



# International Rights Guide

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LONDON 2022

 PRINCETON  
UNIVERSITY  
PRESS



## A Note from the Senior International Rights Manager

Welcome to Princeton's rights guide for the London Book Fair 2022! We have a fantastic new selection of PUP titles that we are eager to share here, and of course, we're so looking forward to meeting with many of you, and strengthening our cherished publishing partnerships across the world.

Our rights guide is bursting with offerings from the sciences this Fair. *New York Times* best-selling author Jim Al-Khalili brings us *The Joy of Science* to help us discover how thinking and living a little more scientifically can bring us joy. We can hear the tale of how the human brain develops in *From Zero to Birth*, and learn more about the unique intelligence of bees in *The Mind of a Bee*. In this 50th anniversary year of the last moon mission, we also have a sneak peek at PUP's Fall 22 list with Joseph Silk's *Back to the Moon*.

Spring 2022 also offers a wonderful array of titles in the humanities and social sciences. *When Animals Dream* takes us inside the hidden world of animal consciousness, while *The Good-Enough Life* demonstrates how we can work together to cultivate a better way of life for all. *What a Mushroom Lives For* weaves together ecology and human culture to tell a compelling story about how fungi shape our world, and the hugely important and timely *Spin Dictators*, gives us insight into how global authoritarian regimes retain power in the information age.

Many of the authors featured in this guide have prepared a short video introduction to their books. Just click on the links on each page to hear more about these fascinating books from the authors themselves!

Rebecca Bengoechea  
*Senior International Rights Manager*



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# Contents

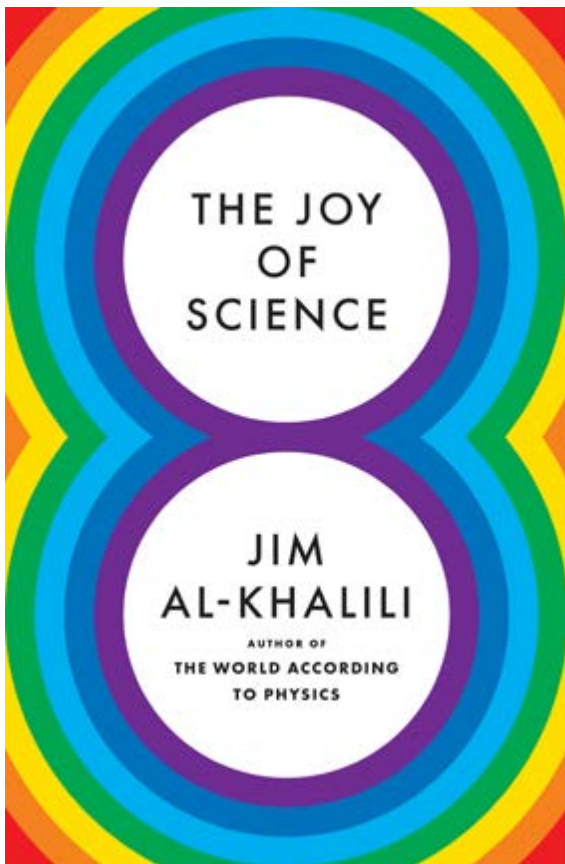
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- I Science
- 9 Humanities
- 17 Social Sciences
- 23 Also Available



# Science

The background features a central white rectangle containing the word "Science". This rectangle is set against a backdrop of various geometric shapes and colors: a teal square in the top-left, a red square in the top-center, a dark blue square in the top-right, a light green square in the bottom-left, and a dark blue square in the bottom-center. A teal semi-circle is positioned at the bottom of the white rectangle. A thin orange horizontal line is located below the word "Science".



▶ Video Introduction

Quantum physicist, *New York Times* bestselling author, and BBC host Jim Al-Khalili reveals how 8 lessons from the heart of science can help you get the most out of life

Today's world is unpredictable and full of contradictions, and navigating its complexities while trying to make the best decisions is far from easy. *The Joy of Science* presents 8 short lessons on how to unlock the clarity, empowerment, and joy of thinking and living a little more scientifically. Read this book and discover the joy of science. It will empower you to think more objectively, see through the fog of your own preexisting beliefs, and lead a more fulfilling life.

“Jim Al-Khalili has distilled the very essence of science. This book is packed full of joy, inspiration, and real wisdom.”

—Alice Roberts, Professor of Public Engagement in Science, University of Birmingham



Jim Al-Khalili is Distinguished Professor of Theoretical Physics at the University of Surrey and one of Britain's best-known science communicators. Twitter [@jimalkhalili](https://twitter.com/jimalkhalili)

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#### Why It Will Sell

Brief and insightful, exploring the role that science, and scientific thinking, can have on our lives.

The high-profile author has been widely translated, with *The World According to Physics* being licensed in 18 languages.

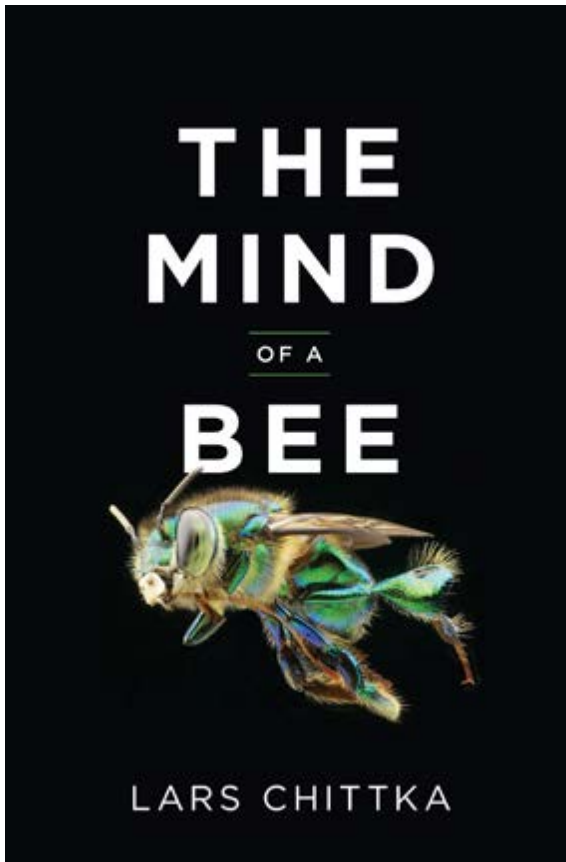
Conversational, engaging exploration of the core ideas of scientific method and how the general reader can apply them for a more joyful daily life.

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Final PDF: Available  
Editor: Ingrid Gnerlich  
224 pages.  
Arabic, Spanish, Italian, Romanian, Turkish, Polish, Greek, and Korean rights sold

Science





▶ Video Introduction

## A rich and surprising exploration of the intelligence of bees

Most of us are aware of the hive mind—the power of bees as an amazing collective. But do we know how uniquely intelligent bees are as individuals? In *The Mind of a Bee*, Lars Chittka draws from decades of research, including his own pioneering work, to argue that bees have remarkable cognitive abilities. He shows that they are profoundly smart, have distinct personalities, can recognize flowers and human faces, exhibit basic emotions, count, use simple tools, solve problems, and learn by observing others. They may even possess consciousness.

“The time that insects were seen as little machines, incapable of complex thought, emotions, and learning, is far behind us. We can wish for no better guide than Lars Chittka for an accessible introduction to the wonders of bee intelligence.”

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



**Lars Chittka** is professor of sensory and behavioral ecology at Queen Mary University of London. He is the coeditor of *Cognitive Ecology of Pollination*. Twitter [@LChittka](https://twitter.com/LChittka)

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### Why It Will Sell

Offers a tour of the current understanding of bee cognition, exploring recent advancements in our study of how bees think and act.

A timely and important exploration of the cutting-edge science which could change conservation efforts to save dwindling bee populations.


Includes stories of famous and forgotten scientists, as well as beautiful illustrations.

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Final PDF: Available  
Editor: Alison Kalett  
280 pages. 57 color illus.  
Polish and Dutch rights sold  
Biology | Nature

W. A. HARRIS

Zero  
to  
Birth



HOW THE HUMAN BRAIN IS BUILT

▶ Video Introduction

A revelatory tale of how the human brain develops, from conception to birth and beyond

By the time a baby is born, its brain is equipped with billions of intricately crafted neurons wired together through trillions of interconnections to form a compact and breathtakingly efficient supercomputer. *Zero to Birth* takes you on an extraordinary journey to the very edge of creation, from the moment of an egg's fertilization through each step of a human brain's development in the womb—and even a little beyond.

