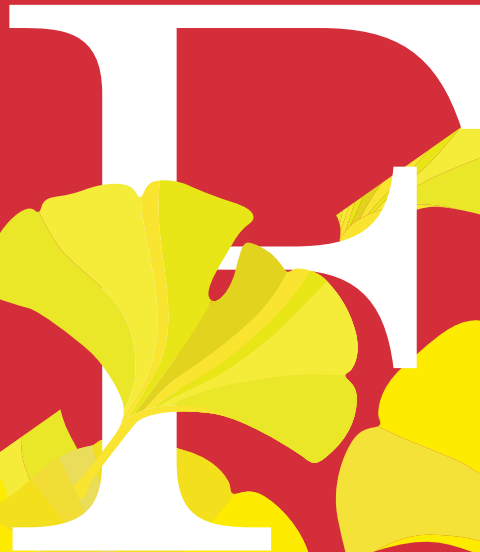




PRINCETON
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RIGHTS GUIDE
FRANKFURT 2019



IF



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

We publish peer-reviewed books that connect authors and readers across spheres of knowledge to advance and enrich the global conversation.

We embrace the highest standards of scholarship, inclusivity, and diversity in our publishing.

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

A Note from the International Rights Manager

As PUP continually strives to bring scholarly ideas to the world and enrich the global conversation, licensing the translation rights to our books is a vital aspect of our publishing mission. We are therefore delighted to share here a new selection of books with publishers at Frankfurt Book Fair, where we are privileged to meet with some of our most important publishing partners. We hope you will be as excited to read them as we are.

We are excited to bring you an early look at the new books from Anne Case and Nobel Laureate Angus Deaton, Jim Al-Khalili, and Eric Cline from our forthcoming Spring 2020 list, while this season Walter Scheidel brings us his new take on ancient economics in *Escape from Rome*. In the fields of science and mathematics, we have a fantastic set of offerings exploring everything from the revolutionary new frontiers of science and medicine in Sonia Contera's *Nano Comes to Life*, to the fun and beautiful art of linear optimization in *Opt Art*. Highlights from our Humanities list include the philosophy of AI in *Artificial You* by Susan Schneider, the first comprehensive look at the menopause from prehistory to today in Susan Mattern's *The Slow Moon Climbs* and *Michelangelo, God's Architect*, the untold story of the artist's final decades from the world's foremost expert, William E. Wallace.

Please do take a look through this curated selection, and of course our complete seasonal catalogue available on our website, and we hope you enjoy!

Rebecca Bengoechea
International Rights Manager



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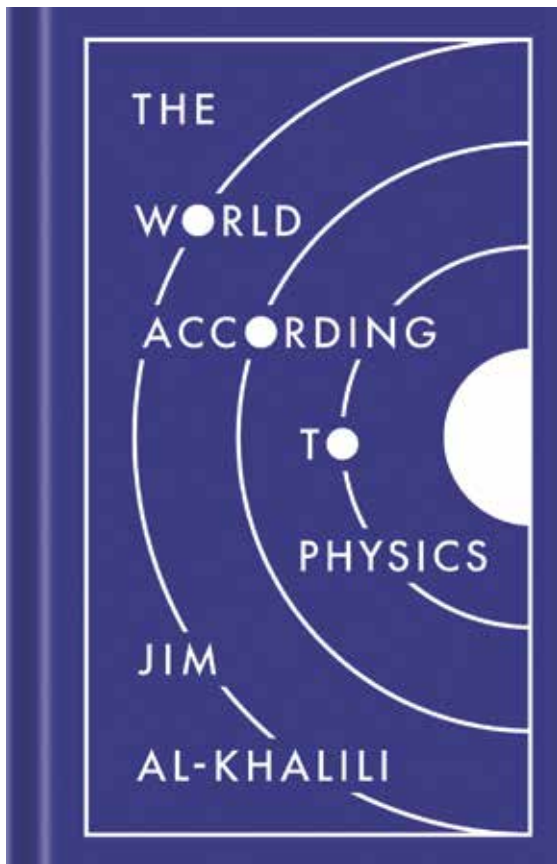
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Robert Bosch

Science



Quantum physicist, *New York Times* bestselling author, and BBC host Jim Al-Khalili offers a fascinating and illuminating look at what physics reveals about the world

Shining a light on the most profound insights revealed by modern physics, Jim Al-Khalili invites us all to understand what this crucially important science tells us about the universe and the nature of reality itself.

“This book presents a comprehensive account of modern physics, weaving together a tapestry of new and familiar topics. Al-Khalili has a distinctively light voice that comes across throughout and works incredibly well.”

—*Pedro G. Ferreira, author of The Perfect Theory: A Century of Geniuses and the Battle over General Relativity*



© Sebastian Nevols

JIM AL-KHALILI is professor of physics at the University of Surrey. He is one of Britain's best-known science communicators and has written numerous books. He is a fellow of the Royal Society.

Why It Will Sell

Gentle introduction to some of most profound and fundamental ideas in modern physics, from world-renowned science communicator.

An inviting, approachable and compelling book, aiming to draw more people to science.

Al-Khalili's popular science books have been translated into over 20 languages.

First Proof: October
Editor: Ingrid Gnerlich
264 pages. 6 b/w illus.

PHYSICS

WHY TRUST SCIENCE

?

NAOMI
ORESQUES

Why the social character of scientific knowledge makes it trustworthy

Do doctors really know what they are talking about when they tell us vaccines are safe? Should we take climate experts at their word when they warn us about the perils of global warming? Why should we trust science when our own politicians don't? In this landmark book, Naomi Oreskes offers a bold and compelling defense of science, revealing why the social character of scientific knowledge is its greatest strength—and the greatest reason we can trust it.

“How do we get to the truth? How do we safeguard scientific knowledge (and ourselves) from those whose interests are threatened by it? With her trailblazing work on climate denial and much else, Naomi Oreskes offers essential perspective on these questions. She tackles them head-on in this clear, utterly compelling book.”

—*Naomi Klein, author of No Is Not Enough and This Changes Everything*



NAOMI ORESKES is professor of the history of science and affiliated professor of Earth and planetary sciences at Harvard University. Her books include *The Collapse of Western Civilization* and *Merchants of Doubt*.
Twitter @NaomiOreskes

Why It Will Sell

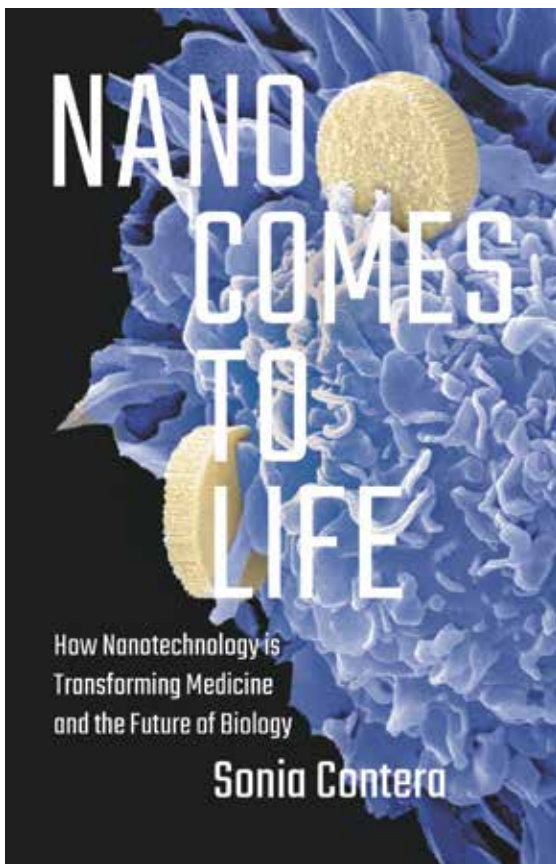
Lively and timely new argument for trust in science's conclusions at a time of increasing disdain for academia, experts, and evidence.

Persuasive and accessible defense of science from one of the world's leading historians of science.

Uses relevant historical and everyday examples, from continental drift to birth control.

Final PDF: Available
Editor: Alison Kalett
376 pages. 2 b/w illus. 1 table.

HISTORY OF SCIENCE | POLITICS



The nanotechnology revolution that will transform human health and longevity

Nano Comes to Life opens a window onto the nanoscale—the infinitesimal realm of proteins and DNA where physics and cellular and molecular biology meet—and introduces readers to the rapidly evolving nanotechnologies that are allowing us to manipulate the very building blocks of life. Sonia Contera gives an insider's perspective on this new frontier, revealing how nanotechnology enables a new kind of multidisciplinary science that is poised to give us control over our own biology, our health, and our lives.

“Your body is built and maintained by molecular nanomachines, and the future of medicine will depend on our ability to work in the nanoscale realm. *Nano Comes to Life* tells the story of progress and the path forward. The prospects are amazing.”

—*K. Eric Drexler, author of Radical Abundance: How a Revolution in Nanotechnology Will Change Civilization*



SONIA CONTERA is professor of biological physics in the Department of Physics at the University of Oxford.

