

# International Rights Guide

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LONDON 2025



## A Note from the Senior International Rights Manager

Welcome to the London Rights Guide from Princeton University Press! We are delighted to be showcasing our new books from the Spring 2025 catalogue.

Our science list this season offers plenty to spark your curiosity. *Memory Lane* by Ciara Greene and Gillian Murphy reveals the fascinating science behind how we remember—and how our ability to recall is ‘perfectly imperfect’. Meanwhile, Karen Lloyd’s *Intraterrestrials* delves deep inside the Earth’s crust to explore the extraordinary microbes that live in such extreme conditions under the surface of our planet.

In the social sciences, we’re delighted to introduce *The Measure of Progress*, a new work from Diane Coyle that challenges us to rethink long-standing but outdated measures of economic success. Equally, don’t miss Sophia Rosenfeld’s *The Age of Choice* and its smart, insightful critique of the paradox of having too many options.

Finally, our humanities titles offer fresh perspectives on the world around us. From the timeless question of *What to Expect When You’re Dead*, or thinking about *Following Nature’s Lead* to live in harmony with the environment, our authors reach back in time to share ideas from Antiquity with modern readers. Finally, Audrey Truschke’s *India* offers a magisterial history of the Indian sub-continent from the dawn of the Indus Valley Civilization to the twenty-first century.

But don’t just take our word for it! You can hear from the authors themselves when you click the links on each page for a short introduction to each title.

We look forward to exploring new opportunities for collaboration with you!

Rebecca Bengoechea  
*Senior International Rights Manager*



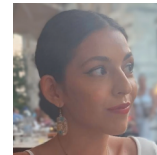
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# Science

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▶ Video Introduction

An illuminating look at the adaptive nature of our memories—and how their flexibility and fallibility help us survive and thrive

We tend to think of our memories as impressions of the past that remain fully intact, preserved somewhere inside our brains. In fact, we construct and reconstruct our memories every time we attempt to recall them. *Memory Lane* introduces readers to the cutting-edge science of human memory, revealing how our recollections of the past are constantly adapting and changing, and why a faulty memory isn't always a bad thing.

“In *Memory Lane*, Ciara Greene and Gillian Murphy provide an engaging and insightful discussion of research from the lab and everyday life that illuminates the surprising ways in which memory works and explains why it can sometimes get us into trouble.”  
—Daniel L. Schacter, author of *The Seven Sins of Memory*



**Ciara Greene** is associate professor in the School of Psychology at University College Dublin, where she leads the Attention and Memory Laboratory. **Gillian Murphy** is associate professor in the School of Applied Psychology at University College Cork.

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### Why It Will Sell

Accessible introduction to the science of memory, interspersed with engaging stories

A timely exploration of both the benefits and downsides of our flexible memories—particularly in today's era of fake news

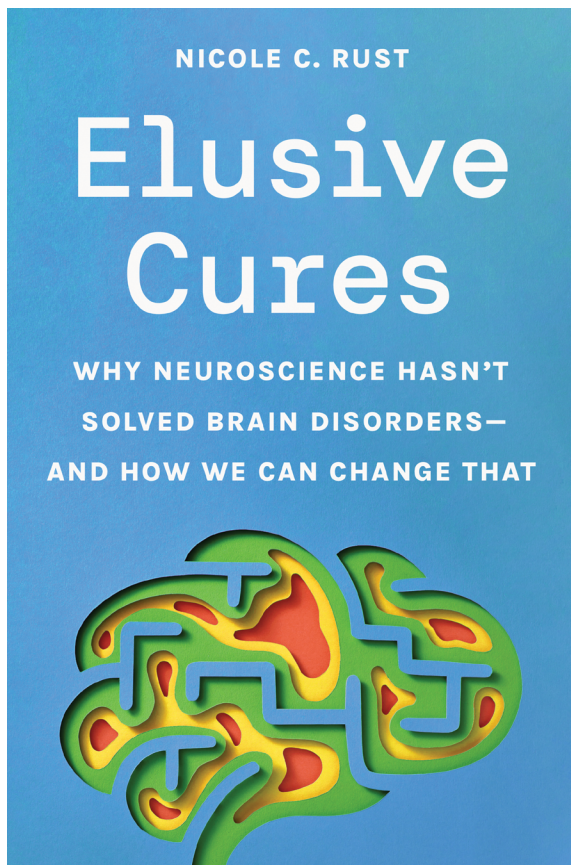
Offers a persuasive and novel argument that forgetting things can actually be a positive

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Published: March 2025

Editor: Ingrid Gnerlich  
248 pages. 18 b/w illus. 5 tables.

Science | Neuroscience



▶ Video Introduction

A neuroscientist's bold proposal for tackling one of the greatest challenges of our time—brain and mental illnesses

Brain research has been accelerating rapidly in recent decades, but the translation of our many discoveries into treatments and cures for brain disorders has not happened as many expected. We do not have cures for the vast majority of brain illnesses, from Alzheimer's to depression, and many medications we do have to treat the brain are derived from drugs produced in the 1950s—before we knew much about the brain at all. Tackling brain disorders is clearly one of the biggest challenges facing humanity today. What will it take to overcome it? Nicole Rust takes readers along on her personal journey to answer this question.

“A gifted writer, Rust eases us into the complexity of psychiatric and neurological disorders with brilliant examples that help any reader understand what we know about how the brain works in health and disease. She is the perfect guide to the wonder and promise of modern neuroscience.”

—Thomas Insel, MD, author of *Healing*



**Nicole C. Rust** is professor of psychology at the University of Pennsylvania. Recipient of the Troland Award from the National Academy of Sciences, she is a contributing editor at *The Transmitter*, a leading brain research news magazine.

