird at a Time*

Monarch butterflies are one of nature’s most recognizable creatures, known for their bright colors and epic annual migration from the United States and Canada to Mexico. Yet, there is much more to the monarch than its distinct presence and mythic journeying. In *Monarchs and Milkweed*, Anurag Agrawal presents a vivid investigation into how the monarch butterfly has evolved closely alongside the milkweed—a toxic plant named for the sticky, white substance emitted when its leaves are damaged—and how this inextricable and intimate relationship has been like an arms race over the millennia, a battle of exploitation and defense between two fascinating species.

The monarch life cycle begins each spring when it deposits eggs on milkweed leaves. But this dependency of monarchs on milkweeds as food is not reciprocated, and milkweeds do all they can to poison or thwart the young monarchs. Agrawal delves into major scientific discoveries, including his own pioneering research, and he traces how plant poisons have not only shaped monarch-milkweed interactions, but have also been culturally important for centuries. Agrawal presents current ideas regarding the recent decline in monarch populations, including habitat destruction, increased winter storms, and lack of milkweed—the last one a theory that the author rejects. He evaluates the current sustainability of monarchs and reveals a novel explanation for their plummeting numbers.

Lavishly illustrated with more than eighty color photos and images, *Monarchs and Milkweed* takes readers on an unforgettable exploration of one of nature’s most important and sophisticated evolutionary relationships.

**Anurag Agrawal** is a professor in the Department of Ecology and Evolutionary Biology and Department of Entomology at Cornell University.

APRIL

978-0-691-16635-3 **Cloth \$29.95T**

296 pages. 37 color illus. 35 line illus. 7 x 9.

POPULAR SCIENCE | NATURAL HISTORY

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November 2016

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## Darwin's Unfinished Symphony

How Culture Made the Human Mind

KEVIN N. LALAND

Humans possess an extraordinary capacity for cultural production, from the arts and language to science and technology. How did the human mind—and the uniquely human ability to devise and transmit culture—evolve from its roots in animal behavior? *Darwin's Unfinished Symphony* presents a captivating new theory of human cognitive evolution. This compelling and accessible book reveals how culture is not just the magnificent end product of an evolutionary process that produced a species unlike all others—it is also the key driving force behind that process.

**Kevin N. Laland** is professor of behavioral and evolutionary biology at the University of St Andrews. His books include *Social Learning: An Introduction to Mechanisms, Methods, and Models* and *Niche Construction: The Neglected Process in Evolution* (both Princeton).

MARCH

978-0-691-15118-2 **Cloth \$35.00S**

480 pages. 11 halftones. 2 line illus. 6 x 9.

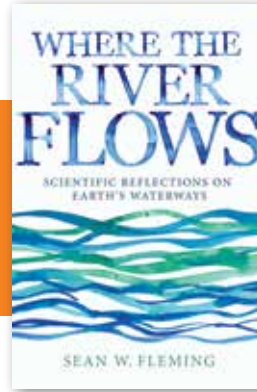
BIOLOGY | EVOLUTION

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**AUTHOR LICENSE HISTORY:** The author's previous books were translated into Japanese (Kyoritsu Shuppan) and Korean (East-Asia Publishing)



## Where the River Flows

Scientific Reflections on Earth's Waterways

SEAN W. FLEMING

Rivers are essential to civilization and even life itself, yet how many of us truly understand how they work? Why do rivers run where they do? Where do their waters actually come from? How can the same river flood one year, and then dry up the next? *Where the River Flows* takes you on a majestic journey along the planet's waterways, providing a scientist's reflections on the vital interconnections that rivers share with the land, the sky, and us.

**Sean W. Fleming** has two decades of experience in the private, public, and nonprofit sectors in the United States, Canada, England, and Mexico, ranging from oil exploration to operational river forecasting to glacier science. He holds faculty positions in the geophysical sciences at the University of British Columbia and Oregon State University.

