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*International  
Rights Guide*  
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 PRINCETON UNIVERSITY PRESS

2017



## Princeton University Press brings scholarly ideas to the world.

We publish books that connect authors and readers across spheres of knowledge to advance and enrich the human conversation.

We embrace the highest standards in our publishing as embodied in the work of our authors from Albert Einstein in our earliest years to the present.

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

5 SOCIAL SCIENCE

15 HUMANITIES

25 SCIENCE &  
MATHEMATICS

33 ALSO AVAILABLE

# *Contents*



## SOCIAL SCIENCE

- 6 **The Tyranny of Metrics**  
*Jerry Z. Muller*
- 7 **To Dare More Boldly**  
*John C. Hulsman*
- 8 **Radical Markets**  
*Eric A. Posner & E. Glen Weyl*
- 9 **Our Minds, Our Selves**  
*Keith Oatley*
- 10 **The Republic of Beliefs**  
*Kaushik Basu*
- 11 **How Growth Really Happens**  
*Michael H. Best*
- 12 **What School Could Be**  
*Ted Dintersmith*
- 13 **The Case against Education**  
*Bryan Caplan*
- 14 **American Default**  
*Sebastian Edwards*

Social  
Science



 PRINCETON UNIVERSITY PRESS

## How the obsession to quantify human performance threatens our schools, medical care, businesses, and government

Today, organizations of all kinds are ruled by the belief that the path to success is quantifying human performance, publicizing the results, and dividing up the rewards based on the numbers. But in our zeal to instill the evaluation process with scientific rigor, we've gone from measuring performance to fixating on the measures themselves. The result is nothing less than a tyranny of metrics—one that threatens the quality of our lives and most important institutions.

“Quantification, once only a tool, has become a cult. I can think of no better deprogrammer than Jerry Muller, whose renowned skills in dissecting political and social doctrines are evident here. *The Tyranny of Metrics* should be essential reading for managers and the managed alike.”

—Edward Tenner, author of *The Efficiency Paradox: What Big Data Can't Do and Why Things Bite Back: Technology and the Revenge of Unintended Consequences*



**JERRY Z. MULLER** is professor of history at the Catholic University of America in Washington, D.C. His previous books include *The Mind and the Market* (Knopf), *Adam Smith in His Time and Ours* (Princeton), and *Capitalism and the Jews* (Princeton).

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### Why It Will Sell

Essential reading for those in business, education, medicine, finance, government, the police & the military, foreign aid & anyone who wants to challenge the way metrics run our lives.

Compact & accessibly written.

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Final PDF: October 2017

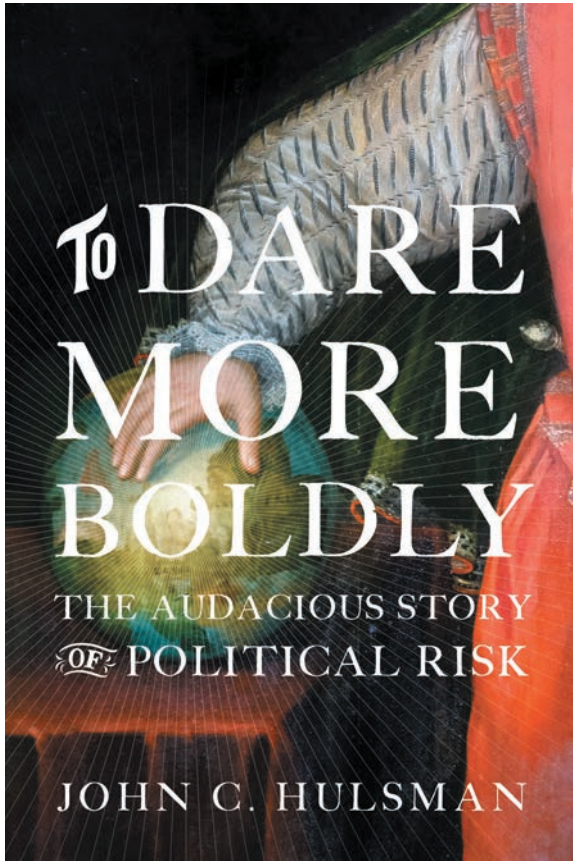
Editor: Peter Dougherty

224 pages.

5 ½ x 8 ½. 978-0-691-17495-2

Cloth \$24.95†

BUSINESS | PUBLIC POLICY | CURRENT AFFAIRS



 PRINCETON UNIVERSITY PRESS

## Ten lessons from history on the dos and don'ts of analyzing political risk

Our baffling new multipolar world grows ever more complex, desperately calling for new ways of thinking, particularly when it comes to political risk. *To Dare More Boldly* provides just this, telling the story of the rise of political risk analysis, both as a discipline and a lucrative high-stakes industry that guides the strategic decisions of corporations and governments around the world. It assesses why recent predictions have gone so wrong, and boldly puts forward ten analytical commandments that can stand the test of time.

*“To Dare More Boldly* is a monument to Hulsman’s vast erudition. In this captivating book, he examines what has gone wrong throughout history and uses those insights to formulate a general set of lessons learned for those who have to assess political risk—and for all of us to better judge the foreign-policy decisions of our leaders.”

—Teun van Dongen, *international security expert*



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**JOHN C. HULSMAN** is president of John C. Hulsman Enterprises, a prominent global political risk consulting firm. His books include *Ethical Realism* and *The Godfather Doctrine* (Princeton).

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### Why It Will Sell

Explains why political risk analysis is vital for business & political leaders.

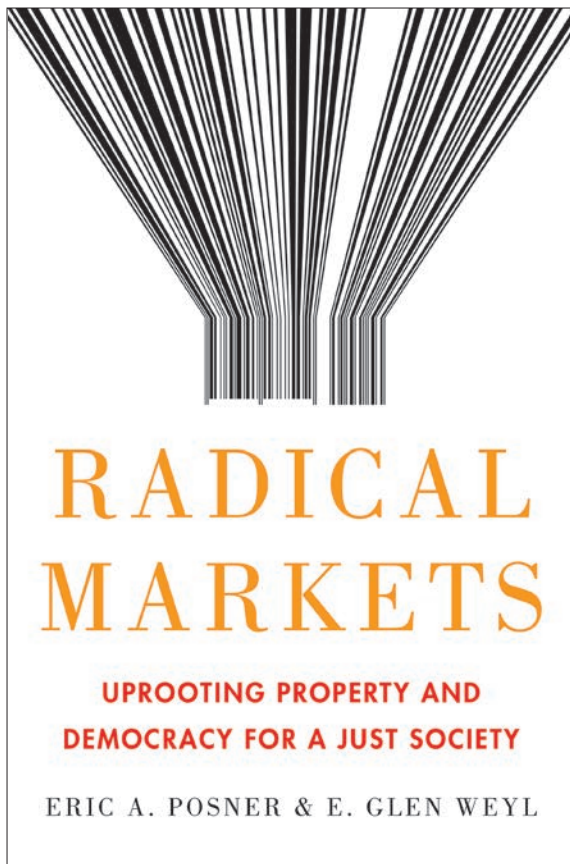
Establishes ‘ten commandments’ of political risk.

Engaging, wide-ranging case studies from Napoleon to the *Rolling Stones* to ISIS and beyond.

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Final PDF: January 2018  
Editor: Peter Dougherty  
384 pages. 2 tables.  
5 ½ x 8 ½. 978-0-691-17219-4  
Cloth \$29.95T

CURRENT AFFAIRS



## Revolutionary ideas on how to use markets to bring about fairness and prosperity for all

Many blame today's economic inequality, stagnation, and political instability on the free market. The solution is to rein in the market, right? *Radical Markets* turns this thinking—and pretty much all conventional thinking about markets, both for and against—on its head. The book reveals bold new ways to structure markets for the good of everyone. It shows how the emancipatory force of genuinely open, free, and competitive markets can reawaken the dormant nineteenth-century spirit of liberal reform and lead to greater equality, prosperity, and cooperation.

"I have always been motivated to find ways to unite the power of technology and markets with the goal of creating a more egalitarian society. This book offers the most intriguing vision I have seen to date in uniting these apparently contradictory strands."

—*Satya Nadella, Chief Executive Officer, Microsoft*



**ERIC A. POSNER** is the Kirkland and Ellis Distinguished Service Professor at the University of Chicago Law School.

**E. GLEN WEYL** is principal researcher at Microsoft and visiting senior research scholar in economics and law at Yale University.

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### Why It Will Sell

Radical mix of ideas based on cutting-edge economic theory that defy political boundaries.

The book's big ideas are already being adopted in real-world settings & receiving substantial media attention.

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Final PDF: February 2018

Editor: Joe Jackson

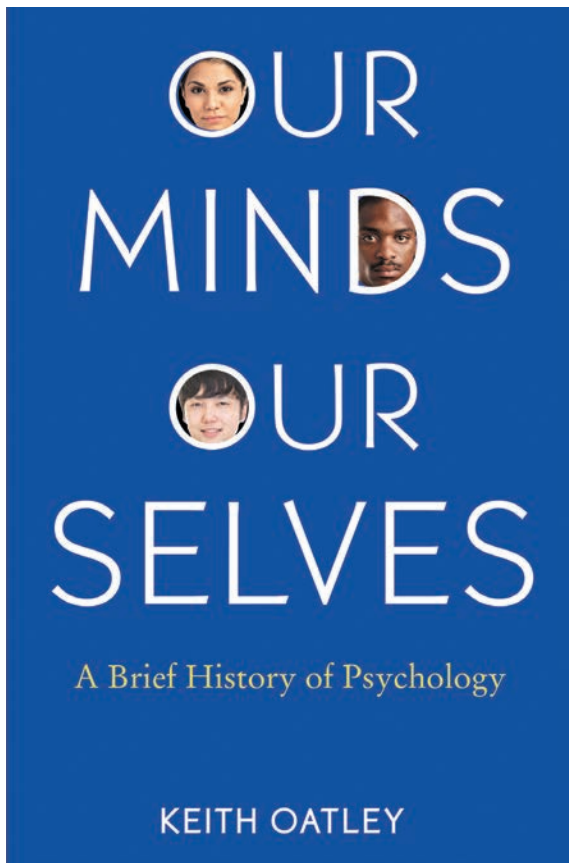
296 pages.

