



PRINCETON UNIVERSITY PRESS

International Rights Guide

LONDON 2018



**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.

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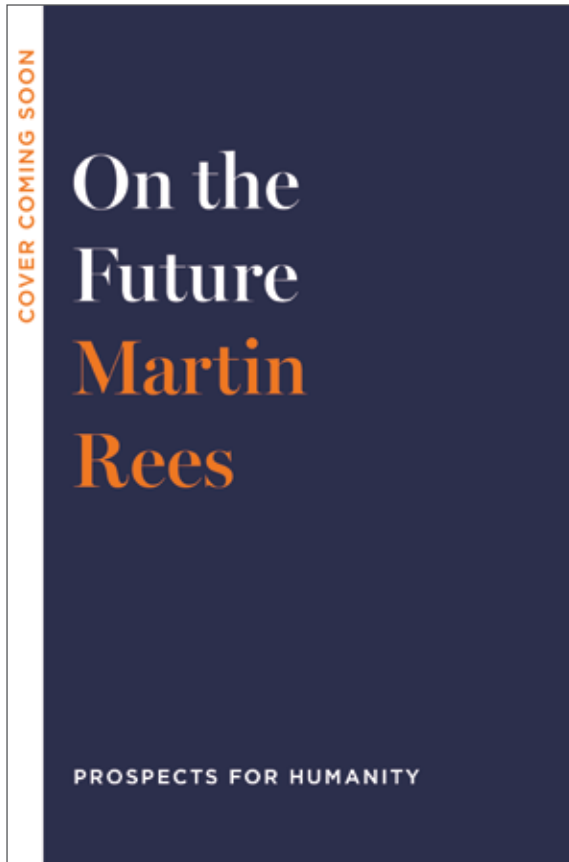
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Albert Einstein



 PRINCETON UNIVERSITY PRESS

A provocative and inspiring look at the future of humanity and science from world-renowned scientist and bestselling author Martin Rees

Humanity has reached a critical moment. Our world is unsettled and rapidly changing and we face existential risks over the next century. Various prospects for the future—good and bad—are possible. Yet our approach to the future is characterized by short-term thinking, polarizing debates, alarmist rhetoric, and pessimism. In this short, exhilarating book, renowned scientist and bestselling author Martin Rees argues that humanity's future depends on our taking a very different approach to thinking about and planning for tomorrow.

“Are we heading for a utopian or dystopian future? Martin Rees believes it's down to us. But the one thing we must not do is put the brakes on technology. Science, applied wisely, offers humanity a bright future, but we must act now. In this visionary book, and despite his many fears, Rees adopts a refreshing and cautiously optimistic tone.”

—*Jim Al-Khalili, author of Paradox: The Nine Greatest Enigmas in Physics*



MARTIN REES is Astronomer Royal, and has been Master of Trinity College and Director of the Institute of Astronomy at Cambridge University. His books include *Our Cosmic Habitat* (Princeton), *Just Six Numbers*, and *Our Final Hour* (published in the UK as *Our Final Century*).

Why It Will Sell

By world-renowned scholar and public intellectual Sir Martin Rees, Astronomer Royal.

Previous books translated into more than 10 languages.

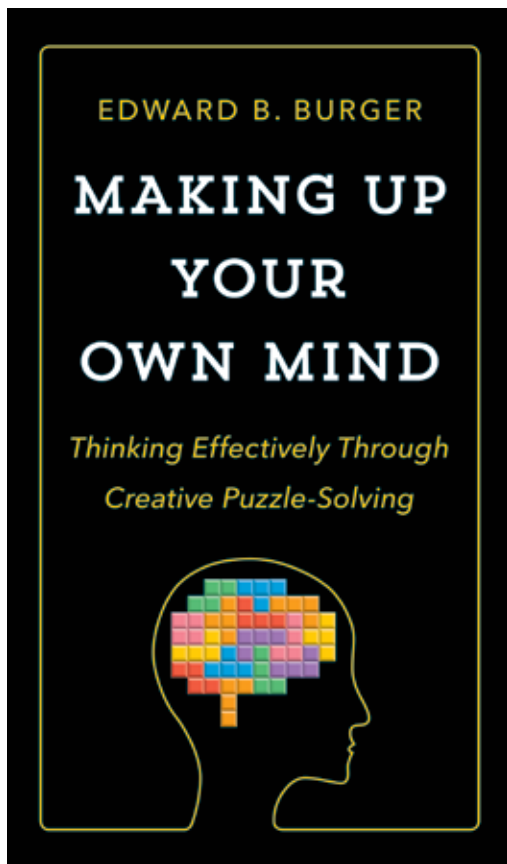
A short, essayistic book on the future of humanity.

Final PDF: July 2018

Editor: Ingrid Gnerlich

136 pages. 25 b/w illus.

POPULAR SCIENCE



How you can become better at solving real-world problems by learning creative puzzle-solving skills

We solve countless problems—big and small—every day. Despite so much practice, why do we often have trouble making simple decisions—much less arriving at optimal solutions to important questions? Are we doomed to this muddle—or is there a practical way to learn to think more effectively and creatively? In this enlightening, entertaining, and inspiring book, Edward Burger shows how we can become far better at solving real-world problems by learning creative puzzle-solving skills using simple, effective thinking techniques.

“We often claim that education should not just teach facts; it should help us learn how to think clearly. *Making Up Your Own Mind* is a book that takes that goal seriously. It is brilliantly constructed, clearly written, and fun.”

—William C. Powers Jr., former president of the University of Texas, Austin



EDWARD B. BURGER is the president of Southwestern University, a mathematics professor, and a leading teacher on thinking, innovation, and creativity. He has written more than seventy research articles, video series, and books.

Twitter @ebb663

Why It Will Sell

From the author of the wildly successful *The 5 Elements of Effective Thinking*.

How to think creatively—and learn from our mistakes.

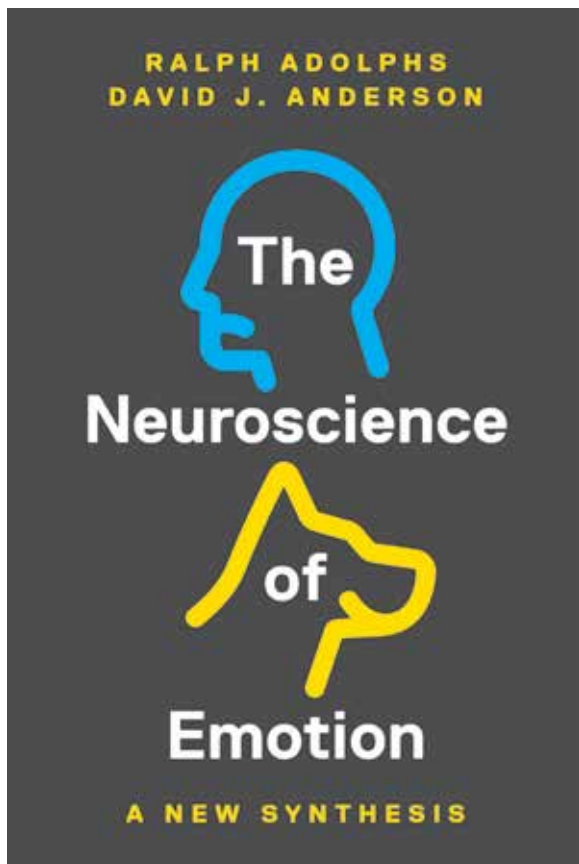
Previous book sold in 15 languages.

Final PDF: August 2018

Editor: Vickie Kearn

120 pages. 35 b/w illus.

SELF-HELP | EDUCATION



 PRINCETON UNIVERSITY PRESS

A new framework for the neuroscientific study of emotions in humans and animals

The Neuroscience of Emotion presents a new framework for the neuroscientific study of emotion across species. Written by Ralph Adolphs and David J. Anderson, two leading authorities on the study of emotion, this accessible and original book recasts the discipline and demonstrates that in order to understand emotion, we need to examine its biological roots in humans and animals.