APRIL

978-0-691-16878-4 **Cloth \$26.95S**

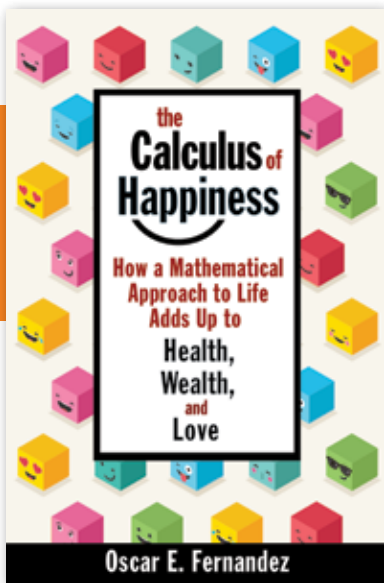
264 pages. 26 halftones. 14 line illus. 2 tables. 5 ½ x 8 ½.

EARTH SCIENCE

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*How math holds the keys to improving one's health, wealth, and love life*

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November 2016

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**AUTHOR LICENSE HISTORY**  
The author's previous book, *Everyday Calculus* was translated into Portuguese-Brazil (Editora Blucher), Korean (FREELEC), and Japanese (Iwanami Shoten)

## The Calculus of Happiness

How a Mathematical Approach to Life Adds Up to Health, Wealth, and Love

OSCAR E. FERNANDEZ

"I absolutely love this book. The mathematics described is beautiful and accessible and, most important of all, truly meaningful and relevant."

—James Tanton, author of *Without Words: Mathematical Puzzles to Confound and Delight*

What's the best diet for overall health and weight management? How can we change our finances to retire earlier? How can we maximize our chances of finding our soul mate?

In *The Calculus of Happiness*, Oscar Fernandez shows us that math yields powerful insights into health, wealth, and love. Using only high-school-level math (precalculus with a dash of calculus), Fernandez guides us through several of the surprising results, including simple "all-weather" investment portfolios with great returns, an easy rule of thumb for choosing foods that lowers our risk for developing diabetes (and that helps us lose weight too), and math-backed strategies for retiring earlier and finding our soul mate. Moreover, the important formulas are linked to a dozen free online interactive calculators on Fernandez's website, allowing one to personalize the equations.

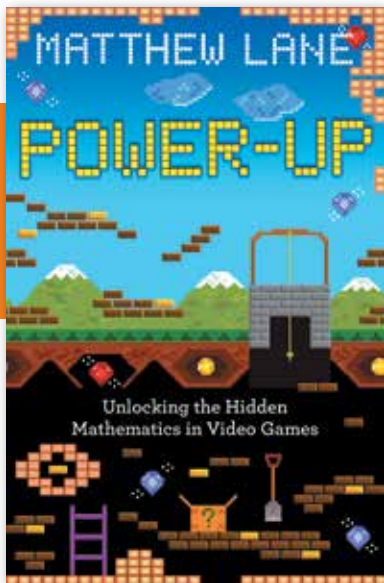
Fernandez uses everyday experiences—such as visiting a coffee shop—to provide context for his mathematical insights, making the math discussed more accessible, real-world, and relevant to our daily lives. Every chapter ends with a summary of essential lessons and take-aways, and for advanced math fans, Fernandez includes the mathematical derivations in the appendices.

A nutrition, personal finance, and relationship how-to guide all in one, *The Calculus of Happiness* invites you to discover how empowering mathematics can be.

**Oscar E. Fernandez** is assistant professor of mathematics at Wellesley College and is the author of *Everyday Calculus: Discovering the Hidden Math All Around Us* (see page 86). He also writes about mathematics at the *Huffington Post* and at his website, [surroundedbymath.com](http://surroundedbymath.com).

MAY  
978-0-691-16863-0 **Cloth \$24.95T**  
168 pages. 1 halftone. 13 line illus. 14 tables. 6 x 9.

POPULAR MATHEMATICS



*A fun and lively look at the mathematical ideas concealed in video games*

## Power-Up

Unlocking the Hidden Mathematics in Video Games

MATTHEW LANE

“After reading *Power-Up*, parents, teachers, and nongamers who have eschewed letting young people play video games may see that games are not the ‘evil distraction’ they have been made out to be.”

—Robin Angotti, University of Washington

Did you know that every time you pick up the controller to your PlayStation or Xbox, you are entering a game world steeped in mathematics? *Power-Up* reveals the hidden mathematics in many of today’s most popular video games and explains why mathematical learning doesn’t just happen in the classroom or from books—you’re doing it without even realizing it when you play games on your cell phone.