5 ½ x 8 ½. 978-0-691-17750-2

Cloth \$27.95T

POPULAR ECONOMICS





 PRINCETON UNIVERSITY PRESS

## An original history of psychology told through the stories of its most important breakthroughs and the people who made them

Advances in psychology have revolutionized our understanding of the human mind. Imaging technology allows researchers to monitor brain activity, letting us see what happens when we perceive, think, and feel. But technology is only part of how ideas about the mind and the brain have developed over the past century and a half. In *Our Minds, Our Selves*, distinguished psychologist and writer Keith Oatley provides an engaging, original, and authoritative history of modern psychology told through the stories of its most important breakthroughs and the men and women who made them.

“*Our Minds, Our Selves* is an engaging overview of cognitive psychology and its intersections with numerous other disciplines, including philosophy, anthropology, history, sociology, and cultural studies. It covers a wide range of topics in an accessible way and should have a broad appeal.”

—Chris Chambers, author of *The Seven Deadly Sins of Psychology*



**KEITH OATLEY** is a distinguished academic researcher and teacher, as well as a prize-winning novelist. He is professor emeritus of cognitive psychology at the University of Toronto.

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### Why It Will Sell

Beautifully written, from an author whose work has featured in the *New York Times* & *New Scientist* & is an award-winning novelist.

Tells the story of psychology in a new & appealing way.

Illuminates key thinkers: Piaget, Skinner, Turing, Milgram, Chomsky & many more.

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Final PDF: January 2018

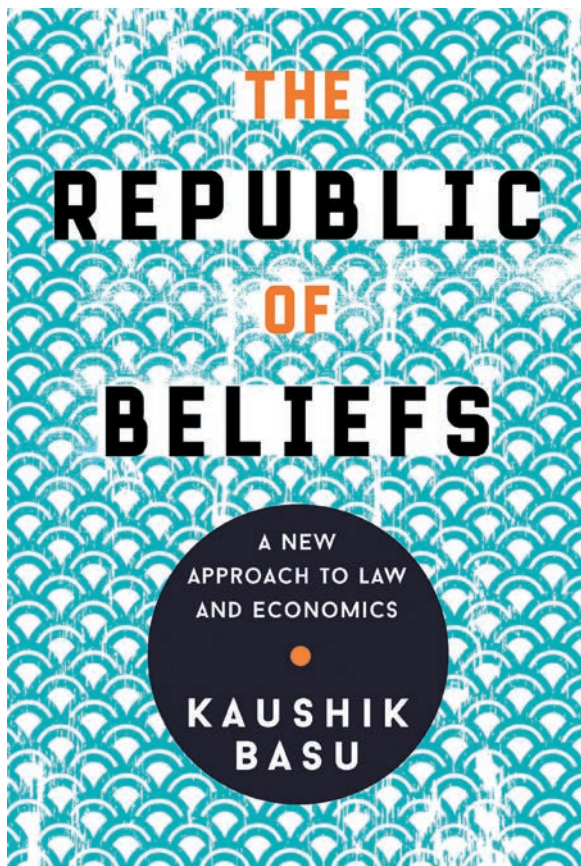
Editor: Sarah Caro

304 pages. 20 b/w illus.

5 ½ x 8 ½. 978-0-691-17508-9

Cloth \$27.95T

PSYCHOLOGY



 PRINCETON UNIVERSITY PRESS

## A leading economist offers a radically new approach to the economic analysis of the law

In *The Republic of Beliefs*, Kaushik Basu, one of the world's leading economists, argues that the traditional economic analysis of the law has significant flaws and has failed to answer certain critical questions satisfactorily. Why are good laws drafted but never implemented? When laws are unenforced, is it a failure of the law or the enforcers? And, most importantly, considering that laws are simply words on paper, why are they effective? Basu offers a provocative alternative to how the relationship between economics and real-world law enforcement should be understood.

"In this thought-provoking book, Basu urges us to think in new and better ways about pressing problems at the intersection of economics and the law. His masterful command of the economist's toolbox and broad understanding of the legal-economic nexus combine to generate a road map for exploring important questions."

—Steven G. Medema, author of *The Hesitant Hand*



**KAUSHIK BASU** is professor of economics and the C. Marks Professor of International Studies at Cornell University. He was previously chief economist and senior vice president of the World Bank, and chief economic advisor of the Government of India.

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### Why It Will Sell

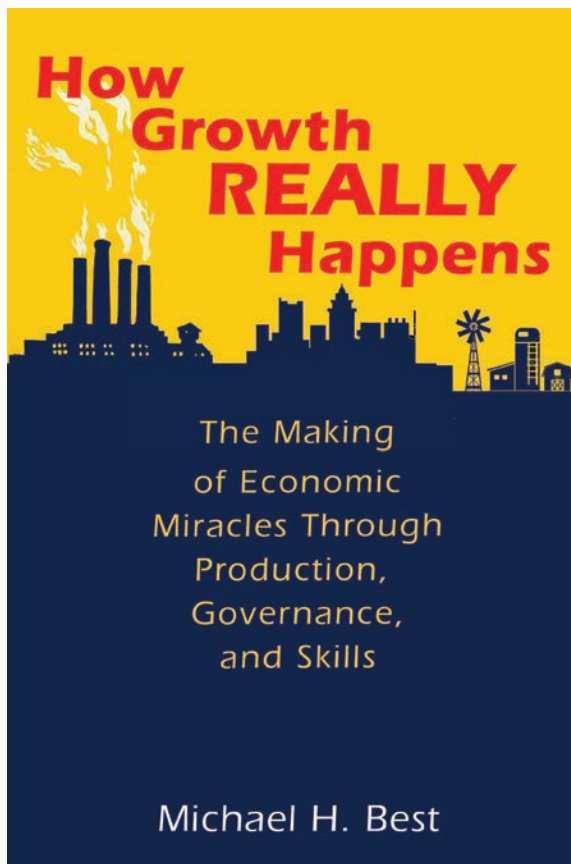
A new paradigm for the ways that law & economics interact in the real world.

Highlights the limits and capacities of law and economics, to inspire more effective laws & fairer society.

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Final PDF: March 2018  
Editor: Sarah Caro  
296 pages. 16 b/w illus.  
6 x 9. 978-0-691-17768-7  
Cloth \$35.00T

ECONOMICS | LAW



 PRINCETON UNIVERSITY PRESS

## A groundbreaking study that shows how countries can create innovative, production-based economies for the twenty-first century

Achieving economic growth is one of today's key challenges. In this groundbreaking book, Michael Best argues that to understand how successful growth happens we need an economic framework that focuses on production, enterprise, and governance. Accessible and engaging, *How Growth Really Happens* is required reading for anyone who wants to advance today's crucial debates about industrial policy, free trade, outsourcing, and the future of work.

"Today, when economic and political shocks have shaken many previously unquestioned policy assumptions to their foundations, *How Growth Really Happens* offers a fresh perspective on issues that could hardly be more relevant. This is a timely book, one that has the potential to become a seminal study of economic growth."

—Robert H. Wade, *London School of Economics and Political Science*

**MICHAEL H. BEST** is professor emeritus of economics at the University of Massachusetts, Lowell, where he was codirector of the Center for Industrial Competitiveness. He has held numerous academic fellowships and participated in development projects with the United Nations, the World Bank, and governments in more than twenty countries.

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### Why It Will Sell

A fresh perspective on growth using case studies from the Americas, Asia & Europe.

Unique & authoritative combination of economic theory & industrial policy.

Engaging and accessibly written.

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Final PDF: March 2018

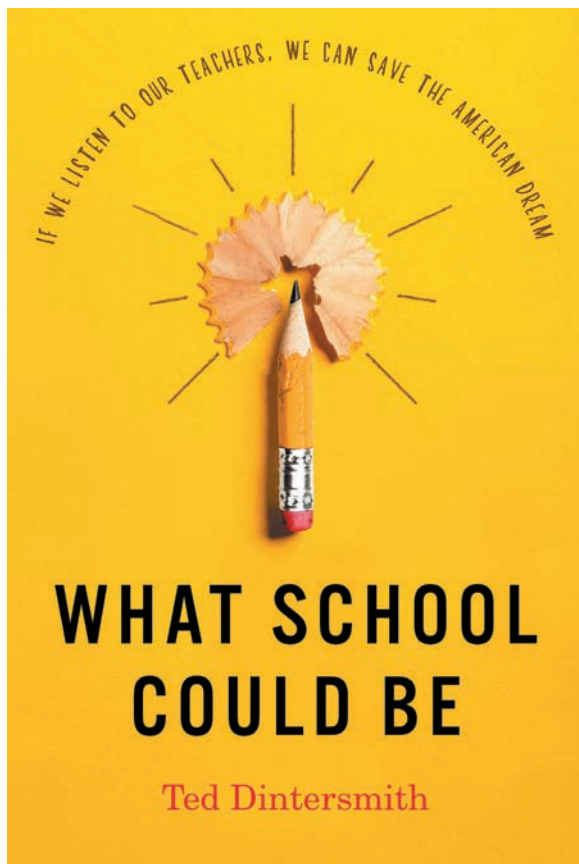
Editor: Sarah Caro

248 pages. 26 b/w illus. 5 tables.

6 x 9. 978-0-691-17925-4

Cloth \$29.95\$

ECONOMICS | PUBLIC POLICY



 PRINCETON UNIVERSITY PRESS

## How American teachers are reinventing education for the twenty-first century—and what all educators and parents can learn from their example

*What School Could Be* offers an inspiring vision of what our teachers and students can accomplish if we trust them with the challenge of developing the skillsets and mindsets needed to thrive in a world of dizzying technological change.

“This is a must-read for anyone looking to understand how our education system is impacting students in all fifty states, and the path forward to a better future.”

—*Adam Braun*, New York Times bestselling author and CEO of MissionU

“Ted Dintersmith took a serious education road trip and came away with a message of hope, which this book presents through the stories of scores of fearless educators around the United States who dare to do things better every day. This is a must-read.”

—*Pasi Sahlberg*, author of *Finnish Lessons 2.0* and *FinnishED Leadership*



**TED DINTERSMITH** is one of the nation’s leading voices on innovation and education. His four-decade career spans technology, business, public policy, and education philanthropy.

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### Why It Will Sell

A step-by-step guide to the best education principles for the 21st century.

One innovator’s journey to learn from the best educators in the US.

Visionary, aspirational, motivating, and challenging.

