



PRINCETON UNIVERSITY PRESS

International Rights Guide

FRANKFURT 2018



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

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 PRINCETON UNIVERSITY PRESS

An exploration of cuteness and its immense hold on us, from emojis and fluffy puppies to its more uncanny, subversive expressions

Cuteness has taken the planet by storm. Global sensations Hello Kitty and Pokémon, the works of artists Takashi Murakami and Jeff Koons, Heidi the cross-eyed opossum and E.T.—all reflect its gathering power. But what does “cute” mean, as a sensibility and style? Why is it so pervasive? Is it all infantile fluff, or is there something more uncanny and even menacing going on—in a lighthearted way? In *The Power of Cute*, Simon May provides nuanced and surprising answers.

“We think we have power over cute things—but maybe the boot is on the other foot, and cute things manipulate us. *The Power of Cute* considers the notion that when we find things or people cute, ambivalence is in the air: on the one hand, cute things are infantile and unthreatening, on the other hand, uncanny or unsettling. This intelligent and thought-provoking book carves new ground.”

—*Simon Blackburn, author of Mirror, Mirror*



SIMON MAY is visiting professor of philosophy at King's College London. His books include *Love: A History*, *Thinking Aloud*, and *Nietzsche's Ethics and his War on "Morality."*

Why It Will Sell

A short, smart, accessible and engaging read

Author cleverly and lightly illuminates a phenomenon that helps us understand not only contemporary culture and society but politics too

Uses case studies from all over the world and every aspect of contemporary life from Disney to Kawaii, Hello Kitty to modern art, fashion to politics

Final PDF: January 2019

Editor: Sarah Caro

152 pages. 19 b/w illus.

CULTURAL STUDIES

Measuring Poverty around the World

Anthony B. Atkinson

 PRINCETON UNIVERSITY PRESS

The final book from a towering pioneer in the study of poverty and inequality—a critically important examination of poverty around the world

In this, his final book, economist Anthony Atkinson, one of the world's great social scientists and a pioneer in the study of poverty and inequality, offers an inspiring analysis of a central question: What is poverty and how much of it is there around the globe? The persistence of poverty—in rich and poor countries alike—is one of the most serious problems facing humanity. Better measurement of poverty is essential for motivating action, designing good policy, gauging progress, and holding political leaders accountable for meeting targets. To help make this possible, Atkinson provides a critically important examination of how poverty is—and should be—measured.

Praise for Anthony Atkinson:

“In many ways [Atkinson is] the father of modern inequality research.”

—*Paul Krugman*, *New York Times*



ANTHONY B. ATKINSON
(1944–2017) was a Fellow of Nuffield College, University of Oxford, and Centennial Professor at the London School of Economics.

Why It Will Sell

This final book by Tony Atkinson, to be published posthumously, draws on data from across 60 countries to better understand the true nature of poverty

Tackles how best to measure poverty in a meaningful way

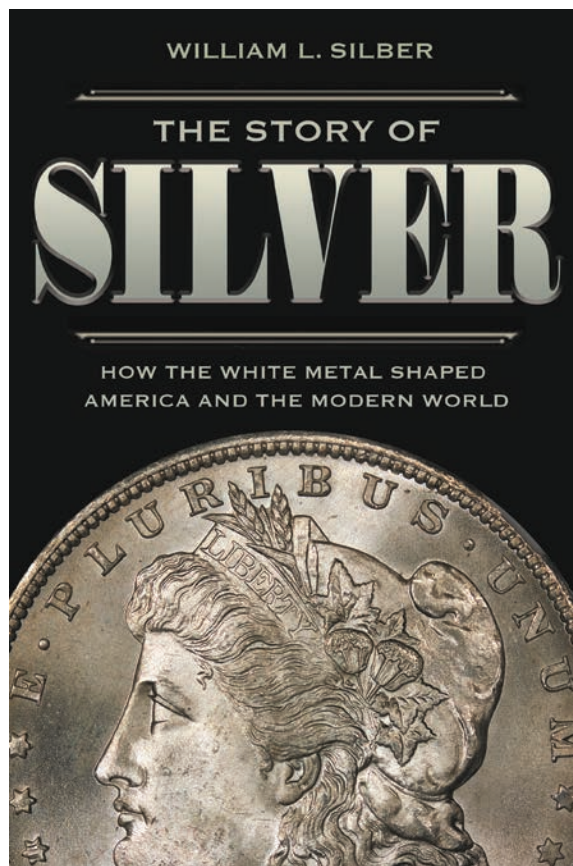
Highlights the need to hold governments to account for their failure to reduce poverty, and to turn statistical evidence into effective policy and positive action

Final PDF: March 2019

Editor: Sarah Caro

408 pages. 82 b/w illus. 8 tables.

ECONOMICS | POLITICS



 PRINCETON UNIVERSITY PRESS

How silver influenced two hundred years of world history, and why it matters today

This is the story of silver's transformation from soft money during the nineteenth century to hard asset today. Silver has been the preferred shelter against government defaults, political instability, and inflation for most people in the world because it is cheaper than gold. This book explains how powerful figures, up to and including Warren Buffett, have come under silver's thrall, and how its history guides economic and political decisions in the twenty-first century.

"Enlightening as well as fun to read, William Silber's *The Story of Silver* reminds us that the economic history of the world is inseparable from the history of this precious metal. As Silber recounts, politicians and business leaders, idealists and scoundrels have long found it irresistible."

—Robert J. Shiller, Nobel Laureate in Economics



WILLIAM L. SILBER is the Marcus Nadler Professor of Finance and Economics at New York University's Stern School of Business.

Why It Will Sell

This is the first book to reveal the vital role silver has played in shaping politics and economics in the modern world, with advice for investors on including silver in their portfolios

Tells the fascinating story of the world's second-most precious metal, explaining how it transformed from a commonly used currency to a hard asset today

Final PDF: November 2018

Editor: Peter Dougherty

328 pages. 22 b/w illus.

Chinese simplified & Chinese complex rights sold

POPULAR ECONOMICS | HISTORY

COVER COMING SOON

Democracy & Prosperity

Torben Iversen David Soskice

THE REINVENTION OF CAPITALISM
IN A TURBULENT CENTURY

**A groundbreaking new
historical analysis of how
global capitalism and
advanced democracies
mutually support each other**

It is a widespread view that democracy and the advanced nation-state are in crisis, weakened by globalization and undermined by global capitalism, in turn explaining rising inequality and mounting populism. This book, written by two of the world's leading political economists, argues this view is wrong: advanced democracies are resilient, and their enduring historical relationship with capitalism has been mutually beneficial.

"Democracy and Prosperity is a tour de force that is certain to anchor debates on global capitalism for the foreseeable future. With their characteristic verve, Iversen and Soskice make a bold, brave, and lucid argument about a foundational topic—and offer grounds for unexpected optimism."

—*Cathie Jo Martin, coauthor of The Political Construction of Business Interests*



TORBEN IVERSEN is the Harold Hinchings Burbank Professor of Political Economy at Harvard University.

DAVID SOSKICE is School Professor and Professor of Political Science and Economics at the London School of Economics.

Why It Will Sell

A major and timely work that will shape discussions about democracy, globalization, and capitalism for years to come. Controversial but thoughtful, argues that democratic states are much stronger and more prosperous than they appear.

Final PDF: October 2018
Editor: Eric Crahan
336 pages. 32 b/w illus. 15 tables.

POLITICS | ECONOMICS



Love, Money & Parenting

HOW ECONOMICS EXPLAINS
THE WAY WE RAISE OUR KIDS

Matthias Doepke & Fabrizio Zilibotti

 PRINCETON UNIVERSITY PRESS

An international and historical look at how parenting choices change in the face of economic inequality

Parents everywhere want their children to be happy and do well. Yet how parents seek to achieve this ambition varies enormously. For instance, American and Chinese parents are increasingly authoritative and authoritarian, whereas Scandinavian parents tend to be more permissive. Why? *Love, Money, and Parenting* investigates how economic forces and growing inequality shape how parents raise their children.

“*Love, Money, and Parenting* presents a fascinating, insightful analysis of the origins and consequences of different parenting styles over time and place. Doepke and Zilibotti explain how and why parents shape child preferences and skills to adapt their offspring to the anticipated social and economic realities facing them as adults. The authors creatively use basic economic theory to integrate and interpret a vast body of evidence from multiple disciplines.”

—James J. Heckman, Nobel Laureate in Economics



MATTHIAS DOEPKE is professor of economics at Northwestern University.

FABRIZIO ZILIBOTTI is the Tuntex Professor of International and Development Economics at Yale University.

Why It Will Sell

Explores the key challenge facing all parents: how to raise their children in a way that will maximize their happiness and opportunities in later life

Includes analysis from Europe, China and Japan, and the US

Combines latest research with personal experience and anecdotes in an accessible, lively style

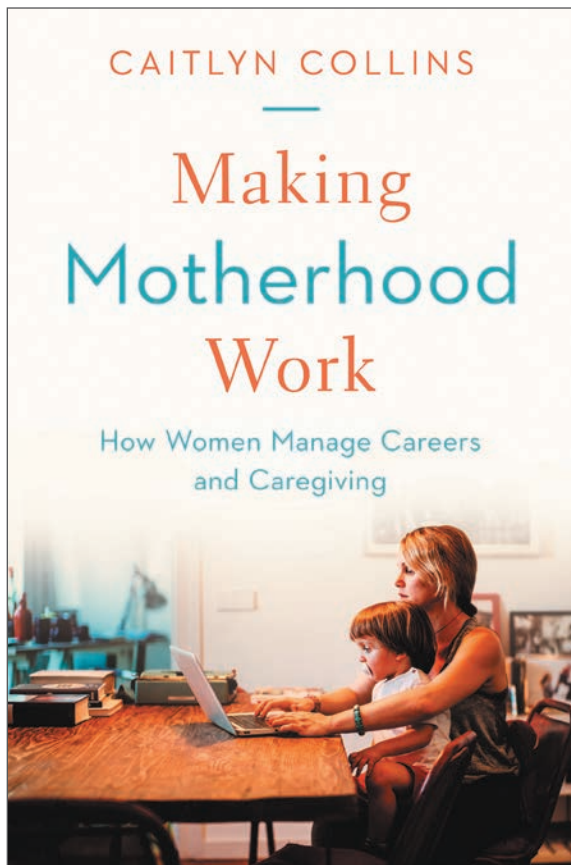
Final PDF: October 2018

Editor: Sarah Caro

392 pages. 46 b/w illus. 4 tables.

Chinese simplified rights sold

POPULAR ECONOMICS



 PRINCETON UNIVERSITY PRESS

A moving, cross-national account of working mothers' daily lives—and the revolution in public policy and culture needed to improve them

The work-family conflict that mothers experience today is a national crisis. Women struggle to balance breadwinning with the bulk of parenting, and stress is constant. Of all Western industrialized countries, the United States ranks dead last for supportive work-family policies. Can American women look to European policies for solutions? In *Making Motherhood Work*, Caitlyn Collins explores how women navigate work and family given the different policy supports available in Sweden, Germany, Italy, and the United States.

“Comparing women in Europe and the United States and how they combine work and motherhood, *Making Motherhood Work* is the first cross-cultural investigation of what it feels like to live within different cultural and policy worlds. Mothers (and fathers)—even future ones—need to read this fascinating, thought-provoking, and illuminating book.”