“Emotions have moved from obscurity to daylight, not only in psychology, but also in neuroscience. This accessible book offers the perfect introduction to the emotions of both humans and animals. It keeps feelings separate from bodily expressed emotions, and questions many common assumptions while offering a path to a truly scientific approach.”

—*Frans de Waal, author of Are We Smart Enough to Know How Smart Animals Are?*



RALPH ADOLPHS is the Bren Professor of Psychology, Neuroscience, and Biology at the California Institute of Technology.

DAVID J. ANDERSON is the Seymour Benzer Professor of Biology and Director of the Tian-qiao and Chrissy Chen Institute for Neuroscience at the California Institute of Technology.

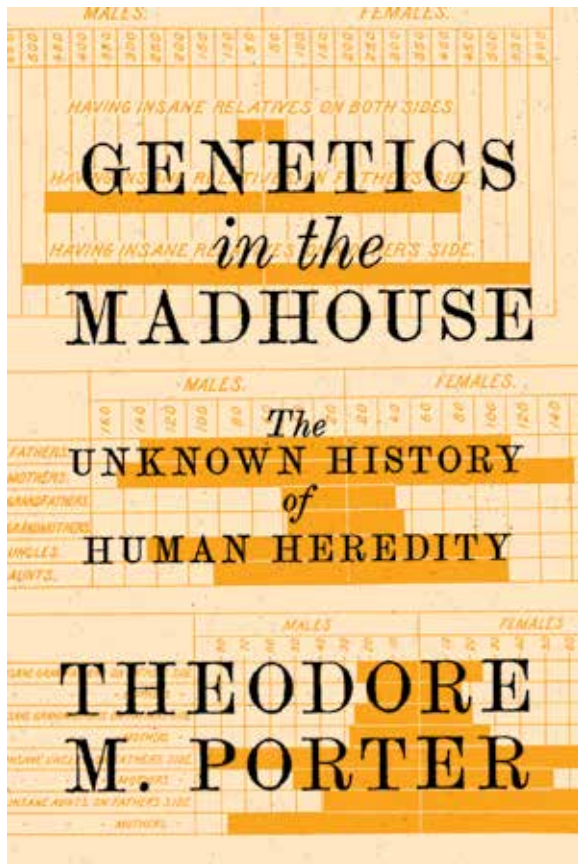
Why It Will Sell

From a leading human neuroscientist and animal neuroscientist, the first book to synthesise neural mechanisms of emotion in humans and animals.

Accessibly written, myth-busting analysis.

Final PDF: Available now
Editor: Alison Kalett
376 pages. 43 color + 5 b/w illus.

NEUROSCIENCE | PSYCHOLOGY



 PRINCETON UNIVERSITY PRESS

The untold story of how hereditary data in mental hospitals gave rise to the science of human heredity

In the early 1800s, a century before there was any concept of the gene, physicians in insane asylums began to record causes of madness in their admission books. Almost from the beginning, they pointed to heredity as the most important of these causes. *Genetics in the Madhouse* is the untold story of how the collection and sorting of hereditary data in mental hospitals, schools for “feeble-minded” children, and prisons gave rise to a new science of human heredity.

“We’ve all been taught how genetics got its start in Mendel’s pea patch. But the real story is more complicated, and a lot more interesting. In *Genetics in the Madhouse*, Theodore Porter chronicles some of the early history of heredity—not in gardens, but in asylums. The book is a fascinating exploration of the long-running conviction that madness, criminality, and other mental traits can be passed down from parent to child.”

—*Carl Zimmer, author of She Has Her Mother’s Laugh: The Powers, Perversions, and Potential of Heredity*



THEODORE M. PORTER is Distinguished Professor of History and holds the Peter Reill Chair at the University of California, Los Angeles. His books include *Karl Pearson: The Scientific Life in a Statistical Age*.

Why It Will Sell

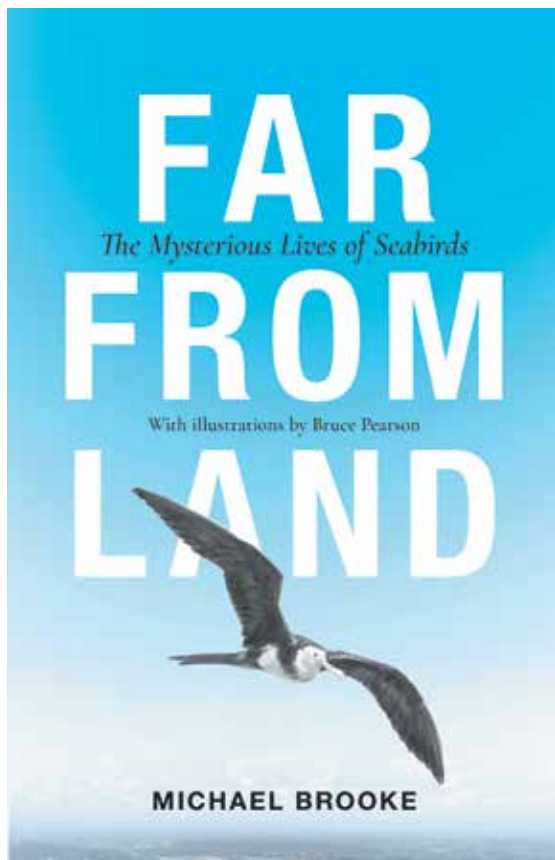
A revolutionary argument about the history of science from a leading scholar.

Draws from dozens of school, prison, and asylum archives from Europe and US.

Previous books translated into French, Chinese, German, Japanese, and Italian.

Final PDF: Available now
Editor: Brigitta van Rheinberg
440 pages. 20 b/w illus.

POPULAR SCIENCE | PSYCHOLOGY



 PRINCETON UNIVERSITY PRESS

The lives and activities of seabirds as you've never seen them before

Seabirds evoke the spirit of the earth's wildest places. They spend large portions of their lives at sea, often far from land, and nest on beautiful and remote islands that humans rarely visit. Thanks to the development of increasingly sophisticated and miniaturized devices that can track their every movement and behavior, it is now possible to observe the mysterious lives of these remarkable creatures as never before. This beautifully illustrated book takes you on a breathtaking journey around the globe to reveal where these birds actually go when they roam the sea, the tactics they employ to traverse vast tracts of ocean, the strategies they use to evade threats, and more.

"This is among the best written popular science books on birds I have come across. Anyone interested in birds will enjoy *Far from Land*."

—*Tim Birkhead, coauthor of Ten Thousand Birds: Ornithology since Darwin*



MICHAEL BROOKE is the Strickland Curator of Ornithology at the University Museum of Zoology, Cambridge. He is the author of *Albatrosses and Petrels across the World* and the coeditor of *The Cambridge Encyclopedia of Ornithology*.

Why It Will Sell

The first book to bring together amazing findings on seabirds from the past 20 years, made possible by technology.

Global coverage of seabird species.

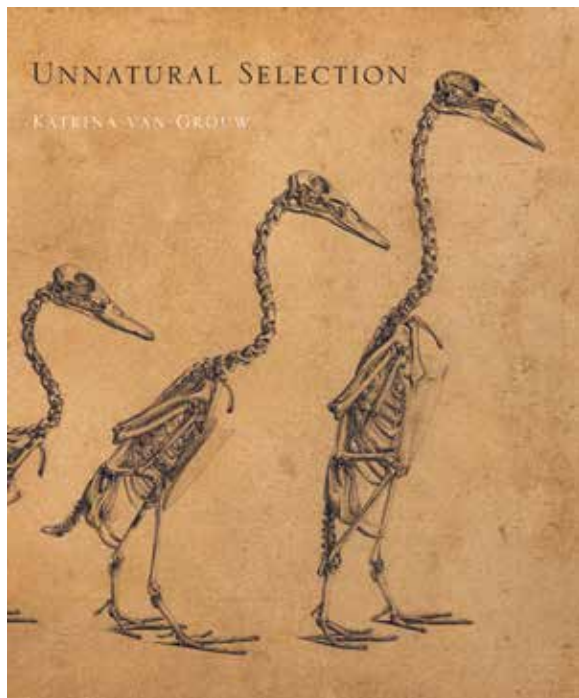
Packed with fascinating and breathtaking facts.