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Final PDF: January 2018

Editor: Vickie Kearn

296 pages. 20 b/w illus.

5 ½ x 8 ½. 978-0-691-18061-8

Cloth \$24.95T

Chinese rights sold

EDUCATION | CURRENT AFFAIRS

# THE CASE AGAINST EDUCATION

WHY THE  
EDUCATION SYSTEM  
IS A WASTE OF  
TIME AND MONEY

BRYAN CAPLAN

## Why we need to stop wasting public funds on education

Despite being immensely popular—and immensely lucrative—education is grossly overrated. In this explosive and controversial book, Bryan Caplan argues that its primary function is not to enhance students' skill but to certify their intelligence, work ethic, and conformity—in other words, to signal the qualities of a good employee. Learn why students hunt for easy A's and casually forget most of what they learn after the final exam, why decades of growing access to education have not resulted in better jobs for the average worker but runaway credential inflation, how employers reward workers for costly schooling they rarely if ever use, and why cutting education spending is the best remedy.

"This book is hugely important. *The Case against Education* is the work of an idiosyncratic genius."

—*Lant Pritchett, author of The Rebirth of Education: Schooling Ain't Learning*



**BRYAN CAPLAN** is professor of economics at George Mason University and a blogger at *EconLog*. He is the author of *Selfish Reasons to Have More Kids* and *The Myth of the Rational Voter* (Princeton).

### Why It Will Sell

A controversial attack on the education system from a prominent economist who has written for *EconLog*, *New York Times*, *Wall Street Journal* & many others.

Argues for less education for fewer people, to reduce 'credential inflation.'

Final PDF: October 2017  
Editor: Peter Dougherty  
416 pages. 45 b/w illus. 17 tables.  
6 x 9. 978-0-691-17465-5  
Cloth \$29.95T

EDUCATION | PUBLIC POLICY



# AMERICAN DEFAULT



The Untold Story of FDR,  
the Supreme Court,  
and the Battle over Gold

SEBASTIAN EDWARDS

## The untold story of how FDR did the unthinkable to save the American economy

The American economy is strong in large part because nobody believes that America would ever default on its debt. Yet in 1933, Franklin D. Roosevelt did just that when, in a bid to pull the country out of depression and get people back to work, he depreciated the U.S. dollar in relation to gold and annulled debt contracts retroactively. *American Default* is the story of this forgotten chapter in America's history.

"A really excellent book. Edwards provides a dramatic and readable account of monumental decisions that changed the course of history. *American Default* is sure to be a hit."

—Michael D. Bordo, Rutgers University

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**SEBASTIAN EDWARDS** is the Henry Ford II Professor of International Economics at the University of California, Los Angeles. His books include *Toxic Aid: Economic Collapse and Recovery in Tanzania* and *Left Behind: Latin America and the False Promise of Populism*.

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### Why It Will Sell

A timely account of a forgotten experiment with drastic consequences for the economy.

From a former chief economist at the World Bank.

The dramatic tale of President Roosevelt's battle with the banks.

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Final PDF: March 2018

Editor: Joe Jackson

320 pages. 10 b/w illus. 20 tables.

6 x 9. 978-0-691-16188-4

Cloth \$29.95T

POPULAR ECONOMICS | FINANCE

## HUMANITIES

- 16 **Pantheon**  
*Jörg Rüpke*
- 17 **The Invention of Religion**  
*Jan Assmann*
- 18 **Broken Lives**  
*Konrad H. Jarausch*
- 19 **The Grand Strategy  
of the Habsburg Empire**  
*A. Wess Mitchell*
- 20 **Ibn Khaldun**  
*Robert Irwin*
- 21 **Talaat Pasha**  
*Hans-Lukas Kieser*
- 22 **Perfect Me!**  
*Heather Widdows*
- 23 **Christianity in the Twentieth Century**  
*Brian Stanley*

# Humanities



 PRINCETON UNIVERSITY PRESS

## From one of the world's leading authorities on the subject, an innovative and comprehensive account of religion in the ancient Roman and Mediterranean world

In this ambitious and authoritative book, Jörg Rüpke provides a comprehensive and strikingly original narrative history of ancient Roman and Mediterranean religion over more than a millennium—from the late Bronze Age through the Roman imperial period and up to full-fledged Christianization.

“Strikingly ambitious, this new history of Roman religion represents a decisive contribution to the field. Going beyond a conventional history of religion, Jörg Rüpke integrates religion with political, economic, and social developments over more than a millennium—a span no one else has attempted to cover in a single volume. Rüpke’s vast erudition, combined with his emphasis on individual experience and agency within this larger context, opens up a new way to understand religion itself, making this book a unique event.”

—*Harriet Flower, Princeton University*



**JÖRG RÜPKE** is vice-director and permanent fellow in religious studies at the Max Weber Center for Advanced Cultural and Sociological Studies at the University of Erfurt, Germany, and has been a visiting professor at the Collège de France, Princeton University, and the University of Chicago.

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### Why It Will Sell

An ambitious and authoritative take on the history of Roman religion.

The most comprehensive account of 1,000 years of Roman religious history.

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Final PDF: December 2017

Editor: Al Bertrand

536 pages. 56 halftones. 4 line illus.

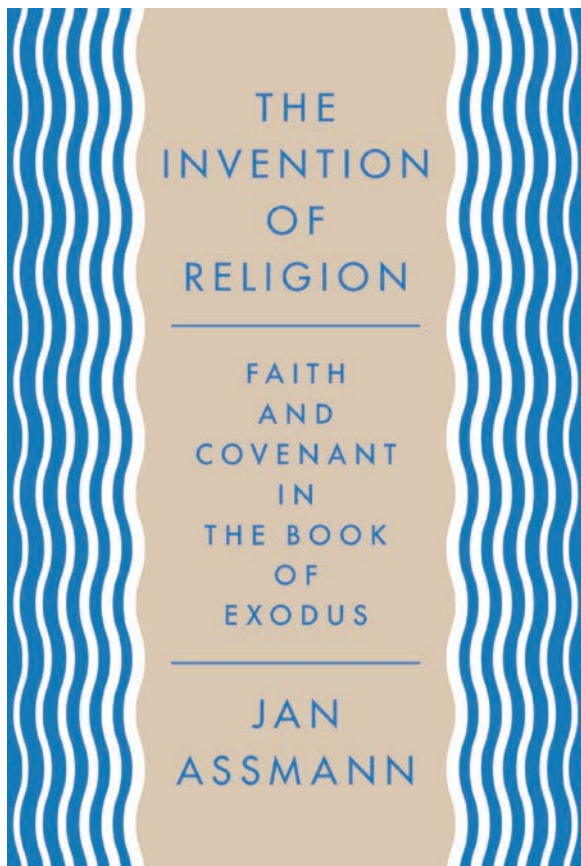
6 x 9. 978-0-691-15683-5

Cloth \$39.95S

Italian rights sold

ANCIENT HISTORY | CLASSICS | RELIGION





 PRINCETON UNIVERSITY PRESS

## A groundbreaking account of how the Book of Exodus shaped fundamental dimensions of Judaism, Christianity, and Islam

The Book of Exodus may be the most consequential story ever told. But its spectacular moments of heaven-sent plagues and parting seas overshadow its true significance, says Jan Assmann, a leading historian of ancient religion. The story of Moses guiding the enslaved children of Israel out of captivity to become God's chosen people is the foundation of an entirely new idea of religion, one that lives on today in many of the world's faiths. *The Invention of Religion* sheds new light on ancient scriptures to show how the Book of Exodus has shaped fundamental understandings of monotheistic practice and belief.

"Jan Assmann's latest book is a blockbuster—beautifully written, capacious, learned, and endlessly creative. It is sure to become a touchstone for scholars and readers interested in the Bible, the ancient world, and the history of monotheism, past and present."

—Jonathan Sheehan, *University of California, Berkeley*



**JAN ASSMANN** is honorary professor of cultural studies at the University of Konstanz and professor emeritus of Egyptology at the University of Heidelberg, where he taught for nearly three decades.

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### Why It Will Sell

Ambitious argument about the centrality of Exodus to the understanding of religion.

From a hugely influential European scholar on the religious & cultural legacy of the ancient world.

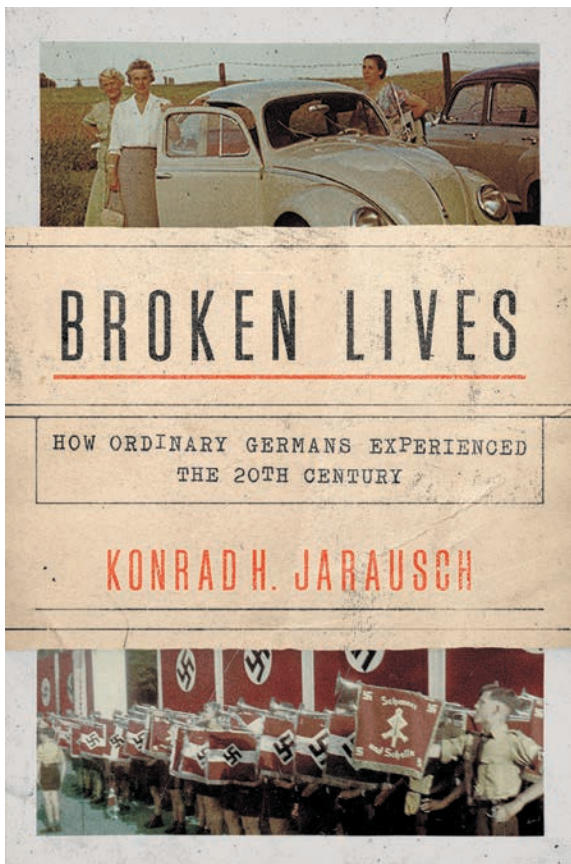
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Final PDF: January 2018

Editor: Fred Appel  
368 pages. 40 b/w illus.  
6 x 9. 978-0-691-15708-5  
Cloth \$29.95

German rights retained. Italian rights sold.

RELIGION | ANCIENT HISTORY



## The gripping stories of ordinary Germans who lived through World War II, the Holocaust, and Cold War partition—but also recovery, reunification, and rehabilitation

*Broken Lives* is a gripping account of the twentieth century as seen through the eyes of ordinary Germans who came of age under Hitler and whose lives were scarred and sometimes destroyed by what they saw and did.