In this lively and entertaining book, Matthew Lane discusses how gamers are engaging with the traveling salesman problem when they play *Assassin’s Creed*, why it is mathematically impossible for Mario to jump through the Mushroom Kingdom in *Super Mario Bros.*, and how *The Sims* teaches us the mathematical costs of maintaining relationships. He looks at mathematical pursuit problems in classic games like *Missile Command* and *Ms. Pac-Man*, and how, each time you play *Tetris*, you’re grappling with one of the most famous unsolved problems in all of mathematics and computer science. Along the way, Lane discusses why *Family Feud* and *Pictionary* make for ho-hum video games, how realism in video games (or the lack of it) influences learning, what video games can teach us about the mathematics of voting, the mathematics of designing video games, and much more.

*Power-Up* shows how the world of video games is an unexpectedly rich medium for learning about the beautiful mathematical ideas that touch all aspects of our lives—including our virtual ones.

**Matthew Lane** is a mathematician and cofounder of Rithm, a school for aspiring web developers. He is also the creator of *Math Goes Pop!*, a blog that explores the interconnections between mathematics and popular culture. He lives in San Francisco.

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January 2017

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JUNE

978-0-691-16151-8 Cloth \$27.95T

248 pages. 80 halftones. 50 line illus. 6 x 9.

POPULAR MATHEMATICS





*A mathematical tour of some of the greatest unsolved ciphers of all time*

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December 2016

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## Unsolved!

The History and Mystery of the World's Greatest Ciphers from Ancient Egypt to Online Secret Societies

CRAIG BAUER

“Exceptional. Not only are these ciphers fascinating individually, but together they provide a comprehensive picture of the different methods and types of encryption, which Bauer explains and guides readers through in turn. I thoroughly enjoyed this book.”

—Todd S. Sauter, National Cryptologic Museum

In 1953, a man was found dead from cyanide poisoning near the Philadelphia airport with a picture of a Nazi aircraft in his wallet. Taped to his abdomen was an enciphered message. In 1912, a book dealer named Wilfrid Voynich came into possession of an illuminated cipher manuscript once belonging to Emperor Rudolf II, who was obsessed with alchemy and the occult. Wartime codebreakers tried—and failed—to unlock the book’s secrets, and it remains an enigma to this day. In this lively and entertaining book, Craig Bauer examines these and other vexing ciphers yet to be cracked. Some may reveal the identity of a spy or serial killer, provide the location of buried treasure, or expose a secret society—while others may be elaborate hoaxes.

*Unsolved!* begins by explaining the basics of cryptology, and then explores the history behind an array of unsolved ciphers. It looks at ancient ciphers, ciphers created by artists and composers, ciphers left by killers and victims, Cold War ciphers, and many others. Some are infamous, like the ciphers in the Zodiac letters, while others were created purely as intellectual challenges by figures such as Nobel Prize-winning physicist Richard P. Feynman. Bauer lays out the evidence surrounding each cipher, describes the efforts of geniuses and eccentrics—in some cases both—to decipher it, and invites readers to try their hand at puzzles that have stymied so many others.

*Unsolved!* takes readers from the ancient world to the digital age, providing an amazing tour of many of history’s greatest unsolved ciphers.

**Craig Bauer** is associate professor of mathematics at York College of Pennsylvania. He is editor-in-chief of the journal *Cryptologia*, has served as a scholar-in-residence at the NSA’s Center for Cryptologic History, and is the author of *Secret History: The Story of Cryptology*.

JUNE  
978-0-691-16767-1 **Cloth \$35.00T**  
600 pages. 222 halftones. 8 line illus. 17 tables. 6 x 9.

COMPUTER SCIENCE | POPULAR MATHEMATICS



## Understanding the Digital World

What You Need to Know about Computers, the Internet, Privacy, and Security

BRIAN W. KERNIGHAN

“This is the clearest and simplest explanation of the world we now all depend on—how it works and why it does what it does—from one of our best-known inventors. Everyone on earth needs to read it.”