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### Why It Will Sell

A fascinating tour of the history of drug discovery, and the changing ways we've thought about the brain and mental illness throughout history

Ambitiously ranges across many scientific fields, from physics to biology to ecology, drawing on cutting-edge research to give important lessons on how scientific progress happens

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Published: June 2025  
Editor: Hallie Stebbins  
288 pages. 16 b/w illus.  
Science | Neuroscience



▶ Video Introduction

## How fossilized reefs hold clues to the survival of corals in the Anthropocene

With rising global temperatures, pollution, overfishing, ocean acidification, and other problems caused by humans, there's no question that today's coral reefs are in trouble. As predictions about the future of these ecosystems grow increasingly dire, scientists are looking in an unlikely place for new ways to save corals: the past. The reefs of yesteryear faced challenges too, from changing sea level to temperature shifts, and understanding how they survived and when they faltered can help guide our efforts to help ensure a future for reefs.

"Lisa Gardiner skillfully weaves together geography, history, biology, geology, anthropology, and conservation science into an engaging account of one of planet Earth's most gorgeous—and imperiled—habitats."  
—Jonathan Balcombe, author of *What a Fish Knows* and *Super Fly*



**Lisa S. Gardiner** is a science writer, geoscientist, and educator. She is the author of *Tales from an Uncertain World: What Other Assorted Disasters Can Teach Us about Climate Change*. Her writing has appeared in leading publications such as the *Atlantic*, *Hakai Magazine*, and *Scientific American*.

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### Why It Will Sell

Clearly and engagingly written, drawing on the author's experience as an educator and science journalist

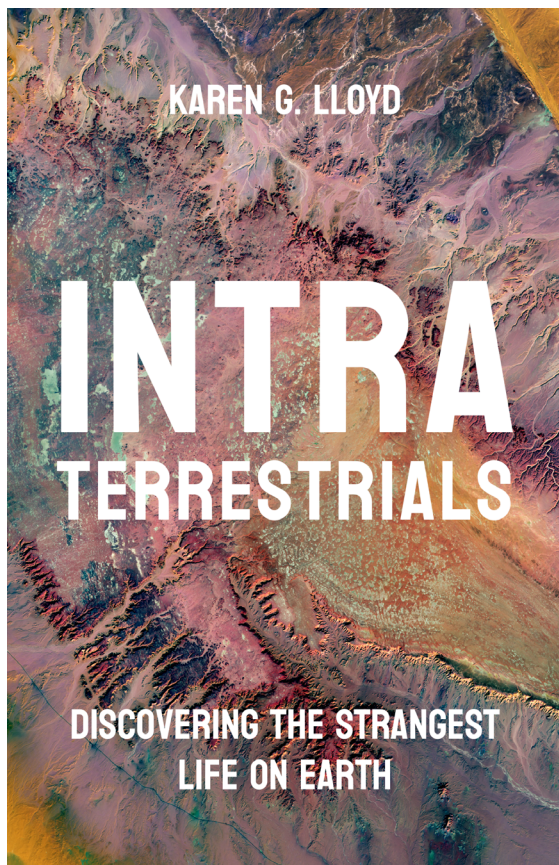
Blends science with exciting stories of the author's expeditions to tropical locations

Realistic yet hopeful, with a unique angle on what we can learn from ancient corals to support the reefs under threat today

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Published: June 2025  
Editor: Alison Kalett  
280 pages. 23 b/w illus.  
Nature | Science





▶ Video Introduction

A biologist's firsthand account of the hunt for life beneath earth's surface—and how new discoveries are challenging our most basic assumptions about the nature of life on Earth

Life thrives in the deepest, darkest recesses of Earth's crust—from methane seeps in the ocean floor to the highest reaches of Arctic permafrost—and it is unlike anything seen on the surface. *Intraterrestrials* shares what scientists are learning about these strange types of microbial life—and how research expeditions to some of the most extreme locales on the planet are broadening our understanding of what life is and how its earliest forms may have evolved.

"Part Indiana Jones, part Louis Pasteur, Lloyd engagingly explains the challenging fieldwork and sophisticated lab research that together are revealing the subterranean biota and showing why it matters."

—Andrew H. Knoll, author of *A Brief History of Earth*



**Karen G. Lloyd** is the Wrigley Chair in Environmental Studies and Professor of Earth Sciences at the University of Southern California.

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### Why It Will Sell

Introduces popular readers to a fascinating sub-surface world, where single-cell organisms 'breathe' rocks, eat pure electrons, and live for millions of years

Engagingly blends clear science and vivid adventure writing to transport readers to expeditions across the globe, from jungles to volcanoes

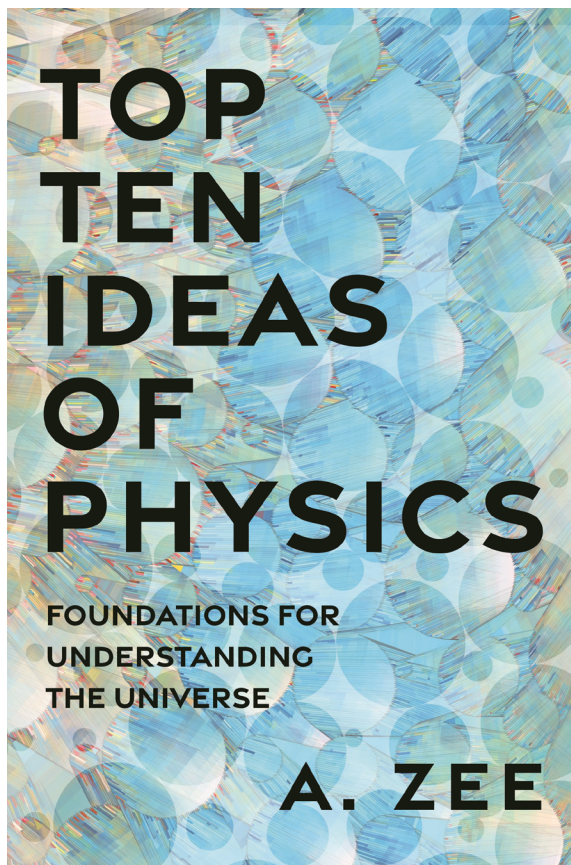
Author is a leading subsurface biologist, who has given two TED talks and whose research has been widely covered in the media

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Published: May 2025

Editor: Alison Kalett  
248 pages. 11 color illus.