“How did Germans who witnessed the worst of the Third Reich and the best of postwar Germany try to understand their own pasts? In *Broken Lives*, distinguished historian Konrad Jarausch answers this question by exploring scores of memoirs of the Weimar generation, Germans born in the 1920s. Along the way, he also insightfully analyzes the complex process of recording memories of past events.”

—Norman M. Naimark, author of *Genocide: A World History*



**KONRAD H. JARAUSCH** is the Lurcy Professor of European Civilization at the University of North Carolina, Chapel Hill. His many books include *Out of Ashes* and *Reluctant Accomplice* (both Princeton).

### Why It Will Sell

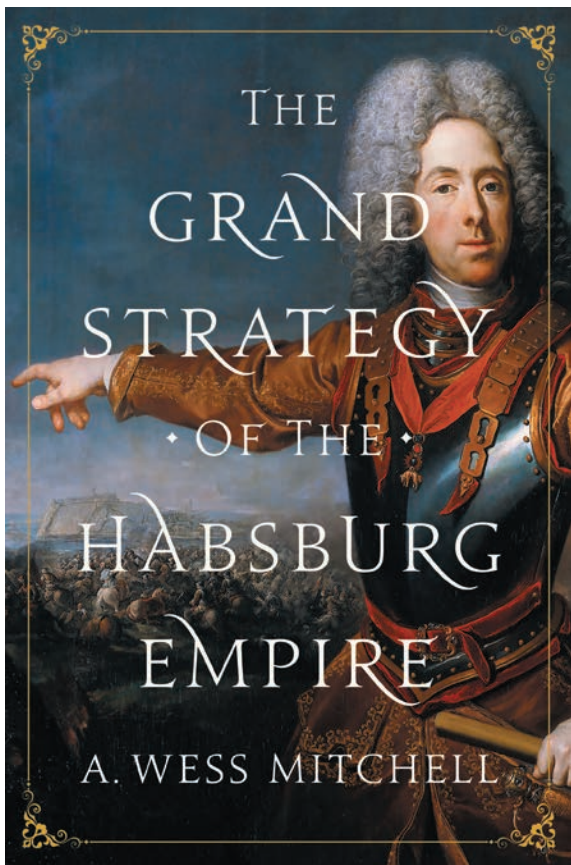
The first history of 20th century Germany to focus on the voices & memoirs of over 70 ordinary people.

How and why average citizens were drawn into far right politics, with disturbing resonance for modern society.

Final PDF: March 2018

Editor: Brigitta van Rheinberg  
448 pages. 30 b/w illus.  
6 x 9. 978-0-691-17458-7  
Cloth \$35.00T

HISTORY



 PRINCETON UNIVERSITY PRESS

## The Habsburg Empire's grand strategy for outmaneuvering and outlasting its stronger rivals in a complicated geopolitical world

The Empire of Habsburg Austria faced more enemies than any other European great power. Flanked on four sides by rivals, it possessed few of the advantages that explain successful empires. Its army was not renowned for offensive prowess, its finances were often shaky, and its populace was fragmented into more than a dozen ethnicities. Yet somehow Austria endured, outlasting Ottoman sieges, Frederick the Great, and Napoleon. *The Grand Strategy of the Habsburg Empire* tells the story of how this cash-strapped, polyglot empire survived for centuries in Europe's most dangerous neighborhood without succumbing to the pressures of multisided warfare.

"An extremely important and well-researched book. It represents a major contribution to the study of the Habsburg Empire and statecraft more broadly."

—*Eliot A. Cohen, author of The Big Stick: The Limits of Soft Power and the Necessity of Military Force*



**A. WESS MITCHELL** is president of the Center for European Policy Analysis (CEPA). His books include *The Unquiet Frontier* and *The Godfather Doctrine* (both Princeton).

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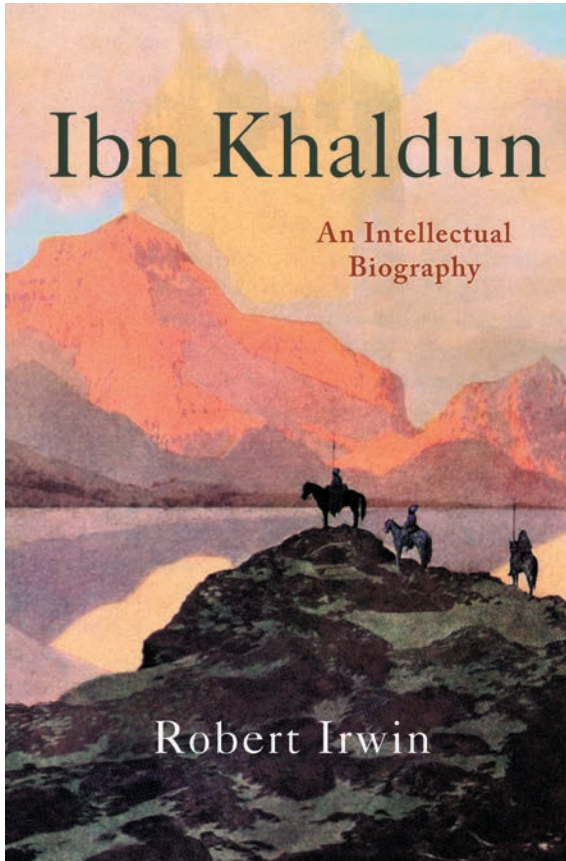
### Why It Will Sell

The first study of the grand strategy of the Habsburg Empire from the War of Spanish Succession in the early 1700s to the Austro-Prussian War of 1866. Lessons in adaptive statecraft on how to navigate messy geopolitics & multiple rivals.

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Final PDF: March 2018  
Editor: Eric Crahan  
320 pages. 32 b/w illus.  
6 x 9. 978-0-691-17670-3  
Cloth \$35.00S

MILITARY HISTORY | INTERNATIONAL  
RELATIONS



## The definitive account of the life and thought of the medieval Arab genius who wrote the *Muqaddima*

Ibn Khaldun (1332–1406) is generally regarded as the greatest intellectual ever to have appeared in the Arab world—a genius who ranks as one of the world’s great minds. Yet the author of the *Muqaddima*, the most important study of history ever produced in the Islamic world, is not as well known as he should be and his ideas are widely misunderstood. In this groundbreaking intellectual biography, Robert Irwin provides an engaging and authoritative account of Ibn Khaldun’s extraordinary life, times, writings, and ideas.

“Few scholars are more fun to read than Robert Irwin. Not just an authority on medieval Arabic culture, he’s also a literary journalist and novelist who writes with clarity, zest, and an almost encyclopedic erudition.”

—Michael Dirda, *Pulitzer Prize-winning critic*



**ROBERT IRWIN** is senior research associate at the School of Oriental and African Studies in London and a former lecturer at the University of St. Andrews, Scotland.

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### Why It Will Sell

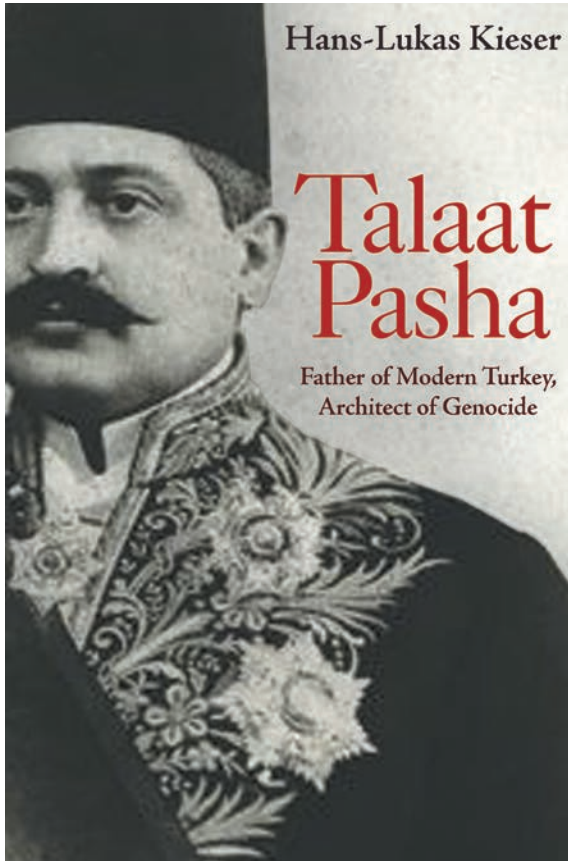
The definitive account of the 14th century Arab who was a major political player, as well as a teacher, writer, and intellectual. Shows how Khaldun’s thought fit into historical & intellectual context, including theology, philosophy, politics, literature, economics, law & tribal life.

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Final PDF: December 2017  
Editor: Fred Appel  
264 pages.  
6 x 9. 978-0-691-17466-2  
Cloth \$29.95T

BIOGRAPHY | MIDDLE EAST STUDIES





## The first English-language biography of the de facto ruler of the late Ottoman Empire and perpetrator of the Armenian Genocide

Talaat Pasha (1874–1921) led the triumvirate that ruled the late Ottoman Empire during World War I and is arguably the father of modern Turkey. He was also the architect of the Armenian Genocide, which would result in the systematic extermination of more than a million people, and which set the stage for a century that would witness atrocities on a scale never imagined. Here is the first biography in English of the revolutionary figure who not only prepared the way for Atatürk and the founding of the republic in 1923, but who shaped the modern world as well.

“A highly valuable model of the use of biography in the service of history and the social sciences.”

—*Hamit Bozarslan, author of Violence in the Middle East: From Political Struggle to Self-Sacrifice*



**HANS-LUKAS KIESER** is associate professor in the School of Humanities and Social Science at the University of Newcastle in Australia and adjunct professor of history at the University of Zurich in Switzerland.

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### Why It Will Sell

Shows the major, unacknowledged role played by Talaat Pasha in 20th century history.

Reveals Erdogan’s Turkey as a continuation of Pasha’s dictatorial nationalism.

