



International Rights Guide

FRANKFURT 2023



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PRESS

A Note from the Senior International Rights Manager

Welcome to Princeton University Press' rights guide for the Frankfurt 2023 Book Fair. As always, we have a wide array of titles across the humanities, sciences, and social sciences and there's so much to get excited by. Giving just a glimpse here, I want to start by highlighting the long-awaited and hotly anticipated sequel to our bestseller *1177 B.C.* by Eric Cline, aptly titled *After 1177 B.C.*. The book tells us the story of what happened after the collapse of the Bronze Age, explains how and why only some civilisations endured, and offers us lessons for today. Also in the humanities, we have the brilliantly unique and humorous *The Weirdness of the World*, in which Eric Schwitzgebel offers us his 'universal bizarreness theory' to explain the inherent strangeness of human consciousness and the universe. Original and ambitious philosophy at its best.

We're very excited by our lead science title this fair, *AI Needs You*. Author Verity Harding has just been announced as one of TIME100's most influential people in AI, and in this, her first book, she draws on lessons from historical tech revolutions to encourage the public to help shape an ethical, responsible, and democratic future for AI.

Finally diving into the social sciences, we have the major new book from Paul Seabright, *The Divine Economy* which gives an economic interpretation of how religions have become so powerful in the modern world. We have the latest from Nobel Prize winner Angus Deaton and a brilliant trio of political science titles. Do also take a look at Guido's Alfani's *As Gods Among Men* which explores the super-rich throughout history and their role in society, in a tale still hugely relevant for our times.

Do also take advantage of [our interactive feature](#)—just click the links on each page if you would like to hear more about the books from the authors themselves!

Rebecca Bengoechea
Senior International Rights Manager



Rebecca Bengoechea
Senior International Rights Manager
rebecca_bengoechea@
press.princeton.edu



Emma Morgan
International Rights Manager
emma_morgan@
press.princeton.edu



Eleanor Smith
International Rights Executive
eleanor_smith@
press.princeton.edu

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Humanities



 Video Introduction

The story of what happened after the Bronze Age collapsed—why some civilizations endured, why some gave way to new ones, and why some disappeared forever

After 1177 B.C. tells how the collapse of powerful Late Bronze Age civilizations created new circumstances to which people and societies had to adapt. Taking the story up to the resurgence of Greece marked by the first Olympic Games in 776 B.C., the book also describes how world-changing innovations such as the use of iron and the alphabet emerged amid the chaos.

“*1177 B.C.* is the finest account to date of one of the turning points in history.”

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



Eric H. Cline is professor of classics and anthropology at George Washington University.

Why It Will Sell

Follow-up to the brilliantly successful *1177 BC*, which sold over 200,000 copies in English and was licensed into 17 languages

Filled with lessons for today about why some societies survive shocks like climate change while others do not

Reveals why this period, far from being the First Dark Age, was a new age with new inventions and new opportunities, from the discovery of iron, to the creation of new alphabets, to the emergence of monotheism

Published: April 2024

Editor: Rob Tempio

360 pages. 14 b/w illus. 8 tables.
6 maps.

Ancient History | Archaeology

COLIN ELLIOTT



POX ROMANA

THE PLAGUE THAT SHOOK
the ROMAN WORLD

▶ Video Introduction

A wide-ranging and dramatic account of the Antonine plague, the mysterious disease that struck the Roman Empire at its pinnacle

In the middle of the second century AD, Rome was at its prosperous and powerful apex. Then, apparently out of nowhere, a sudden sickness struck the legions and laid waste to cities, including Rome itself. This fast-spreading disease, now known as the Antonine plague, may have been history's first pandemic. Soon after its arrival, the Empire began its downward trajectory toward decline and fall. In *Pox Romana*, historian Colin Elliott offers a comprehensive, wide-ranging account of this pivotal moment in Roman history.

“A gripping detective story, Colin Elliott’s brilliant reconstruction of the causes and consequences of the world’s first true pandemic is a landmark achievement—and a warning for the present.”

—Walter Scheidel, author of *Escape from Rome*



Colin Elliott is associate professor of history at Indiana University and the author of *Economic Theory and the Roman Monetary Economy*.

Why It Will Sell

An engaging and gripping account of one of the first recorded pandemics and how it changed the ancient world forever

Offers insights into the human experience of the pandemic, from the doctors treating it to those using it for political gain

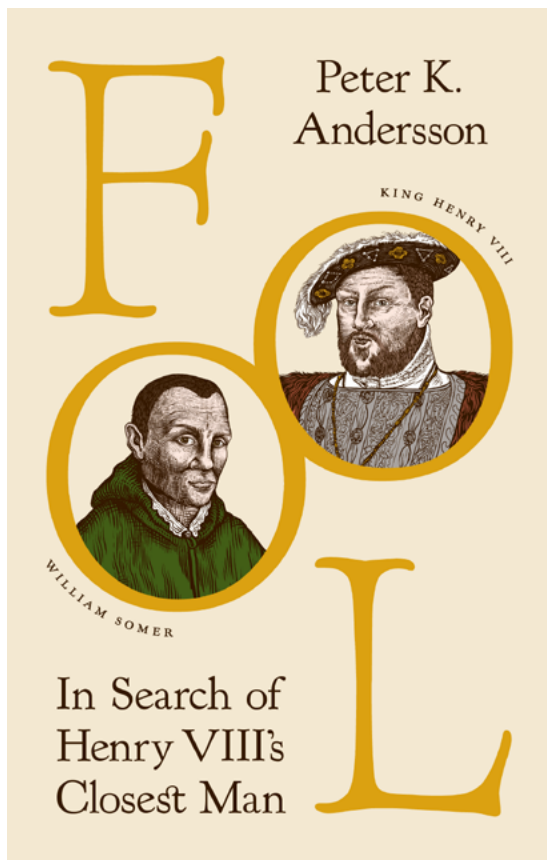
Explores the social, political, and economic world of Ancient Rome, and seeks to answer one of history's greatest unsolved mysteries

Published: February 2024

Editor: Rob Tempio

328 pages. 26 b/w illus. 4 maps.

History | Ancient History



▶ Video Introduction

The first biography of Henry VIII's court fool William Somer, one of the most intriguing figures of the Tudor age

In some portraits of Henry VIII there appears another, striking figure—a gaunt and morose-looking man with a shaved head and, in one case, a monkey on his shoulder. This is William or “Will” Somer, the king’s fool, a celebrated wit who reportedly could raise Henry’s spirits and spent many hours with him, often alone. Looking beyond stereotypes of the man in motley, *Fool* reveals a little-known world, surprising and disturbing, when comedy was something crueler and more unpleasant than we like to think.

“*Fool* brings to life a neglected figure and provides a fascinating account of the role of the Renaissance court fool. An important book that is also a page-turner, *Fool* restores Somer to his rightful place at the heart of the Tudor court.”

—Elizabeth Norton, author of *The Hidden Lives of Tudor Women*



Peter K. Andersson is senior lecturer in history at Örebro University in Sweden. He is the author of *Streetlife in Late Victorian London* and *Silent History*.