Science | Biology



## The ten biggest ideas in theoretical physics that have withstood the test of time

Could any discovery be more unexpected and shocking than the realization that the reality we were born into is but an approximation of an underlying quantum world that is barely within our grasp? This is just one of the foundational pillars of theoretical physics that A. Zee discusses in this book. Join him as he presents his Top Ten List of the biggest, most breathtaking ideas in physics—the ones that have fundamentally transformed our understanding of the universe.

“Readers from a variety of backgrounds will enjoy this book. Tony Zee presents an unusual and thought-provoking distillation of the central ideas in physics.”

—Edward Witten, Institute for Advanced Study in Princeton



**A. Zee** is professor of physics at the Kavli Institute for Theoretical Physics at the University of California, Santa Barbara. His many books include *Quantum Field Theory, as Simply as Possible*; *Fly by Night Physics*; and *On Gravity*; (all Princeton).

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### Why It Will Sell

An enthralling tour of the foundational and timeless ideas of physics

Physics enthusiasts of all ages will love the deep insights and author's trademark wit

Author has been translated widely, and has many international fans of his lively and amusing style

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Published: June 2025  
Editor: Ingrid Gnerlich  
344 pages. 50 b/w illus.  
Science | Physics



# The Evolution of Imperfection

The  
Science of  
Why We Aren't  
and Can't Be  
Perfect

Laurence D. Hurst

▶ Video Introduction

How understanding our genetic imperfections can change our view of evolution and enrich what it means to be human

If we start with the presumption that evolution is a constantly improving process, some aspects of our evolution just do not make sense. We have a high rate of genetic diseases, for example, and much of our DNA seems to be pointless. In *The Evolution of Imperfection*, Laurence Hurst explores our apparently rotten genetic luck.

Hurst suggests that our seeming imperfections could be the key to a new way to understand evolution itself. Looking at circumstances that seem to defy explanation, we might come to a richer understanding of how evolution really works, and what it means to be human.

“A profound yet accessible synthesis of evolutionary thinking in the molecular era. I unreservedly recommend this book!”

—Joanna Masel, author of *Bypass Wall Street: A Biologist's Guide to the Rat Race*



**Laurence D. Hurst** is professor of evolutionary genetics in the Milner Centre for Evolution at the University of Bath. His research has been recognized with national and international prizes and fellowships.

## Why It Will Sell

The book makes the surprising and counterintuitive argument, that rather than driving towards improvement, imperfection persists in evolution of humans

Author offers an authoritative view on the topic, as a leading evolutionary biologist and evolutionary geneticist

Interdisciplinary in approach, drawing from genomics, evolutionary genetics and biology, and adjacent fields

Published: April 2025

Editor: Alison Kalett

288 pages. 12 b/w illus. 1 table.

Biology | Evolution

# Digital Culture Shock

Who Creates  
Technology and  
Why This Matters

Katharina  
Reinecke

▶ Video Introduction

How culture shapes the design and use of technology—and how we can resist the one-size-fits-all approach to technology design

Robots that encroach on your personal space, baffling emojis, a chatbot that gives you an answer that seems terribly rude—does any of this sound familiar? If so, you may know what it feels like to experience a clash of cultures, or even culture shock, in technology. Culture—shared values, norms, and behaviors—influences both the design of technology and its use. An encounter with new technology can teach us to embrace the unfamiliar, but a mismatch between design and user can create misunderstanding and loss of trust, and can even become a tool of digital imperialism. In *Digital Culture Shock*, computer scientist Katharina Reinecke travels through countries and cultures around the world to show the many fascinating ways that technology design and use can differ.



**Katharina Reinecke** is a professor in the Paul G. Allen School of Computer Science & Engineering at the University of Washington. She is the cofounder of LabintheWild, a virtual lab that studies how people around the globe interact with technology.

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## Why It Will Sell

A truly global exploration of digital cultures, from South Korea to Germany, and China to Egypt

Filled with real-world examples that will interest readers, such as self-driving cars and AI

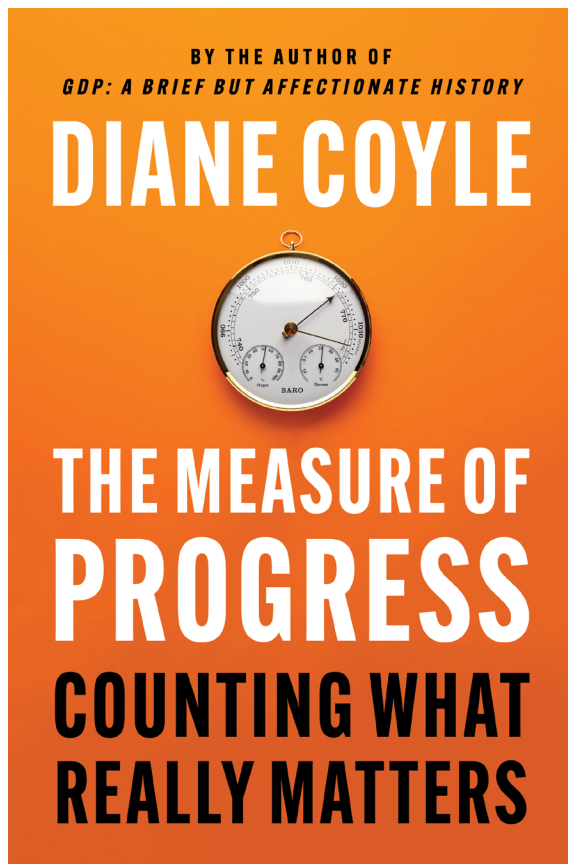
Digests cutting-edge research from the growing field of human-computer interaction (HCI), along with practical takeaways