“During the past hundred years, developmental biologists have discovered many of the astonishingly cunning and counter-intuitive secrets of how a mere fertilized egg develops into a baby with all its immense numbers of parts in all the right places. This is the magical story Harris tells in this authoritative book.”

—Patricia S. Churchland, author of *Braintrust*



**W. A. Harris** is professor emeritus of anatomy at the University of Cambridge. He is the coauthor of *Development of the Nervous System* and *Genetic Neurobiology* and the coeditor of *Retinal Development*.

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#### Why It Will Sell

An expert's insight into the scientific advancement and growth of knowledge about the early development of the brain.

Mixes stories and experiments from throughout the history of neuroscience, with the science to show how no two brains are ever the same, and yet we are all united by the same process of development of our brains.

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Final PDF: Available  
Editor: Ingrid Gnerlich  
272 pages. 20 b/w illus.  
All rights available

Science



▶ Video Introduction

## A scientist's inspiring vision of our return to the Moon as humanity's next thrilling step in space exploration

Just over half a century since Neil Armstrong first stepped foot on the lunar surface, a new space race to the Moon is well underway and rapidly gaining momentum. Laying out a vision for the next fifty years, *Back to the Moon* is astrophysicist Joseph Silk's persuasive and impassioned case for putting scientific discovery at the forefront of lunar exploration. Addressing both the daunting challenges and the immense promise of lunar exploration and exploitation, this book reveals how prioritizing science, and in particular lunar astronomy, will enable us to address the deepest cosmic mysteries.



**Joseph Silk** is Bloomberg Research Professor at Johns Hopkins University and a researcher at the Institute of Astrophysics in Paris and the Beecroft Institute for Particle Astrophysics and Cosmology at the University of Oxford.

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### Why It Will Sell

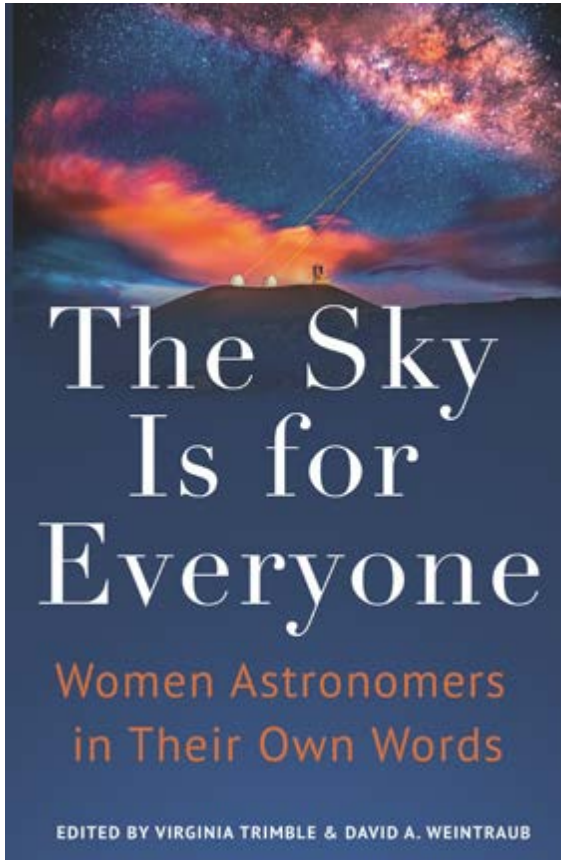
As we approach 50 years since the last mission to the Moon, this book explores the case for returning, and the challenges in our way.

A hopeful and engaging account of the efforts to return to the Moon, and the longer-term role the Moon may play in our understanding of the Universe beyond.

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Final PDF: May 2022  
Editor: Ingrid Gnerlich  
288 pages. 10 b/w illus.  
All rights available

Science | Astronomy



## An inspiring anthology of writings by trailblazing women astronomers from around the globe

*The Sky Is for Everyone* is an internationally diverse collection of autobiographical essays by women who broke down barriers and changed the face of modern astronomy. Taking readers from 1960 to today, this triumphant anthology serves as an inspiration to current and future generations of women scientists while giving voice to the history of a transformative era in astronomy.

“I bow to *The Sky Is for Everyone*. Its authors are the observatory directors, the university professors, the leaders of the international research teams that launch telescopes into space and draw down the secrets of the cosmos, each one telling her own story of a life in science.”  
—Dava Sobel, author of *The Glass Universe*

**Virginia Trimble** is professor of physics and astronomy at the University of California, Irvine. An award-winning astronomer, she earned her PhD at Caltech in 1968, when some leading universities did not admit women.

**David A. Weintraub** is professor of astronomy, history, and the communication of science and technology at Vanderbilt University. His books include *Life on Mars: What to Know Before We Go* (Princeton).

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### Why It Will Sell

Personal, insightful accounts of the careers of women who continue to change our understanding of the Universe.

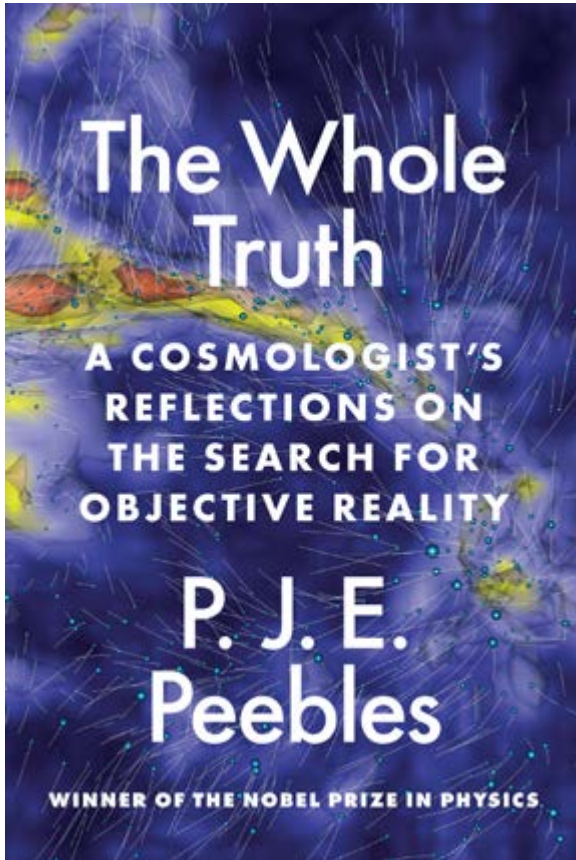
A sweeping collection of essays, charting and celebrating the advancement of women in astronomy.

International in scope, featuring essays from scientists around the world, and in a range of subdisciplines.

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Final PDF: Available  
Editor: Ingrid Gnerlich  
504 pages. 72 b/w illus.  
All rights available

Science | Women's Studies



▶ Video Introduction

From the Nobel Prize-winning physicist, a personal meditation on the quest for objective reality in natural science

A century ago, thoughtful people questioned how reality could agree with physical theories that keep changing, from a mechanical model of the ether to electric and magnetic fields, and from homogeneous matter to electrons and atoms. Today, concepts like dark matter and dark energy further complicate and enrich the search for objective reality. A landmark work, *The Whole Truth* is essential reading for anyone interested in the practice of science.

“Over the past hundred years, our understanding of the structure of our universe as a whole has developed enormously. No one is better qualified to describe these profound and remarkable changes than James Peebles, which he has achieved magnificently in *The Whole Truth*.”

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



**P. J. E. Peebles** is a Nobel Prize-winning physicist the Albert Einstein Professor of Science Emeritus in the Department of Physics at Princeton University.

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#### Why It Will Sell

A Nobel laureate's personal perspective on the field of cosmology, compiling knowledge gained over decades in the field.

A monumental account of the questions and theories, including from the history, philosophy and sociology of science, that continue to captivate the minds of the world's leading scientists.

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Final PDF: Available  
Editor: Ingrid Gnerlich  
264 pages. 1 b/w illus. + 2 tables  
All rights available  
Science | Physics



# PENTAGONS and PENTAGRAMS

An Illustrated History

TEXT BY **ELI MAOR** ILLUSTRATIONS BY **EUGEN JOST**

A fascinating exploration of the pentagon and its role in various cultures

The pentagon and its close cousin, the pentagram, have inspired individuals for the last two and half millennia, from mathematicians and philosophers to artists and naturalists. Despite the pentagon's wide-ranging history, no single book has explored the important role of this shape in various cultures, until now. Richly illustrated, *Pentagons and Pentagrams* offers a sweeping view of the five-sided polygon, revealing its intriguing geometric properties and its essential influence on a variety of fields.