Twitter @SONIACONTERA

Why It Will Sell

Explores revolutionary new frontiers of science and medicine.

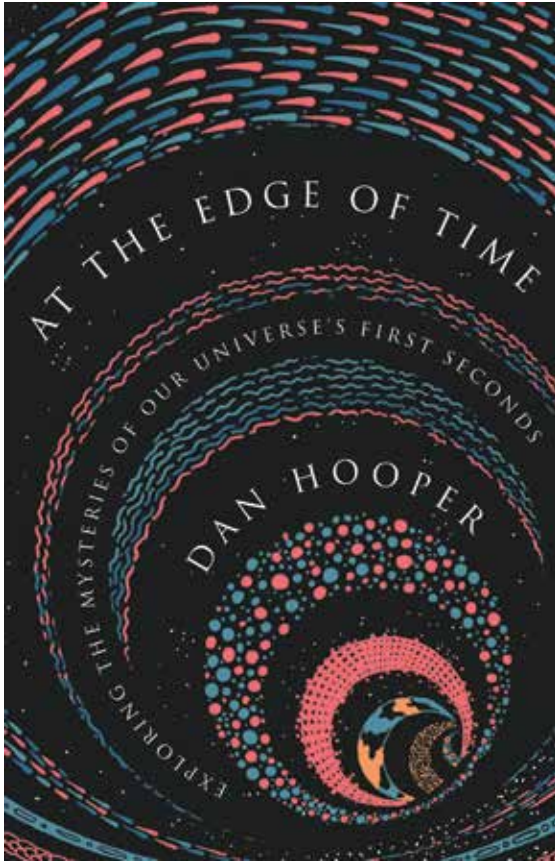
Introduces readers to the rapidly evolving science that is giving humans access to, and potentially control of, their own biology.

Global perspective from an author with connections to Spain, Japan, the UK, Korea, Russia, Brazil among others.

Author a dynamic leading researcher in this interdisciplinary field.

Final PDF: Available
Editor: Ingrid Gnerlich
240 pages. 12 color + 11 b/w illus.
Chinese Simplified rights sold

PHYSICS | BIOLOGY



 PRINCETON UNIVERSITY PRESS

A new look at the first few seconds after the Big Bang—and how research into these moments continues to revolutionize our understanding of our universe

Scientists in the past few decades have made crucial discoveries about how our cosmos evolved over the past 13.8 billion years. But there remains a critical gap in our knowledge: we still know very little about what happened in the first seconds after the Big Bang. *At the Edge of Time* focuses on what we have recently learned and are still striving to understand about this most essential and mysterious period of time at the beginning of cosmic history.

“What a journey, from the very birth of the universe to its ultimate future. In accessible fashion, Hooper’s book does a great job explaining the fundamental laws of physics and showing how they play out in cosmic evolution.”

—Sean Carroll, author of *Something Deeply Hidden: Quantum Worlds and the Emergence of Spacetime*



DAN HOOPER is a senior scientist and the head of the Theoretical Astrophysics Group at the Fermi National Accelerator Laboratory and a professor of astronomy and astrophysics at the University of Chicago.
[Twitter @DanHooperAstro](#)

Why It Will Sell

Elegantly written, accessible book.

Author appeared in high profile media and publications such as BBC and *New Scientist*.

First book on the topic in many years since Weinberg’s *The First Three Minutes*.

Broadly addresses central mysteries in cosmology.

Final PDF: Available
Editor: Jessica Yao
248 pages. 11 b/w illus.
Chinese Simplified rights sold

POPULAR SCIENCE | ASTRONOMY



An illustrated mini-encyclopedia of fungal lore, from John Cage and Terrence McKenna to mushroom sex and fairy rings

Fungipedia presents a delightful A–Z treasury of mushroom lore. With more than 180 entries—on topics as varied as *Alice in Wonderland*, chestnut blight, medicinal mushrooms, poisonings, Santa Claus, and waxy caps—this collection will transport both general readers and specialists into the remarkable universe of fungi. With charming drawings by artist and illustrator Amy Jean Porter, *Fungipedia* offers a treasure trove of scientific and cultural information.

“With whimsy, wisdom, and deep knowledge, abetted by Amy Porter’s thoroughly charming drawings, Lawrence Millman has conjured the most interesting, readable, and useful fungus book ever. His introduction, full of art and mirth, is the best essay I have read on this mysterious kingdom.”

—*Robert Michael Pyle, author of Mariposa Road and Magdalena Mountain*



LAWRENCE MILLMAN is a mycologist and author of numerous books.

AMY JEAN PORTER is an artist, illustrator, and naturalist.

Why It Will Sell

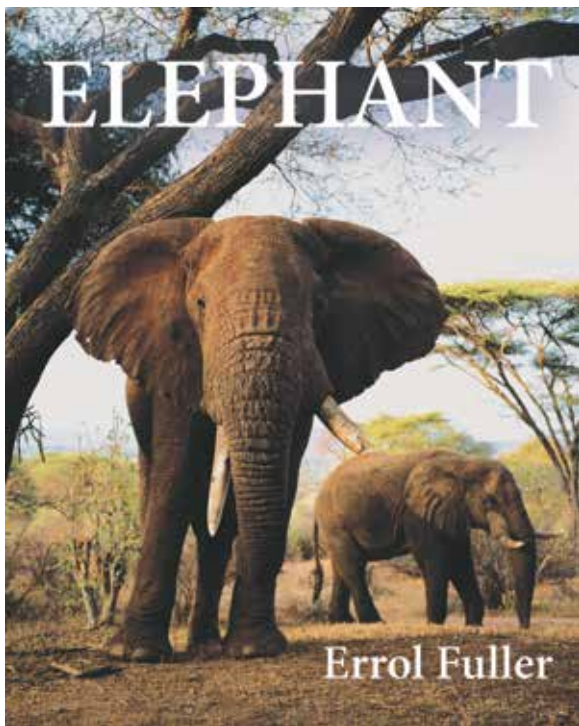
Brightly written with an anecdotal humorous style, and presented in a beautiful small-format package.

Meant to captivate and inspire, through a marvelous mix of scientific information and cultural lore.

Author’s decades of experience and research underpin the whimsical, brief entries with useful and insightful information on various species.

Final PDF: Available
Editor: Robert Kirk
200 pages. 51 b/w illus.

NATURE



A lavishly illustrated celebration of these glorious animals—and a poignant lament for their future

Elephants are among the most beloved of all creatures. Their behavior can seem almost human, from their complex social interactions to their need to mourn their dead. They are also among the most persecuted of animals, subjected to untold cruelty at the hands of humans through the ages. In this stunningly illustrated book, Errol Fuller provides a rich and moving portrait of elephants, exploring their natural history, the legends that have grown up around them, their unique place in art and literature, and their urgent need for protection today.

“In this fascinating, informative, and beautifully illustrated book, Errol Fuller traces the cultural and historic significance of elephants while also presenting them in their evolutionary context. A thoroughly enjoyable read.”

—*Lucy Bates, University of Sussex*



ERROL FULLER is an acclaimed writer and painter and a world authority on animal extinction and the curiosities of natural history. His many books include the award-winning *Extinct Birds*.

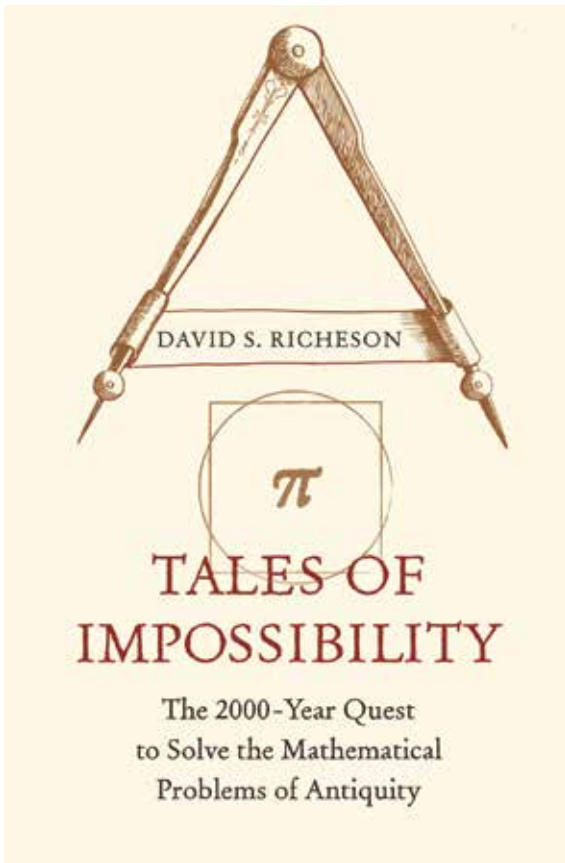
Why It Will Sell

Brilliant, comprehensive, and sweeping look at the elephant, it's natural history and evolution, from prehistory to the present, as well as their cultural impact and significance.