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Published: June 2025  
Editor: Hallie Stebbins  
232 pages. 16 illus.  
Computer Science

# Social Science

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▶ Video Introduction

## Why do we use eighty-year-old metrics to understand today's economy?

The ways that statisticians and governments measure the economy were developed in the 1940s, when the urgent economic problems were entirely different from those of today. In *The Measure of Progress*, Diane Coyle argues that the framework underpinning today's economic statistics is so outdated that it functions as a distorting lens, or even a set of blinkers. When policymakers rely on such an antiquated conceptual tool, how can they measure, understand, and respond with any precision to what is happening in today's digital economy? Coyle makes the case for a new framework, one that takes into consideration current economic realities.

"The usefulness of GDP is increasingly wearing thin. Hard-to-measure items have come to dominate things we know how to measure. Coyle's surefooted guide to this maze will be useful to economists and non-economists alike."

—Angus Deaton, Nobel Prize-winning economist and coauthor of *Deaths of Despair and the Future of Capitalism*



**Diane Coyle** is the Bennett Professor of Public Policy at the University of Cambridge. She is the author of *Cogs and Monsters*, *GDP* (both Princeton), and many other books.

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### Why It Will Sell

Fantastic follow-up to Coyle's hugely successful book, *GDP*, on the unsuitability of GDP for measuring today's economy and where we need to go next

Provides a road map for reform, with prescriptive elements for governments, policymakers, businesses and individuals

Tackles technical material using everyday language and interspersed with personal anecdotes

Author's previous books have been widely translated

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Published: April 2025

Editor: Hannah Paul

320 pages. 34 b/w illus. 16 tables.

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Economics

# CRISIS CYCLE



JOHN H. COCHRANE  
LUIS GARICANO  
KLAUS MASUCH

## How the euro survived a series of crises, and how to make it more resilient

The euro has survived crises unimagined at its founding: the financial meltdown of 2007–2009, the sovereign debt crisis of 2010–2012, the pandemic, and the Russian invasion of Ukraine. The European Central Bank fought these crises with dramatic policy innovations, buying up vast amounts of debt and providing large loans to banks. But now everyone expects the ECB to intervene routinely, and the euro is more fragile as a result. *Crisis Cycle* recounts this history and offers recommendations for restoring a durable monetary union.

“A brilliant economic analysis of eurozone institutions and their necessary reforms—as expected by an author team with such combined gravitas on academic theory and Eurozone policymaking.”

—Dimitri Vayanos, London School of Economics

**John H. Cochrane** is the Rose Marie and Jack Anderson Senior Fellow of the Hoover Institution at Stanford University. **Luis Garicano** is professor of public policy at the London School of Economics. **Klaus Masuch** is principal adviser at the European Central Bank.

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### Why It Will Sell

Written by a global team of leading academics and policymakers

Timely analysis that examines how the euro survived multiple crises, with bold reforms to secure its future

A must-read for economists, policymakers and anyone interested in the future of the euro

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Published: June 2025

Editor: Joe Jackson

320 pages. 10 b/w illus. 1 table.

Economics

# THE AGE OF CHOICE

A HISTORY OF  
FREEDOM IN  
MODERN LIFE

SOPHIA ROSENFELD



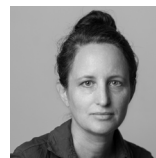
▶ Video Introduction

A sweeping history of the rise of personal choice in the modern world and how it became equated with freedom

Choice touches virtually every aspect of our lives, from what to buy and where to live to whom to love, what profession to practice, and even what to believe. But the option to choose in such matters was not something we always possessed or even aspired to. How did all this happen? *The Age of Choice* tells the long history of the invention of choice as the defining feature of modern freedom.

“A fascinating exploration of how Western society has come to prioritize the freedom to choose everything from our leaders to our meals to what happens to our bodies. Rosenfeld’s insightful analysis is sure to change the way you think about having options.”

—Katy Milkman, author of *How to Change: The Science of Getting from Where You Are to Where You Want to Be*



**Sophia Rosenfeld** is professor of history at the University of Pennsylvania. She is the author of *Democracy and Truth* and *Common Sense*, among other books.

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## Why It Will Sell

Draws on sources from the 17th century to today, from adverts to menus, novels to political ballots, as well as the latest scientific findings, to show the history of the choices we now take for granted

Looks too at the experiences of women, often drivers of this change, and the ever increasing valuing of choice in their lives

Rosenfeld is a premier intellectual historian, whose previous books were widely translated

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Published: February 2025  
Editor: Rob Tempio  
480 pages. 8-page color insert.  
60 b/w illus.