Published: March 2018

Editor: Ingrid Gnerlich

280 pages. 21 color + 29 b/w illus. 8 maps.

NATURAL HISTORY | POPULAR SCIENCE



A lavishly illustrated look at how evolution plays out in selective breeding

Unnatural Selection is a stunningly illustrated book about selective breeding—the ongoing transformation of animals at the hand of man. More important, it’s a book about selective breeding on a far, far grander scale—a scale that encompasses all life on Earth. We’d call it evolution.

“Combining art, history, and science, this idiosyncratic book is very engaging and exceptionally clear. The illustrations, more than just appropriate and accurate, are marvelous.”

—Henry S. Horn, professor emeritus of ecology and evolutionary biology, Princeton University

“I’m impressed with this book’s content, organization, and writing. The scholarship is impressive and conveyed in an accessible manner.”

—Greger Larson, University of Oxford



KATRINA VAN GROUW, author of *The Unfeathered Bird* (Princeton), inhabits that no-man’s-land midway between art and science. She holds degrees in fine art and natural history illustration and is a former curator of ornithological collections.
[Twitter @KatrinavanGrouw](#)

Why It Will Sell

An extraordinary study of the impact of selective breeding on the biology of animals.

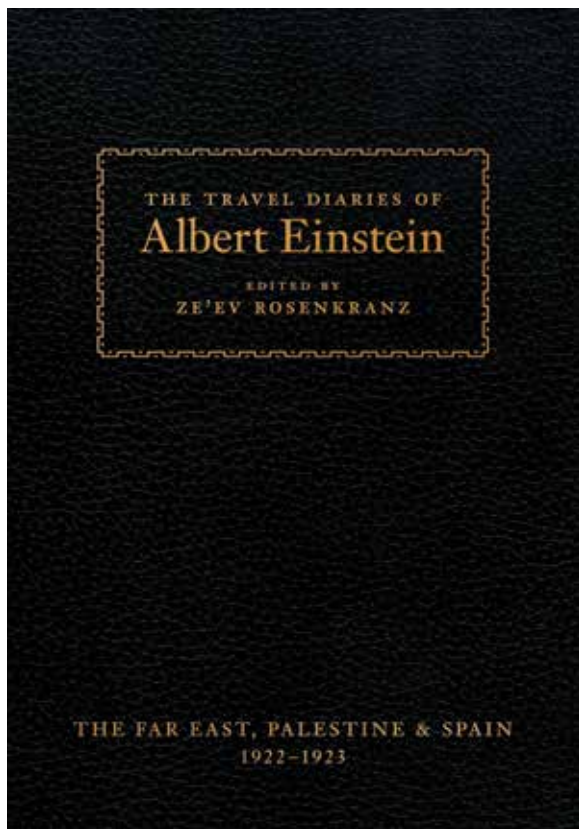
400 precise and captivating drawings by the author describe the genetic odyssey of breeds.

Final PDF: Available now

Editor: Robert Kirk

304 pages. 400 b/w illus.

NATURAL HISTORY



 PRINCETON UNIVERSITY PRESS

The first publication of Einstein's travel diary to the Far East and Middle East

In the fall of 1922, Albert Einstein, along with his then-wife, Elsa Einstein, embarked on a five-and-a-half-month voyage to the Far East and Middle East, regions that the renowned physicist had never visited before. Einstein's lengthy itinerary consisted of stops in Hong Kong and Singapore, two brief stays in China, a six-week whirlwind lecture tour of Japan, a twelve-day tour of Palestine, and a three-week visit to Spain. This handsome edition makes available, for the first time, the complete journal that Einstein kept on this momentous journey.

"This is the very first book that offers concentrated and comprehensive discussions about Einstein's 1922–1923 trip to East Asia, Palestine, and Spain. None of Einstein's biographies so far have provided a clear, substantial discussion concerning Einstein's visit to East Asia. Meticulously documented, this invaluable book fills an important gap in our understanding of Einstein's life."

—*Danian Hu, author of China and Albert Einstein*



ALBERT EINSTEIN Born 1879–died 1955.

ZE'EV ROSENKRANZ is senior editor and assistant director of the Einstein Papers Project at the California Institute of Technology.

Why It Will Sell

This is the first publication of Einstein's 1922–23 travel diary to Japan, Spain, China, and Palestine.

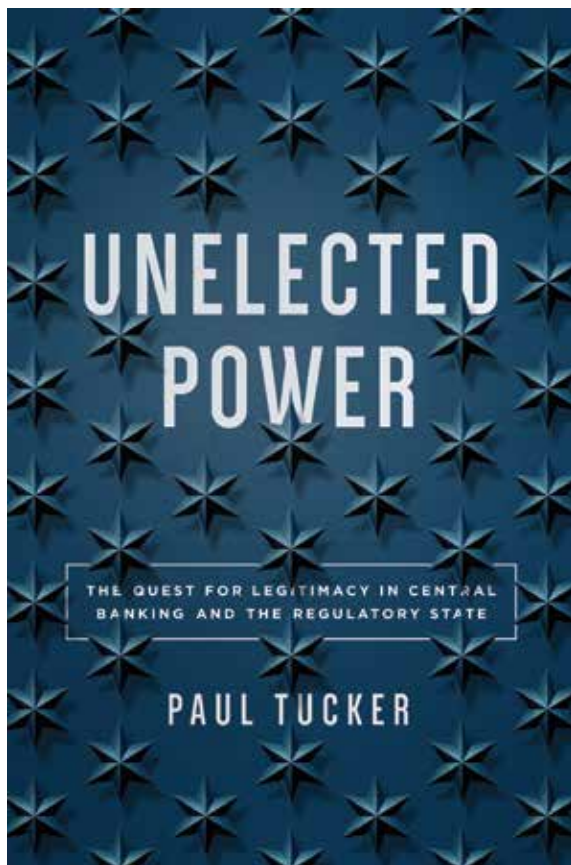
Contains letters, postcards, speeches, and articles by Einstein.

Final PDF: Available now
Editor: Al Bertrand
384 pages. 36 b/w illus.
Hebrew rights retained.

HISTORY OF SCIENCE | POPULAR SCIENCE

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& Jacob N. Shapiro*
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Robert Wuthnow

Social Science



 PRINCETON UNIVERSITY PRESS

Guiding principles for ensuring that central bankers and other unelected policymakers remain stewards of the common good

Central bankers have emerged from the financial crisis as the third great pillar of unelected power alongside the judiciary and the military. They pull the regulatory and financial levers of our economic well-being, yet unlike democratically elected leaders, their power does not come directly from the people. *Unelected Power* lays out the principles needed to ensure that central bankers, technocrats, regulators, and other agents of the administrative state remain stewards of the common good and do not become overmighty citizens.

“In this magisterial and magnificent book, Paul Tucker, drawing on his extensive experience in central banking, provides us with clear principles for determining the trade-off between professional competence and popular support. A must-read for anyone interested in the theory and practice of governance.”

—*Mervyn King, former governor of the Bank of England*



PAUL TUCKER is a fellow at the Harvard Kennedy School and chair of the Systemic Risk Council. For more than thirty years, he was a central banker and regulator at the Bank of England and the Bank for International Settlements. He lives in London.