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Final PDF: March 2018

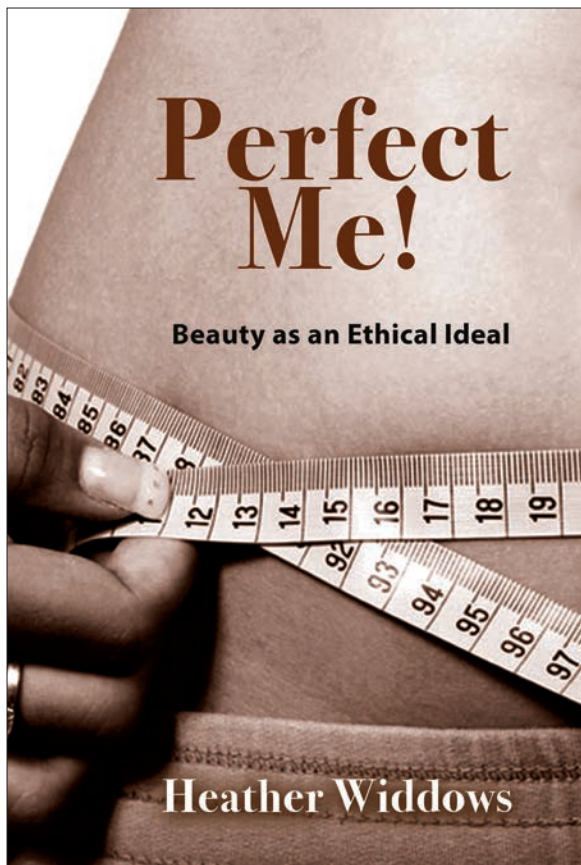
Editor: Brigitta van Rheinberg  
584 pages. 21 b/w illus. 6 maps.

5 ½ x 8 ½. 978-0-691-15762-7

Cloth \$39.95S

Turkish rights retained

BIOGRAPHY | HISTORY



## How looking beautiful has become a moral imperative in today's world

The demand to be beautiful is increasingly important in today's visual and virtual culture. Rightly or wrongly, being perfect has become an ethical ideal to live by, and according to which we judge ourselves good or bad, a success or failure. *Perfect Me!* explores the changing nature of the beauty ideal, showing how it is more dominant, more demanding, and more global than ever before.

"Innovative and original."

—Anne Phillips, author of *The Politics of the Human*

"Widdows brings much-needed subtlety to current conversations about the moral and social role of physical appearance in our daily lives."

—A. W. Eaton, editor of *Talk to Her*



**HEATHER WIDDOWS** is the John Ferguson Professor of Global Ethics in the Department of Philosophy at the University of Birmingham. Her books include *Global Ethics* and *The Connected Self*.

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### Why It Will Sell

Explains how the beauty ideal has come to define how we see ourselves and others.

The first philosophical account to show how the beauty ideal has become an ethical ideal, and why our looks have become a signal of status and morality.

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Final PDF: February 2018

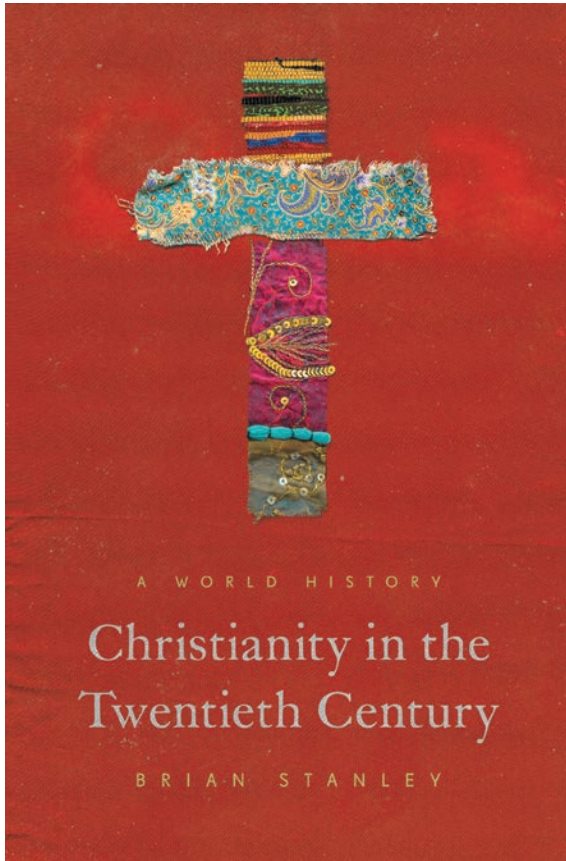
Editor: Al Bertrand

320 pages.

6 x 9. 978-0-691-16007-8

Cloth \$35.00\$

PHILOSOPHY | ETHICS



 PRINCETON UNIVERSITY PRESS

## A history of unparalleled scope that charts the global transformation of Christianity during an age of profound political and cultural change

*Christianity in the Twentieth Century* charts the transformation of one of the world's great religions during an age marked by world wars, genocide, nationalism, decolonization, and powerful ideological currents, many of them hostile to Christianity. Written by a leading scholar of world Christianity, this book traces how Christianity evolved from a religion defined by the culture and politics of Europe to the expanding polycentric and multicultural faith it is today—one whose growing popular support is strongest in sub-Saharan Africa, Latin America, China, and some other parts of Asia.

"An absolutely superb book. *Christianity in the Twentieth Century* succeeds admirably in illuminating an extremely complex historical phenomenon."

—Mark A. Noll, author of *The New Shape of World Christianity: How American Experience Reflects Global Faith*



**BRIAN STANLEY** is professor of world Christianity at the University of Edinburgh. His books include *The Global Diffusion of Evangelicalism: The Age of Billy Graham and John Stott* and *The World Missionary Conference, Edinburgh 1910*.

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### Why It Will Sell

Transnational examination of modern Christianity, drawing on the latest scholarship.

Why Christianity has less to fear from secularism than from prejudice within.

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Final PDF: March 2018

Editor: Ben Tate

472 pages. 45 b/w illus. 10 tables.

6 x 9. 978-0-691-15710-8

Cloth \$35.00S

RELIGION | HISTORY

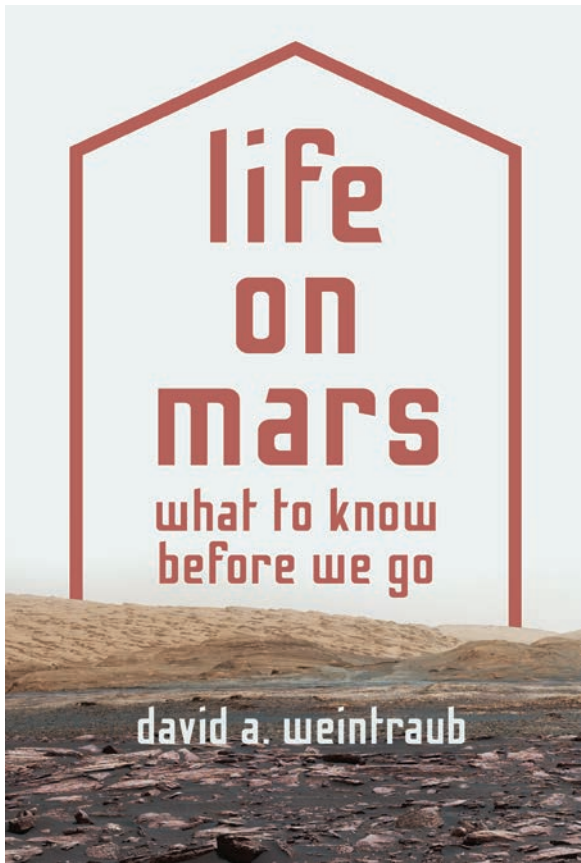




## SCIENCE & MATHEMATICS

- 26 **Life on Mars**  
*David A. Weintraub*
- 27 **Brave New Arctic**  
*Mark C. Serreze*
- 28 **On Gravity**  
*A. Zee*
- 29 **The Secret Life of Science**  
*Jeremy J. Baumberg*
- 30 **A Taste for the Beautiful**  
*Michael J. Ryan*
- 31 **Extended Heredity**  
*Russell Bonduriansky & Troy Day*
- 32 **Music by the Numbers**  
*Eli Maor*

Scien  
Mathe



 PRINCETON UNIVERSITY PRESS

## The story of science's search for life on Mars—and the moral issues confronting us as we prepare to send humans there

Does life exist on Mars? The question has captivated humans for centuries, but today it has taken on new urgency. NASA plans to send astronauts to Mars orbit by the 2030s. SpaceX wants to go by 2024, while Mars One wants to land a permanent settlement there in 2032. As we gear up for missions like these, we have a responsibility to think deeply about what kinds of life may already inhabit the planet—and whether we have the right to invite ourselves in. This book tells the complete story of science's quest to answer one of the most tantalizing questions in astronomy. But it is more than a history. *Life on Mars* explains what we need to know before we go.

“*Life on Mars* is a valuable lesson in science. Weintraub’s well-written and easy-to-read book will appeal to anyone interested in Mars and the search for life.”

—Alfred McEwen, director of the Planetary Image Research Laboratory, University of Arizona



**DAVID A. WEINTRAUB** is professor of astronomy at Vanderbilt University. He is the author of *Religions and Extraterrestrial Life: How Will We Deal with It?* as well as *How Old Is the Universe?* and *Is Pluto a Planet?: A Historical Journey through the Solar System* (both Princeton).

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### Why It Will Sell

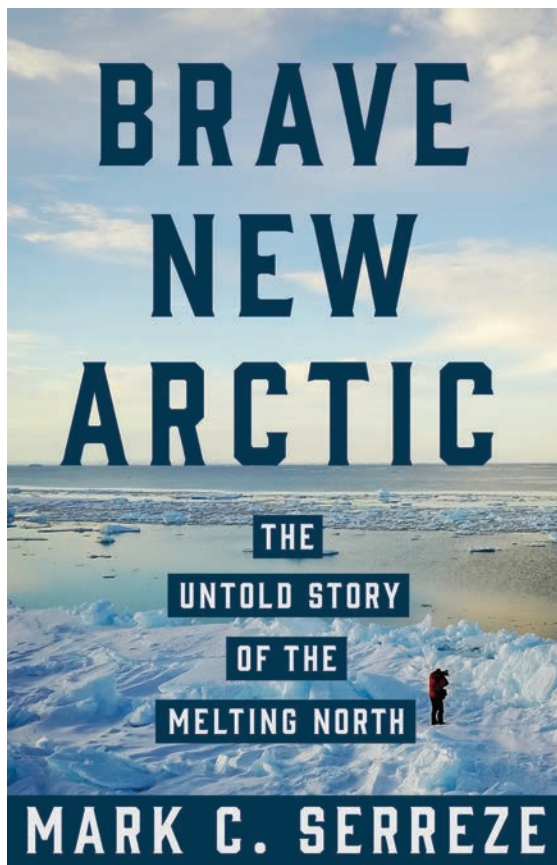
A fascinating & thought-provoking look at our obsession with Mars.