Why It Will Sell

The very first biography of a court fool, showing how a commoner became a central figure in Henry VIII's court

Separates myth from reality by thematically piecing together evidence from archival, artistic and literary sources

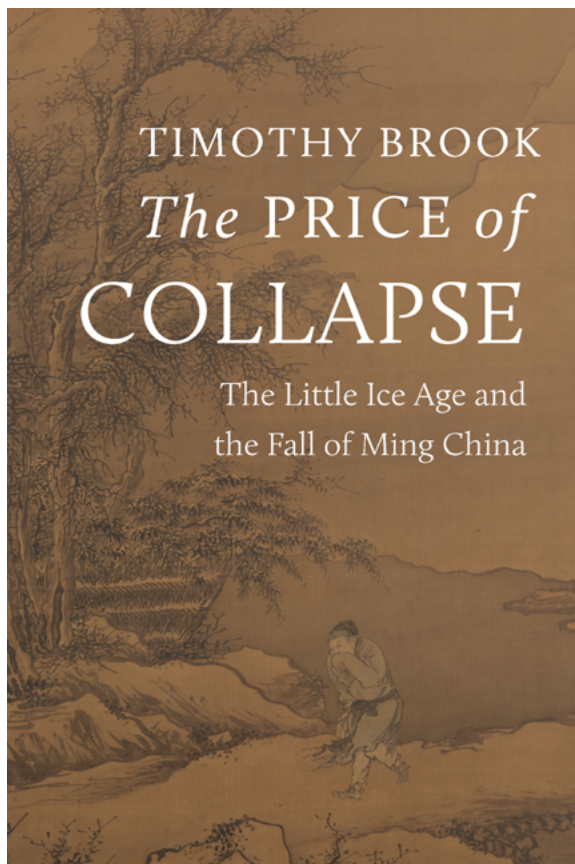
Provides fascinating broader insights into Tudor court life, as well as Renaissance attitudes to disability, humour and servants of royalty

Published: September 2023

Editor: Ben Tate

224 pages. 10 b/w illus.

Biography | History



How climate change ushered in the collapse of one of history's mighty empires

In 1644, after close to three centuries of relative stability and prosperity, the Ming dynasty collapsed. Many historians attribute its demise to the Manchu invasion of China, but the truth is far more profound. *The Price of Collapse* provides an entirely new approach to the economic and social history of China, exploring how global climate crisis spelled the end of Ming rule. A masterful work of scholarship, this book reconstructs the experience of ordinary people under the immense pressure of unaffordable prices as their country slid from prosperity to calamity and shows how the market mediated the relationship between an empire and the climate that turned against it.

"The Price of Collapse is history at its best: detailed, insightful, multivocal, and marvelously told in a gripping and compelling manner. "

—Dagmar Schäfer, executive director of the Max Planck Institute for the History of Science



Timothy Brook is professor emeritus of history at the University of British Columbia and a fellow of the British Academy. His many books include *Great State*, *Mr. Selden's Map of China*, and *Vermeer's Hat*.

Why It Will Sell

A new account by a leading scholar in global history

An innovative blend of economic and environmental history that addresses timely issues of inflation and climatic instability

Engagingly written and packed with interesting details of daily life in the Ming dynasty

Author's books have been widely translated before

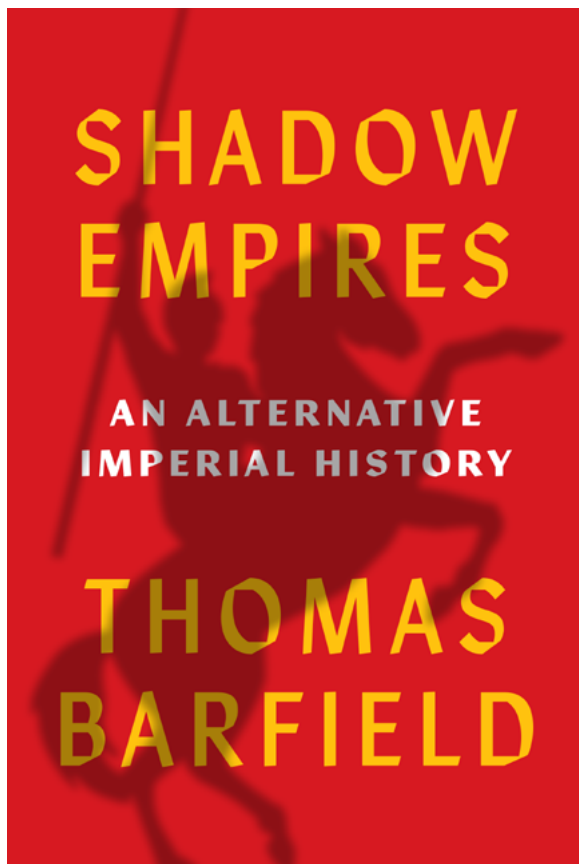
Published: November 2023

Editor: Priya Nelson

256 pages. 4 b/w illus. 15 tables.

Complex Chinese, Simplified Chinese and French rights licensed

History | Asian Studies



▶ Video Introduction

An original study of empire creation and its consequences, from ancient through early modern times

The world's first great empires established by the ancient Persians, Chinese, and Romans are well known, but not the counterempires that emerged on their margins in response to them over the course of 2,500 years. In *Shadow Empires*, Thomas Barfield identifies seven kinds of counter-empire and explores their rise, politics, economics, and longevity.

“Empires cannot be properly understood without Barfield’s illuminating understanding of their ‘shadow’: of how they transform their entire periphery. That periphery is, under Barfield’s brilliant, clarifying lens, actually central. He provides us with an analytical tool of great power.”

—James C. Scott, Yale University



Thomas Barfield is professor of anthropology at Boston University. His books include *Afghanistan* (Princeton) and *The Perilous Frontier*.

Why It Will Sell

Draws on a range of former shadow empires—from Muslim Arab dynasties to the heirs of Chinggis Khan, as well as the 18th century powers of Manchu Qing China, Tsarist Russia, and British India—to explore the phenomenon of these reactive powers

An original and novel approach, offering a synthetic account of these powers and their unique strategies for ruling

Published: October 2023

Editor: Fred Appel

384 pages. 6 b/w illus. 10 tables. 22 maps.

History

The End of Empires and a World Remade

A Global History of Decolonization

Martin Thomas



▶ Video Introduction

A capacious history of decolonization, from the decline of empires to the era of globalization

In this expansive history, Martin Thomas tells the story of decolonization and its intrinsic link to globalization. He traces the connections between these two transformative processes: the end of formal empire and the acceleration of global integration, market reorganization, cultural exchange, and migration. Decolonization stands alongside the great world wars as the most transformative event of twentieth-century history. In *The End of Empires and a World Remade*, Thomas offers a masterful analysis of the greatest process of state-making (and empire-unmaking) in modern history.

“Thomas provides a fundamental re-thinking of decolonization, drawing on his encyclopedic mastery of the literature and his own archival work and expertise to produce a global history that is certain to become a classic. The scholarship is nothing short of magisterial.”

—Tarak Barkawi, author of *Soldiers of Empire*



Martin Thomas is professor of imperial history and director of the Centre for Histories of Violence and Conflict at the University of Exeter.

Why It Will Sell

Offers a novel argument about the inter-dependent relationship between decolonization and globalization, and how it has led to the current inequalities of our world order

A sweeping analytical history that synthesises the field and offers original archival research

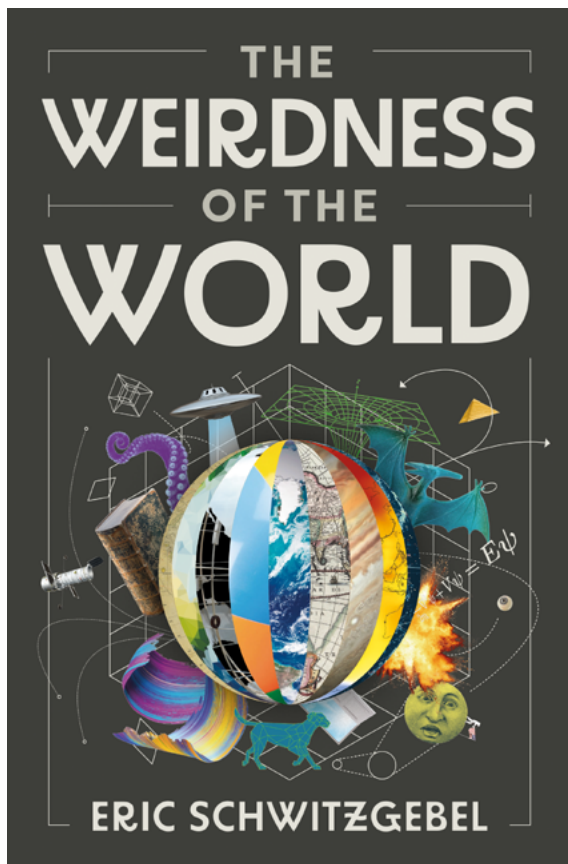
Global examples and case studies from Latin America, Asia and Europe

Published: March 2024

Editor: Priya Nelson

608 pages. 12 b/w illus. 9 maps.