History | Politics

# The GREAT BETRAYAL

THE STRUGGLE FOR  
FREEDOM AND DEMOCRACY  
IN THE MIDDLE EAST

FAWAZ A. GERGES



▶ Video Introduction

## How the Middle East can achieve political change and social progress

The Middle East is in upheaval: a widening chasm between state and society, the failure of governing elites to address citizens' genuine grievances, massive economic mismanagement—all made worse by repeated interventions by Western powers. Why has political change been so difficult to achieve? In *The Great Betrayal*, Fawaz Gerges argues that the convergence of political authoritarianism, meddling by the West, and the effects of prolonged regional conflicts have produced political paralysis and economic stagnation. The agency of everyday people has been thwarted by an authoritarian status quo that is maintained by a powerful partnership of external and internal forces.

“Fawaz Gerges’s analysis of the political agency of ‘everyday people’ adds a significant dimension to his important study of the development of modern state systems in the Middle East.”

—John O. Voll, Georgetown University



**Fawaz A. Gerges** is professor of international relations at the London School of Economics and Political Science. He is the author of *What Really Went Wrong: The West and the Failure of Democracy in the Middle East* and *Making the Arab World* (Princeton).

### Why It Will Sell

An indispensable guide to ‘how we got here’ for readers looking to understand the political situation in the Middle East

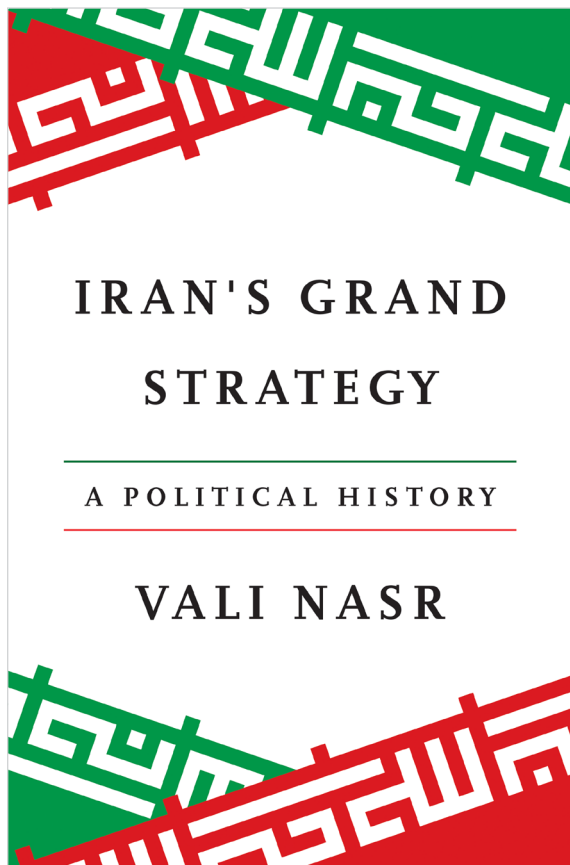
Unique and compelling focus on ordinary citizens and grassroots politics, rather than only the governing elites

A fascinating narrative that spans from the end of the Ottoman Empire to the Arab Spring

Published: April 2025  
Editor: Rebecca Brennan  
384 pages. No illus.

Middle East Studies





A gripping account that overturns simplistic portrayals of Iran as a theocratic pariah state, revealing how its strategic moves on the world stage are driven by two pervasive threats—external aggression and internal dissolution

Iran presents one of the most significant foreign policy challenges for America and the West, yet very little is known about what the country's goals really are. Vali Nasr examines Iran's political history in new ways to explain its actions and ambitions on the world stage, showing how, behind the veneer of theocracy and Islamic ideology, today's Iran is pursuing a grand strategy aimed at securing the country internally and asserting its place in the region and the world.

"An indispensable analysis of Iranian grand strategy under the ayatollahs. Nasr shows how regional strategic considerations decide the outcome of Iranian policy and how concerned the leaders are with subversion at home."

—Odd Arne Westad, author of *The Cold War*



**Vali Nasr** is professor of international affairs and Middle East Studies at Johns Hopkins University. His books include *The Dispensable Nation*, *The Shia Revival*, and (with Ali Gheissari) *Democracy in Iran*.

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#### Why It Will Sell

Nasr is a *New York Times* bestselling author, with a strong public and media profile, and a major figure in both academia and policymaking

Iran, and its fraught dealings with the West, will remain strategically and globally important for the foreseeable future

Brings an untold history to light, drawing on memoir, oral history, and the author's original interviews with key Iranian decision-makers

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Published: May 2025

Editor: Fred Appel

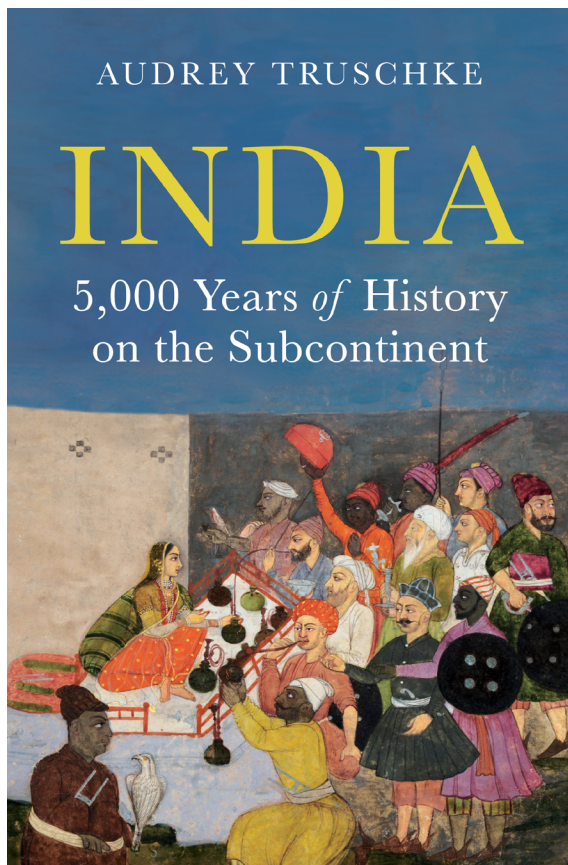
408 pages. 2 maps.