“Eli Maor expertly weaves together the mathematics, history, and cultural uses of pentagons and pentagrams—shapes that have fascinated us for more than two millennia. Beautifully complemented by Eugen Jost’s illustrations, this book delights and informs.”  
—Ian Stewart, author of *What’s the Use?:*

*How Mathematics Shapes Everyday Life*



**Eli Maor** is a former professor of the history of mathematics.

**Eugen Jost** is a well-known Swiss artist whose work is influenced by mathematics.

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### Why It Will Sell

Unique and original, an exploration of the many ways in which five-sided shapes have featured in our art, culture, history and scientific discovery from the 5th century BCE to the modern day.

Author’s previous works have been translated into thirteen languages.

From Pythagoras to Fibonacci, biology to art, this book explores how and why five-sided shapes continue to fascinate and puzzle us.

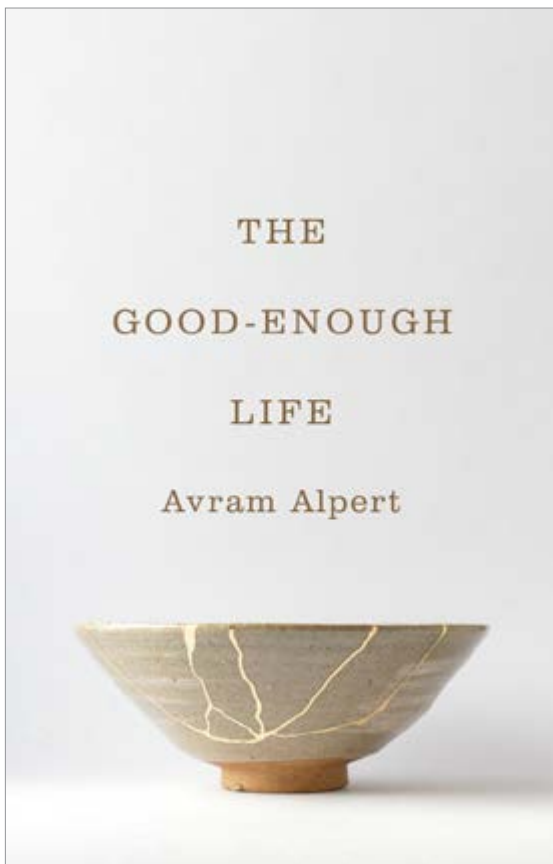
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Final PDF: May 2022  
Editor: Hallie Stebbins  
168 pages. 19 color + 85 b/w illus.  
All rights available

Mathematics

# Humanities

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▶ Video Introduction

## How an acceptance of our limitations can lead to a more fulfilling life and a more harmonious society

We live in a world oriented toward greatness, one in which we feel compelled to be among the wealthiest, most powerful, and most famous. This book explains why no one truly benefits from this competitive social order, and reveals how another way of life is possible—a good-enough life for all. Visionary and provocative, *The Good-Enough Life* demonstrates how we can work together to cultivate a good-enough life for all instead of tearing ourselves apart in a race to the top of the social pyramid.

“Avram Alpert draws on virtue ethics, Buddhism, and African American philosophy to encourage us to let go of the cult of greatness. An attitude of ‘good-enoughness’ has the power to replace anxiety and burnout with more meaningful, ethical, and pleasant lives. This is the guide we all need to become good enough.”

—Skye C. Cleary, author of *How to Be Authentic*



**Avram Alpert** is lecturer in the Writing Program at Princeton University and coeditor of *Shifter* magazine. Twitter [@avramalpert](https://twitter.com/avramalpert)

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### Why It Will Sell

Short, engaging, thought-provoking book based on the author’s award-winning op-ed.

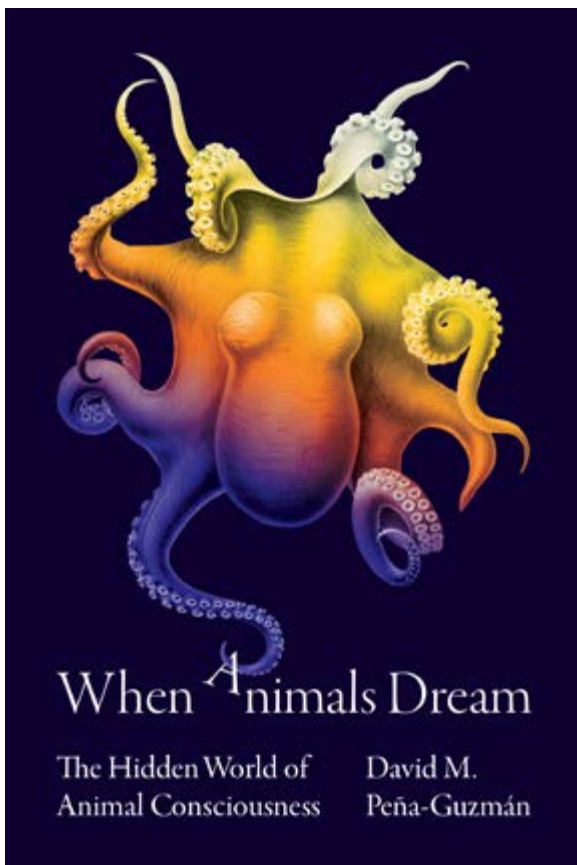
Offers a new angle on many crises of our current moment: rising inequality, burnout and need for self care, ecological devastation, the fascist resurgence and more.

Moves through 4 thematic chapters on individuals, relationships, society, and nature, citing historical and contemporary examples.

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Final PDF: Available  
Editor: Anne Savarese  
336 pages.  
All rights available  
Philosophy | Self-Help





- ▶ Video Introduction
- ▶ Vídeo de introducción en español

## A spellbinding look at the philosophical and moral implications of animal dreaming

Are humans the only dreamers on Earth? What goes on in the minds of animals when they sleep? *When Animals Dream* brings together behavioral and neuroscientific research on animal sleep with philosophical theories of dreaming. It shows that dreams provide an invaluable window into the cognitive and emotional lives of non-human animals, giving us access to a seemingly inaccessible realm of animal experience. *When Animals Dream* carries profound implications for contemporary debates about animal cognition, animal ethics, and animal rights, challenging us to regard animals as beings who matter, and for whom things matter.

“*When Animals Dream* ranges from fascinating to thrilling. A very accessible, penetrating, thought-provoking book that makes us see other-than-human minds in a whole new light.”

—Carl Safina, author of *Beyond Words*



**David M. Peña-Guzmán** is associate professor of humanities and liberal studies at San Francisco State University.

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### Why It Will Sell

Short, accessible exploration into animal consciousness in one of the first books on the dreams of animals.

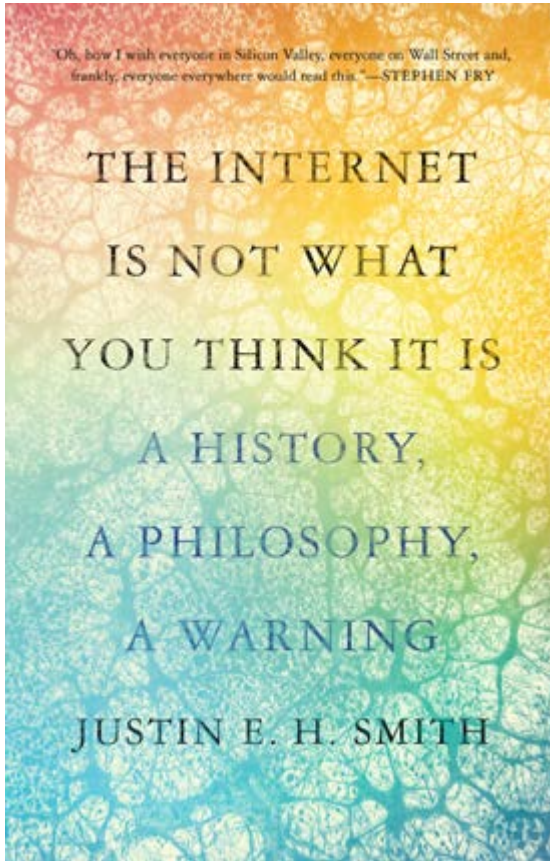
Engages with and incorporates all the latest and most relevant scientific literature, especially physiology, psychology, and neuroscience.