—Eric Schmidt, executive chairman of Alphabet Inc. and Google

*Understanding the Digital World* is a must-read for all who want to know more about computers and communications. It explains, precisely and carefully, not only how they operate but also how they influence our daily lives, in terms that anyone can understand, no matter what their experience and knowledge of technology.

**Brian W. Kernighan** is a professor in the Department of Computer Science at Princeton University.

JUNE

978-0-691-17654-3 **Cloth \$22.95T**

264 pages. 38 color illus. 51 line illus. 7 x 10.

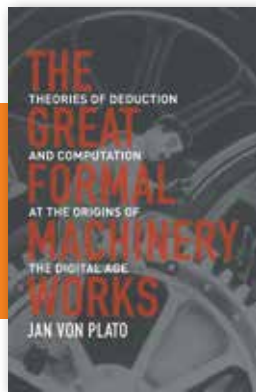
POPULAR SCIENCE | COMPUTER SCIENCE

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**FINAL PDF:** Available

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**AUTHOR LICENSE HISTORY:** The first edition of this title was translated into Chinese simplified (Posts & Telecom Press) and Japanese (Ohmsha). The author's previous books have been translated into over 25 languages



## The Great Formal Machinery Works

Theories of Deduction and Computation at the Origins of the Digital Age

JAN VON PLATO

“Von Plato’s book is a lively and provocative history of mathematical logic, centered on the game-changing discoveries of Gödel, Turing, and Gentzen.”

—John Stillwell, author of *Elements of Mathematics: From Euclid to Gödel*

The information age owes its existence to a little-known but crucial development, the theoretical study of logic and the foundations of mathematics. *The Great Formal Machinery Works* draws on original sources and rare archival materials to trace the history of the theories of deduction and computation that laid the logical foundations for the digital revolution.

**Jan von Plato** is professor of philosophy at the University of Helsinki. His books include *Elements of Logical Reasoning* and *Structural Proof Theory*.

JUNE

978-0-691-17417-4 **Cloth \$35.00S**

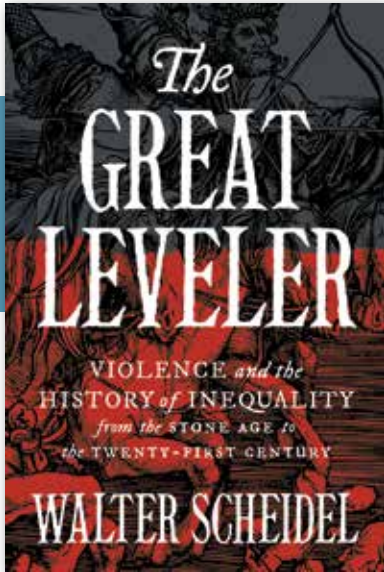
392 pages. 6 x 9.

HISTORY OF SCIENCE

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**FIRST PROOFS:** January 2017

**PERMISSIONS:** None



*How only violence and catastrophes have consistently reduced inequality throughout world history*

## The Great Leveler

Violence and the History of Inequality  
from the Stone Age to the Twenty-First Century

WALTER SCHEIDEL

“This is the best book on the history of income inequality.”

—Tyler Cowen, author of *The Complacent Class: The Self-Defeating Quest for the American Dream*

Are mass violence and catastrophes the only forces that can seriously decrease economic inequality? To judge by thousands of years of history, the answer is yes. Tracing the global history of inequality from the Stone Age to today, Walter Scheidel shows that inequality never dies peacefully. Periods of increased equality are usually born of carnage and disaster and are generally short-lived, disappearing with the return of peace and stability. *The Great Leveler* is the first book to chart the crucial role of violent shocks in reducing inequality over the full sweep of human history around the world.

Ever since humans began to farm, herd livestock, and pass on their assets to future generations, economic inequality has been a defining feature of civilization. Over thousands of years, only violent events have significantly lessened inequality. The “Four Horsemen” of leveling—mass-mobilization warfare, transformative revolutions, state collapse, and catastrophic plagues—have repeatedly destroyed the fortunes of the rich. Scheidel identifies and examines these processes, from the crises of the earliest civilizations to the cataclysmic world wars and communist revolutions of the twentieth century. Today, the violence that reduced inequality in the past seems to have diminished, and that is a good thing. But it casts serious doubt on the prospects for a more equal future.