Explains the science behind our encounters with Mars so far and explores our social responsibilities for manned spaceflight in the near future.

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Final PDF: February 2018  
Editor: Eric Henney  
320 pages. 8 color + 34 b/w illus.  
6 x 9. 978-0-691-18053-3  
Cloth \$29.95T

POPULAR SCIENCE | ASTRONOMY



 PRINCETON UNIVERSITY PRESS

## An insider account of how researchers unraveled the mystery of the thawing Arctic

In the 1990s, researchers in the Arctic noticed that floating summer sea ice had begun receding. This was accompanied by shifts in ocean circulation and unexpected changes in weather patterns throughout the world. The Arctic's perennially frozen ground, known as permafrost, was warming, and treeless tundra was being taken over by shrubs. What was going on? *Brave New Arctic* is Mark Serreze's riveting firsthand account of how scientists from around the globe came together to find answers.

"An insightful and entertaining read. Serreze has a gift for writing eloquently and colorfully from the trenches of scientific research."

—John E. Walsh, *coauthor of Severe and Hazardous Weather*



**MARK C. SERREZE** is director of the National Snow and Ice Data Center, professor of geography, and a fellow of the Cooperative Institute for Research in Environmental Sciences at the University of Colorado at Boulder.

---

### Why It Will Sell

A gripping story of scientific adventure in the Arctic, spanning three decades of research.

From a world-renowned Arctic geographer & climatologist, describing cutting-edge science & irrefutable evidence of human responsibility for climate change.

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Final PDF: January 2018

Editor: Eric Henney

256 pages. 8 color + 33 b/w illus.

5 ½ x 8 ½. 978-0-691-17399-3

Cloth \$24.95T

POPULAR SCIENCE | EARTH SCIENCE

on  
gravity

a brief tour of a  
weighty subject

a. zee

cool  
tricks

## A brief introduction to gravity through Einstein's general theory of relativity

Of the four fundamental forces of nature, gravity might be the least understood and yet the one with which we are most intimate. From the months each of us spent suspended in the womb anticipating birth to the moments when we wait for sleep to transport us to other realities, we are always aware of gravity. In *On Gravity*, physicist A. Zee combines profound depth with incisive accessibility, to take us on an original and compelling tour of Einstein's general theory of relativity.

"This engaging and enjoyable book focuses on our modern understanding of gravity through general relativity. With an entertaining narrative, Zee examines the development of these concepts and how they mesh with other discoveries in physics. *On Gravity* makes for compelling reading."

—Pedro Ferreira, author of *The Perfect Theory*



**A. ZEE** is professor of physics at the Kavli Institute for Theoretical Physics at the University of California, Santa Barbara. His many books include *Einstein Gravity in a Nutshell*, *Quantum Field Theory in a Nutshell*, and *Fearful Symmetry* (all Princeton).

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### Why It Will Sell

The physics of gravity, as succinctly and as simply as possible.

A fresh & distinctive approach from a leading scholar.

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Final PDF: January 2018

Editor: Ingrid Gnerlich

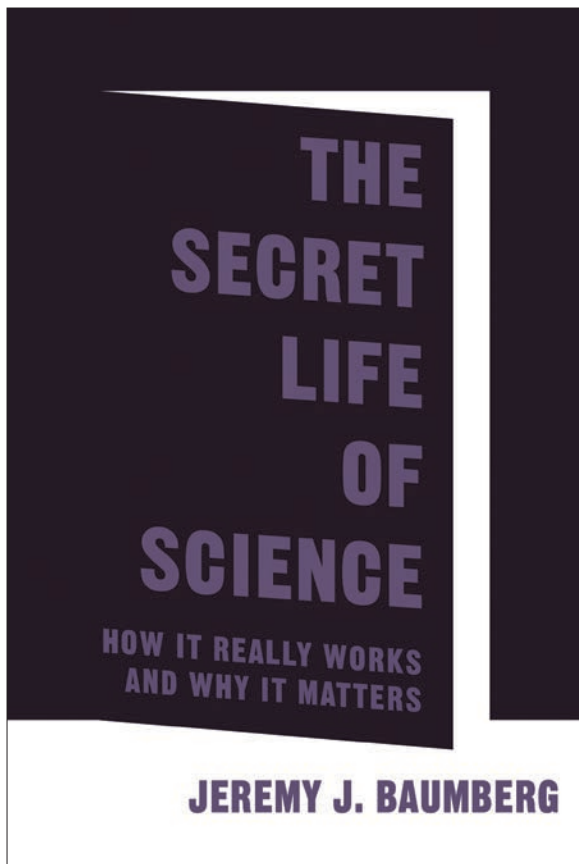
192 pages. 26 b/w illus

5 ½ x 8 ½. 978-0-691-17438-9

Cloth \$19.95T

Chinese rights retained

POPULAR SCIENCE | PHYSICS



## A revealing and provocative look at the current state of global science

We take the advance of science as given. But how does science really work? Is the scientific enterprise truly as healthy as we tend to think? How does the system itself shape what scientists do? *The Secret Life of Science* takes a clear-eyed and provocative look at the current state of global science, shedding light on a cutthroat and tightly tensioned enterprise that even scientists themselves often don't fully understand.

“A uniquely original analysis of how the global scientific research ecosystem works. Baumberg divides researchers into ‘simplifiers’ and ‘constructors’ rather than the traditional ‘pure’ and ‘applied’ labels, and supports his findings with much fascinating data on emerging trends in the global science enterprise. He accurately describes how the publish-or-perish climate of research is just one of the many competitive challenges facing academic scientists on the long road to tenure.”

—*Tony Hey, chief data scientist, Rutherford Appleton Laboratory, Science and Technology Facilities Council*



**JEREMY J. BAUMBERG** is professor of nanotechnology and photonics in the Cavendish Laboratory at the University of Cambridge. He is the coauthor of *Microcavities*.

---

### Why It Will Sell

How to understand & influence modern science.

A must-read for aspiring scientists.

From a leading nanoscientist, winner of 2017 Faraday Medal, Institute of Physics Young Medal (2013) and a Fellow of the Royal Society.

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Final PDF: February 2018

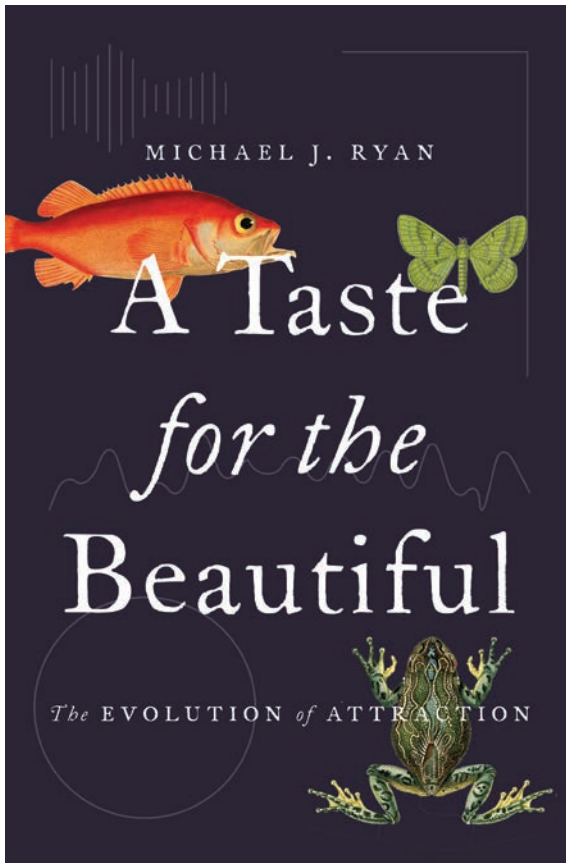
Editor: Ingrid Gnerlich

256 pages. 41 b/w illus.

6 x 9. 978-0-691-17435-8

Cloth \$29.95T

POPULAR SCIENCE



 PRINCETON UNIVERSITY PRESS

## From one of the world's leading authorities on animal behavior, the astonishing story of how the female brain drives the evolution of beauty in animals and humans

In *A Taste for the Beautiful*, Michael Ryan, one of the world's leading authorities on animal behavior, tells the remarkable story of how he and other scientists have taken up where Darwin left off and transformed our understanding of sexual selection, shedding new light on human behavior in the process.

“In this engaging book, Michael Ryan explores why all animals look for beauty in the opposite sex. Using his studies of Central American frogs as a jumping-off point, he expertly guides us through new discoveries and ideas about how brains have evolved to yearn for the beautiful. Surprisingly, what female frogs admire in their male suitors illuminates our own desires and attractions.”

—Virginia Morell, author of the New York Times *bestseller* *Animal Wise: How We Know Animals Think and Feel*



**MICHAEL J. RYAN** is the Clark Hubbs Regents Professor in Zoology at the University of Texas and a Senior Research Associate at the Smithsonian Tropical Research Institute in Panama.

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### Why It Will Sell

Tells a largely unknown story about how beauty evolves.

Based on the author's own pioneering research.

Accessible and beautifully written, packed with anecdotes and examples from both animals and humans.

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Final PDF: September 2017

Editor: Alison Kalett

224 pages. 16 color illus.

8 halftones.