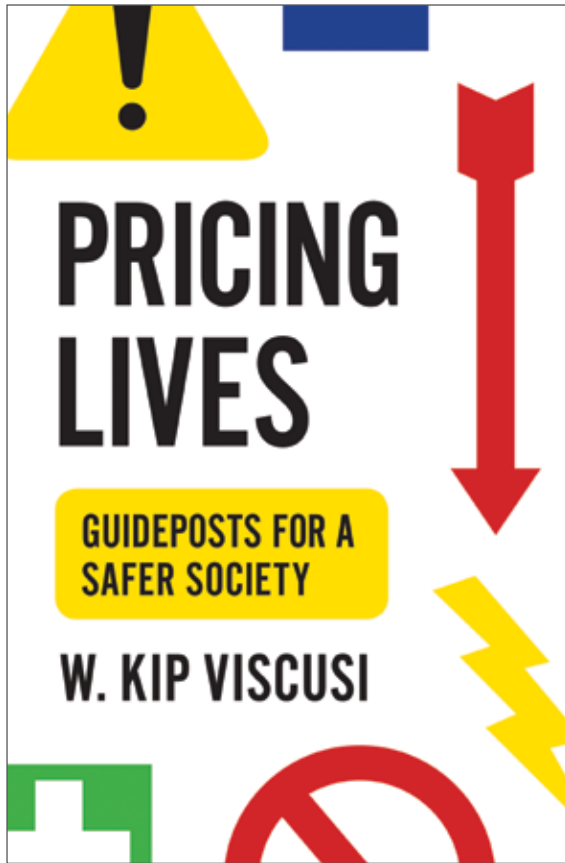
Why It Will Sell

The first book from the former Deputy Governor of the Bank of England, Paul Tucker.

A serious examination of the roles and legitimacy of central bank action.

Final PDF: Available now
Editor: Sarah Caro
656 pages. 4 tables.
Chinese simplified rights sold

POPULAR ECONOMICS | LAW



 PRINCETON UNIVERSITY PRESS

How society's undervaluing of life puts all of us at risk—and the groundbreaking economic measure that can fix it

Like it or not, sometimes we need to put a monetary value on people's lives. In the past, government agencies used the financial "cost of death" to monetize the mortality risks of regulatory policies, but this method vastly undervalued life. *Pricing Lives* tells the story of how the government came to adopt an altogether different approach—the value of a statistical life, or VSL—and persuasively shows how its more widespread use could create a safer and more equitable society for everyone.

"From probably the world's leading thinker on the valuation of mortality risks, *Pricing Lives* makes a fundamental, enduring contribution."

—Cass Sunstein, *Harvard Law School*

"*Pricing Lives* is an accessible, example-rich, and interestingly written account of the ways in which lives ought to be accorded monetary value for the purposes of policymaking."

—Steve Shavell, *Harvard Law School*



W. KIP VISCUSI is the University Distinguished Professor of Law, Economics, and Management at Vanderbilt University. His many books include *Economics of Regulation and Antitrust* and *Fatal Tradeoffs: Public and Private Responsibilities for Risk*. **Twitter @WKipViscusi**

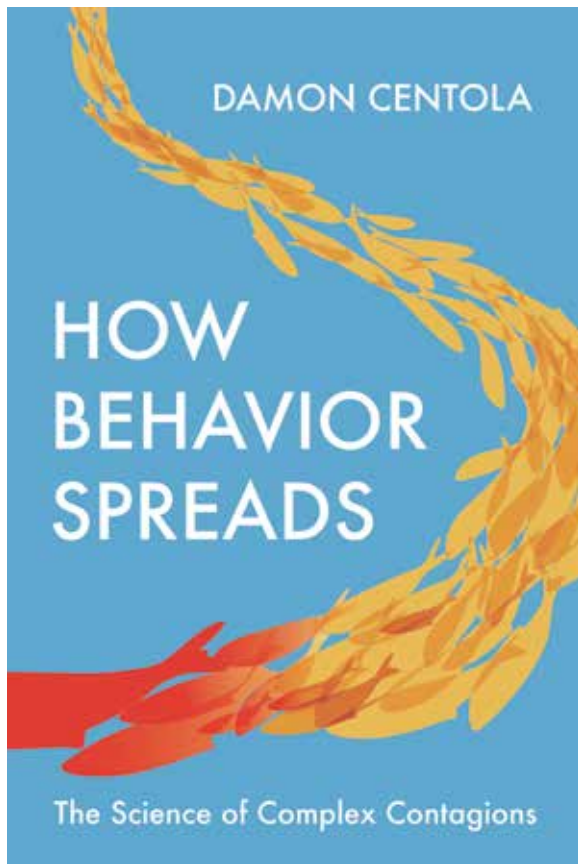
Why It Will Sell

An accessible explanation of the "value of a statistical life" from a key pioneer of the method.

The story of how this method was adopted by government, and how other agencies should use it.

Final PDF: Available now
Editor: Joe Jackson
296 pages. 5 b/w illus. 5 tables.

ECONOMICS | LAW | PUBLIC POLICY



 PRINCETON UNIVERSITY PRESS

A new, counterintuitive theory of how social networks influence the spread of behavior

New social movements, technologies, and public-health initiatives often struggle to take off, yet many diseases disperse rapidly without issue. Can the lessons learned from the viral diffusion of diseases be used to improve the spread of beneficial behaviors and innovations? In *How Behavior Spreads*, Damon Centola presents over a decade of original research examining how changes in societal behavior—in voting, health, technology, and finance—occur and the ways social networks can be used to influence how they propagate.

“Just when we thought there was nothing new to say about diffusion through networks, along comes *How Behavior Spreads*. Filled with refreshing, novel arguments that distinguish simple from complex contagions, this book concludes with innovative online experiments and provocative proposals for beneficial social engineering. I urge widespread diffusion of its outstanding ideas.”

—Mark Granovetter, *Stanford University*



DAMON CENTOLA is an associate professor in the Annenberg School for Communications and the School of Engineering and Applied Sciences at the University of Pennsylvania, where he is director of the Network Dynamics Group.

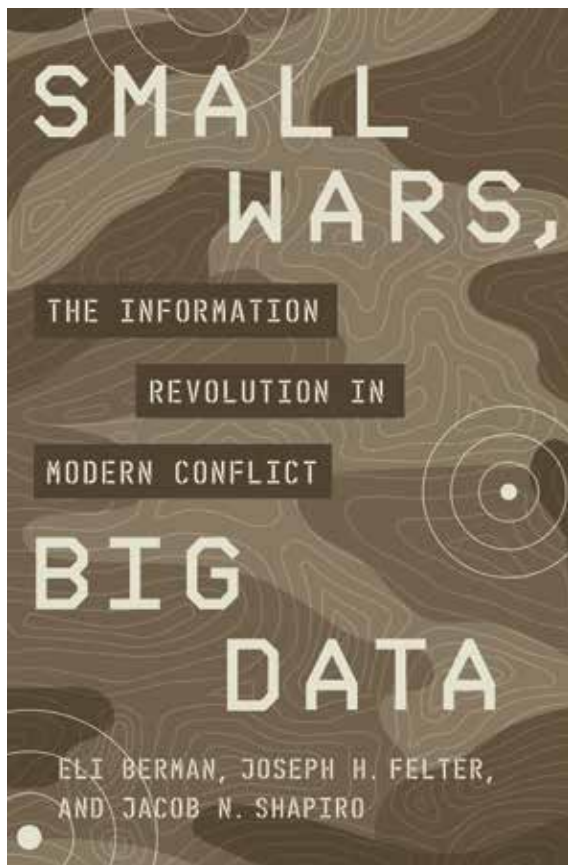
Why It Will Sell

Engaging, clear and accessible, these fresh ideas are applicable to everything from voting behaviour to investment decisions.

With cutting-edge innovative techniques, this book offers an original perspective on diffusion via networks.

Final PDF: Available now
Editor: Meagan Levinson
312 pages. 53 b/w illus.
Chinese simplified rights sold

SOCIOLOGY | ECONOMICS



 PRINCETON UNIVERSITY PRESS

How a new understanding of warfare can help the military fight today's conflicts more effectively

The way wars are fought has changed starkly over the past sixty years. International military campaigns used to play out between large armies at central fronts. Today's conflicts find major powers facing rebel insurgencies that deploy elusive methods, from improvised explosives to terrorist attacks. *Small Wars, Big Data* presents a transformative understanding of these contemporary confrontations and how they should be fought.