Timely ode highlighting the importance of elephants as they face competition for resources, and threats from poachers and to their habitats.

Final PDF: Available
Editor: Robert Kirk
288 pages. 202 color illus.
Thai rights retained by author

NATURE



A comprehensive look at four of the most famous problems in mathematics

Tales of Impossibility recounts the intriguing story of the renowned problems of antiquity, four of the most famous and studied questions in the history of mathematics. First posed by the ancient Greeks, these compass and straightedge problems—squaring the circle, trisecting an angle, doubling the cube, and inscribing regular polygons in a circle—have served as ever-present muses for mathematicians for more than two millennia. David Richeson follows the trail of these problems to show that ultimately their proofs—demonstrating the impossibility of solving them using only a compass and straightedge—depended on and resulted in the growth of mathematics.

“This engaging and well-written book covers more ground than previous books on the classical improbability problems. Numerous historical asides add to the enjoyment of this work. Highly recommended!”

—*Eli Maor, author of Music by the Numbers*



DAVID S. RICHESON is professor of mathematics at Dickinson College and editor of *Math Horizons*.

Twitter @divbyzero

Why It Will Sell

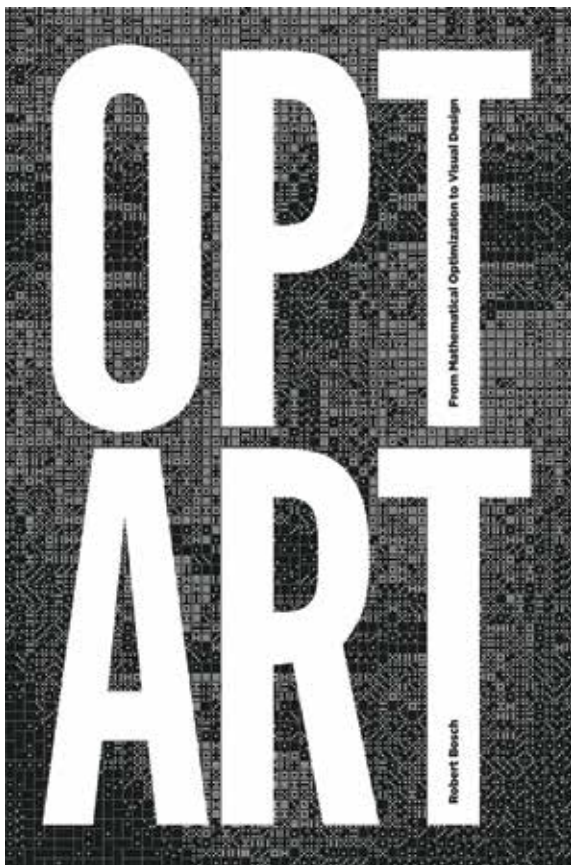
Readers will learn more about the mathematicians behind these four problems, discovering that scholars sometimes even work on problems with the goal of proving them unsolvable.

Author has a committed following through his books and his blog; [Division by Zero](#).

Author's previous book has been translated into Japanese, Chinese Simplified, Portuguese, and Korean.

Final PDF: Available
Editor: Susannah Shoemaker
456 pages. 163 b/w illus. 5 tables.
Chinese Simplified rights sold

MATHEMATICS



 PRINCETON UNIVERSITY PRESS

A fun and stunningly illustrated introduction to the art of linear optimization

Linear optimization is a powerful modeling method for discovering the best solution to a problem among a set of available alternatives. It is one of today's most important branches of mathematics and computer science—and also a surprisingly rich medium for creating breathtaking works of art. *Opt Art* takes readers on an entertaining tour of linear optimization and its applications, showing along the way how it can be used to design visual art.

“*Opt Art* is a book of Bosch’s personal explorations of optimization techniques to develop geometric art patterns. Reading it, I felt like he was sharing his secrets of how to use the power of computing to discover new ideas and create new art.”

—Erik D. Demaine, *coauthor of Games, Puzzles, and Computation*



ROBERT BOSCH is professor of mathematics at Oberlin College and an award-winning writer and artist. Visit dominoartwork.com for more of Bosch's mathematical art. **Twitter @baabbaash**

Why It Will Sell

Use art to generate deeper interest in mathematics.

Each chapter begins with a problem or puzzle, and shows how solution can be derived using various art methods and mediums, including 3D printing and carving.

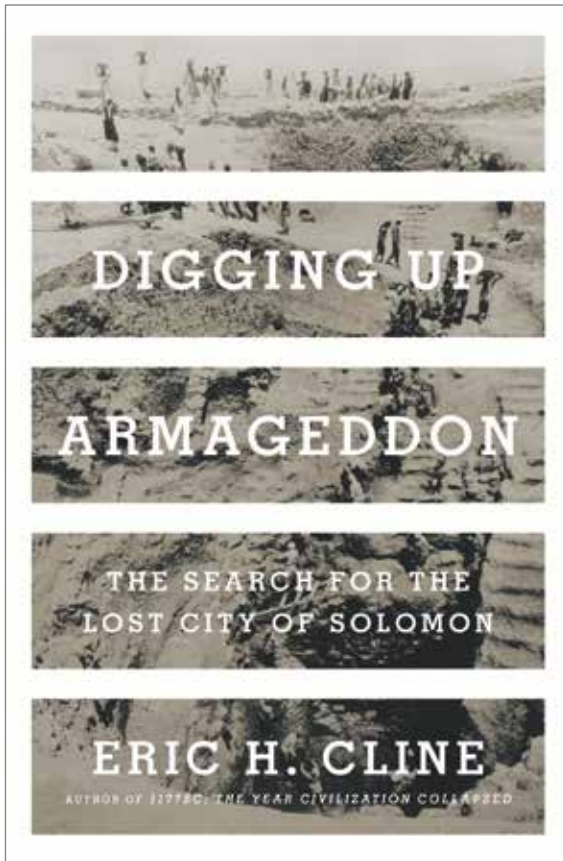
Style of writing and mathematics incorporated in the book are accessible to the general reader.

Final PDF: Available
Editor: Susannah Shoemaker
200 pages. 22 color + 143 b/w
illus. 4 tables.

MATHEMATICS | ART

Humanities

- 12 Digging Up Armageddon
Eric H. Cline
- 13 Artificial You
Susan Schneider
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Scott Soames
- 19 How to Think about God
Cicero
- 19 How to Be a Leader
Plutarch



A vivid portrait of the early years of biblical archaeology from the acclaimed author of *1177 B.C.: The Year Civilization Collapsed*

In 1925, James Henry Breasted, famed Egyptologist and director of the Oriental Institute at the University of Chicago, sent a team of archaeologists to the Holy Land to excavate the ancient site of Megiddo. Their excavations made headlines around the world. *Digging Up Armageddon* brings to life one of the most important archaeological expeditions ever undertaken, describing the site and what was found there, and providing an up-close look at the internal workings of a dig in the early years of biblical archaeology.

“I enjoyed reading *Digging Up Armageddon*. Cline’s successful detective work in figuring out the interpersonal relationships among these archaeologists, including the scandals and gossip that severely impacted their fieldwork, is extremely important.”

—*Rachel S. Hallote, author of Death, Burial, and Afterlife in the Biblical World: How the Israelites and Their Neighbors Treated the Dead*



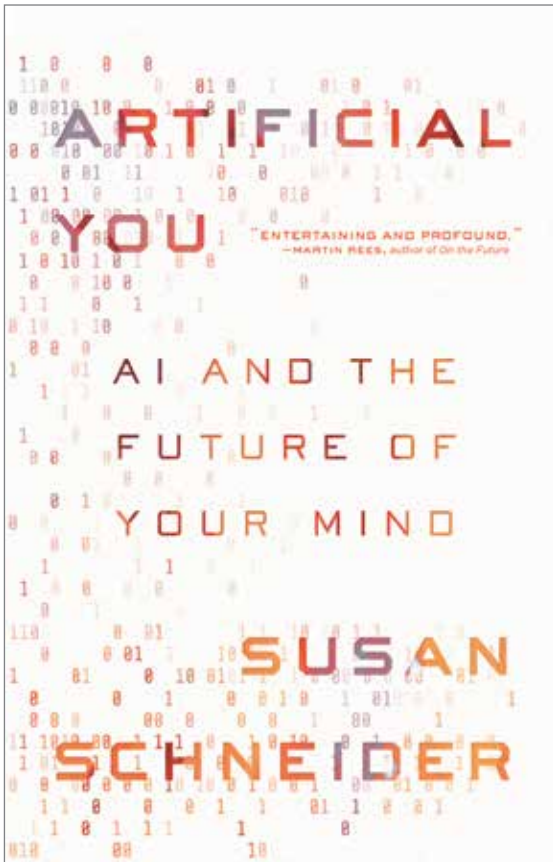
ERIC H. CLINE is professor of classics and anthropology and director of the Capitol Archaeological Institute at George Washington University. His many books include *Three Stones Make a Wall* and *1177 B.C.* (both Princeton).