An essential contribution to the debate about inequality, *The Great Leveler* provides important new insights about why inequality is so persistent—and why it is unlikely to decline any time soon.

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**FINAL PDF**  
November 2016

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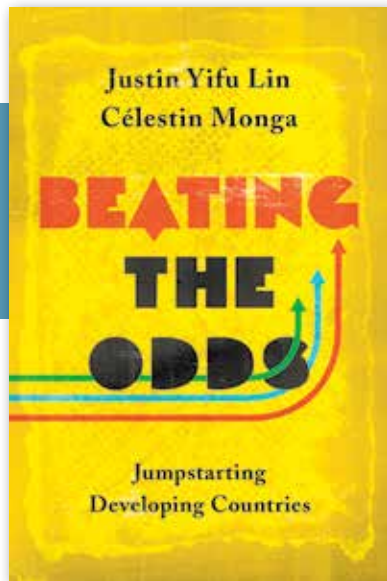
**AUTHOR LICENSE HISTORY**  
The author’s previous book was published in German (Peter Lang)

**Walter Scheidel** is the Dickason Professor in the Humanities, professor of classics and history, and a Kennedy-Grossman Fellow in Human Biology at Stanford University.

FEBRUARY  
978-0-691-16502-8 **Cloth \$35.00T**  
520 pages. 45 line illus. 6 x 9.

The Princeton Economic History of the Western World  
Joel Mokyr, Series Editor

WORLD HISTORY | ECONOMICS | CURRENT AFFAIRS



## Beating the Odds

Jumpstarting Developing Countries

JUSTIN YIFU LIN & CÉLESTIN MONGA

Contrary to conventional wisdom, countries that ignite a process of rapid economic growth almost always do so while lacking what experts say are the essential preconditions for development, such as good infrastructure and institutions. In *Beating the Odds*, two of the world's leading development economists begin with this paradox to explain what is wrong with mainstream development thinking—and to offer a practical blueprint for moving poor countries out of the low-income trap regardless of their circumstances.

Justin Yifu Lin, the former chief economist of the World Bank, and Célestin Monga, the chief economist of the African Development Bank, propose a development strategy that encourages poor countries to leap directly into the global economy by building industrial parks and export-processing zones linked to global markets. Countries can leverage these zones to attract light manufacturing from more advanced economies, as East Asian countries did in the 1960s and China did in the 1980s. By attracting foreign investment and firms, poor countries can improve their trade logistics, increase the knowledge and skills of local entrepreneurs, gain the confidence of international buyers, and gradually make local firms competitive. This strategy is already being used with great success in Vietnam, Cambodia, Bangladesh, Mauritius, Ethiopia, Rwanda, and other countries. And the strategy need not be limited to traditional manufacturing, but can also include agriculture, the service sector, and other activities.

*Beating the Odds* shows how poor countries can ignite growth without waiting for global action or the creation of ideal local conditions.

**Justin Yifu Lin**, former senior vice president and chief economist of the World Bank, is director of the Center for New Structural Economics and dean of the Institute of South-South Cooperation and Development at Peking University. **Célestin Monga** is vice president and chief economist of the African Development Bank and visiting professor of economics at University of Paris 1 Panthéon-Sorbonne and Peking University.

JUNE

978-0-691-17605-5 **Cloth \$29.95T**

376 pages. 25 line illus. 6 x 9.