—Allison J. Pugh, author of *The Tumbleweed Society*



CAITLYN COLLINS is assistant professor of sociology at Washington University in St. Louis.
Twitter @caitymcollins

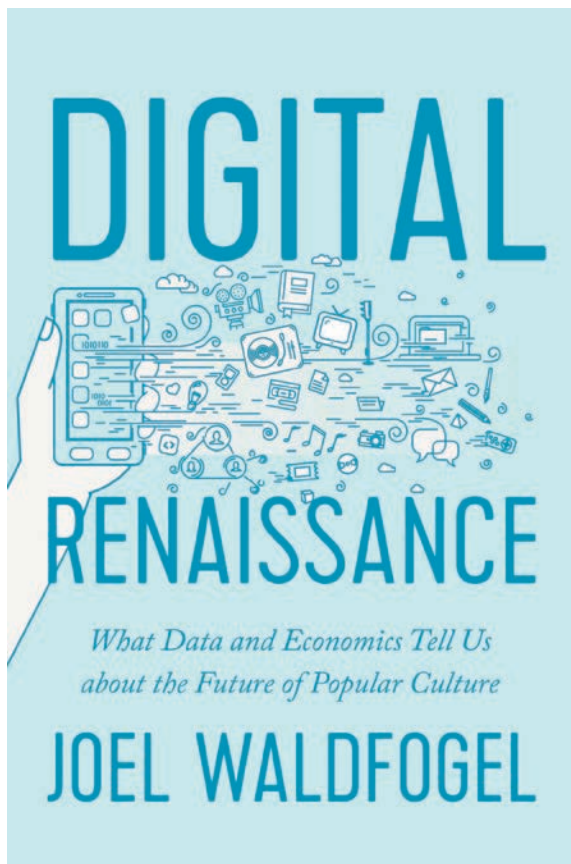
Why It Will Sell

About more than just motherhood: work-family policies are part of a larger cultural discourse—about parenting, work, and gender equality, three topics which receive no shortage of media attention

Collins conducted interviews with 135 middle-class working mothers in Sweden, Germany, Italy, and the U.S. to see how these policies affect women seeking both a successful career and a fulfilling family life

Final PDF: October 2018
Editor: Meagan Levinson
288 pages. 13 b/w illus. 4 tables.

SOCIOLOGY | PUBLIC POLICY



 PRINCETON UNIVERSITY PRESS

How digital technology is upending the traditional creative industries—and why that might be a good thing

The digital revolution poses a mortal threat to the major creative industries—music, publishing, television, and the movies. The ease with which digital files can be copied and distributed has unleashed a wave of piracy with disastrous effects on revenue. Cheap, easy self-publishing is eroding the position of these gatekeepers and guardians of culture. Does this revolution herald the collapse of culture, as some commentators claim? Far from it. In *Digital Renaissance*, Joel Waldfogel argues that digital technology is enabling a new golden age of popular culture, a veritable digital renaissance.

“Is it the best of times or the worst of times for the entertainment industry? It depends on whether you ask the producers or the consumers. Distilling knowledge gleaned from years of research, Joel Waldfogel digs into this question with gusto and comes up with a definitive answer for all.”

—Hal R. Varian, *Chief Economist*, Google



JOEL WALDFOGEL holds the Frederick R. Kappel Chair at the University of Minnesota's Carlson School of Management. His previous books include *Scroogenomics: Why You Shouldn't Buy Presents for the Holidays* (Princeton).

Why It Will Sell

How digitization is transforming creative industries and clever analysis of its influence on cultural products

Analyses the quality of music, books, movies, and photography over time and its future

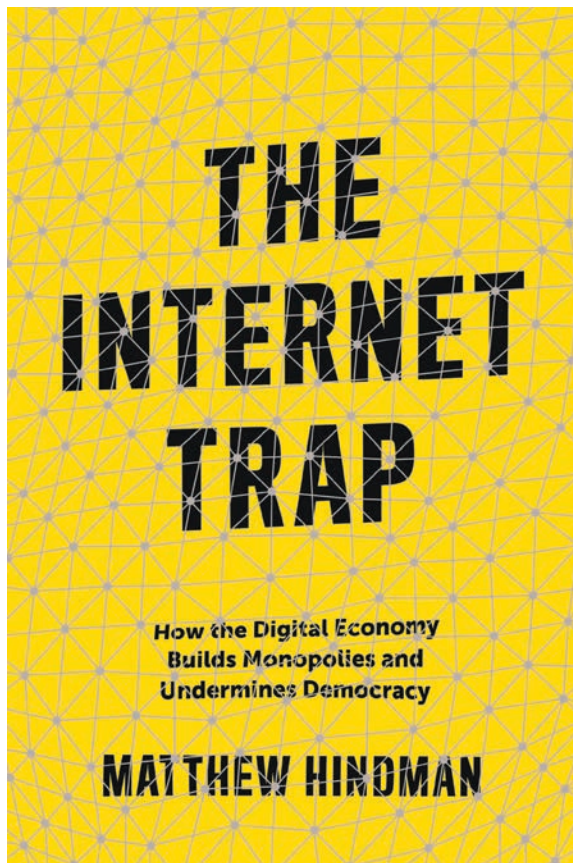
Easy ways economists can use their data for wider questions

Published: October 2018

Editor: Joe Jackson

320 pages. 10 b/w illus.

POPULAR ECONOMICS | MEDIA STUDIES



 PRINCETON UNIVERSITY PRESS

A book that challenges everything you thought you knew about the online economy

The internet was supposed to fragment audiences and make media monopolies impossible. Instead, behemoths like Google and Facebook now dominate the time we spend online—and grab all the profits from the attention economy. *The Internet Trap* explains how this happened. This provocative and timely book sheds light on the stunning rise of the digital giants and the online struggles of nearly everyone else.

“You may think you understand the internet, but chances are you don’t. It’s not what you thought, nor what you hoped. Read this book. Then make your friends read it, too.”

—Michael J. Copps, former commissioner of the Federal Communications Commission

“*The Internet Trap* is the sole book to explain why media firms are dying from a lack of web traffic, what this means for politics and the public—and what firms can do to fight back. It teems with elegant writing, shrewd insights, real-world examples, and wit.”

—Kenneth Cukier, senior editor of The Economist



MATTHEW HINDMAN is associate professor of media and public affairs at George Washington University.

Twitter @MattHindman

Why It Will Sell

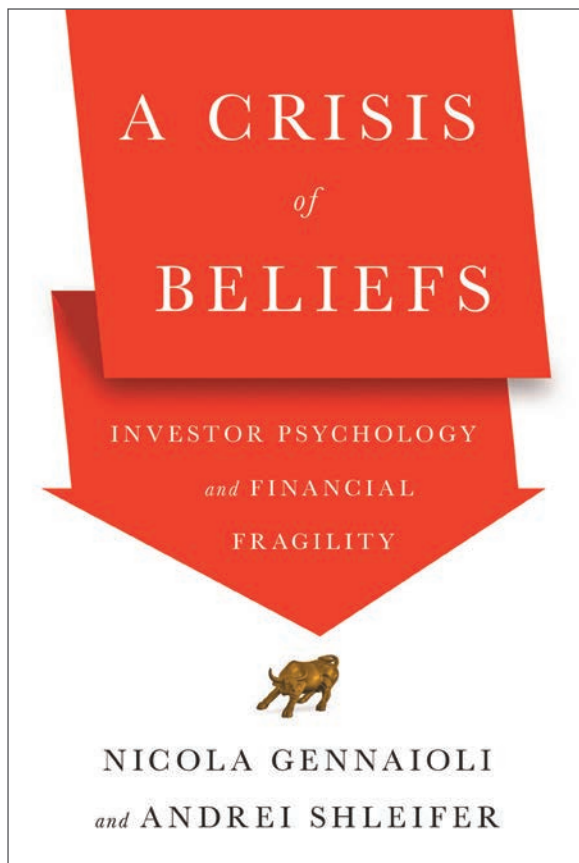
This book reveals the major impact of online news sources for democracy and the market economy

Uses new, up-to-the-minute data on webpage traffic and website lifespan

The book’s argument will appeal to audiences outside academia, with practical applications for how people can understand the world of online news

Published: September 2018
Editor: Eric Crahan
256 pages. 7 b/w illus. 5 tables.

MEDIA STUDIES | PUBLIC POLICY



How investor expectations move markets and the economy

The collapse of Lehman Brothers in September 2008 caught markets and regulators by surprise. Although the government rushed to rescue other financial institutions from a similar fate after Lehman, it could not prevent the deepest recession in postwar history. *A Crisis of Beliefs* makes us rethink the financial crisis and the nature of economic risk. In this authoritative and comprehensive book, two of today's most insightful economists reveal how our beliefs shape financial markets, lead to expansions of credit and leverage, and expose the economy to major risks.

"This brilliant book builds on a psychological idea to offer both an alternative to rational expectations and an interpretation of the financial crisis. It will be a milestone in the history of behavioral economics."

—*Daniel Kahneman, winner of the 2002 Nobel Prize in economics, author of Thinking, Fast and Slow*



NICOLA GENNAIOLI is professor of finance at Bocconi University in Italy.

ANDREI SHLEIFER is professor of economics at Harvard University.

Why It Will Sell

Authoritative and comprehensive new take on the financial crisis and explanation on how psychological factors affect the economy

Timely reflections following the 10 year anniversary of Lehman Brothers filing for bankruptcy

Published: August 2018

Editor: Joe Jackson

264 pages. 20 b/w illus.

Chinese simplified rights sold

POPULAR ECONOMICS | FINANCE

COVER COMING SOON

Why Not Default? Jerome Roos

THE POLITICAL ECONOMY
OF SOVEREIGN DEBT

 PRINCETON UNIVERSITY PRESS

How creditors came to wield unprecedented power over heavily indebted countries—and the dangers this poses to democracy

The European debt crisis has rekindled long-standing debates about the power of finance and the fraught relationship between capitalism and democracy in a globalized world. *Why Not Default?* unravels a striking puzzle at the heart of these debates—why, despite frequent crises and the immense costs of repayment, do so many heavily indebted countries continue to service their international debts?

“This is an outstanding book. Roos demonstrates how the structural power of creditors has grown, enabling them to impose demands on countries regardless of political system, partisan composition, or the nuances of different interest groups.”

—*Peter A. Gourevitch, coauthor of Political Power and Corporate Control: The New Global Politics of Corporate Governance*



JEROME ROOS is an LSE Fellow in International Political Economy at the London School of Economics.

Why It Will Sell

A broad history of national bankruptcy over the 19th and 20th centuries, showing how policy and practice have evolved in the light of the growing influence of big finance

Interdisciplinary approach with research and theoretical insights from political economy, international relations and political sociology

Global in scope with analysis of USA, Mexico, Argentina and Germany as example case studies

Final PDF: October 2018
Editor: Sarah Caro
408 pages. 90 b/w illus. 14 tables.

FINANCE | INTERNATIONAL RELATIONS



 PRINCETON UNIVERSITY PRESS

A timely and incisive look at austerity measures that succeed—and those that don't

Fiscal austerity is hugely controversial. Opponents argue that it can trigger downward growth spirals and become self-defeating. Supporters argue that budget deficits have to be tackled aggressively at all times and at all costs. In this masterful book, three of today's leading policy experts cut through the political noise to demonstrate that there is not one type of austerity but many.