Why It Will Sell

First full-length history of search for the site of biblical Armageddon. Draws on the author’s own experience digging at the site for almost 20 years, as well as a treasure-trove of letters & diaries bringing the stories to life. Author’s previous books translated into 19 languages.

Final PDF: December
Editor: Rob Tempio
496 pages. 51 b/w illus. 3 tables.
2 maps.

ARCHAEOLOGY | RELIGION



 PRINCETON UNIVERSITY PRESS

A sober-minded philosophical exploration of what AI can and cannot achieve

Humans may not be Earth's most intelligent species for much longer: the world champions of chess, Go, and *Jeopardy!* are now all AIs. Given the rapid pace of progress in AI, many predict that it could advance to human-level intelligence within the next several decades. From there, it could quickly outpace human intelligence. What do these developments mean for the future of the mind?

"This riveting book is both entertaining and profound: it presents a humane perspective on AI, a topic that has attracted too much naive hype and scaremongering. Classic philosophical problems of the self, the mind, and consciousness will soon—through transformative advances in AI—become crucial to practical ethics and individual choices. Schneider offers sophisticated insights on what is perhaps the number one long-term challenge confronting humanity."

—*Martin Rees, author of On the Future: Prospects for Humanity*



SUSAN SCHNEIDER is the NASA/Baruch Blumberg Chair at the Library of Congress and the director of the AI, Mind and Society Group at the University of Connecticut.

Why It Will Sell

Original and important in-depth exploration into the philosophical questions surrounding AI, robot consciousness, biotechnology and the future of humanity.

Clear, engaging, imaginative and cutting edge writing on a very timely subject.

Author has a fantastic profile, both scholarly and for the popular media including a [TEDx talk](#).

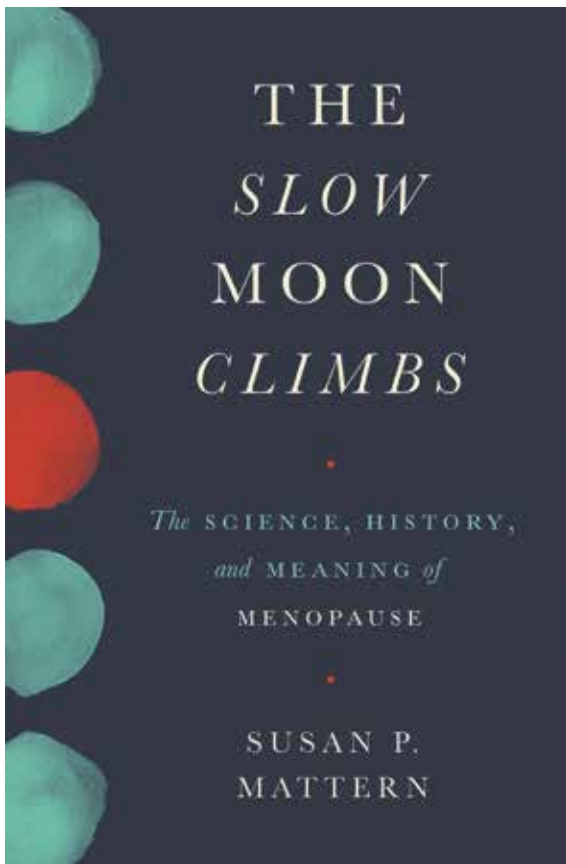
Final PDF: Available

Editor: Matt Rohal

192 pages. 9 b/w illus.

Chinese Simplified rights sold

PHILOSOPHY | COGNITIVE SCIENCE |
COMPUTER SCIENCE



 PRINCETON UNIVERSITY PRESS

The first comprehensive look at menopause from prehistory to today

Are the ways we look at menopause all wrong? Historian Susan Mattern says yes, and *The Slow Moon Climbs* reveals just how wrong we have been. Taking readers from the rainforests of Paraguay to the streets of Tokyo, Mattern draws on historical, scientific, and cultural research to reveal how our perceptions of menopause developed from prehistory to today. For most of human history, people had no word for menopause and did not view it as a medical condition. Rather, in traditional foraging and agrarian societies, it was a transition to another important life stage. This book, then, introduces new ways of understanding life beyond fertility.

“In *The Slow Moon Climbs*, Mattern dispels old myths about menopause and illuminates the evolutionary, social, and personal advantages of a long-misunderstood natural phase of life: freedom from fertility. This is an important book, filled with vivid examples, scientific realities, and new insights.”

—*Adrienne Mayor, author of The Amazons*



SUSAN P. MATTERN is Distinguished Research Professor of History at the University of Georgia.

Why It Will Sell

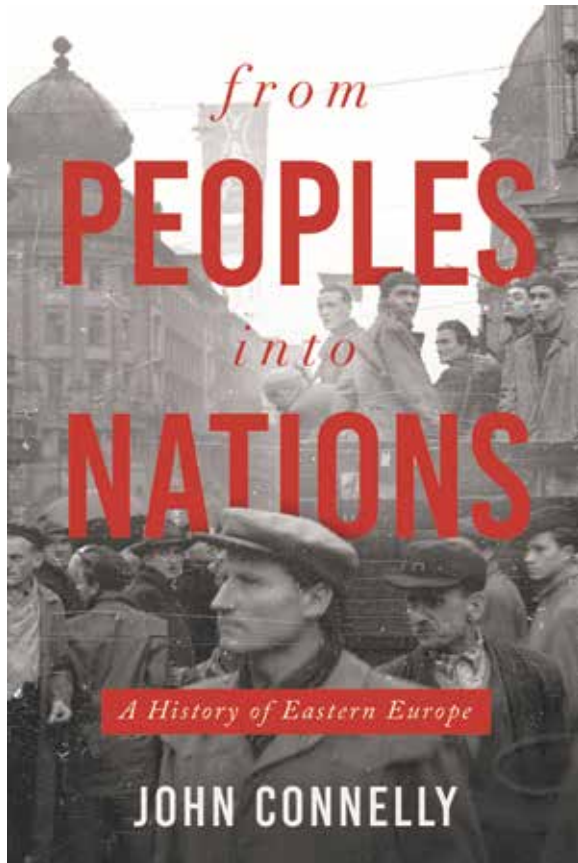
Truly comprehensive history of essential and unique role menopause has played in human history; its evolution, its positive part in development of civilization, and different meanings it has had in different cultures and times.

Puts menopause in context; includes pop science, anthropology, evolutionary, as well as cultural and women's history angles.

Says it is an essential stage in life, and not a problem.

Final PDF: Available
Editor: Rob Tempio
480 pages. 5 b/w illus.
Korean rights sold

HISTORY | WOMEN'S STUDIES



 PRINCETON UNIVERSITY PRESS

A sweeping narrative history of Eastern Europe from the late eighteenth century to today

In the 1780s, the Habsburg monarch Joseph II decreed that henceforth German would be the language of his realm. His intention was to forge a unified state from his vast and disparate possessions, but his action had the opposite effect, catalyzing the emergence of competing nationalisms among his Hungarian, Czech, and other subjects, who feared that their languages and cultures would be lost. In this sweeping narrative history of Eastern Europe since the late eighteenth century, John Connelly connects the stories of the region's diverse peoples, telling how, at a profound level, they have a shared understanding of the past.

“John Connelly has written a history of Eastern Europe that is vast in scope, yet rich in detail. The work of a skilled historian at the peak of his scholarly powers, *From Peoples into Nations* will no doubt be discussed and debated within the field—and beyond—for years to come.”

—*Holly Case, author of The Age of Questions*



JOHN CONNELLY is professor of history and director of the Institute for East European, Eurasian, and Slavic Studies at the University of California, Berkeley.

Why It Will Sell

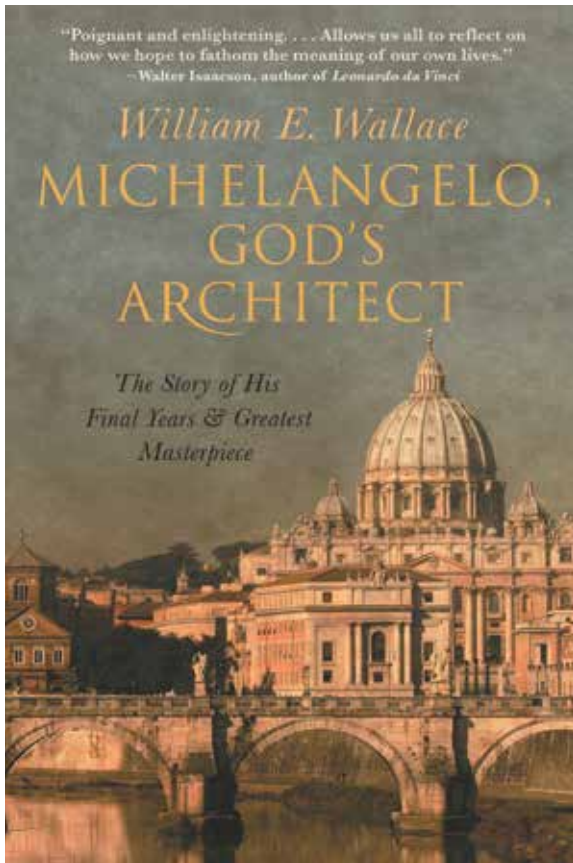
The first authoritative history of central and eastern Europe from mid 19th century to the present; how nationhood has shaped this history and shared experience.