History



▶ Video Introduction

How all philosophical explanations of human consciousness and the fundamental structure of the cosmos are bizarre—and why that’s a good thing

Do we live inside a simulated reality or a pocket universe embedded in a larger structure about which we know virtually nothing? Is consciousness a purely physical matter, or might it require something extra, something nonphysical? According to the philosopher Eric Schwitzgebel, it’s hard to say. In *The Weirdness of the World*, Schwitzgebel argues that the answers to these fundamental questions lie beyond our powers of comprehension. We can be certain only that the truth—whatever it is—is weird.

“This book will do the great service of helping people face up to all the ways the universe confounds our expectations.”

—Sean Carroll, author of *The Biggest Ideas in the Universe*



Eric Schwitzgebel is professor of philosophy at the University of California, Riverside.

Why It Will Sell

Deep philosophical exploration of the mystery of consciousness and the cosmos

Puts forward the author’s ‘universal bizarreness theory,’ that any explanation of the world and universe will be inherently weird

Accessibly written, humorous, and includes custom illustrations

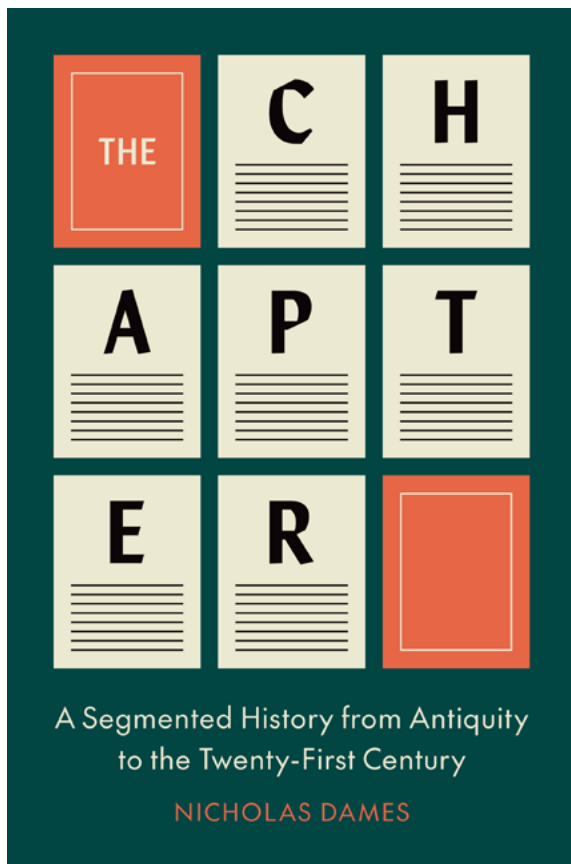
Author is a rising star in his field, and writes for popular media and his blog *The Splintered Mind*

Published: January 2024

Editor: Matt Rohal

360 pages. 17 b/w illus. 1 table.

Philosophy



▶ Video Introduction

A history of the chapter from its origins in antiquity to today

Why do books have chapters? With this seemingly simple question, Nicholas Dames embarks on a literary journey spanning two millennia, revealing how an ancient editorial technique became a universally recognized component of narrative art and a means to register the sensation of time. Ranging from ancient tablets and scrolls to contemporary fiction and film, *The Chapter* provides a compelling, elegantly written history of a familiar compositional mode that readers often take for granted and offers a new theory of how this versatile means of dividing narrative sculpts our experience of time.

“This is the masterwork we did not know we needed, on a topic easy to overlook... Dames’s prose is lucid and elegant while his brilliantly chosen examples are legion without being overwhelming. I will never turn from one chapter to the next in the same way again.”

—John Plotz, author of *Semi-Detached*



Nicholas Dames is the Theodore Kahan Professor of Humanities at Columbia University and an editor in chief of *Public Books*.

Why It Will Sell

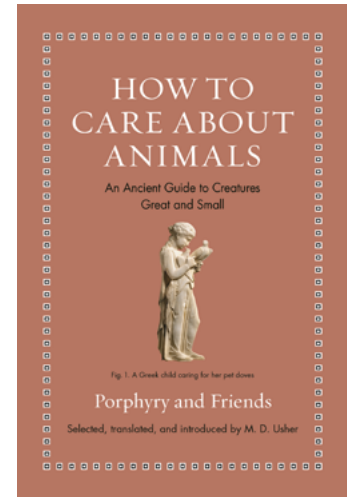
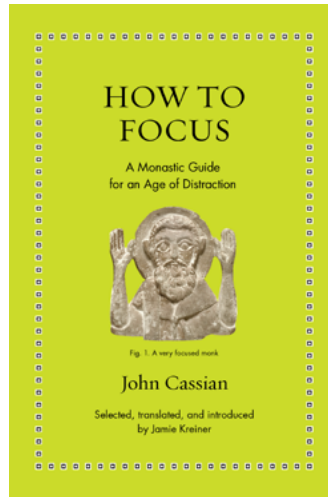
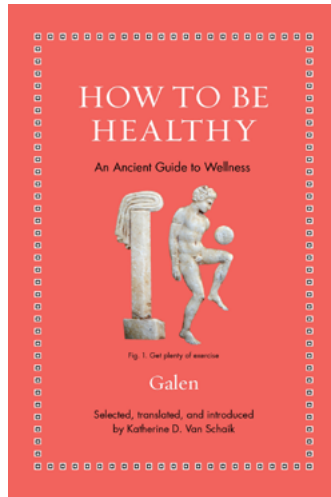
From Roman tablets to the digital age, drawing on two millennia of history across various genres, regions and traditions to explore the development and purpose of chapters, and how they impact our perception of time

Brings together analysis of important literary works by figures such as Tolstoy and George Eliot, with lesser-known works to make a comprehensive argument, complemented by wider data analysis

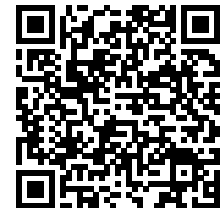
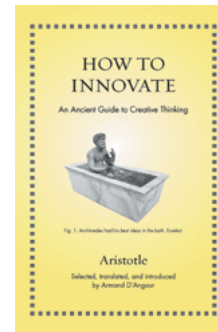
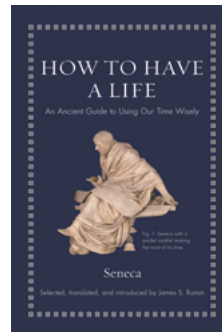
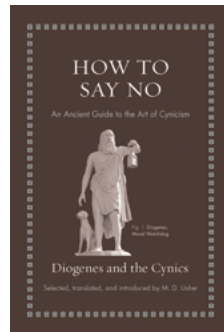
Published: November 2023
Editor: Anne Savarese
384 pages. 15 b/w illus. 13 tables.