"This highly ambitious book unpacks the single biggest foreign policy question of the post-9/11 era—the nature of intrastate conflict. Clearly motivated by a desire to better understand the wars fought by the United States and to improve foreign policy, this book is a must-read for the US military. It will land on undergraduate and graduate course syllabi, win awards, and be discussed outside of academia."

—*Dan Reiter, author of How Wars End*



ELI BERMAN is chair of economics at the University of California, San Diego.

JOSEPH H. FELTER is a senior research scholar at Stanford University's Center for International Security and Cooperation.

JACOB N. SHAPIRO is professor of politics and international affairs at Princeton University.

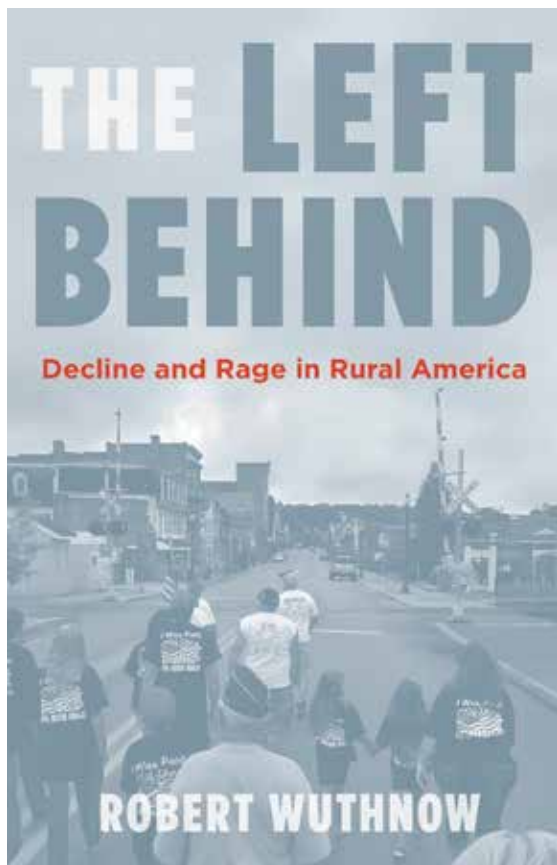
Why It Will Sell

How new empirical and social science methods can be used globally to respond to security threats with greater expertise.

The book uses both historical and contemporary vignettes and mini stories to make its core argument.

Final PDF: Available now
Editor: Eric Crahan
400 pages. 19 b/w illus. 1 table.

INTERNATIONAL RELATIONS | POLITICS



 PRINCETON UNIVERSITY PRESS

How a fraying social fabric is fueling the outrage of rural Americans

What is fueling rural America's outrage toward the federal government? Why did rural Americans vote overwhelmingly for Donald Trump? And, beyond economic and demographic decline, is there a more nuanced explanation for the growing rural-urban divide? Drawing on more than a decade of research and hundreds of interviews, Robert Wuthnow brings us into America's small towns, farms, and rural communities to paint a rich portrait of the moral order—the interactions, loyalties, obligations, and identities—underpinning this critical segment of the nation.

“Wuthnow cogently confronts the question: Why are so many of the people living in small-town America filled with rage? Instead of condemning, he listens. In this highly accessible, instructive book, Wuthnow reminds readers why the so-called American Dream is closely connected to the politics of place.”

—*Nancy Isenberg, author of White Trash: The 400-Year Untold History of Class in America*



ROBERT WUTHNOW is the Gerhard R. Andlinger '52 Professor of Social Sciences at Princeton University.

Twitter @RobertWuthnow

Why It Will Sell

Essential reading for anyone who wants to understand modern America, this book paints a nuanced picture of *why* rural Americans vote the way they do, and America's increasing polarization.

Based on years of fieldwork, it gives an in-depth look at the mindset of the people to whom Donald Trump and other Republican politicians appeal.

Published: January 2018

Editor: Fred Appel
200 pages.

CURRENT AFFAIRS | SOCIOLOGY

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Humanity

Ai Weiwei

Edited by Larry Warsh

Compelling writings on the refugee crisis by artist Ai Weiwei, whose new film *Human Flow* documents the plight of migrants around the world

Ai Weiwei (b. 1957) is widely known as an artist across media: sculpture, installation, photography, performance, and architecture. He is also one of the world's most important artist-activists and a powerful documentary filmmaker. His work and art call attention to attacks on democracy and free speech, abuses of human rights, and human displacement—often on an epic, international scale.

This collection of quotations demonstrates the range of Ai Weiwei's thinking on humanity and mass migration, issues that have occupied him for decades. Selected from articles, interviews, and conversations, Ai Weiwei's words speak to the profound urgency of the global refugee crisis, the resilience and vulnerability of the human condition, and the role of art in providing a voice for the voiceless.



AI WEIWEI is one of the world's most influential and inspiring figures. His work has been exhibited at major international venues. [Twitter @aiww](#)

LARRY WARSH has been active in the art world for more than thirty years.

Why It Will Sell

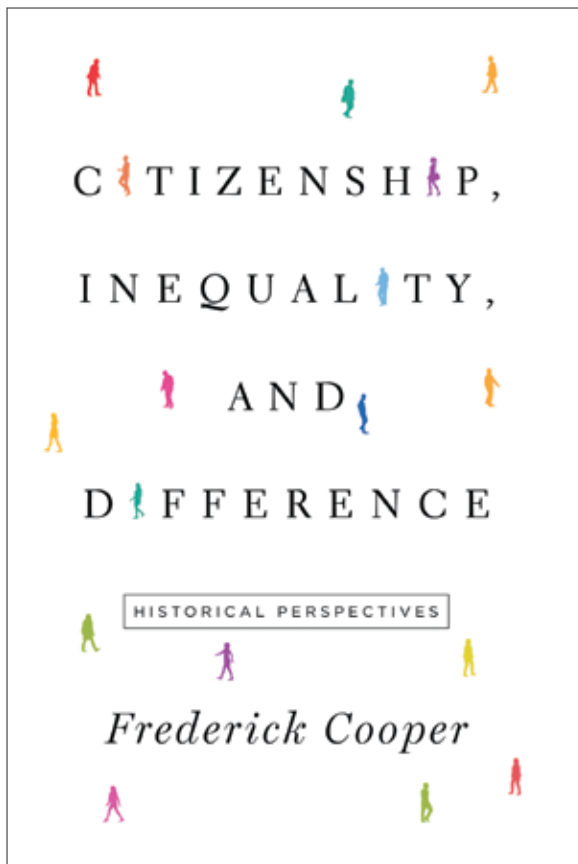
Important and profound reflections from the world-renowned artist, Ai Weiwei.

Timely look at issues which are impacting us the world over.

Previous book sold into Arabic, Hebrew, French, Spanish, Japanese, and Italian.

Final PDF: Available now
Editor: Michelle Komie
168 pages. 2 b/w illus.

ART | ASIAN STUDIES



 PRINCETON UNIVERSITY PRESS

A succinct and comprehensive history of the development of citizenship from the Roman Empire to the present day

Citizenship, Inequality, and Difference offers a concise and sweeping overview of citizenship's complex evolution, from ancient Rome to the present. Political leaders and thinkers still debate, as they did in Republican Rome, whether the presumed equivalence of citizens is compatible with cultural diversity and economic inequality. Frederick Cooper presents citizenship as "claim-making"—the assertion of rights in a political entity. What those rights should be and to whom they should apply have long been subjects for discussion and political mobilization, while the kind of political entity in which claims and counterclaims have been made has varied over time and space.

"The relevance of Cooper's breathtakingly ambitious and masterfully told story to our age of inequality within and among nations is unmistakable."

—*Samuel Moyn, Yale University*



FREDERICK COOPER is professor of history at New York University. His many books include *Empires in World History* and *Citizenship between Empire and Nation* (both Princeton).

Why It Will Sell

From a major scholar of world empires, a sweeping history of the concept of citizenship across the globe.