Lively, accessible writing and filled with fantastic stories.

A new history of the rise of nationalism and national self-assertion in the region during late 19th and 20th centuries.

Final PDF: October
Editor: Eric Crahan
824 pages. 88 b/w illus. 6 tables.
24 maps.

HISTORY



 PRINCETON UNIVERSITY PRESS

The untold story of Michelangelo's final decades—and his transformation into one of the greatest architects of the Italian Renaissance

Michelangelo, God's Architect is the first book to tell the full story of Michelangelo's final two decades, when the peerless artist refashioned himself into the master architect of St. Peter's Basilica and other major buildings. Leading Michelangelo expert William Wallace sheds new light on this least familiar part of Michelangelo's biography, revealing a creative genius who was also a skilled engineer and enterprising businessman.

"William Wallace has produced a book that is poignant and enlightening. By looking at Michelangelo's life from the perspective of his later years, Wallace offers a reflection on the artist's sense of his legacy, mission, and the God's work he was meant to do. This book not only helps us understand Michelangelo and his work on St. Peter's Basilica, it allows us all to reflect on how we hope to fathom the meaning of our own lives."

—Walter Isaacson, author of *Leonardo da Vinci*



WILLIAM E. WALLACE is the Barbara Murphy Bryant Distinguished Professor of Art History at Washington University in St. Louis.

Why It Will Sell

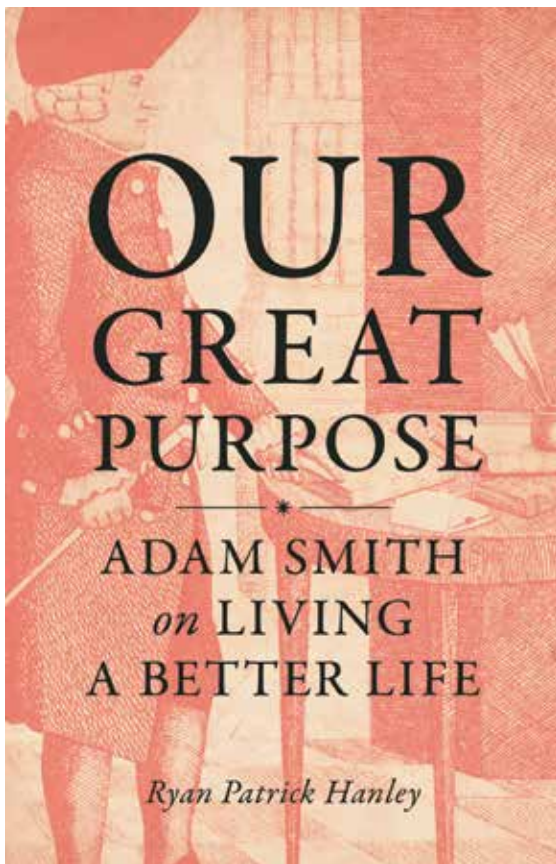
Offers a new and vibrant story of the renowned artist with captivating prose that combines art history, history, and biography.

Author is the world's foremost scholar on Michelangelo with 8 previous books on the artist; he advised the Vatican on the restoration of the Sistine Chapel, and is currently consulting on upcoming Michelangelo TV series.

Much to learn here about second careers, the life-sustaining value of work, and reinvention.

Final PDF: Available
Editor: Michelle Komie
328 pages. 62 color + 33 b/w illus.

ART | BIOGRAPHY



 PRINCETON UNIVERSITY PRESS

Invaluable wisdom on living a good life from the founder of modern economics

Adam Smith is best known today as the founder of modern economics, but he was also an uncommonly brilliant philosopher who was especially interested in the perennial question of how to live a good life. *Our Great Purpose* is a short and illuminating guide to Smith's incomparable wisdom on how to live well, written by one of today's leading Smith scholars.

"A brilliant and original way to encounter Adam Smith—a book that will still be read in fifty years."

—*David Warsh, author of Economic Principals: Masters and Mavericks of Modern Economics*

"Smith, as Ryan Patrick Hanley understands well, was a modern heir to the great classical search for the good life, as much a student of the soul as of modern commercial society. In translating him for our times, Hanley offers a gem of a book, a guide to a great thinker that is full of insights about the practical pursuit of living well."

—*Darrin M. McMahon, author of Happiness: A History*



RYAN PATRICK HANLEY is professor of political science at Boston College. He is the author of *Adam Smith and the Character of Virtue* and the editor of *Adam Smith: His Life, Thought, and Legacy* (Princeton).

Why It Will Sell

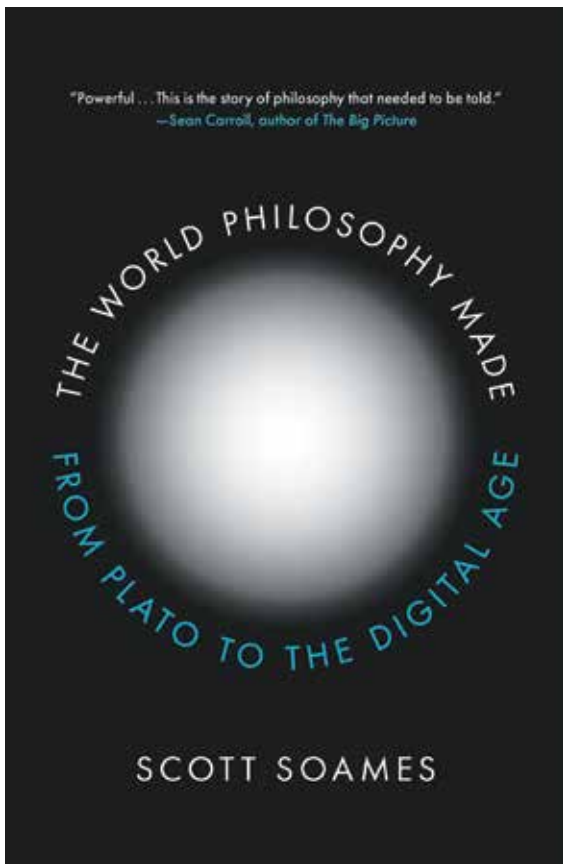
A wonderfully accessible and thematically organized introduction to Adam Smith's moral philosophy.

Provides guidance on how to live by drawing on 28 quotations from Smith's writings.

Shines light on Adam Smith's moral thinking as well as better known economic thinking.

Final PDF: Available
Editor: Rob Tempio
176 pages.

PHILOSOPHY | ECONOMICS



How philosophy transformed human knowledge and the world we live in

Philosophical investigation is the root of all human knowledge. Developing new concepts, reinterpreting old truths, and reconceptualizing fundamental questions, philosophy has progressed—and driven human progress—for more than two millennia. In short, we live in a world philosophy made. In this concise history of philosophy's world-shaping impact, Scott Soames demonstrates that the modern world—including its science, technology, and politics—simply would not be possible without the accomplishments of philosophy.

“Philosophy is everywhere, so much so that we don't always notice it, or how it affects us. Scott Soames makes a powerful case that philosophy has not devolved into abstractions suited only for the ivory tower. Rather, it continues to vibrantly and crucially interact with our intellectual concerns and our everyday lives. This is the story of philosophy that needed to be told.”

—Sean Carroll, author of *The Big Picture: On the Origins of Life, Meaning, and the Universe Itself*



SCOTT SOAMES is Distinguished Professor of Philosophy at the University of Southern California and a member of the American Academy of Arts and Sciences.

Why It Will Sell

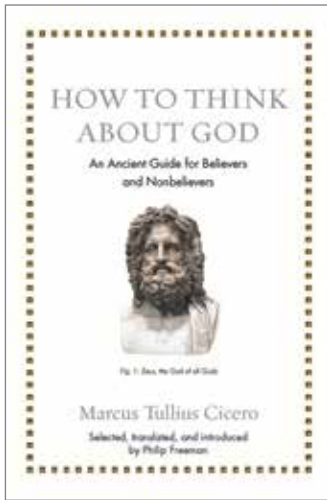
Sweeping history of Western philosophy, highlighting major figures and movements in science, from Plato to Turing.

Shows how philosophical ideas have underpinned scientific advances, as well as contributing to many other subjects from physics to political philosophy, computer science to economics.

Answer to criticism of philosophy as circular or never answering questions.

Final PDF: Available
Editor: Rob Tempio
464 pages. 13 b/w illus. 1 table.
Chinese Simplified rights sold

PHILOSOPHY



Final PDF: Available
168 pages.

PHILOSOPHY | RELIGION

Why It Will Sell

Presents notions of religion which seek to work alongside science/logic of modern age, tapping into Stoicism as a growing worldview and popular philosophy.