Literature

New in the Ancient Wisdom for Modern Readers series



ALSO AVAILABLE



Scan here to see more titles in the series

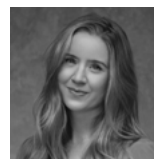
Science



▶ Video Introduction

An electrifying vision of how we can safeguard AI's future for the public good

Artificial intelligence may be the most transformative technology of our time. As AI's power grows, so does the need to figure out what—and who—this technology is really for. *AI Needs You* argues that it is critical for society to take the lead in answering this urgent question and ensuring that AI fulfills its promise. Verity Harding draws inspiring lessons from the histories of three twentieth-century tech revolutions—the space race, in vitro fertilization, and the internet—to empower each of us to join the conversation about AI and its possible futures. Sharing her perspective as a leading insider in technology and politics, she rejects the dominant narrative, which often likens AI's advent to that of the atomic bomb. History points the way to an achievable future in which democratically determined values guide AI to be peaceful in its intent; to embrace limitations; serve purpose, not profit; and to be firmly rooted in societal trust.



Verity Harding is a Visiting Fellow at the University of Cambridge and founder of Formation Advisory, consulting on the future of tech and society. She worked at Google DeepMind and as a political adviser.

Why It Will Sell

An accessible, jargon-free page-turner, written to empower readers to jump in and help shape an ethical, responsible, and democratic future for AI

Makes the pressing argument that the narrative of how AI will permeate our lives should not be written by AI's creators or industry leaders but by the people

Argues that the role AI has in our lives should not be dictated by tech elites in Silicon Valley

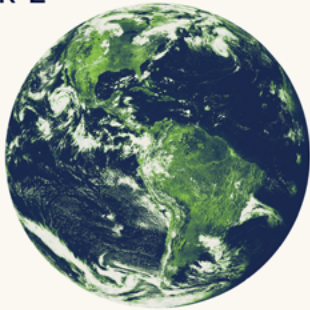
Published: March 2024

Editor: Ingrid Gnerlich
264 pages. 7 b/w illus.

Science | Technology

Elemental

HOW FIVE
ELEMENTS
CHANGED
EARTH'S PAST
AND WILL
SHAPE OUR
FUTURE



Stephen Porder

▶ Video Introduction

An ecologist explores how life itself shapes Earth using the elemental constituents we all share

Elemental reveals how microbes, plants, and people used the fundamental building blocks of life to alter the climate, and with it, the trajectory of life on Earth in the past, present, and future. Blending conversational storytelling with the latest science, Porder takes us deep into the Amazon, across fresh lava flows in Hawaii, and to the cornfields of the American Midwest to illuminate a potential path to sustainability, informed by the constraints imposed by life's essential elements and the four-billion-year history of life on Earth.

“*Elemental* is both a history of life and a glimpse into the future. Stephen Porder offers a fascinating new perspective on why the planet's in trouble and what we can do about it.”

—Elizabeth Kolbert, author of *The Sixth Extinction*



Stephen Porder is associate provost for sustainability and professor of ecology, evolution, and organismal biology at Brown University. He is also a fellow in the Institute at Brown for Environment and Society.

Why It Will Sell

Mixes engaging and accessible storytelling with the latest science to explore the Earth's history, and the history of life

Guides the reader through Earth's diverse landscapes, from volcanic to tropical environments

Offers insight into how human life is both a part of the Earth's wider story, and a rare departure from the norm


Published: September 2023

Editor: Alison Kalett

240 pages. 15 b/w illus.

Nature | Science

HOW WE AGE



THE SCIENCE OF LONGEVITY

COLEEN T.
MURPHY

How recent breakthroughs in longevity research offer clues about human aging

All of us would like to live longer, or to slow the debilitating effects of age. In *How We Age*, Coleen Murphy shows how recent research on longevity and aging may be bringing us closer to this goal. Written with clarity and wit, *How We Age* provides a guide to the science: what we know about aging, how we know what we know, and what we can do with this new knowledge.

“Everyone ages, and everyone thinks about it. It’s almost impossible to separate the scientific study of aging from our all-too-human hopes and wishes. But that’s exactly what Coleen Murphy accomplishes in this masterful book. It lays out what we really know, what is elusive, and what we might be on the verge of discovering.”

—Sean Carroll, author of *The Biggest Ideas in the Universe: Space, Time, and Motion*



Coleen T. Murphy is professor of genomics and molecular biology at Princeton University. She is director of Princeton's Glenn Foundation for Research on Aging and director of the Simons Collaboration on Plasticity in the Aging Brain.

Why It Will Sell

Distills the latest developments in the science of longevity, including the future of age-prevention technologies

Delves deeper into the science of aging, beyond simply what to eat or how to exercise

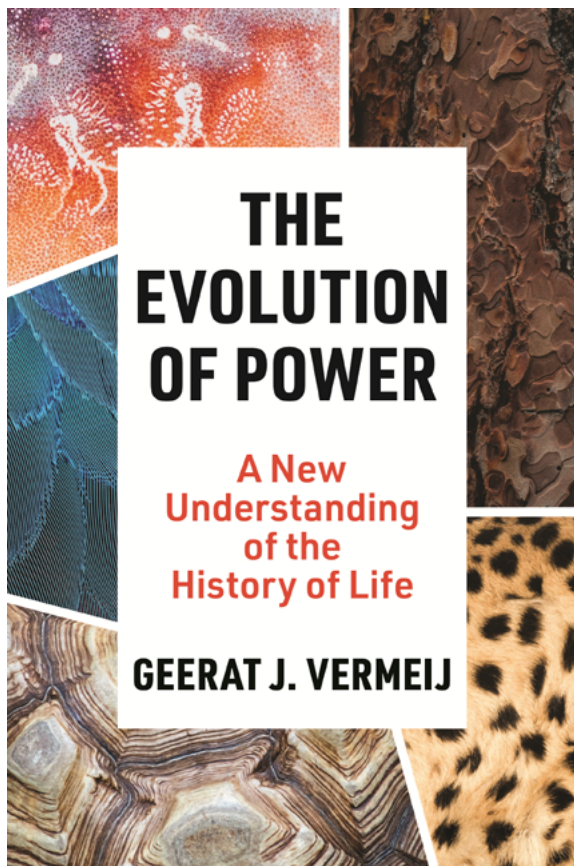
Written by a leading scholar in the molecular mechanisms of aging, and includes research from her own lab

Published: November 2023

Editor: Alison Kalett

464 pages. 7 b/w illus.

Biology



▶ Video Introduction

A sweeping new account of the role of power in the evolution of all life on Earth

Power has many dimensions, from individual attributes such as strength and speed to the collective advantages of groups. *The Evolution of Power* takes readers on a breathtaking journey across history and the natural world, revealing how the concept of power unifies a vast range of phenomena in the evolution of life—and how natural selection has placed humanity and the planet itself on a trajectory of ever-increasing power. A masterful work by one of today's most innovative and forward-thinking naturalists, *The Evolution of Power* offers a new understanding of our place in the grand sweep of evolutionary history.

"*The Evolution of Power* is a staggering illustration of evolutionary thinking as the gift that keeps giving. Vermeij shows how we can unite and expand our knowledge of the world through an understanding of power, affirming our human dignity precisely because we are at one with the rest of life rather than unique products of evolution."

—Michael Ruse, author of *Why We Hate*



Geerat J. Vermeij is Distinguished Professor of Earth and Planetary Sciences at the University of California, Davis. He is a member of the American Academy of Arts and Sciences and the National Academy of Sciences.