Politics | Middle East Studies



# Humanities

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A dazzling new history  
of the Indian subcontinent  
and its diverse peoples  
in global context—from  
antiquity to today

Much of world history is Indian history. Home today to one in four people, the subcontinent has long been densely populated and deeply connected to Asia, Africa, Europe, and the Americas through migration and trade. In this magisterial history, Audrey Truschke tells the fascinating story of the region historically known as India—which includes today's India, Pakistan, Bangladesh, and parts of Afghanistan—and the people who have lived there.

“This book is a tour de force. There is no other way to describe what Audrey Truschke has accomplished. . . . This valuable book will be cherished by all who are interested in India.”

—Rudrangshu Mukherjee, coauthor of  
*A New History of India*



**Audrey Truschke** is professor of South Asian history at Rutgers University, Newark. She is the bestselling author of *Aurangzeb: The Life and Legacy of India's Most Controversial King* and other books.

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#### Why It Will Sell

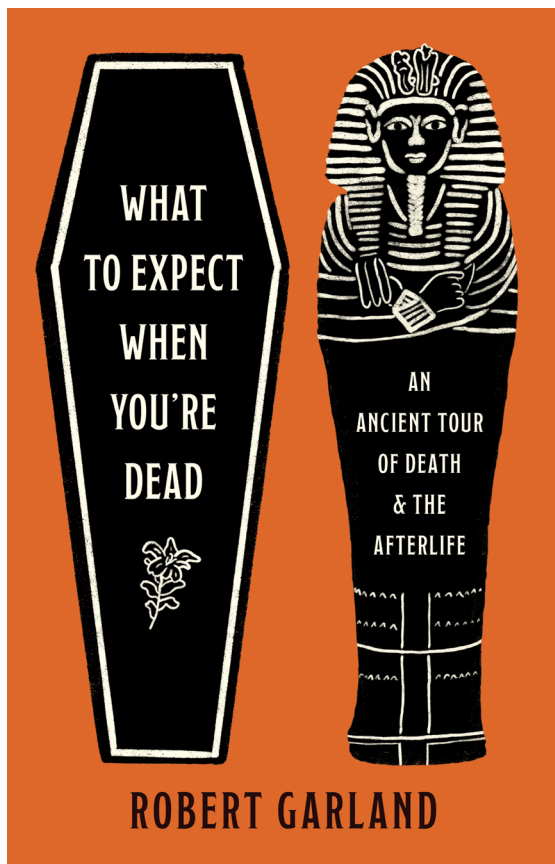
A hugely impressive feat of scholarship that will become a classic for years to come

The sweeping narrative draws together archaeology, politics, art, literature, historiography and religion

Ambitious yet highly readable, with short chapters and an accessible style

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Published: June 2025  
Editor: Priya Nelson  
712 pages. 57 b/w illus. 1 table.  
25 maps.  
Hindi rights licensed  
History | South Asian Studies



▶ Video Introduction

An entertaining and enlightening book about how ancient peoples dealt with death—and what we might learn from them

A lively story of death, *What to Expect When You're Dead* explores the fascinating death-related beliefs and practices of a wide range of ancient cultures and traditions—Mesopotamian, Egyptian, Hindu, Jewish, Zoroastrian, Etruscan, Greek, Roman, Early Christian, and Islamic. Robert Garland invites readers to put themselves in the sandals of ancient peoples and to imagine their mental state moment by moment as they sought to assist the dead on their journey to the next world and to understand life's greatest mystery.

“Vital and vivacious, Garland’s sometimes sobering, sometimes irreverent, but always informative overview takes readers on an awfully big adventure. Bringing to life 100,000 years of human responses to death, this book poses timeless questions about the greatest known unknown of all.”

—David Stuttard, author of *A History of Ancient Greece in 50 Lives*



**Robert Garland** is professor emeritus of the Classics at Colgate University. He is the author of many books, including *Wandering Greeks* (Princeton), and *Athens Burning*.

#### Why It Will Sell

Deeply researched but filled with intriguing stories and lightly—and humorously—written

Thematic chapters, including the settling of one’s affairs, to the preparation of the body and one’s tomb, to what to expect in the afterlife

Surveys the variety of attitudes and practices related to death, but also shows their commonalities, their compassion for the deceased, and the ways we can reflect on our own mortality

Published: April 2025

Editor: Rob Tempio

344 pages. 25 b/w illus.

Ancient History | Religion

# THE REVOLUTION TO COME



A History  
of an Idea from  
Thucydides  
to Lenin

DAN EDELSTEIN

How an event once considered the greatest of all political dangers came to be seen as a solution to all social problems

Political thinkers from Plato to John Adams saw revolutions as a grave threat to society and advocated for a constitution that prevented them by balancing social interests and forms of government. *The Revolution to Come* traces how evolving conceptions of history ushered in a faith in the power of revolution to create more just and reasonable societies.

“Blending history, philosophy, and political theory, Edelstein explores how an idea that was long considered a divisive and dangerous phenomenon came to be thought of as the gateway to a new and improved future. A must-read for anyone interested in the past and worried about the future of democracy.”

—Annelien de Dijn, author of *Freedom*



**Dan Edelstein** is the William H. Bonsall Professor of French and (by courtesy) professor of political science and of history at Stanford University. His many books include *On the Spirit of Rights* and *The Terror of Natural Right*.