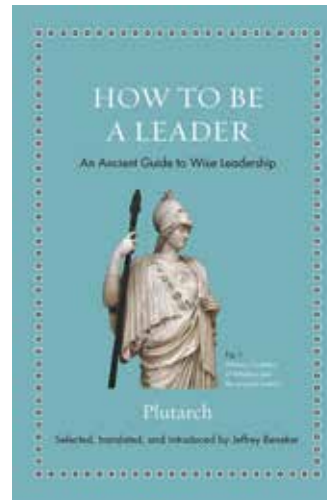
Can answer questions of how to fit religion into one's life and how to approach and conceive of it.

A vivid and accessible new translation of Cicero's influential Stoic writings on the divine

In *How to Think about God*, Philip Freeman presents vivid new translations of Cicero's *On the Nature of the Gods* and *The Dream of Scipio*. In these brief works, Cicero offers a Stoic view of belief, divinity, and human immortality, giving eloquent expression to the religious ideas of one of the most popular schools of Roman and Greek philosophy.

"How to Think about God should be essential reading for anyone interested in ancient belief. . . . Freeman's translations allow modern readers to experience the grandeur of this vision, which still inspires awe."

—*Donald Robertson, author of How to Think Like a Roman Emperor: The Stoic Philosophy of Marcus Aurelius*



Final PDF: Available
416 pages.
Chinese Simplified rights sold

PHILOSOPHY

Why It Will Sell

Part of our successful Ancient Wisdom for Modern Readers series, along with *How to Think About God*. Incredibly timely essays which distill the essence of wise leadership, providing principles not only for those new to or engaged in politics, but for all leaders more broadly.

Timeless advice on how to be a successful leader in any field

The ancient biographer and essayist Plutarch thought deeply about the leadership qualities of the eminent Greeks and Romans he profiled in his famous—and massive—*Lives*, including politicians and generals such as Pericles, Alexander the Great, Julius Caesar, and Mark Antony. Luckily for us, Plutarch distilled what he learned about wise leadership in a handful of essays, which are filled with essential lessons for experienced and aspiring leaders in any field today. In *How to Be a Leader*, Jeffrey Beneker presents the most important of these essays.

"These writings of Plutarch are surprisingly relevant to political life in twenty-first-century democracies and deserve to be better known. How to Be a Leader brings these works to modern readers in an accessible way."

—*Timothy Duff, University of Reading*

Social Science

22 Deaths of Despair and the Future of Capitalism

Anne Case & Angus Deaton

23 Escape from Rome

Walter Scheidel

24 A Republic of Equals

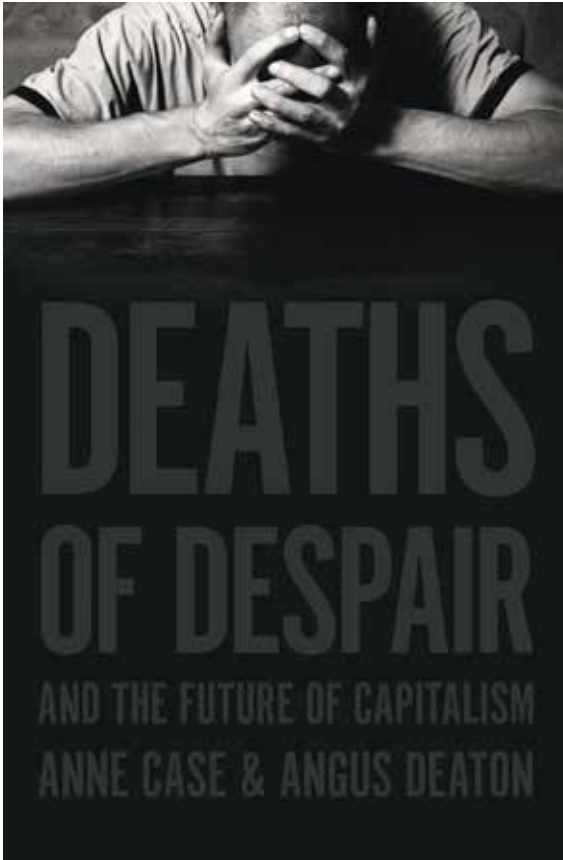
Jonathan Rothwell

25 Meeting Globalization's Challenges

Edited by Luís A. V. Catão & Maurice Obstfeld

26 Markets, State, and People

Diane Coyle



The flaws in capitalism that are fatal for America's working class

In America today, deaths of despair—from suicide, drug overdose, and alcoholism—are on the rise among working-class whites. Life expectancy in the United States as a whole has now fallen for three years in a row, a drastic trend unique among wealthy nations and not seen since the great flu pandemic of 1918. Anne Case and Angus Deaton, known for first sounding the alarm about deaths of despair, shed light on the social and economic forces that make life harder for those without a college degree. They explain why, for those with less education, who used to prosper in America, capitalism is no longer delivering.

“From the authors who uncovered the epidemic of ‘deaths of despair,’ comes the definitive and eminently readable account of why it happened, and more optimistically, its potential cures.”

—Jonathan Skinner, *Dartmouth College*



ANNE CASE is the Alexander Stewart 1886 Professor of Economics and Public Affairs Emeritus at Princeton University.

ANGUS DEATON is the Dwight D. Eisenhower Professor of Economics and International Affairs Emeritus at Princeton University and Presidential Professor of Economics at the University of Southern California.

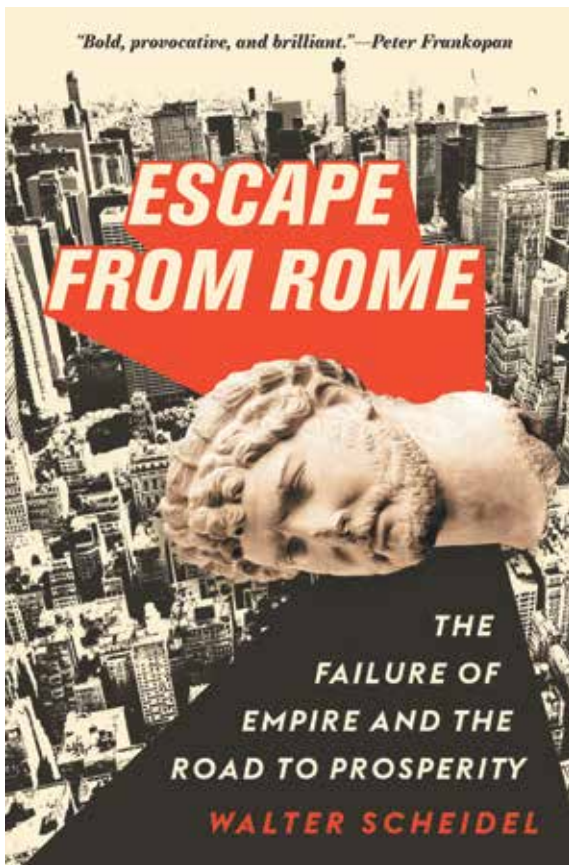
Why It Will Sell

Eye-opening, interdisciplinary exploration from two highly respected experts; Deaton is the 2015 Nobel Laureate for Economics.

Deaton's previous book translated into 20 languages.

First Proof: October
Editor: Joe Jackson
288 pages. 22 b/w illus. 3 maps.
Chinese Simplified rights sold

ECONOMICS | SOCIOLOGY



 PRINCETON UNIVERSITY PRESS

The gripping story of how the end of the Roman Empire was the beginning of the modern world

The fall of the Roman Empire has long been considered one of the greatest disasters in history. But in this groundbreaking book, Walter Scheidel argues that Rome's dramatic collapse was actually the best thing that ever happened, clearing the path for Europe's economic rise and the creation of the modern age. Ranging across the entire premodern world, *Escape from Rome* offers new answers to some of the biggest questions in history: Why did the Roman Empire appear? Why did nothing like it ever return to Europe? And, above all, why did Europeans come to dominate the world?

"*Escape from Rome* presents a fascinating account of why modernity appeared first in western Europe—it was precisely the failure of the Roman project and not its legacy that allowed the emergence of a decentralized and competitive system that became the ultimate platform for modern economic growth."

—Francis Fukuyama, author of *The End of History and the Last Man*



WALTER SCHEIDEL is the Dickason Professor in the Humanities, Professor of Classics and History, and a Kennedy-Grossman Fellow in Human Biology at Stanford University.
[Twitter @WalterScheidel](#)

Why It Will Sell

Major new history of the rise of the West and how, counterintuitively, it can be traced back to the Fall of the Roman Empire.