Bringing needed clarity to one of today's most challenging subjects, *Austerity* charts a sensible approach based on data analysis rather than ideology.

"This brilliant and important book presents a simple bottom line: when government finances are in danger of spiraling out of control and taking the economy with them, cutting spending is far less damaging than raising taxes, especially the taxes governments tend to raise in a crisis—those on investment."

—John H. Cochrane, author of *Asset Pricing*



ALBERTO ALESINA is the Nathaniel Ropes Professor of Political Economy at Harvard University.

CARLO FAVERO is the Deutsche Bank Chair in Quantitative Finance and Asset Pricing at Bocconi University in Italy.

FRANCESCO GIAVAZZI is professor of economics at Bocconi University.

Why It Will Sell

Sure to inspire heated debate. An authoritative analysis of one of the most controversial and influential economic policies of our time

Final PDF: November 2018
Editor: Joe Jackson
388 pages. 50 b/w illus.
Chinese simplified & Italian
rights sold

POPULAR ECONOMICS | FINANCE



 PRINCETON UNIVERSITY PRESS

A comprehensive look at the world of illicit trade

Recent technology has changed the fundamentals of trade, in both legitimate and illegal economies. In the past three decades, the most advanced forms of illicit trade have broken with all historical precedents and now operate as if on steroids, tied to computers and social media. Demonstrating that illicit trade is a business the global community cannot afford to ignore and must work together to address, *Dark Commerce* considers diverse ways of responding to this increasing challenge.

"Dark Commerce tells a gripping tale of how the exponential growth of illicit trade is risking human and planetary well-being. Shelley documents the mechanisms of illicit trade and helps us understand how it is causing an explosion in environmental crime and contributing to the world's sixth extinction. Revealing the sordid underbelly of a globalized trading system, this book is a must-read for all who are concerned with our collective future."

—Frances Beinecke, former president of the Natural Resources Defense Council



LOUISE I. SHELLEY is the Omer L. and Nancy Hirst Professor of Public Policy and University Professor at George Mason University's Schar School of Policy and Government, and founder and director of its Terrorism, Transnational Crime and Corruption Center.

Twitter @ShelleyTraCCC

Why It Will Sell

Louise Shelley has a prominent and growing public presence in international policy and academic circles, and is regarded as one of the field's foremost experts. Shows how the underground economy of illicit trade impacts our environment and economy.

Final PDF: Available
Editor: Eric Crahan
376 pages. 2 b/w illus. 2 tables.
Chinese complex rights sold

WHEN ALL ELSE FAILS

THE ETHICS OF RESISTANCE TO STATE INJUSTICE

JASON BRENNAN

 PRINCETON UNIVERSITY PRESS

Why you have the right to resist unjust government

The economist Albert O. Hirschman famously argued that citizens of democracies have only three possible responses to injustice or wrongdoing by their governments: we may leave, complain, or comply. But in *When All Else Fails*, Jason Brennan argues that there is a fourth option. When governments violate our rights, we may resist. We may even have a moral duty to do so.

For centuries, almost everyone has believed that we must allow the government and its representatives to act without interference, no matter how they behave. But Brennan makes the case that we have no duty to allow the state or its agents to commit injustice. We have every right to react with acts of “uncivil disobedience.”

“A superb book. Brennan clearly and convincingly defends the radical idea that ordinary citizens may use force against injustice perpetrated by government officials, just as they would against fellow citizens.”

—Christopher Heath Wellman, *Washington University in St. Louis*



JASON BRENNAN is the Robert J. and Elizabeth Flanagan Family Professor of Strategy, Economics, Ethics, and Public Policy at Georgetown University's McDonough School of Business.

Why It Will Sell

Provocative and timely exploration of the right to resist unjust state authority

Speaks to contemporary issues such as police brutality, domestic spying, violations of constitutional rights

Author's previous book *Against Democracy* licensed into 9 languages

Final PDF: Available

Editor: Rob Tempio

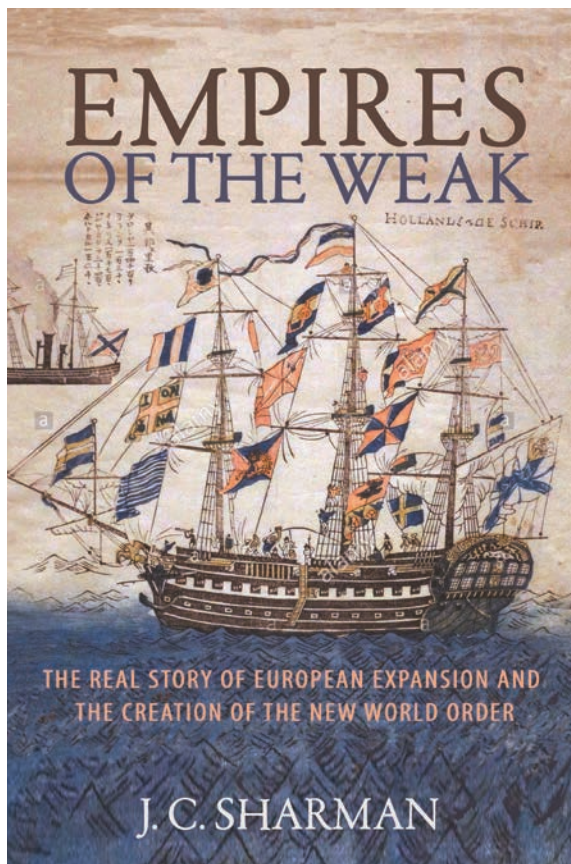
288 pages.

Italian rights sold

POLITICAL THEORY

Humanities

- 20 Empires of the Weak
J. C. Sharman
- 21 The City-State of Boston
Mark Peterson
- 22 The Lost History of Liberalism
Helena Rosenblatt
- 23 The Interrogation Rooms of the Korean War
Monica Kim
- 24 ***The Tale of Genji***
Melissa McCormick
- 25 The Beautifull Cassandra
Jane Austen
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John Rodden
- 27 The Birth of Modern Belief
Ethan H. Shagan
- 28 How to Be a Friend
Marcus Tullius Cicero
- 28 How to Be Free
Epictetus



 PRINCETON UNIVERSITY PRESS

How the rise of the West was a temporary exception to the predominant world order

What accounts for the rise of the state, the creation of the first global system, and the dominance of the West? The conventional answer asserts that superior technology, tactics, and institutions forged by Darwinian military competition gave Europeans a decisive advantage in war over other civilizations from 1500 onward. In contrast, *Empires of the Weak* argues that Europeans actually had no general military superiority in the early modern era. J. C. Sharman demonstrates that the rise of the West was an exception in the prevailing world order.

“*Empires of the Weak* presents a clear, wide-ranging rebuttal to the idea that European military superiority after 1500 was decisive in Europe’s global expansion. The notion of seeing the nineteenth century not as a grand culmination of European victory but as a short period of exception before the return of business as usual in a multicentered world order is brilliant. This book should make a big impact.”

—Barry Buzan, *London School of Economics*



J. C. SHARMAN is the Sir Patrick Sheehy Professor of International Relations in the Department of Politics and International Studies at the University of Cambridge and a fellow of King’s College.

Why It Will Sell

Lively, engaging style and accessible to non-specialist readers

Uniquely brings together the latest research in international relations, politics, and history

Global in scope looking at Asia and Africa as well as the West

An original contribution to a well-established debate over the role of Europe in the world order

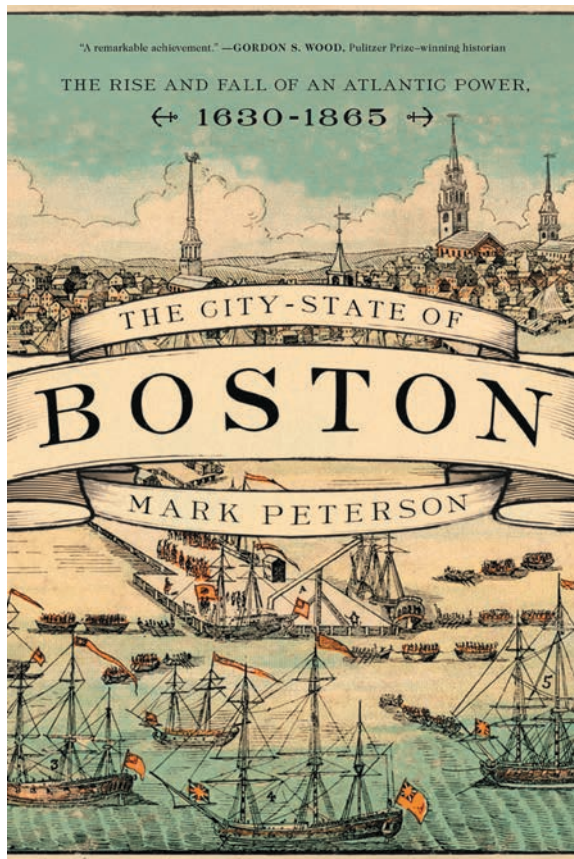
Final PDF: October 2018

Editor: Sarah Caro

216 pages.

Chinese simplified rights sold

HISTORY | INTERNATIONAL RELATIONS



 PRINCETON UNIVERSITY PRESS

A groundbreaking history of early America that shows how Boston built and sustained an independent city-state in New England before being folded into the United States

In the vaunted annals of America's founding, Boston has long been held up as an exemplary "city upon a hill" and the "cradle of liberty" for an independent United States. Wresting this iconic urban center from these misleading, tired clichés, *The City-State of Boston* highlights Boston's overlooked past as an autonomous city-state, and in doing so, offers a pathbreaking and brilliant new history of early America.

"Mark Peterson's story of the rise and fall of the city-state of Boston over nearly three centuries is a remarkable achievement. He has told the story in such a rich and extraordinary way that our understanding of Boston's history will never again be the same."

—Gordon S. Wood, Pulitzer Prize-winning historian and author of *Friends Divided: John Adams and Thomas Jefferson*



MARK PETERSON is professor of history at Yale University. He is the author of *The Price of Redemption: The Spiritual Economy of Puritan New England*.

Why It Will Sell

Offers a new version of early American history, re-envisioning Boston, as once not just a city but an important city-state and Atlantic power, tragically swallowed up by the United States!

Drawing on a vast archive and material artifacts, this is history on a grand scale

With wonderful stories, many as yet unknown

Final PDF: January 2019

Editor: Eric Crahan

832 pages. 8 color + 52 b/w illus.
20 maps.

Chinese simplified rights sold

AMERICAN HISTORY

the
LOST HISTORY
of
LIBERALISM



FROM ANCIENT ROME
TO THE
TWENTY-FIRST CENTURY



HELENA ROSENBLATT

 PRINCETON UNIVERSITY PRESS

The changing face of the
liberal creed from the
ancient world to today

The Lost History of Liberalism challenges our most basic assumptions about a political creed that has become a rallying cry—and a term of derision—in today’s increasingly divided public square. Taking readers from ancient Rome to today, Helena Rosenblatt traces the evolution of the words “liberal” and “liberalism,” revealing the heated debates that have taken place over their meaning.