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## Why It Will Sell

A definitive and balanced intellectual history of revolution and how its meaning has evolved over time

Broad temporal and geographical scope, encompassing Ancient Greece and Rome, Italy, Britain, France, and Russia

Includes timely reflections on revolution for the 21st century

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Published: April 2025

Editor: Priya Nelson

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

History



# What Is Ancient History?



Walter Scheidel



▶ Video Introduction

A provocative new vision of why ancient history matters—and why it needs to be told in a radically different, global way

It's easy to think that ancient history is, well, ancient history—obsolete, irrelevant, unjustifiably focused on Greece and Rome, and at risk of extinction. In *What Is Ancient History?*, Walter Scheidel presents a compelling case for a new kind of ancient history—a global history that captures antiquity's pivotal role as a decisive phase in human development, one that provided the shared foundation of our world and continues to shape our lives today.

“This is a paradigm-shifting book about ancient history and classics—bold, interesting, and thought-provoking from the very first page. Broad and sweeping, this combination of manifesto and deep dive into how we got here and where we need to go is both an opening salvo and one for the ages.”  
—Eric H. Cline, author of *1177 B.C.: The Year Civilization Collapsed*



**Walter Scheidel** is professor in the humanities and professor of classics and history at Stanford University. His books include *Escape from Rome* and *The Great Leveler* (both Princeton).

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## Why It Will Sell

An original argument for how ancient history has been foundational for modern societies around the world, from farming to engineering to governments

The author, one of the most innovative ancient historians writing today, has been widely translated

Provides an alternative blueprint to the siloed way we teach ancient history, emphasising the commonalities of human experience

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Published: April 2025

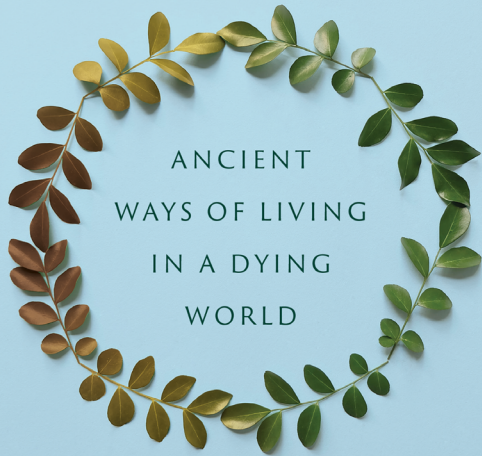
Editor: Rob Tempio

328 pages.

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Ancient History | World History

# FOLLOWING NATURE'S LEAD



M. D. USHER

▶ Video Introduction

A dazzling and revelatory exploration of what ancient ideas and ways of living can teach us about creating a more sustainable world

How should we think and live in a world facing environmental catastrophe? In this urgent, original, and wide-ranging book, classicist and farmer M. D. Usher brings together ancient, indigenous, and modern ideas about how to live in this world and describes how we might begin to reconnect with Nature and heal our damaged planet and lives. The ancients hewed close to Nature, the source of their survival, in ways that most of us can scarcely conceive of today, and ancient philosophy often argues that humans should follow Nature's lead.

*"Following Nature's Lead* brings ancient Greek and Roman philosophy to bear on our contemporary global ecological crisis. With wry sagacity and genial erudition, Mark Usher reminds us that those works that come down to us today as classics teach us humility in the face of Nature."

—Roy Scranton, author of *Learning to Die in the Anthropocene*



**M. D. Usher** is the Lyman-Roberts Professor of Classical Languages and Literature at the University of Vermont. His books include three books in Princeton's Ancient Wisdom for Modern Readers series, including *How to Care about Animals* and *How to Be a Farmer*.

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## Why It Will Sell

Invites readers to see how ancient ways of thinking matter urgently for today's modern climate crisis

A passionate manifesto for living more harmoniously with Nature

Draws from a broad range of disciplines—philosophy, mythology, religion, economics and even mathematics

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Published: May 2025

Editor: Rob Tempio

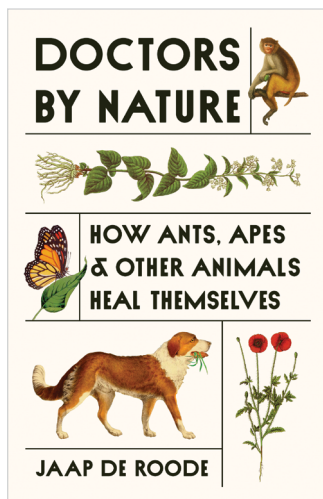
232 pages. 21 b/w illus.

Classics | Nature

Also Available

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#### ▶ Video Introduction

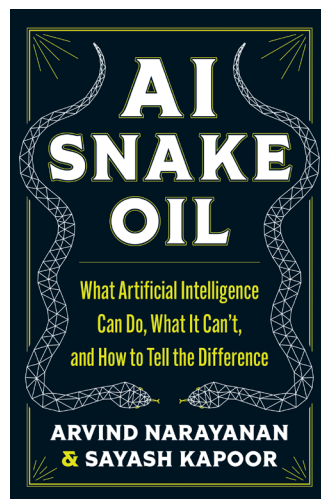
Published: March 2025  
 Editor: Alison Kalett  
 248 pages. 25 b/w illustrations  
 Chinese (Simplified), Japanese,  
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 Nature | Science

#### Why It Will Sell

Original and quirky topic that taps into growing interest in animal behavior  
 Author skillfully combines cutting-edge research with wonderful storytelling

The astonishing story of how animals use medicine and what it can teach us about healing ourselves

Ages before the dawn of modern medicine, wild animals were harnessing the power of nature's pharmacy to heal themselves. *Doctors by Nature* reveals what researchers are now learning about the medical wonders of the animal world. In this visionary book, Jaap de Roode argues that we have underestimated the healing potential of nature for too long and shows how the study of self-medicating animals could impact the practice of human medicine.