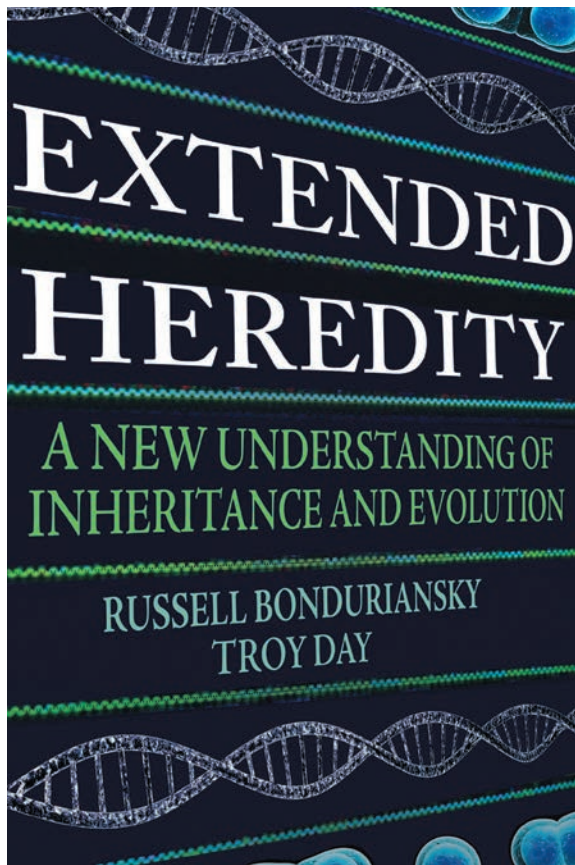
6 x 9. 978-0-691-16726-8

Cloth \$29.95T

Chinese & Japanese rights sold

POPULAR SCIENCE | NATURE





 PRINCETON UNIVERSITY PRESS

## How genes are not the only basis of heredity and what this means for evolution, human life, and disease

For much of the twentieth century it was assumed that genes alone mediate the transmission of biological information across generations and provide the raw material for natural selection. In *Extended Heredity*, leading evolutionary biologists Russell Bonduriansky and Troy Day challenge this premise. Drawing on the latest research, they demonstrate that what happens during our lifetimes—and even our grandparents' and great-grandparents' lifetimes—can influence the features of our descendants. On the basis of these discoveries, Bonduriansky and Day develop an extended concept of heredity that upends ideas about how traits can and cannot be transmitted across generations.

“A work of great clarity. Bonduriansky and Day provide an absorbing account of evolution in which a menagerie of *epigenetic* forces joins our genes as the drivers of who we are and what we are like.”

—Mark Pagel, *author of Wired for Culture*



**RUSSELL BONDURIANSKY** is associate professor of evolutionary biology at the University of New South Wales in Australia.

**TROY DAY** is a professor in the Department of Mathematics and Statistics and the Department of Biology at Queen's University in Canada.

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### Why It Will Sell

Major implications for evolutionary biology & human health.

Demonstrates how nongenetic inheritance—epigenetic, environmental, behavioural & cultural factors—play an important role in evolution.

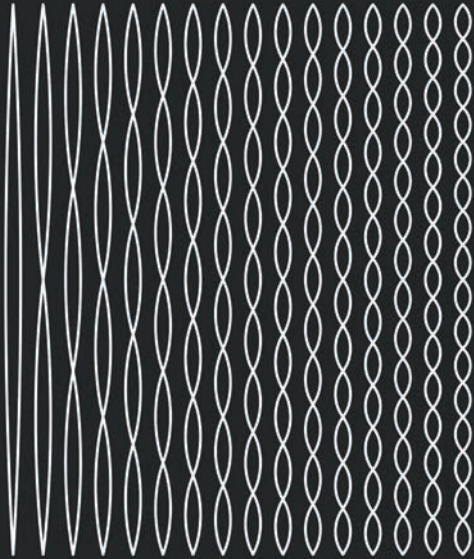
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Final PDF: January 2018

Editor: Alison Kalett  
296 pages. 40 b/w illus.  
6 x 9. 978-0-691-15767-2  
Cloth \$29.95

BIOLOGY

# Music by the Numbers



FROM PYTHAGORAS  
TO SCHOENBERG

Eli Maor

## How music has influenced mathematics, physics, and astronomy from ancient Greece to the twentieth century

Music is filled with mathematical elements, the works of Bach are often said to possess a math-like logic, and Igor Stravinsky said “musical form is close to mathematics,” while Arnold Schoenberg, Iannis Xenakis, and Karlheinz Stockhausen went further, writing music explicitly based on mathematical principles. Yet Eli Maor argues that music has influenced math at least as much as math has influenced music. Starting with Pythagoras, proceeding through the work of Schoenberg, and ending with contemporary string theory, *Music by the Numbers* tells a fascinating story of composers, scientists, inventors, and eccentrics who played a role in the age-old relationship between music, mathematics, and the sciences, especially physics and astronomy.

“A fascinating investigation of the relationship between math and music—what they have in common, how they differ, and how each has informed the other.”

—*Ian Stewart, author of Significant Figures*



**Eli Maor** is a former professor of the history of mathematics at Loyola University Chicago. He is the author of seven previous books, including the internationally acclaimed *To Infinity and Beyond, e: The Story of a Number*, and *Trigonometric Delights* (all Princeton).

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### Why It Will Sell

Explores the link between math and music from 569 BC to the 20th century.

Reveals how mathematics is linked to the arts in a serious & entertaining way.

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Final PDF: February 2018

Editor: Vickie Kearn

192 pages. 43 b/w illus.

5 ½ x 8 ½. 978-0-691-17690-1

Cloth \$24.95T

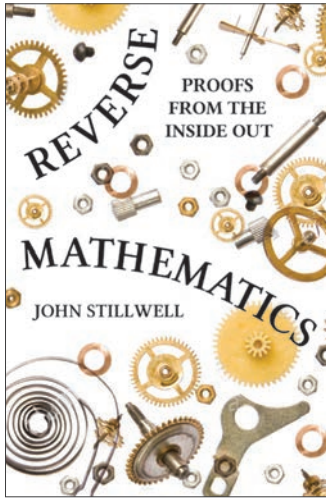
POPULAR MATHEMATICS | MUSIC



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- 34 **Reverse Mathematics**  
*John Stillwell*
- 34 **Measuring Tomorrow**  
*Éloi Laurent*
- 35 **American Empire**  
*A. G. Hopkins*
- 35 **The Fate of Rome**  
*Kyle Harper*
- 36 **The Expanding Blaze**  
*Jonathan Israel*
- 36 **Big Mind**  
*Geoff Mulgan*
- 37 **The Diversity Bonus**  
*Scott E. Page*
- 37 **The Little Book of Black Holes**  
*Steven S. Gubser & Frans Pretorius*

Also Available



## The first comprehensive overview of the history and ideas behind reverse mathematics

This book presents reverse mathematics to a general mathematical audience for the first time. In *Reverse Mathematics*, John Stillwell gives a representative view of this field, emphasizing basic analysis—finding the “right axioms” to prove fundamental theorems—and giving a novel approach to logic.

“Reverse mathematics is a major research direction in the foundations of mathematics and mathematical logic, and the insights obtained from reverse mathematics will interest a wide mathematically minded audience.”

—*Stephen Simpson, Vanderbilt University*

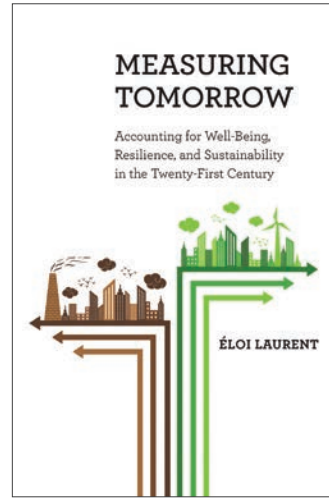
Final PDF: October 2017  
224 pages. 5 halftones. 30 line illus.  
6 x 9. 978-0-691-17717-5  
Cloth \$29.95S

MATHEMATICS

### Why It Will Sell

Explores an important area of mathematics—how we can deconstruct theorems to teach us new things.

Accessible to scholars and readers interested in the foundations of mathematics.



## How moving beyond GDP will improve well-being and sustainability

Never before in human history have we produced so much data, and this empirical revolution has shaped economic research and policy profoundly. But are we measuring, and thus managing, the right things? In *Measuring Tomorrow*, Éloi Laurent argues that we need to move away from narrowly useful metrics such as gross domestic product and instead use broader ones that aim at well-being, resilience, and sustainability.

“This is a practical contribution to the increasingly salient agenda of going ‘beyond GDP’ in setting metrics to guide public policy, incorporating indicators of environmental quality and well-being.”

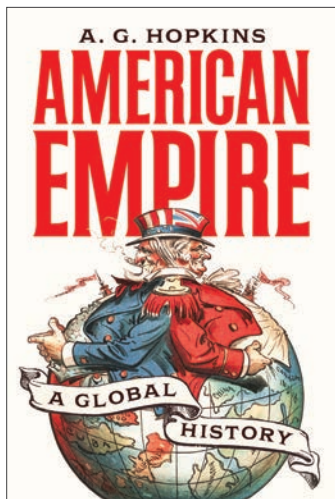
—*Diane Coyle, author of GDP: A Brief but Affectionate History*

Final PDF: October 2017  
248 pages. 20 line illus. 41 tables.  
6 x 9. 978-0-691-17069-5  
Cloth \$35.00S

ECONOMICS | PUBLIC POLICY | ENVIRONMENTAL STUDIES

### Why It Will Sell

Brings together issues of global sustainability, both economic theory and the practice, and offers concrete policy proposals for the future.



Final PDF: December 2017  
960 pages. 3 tables. 8 maps.  
6 x 9. 978-0-691-17705-2  
Cloth \$39.50T

HISTORY

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### Why It Will Sell

Chinese Simplified rights sold to Ginkgo (Beijing) Book Co.

A refreshingly counterintuitive synthesis of the history of the United States.

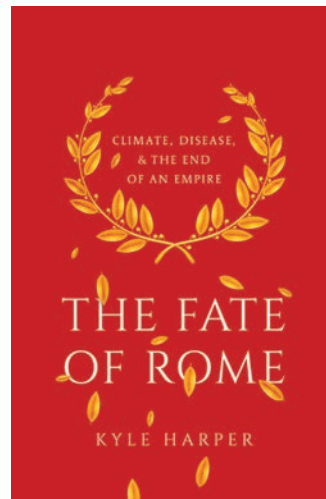
Identifies three phases of globalisation since 1700 and fits the US into them through the agency of empire.

### A new history of the United States that turns American exceptionalism on its head

*American Empire* goes beyond the myth of American exceptionalism to place the United States within the wider context of the global historical forces that shaped the Western empires and the world.

“Compelling, provocative, and learned. This book is a stunning and sophisticated reevaluation of the American empire. Hopkins tells an old story in a truly new way—American history will never be the same again.”