POPULAR ECONOMICS | CURRENT AFFAIRS

*How poor countries can ignite economic growth*

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### FIRST PROOFS

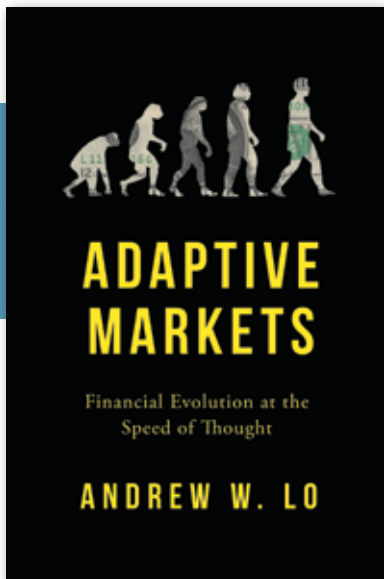
January 2017

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### AUTHOR LICENSE HISTORY

Justin Yifu Lin's previous books were translated into Arabic (National Center for Translation in Cairo), Japanese (Toyo Keizai, Nihon Hyoronsha), French (Economica), Vietnamese (The World Bank), Russian (Institut Dal'nego Vostoka), Korean (Paeksan Sodang), Chinese simplified (Shanghai People's Publishing House, Peking University Press, Shanxi Economics Press) and Chinese complex (Linking Press, Chinese University Press, Reading Times). Célestin Monga's previous books were translated into French (PUF, L'Harmattan, Editions Silex, Économica), Chinese simplified (Peking University Press) and Portuguese-Brazil (Realejo Edições, M. Martins)



*A new, evolutionary explanation of markets and investor behavior*

## Adaptive Markets

Financial Evolution at the Speed of Thought

ANDREW W. LO

Half of all Americans have money in the stock market, yet economists cannot agree whether investors and markets are rational and efficient, as modern financial theory assumes, or irrational and inefficient, as behavioral economists believe—and as financial bubbles, crashes, and crises suggest. This is one of the biggest debates in economics, and the value—or harm—of investment management hangs on the outcome. In this groundbreaking book, Andrew Lo cuts through the disagreement with a new framework in which rationality and irrationality coexist. Drawing on psychology, evolutionary biology, neuroscience, artificial intelligence, and other fields, *Adaptive Markets* shows that markets can't be explained by economics alone.

Filled with compelling stories and ideas, *Adaptive Markets* demonstrates that the theory of market efficiency isn't wrong, but incomplete. When markets are unstable, many investors react instinctively, creating inefficiencies for others to exploit. Lo's new paradigm, the Adaptive Markets Hypothesis, explains how evolution shapes behavior and markets at the speed of thought—a fact revealed by swings between stability and instability, profit and loss, and innovation and regulation.

A fascinating intellectual journey, *Adaptive Markets* starts with the origins of market efficiency and its failures, turns to the foundations of investor behavior, and concludes with the practical implications of adaptive markets—including how hedge funds have become the Galápagos Islands of finance, what really happened in the 2008 meltdown, and how we might avoid future crises.

An ambitious new answer to a fundamental question in economics, *Adaptive Markets* is essential reading for anyone who wants to know how markets really work.

**Andrew W. Lo** is the Charles E. and Susan T. Harris Professor at the MIT Sloan School of Management and director of the MIT Laboratory for Financial Engineering. He is the author of *Hedge Funds* and the co-author of *A Non-Random Walk Down Wall Street* and *The Econometrics of Financial Markets* (all Princeton).

MAY

978-0-691-13514-4 **Cloth \$35.00†**

272 pages. 10 color illus. 20 line illus. 6 x 9.

POPULAR ECONOMICS | FINANCE

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### AUTHOR LICENSE HISTORY

The author's previous books were translated into German (Wiley-VCH), Macedonian (Ars Lamina), Chinese complex (Best Wise Publishing), Chinese simplified (Shanghai University, Dongbei University of Finance and Economics Press), Japanese (Kyoritsu Shuppan) and Russian (TVP Publishers)

# THE END OF THEORY

*Financial Crises, the Failure of  
Economics, and the Sweep  
of Human Interaction*

Richard Bookstaber

*An in-depth look at how  
to account for the human  
complexities at the heart of  
today's financial system*

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## FIRST PROOFS

November 2016

## PERMISSIONS

None

## AUTHOR LICENSE HISTORY

The author's previous books were translated into Chinese simplified (China CITIC Press), German (Börsenmedien), Japanese (Nikkei BP, Yuhikaku Publishing, Kinzai Institute for Financial Affairs) and Polish (Kurhaus Publishing)

## The End of Theory

Financial Crises, the Failure of Economics,  
and the Sweep of Human Interaction

RICHARD BOOKSTABER

Our economy may have recovered from the Great Recession—but not our economics. In *The End of Theory*, Richard Bookstaber, one of the world's leading risk managers, discusses why the human condition and the radical uncertainty of our world renders the standard economic model—and the theory behind it—useless for dealing with financial crises. What model should replace it? None. At least not any version we've been using for the past two hundred years. Instead, Bookstaber argues for a new approach called agent-based economics, one that takes as a starting point the fact that we are humans, not the optimizing automaton that standard economics assumes we are.