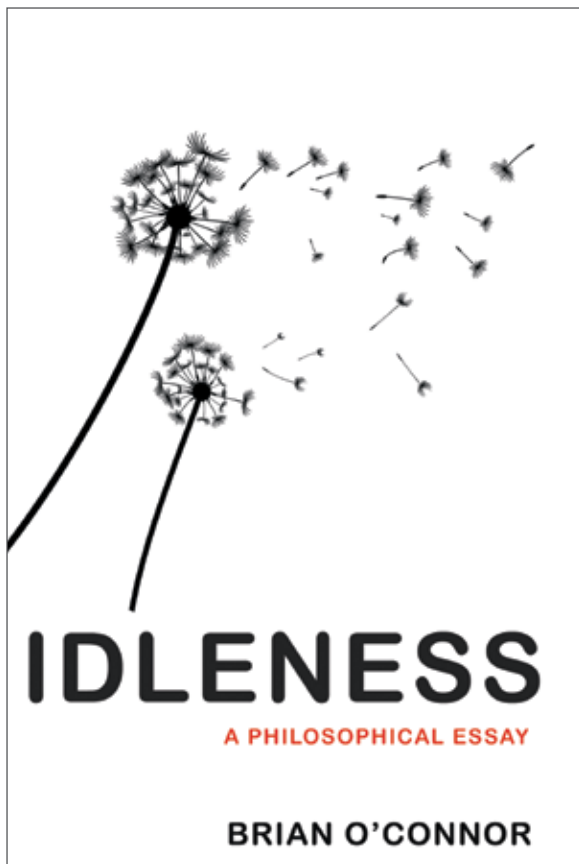
Previous book sold into 9 languages.

With today's current world issues of migration, exclusion and inclusion, a timely look at what it means to be a citizen.

Final PDF: Available now

Editor: Brigitta van Rheinberg
224 pages.

WORLD HISTORY



The first book to challenge modern philosophy's case against idleness—and to reveal why the idle state is one of true freedom

For millennia, idleness and laziness have been regarded as vices. We're all expected to work to survive and get ahead, and devoting energy to anything but labor and self-improvement can seem like a luxury or a moral failure. Far from questioning this conventional wisdom, modern philosophers have worked hard to develop new reasons to denigrate idleness. In *Idleness*, the first book to challenge modern philosophy's portrayal of inactivity, Brian O'Connor argues that the case against an indifference to work and effort is flawed—and that idle aimlessness may instead allow for the highest form of freedom.

"*Idleness* is engagingly written, stimulating, and illuminating. Brian O'Connor handles his material deftly, taking the reader to the heart of the issues."

—*Michael Rosen, author of Dignity: Its History and Meaning*



BRIAN O'CONNOR is professor of philosophy at University College Dublin. He is the author of *Adorno and Adorno's Negative Dialectic*.

Why It Will Sell

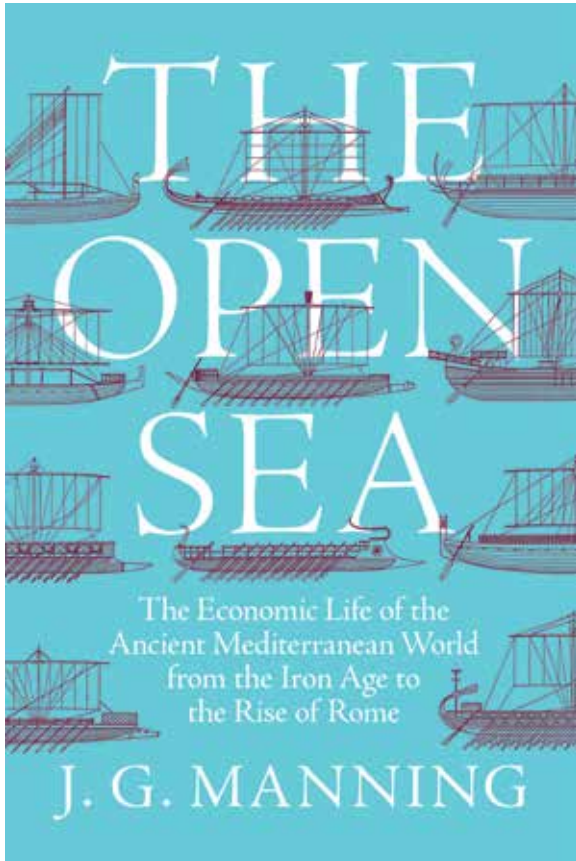
A reappraisal of idleness for the 21st century.

Short, crisp, and engagingly written essay considering why idleness matters.

Draws on historical scope from Ancient Greeks to 21st century to illuminate complex ideas.

Final PDF: Available now
Editor: Ben Tate
216 pages.

PHILOSOPHY



 PRINCETON UNIVERSITY PRESS

A major new economic history of the ancient Mediterranean world

In *The Open Sea*, J. G. Manning offers a major new history of economic life in the Mediterranean world in the Iron Age, from Phoenician trading down to the Hellenistic era and the beginning of Rome's imperial supremacy. Drawing on a wide range of ancient sources and the latest social theory, Manning suggests that a search for an illusory single "ancient economy" has obscured the diversity of lived experience in the Mediterranean world, including both changes in political economies over time and differences in cultural conceptions of property and money.

"For too long, specialists have drawn lines through the ancient Mediterranean, with Egypt and the Near East on one side and Greece and Rome on the other. True to its title, *The Open Sea* washes these lines away, reuniting what should never have been separated. Manning provides a unified view of the economies of the first millennium BC, and everyone interested in the period will want to read this book."

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



J. G. MANNING is the William K. and Marilyn M. Simpson Professor of History and professor of classics at Yale University.

Twitter @jgmanning

Why It Will Sell

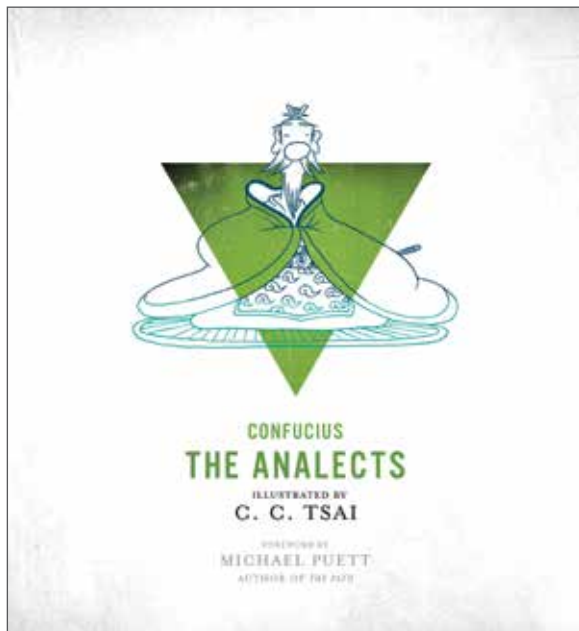
Demonstrates the premodern world had many of the key institutions of an economy, and how these institutions evolved and flourished.

Emphasizes the interplay of environmental, cultural, and political factors.

Has crossover appeal to historians of the ancient world, economic historians, and economists.

Published: February 2018
Editor: Rob Tempio
448 pages. 50 b/w illus.
6 tables. 3 maps.

ANCIENT HISTORY | ECONOMICS



For the first time in one volume, an illustrated version of *The Analects* by bestselling cartoonist C. C. Tsai

C. C. Tsai is one of Asia's most popular cartoonists, and his editions of the Chinese classics have sold more than 40 million copies in over twenty languages. This volume presents Tsai's delightful graphic adaptation of *The Analects*, one of the most influential books of all time and a work that continues to inspire countless readers today.

Praise for C. C. Tsai and his illustrated Chinese classics:

"[C. C. Tsai's] books are awe-inspiring. His line is elegant; his characters are sharply drawn; his humor is sly and appropriate; and his subject is profound. This is cartooning of the highest order."

—*Larry Gonick, author of The Cartoon History of the Universe*



C. C. TSAI is one of East Asia's most beloved illustrators. His bestselling editions of the Chinese classics have introduced generations of readers to the wisdom of such luminaries as Zhuangzi, Sunzi, and Laozi.

Why It Will Sell

The first full graphic adaptation of Confucius's classic texts.