Why It Will Sell

New and provocative argument that evolution at all scales can be understood through the physical concept of power

Offers an innovative, integrative analysis of the history of life on Earth

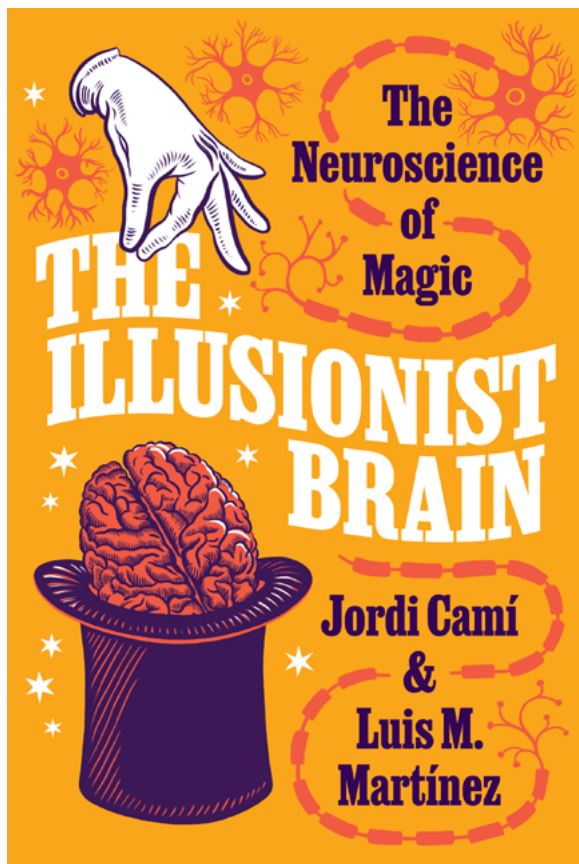
Author is a highly respected scholar; this title builds on his prior books, each illuminating biological processes through the lens of various human concepts

Published: November 2023

Editor: Alison Kalett

264 pages. 3 tables.

Science | Social Science



▶ Video Introduction

How magicians exploit the natural functioning of our brains to astonish and amaze us

How do magicians make us see the impossible? *The Illusionist Brain* takes you on an unforgettable journey through the inner workings of the human mind, revealing how magicians achieve their spectacular and seemingly impossible effects by interfering with your cognitive processes. Along the way, this lively and informative book provides a guided tour of modern neuroscience, using magic as a lens for understanding the unconscious and automatic functioning of our brains. *The Illusionist Brain* draws on the latest findings in neuroscience to explain how magic deceives us, surprises us, and amazes us, and demonstrates how illusionists skillfully “hack” our brains to alter how we perceive things and influence what we imagine.



Jordi Camí is a medical doctor and professor of pharmacology at Pompeu Fabra University. He is a member of the Spanish Society of Illusionism. **Luis M. Martínez** is a neuroscientist at the Spanish National Research Council at the Institute of Neuroscience.

Why It Will Sell

Explores the ways in which magic tricks work around our brain's unconscious processes to alter how we perceive things and change our perspectives

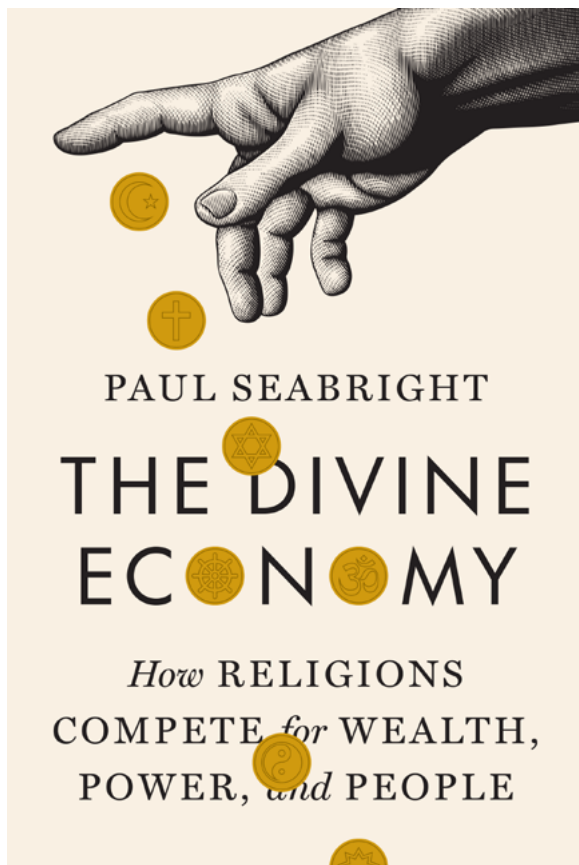
Written in an accessible, engaging style, and features QR codes to videos of various tricks being performed

Published: June 2022

Editor: Hallie Stebbins
248 pages. 17 b/w illus.
17 QR codes. Spanish rights retained by author.

Science | Magic

Social Sciences



▶ Video Introduction

A novel economic interpretation of how religions have become so powerful in the modern world

In *The Divine Economy*, economist Paul Seabright argues that religious movements are a special kind of business: they are platforms, bringing together communities of members who seek many different things from one other—spiritual fulfilment, friendship and marriage networks, even business opportunities. Their function as platforms, he contends, is what has allowed religions to consolidate and wield power. Writing in a non-partisan spirit, Seabright uses insights from economics to show how religion and secular society can work together in a world where some people will feel no need for religion, but many will continue to respond with enthusiasm to religion's call.



Paul Seabright teaches economics at the Toulouse School of Economics.

Why It Will Sell

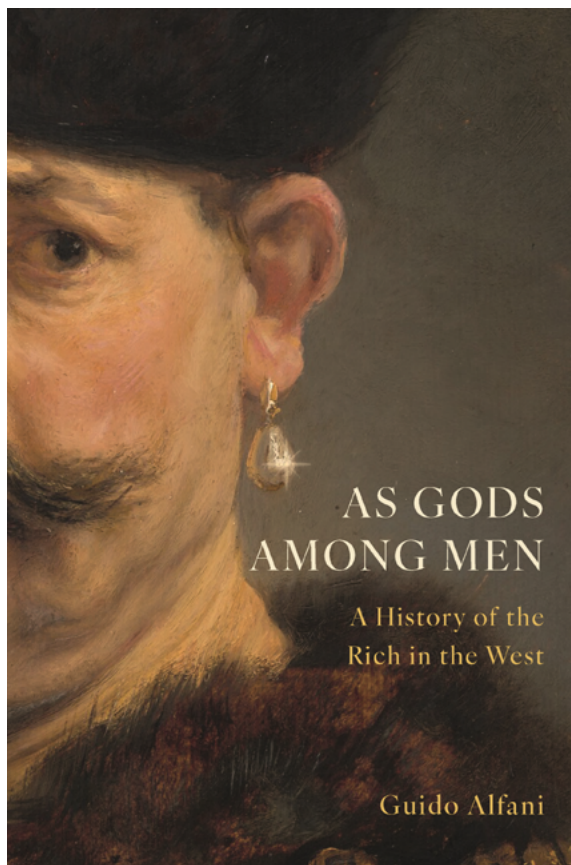
An ambitious, interdisciplinary and global story which demonstrates how religions operate, evolve, and thrive in the same way as businesses

Based on original qualitative research from communities around the world

Tackles controversial issues like the sexual abuse crisis, and the use of religion for political ends

Beautifully written narrative, with riveting short vignettes detailing little personal interactions the author had with people around the world during his original research

Published: May 2024
Editor: Hannah Paul
400 pages. 30 b/w illus.



▶ Video Introduction

How the rich and the super-rich throughout Western history accumulated their wealth, behaved (or misbehaved) and helped (or didn't help) their communities in times of crisis

The rich have always fascinated, sometimes in problematic ways. Medieval thinkers feared that the super-rich would act 'as gods among men'; much more recently Thomas Piketty made wealth central to discussions of inequality. In this book, Guido Alfani offers a history of the rich and super-rich in the West, examining who they were, how they accumulated their wealth and what role they played in society.

"Guido Alfani has, more than anyone, expanded our knowledge of inequality trends to encompass preindustrial times. In this masterly book, he offers an insightful long-run perspective and fascinating lessons for the future. A must-read!"

—Thomas Piketty, author of *Capital in the Twenty-First Century*



Guido Alfani is professor of economic history at Bocconi University, Milan. He is the author of *Calamities and the Economy in Renaissance Italy* and the coauthor of *The Lion's Share*.