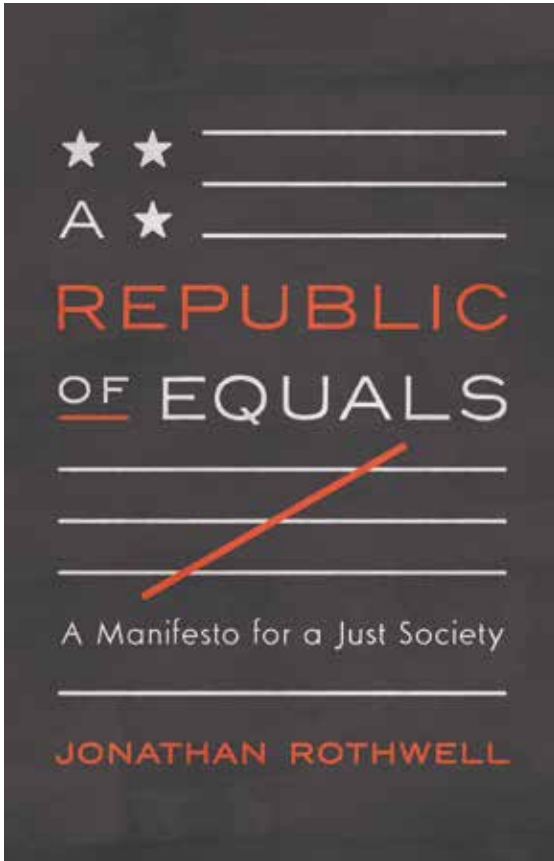
Author's previous book sold into 12 languages.

Widely applicable and includes cross-comparisons with other empires.

Final PDF: Available
Editor: Rob Tempio
696 pages. 29 b/w illus.
5 tables. 36 maps.

Chinese Simplified rights sold

HISTORY | CLASSICS



Why political inequality is to blame for economic and social injustice

Political equality is the most basic tenet of democracy. Yet in America and other democratic nations, those with political power have special access to markets and public services. *A Republic of Equals* traces the massive income inequality observed in the United States and other rich democracies to politicized markets and avoidable gaps in opportunity—and explains why they are the root cause of what ails democracy today.

“Jonathan Rothwell’s book debunks much of the conventional wisdom and sheds new light on the real sources of inequality—in the twin realities of racism and unequal political and institutional power. The genius of the book is in charting a path to how to build a far more just and prosperous society. A must-read for all those who wish for a better future for America and the world.”

—Richard Florida, author of *The Rise of the Creative Class*



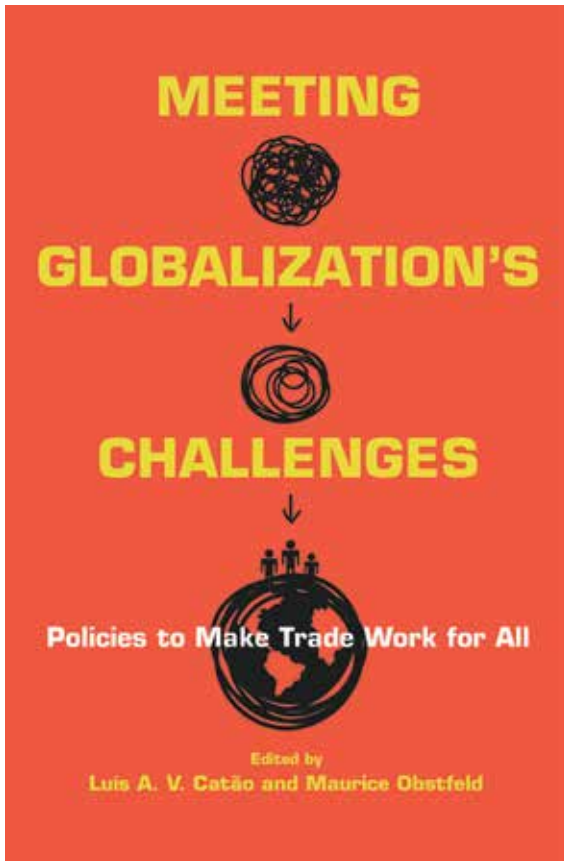
JONATHAN ROTHWELL is the Principal Economist at Gallup and a visiting scholar at George Washington University’s Institute of Public Policy.
[Twitter @jtrothwell](#)

Why It Will Sell

Ambitious, original and provocative, argues that political inequality is the cause of economic and social inequality. Author draws on range of cross-disciplinary sources and uses latest research on genetics combined with history to understand prevalence of inequality. Directly relates to key topical issues in world at the moment.

Final PDF: Available
Editor: Sarah Caro
392 pages. 72 b/w illus.

POLITICS



 PRINCETON UNIVERSITY PRESS

Leading economists propose solutions to the problems of globalization

Globalization has expanded economic opportunities throughout the world, but it has also left many people feeling dispossessed, disenfranchised, and angry. Luís Catão and Maurice Obstfeld bring together some of today's top economists to assess the benefits, costs, and daunting policy challenges of globalization. This timely and accessible book combines incisive analyses of the anatomy of globalization with innovative and practical policy ideas that can help to make it work better for everyone.

“Catão and Obstfeld’s book offers valuable insights into what globalization can and cannot deliver. The rich diversity of perspectives among a distinguished cast of contributors makes these collective readings unique, stimulating, and informative to policymakers, academics, and the general public at large.”

—*Carmen M. Reinhart, coauthor of This Time Is Different: Eight Centuries of Financial Folly*



LUÍS A. V. CATÃO is associate professor in the Lisbon School of Economics and Management at the University of Lisbon.

MAURICE OBSTFELD is the Class of 1958 Professor of Economics at the University of California, Berkeley.

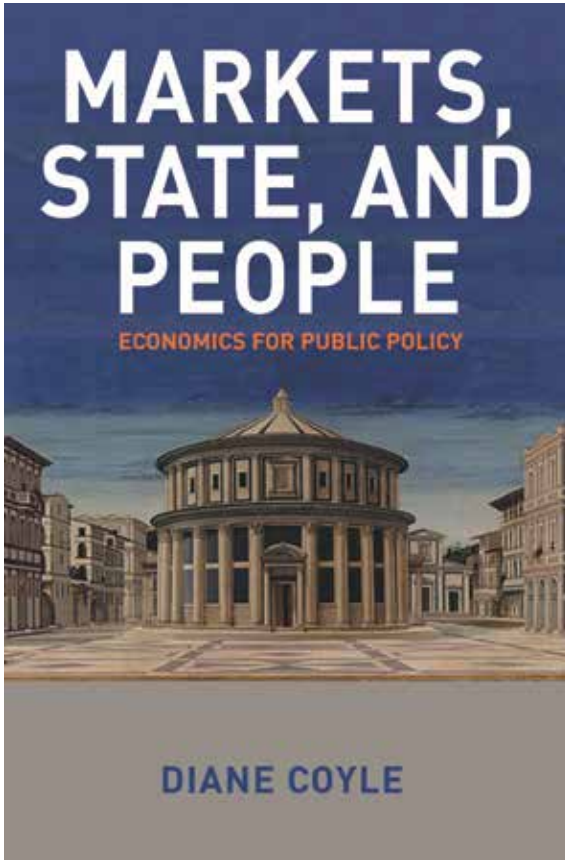
Why It Will Sell

Featuring essays from Daron Acemoglu, Anne Krueger, Jeffrey Frieden, François Bourguignon, Paul Krugman, Dani Rodrik, Angus Deaton, Martin Wolf, and Larry Summers, as well as a foreword from Christine Lagarde.

Seeks to provide reasoned and measured arguments in a frank, honest and ambitious debate.

Final PDF: Available
Editor: Joe Jackson
280 pages. 45 b/w illus.

ECONOMICS | POLITICS



A textbook that examines how societies reach decisions about the use and allocation of economic resources

While economic research emphasizes the importance of governmental institutions for growth and progress, conventional public policy textbooks tend to focus on macroeconomic policies and on tax-and-spend decisions. *Markets, State, and People* stresses the basics of welfare economics and the interplay between individual and collective choices. It fills a gap by showing how economic theory relates to current policy questions, with a look at incentives, institutions, and efficiency. How should resources in society be allocated for the most economically efficient outcomes, and how does this sit with society's sense of fairness?

“Integrating economic theory into social and political contexts, this is the textbook on public policy that students need. A pleasure to use.”

—*Paul Collier, University of Oxford*



DIANE COYLE is the inaugural Bennett Professor of Public Policy at the University of Cambridge. She is a member of the UK Council of Economic Advisers and the Natural Capital Committee.
Twitter @DianeCoyle1859

Why It Will Sell

New and fresh approach to the field of public economics.

Combines classical theory with fresh insights from field of political economics, and aims to give the field a real-world relevance.

High profile author, whose previous books have been translated into over 10 languages.

Final PDF: October
Editor: Sarah Caro
368 pages. 66 b/w illus. 19 tables.
Japanese & Chinese Simplified rights sold

ECONOMICS | PUBLIC POLICY

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28 Narrative Economics
Robert J. Shiller

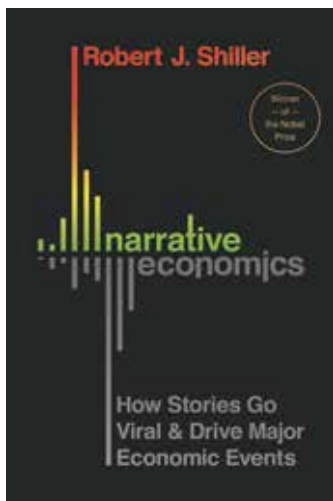
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Eric D. Weitz

29 Not Working
David G. Blanchflower

29 The Technology Trap
Carl Benedikt Frey

30 Why Nationalism
Yael Tamir

30 Irrationality
Justin E. H. Smith



Published: October 2019
400 pages. 18 b/w illus.