Still offers incredible wisdom and insight to the modern reader.

Translated by Brian Bruya, a leading expert in Chinese philosophy, and includes a foreword by Harvard scholar and best-selling author Michael Puett.

Final PDF: Available now

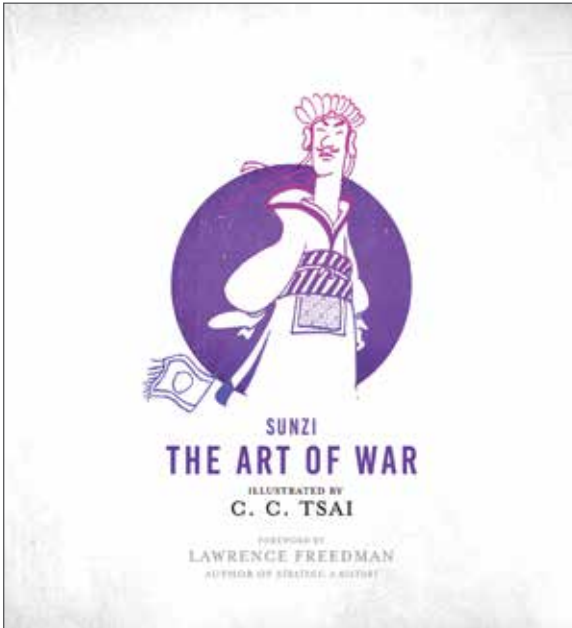
Editor: Rob Tempio

232 pages. 212 b/w illus.

Japanese, Korean, and Chinese rights retained.

PHILOSOPHY | RELIGION | GRAPHIC
NARRATIVES

**A delightfully illustrated
version of Sunzi's classic
The Art of War by bestselling
cartoonist C. C. Tsai**



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DARYL COLLINS is senior associate at Bankable Frontier Associates in Boston.

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STUART RUTHERFORD is the founder of *SafeSave*, a microfinance institution in Bangladesh.

ORLANDA RUTHVEN recently completed a doctoral degree in international development at the University of Oxford.

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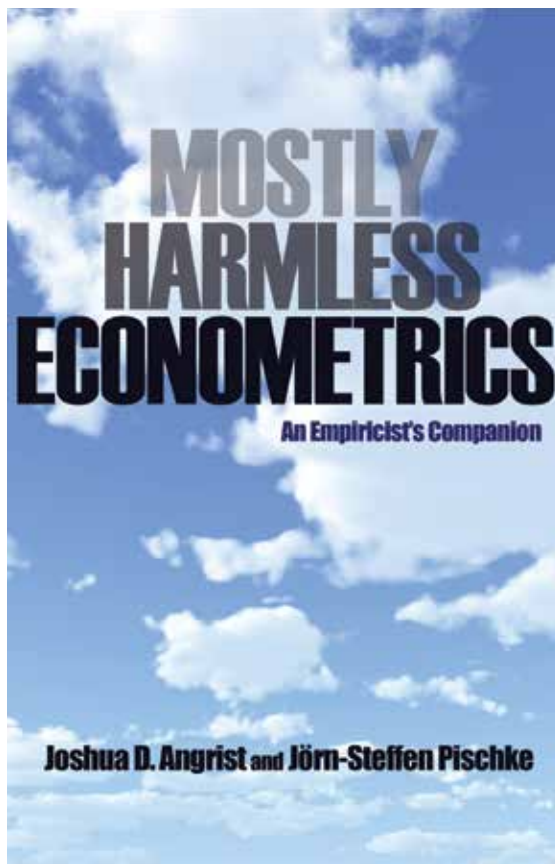
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Editor: Joe Jackson

296 pages. 9 line illus. 36 tables.

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JOSHUA D. ANGRIST is professor of economics at the Massachusetts Institute of Technology.

JÖRN-STEFFEN PISCHKE is professor of economics at the London School of Economics and Political Science.

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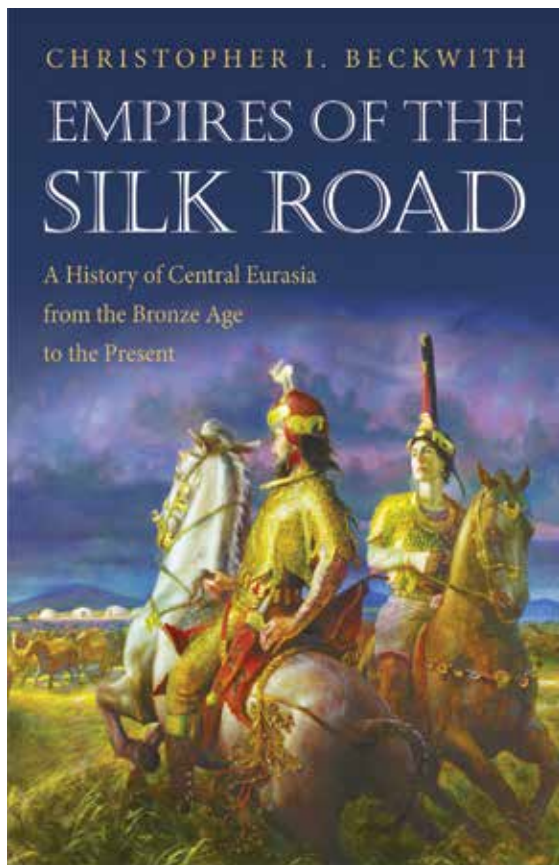
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ECONOMICS



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CHRISTOPHER I. BECKWITH is professor of Central Eurasian studies at Indiana University. His other books include *The Tibetan Empire in Central Asia* (Princeton).

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26,000+ copies sold in English.

Places Central Eurasia within a world historical framework, demonstrating why the region is central to understanding the history of civilization.

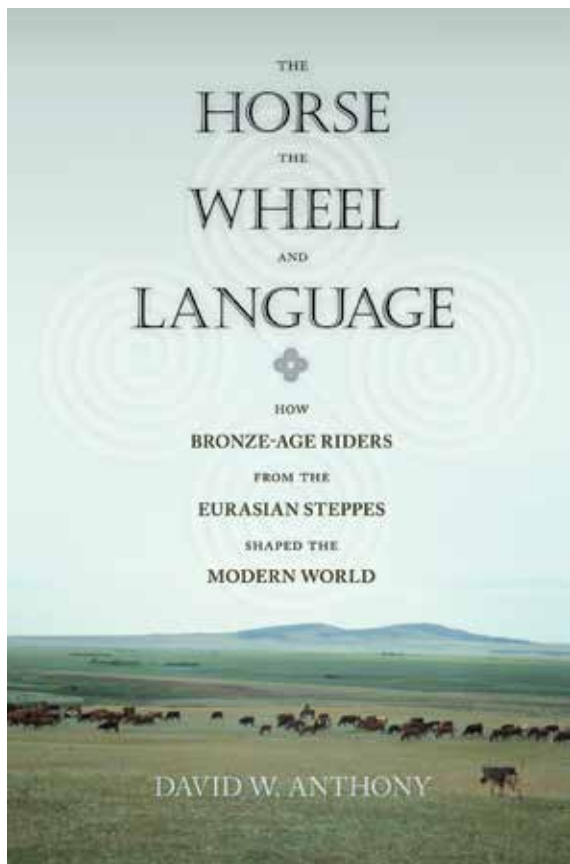
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512 pages.

WORLD HISTORY



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DAVID W. ANTHONY is professor of anthropology at Hartwick College. He is the editor of *The Lost World of Old Europe* (Princeton).

Why It Will Sell

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Solves a puzzle that had vexed scholars for two centuries—the source of the Indo-European languages.

Reveals how their domestication of horses and use of the wheel spread language and transformed civilization.