#### ▶ Video Introduction

Published: September 2024  
 Editor: Hallie Stebbins  
 360 pages. 28 b/w illus. 2 tables.  
 Chinese (Simplified), Japanese,  
 Korean, Polish, Thai and Vietnam-  
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 Technology | Current Affairs

#### Why It Will Sell

Jargon-free explanations from leading experts in the field of AI  
 Helps readers to develop critical thinking skills to evaluate AI claims and applications

What you need to know about AI—and how to defend yourself against bogus AI claims and products

Confused about AI and worried about what it means for your future and the future of the world? You're not alone. AI is everywhere—and few things are surrounded by so much hype, misinformation, and misunderstanding. In *AI Snake Oil*, computer scientists Arvind Narayanan and Sayash Kapoor cut through the confusion to give you an essential understanding of how AI works and why it often doesn't, where it might be useful or harmful, and when you should suspect that companies are using AI hype to sell AI snake oil—products that don't work, and probably never will.





▶ Video Introduction

Published: August 2024  
Editor: Rachael Levay  
208 pages. 34 b/w illus. 1 table.  
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Sociology | Media Studies

### Why It Will Sell

Shows charm as a key driver of global politics across the political spectrum, from democratic to illiberal to authoritarian contexts

Explains charm as a distinctly modern feature politics, and juxtaposes it with charisma

The utilization—and weaponization—of charm in contemporary global politics

Politics is a site of performance, and contemporary politicians often perform the role of a regular person—perhaps someone we would like to have a beer with. They win elections not because of the elevated rhetorical performances we often associate with charisma (“ask not what your country can do for you”), but because of something more ordinary and relatable. In this engaging and enlightening book, Sonnevend explores charm (and the related “charm offensive”) as a keyword of contemporary global politics.



▶ Video Introduction

Published: January 2025  
Editor: Joe Jackson  
240 pages. 4 b/w illus. 1 table.  
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Business

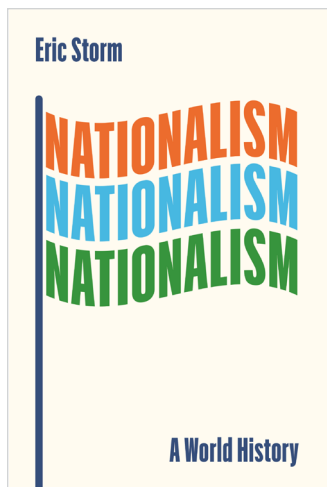
### Why It Will Sell

Author is a specialist in negotiation and his previous books have sold around the world

International in scope and intended to cross cultural boundaries to offer core principles

From the world’s leading expert on negotiation, an essential guide to negotiating in any situation

The world has changed dramatically in just the past few years—and so has the game of negotiation. COVID-19, Zoom, political polarization, the online economy, increasing economic globalization, and greater workplace diversity—all have transformed the who, what, where, and how of negotiation. In *Negotiation*, legendary Harvard Business School professor Max Bazerman, a pioneer in the field of negotiation, shows you how to negotiate successfully today by adapting proven negotiation principles and strategies to the challenging new contexts you face.



#### ▶ Video Introduction

Published: October 2024  
 Editor: Ben Tate  
 512 pages. 34 b/w illus. 7 maps.  
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 History | Political Science

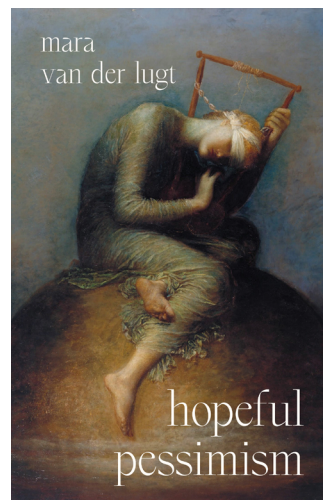
#### Why It Will Sell

An important work for the current moment, as nationalistic politics is on the rise globally

Offers a global exploration of the nation-state model and nationalism

A global perspective on the nature and evolution of nationalism, from the early modern era to the present

The current rise of nationalism across the globe is a reminder that we are not, after all, living in a borderless world of virtual connectivity. In *Nationalism*, historian Eric Storm sheds light on contemporary nationalist movements by exploring the global evolution of nationalism, beginning with the rise of the nation-state in the eighteenth century through the revival of nationalist ideas in the present day. Storm traces the emergence of the unitary nation-state—which brought citizenship rights to some while excluding a multitude of “others”—and the pervasive spread of nationalist ideas through politics and culture.



Published: January 2025  
 Editor: Ben Tate  
 248 pages. 2 color + 6 b/w illus.  
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 Philosophy

#### Why It Will Sell

Offers a bold new philosophical approach to dealing with the uncertainties of the modern world

Written in a conversational and elegant tone, this book invites readers to reconsider their thinking about hope, and pessimism

Why “hopeful pessimism” is not a contradiction in terms but a powerful source of moral and political commitment

The climate debate is rife with calls for optimism. While temperatures rise and disasters intensify, we are asked to maintain optimism and hope, as if the real threat is pessimism and despair. In this erudite and engaging book, Mara van der Lugt argues that this is a mistake: crude optimism can no longer be a virtue in a breaking world, and may well prove to be our besetting vice. In an age of climate change and ecological devastation, the virtue we need is hopeful pessimism.

*Hopeful Pessimism* asks that we strive for change without certainties, without expecting anything from our efforts other than the knowledge that we have done what we are called upon to do as moral agents in a time of change.

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