Written with imaginative detail, covering examples from mice to elephants, chimps to octopuses.

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Final PDF: Available  
Editor: Matt Rohal  
272 pages. 13 b/w illus. 1 table.  
Spanish and Chinese Simplified rights sold

Philosophy | Science



▶ Video Introduction

An original deep history of the internet that tells the story of the centuries-old utopian dreams behind it—and explains why they have died today

In *The Internet Is Not What You Think It Is*, Justin Smith offers an original deep history of the internet, from the ancient to the modern world—uncovering its surprising origins in nature and centuries-old dreams of radically improving human life by outsourcing thinking to machines and communicating across vast distances.

“We all know, or think we know, the scale of the problem of the internet. We all know, or think we know, who’s to blame. But it takes Justin Smith’s laser-like intelligence and profound knowledge of the history of ideas to show that we are almost certainly wrong. Oh, how I wish everyone in Silicon Valley, everyone on Wall Street and, frankly, everyone everywhere would read this.”

—Stephen Fry



**Justin E. H. Smith** is professor of history and philosophy of science at the University of Paris. Twitter [@jehsmith](https://twitter.com/jehsmith)

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### Why It Will Sell

A philosophical approach to the deep intellectual origins of the internet and its natural precursors, how we got to where we are now and where we go from here.

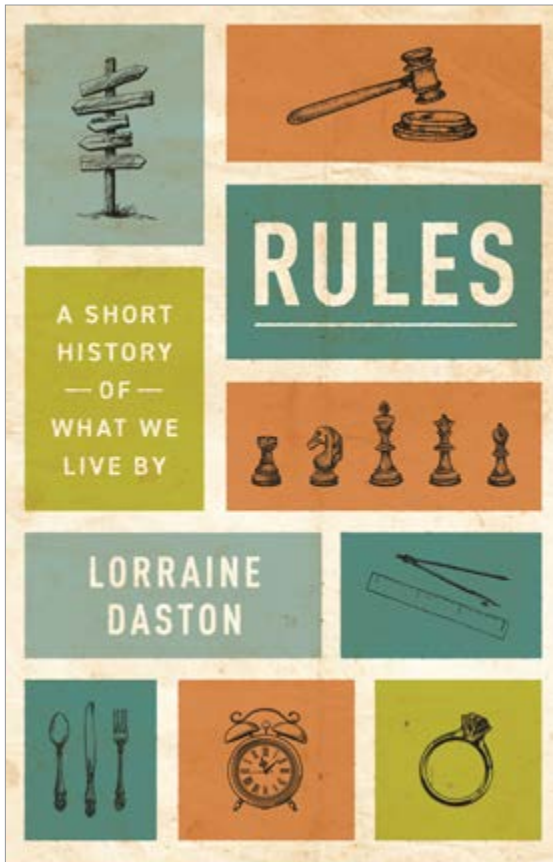
Brings a much-needed historical perspective on the internet, unseen in journalistic or tech-focused critiques.

Unique, original, and sharply written, from an author whose work is widely featured in the media.

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Final PDF: Available  
Editor: Rob Tempio  
208 pages. 6 b/w illus.  
Spanish (Latin America)  
rights sold

Philosophy | History | Technology



## A panoramic history of rules in the Western world

Rules order almost every aspect of our lives. They set our work hours, dictate how we drive and set the table, tell us whether to offer an extended hand or cheek in greeting, and organize the rites of life, from birth through death. In *Rules*, historian Lorraine Daston traces their development in the Western tradition and shows how rules have evolved from ancient to modern times. *Rules* offers a wide-angle view on the history of the constraints that guide us—whether we know it or not.

“*Rules* is a masterpiece: clear as a tower of bells, incisively argued, beautifully written, and brilliantly witty. The subtitle is no exaggeration: Daston has actually given us a short history of what we live by. Readers will find illuminating surprises on nearly every page. I had only one criticism of this splendid book: I did not want it to end.”

—Susan Neiman, author of *Evil in Modern Thought*



**Lorraine Daston** is director emerita of the Max Planck Institute for the History of Science (MPIWG) in Berlin.

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### Why It Will Sell

Sweeping ‘big think’ argument about the history of rules in the Western world from antiquity to the present.

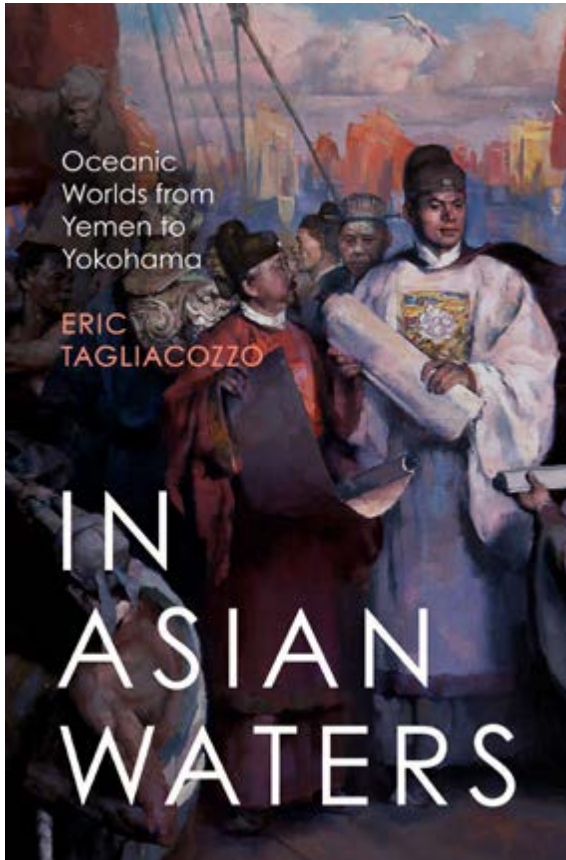
Accessibly written, and filled with interesting and varied examples.

A keystone book from Daston, a preeminent figure in the history of knowledge, whose work has previously been translated into multiple languages.

Considers how cultures notoriously differ as to the content of their rules, but that there is no culture without rules.

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Final PDF: Available  
Editor: Eric Crahan  
376 pages. 42 b/w illus.  
All rights available  
History



A sweeping account of how the sea routes of Asia have transformed a vast expanse of the globe over the past five hundred years, powerfully shaping the modern world

In the centuries leading up to our own, the volume of traffic across Asian sea routes grew dramatically, eventually making them the busiest in the world. In this book, Eric Tagliacozzo chronicles how the seas and oceans of Asia have shaped the history of the largest continent for the past half millennium, leaving an indelible mark on the modern world in the process. A novel account showing how Asian history can be seen as a whole when seen from the water, *In Asian Waters* presents a voyage into a past that is still alive in the present.

“This is an epic yet intimate history of Asia’s seas: alive with the drama of port cities, and told with grace and empathy by a natural storyteller.”

—Sunil Amrith, author of *Unruly Waters*



**Eric Tagliacozzo** is the John Stambaugh Professor of History at Cornell University.

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### Why It Will Sell

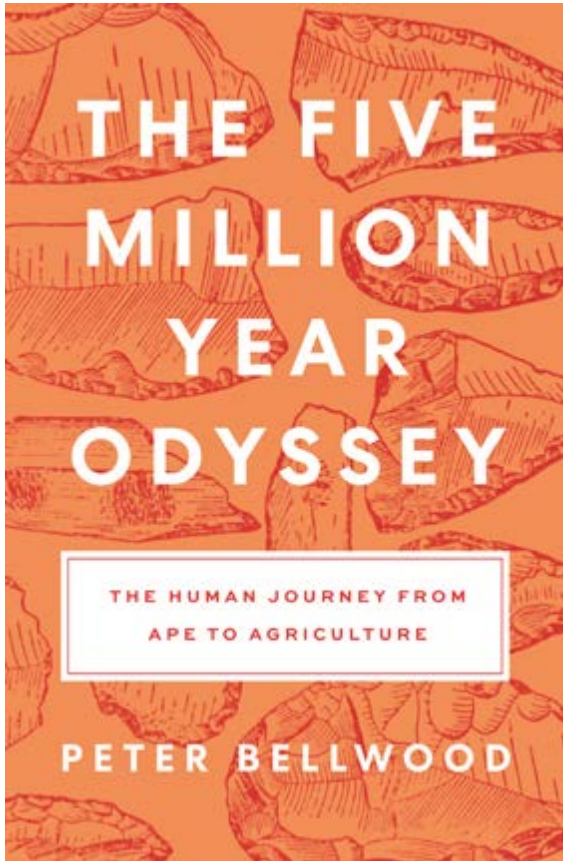
A major new interpretation, decentering the Western imperial control of Asian waters.