“*The Lost History of Liberalism* is the most acute and careful account on the theme ever composed. Helena Rosenblatt’s accomplishment is thrilling, with self-evident implications for our own time of ideological strife.”

—Samuel Moyn, *Yale University*

“Systematic and daring, this provocative history of ideas reveals how the ethical qualities of liberalism, understood as a protean force, should be placed front and center.”

—Ira Katznelson, *coauthor of Liberal Beginnings: Making a Republic for the Moderns*



HELENA ROSENBLATT is professor of history at the Graduate Center, City University of New York.

Why It Will Sell

Timely in the age of the alt-right as liberals consider their identity, Rosenblatt resurrects the old meaning of “liberalism” and the values associated with it

Traces the concept throughout the ages, what the term really means and where it came from, looking at France, Germany and America

The author’s previous works have been translated into French

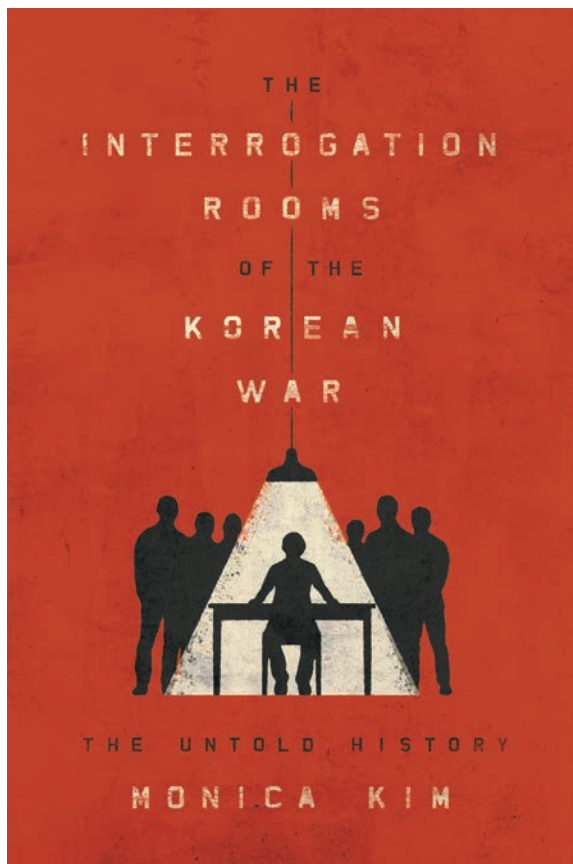
Final PDF: Available

Editor: Eric Crahan

368 pages. 2 line illus.

Chinese simplified rights sold

HISTORY | POLITICS



 PRINCETON UNIVERSITY PRESS

A groundbreaking look at how the interrogation rooms of the Korean War set the stage for a new kind of battle—not over land but over human subjects

Traditional histories of the Korean War have long focused on violations of the thirty-eighth parallel. But *The Interrogation Rooms of the Korean War* presents an entirely new narrative, shifting the perspective from the boundaries of the battlefield to inside the interrogation room. Monica Kim demonstrates how the Korean War evolved from a fight over territory to one over human interiority and the individual human subject.

“This is a stunning book about POWs in the Korean War and the crisis that ensued when the United States insisted that the repatriation of prisoners be voluntary. Kim locates in POW camps and interrogation rooms a pivot in the stakes of modern war, in which the United States linked decolonization and global power to the creation of liberal subjects. *The Interrogation Rooms of the Korean War* changes how we think about the Korean War, the Cold War, and war itself.”

—Mae Ngai, *Columbia University*



MONICA KIM is assistant professor of history at New York University.

Why It Will Sell

First book to understand the true importance of the Korean War as a central event in 20th century history, marking a shift from conflicts over territory to conflicts over human interiority. Compellingly written by a debut author, using oral histories and declassified records.

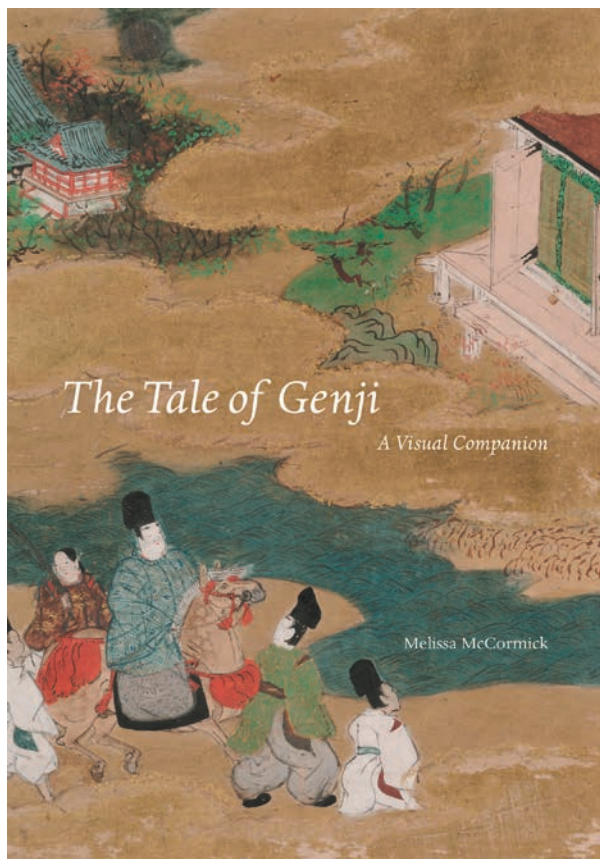
Uses interrogation rooms the way Foucault uses prisons, as a place where larger shifts in the outside world are spearheaded and concentrated.

Final PDF: October 2018

Editor: Eric Crahan

448 pages. 36 b/w illus.

HISTORY | ASIAN STUDIES



 PRINCETON UNIVERSITY PRESS

An illustrated guide to one of the most enduring masterworks of world literature

Written in the eleventh century by the Japanese noblewoman Murasaki Shikibu, *The Tale of Genji* is a masterpiece of prose and poetry that is widely considered the world's first novel. Melissa McCormick provides a unique companion to Murasaki's tale that combines discussions of all fifty-four of its chapters with paintings and calligraphy from the *Genji Album* (1510) in the Harvard Art Museums, the oldest dated set of *Genji* illustrations known to exist.

"Almost from the moment of its creation in the eleventh century, Murasaki Shikibu's *Tale of Genji* has inspired visual artists. Now Melissa McCormick has brought forth a compelling and beautiful edition of the *Genji Album*, the oldest complete suite of illustrations of this masterpiece of world literature. This is an achievement to be celebrated and savored by anyone who has ever been touched by Murasaki's genius."

—*Stephen Greenblatt, author of The Rise and Fall of Adam and Eve*



MELISSA MCCORMICK is Professor of Japanese Art and Culture and Harvard College Professor at Harvard University.

Why It Will Sell

First book in any language to pair the important contemporaneous scroll paintings for *The Tale of Genji* alongside an explanation of the text

Using images to guide readers through the narrative, the book makes the lengthy, complex *Tale* accessible to the general reader

Offers a new approach to understanding a masterpiece, as well as the historical reception of one of the world's most significant works of literature

Final PDF: Available
Editor: Michelle Komie
288 pages. 224 color illus.

ART | LITERATURE

Jane Austen The Beautifull Cassandra



Afterword by Claudia L. Johnson & Artwork by Leon Steinmetz

One of Jane Austen's most charming youthful "novels"-in-miniature—presented in a deluxe illustrated edition that will delight all Austen fans

Most people think Jane Austen wrote only six novels. Fortunately for us, she wrote several others, though very short ones, while still a young girl. Austen was only twelve or thirteen when she wrote *The Beautifull Cassandra*, an irreverent and humorous little masterpiece. Weighing in at 465 occasionally misspelled words, it is a complete and perfect novel-in-miniature.

This charming edition features elegant and edgy watercolor drawings by Leon Steinmetz and is edited by leading Austen scholar Claudia L. Johnson. The result is a marvelous edition of a literary treasure that is sure to delight.

"This is an absolutely delightful book that had me chuckling all the morning and that will make a terrific gift. Leon Steinmetz's illustrations are a perfect match for Austen's narrative, with its fascinating combination of chic economy and audacious buffoonery."

—Deidre Lynch, author of *Loving Literature: A Cultural History*

JANE AUSTEN would go on to write other novels.

CLAUDIA L. JOHNSON is the Murray Professor of English Literature at Princeton University.

LEON STEINMETZ is an American artist whose work appears in major museums in the United States and Europe.

Why It Will Sell

A beautiful keepsake for fans of Austen and those new to her work

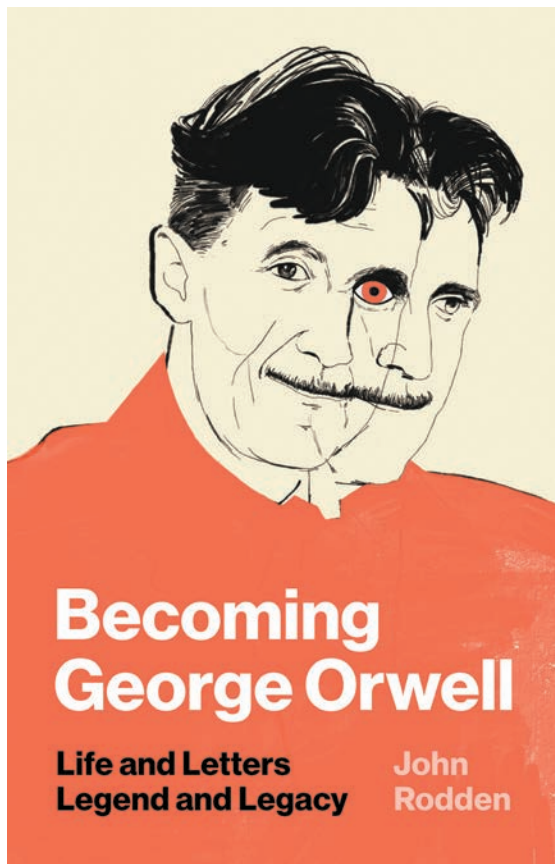
One of the strongest examples of Austen's youthful writing that anticipates her mature work while showing a more playful, irreverent side

Johnson, a leading Austen expert, provides illuminating background and commentary in an afterword

Steinmetz's elegant, stylized artwork beautifully animates the story

Final PDF: Available
Editor: Anne Savarese
72 pages. 15 color illus.

FICTION | LITERATURE



 PRINCETON UNIVERSITY PRESS

The remarkable transformation of Orwell from journeyman writer to towering icon

Is George Orwell the most influential writer who ever lived? Yes, according to John Rodden's provocative book about the transformation of a man into a myth. Rodden does not argue that Orwell was the most distinguished man of letters of the last century, nor even the leading novelist of his generation, let alone the greatest imaginative writer of English prose fiction. Yet his influence since his death at midcentury is incomparable. No writer has aroused so much controversy or contributed so many incessantly quoted words and phrases to our cultural lexicon, from "Big Brother" and "doublethink" to "thoughtcrime" and "Newspeak." *Becoming George Orwell* is a pathbreaking tour de force that charts the astonishing passage of a litterateur into a legend.

"Rodden's timely and important book is clearly written, briskly paced, and very informative—a significant contribution to Orwell studies. Engaging from start to finish, *Becoming George Orwell* is an outstanding piece of critical and scholarly work."