ECONOMICS | FINANCE

Explains how popular stories go viral and contribute to major economic events such as booms and crashes.

Introduces a new way of thinking about, and guiding, economic change to the field.

Author's previous work has been translated into 30 languages.

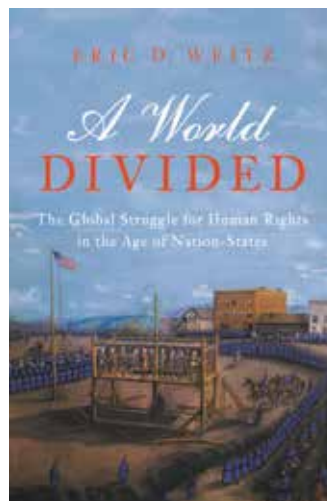
Chinese Simplified, Chinese Complex, Portuguese (Brazil), Spanish, German, Korean, Italian & Japanese rights sold

From Nobel Prize-winning economist and *New York Times* bestselling author Robert Shiller, a new way to think about how popular stories help drive economic events

The stories people tell—about economic confidence or panic, housing booms, the American dream, or Bitcoin—affect economic outcomes. *Narrative Economics* explains how we can begin to take these stories seriously. It may be Robert Shiller's most important book to date.

"This is a fascinating and important book, written in an engaging style and packed with intriguing examples."

—Diane Coyle, *University of Cambridge*



Published: September 2019
576 pages. 12 color + 34 b/w illus.
2 tables. 22 maps.

HISTORY | POLITICS

Offers a global history of the nation-state and its relationship to human rights.

Helps explain current crisis situations around the globe, for example the volume of refugees and rise of right-wing nationalism, and argues for the continual advance of human rights protections at the international level.

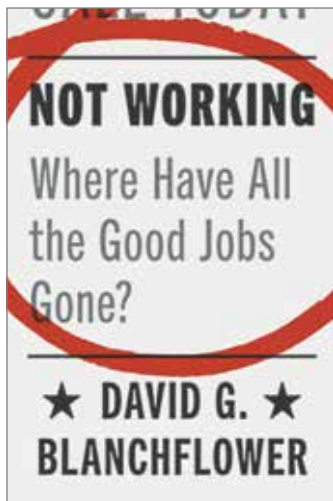
Spanish rights sold

A global history of human rights in a world of nation-states that grant rights to some while denying them to others

Once dominated by vast empires, the world is now divided into close to 200 independent countries with laws and constitutions proclaiming human rights—a transformation that suggests that nations and human rights inevitably developed together. But the reality is far more problematic, as Eric Weitz shows in this compelling global history of the fate of human rights in a world of nation-states.

"In this magisterial and riveting work of global history, Weitz chronicles the gradual, uneven, and disputed emergence of contemporary norms of international human rights from the struggles between and within nation-states over the past two centuries."

—Aryeh Neier, *cofounder of Human Rights Watch*



Published: June 2019
456 pages. 32 b/w illus. 21 tables.

ECONOMICS | POLITICS

Colourful and passionate look at the hidden problems in the labour market and the ties between unhappiness and unemployment.

Explores how economists and policymakers can better address the problem.

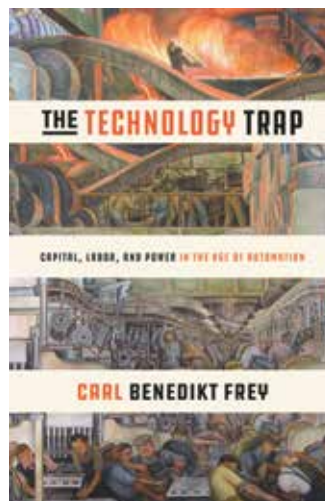
Global in scope with analysis and examples from around the world.

A candid assessment of why the job market is not as healthy as we think

Don't trust low unemployment numbers as proof that the labor market is doing fine—it isn't. *Not Working* is about those who can't find full-time work at a decent wage—the underemployed—and how their plight is contributing to widespread despair, a worsening drug epidemic, and the unchecked rise of right-wing populism.

“In this thought-provoking study of the functioning—and malfunctioning—of the labor market, David Blanchflower presents a powerful analysis of one of the most important issues facing our society today: the quest for good jobs. This is a book that will be of interest to economists and policymakers around the world.”

—*Mohamed A. El-Erian, author of The Only Game in Town: Central Banks, Instability, and Avoiding the Next Collapse*



Published: June 2019
480 pages. 22 b/w illus. 2 tables.

ECONOMICS

Highly original take on an issue central to all our lives, and those of generations to come; AI, automation, and the future of work.

Argues that to thrive in the future, we need to ensure the benefits of automation are shared equitably throughout society.

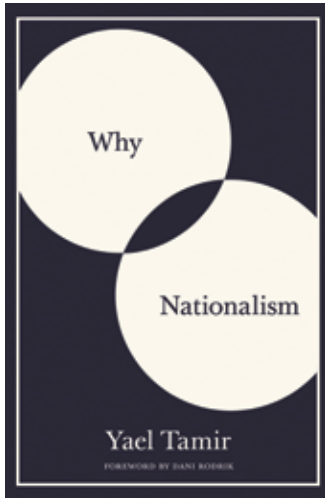
Chinese Simplified, Chinese Complex, Korean, Italian & Japanese rights sold

How the history of technological revolutions can help us better understand economic and political polarization in the age of automation

From the Industrial Revolution to the age of artificial intelligence, *The Technology Trap* takes a sweeping look at the history of technological progress and how it has radically shifted the distribution of economic and political power among society's members.

“*The Technology Trap* draws on the experiences of the first and second Industrial Revolutions, and the first Computer Revolution, to answer some of the burning questions of our time. Frey's key point—that technological disruption of the labor market is usually painful in the short run, whatever innovation's long-run benefits—is of vital importance to voters and policymakers alike.”

—*Niall Ferguson, author of The Square and the Tower*



Published: February 2019
224 pages. 7 b/w illus. 1 table.

POLITICS | PHILOSOPHY

A novel and provocative defense of civil and responsible nationalism and how it can be constructive.

Provides a compelling historical narrative of the ways neoliberalism and hyperglobalism allowed the right to co-opt nationalism, with a diagnosis of one of the major sources of global political discontent.

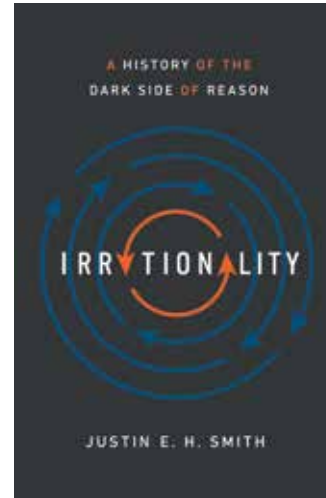
Italian, Japanese & Chinese Complex rights sold

Why nationalism is a permanent political force—and how it can be harnessed once again for liberal ends

Around the world today, nationalism is back—and it's often deeply troubling. Populist politicians exploit nationalism for authoritarian, chauvinistic, racist, and xenophobic purposes, reinforcing the view that it is fundamentally reactionary and antidemocratic. But Yael (Yuli) Tamir makes a passionate argument for a very different kind of nationalism—one that revives its participatory, creative, and egalitarian virtues, answers many of the problems caused by neoliberalism and hyperglobalism, and is essential to democracy at its best.

“A book for our times, *Why Nationalism* is carefully argued and fiercely written.”

—Michael Walzer, author of *A Foreign Policy for the Left*



Published: April 2019
344 pages. 1 b/w illus.

PHILOSOPHY | HISTORY

History of irrationality and the ever present role it has played in our lives and the history of the modern world.

A timely book which speaks to our own seemingly unique form of irrationality; e.g. the anti-vaccination movement and climate change deniers.

Historical and philosophical take from a remarkably deep and original thinker. Chinese Simplified & Italian rights sold

A fascinating history that reveals the ways in which the pursuit of rationality often leads to an explosion of irrationality

Rich and ambitious, *Irrationality* ranges across philosophy, politics, and current events. Challenging conventional thinking about logic, natural reason, dreams, art and science, pseudoscience, the Enlightenment, the internet, jokes and lies, and death, the book shows how history reveals that any triumph of reason is temporary and reversible, and that rational scheme often result in their polar opposite. Illuminating unreason at a moment when the world appears to have gone mad again, *Irrationality* is fascinating, provocative, and timely.

“*Irrationality* is a masterpiece.”

—Yascha Mounk, author of *The People vs. Democracy: Why Our Freedom Is in Danger and How to Save It*

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