An appealing combination of historical detective work and journalistic reportage brings connections to our present-day world to the fore.

Dazzlingly wide-ranging history, and lively and little-known stories about this fascinating region and human connections over 500 years.

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Final PDF: Available  
Editor: Priya Nelson  
512 pages. 53 b/w illus. 6 tables.  
All rights available  
History



▶ Video Introduction

The epic story of human evolution, from our primate beginnings more than five million years ago to the agricultural era

Over the course of five million years, our primate ancestors evolved from a modest population of sub-Saharan apes into the globally dominant species *Homo sapiens*. Along the way, humans became incredibly diverse in appearance, language, and culture. The fascinating origin story of our varied human existence, *The Five-Million-Year Odyssey* underscores the importance of recognizing our shared genetic heritage to appreciate what makes us so diverse.

“Bellwood’s comprehensive, balanced, and fascinating account is a masterpiece of making complicated events understandable. Put this book at the top of your reading pile!”

—Jared Diamond, Pulitzer Prize-winning author of *Guns, Germs, and Steel*



**Peter Bellwood** is professor emeritus of archaeology at the Australian National University.

#### Why It Will Sell

Ambitious first modern, integrated look at evolution from divergence from chimps to advent of agriculture.

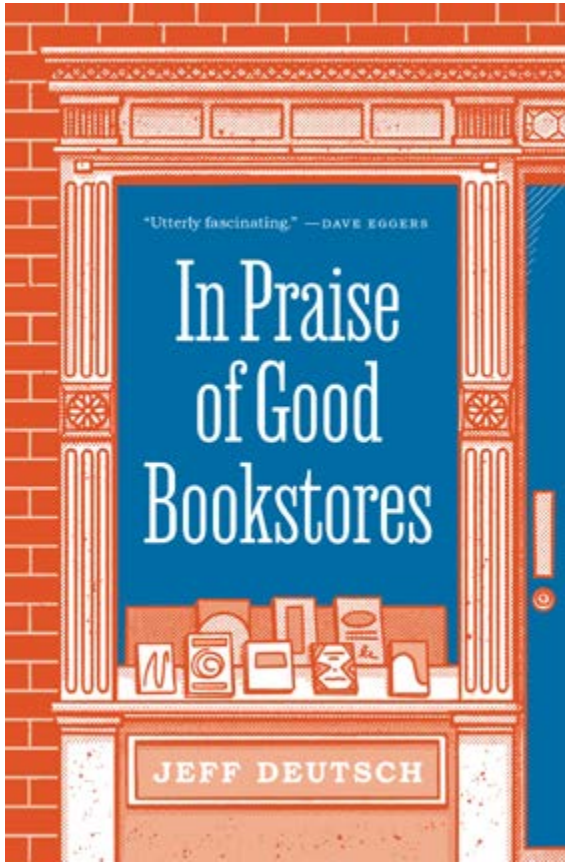
The sweeping breadth of coverage, interdisciplinary approach, and foregrounding of non-Eurocentric perspectives set it apart from other books.

Synthesizes of over 2 million years of biological, cultural and social history of humanity, drawing on the latest science and developments in our understanding of prehistory and human evolution.

Final PDF: Available  
Editor: Alison Kalett  
384 pages. 25 b/w illus. 6 tables.  
21 maps.

All rights available

Biology | Archaeology



▶ Video Introduction

From a devoted reader and lifelong bookseller, an eloquent and charming reflection on the singular importance of bookstores

Do we need bookstores in the twenty-first century? If so, what makes a good one? In this beautifully written book, Jeff Deusch—the director of Chicago’s Seminary Co-op Bookstores, one of the finest bookstores in the world—pays loving tribute to one of our most important and endangered civic institutions. *In Praise of Good Bookstores* is no ordinary defense of bookstores, but rather an urgent account of why they are essential places of discovery, refuge, and fulfillment that enrich the communities that are lucky enough to have them.

“Utterly fascinating.”—Dave Eggers

“Jeff Deusch is one of the most learned and passionate booksellers in America, and this profound and poetic book yields as many untold wonders as his impeccably curated store.”  
—Ada Calhoun, *New York Times*—bestselling author of *St. Marks Is Dead*



**Jeff Deusch** is the director of Chicago’s Seminary Co-op Bookstores, which in 2019 he helped incorporate as the first not-for-profit bookstore whose mission is bookselling.

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### Why It Will Sell

Short, uplifting and beautifully written by one of the leading figures in independent bookselling.

Makes a powerful, timely and deeply thoughtful case for the enduring role bookshops play in our lives as readers, and in our cultures and communities.

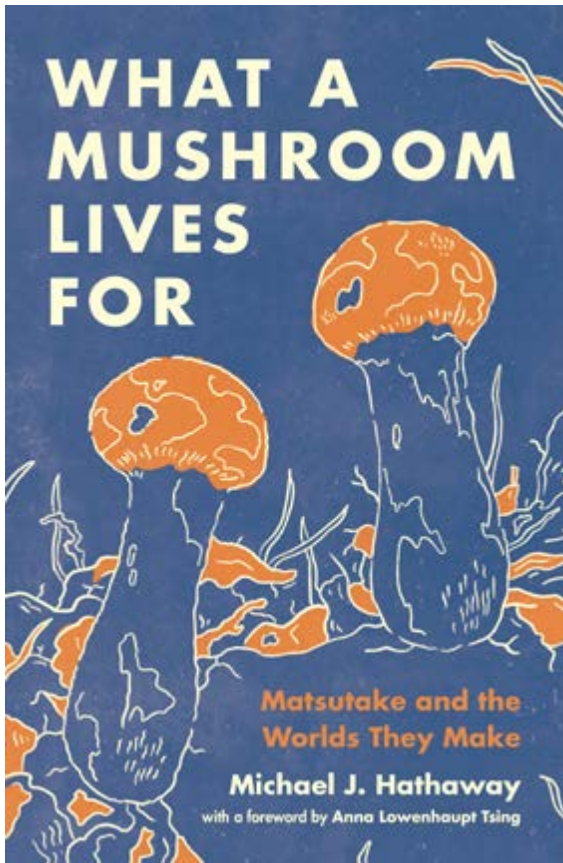
Takes readers on a browse through the bookshelves, drawing on authors from around the world and quotations from the ancient world to today.

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Final PDF: Available  
Editor: Rob Tempio  
216 pages.  
All rights available  
Literary Nonfiction

# Social Sciences

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▶ Video Introduction

How the prized matsutake mushroom is remaking human communities in China—and providing new ways to understand human and more-than-human worlds

*What a Mushroom Lives For* pushes today's mushroom renaissance in compelling new directions. A surprise-filled journey into science and human culture, this exciting and provocative book shows how fungi shape our planet and our lives in strange, diverse, and often unimaginable ways.

“Reading *What a Mushroom Lives For* is like having someone gently turn the living world inside out and upside down for you.”

—Gary Paul Nabhan, author of *Food from the Radical Center*

“A truly delightful and much-needed journey into ‘myco-centrism!’”

—Giuliana Furci, founder and CEO of the Fungi Foundation



**Michael J. Hathaway** is professor of anthropology at Simon Fraser University in Vancouver, Canada.

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### Why It Will Sell

Innovative idea of mushrooms as ‘world makers’ and challenges anthropocentric attitudes to natural history.

Accessibly written, providing a lively and thoughtful addition to the current revival of all things mushroom.

Weaves together ecology and human culture to tell a compelling story about how fungi shape our world.