—William E. Cain, coeditor of *The Norton Anthology of Theory and Criticism*



JOHN RODDEN has taught at the University of Virginia and the University of Texas at Austin.

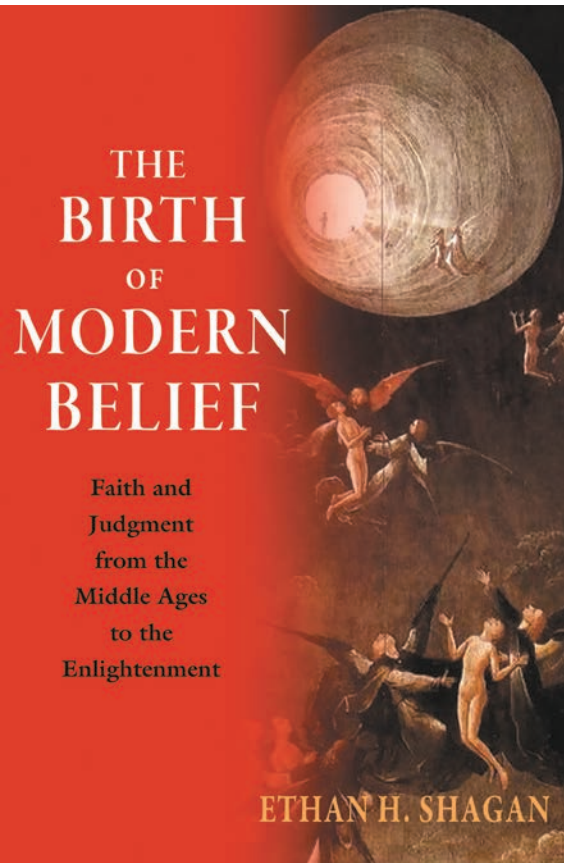
Why It Will Sell

Engaging, reflection of the short life and long afterlife of George Orwell, from one the world's preeminent Orwell scholars
Highlights many fascinating ironies of Orwell's life and reputation

Of the moment, Rodden brings the story of Orwell's legacy up to the present date with the Trump administration and the return of 1984 to the bestseller lists

Final PDF: January 2019
Editor: Ben Tate
264 pages. 9 b/w illus.

BIOGRAPHY | LITERATURE



 PRINCETON UNIVERSITY PRESS

An illuminating history of how religious belief lost its uncontested status in the West

This landmark book traces the history of belief in the Christian West from the Middle Ages to the Enlightenment, revealing for the first time how a distinctively modern category of belief came into being. Ethan Shagan focuses not on what people believed, which is the normal concern of Reformation history, but on the more fundamental question of what people took belief to be.

“This is a stunning piece of scholarship—from beginning to end, it is an intellectual ride that never loses pace. Shagan’s treatment of the multivalent nature of belief is compelling and provocative.”

—Bruce Gordon, *author of John Calvin’s “Institutes of the Christian Religion”*

“Ethan Shagan has written a marvelous and splendidly bracing book.”

—Anthony Grafton, *author of Worlds Made by Words: Scholarship and Community in the Modern West*



ETHAN H. SHAGAN is professor of history at the University of California, Berkeley. He is the author of *The Rule of Moderation* and *Popular Politics and the English Reformation*.

Why It Will Sell

Shows how the idea of “belief”—how we understand belief in God, in science, in facts, or anything else—is not a stable concept but arose at a particular point in history

Offers a new perspective on the history of religion

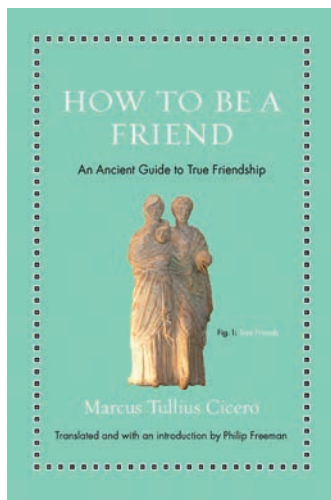
Reframes Reformation history as a struggle over what it means to believe

Final PDF: Available

Editor: Eric Crahan

408 pages. 20 b/w illus.

HISTORY | RELIGION



Published: October 2018. 208 pages.
German rights sold

CLASSICS | PHILOSOPHY

Why It Will Sell

A refreshing, much needed take on what the meaning of true friendship is in this social media age

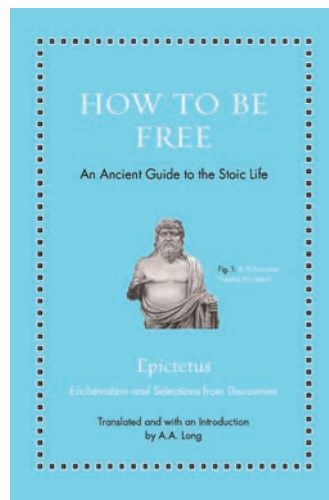
Provides advice on the value of friendship, how it makes life worth living, how tell friends from flatterers, its reciprocal nature, the different kinds of friendship, and how true friendship demands honesty

A splendid new translation of one of the greatest books on friendship ever written

An honest and eloquent guide to finding and treasuring true friends, *How to Be a Friend* speaks as powerfully today as when it was first written.

“Cicero’s indispensable dialogue, presented here in a lively new translation, is one of the most important treatments of friendship in the ancient world—and not only the ancient world. Cicero balances a poignant picture of the deep love of genuine friends with a shrewd analysis of practical and political relationships. This work illuminates friendship today and highlights the changes that, like everything with a history, it has undergone with time.”

—*Alexander Nehamas, author of On Friendship*



Published: October 2018. 232 pages.
Greek, Turkish & German rights sold

CLASSICS | PHILOSOPHY

Why It Will Sell

Clear and illuminating introduction to Epictetus’s life and his Stoic notions of freedom, and how they are applicable today

Unique and useful glossary of keywords and concepts

A superb new edition of Epictetus’s famed handbook on Stoicism—translated by one of the world’s leading authorities on Stoic philosophy

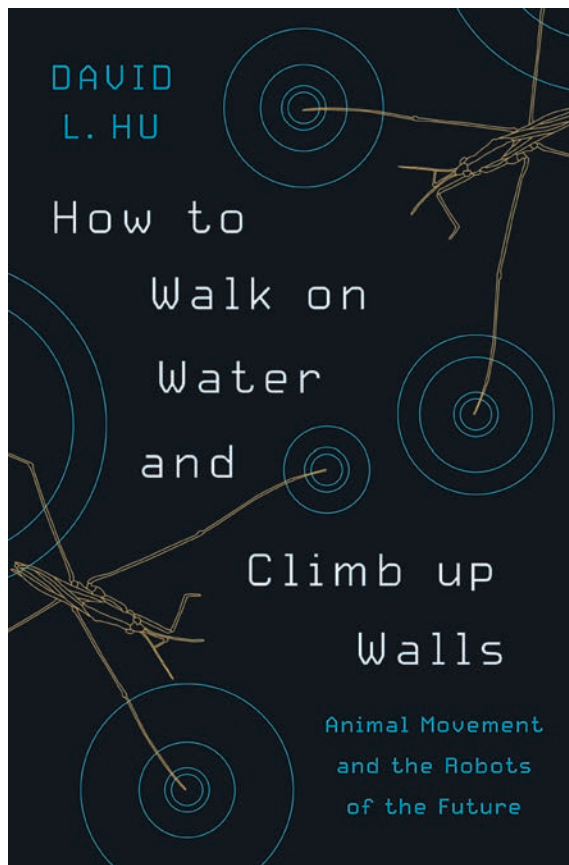
In *How to Be Free*, A. A. Long—one of the world’s leading authorities on Stoicism and a pioneer in its remarkable contemporary revival—provides a superb new edition of Epictetus’s celebrated guide to the Stoic philosophy of life (the *Encheiridion*) along with a selection of related reflections in his *Discourses*.

“There really isn’t anything else out there quite like this book. A. A. Long, one of the most respected scholars of Stoicism, has produced a fresh, accessible translation of Epictetus’s famous manual, with an introduction that makes the philosopher’s wisdom, and Stoicism more generally, accessible to all.”

—*Massimo Pigliucci, author of How to Be a Stoic*

Science & Mathematics

- | | | | |
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<i>David L. Hu</i> | 35 | Millions, Billions, Zillions
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<i>Philip Ordng</i> |
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<i>Paul J. Nahin</i> |
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<i>Ken Steiglitz</i> | 39 | Live Long and Evolve
<i>Mohamed A. F. Noor</i> |



 PRINCETON UNIVERSITY PRESS

Discovering the secrets of animal movement and what they can teach us

Insects walk on water, snakes slither, and fish swim. Animals move with astounding grace, speed, and versatility; how do they do it, and what can we learn from them? In *How to Walk on Water and Climb up Walls*, David Hu takes readers on an accessible, wondrous journey into the world of animal motion. From basement labs at MIT to the rain forests of Panama, Hu shows how animals have adapted and evolved to traverse their environments, taking advantage of physical laws with results that are startling and ingenious.

“With infectious enthusiasm and curiosity, David Hu asks why natural selection may have favored one design over another. From flying snakes to the eyelashes of giraffes, he sees mechanical challenges everywhere, and his crazy experiments help us understand how animals dry their bodies, move, pee, and eat.”

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



DAVID L. HU is associate professor of mechanical engineering and biology and adjunct professor of physics at Georgia Institute of Technology.
Twitter @drdavidhu

Why It Will Sell

How biology is inspiring the design of new and useful robots
Vivid storytelling; taking readers into the field to see how discoveries were made

Based on interviews with 15 scientists, and author's research

Author has won an IgNobel Prize and has featured in international media

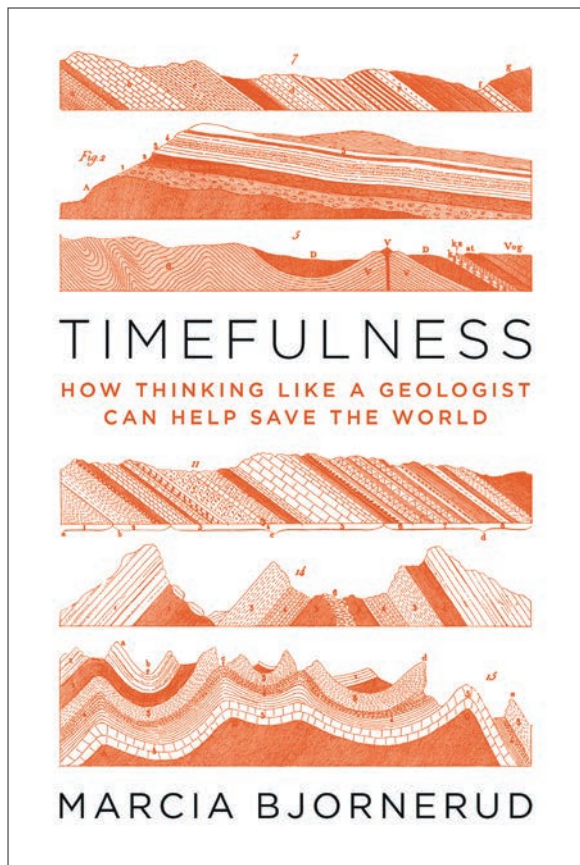
Final PDF: Available

Editor: Alison Kalett

240 pages. 12 color + 33 b/w illus.