Bookstaber's groundbreaking paradigm promises to do a far better job at preventing crises and managing those that break out. As he explains, our varied memories and imaginations color our economic behavior in unexpected hues. Agent-based modeling embraces these nuances by avoiding the mechanistic, unrealistic structure of our current economic approach. Bookstaber tackles issues such as radical uncertainty, when circumstances take place beyond our anticipation, and emergence, when innocent, everyday interactions combine to create sudden chaos. Starting with the realization that where crises are concerned the future cannot be predicted by the past, he proposes an approach that recognizes the human narrative while addressing market realities.

Sweeping aside the historic failure of twentieth-century economics, *The End of Theory* offers a novel and innovative perspective, along with a more realistic and human framework to help prevent today's financial system from blowing up again.

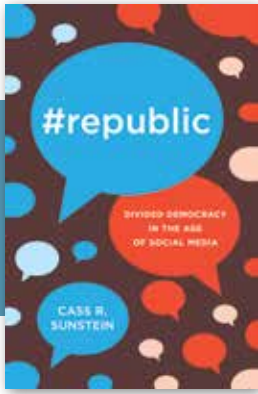
**Richard Bookstaber** has overseen risk management at investment banks Morgan Stanley and Salomon Brothers, as well as major hedge funds such as Moore Capital and Bridgewater. He has also held positions at the U.S. Treasury, and is currently at the University of California.

MAY

978-0-691-16901-9 **Cloth \$39.50S**

256 pages. 30 line illus. 6 x 9.

ECONOMICS | FINANCE



## #Republic

Divided Democracy in the Age of Social Media

CASS R. SUNSTEIN

As the Internet grows more sophisticated, it is creating new threats to democracy. Social media companies such as Facebook can sort us ever more efficiently into groups of the like-minded, creating echo chambers that amplify our views. It's no accident that on some occasions, people of different political views cannot even understand each other. It's also no surprise that terrorist groups have been able to exploit social media to deadly effect.

In this revealing book, Cass Sunstein, the *New York Times* bestselling author of *Nudge* and *The World According to Star Wars*, shows how today's Internet is driving political fragmentation, polarization, and even extremism—and what can be done about it.

**Cass R. Sunstein** is the Robert Walmsley University Professor at Harvard Law School.

APRIL

978-0-691-17551-5 **Cloth \$29.95T**

280 pages. 1 halftone. 6 x 9.

CURRENT AFFAIRS | POLITICS

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## The Euro and the Battle of Ideas

MARKUS K. BRUNNERMEIER,  
HAROLD JAMES & JEAN-PIERRE LANDAU

"I very much appreciate this book's efforts to explain the highly diverse approaches to economic and fiscal policy in Europe and to shape them into a common strategy. If this could succeed in reality in today's Europe, much would be gained indeed."

—Wolfgang Schäuble, Finance Minister of Germany

Weaving together economic analysis and historical reflection, *The Euro and the Battle of Ideas* provides a forensic investigation and a road map for Europe's future.

**Markus K. Brunnermeier** is the Edwards S. Sanford Professor of Economics at Princeton University and Director of Princeton's Bendheim Center of Finance. **Harold James** is professor of history and international affairs and the Claude and Lore Kelly Professor of European Studies at Princeton University. **Jean-Pierre Landau** is former deputy governor of the Banque de France and executive director of the International Monetary Fund and the World Bank. He is associate professor of economics at Sciences Po in Paris.

978-0-691-17292-7 **Cloth \$35.00T**

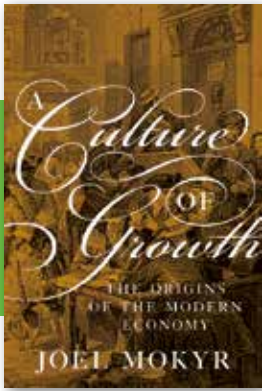
448 pages. 20 line illus. 6 x 9.