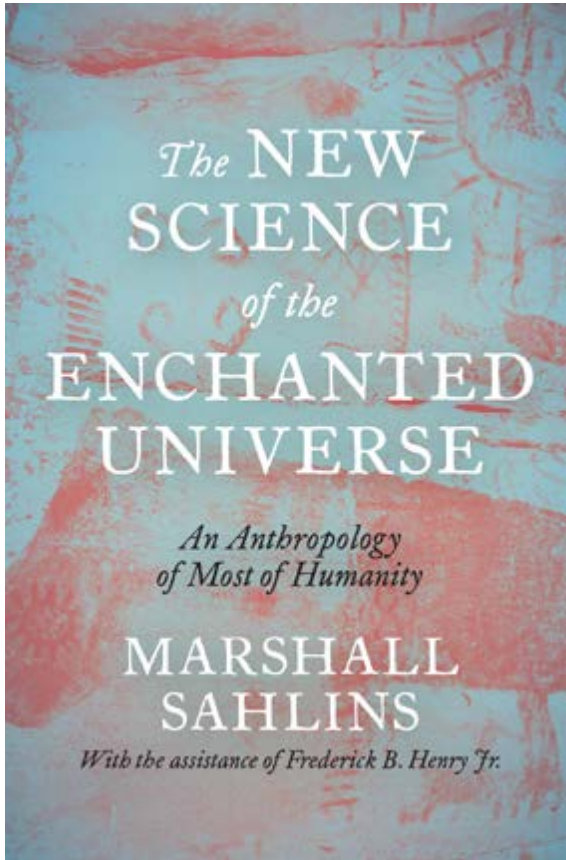
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Final PDF: Available

Editor: Fred Appel  
296 pages. 24 b/w illus. 1 table.  
All rights available

Anthropology | Science





▶ Author on 'what is Anthropology?'

One of the world's preeminent cultural anthropologists leaves a last work that fundamentally reconfigures how we study most other cultures

The vast majority of cultures throughout human history treat spirits as very real persons, members of a cosmic society who interact with humans and control their fate. *The New Science of the Enchanted Universe* shows how anthropologists and other social scientists must rethink these cultures of immanence and study them by their own lights.

“Marshall Sahlins has never published a book that didn't change how anthropologists think about the ways humans live, and this is no exception. *The New Science of the Enchanted Universe* is peak Sahlins, at once a tour de force of anthropological argument and a great read.”

—Joel Robbins, author of *Becoming Sinners: Christianity and Moral Torment in a Papua New Guinea Society*



**Marshall Sahlins** (1930–2021) was the Charles F. Grey Distinguished Service Professor Emeritus of Anthropology at the University of Chicago.

**Frederick B. Henry Jr.** is an independent scholar and translator.

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#### Why It Will Sell

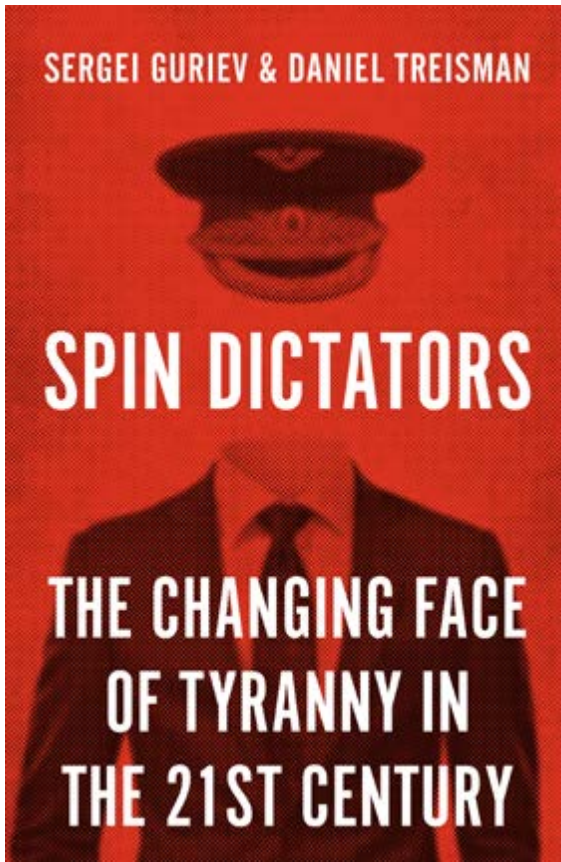
Major 'end of career' statement from a leading figure in cultural anthropology.

Global examples of immanent cultures, spanning the Arctic Circle to East Africa, and Amazonia to Oceania.

Advocates a new approach to anthropological theory and method, based on studying cultures on their own terms.

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Final PDF: Available  
Editor: Fred Appel  
208 pages. 1 b/w illus.  
Chinese Simplified rights sold  
Anthropology



▶ Video Introduction

## How a new breed of dictators holds power by manipulating information and faking democracy

In recent decades a new breed of media-savvy strongmen has been redesigning authoritarian rule for a more sophisticated, globally connected world. Offering incisive portraits of today's authoritarian leaders, *Spin Dictators* explains some of the great political puzzles of our time—from how dictators can survive in an age of growing modernity to the disturbing convergence and mutual sympathy between dictators and populists like Donald Trump.

“Today’s autocrats are different from yesterday’s; they claim to be democrats and eschew open repression and violence. This insightful and highly original book explains how they rule by manipulating information, shaping public narratives, and bending the formal rules of democracy to their will. Guriev and Treisman have produced an exemplary book—based on serious research yet readable and accessible.”

—Dani Rodrik, Harvard University



**Sergei Guriev** is professor of economics and director of graduate studies in economics at Sciences Po in Paris. Twitter [@sguriev](#)

**Daniel Treisman** is professor of political science at the University of California, Los Angeles. Twitter [@dstreisman](#)

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### Why It Will Sell

Fascinating insight into how today's 'spin dictators' retain power using entertainment, distraction, and misinformation.

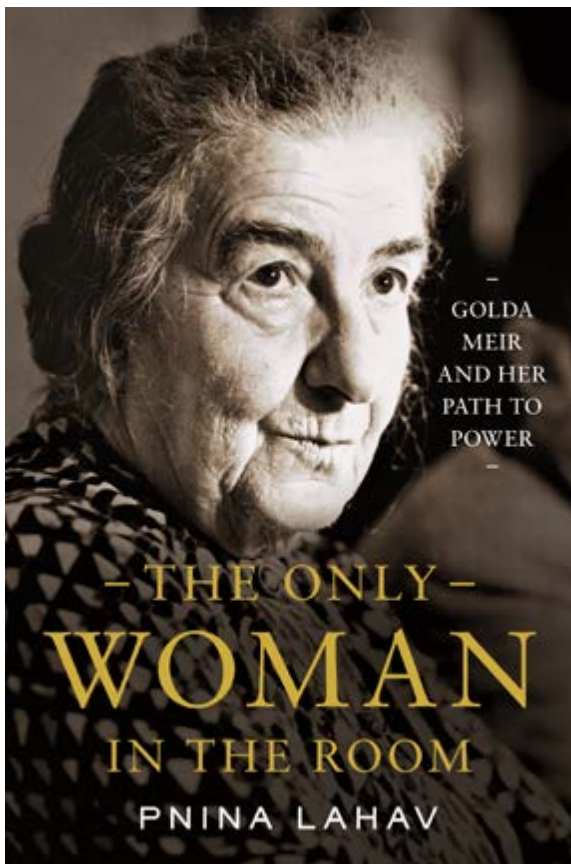
Global in scope, with examples from Hungary, Turkey, Russia, Singapore, and Venezuela.

Topical and thought-provoking, asking how Western democracies can and should respond to these new authoritarian regimes.

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Final PDF: Available  
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360 pages. 4 b/w illus. 2 tables.  
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Politics



▶ Video Introduction

## A feminist biography of the only woman to become prime minister of Israel

In this authoritative and empathetic biography, Pnina Lahav reexamines the life of Golda Meir (1898–1978) through a feminist lens, focusing on her recurring role as a woman standing alone among men. *The Only Woman in the Room* is the first book to contend with Meir’s full identity as a woman, Jew, Zionist leader, and one of the founders of Israel, providing a richer portrait of her persona and legacy. Exploring the tensions between Meir’s personal and political identities, *The Only Woman in the Room* provides a groundbreaking new account of Meir’s life while also illuminating the difficulties all women face as they try to ascend in male-dominated fields.

“This is a remarkable book. Pnina Lahav paints a portrait of Israel’s fourth prime minister that is at once fascinating and nuanced.”

—Laura Kalman, University of California, Santa Barbara



**Pnina Lahav** is emerita professor of law and a member of the Elie Wiesel Center for Judaic Studies at Boston University.