Chinese simplified & Korean rights sold

POPULAR SCIENCE



 PRINCETON UNIVERSITY PRESS

Why an awareness of Earth's temporal rhythms is critical to our planetary survival

Few of us have any conception of the enormous timescales in our planet's long history, and this narrow perspective underlies many of the environmental problems we are creating for ourselves. Our everyday lives are shaped by processes that vastly predate us, and our habits will in turn have consequences that will outlast us by generations. *Timefulness* reveals how knowing the rhythms of Earth's deep past and conceiving of time as a geologist does can give us the perspective we need for a more sustainable future.

"Bjornerud gives lyrical voice to the rocks that tell the story of our wondrous planet. Engaging and eloquent, *Timefulness* reminds us that the present is only a link between past and future, a reality too often forgotten in the modern world's obsession with the here and now."

—*Ruth DeFries, author of The Big Ratchet: How Humanity Thrives in the Face of Natural Crisis*



MARCIA BJORNERUD is professor of geology and environmental studies at Lawrence University. She is the author of *Reading the Rocks: The Autobiography of the Earth*.

Why It Will Sell

How ability to think on inter-generational timescales is crucial to fixing problems from systemic poverty to climate change

Reclaims intellectual value of geology, and the contributions of marginalized scientists

Exceptionally elegant, clear, and personal writing

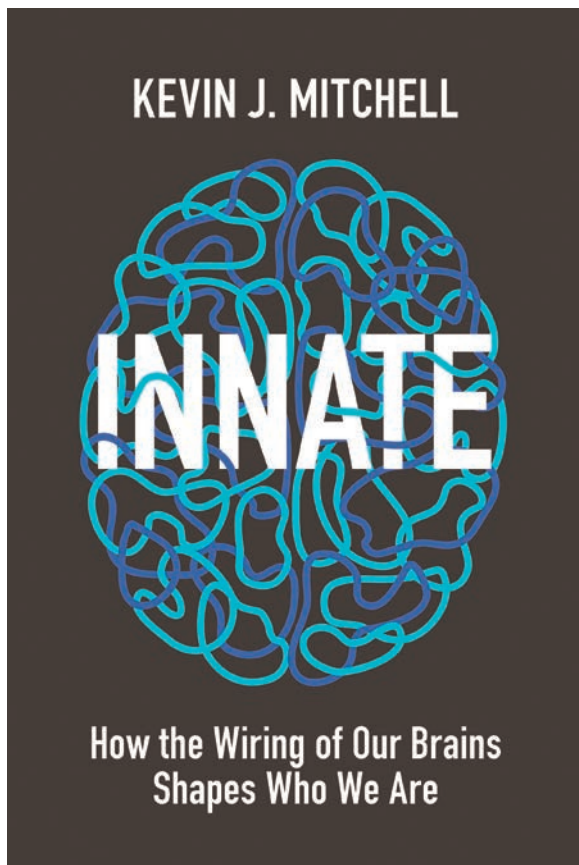
Features 12 beautiful and original hand drawn illustrations by Haley Hagerman

Published: September 2018

Editor: Jessica Yao

224 pages. 12 b/w illus.

POPULAR SCIENCE | EARTH SCIENCE



 PRINCETON UNIVERSITY PRESS

A leading neuroscientist explains why your personal traits are more innate than you think

What makes you the way you are—and what makes each of us different from everyone else? In *Innate*, leading neuroscientist and popular science blogger Kevin Mitchell traces human diversity and individual differences to their deepest level: in the wiring of our brains. Deftly guiding us through important new research, including his own groundbreaking work, he explains how variations in the way our brains develop before birth strongly influence our psychology and behavior throughout our lives, shaping our personality, intelligence, sexuality, and even the way we perceive the world.

“Nature versus nurture is a centuries’ old distinction, but neuroscience and genetics are taking us to a new level of sophistication in understanding it. We are going beyond the realization that nature and nurture are inextricable, and are now gaining insights about what nature contributes and how it makes nurture possible. Mitchell’s book is a new landmark in this debate.”

—Steven Pinker, *Johnstone Professor of Psychology, Harvard University*



KEVIN J. MITCHELL is associate professor at the Smurfit Institute of Genetics and the Institute of Neuroscience at Trinity College Dublin. He runs a popular blog, *Wiring the Brain*.
[Twitter @WiringtheBrain](#)

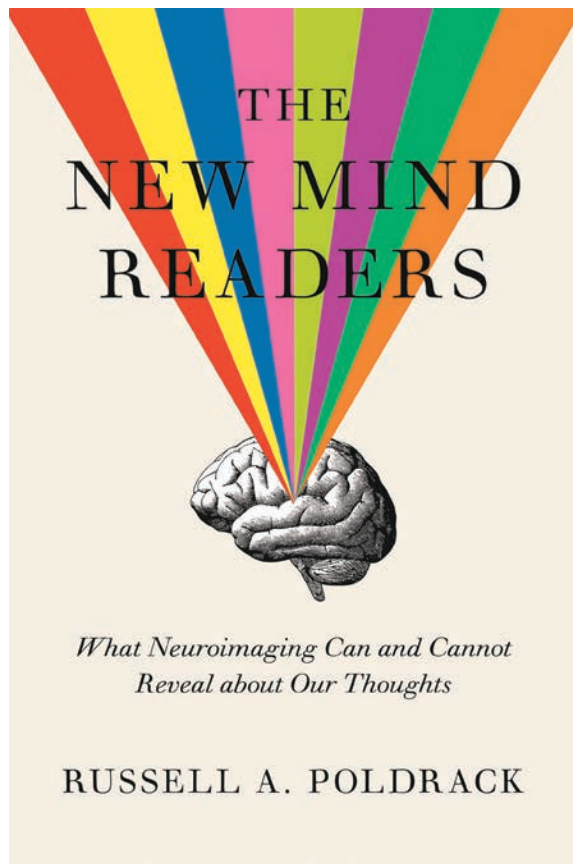
Why It Will Sell

Drawing on the latest research in genetics and neuroscience, offers a new way to understand the origins of individual differences in personality and behavior

Provocative and controversial, author builds on the ideas of Pinker; and goes much further to show precisely how biology shapes us

Published: September 2018
Editor: Alison Kalett
304 pages. 40 b/w illus.
Chinese simplified rights sold

POPULAR SCIENCE | NEUROSCIENCE |
PSYCHOLOGY



 PRINCETON UNIVERSITY PRESS

A revealing insider's account of the power—and limitations—of functional MRI

The ability to read minds has long been a fascination of science fiction, but revolutionary new brain-imaging methods are bringing it closer to scientific reality. *The New Mind Readers* provides a compelling look at the origins, development, and future of these extraordinary tools, revealing how they are increasingly being used to decode our thoughts and experiences—and how this raises sometimes troubling questions about their application in domains such as marketing, politics, and the law.

“With both broad and deep expertise, Poldrack has written a page-turner about the sense and nonsense of modern brain imaging research. Thirty years of studies is made comprehensible and downright inspiring. A fantastic book for both the novice and the professional!”

—*Michael S. Gazzaniga, author of*
The Consciousness Instinct: Unraveling the
Mystery of How the Brain Makes the Mind



RUSSELL A. POLDRACK is the Albert Ray Lang Professor of Psychology at Stanford University.
Twitter @russpoldrack

Why It Will Sell

What neuroimaging can actually reveal about our thoughts; what it can't; and the potential of this technology in the real world

Poldrack is a leader in the field of cognitive neuroscience and a pioneer in the use of fMRI

Featuring the latest science, shows how new brain imaging tools provide the ability to decode aspects of conscious thoughts

Clearly and engagingly written

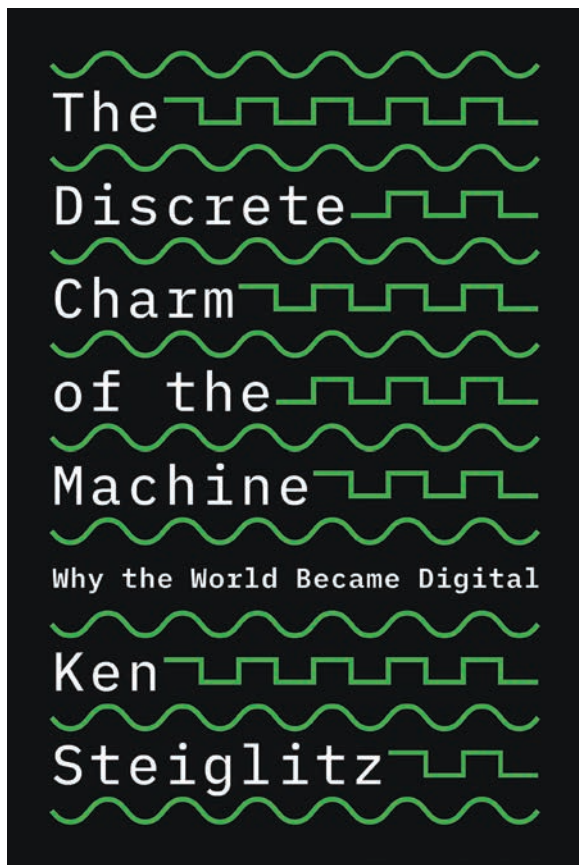
Published: September 2018

Editor: Alison Kalett

232 pages. 12 color + 25 b/w illus.

Chinese simplified rights sold

POPULAR SCIENCE | PSYCHOLOGY



 PRINCETON UNIVERSITY PRESS

The genesis of the digital idea and why it transformed civilization

A few short decades ago we were informed by the smooth signals of analog television, radio, and vinyl discs; communicated with our analog telephones; and even computed with analog computers. Today our world is digital, built with zeros and ones. Why did this revolution occur? *The Discrete Charm of the Machine* explains, in an engaging and accessible manner, the varied physical and logical reasons behind this radical transformation.

“Written by one of the pioneers of digital signal processing, *The Discrete Charm of the Machine* takes readers on an entertaining, accessible stroll through the history of the conversion of computer and entertainment technology from analog to digital. Steiglitz clearly had fun composing this enjoyable book.”

—Alan V. Oppenheim, *Massachusetts Institute of Technology*



KEN STEIGLITZ is professor emeritus of computer science and senior scholar at Princeton University. His books include *Combinatorial Optimization*, *A Digital Signal Processing Primer*, and *Snipers, Shills, and Sharks*.