—*Jeremi Suri, author of The Impossible Presidency: The Rise and Fall of America’s Highest Office*



Published: October 2017  
440 pages. 20 halftones. 27 line illus. 16 tables. 26 maps.  
6 x 9. 978-0-691-16683-4  
Cloth \$35.00T

ANCIENT HISTORY

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### Why It Will Sell

Chinese Simplified rights sold to Ginkgo (Beijing) Book Co.

A major and original take on the Fall of Rome.

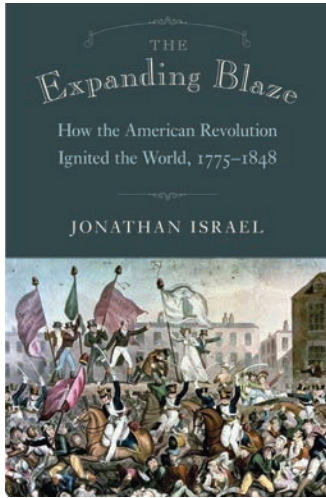
A compelling narrative seamlessly interweaving history and science.

### A sweeping new history of how climate change and disease helped bring down the Roman Empire

Here is the monumental retelling of one of the most consequential chapters of human history: the fall of the Roman Empire. *The Fate of Rome* is the first book to examine the catastrophic role that climate change and infectious diseases played in the collapse of Rome’s power—a story of nature’s triumph over human ambition.

“Kyle Harper is a Gibbon for the twenty-first century. In this very important book, he reveals the great lesson that the decline and fall of the Roman Empire can teach our own age: that humanity can manipulate nature, but never defeat it. *Sic transit gloria mundi.*”

—*Ian Morris, author of Why the West Rules—for Now*



Published: August 2017  
768 pages. 23 halftones.  
6 x 9. 978-0-691-17660-4  
Cloth \$39.95T

AMERICAN HISTORY | WORLD HISTORY

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### Why It Will Sell

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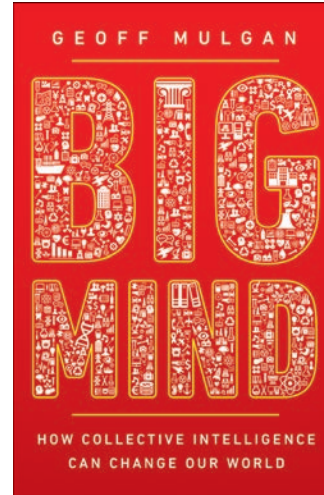
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The first intellectual history of the global impact of the American Revolution.

## A major intellectual history of the American Revolution and its influence on later revolutions in Europe and the Americas

“Jonathan Israel reveals an American Revolution radical in its philosophical inspiration, global in its impact, and universal in its conviction that the cause of America is the cause of all humankind. With a sweep that brings black emancipation, the expropriation of native populations, and revolutions on three continents into a worldwide panorama, *The Expanding Blaze* illuminates a past that we only thought we knew.”

—*Matthew Stewart, author of Nature's God: The Heretical Origins of the American Republic*



Published: October 2017  
288 pages. 5 line illus.  
6 x 9. 978-0-691-17079-4  
Cloth \$29.95T

POPULAR ECONOMICS | PUBLIC POLICY

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### Why It Will Sell

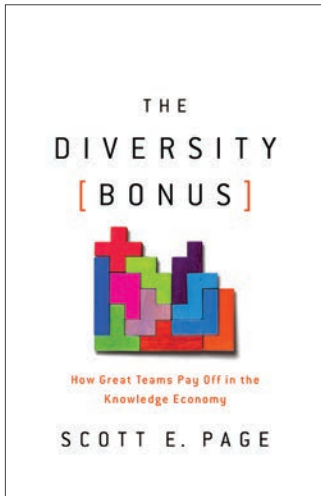
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Describes how intelligence can be harnessed to solve the major challenges of our time.

## How collective intelligence can transform business, government, and our everyday lives

A new field of collective intelligence has emerged in the last few years, prompted by a wave of digital technologies that make it possible for organizations and societies to think at large scale. This “bigger mind”—human and machine capabilities working together—has the potential to solve the great challenges of our time. So why do smart technologies not automatically lead to smart results? Gathering insights from diverse fields, including philosophy, computer science, and biology, *Big Mind* reveals how collective intelligence can guide corporations, governments, universities, and societies to make the most of human brains and digital technologies.



Published: August 2017  
328 pages. 20 line illus.  
6 x 9. 978-0-691-17688-8  
Cloth \$27.95T

BUSINESS | PUBLIC POLICY

### Why It Will Sell

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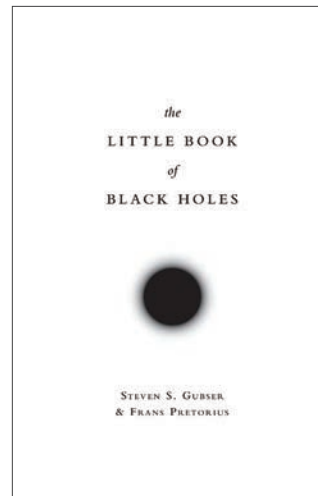
A practical guide to diversity for business leaders and organizations.

## How businesses and other organizations can improve their performance by tapping the power of differences in how people think

What if workforce diversity is more than simply the right thing to do in order to make society more integrated and just? What if diversity can also improve the bottom line of businesses and other organizations facing complex challenges in the knowledge economy? It can. And *The Diversity Bonus* shows how and why.

“If you want your business or team to perform better, read this book. With compelling evidence, examples, and writing, Scott Page makes the business case for drawing out diverse perspectives, and shows you exactly how to do it.”

—*Laszlo Bock, former SVP of People Operations at Google*



Published: September 2017  
200 pages. 29 line illus.  
5 ½ x 8 ½. 978-0-691-16372-7  
Cloth \$19.95T

POPULAR SCIENCE | PHYSICS

### Why It Will Sell

Chinese Simplified, Italian, Polish, French, Russian & Portuguese (Brazilian) rights sold.

Written by two eminent and brilliant scientists.

Explores the possible unification of string theory and general relativity.

## Dive into a mind-bending exploration of the physics of black holes

*The Little Book of Black Holes* takes readers deep into the mysterious heart of the subject, offering rare clarity of insight into the physics that makes black holes simple yet destructive manifestations of geometric destiny.

“*The Little Book of Black Holes* by Gubser and Pretorius provides an elegantly brief introduction to the basic properties of black holes and their occurrence in the universe. I warmly recommend it to the general reader.”

—*Roger Penrose, author of Fashion, Faith, and Fantasy in the New Physics of the Universe*

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## A Note from the Rights Director

As another Frankfurt Book Fair approaches, it is my pleasure to share a fresh crop of PUP's finest new books with our international publishing partners.

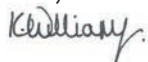
We are immensely proud of the calibre of our publishing and the distinction of our authors, and often the seeds of ideas for our books are sown in conversations years (and occasionally decades) before they come to fruition in print. Our commissioning editors are the cultivators of ideas, working closely with authors to refine projects into publications ready for the global marketplace. With this in mind, we will have more editors and PUP colleagues at Frankfurt Book Fair than ever before. We hope you'll have the opportunity to meet with our rights and editorial colleagues at the fair, in particular Christie Henry, our new Director, who joined us in September.

This year sees a magnificent yield, and we hope there will be something of interest for everyone. In the social sciences, Jerry Muller argues against *The Tyranny of Metrics* while Eric Posner and E. Glen Weyl turn conventional economic and political thinking on its head in *Radical Markets*. Keith Oatley's *Our Minds, Our Selves* is an authoritative history of modern psychology, and leading economist Kaushik Basu offers a radical approach to economic analysis of law.

In the humanities, two biographies of *Ibn Khaldun* and *Talaat Pasha* provide insight into key figures in the Arab world and the Ottoman Empire respectively, while Konrad Jarausch offers a very different kind of biographical account in *Broken Lives*. Heather Widdows urges us to reflect on the demand to be beautiful in *Perfect Me!*

Finally, from our science and mathematics publishing, A. Zee's *On Gravity* is a brief yet profound exploration of gravity, David Weintraub invites us to imagine *Life on Mars*, and Mark Serreze brings us back to earth with *Brave New Arctic*, an eloquent account of life as a researcher in the melting north.

Thank you and as always, enjoy!



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# INDEX

- American Default, 14  
American Empire, 35  
Assmann, Jan, 17  
Basu, Kaushik, 10  
Baumberg, Jeremy J., 29  
Best, Michael H., 11  
Big Mind, 36  
Bonduriansky, Russell & Troy Day, 31  
Brave New Arctic, 27  
Broken Lives, 18  
Caplan, Bryan, 13  
Case against Education, 13  
Christianity in the Twentieth Century, 23  
Dintersmith, Ted, 12  
Diversity Bonus, 37  
Edwards, Sebastian, 14  
Expanding Blaze, 36  
Extended Heredity, 31  
Fate of Rome, 35  
Grand Strategy of the Habsburg Empire, 19  
Gubser, Steven S. & Frans Pretorius, 37  
Harper, Kyle, 35  
Hopkins, A. G., 35  
How Growth Really Happens, 11  
Hulsman, John C., 7  
Ibn Khaldun, 20  
Invention of Religion, 17  
Irwin, Robert, 20  
Israel, Jonathan, 36  
Jarausch, Konrad H., 18  
Kieser, Hans-Lukas, 21  
Laurent, Éloi, 34  
Life on Mars, 26  
Little Book of Black Holes, 37  
Maor, Eli, 32  
Measuring Tomorrow, 34  
Mitchell, A. Wess, 19  
Mulgan, Geoff, 36  
Muller, Jerry Z., 6  
Music by the Numbers, 32  
Oatley, Keith, 9  
On Gravity, 28  
Our Minds, Our Selves, 9  
Page, Scott E., 37  
Pantheon, 16  
Perfect Mel, 22  
Posner, Eric A. & E. Glen Weyl, 8  
Radical Markets, 8  
Republic of Beliefs, 10  
Reverse Mathematics, 34  
Rüpke, Jörg, 16  
Ryan, Michael J., 30  
Secret Life of Science, 29  
Serreze, Mark C., 27  
Stanley, Brian, 23  
Stillwell, John, 34  
Talaat Pasha, 21  
Taste for the Beautiful, 30  
To Dare More Boldly, 7  
Tyranny of Metrics, 6  
Weintraub, David A., 26  
What School Could Be, 12  
Widdows, Heather, 22  
Zee, A., 28



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