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### Why It Will Sell

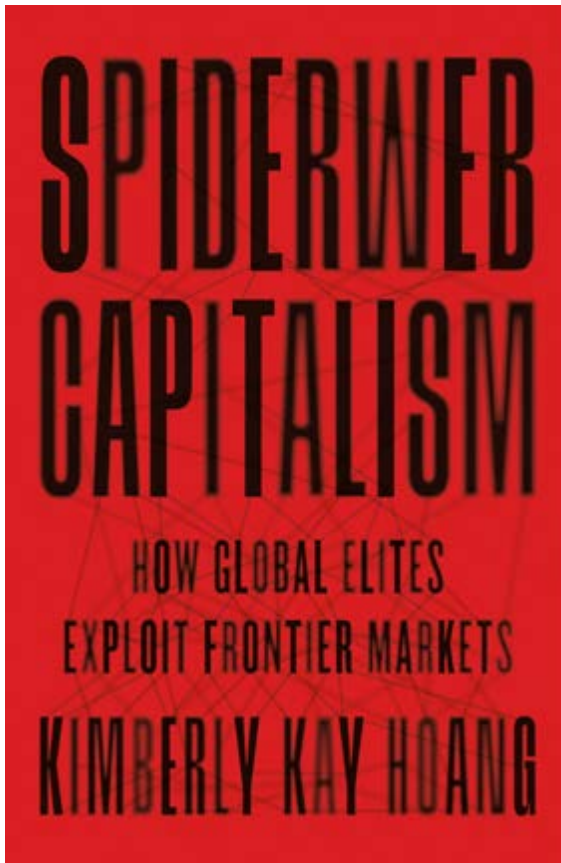
Unique focus on how gender shaped Golda Meir’s life and politics in a male-dominated environment.

A nuanced and incisive portrait of Israel’s fourth prime minister, drawing on previously unpublished archival and primary source material.

Engagingly and accessibly written, with a strong narrative and absorbing biographical details.

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Final PDF: Available  
Editor: Fred Appel  
376 pages. 14 b/w illus.  
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Biography



▶ Video Introduction

A behind-the-scenes look at how the rich and powerful use offshore shell corporations to conceal their wealth and make themselves richer

Dazzlingly written, *Spiderweb Capitalism* sheds critical light on how global elites capitalize on risky frontier markets, and deepens our understanding of the paradoxical ways in which global economic growth is sustained through states where the line separating the legal from the corrupt is not always clear.

“Kimberly Kay Hoang has done groundbreaking fieldwork shedding light on the complex web of offshore subsidiaries through which capital is channeled and protected in emerging markets. This book, which summarizes this work in a clear and engaging manner, is essential reading to understand global twenty-first-century capitalism.”

—Gabriel Zucman, author of *The Hidden Wealth of Nations*



**Kimberly Kay Hoang** is associate professor of sociology at the University of Chicago.  
Twitter [@kimberlykhoang](https://twitter.com/kimberlykhoang)

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### Why It Will Sell

Uncovers the hidden ‘webs’ used by ultra-wealthy individuals to make and move their money around the world.

Impressive depth of research and fieldwork, succinctly told in under 300 pages.

Hoang’s interdisciplinary approach gives her unique perspective and expertise in the field.

Nuanced analysis of how this shadow economy operates, and the moral dilemmas faced by the real people involved.

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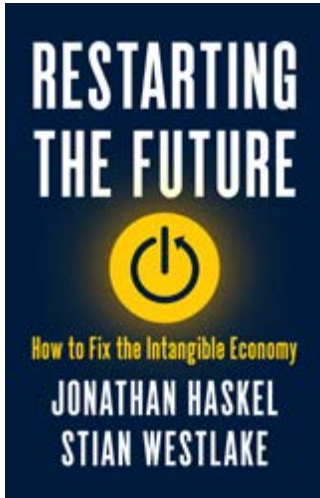
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Sociology



*Also Available*

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▶ Video Introduction

Published: April 2022

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**Why It Will Sell**

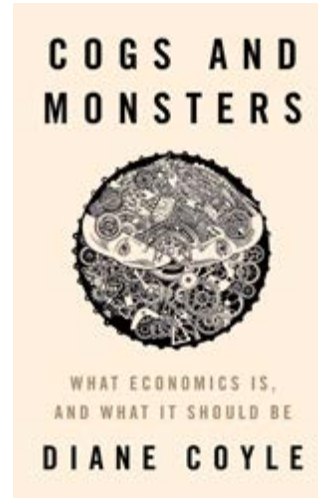
Follow up to hugely successful *Capitalism Without Capital*, which was translated into 12 languages.

Timely and important book on how the growing pains of a new economic model, based on the intangible, explain the state we're in, and how to fix it!

From the acclaimed authors of *Capitalism without Capital*, radical ideas for restoring prosperity in today's intangible economy

The past two decades have witnessed sluggish economic growth, mounting inequality, dysfunctional competition, and a host of other ills. *Restarting the Future* reveals how these problems arise from a failure to develop the institutions demanded by an economy now reliant on intangible capital such as ideas, relationships, brands, and knowledge. This book sets out a host of radical but practical solutions that can lead us into the future.

“*[Restarting the Future]* is a powerful and convincing message that everyone should read!”  
—Carl Benedikt Frey, author of *The Technology Trap*



▶ Video Introduction

Published: October 2021

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**Why It Will Sell**

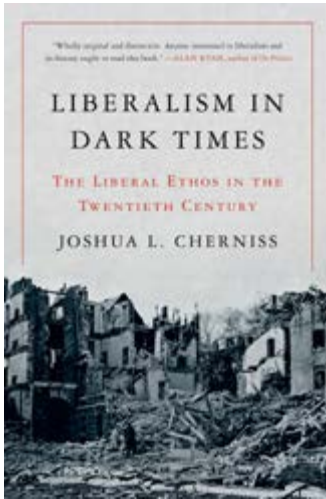
Drawing on her work from the past decade, Coyle encourages economists to think about the world we want and how they could and should do better in order to make a positive contribution to society.

Timely and relevant as the world faces the fallout of the pandemic.

How economics needs to change to keep pace with the twenty-first century and the digital economy

Digital technology, big data, big tech, machine learning, and AI are revolutionizing both the tools of economics and the phenomena it seeks to measure, understand, and shape. In *Cogs and Monsters*, Diane Coyle explores the enormous problems—but also opportunities—facing economics today if it is to respond effectively to these dizzying changes and help policymakers solve the world's crises. Coyle offers a road map for how economics can adapt to the rewiring of society.

“Diane Coyle is one of the world's most perceptive thinkers and writers on the role of economics in solving today's problems.”  
—Andy Haldane, Chief Executive of the Royal Society for Arts, Manufactures, and Commerce



▶ Video Introduction

Published: October 2021

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### Why It Will Sell

Explore how liberalism can endure times of political turmoil, and can even be used in times of crisis as a defence against dangerous ideologies.

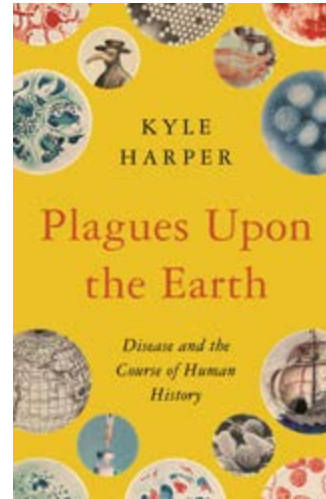
Draws on the work of some of the 20th century's most prominent liberal thinkers and philosophers such as Weber, Camus, and Berlin.

A timely defense of liberalism that draws vital lessons from its greatest midcentury proponents

Today, liberalism faces threats from across the political spectrum. While right-wing populists and leftist purists righteously violate liberal norms, theorists of liberalism seem to have little to say. In *Liberalism in Dark Times*, Joshua Cherniss issues a rousing defense of the liberal tradition, drawing on a neglected strand of liberal thought. Cherniss urges us to imagine liberalism not as a set of policies but as a temperament or disposition. In the face of rising political fanaticism, he persuasively argues for the continuing importance of this liberal ethos.

“Wholly original and distinctive. Anyone interested in liberalism and its history ought to read this book.”

—Alan Ryan, author of *On Politics*



▶ Video Introduction

Published: October 2021

Italian, Japanese, Chinese Simplified and Chinese Complex rights sold

### Why It Will Sell

Definitive history of the role disease has played in shaping human history, drawing on latest genetic evidence.

Shows how the current Covid pandemic is reflective of deeper patterns in human civilization.