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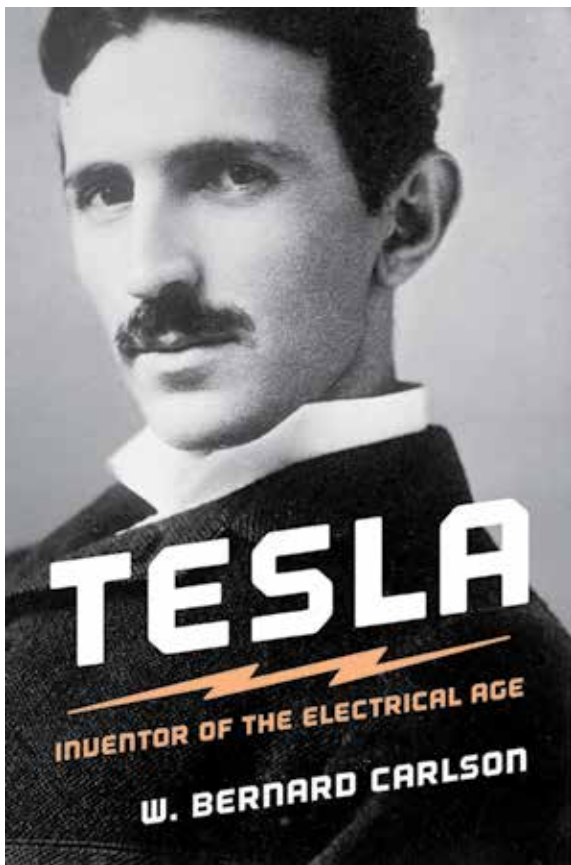
Published: December 2007

Editor: Rob Tempio

568 pages. 3 halftones.

86 line illus. 16 tables. 25 maps.

HISTORY | ARCHAEOLOGY



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"Superb. . . Carlson brings to life Tesla's extravagant self-promotion, as well as his eccentricity and innate talents, revealing him as a celebrity-inventor of the 'second industrial revolution' to rival Thomas Alva Edison."

—*W. Patrick McCray, Nature*



W. BERNARD CARLSON is professor of science, technology, and society in the School of Engineering and Applied Science and professor of history at the University of Virginia.

Why It Will Sell

80,000+ copies sold in English. Award-winning.

First biography to carefully examine what, how, and why Tesla invented.

Draws on original documents from the private and public life of Tesla.

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Editor: Ingrid Gnerlich
520 pages. 75 halftones.

BIOGRAPHY | POPULAR SCIENCE



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—Stephan Mertens, Science



LAWRENCE WEINSTEIN is University Professor of Physics at Old Dominion University.

JOHN A. ADAM is professor of mathematics at Old Dominion University.

Why It Will Sell

26,000 copies sold in English.

From real world concerns to downright silly ones, the book presents an array of eclectic estimation problems which can be solved by breaking them down into more manageable ones.

Dutch, Portuguese, Italian, Japanese, Chinese simplified and complex rights previously sold.

Published: April 2008

Editor: Vickie Kearn

320 pages. 72 line illus.

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February 2018. 240 pages. **Twitter @jerryzmuller**
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Essential reading for those in business, education, medicine, finance, government, the police and the military, foreign aid and anyone who wants to challenge the way metrics run our lives.

Compact and accessibly written.



May 2018. 352 pages. **Twitter @glenweyl**
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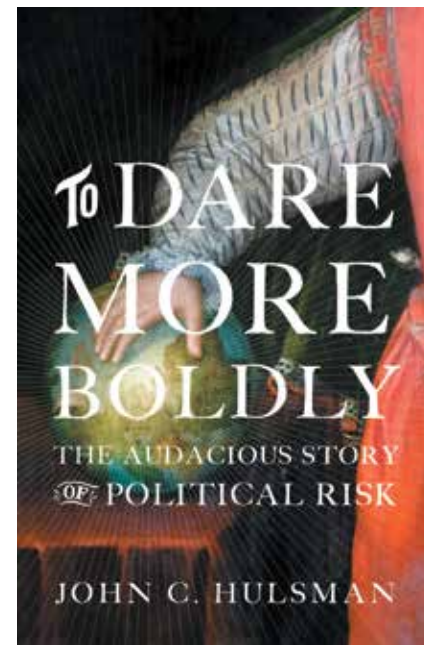
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Unique and detailed policy solutions for economics and social policy.

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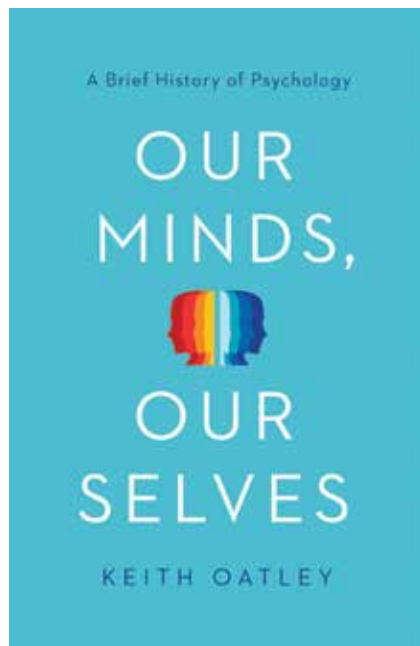
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Establishes 'ten commandments' of political risk.

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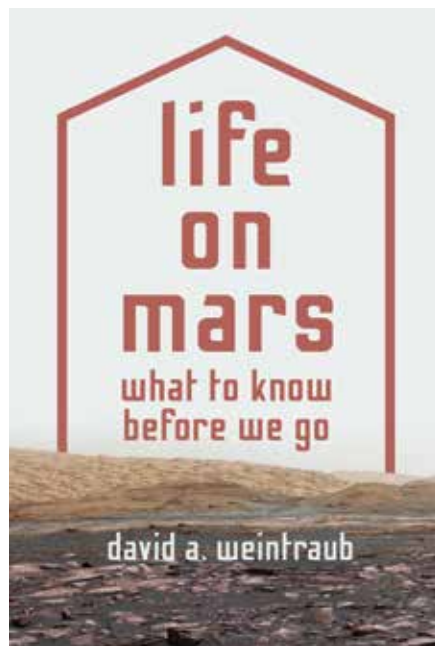


April 2018. 376 pages.
Chinese simplified rights sold.

Why It Will Sell

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

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



May 2018. 312 pages. [Twitter @weintrda](#)
Korean rights sold.

Why It Will Sell

A fascinating and 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.

Author's previous book sold into Chinese Simplified, Turkish, Spanish, and Polish.



May 2018. 192 pages. Chinese rights retained.
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A Note from the Director of Global Development

Welcome to Princeton's rights guide for the 2018 London Book Fair!

As somebody who has published for over twenty five years in the Humanities and History, I confess that the most exciting title this year for me is Martin Rees's book on *On the Future* which grippingly addresses some of the most important questions we all face: how do we harness our scientific knowledge to assure our planet's future.

Ed Burger's book *Making Up Your Own Mind* is also about how to solve problems and learning how to think creatively and learn from failure. We sold his previous book, *The 5 Elements of Effective Thinking*, into 15 languages, and the audiobook was a bestseller.

For readers who want to understand just why it is that so many of the people living in small-town America are filled with rage, I heartily recommend Robert Wuthnow's *The Left Behind*, which draws on a decade of research and hundreds of interviews painting a rich portrait of the rural-urban divide.

In the humanities, I've long been excited by my colleagues' endeavour to publish philosophy books that speak to perennial questions of how to live our lives. We were delighted with the translation success of Setiya's *Midlife: A Philosophical Guide*, which we sold into many languages. If you admired or missed Setiya, do look at Brian O'Connor's *Idleness: A Philosophical Essay*, which ranges from the Ancient Greeks to the 21st century and argues that far from being a moral failure, idleness may in fact be the highest form of freedom for us all.

And what would a Princeton catalog be without some graphically illustrated books? I'm a huge fan of our new series of ancient Chinese classics, illustrated by one of East Asia's most beloved illustrators C. C. Tsai. This spring we are publishing Confucius' *The Analects*, and Sunzi's *The Art of War*, introduced by Michael Puett and Lawrence Freedman respectively.

Enjoy!

Brigitta van Rheinberg

Director of Global Development and History Publisher



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