Why It Will Sell

Sweeping story from analog to digital; how digital technology makes AI and robots possible, and what the future holds

Accessible guide to computers without need for background knowledge

Includes fascinating anecdotes about contributors to the digital revolution from Feynman to Turing to von Neumann

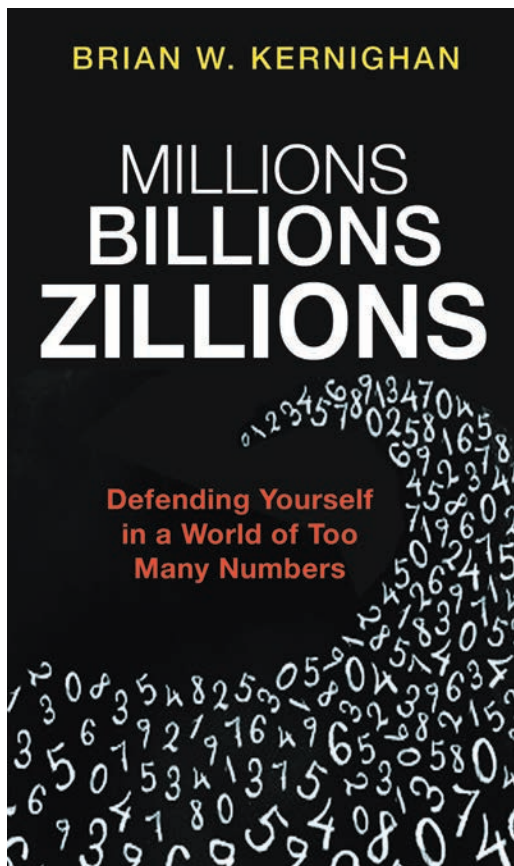
Final PDF: October 2018

Editor: Vickie Kearn

256 pages. 40 b/w illus.

Chinese simplified rights sold

POPULAR SCIENCE | COMPUTER SCIENCE



 PRINCETON UNIVERSITY PRESS

An essential guide to recognizing bogus numbers and misleading data

Numbers are impressive, intimidating, confusing, and often deliberately deceptive, especially when they're really big. The media loves to report on millions, billions, and trillions, but frequently makes basic mistakes or presents such numbers in misleading ways. And misunderstanding numbers can have serious consequences, since they can deceive us in many of our most important decisions, including how to vote, what to buy, and whether to make a financial investment. In this short, accessible, enlightening, and entertaining book, leading computer scientist Brian Kernighan teaches anyone—even diehard math-phobes—how to demystify the numbers that assault us every day.

"The indispensable guide to numerical trickery, deception, and flimflam!"

—Harry Lewis, *coauthor of* *Blown to Bits: Your Life, Liberty, and Happiness after the Digital Explosion*



BRIAN W. KERNIGHAN is professor of computer science at Princeton University. His many books include *Understanding the Digital World* (Princeton).

Why It Will Sell

Using just simple arithmetic and estimation, it is intended for anyone curious about what large numbers really mean

A timely book in an age when we are bombarded by very large numbers

Teaches us how to methodically estimate to determine if a number makes sense

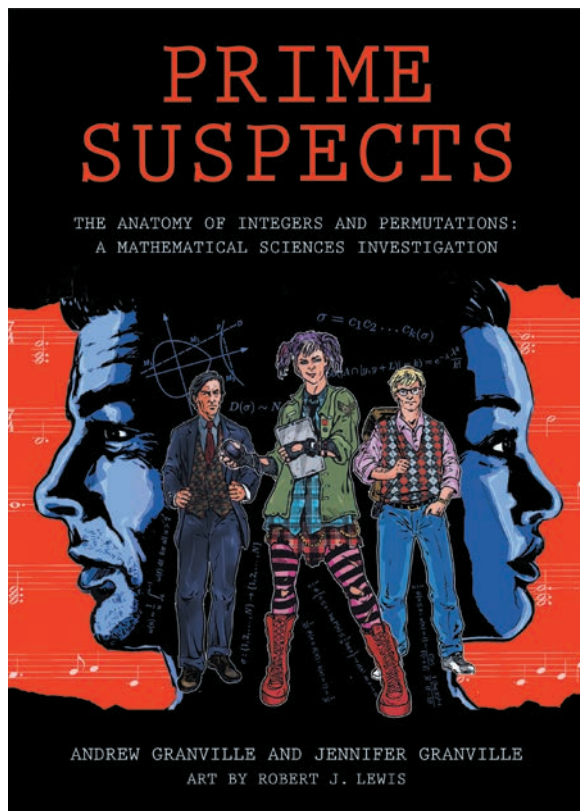
Final PDF: Available

Editor: Vickie Kearn

176 pages. 30 b/w illus.

Chinese simplified rights sold

POPULAR MATHEMATICS



An outrageous graphic novel that investigates key concepts in mathematics

Prime Suspects is a graphic novel that takes you on a voyage of forensic discovery, exploring some of the most fundamental ideas in mathematics. Travel with Detective von Neumann as he leaves no clue unturned, from shepherds' huts in the Pyrenees to secret societies in the cafés of Paris, from the hidden codes in the music of the stones to the grisly discoveries in Finite Fields. Tremble at the ferocity of the believers in deep and rigid abstraction. Feel the pain as you work with our young heroine, Emmy Germain, as she blazes a trail for women in mathematical research and learns from Professor Gauss, the greatest forensic detective of them all.

"*Prime Suspects* is unlike any mathematics book I've ever seen. Alongside stunning illustrations and playful cameos, the reader will find a probing discussion of some fascinating (and still largely unexplained) analogies between the distribution and decomposition of integers and permutations."

—Matt Baker, *Georgia Institute of Technology*



ANDREW GRANVILLE is the Canada Research Chair in Number Theory at the University of Montreal and professor of mathematics at University College London.

JENNIFER GRANVILLE is an award-winning producer, screenwriter, and director.

Why It Will Sell

Originally written as a play, this unique graphic novel teaches in a fun and entertaining way

Even contains original research developed by the author

Features cameos from famous mathematicians throughout

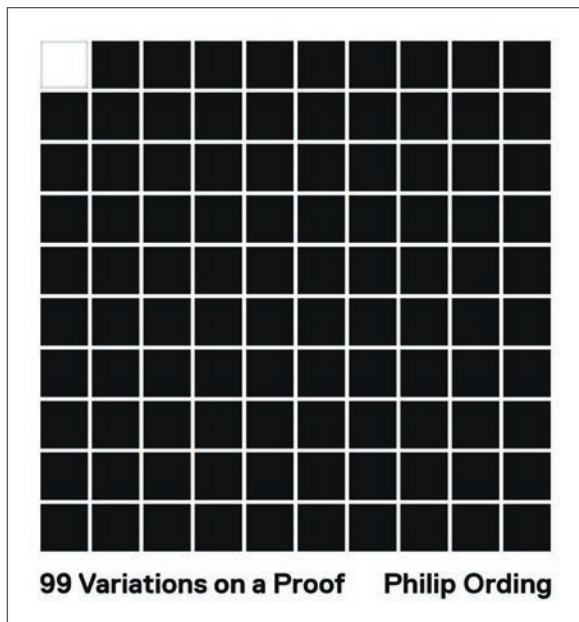
Exciting collaboration with art of Robert Lewis

Final PDF: October 2018

Editor: Vickie Kearn

200 pages.

POPULAR MATHEMATICS | GRAPHIC NOVELS



An exploration of the art of mathematics through 99 different proofs of the same theorem

This lively and compelling book offers a unique, multifaceted perspective on mathematics by demonstrating 99 different proofs of the same theorem. Each chapter solves an otherwise unremarkable equation in distinct historical, formal, and imaginative styles that range from “Medieval,” “Topological,” and “Doggerel” to “Chromatic,” “Electrostatic,” and “Psychedelic.” Along the way, Philip Ording weaves these variations into an accessible and wide-ranging narrative on the nature and practice of mathematics.

“To the outsider, mathematics seems like a matter of pure logic and skill, an endeavor to be evaluated along a single axis of excellence. But in this adventurous, elegant book, Ording shows to what extent mathematics is also a question of style. And mathematical style, like all style, cannot be placed on a simple gradient. Its terrain needs to be mapped, and in Ording it has found an exquisite cartographer.”

—Sina Najafi, editor in chief of *Cabinet magazine*



PHILIP ORDING is professor of mathematics at Sarah Lawrence College. He is the coeditor of *Simplicity: Ideals of Practice in Mathematics and the Arts*.

Why It Will Sell

Demonstrates 99 ways an algebraic equation can be proved, encouraging readers to embrace more creative ways of looking at mathematics

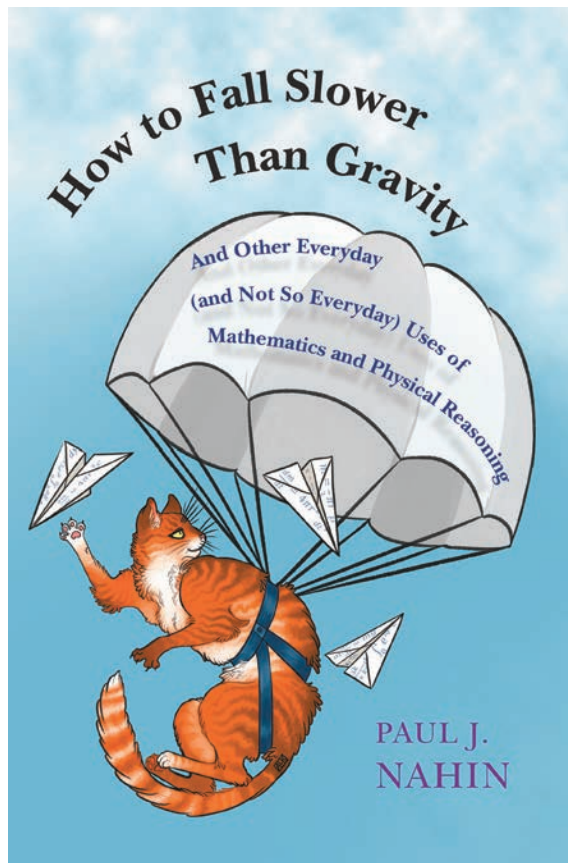
The proofs range from the serious and scholarly to the curious and entertaining, including writing a proof as a musical score or as a play

Final PDF: November 2018

Editor: Vickie Kearn

256 pages. 25 b/w illus.

POPULAR MATHEMATICS



 PRINCETON UNIVERSITY PRESS

An engaging collection of intriguing problems that shows you how to think like a mathematical physicist

Paul Nahin is a master at explaining odd phenomena through straightforward mathematics. In this collection of twenty-six intriguing problems, he explores how mathematical physicists think. Always entertaining, the problems range from ancient catapult conundrums to the puzzling physics of a very peculiar kind of glass called NASTYGLASS. Nahin's goal is always to guide readers—who will need only to have studied advanced high school math and physics—in expanding their mathematical thinking to make sense of the curiosities of the physical world.

“A fascinating tour de force of a variety of problems covering pure and applied mathematics, physics, and engineering that will keep your mind busy for days. You'll encounter lots of surprises, a healthy dose of challenging math, and many historical episodes told here for the first time. Highly recommended!”

—*Eli Maor, author of To Infinity and Beyond*



PAUL J. NAHIN is the author of many popular math books. He is professor emeritus of electrical engineering at the University of New Hampshire. He received the 2017 Chandler Davis Prize for Excellence in Expository Writing in Mathematics.