Why It Will Sell

Uses case studies of figures from the Medici family of Renaissance Florence to Bill Gates

Argues that the modern rich and super-rich have proven less willing than many of their historical counterparts to contribute to the common good, and explores what this may mean for society

Data-rich survey that charts the power and the fragility of the wealthy from medieval to modern times

Published: December 2023
Editor: Hannah Paul
432 pages. 11 b/w illus. 5 tables.
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History | Economics

ECONOMICS IN AMERICA

AN IMMIGRANT ECONOMIST
EXPLORES THE LAND OF INEQUALITY



WINNER OF THE NOBEL PRIZE

ANGUS DEATON

NEW YORK TIMES BESTSELLING COAUTHOR OF
DEATHS OF DESPAIR AND THE FUTURE OF CAPITALISM

▶ Video Introduction

From the Nobel Prize-winning economist and *New York Times* bestselling coauthor of *Deaths of Despair* and the *Future of Capitalism*, candid reflections on the economist's craft

Economics in America explains in clear terms how the field of economics addresses the most pressing issues of our time—from poverty, retirement, and the minimum wage to the ravages of the nation's uniquely disastrous health care system—and narrates Angus Deaton's account of his experiences as a naturalized US citizen and academic economist.

"Covering topics ranging from poverty and health care to monetary policy and climate change, with characteristic brilliance and warmth, the great economist builds a powerful case for his discipline to return to its original calling: to promote human flourishing and justice."

—Matthew Desmond, Pulitzer Prize-winning author of *Evicted*



Angus Deaton, winner of the 2015 Nobel Prize in economics, is a Professor of Economics and International Affairs Emeritus and Senior Scholar at Princeton University.

Why It Will Sell

Wry, incisive and often amusing account of 25 years of American politics and economics, from the perspective of a foreigner

Easy-to-digest chapters exploring topical economic issues, interlaced with personal stories and anecdotes (including the author's experience of winning the Nobel Prize for Economics)

Author is globally renowned and a titan in the field, having been translated into over 20 languages

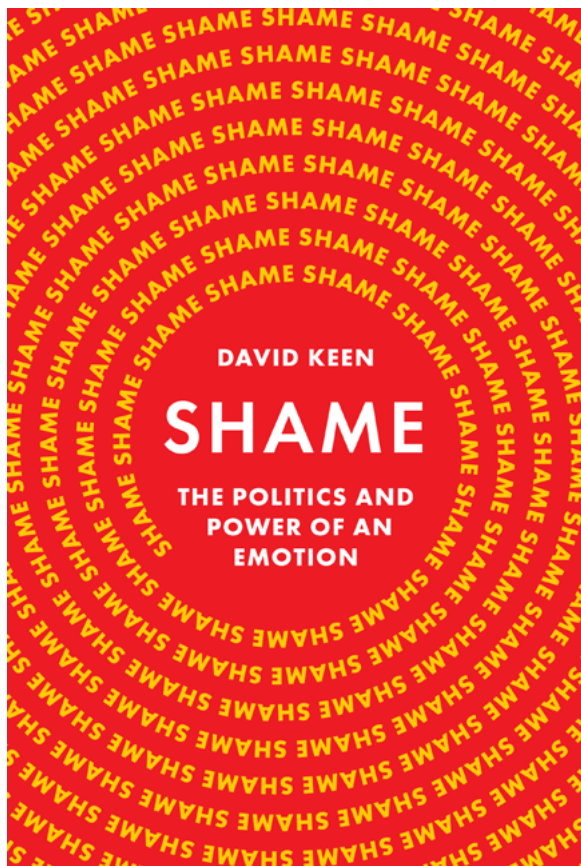
Published: October 2023

Editor: Joe Jackson

280 pages.

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Economics



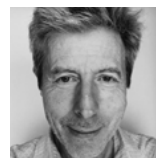
▶ Video Introduction

The uses of shame (and shamelessness) in spheres that range from social media and consumerism to polarized politics and mass violence

In *Shame*, David Keen explores the function of modern shaming, paying particular attention to how shame is instrumentalized and weaponized. To break out of our current cycle of shame and shaming, and to understand the harm that shame can do, we must recognize the ways that shame is being made to serve political and economic purposes.

“An insightful and provocative book on how shame, shaming, and shamelessness are being mobilized in our societies. With examples that range from contemporary politics, war, economics, and terrorism David Keen offers a cogent analysis of the damages of shame and the urgent need to talk about this essential political emotion.”

—Gloria Origgi, author of *Reputation*



David Keen is professor of conflict studies in the Department of International Development at the London School of Economics and Political Science.

Why It Will Sell

Powerful argument which considers how shame is used across all levels of our society to create and maintain power imbalances and influence our behaviour

Helps us understand a diverse range of phenomena in modern life, including consumerism, violent crime, populist politics, and even major disasters like wars and genocides

Broad in geographical scope, the book draws on rich primary research and interviews

Published: October 2023

Editor: Hannah Paul
360 pages. 3 b/w illus.

Political Science

Political Rumors

Why We Accept
Misinformation and
How to Fight It

ADAM J. BERINSKY

Why debunked political rumors persist and how to combat them

Political rumors and misinformation pollute the political landscape. This is not a recent phenomenon; before the currently rampant and unfounded rumors about a stolen election and vote-rigging, there were other rumors that continued to spread even after they were thoroughly debunked, including doubts about 9/11 (an “inside job”) and the furor over President Obama’s birthplace and birth certificate. Berinsky shows that a tendency toward conspiratorial thinking and vehement partisan attachment fuel belief in rumors. Yet the reach of rumors is wide, and Berinsky argues that in fighting misinformation, it is as important to target the undecided and the uncertain as it is the true believers.

“It is requisite reading for anyone who hopes to understand and address what has become a defining challenge of the twenty-first century.”

—James N. Druckman, Northwestern University



Adam J. Berinsky is the Mitsui Professor of Political Science at MIT and the founding director of the MIT Political Experiments Research Lab.

Why It Will Sell

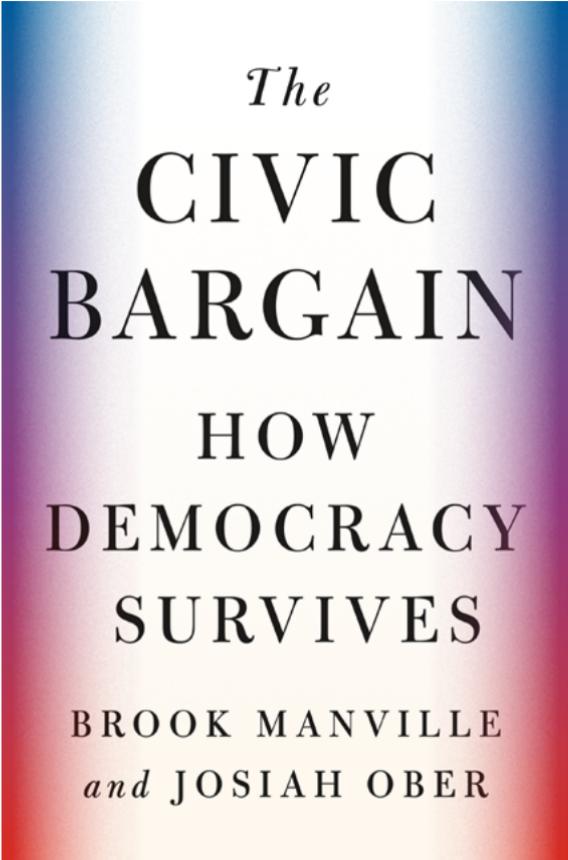
Argues that it is not only conspiracy theorists who are susceptible to rumor, but that efforts to correct misinformation must also focus on the uncertain and undecided

Draws on an original survey and data from experiments to provide a troubling picture of how vulnerable we can be to rumor and misinformation

Provides strategies for recognizing and challenging these rumors

Published: August 2023
Editor: Bridget Flannery-McCoy
240 pages. 26 b/w illus. 19 tables.