POPULAR ECONOMICS | CURRENT AFFAIRS

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## A Culture of Growth

The Origins of the Modern Economy

JOEL MOKYR

“Mokyr’s new masterpiece is a virtuoso display of how new thinking in economics can bring a deeper understanding of one of the most important events in human history. *A Culture of Growth* documents the cultural shifts that permitted the interrogation of nature that then flowered into scientific advances. This book offers us an optimistic vision: a great expansion of communication preceded our modern prosperity, and we can expect this to happen again.”

—Angus Deaton, 2015 Nobel Laureate in Economics

Combining ideas from economics and cultural evolution, *A Culture of Growth* provides startling reasons for why the foundations of our modern economy were laid in the mere two centuries between Columbus and Newton.

**Joel Mokyr** is the Robert H. Strotz Professor of Arts and Sciences and professor of economics and history at Northwestern University, and Sackler Professor at the Eitan Berglas School of Economics at the University of Tel Aviv.

978-0-691-16888-3 **Cloth \$35.00T**  
400 pages. 1 line illus. 6 x 9.

ECONOMICS | HISTORY

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## Against Democracy

JASON BRENNAN

“Jason Brennan is a marvel: a brilliant philosopher who scrupulously studies the facts before he moralizes. In *Against Democracy*, his elegant method leads to the contrarian conclusion that democratic participation prompts human beings to forget common sense and common decency. Voting does not ennoble us; it tests the virtue of the best, and brings out the worst in the rest.”

—Bryan Caplan, author of *The Myth of the Rational Voter*

A challenging critique of democracy and the first sustained defense of the rule of the knowledgeable, *Against Democracy* is essential reading for scholars and students of politics across the disciplines.

**Jason Brennan** is the Robert J. and Elizabeth Flanagan Family Associate Professor of Strategy, Economics, Ethics, and Public Policy at the McDonough School of Business at Georgetown University.

978-0-691-16260-7 **Cloth \$29.95S**  
304 pages. 6 x 9.

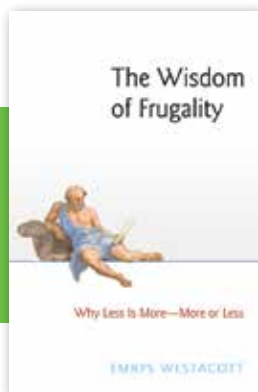
POLITICS | POLITICAL THEORY

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## The Wisdom of Frugality

Why Less Is More—More or Less

EMRYS WESTACOTT

“In this book, Emrys Westacott delves into the conflict between the virtues of the simple life and the apparently irresistible economic imperative to grow. Economic growth has brought us longer, healthier, and more comfortable and varied lives. But Westacott makes the case that, given our present situation, the appeal of frugality is not mere nostalgia, but rather the route to a more meaningful way of life.”

—Diane Coyle, author of *The Economics of Enough*

A philosophically informed reflection rather than a polemic, *The Wisdom of Frugality* ultimately argues that we will be better off—as individuals and as a society—if we move away from the materialistic individualism that currently rules.

**Emrys Westacott** is professor of philosophy at Alfred University in Alfred, New York.

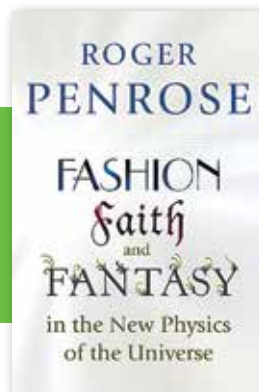
978-0-691-15508-1 **Cloth \$27.95T**  
328 pages. 2 line illus. 5 ½ x 8 ½.

PHILOSOPHY

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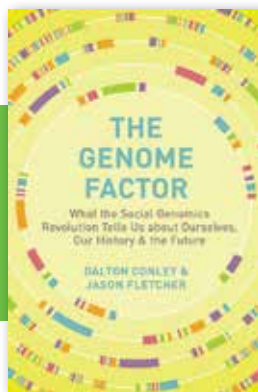
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