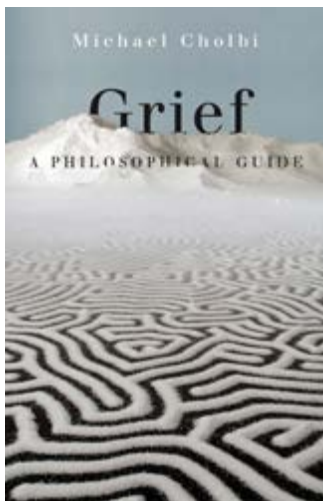
Harper wonderfully weaves science, economics, and history into a compelling narrative.

A sweeping germ's-eye view of history from human origins to global pandemics

*Plagues upon the Earth* is a monumental history of humans and their germs. Weaving together a grand narrative of global history with insights from cutting-edge genetics, Kyle Harper explains why humanity's uniquely dangerous disease pool is rooted deep in our evolutionary past, and why its growth is accelerated by technological progress. This book reminds us that human health is globally interdependent—and inseparable from the well-being of the planet itself.

“Readable, global, and provocative, this book speaks to the human condition itself.”

—Elizabeth A. Fenn, Pulitzer Prize winner and author of *Pox Americana*



▶ Video Introduction

Published: January 2022

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### Why It Will Sell

Brief and accessibly written.

The author is one of the world's foremost experts on the philosophy of death.

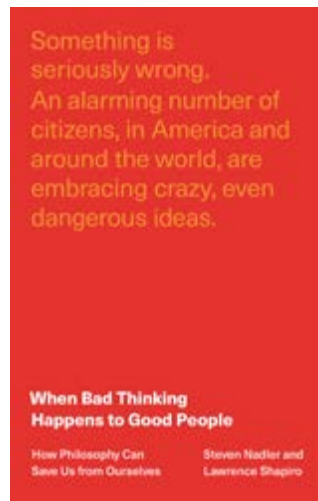
A powerful and thoughtful exploration of the experience of grief, its role in our lives, its paradox, and its importance.

An engaging and illuminating exploration of grief—and why, despite its intense pain, it can also help us grow

Experiencing grief at the death of a person we love or who matters to us is central to the human condition. Surprisingly, however, philosophers have rarely examined grief in any depth. In *Grief*, Michael Cholbi presents a groundbreaking philosophical exploration of this complex emotional event, offering valuable new insights about what grief is, whom we grieve, and how grief can ultimately lead us to a richer self-understanding and a fuller realization of our humanity.

“Cholbi invites us to think in a way that is accessible but serious—we are all philosophers after all.”

—Juliet Rosenfeld, author of *The State of Disbelief: A Story of Death, Love, and Forgetting*



▶ Video Introduction

Published: August 2021

Greek, Italian and Chinese Simplified rights sold

### Why It Will Sell

Short, accessible guide to the basic philosophical principles and tools that can be used in everyday life.

Timely, essential reading for a modern era of polarisation and extreme opinions as it explores the responsibility we all have to be rational and reasonable members of society.

Both authors' previous books have been widely translated.

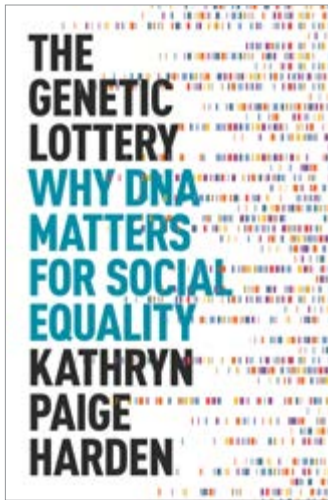
Why the tools of philosophy offer a powerful antidote to today's epidemic of irrationality

An alarming number of people today are embracing crazy, even dangerous ideas. *When Bad Thinking Happens to Good People* provides an engaging tour through the basic principles of logic, argument, evidence, and probability that can make all of us more reasonable and responsible citizens.

“People believe all sorts of weird and harmful things. Stop thinking of them as stupid or evil. Instead, follow Nadler and Shapiro in looking at the problem as a matter of responsible thinking and ethical duty. Not just on the part of others, but on yours as well.”

—Massimo Pigliucci, author of *How to Be a Stoic: Using Ancient Philosophy to Live a Modern Life*





▶ Video Introduction

Published: September 2021

German, Italian, Japanese, Russian, French, Turkish, Portuguese, Chinese Simplified, Korean, and Spanish rights sold

**Why It Will Sell**

This unique book is the first to really consider how genetic data can be applied for a more egalitarian and progressive system.

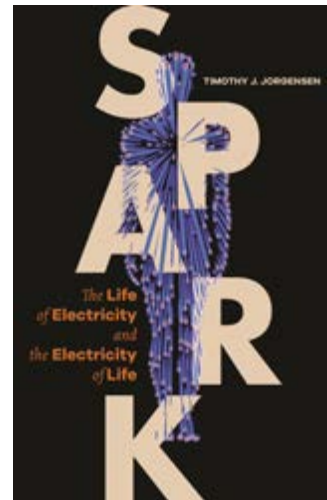
Author explains complicated topics with skill, using metaphors and examples from popular culture in a engaging, conversational tone.

A provocative and timely case for how the science of genetics can help create a more just and equal society

In recent years, scientists like Kathryn Paige Harden have shown that DNA makes us different, in our personalities and in our health—and in ways that matter for educational and economic success in our current society. Reclaiming genetic science from the legacy of eugenics, *The Genetic Lottery*, offers a bold new vision of society where everyone thrives, regardless of how one fares in the genetic lottery.

“This brilliant book is without a doubt the very best exposition on our genes, how they influence quite literally everything about us, and why this means we should care more, not less, about the societal structures in which we live.”

—Angela Duckworth, author of *Grit*



▶ Video Introduction

Published: November 2021

Chinese Complex rights sold

**Why It Will Sell**

Page turning read, filled with riveting stories of how we came to our current understanding.

Introduces the science of electricity to a popular audience, cleverly blending it with the history of electricity and neurobiology.

A fresh look at electricity and its powerful role in life on Earth

The story of how we came to understand electricity’s essential role in all life is rooted in our observations of its influences on the body—influences governed by the body’s central nervous system. In *Spark*, Timothy Jorgensen shows how our views of electricity and the nervous system evolved in tandem, and how progress in one area enabled advancements in the other.

“This engrossing and innovative book describes electricity’s connection with biology and tells the exciting stories of the people who revealed our present-day understanding of this mysterious substance.”

—Roger C. Barr, coauthor of *Bioelectricity: A Quantitative Approach*



Published: September 2021

German, Italian and Portuguese (Portugal) rights sold

### Why It Will Sell

The narrative storytelling compels readers of any age to further their interest in astronomy.

Perfectly positioned, packaged, and priced to sell widely, as a pocket-sized passport to the physics of the universe, for every cosmic citizen.

Distinct from Tyson's *Astrophysics for People in a Hurry*, providing slightly more depth and detail.

A pocket-style edition based on the *New York Times* bestseller

*A Brief Welcome to the Universe* offers a breathtaking tour of the cosmos, from planets, stars, and galaxies to black holes and time loops. Bestselling authors and acclaimed astrophysicists Neil deGrasse Tyson, Michael A. Strauss, and J. Richard Gott take readers on an unforgettable journey of exploration to reveal how our universe actually works. How do stars live and die? What are the prospects of intelligent life elsewhere in the universe? How did the universe begin? Why is it expanding and accelerating? Exploring these and many other questions, this pocket-friendly book is your passport into the wonders of our evolving cosmos.

“Their laudable goal is communicating vast, cosmic ideas in ways that are accessible without being simplistic.”

—*Washington Post*



 Video Introduction

Published: April 2022

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### Why It Will Sell

Using special 3D lenses attached to the cover, this book takes the reader on a unique, visual tour through the three-dimensional depths of the observable universe.

A charming and unique format in the market of astronomy titles. There is no other book available that offers a 3D tour of the universe using stereoscopic images in this particular way, making it a special ‘book as object.’

Wonderful companion to other titles in the *Welcome to the Universe* franchise, with new text and images.

Journey into the universe through the most spectacular sights in astronomy in stereoscopic 3D

*Welcome to the Universe in 3D* takes you on a grand tour of the observable universe, guiding you through the most spectacular sights in the cosmos—in breathtaking 3D. Presenting a rich array of stereoscopic color images, which can be viewed in 3D using a special stereo viewer that folds easily out of the cover of the book, this book reveals your cosmic environment as you have never seen it before.

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