Political Science



The
**CIVIC
BARGAIN**
**HOW
DEMOCRACY
SURVIVES**
BROOK MANVILLE
and JOSIAH OBER

▶ Video Introduction

A powerful case for democracy and how it can adapt and survive—if we want it to

Is democracy in trouble, perhaps even dying? Pundits say so, and polls show that most Americans believe that their country's system of governance is being "tested" or is "under attack." But is the future of democracy necessarily so dire? In *The Civic Bargain*, Brook Manville and Josiah Ober push back against the prevailing pessimism about the fate of democracy around the world.

"*The Civic Bargain* is a very welcome and original addition for those who want to know something about future prospects for democracy. Brook Manville and Josiah Ober take a deep historical perspective, they establish essential conditions for democracy, and they tell us that it is a process that is never finished. Civic bargains must be struck repeatedly at critical junctures to keep democracy alive."

—David Stasavage, author of *The Decline and Rise of Democracy: A Global History from Antiquity to Today*



Brook Manville is an independent consultant who writes about politics, democracy, technology, and business. **Josiah Ober** is a professor at Stanford University and Senior Fellow at the Hoover Institute.

Why It Will Sell

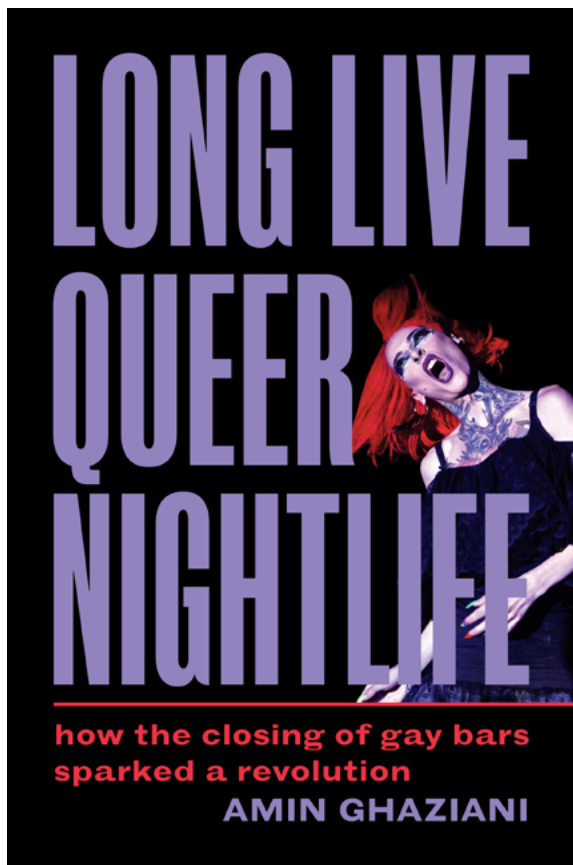
Examines 4 democracies—Athens, Rome, Britain, US—to trace the evolution towards self-governance and draw out lessons from history on how democracy can thrive

A hopeful challenge to current attitudes regarding the viability of democracy

An approachable blend of political theory and historical narrative, including practical advice to re-commit to democratic principles

Published: September 2023
Editor: Rob Tempio
312 pages.

Political Science



▶ Video Introduction

It's closing time for an alarming number of gay bars in cities around the globe—but it's definitely not the last dance

In this exhilarating journey into underground parties, pulsating with life and limitless possibility, acclaimed author Amin Ghaziani unveils the unexpected revolution revitalizing urban nightlife. Far from the gay bar with its largely white, gay male clientele, here is a dazzling scene of secret parties—club nights—wherein culture creatives, many of whom are queer, trans, and racial minorities, reclaim the night in the name of those too long left out. Episodic, nomadic, and radically inclusive, club nights are refashioning queer nightlife in boundlessly imaginative and powerfully defiant ways.

Long Live Queer Nightlife showcases a spectacular, if seldom-seen, vision of a queer world shimmering with self-empowerment, inventiveness, and joy.



Amin Ghaziani is professor of sociology and Canada Research Chair in Urban Sexualities at the University of British Columbia.

Why It Will Sell

A positive exploration into how queer nightlife evolves and thrives amid worldwide closures of gay bars

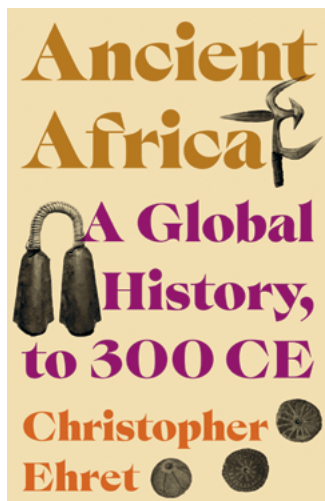
Vignettes showcase the rich array of underground club nights, providing a beautifully written insider's perspective to a nightlife not often portrayed in the media

Centres the experiences of individuals, drawn from 100+ interviews and 42 club nights

Published: March 2024
Editor: Meagan Levinson
272 pages. 25 b/w illus. 3 tables.
2 maps.

Sociology | Urban Studies

Also Available



Published: June 2023
224 pages.
History

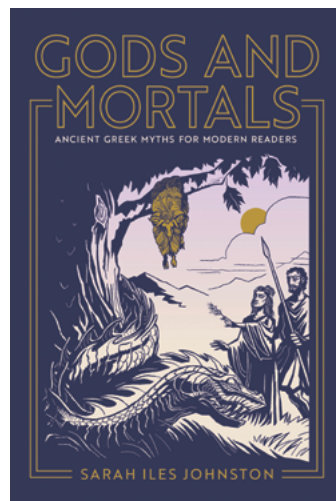
Why It Will Sell

A wide-ranging history in a small package, covering the period 70,000 BCE to 300 CE

Brings together research from different disciplines, including archaeology, linguistics and anthropology to re-centre Africa in a global narrative

A panoramic narrative that places ancient Africa on the stage of world history

This book brings together archaeological and linguistic evidence to provide a sweeping global history of ancient Africa, tracing how the continent played an important role in the technological, agricultural, and economic transitions of world civilization. Christopher Ehret takes readers from the close of the last Ice Age some ten thousand years ago, when a changing climate allowed for the transition from hunting and gathering to the cultivation of crops and raising of livestock, to the rise of kingdoms and empires in the first centuries of the common era.



▶ Video Introduction

Published: February 2023
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496 pages.
Mythology | Classics

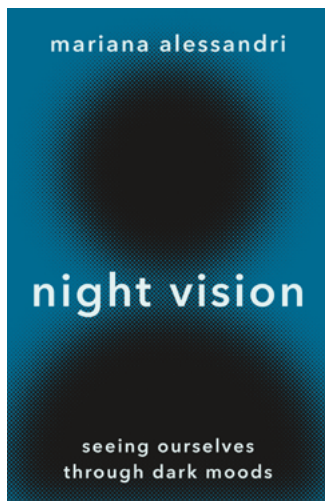
Why It Will Sell

Features captivating original illustrations that help bring the stories to life

Uses fascinating historical details to ground the reader in real-life Ancient Greece

An entrancing new telling of ancient Greek myths

Gripping tales that abound with fantastic characters and astonishing twists and turns, Greek myths confront what it means to be mortal in a world of powerful forces beyond human control. Little wonder that they continue to fascinate readers thousands of years after they were first told. *Gods and Mortals* is a major new telling of ancient Greek myths by one of the world's preeminent experts. In a fresh, vibrant, and compelling style that draws readers into the lives of the characters, Sarah Iles Johnston offers new narrations of all the best-known tales as well as others that are seldom told, taking readers on an enthralling journey from the origin of the cosmos to the aftermath of the Trojan War.