Why It Will Sell

The author walks the reader through engaging, mind-bending examples

Draws from theoretical and esoteric problems to teach readers how to think like a mathematical physicist

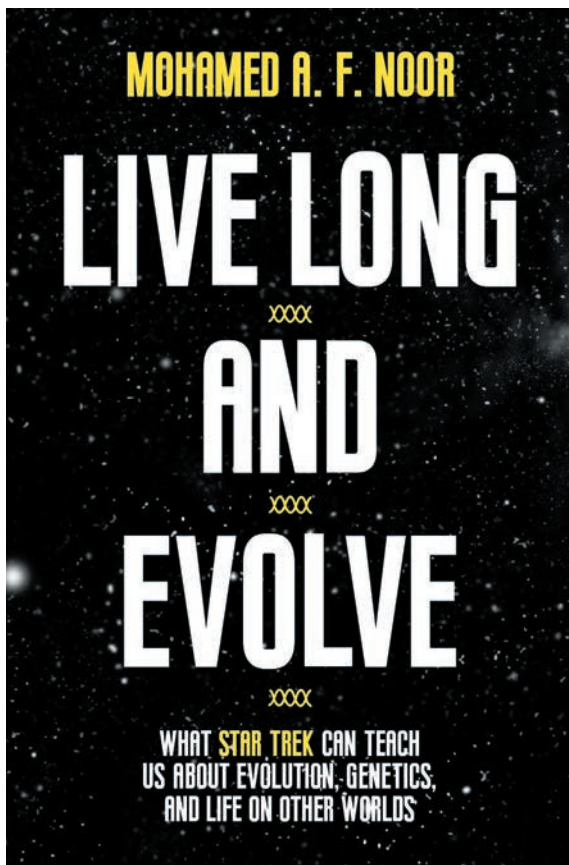
Author's previous titles have been licensed in 9 languages

Final PDF: Available

Editor: Vickie Kearn

320 pages. 62 b/w illus. 4 tables.

POPULAR MATHEMATICS



 PRINCETON UNIVERSITY PRESS

An engaging journey into the biological principles underpinning a beloved science-fiction franchise

In *Star Trek*, crew members travel to unusual planets, meet diverse beings, and encounter unique civilizations. Throughout these remarkable space adventures, does *Star Trek* reflect biology and evolution as we know it? What can the science in the science fiction of *Star Trek* teach us? In *Live Long and Evolve*, biologist and die-hard Trekkie Mohamed Noor takes readers on a fun, fact-filled scientific journey.

“Calling all Trekkies! The answers to questions about evolution may not be found in *Star Trek*, but they just might be in this wry and wonderful new book. *Live Long and Evolve* turns what sounds like meaningless biobabble from the shows into thoughtful explanations of everything from mutations and sexual reproduction to what life really is.”

—Marlene Zuk, author of *Paleofantasy: What Evolution Really Tells Us about Sex, Diet, and How We Live*



MOHAMED A. F. NOOR, besides being a Trekkie, is a professor in the Biology Department at Duke University. He is the editor in chief of the journal *Evolution*. **Twitter @ mafnoor**

Why It Will Sell

Draws from scenes from all of the *Star Trek* tv series and movies to explain mutations, genetic engineering, the origin of life, and species hybrids with entertaining examples

Author is a leading expert in evolutionary biology and a self-confessed “Trekkie”

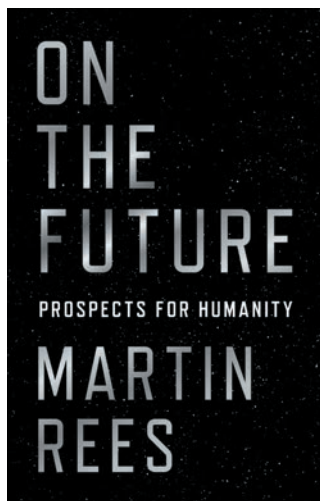
Engaging, entertaining and accessible, for anyone interested in evolution and science fiction

Published: September 2018
Editor: Alison Kalett
208 pages. 10 b/w illus.

POPULAR SCIENCE

- 42 On the Future
Martin Rees
- 42 Making Up Your Own Mind
Edward B. Burger
- 43 The Travel Diaries of Albert Einstein
Albert Einstein
- 43 Unelected Power
Paul Tucker
- 44 The Open Sea
J. G. Manning
- 44 Idleness
Brian O'Connor

Also Available



Published: September 2018.
272 pages.

Korean, Dutch, Chinese simplified,
Swedish, Spanish, Italian, Japanese,
Russian & Hungarian rights sold

POPULAR SCIENCE

Why It Will Sell

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

A short, essayistic book on the future
of humanity

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

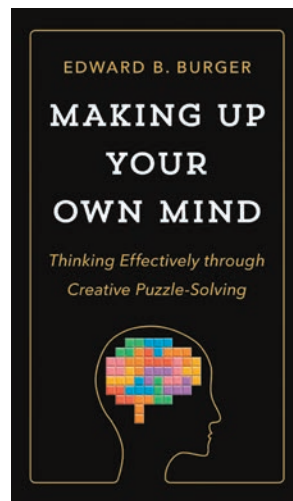
Rich with fascinating insights
into cutting-edge science and
technology, this accessible book
will captivate anyone who wants
to understand the critical issues
that will define the future of hu-
manity on Earth and beyond.

“*On the Future*, by a leading senior
scientist and written in a charm-
ing and crystalline style, provides
the kind of wisdom humanity
most needs to make our way on
through the twenty-first century.”

—Edward O. Wilson, professor
emeritus, Harvard University

“Curious about the future? Here,
one of the world’s most eminent
scientists takes you through what
will happen and why. *On the
Future* is excellent!”

—Eric Schmidt, former executive
chairman of Google



Twitter @MakingUpUrMind

Final PDF: Available
128 pages. 35 b/w illus.
Chinese simplified rights sold

SELF-HELP | EDUCATION

Why It Will Sell

How to think creatively—and learn
from our mistakes

Short professional self-help for anyone
interested in personal development

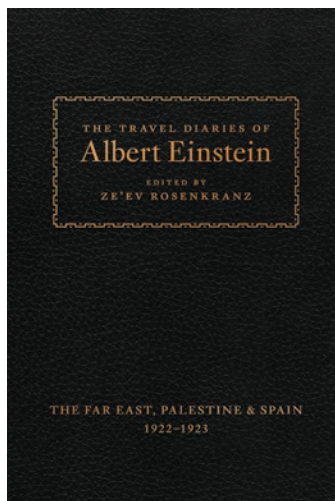
Author a leading teacher on thinking,
innovation and creativity

**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. With
so much practice, why do we
often have trouble making simple
decisions—much less arriving at
optimal solutions to important
questions? 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 seri-
ously. It is brilliantly constructed,
clearly written, and fun.”

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



Published: June 2018. 384 pages.
30 b/w illus. Hebrew rights retained
French, Russian, Japanese, Roman-
ian, Chinese simplified & Turkish
rights sold

HISTORY OF SCIENCE | POPULAR SCIENCE

Why It Will Sell

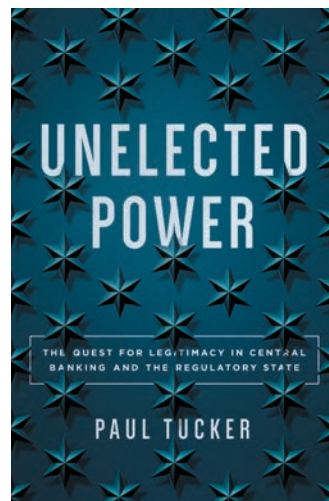
This is the first publication of
Einstein's 1922-23 travel diary to
Japan, Spain, China, and Palestine
Contains letters, postcards, speeches,
and articles by Einstein

Albert Einstein's travel diary to the Far East and Middle East

In the fall of 1922, Albert Einstein,
along with his then-wife, Elsa Ein-
stein, embarked on a five-and-a-
half-month voyage to the Far East
and Middle East, regions that the
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edition makes available the com-
plete journal that Einstein kept
on this momentous journey.

"By the fall of 1922, Albert Einstein
was among the most famous
people in the world, a scientific
celebrity who was about to win
the Nobel Prize. This fascinating
diary shows his human side as
he travels to Japan, China, Singa-
pore, Palestine, and Spain. The
diligent and wise Einstein Papers
editor Ze'ev Rosenkranz provides
an annotated version that puts
each entry into context and cre-
ates a treasure for scholars and
Einstein fans."

—Walter Isaacson, author of
Einstein: His Life and Universe



Published: April 2018. 656 pages.
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POPULAR ECONOMICS | LAW

Why It Will Sell

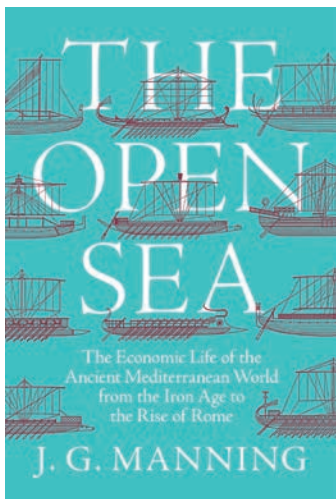
The first book from the former
Deputy Governor of the Bank of
England, Paul Tucker
A serious examination of the roles
and legitimacy of central bank action

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

Central bankers have emerged
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power alongside the judiciary
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lays out the principles needed to
ensure that central bankers, tech-
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agents of the administrative state
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account of how central banks and
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to be oriented and constrained
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and Australian National University



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ANCIENT HISTORY | ECONOMICS

Why It Will Sell

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

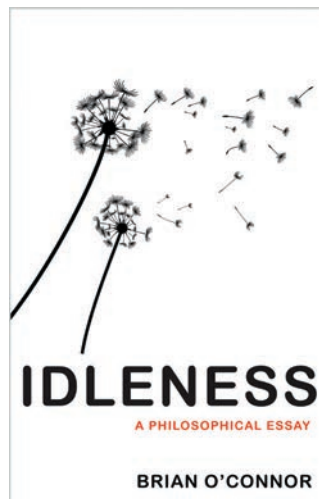
Emphasizes the interplay of environmental, cultural, and political factors

A major new economic history of the ancient Mediterranean world

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“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*



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PHILOSOPHY

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

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

For millennia, idleness and laziness have been regarded as vices. 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*

Dear friends and colleagues,

We are delighted to highlight for your consideration a selection of our fall 2018 list in the hope that it reaches a larger readership throughout the world.

Our Humanities will take you on a journey through time and across subjects, starting with a splendid new translation of one of the greatest books on friendship ever written: Marcus Tullius Cicero's *How To Be a Friend*, and a superb new edition of Epictetus's famed handbook on stoicism: *How To Be Free*.

On the subject of empire, we have two titles that have already generated some interest internationally. *The Empire of the Weak*, by J. C. Sharman, argues that Europe's global expansion was an exception in the prevailing world order, and not the result of its general military superiority. *The City-State of Boston*, by Peter Peterson, highlights how Boston was an early modern Empire long before the creation of the United States.

Three quite timely titles in the Social Sciences deserve to be highlighted: *Love, Money, and Parenting*, by Matthias Doepke and Fabrizio Zilibotti, gives us an international and historical look at how parenting choices change in face of economic inequality. *Making Motherhood Work*, by Caitlin Collins, brings us a cross-national account of working mothers' daily lives, as well as the revolution in public policy and culture needed to improve them. *Dark Commerce*, by Louise I. Shelley shows us how the underground economy of illicit trade is impacting not only our environment, but also the economy.

In the realm of Science, one of the most appealing titles is *How to Walk on Water and Climb up Walls*, by David Hu. The author takes us on a journey into the world of animal motion, showing us how these have evolved to adapt to their environments and what we can learn from them in the design and development of robots.

This is only a teaser! Making the selection of this rights guide was no easy task, as there were more titles than available pages. We encourage you to expand your browsing to our complete seasonal catalog, which might include titles of possible interest as well!

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