▶ Video Introduction

Published: May 2023
216 pages.
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Philosophy

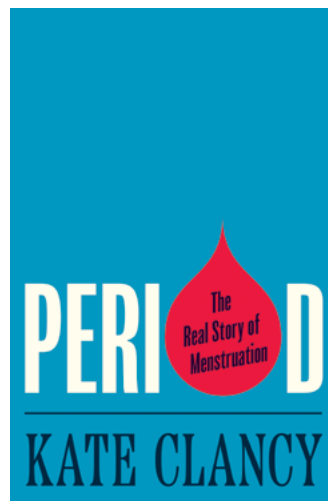
Why It Will Sell

Argues against the relentless positivity of self-help culture and how it too often dismisses the power and of our so-called negative feelings

Draws on an array of philosophers from Aristotle and Kierkegaard to bell hooks

A philosopher's personal meditation on how painful emotions can reveal truths about what it means to be truly human

Under the light of ancient Western philosophies, our darker moods like grief, anguish, and depression can seem irrational. When viewed through the lens of modern psychology, they can even look like mental disorders. The self-help industry, determined to sell us the promise of a brighter future, can sometimes leave us feeling ashamed that we are not more grateful, happy, or optimistic. *Night Vision* invites us to consider a different approach to life, one in which we stop feeling bad about feeling bad.



▶ Video Introduction

Published: April 2023
264 pages.
Italian, Russian and Turkish rights licensed
Science | Women's Studies

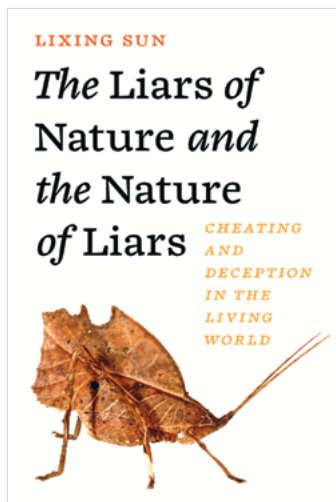
Why It Will Sell

Challenges popular myths and misconceptions, and makes an urgent case to reconsider how periods are discussed and researched

Brings together research from anthropology, biology, medicine, history of science, and gender studies

A bold and revolutionary perspective on the science and cultural history of menstruation

Menstruation is something half the world does for a week at a time, for months and years on end, yet it remains largely misunderstood. Scientists once thought of an individual's period as useless, and some doctors still believe it's unsafe for a menstruating person to swim in the ocean wearing a tampon. *Period* counters the false theories that have long defined the study of the uterus, exposing the eugenic history of gynecology while providing an intersectional feminist perspective on menstruation science.



▶ Video Introduction

Published: April 2023
288 pages.
Simplified Chinese, Portuguese (Portugal) and Russian rights
Nature | Science

Why It Will Sell

Accessible and engaging tour of how and why cheating exists throughout nature

Draws on recent evolutionary research, bringing together what is known in animals to understand human behavior

A natural history of cheating from selfish genes to lying politicians

Nature is rife with cheating. Possums play possum, feigning death to cheat predators. Crows cry wolf to scare off rivals. Amphibians and reptiles are inveterate impostors. Even genes and cells cheat. *The Liars of Nature and the Nature of Liars* explores the evolution of cheating in the natural world, revealing how dishonesty has given rise to wondrous diversity. Brimming with insight and humor, *The Liars of Nature and the Nature of Liars* also looks at the prevalence of cheating in human society, identifying the kinds of cheating that spur innovation and cultural vitality and laying down a blueprint for combatting malicious cheating such as fake news and disinformation.



▶ Video Introduction

Published: February 2023
232 pages.
Chinese (simplified and complex), Italian and Mongolian rights licensed
Media Studies | Sociology

Why It Will Sell

First comprehensive history and critical analysis of the rise of the influencer industry

Topical and timely, drawing on almost a decade of research, including crucial, dozens of in-depth interviews

A critical history of the social media influencer's rise to global prominence

Before there were Instagram likes, Twitter hashtags, or TikTok trends, there were bloggers who seemed to have the passion and authenticity that traditional media lacked. *The Influencer Industry* tells the story of how early digital creators scrambling for work amid the Great Recession gave rise to the multibillion-dollar industry that has fundamentally reshaped culture, the flow of information, and the way we relate to ourselves and each other. *The Influencer Industry* reveals how, in an increasingly fractured and profit-driven communications environment, the people we think of as “real” are merely those who have learned to exploit the industry’s ever-shifting constructions of authenticity.

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Arabic Rights

Ms. Amélie Cherlin
Dar Cherlin
amelie@darcherlin.com

Brazil

Mr. João Paulo Riff
Agencia RIFF
Tel: +55 21 2287 6299
joapaulo@agenciarriff.com.br

Bulgaria, Romania & Serbia

Ms. Mira Droumeva
A.N.A. Sofia Ltd.
mira@anas-bg.com

China (Complex & Simplified)

Mr. David Tsai
Bardon Chinese Media Agency
Tel: +886 2 2364 4995 ext. 35
david@bardonchinese.com

Czech Republic, Slovakia & Slovenia

Ms. Lucie Polakova
Andrew Nurnberg Associates
Tel/Fax: +420 222 782 041
polakova@nurnberg.cz

France

Ms. Corinne Marotte
Marotte et Compagnie Agence Littéraire
info@marotteetcompagnie.ag
www.marotteetcompagnie.ag

Germany

Mr. Christian Dittus
Paul & Peter Fritz AG
Tel: +41 44 388 4140
cdittus@fritzagency.com

Greece

Mr. John L. Moukakos
JLM Literary Agency
Tel: +30 1 384 7187
jlm@jlm.gr

Hungary & Croatia

Ms. Judit Hermann
Andrew Nurnberg Associates
Tel: +36 1 302 6451
rights@nurnberg.hu

Israel

Ms. Geula Geurts
The Deborah Harris Agency
Tel: +972 2 563 3237
geula@dhliterary.com

Italy

Mr. Roberto Gilodi
Reiser Literary Agency
Tel: +39 011 521 5357
roberto.gilodi@reiseragency.it
segreteria@reiseragency.it

Japan

Mr. Tsutomu Yawata
The English Agency
Tel: +81 3 3406 5385
tsutomu_yawata@ej.co.jp

Korea

Ms. Sue Yang
Ms. Jackie Yang
Eric Yang Agency
Tel: +82 2 592 3356
sueyang@eyagency.com
jackieyang@eyagency.com

Latvia, Lithuania, Estonia & Ukraine

Ms. Tatjana Zoldnere
Eastern European and Asian Rights Agency, Ltd
Tel: +371 6750 6495
zoldnere@anab.apollo.lv
zoldnere@eeagency.com

The Netherlands

Ms. Marisca van der Mark
Marianne Schönbach Literary Agency
m.vandermark@schonbach.nl

Poland

Ms. Diana Hasooni-Abood
Book/Lab Literary Agency
Tel: +48 22 646 5860
agencja@literatura.com.pl

Portugal

Mr. Gonçalo Gama Pinto
Ilidio Matos, Agência Literária Lda.
Tel: +351 96 841 6630
goncalo.gamapinto@ilidiomatos.com

Russia

Ms. Olga Zasetskaya
Synopsis Literary Agency
Tel: +7 916 421 9708
oz@synopsis-agency.ru

Spain & Latin America

Ms. Anna Bofill Rahola
Agencia Literaria Carmen Balcells, S.A.
Tel: +34 93 200 89 33
a.bofill@agenciabalcels.com

Turkey

Ms. Bahar Albayrak
Kalem Agency
Tel: +90 216 345 4247
Cell: +90 555 071 3732
rights3@kalemagency.com

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International Rights Team
InternationalRights@press.princeton.edu

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