

One of the world's leading economists on why it's time to get rid of most paper money

“Highly engaging, thought-provoking, and persuasive, *The Curse of Cash* makes the case that time is running out for paper money. As Kenneth Rogoff has done before, this book sets the standard on a problem that will only become more important; it is also sure to influence discussions about the ability of central banks to deliver growth and financial stability.

This is a must read.”

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

The Curse of Cash

KENNETH S. ROGOFF

The world is drowning in cash—and it's making us poorer and less safe. In *The Curse of Cash*, Kenneth Rogoff, one of the world's leading economists, makes a persuasive and fascinating case for an idea that until recently would have seemed outlandish: getting rid of most paper money.

Even as people in advanced economies are using less paper money, there is more cash in circulation—a record \$1.4 trillion in U.S. dollars alone, or \$4,200 for every American, mostly in \$100 bills. And the United States is hardly exceptional. So what is all that cash being used for? The answer is simple: a large part is feeding tax evasion, corruption, terrorism, the drug trade, human trafficking, and the rest of a massive global underground economy.

As Rogoff shows, paper money can also cripple monetary policy. In the aftermath of the recent financial crisis, central banks have been unable to stimulate growth and inflation by cutting interest rates significantly below zero for fear that it would drive investors to abandon treasury bills and stockpile cash. This constraint has paralyzed monetary policy in virtually every advanced economy, and is likely to be a recurring problem in the future.

The Curse of Cash offers a plan for phasing out paper money and addresses the issues the transition will pose, ranging from fears about privacy and price stability to the need to provide subsidized debit cards for the poor.

While phasing out paper money will hardly solve the world's problems, it would be a significant step toward addressing a surprising number of very big ones. Provocative, engaging, and backed by compelling original arguments and evidence, *The Curse of Cash* is certain to spark widespread debate.

Kenneth S. Rogoff, the Thomas D. Cabot Professor of Public Policy at Harvard University and former chief economist of the International Monetary Fund, is the coauthor of the *New York Times* bestseller *This Time Is Different: Eight Centuries of Financial Folly* (Princeton).

SEPTEMBER

978-0-691-17213-2 **Cloth \$29.95**
248 pages. 30 line illus. 6 x 9.

NATIONAL AUTHOR TOUR

POPULAR ECONOMICS | CURRENT AFFAIRS

AN INTERVIEW WITH KENNETH ROGOFF

Why do you think we should phase out paper money?

The big problem with currency is that a large part of it, in all advanced countries, is used to facilitate tax evasion and a huge spectrum of other criminal activities. The prevalence of large bills—for example, the \$100 bill or the €500 note—also hobbles governments' ability to quickly respond to financial crises, for reasons I discuss at length in the book.

If we get rid of most paper currency, won't criminals and tax evaders find other ways around the system?

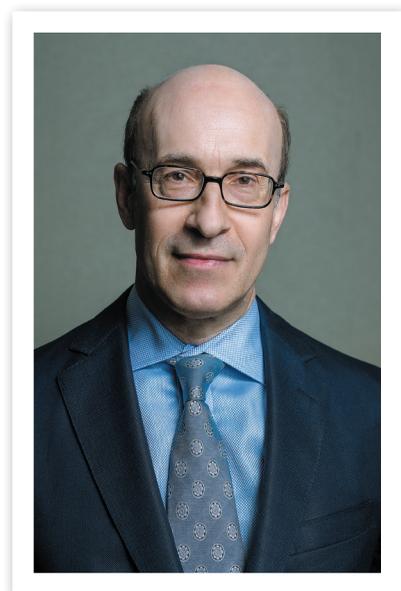
Of course, but there are good reasons why cash is king in the global underground economy. There are other ways to launder money and hide income, but they do not offer the same safety or universal acceptance as cash. If the United States could cut back crime and tax evasion by even 10–15 percent by phasing out large-denomination bills, that would be a huge benefit to society. And Europe is likely to have even more to gain from fighting tax evasion.

What will happen to the poor in a largely cashless society?

Most transactions in retail stores in poor communities are for very low amounts that can be accommodated by leaving small bills in circulation. The poor are not widely using the \$100 bills that make up 80 percent of the U.S. currency supply.

How will getting rid of the vast majority of all cash help central banks fight financial crises?

It will allow central banks to engage in much more aggressive stimulus with unfettered and open-ended negative interest rate policies. There are other ways to stimulate the economy, as the book describes, but phasing out cash is perhaps the most elegant and durable solution. Some central banks have tiptoed into negative interest policy already, but they can only move so far before investors start to hoard cash, hampering the effectiveness of negative interest rates.



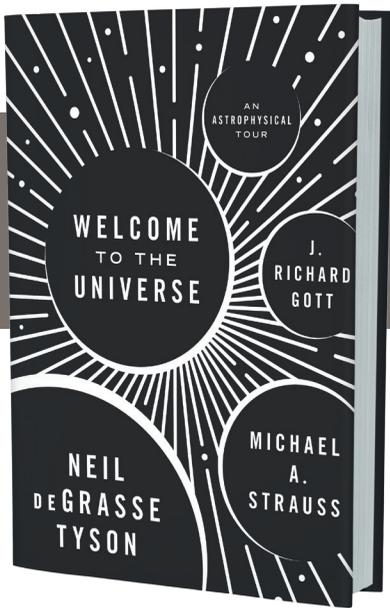
Courtesy of Nick Holmes

“The Curse of Cash is brilliant and insightful. In addition to giving a vivid picture of the cash-crime nexus, The Curse of Cash is the book everyone should read about negative interest rates.”

—Miles Kimball, University of Michigan

“Original and fascinating, The Curse of Cash makes a totally convincing argument that advanced economies have many good reasons for phasing out paper currency as soon as possible. More clearly and with more evidence than anyone before, Kenneth Rogoff makes the case that cash feeds illegal behavior—and that illegal behavior probably now accounts for the majority of cash in circulation. Raising challenging questions, this book will be of wide interest.”

—John Kay, author of *Other People's Money: The Real Business of Finance*



Welcome to the Universe

An Astrophysical Tour

NEIL DEGRASSE TYSON, MICHAEL A. STRAUSS
& J. RICHARD GOTT

Welcome to the Universe is a personal guided tour of the cosmos by three of today's leading astrophysicists. Inspired by the enormously popular introductory astronomy course that Neil deGrasse Tyson, Michael A. Strauss, and J. Richard Gott taught together at Princeton, this book covers it all—from planets, stars, and galaxies to black holes, wormholes, and time travel.

Describing the latest discoveries in astrophysics, the informative and entertaining narrative propels you from our home solar system to the outermost frontiers of space. How do stars live and die? Why did Pluto lose its planetary status? What are the prospects for intelligent life elsewhere in the universe? How did the universe begin? Why is it expanding and why is its expansion accelerating? Is our universe alone or part of an infinite multiverse? Answering these and many other questions, the authors open your eyes to the wonders of the cosmos, sharing their knowledge of how the universe works.

Breathtaking in scope and stunningly illustrated throughout, *Welcome to the Universe* is for those who hunger for insights into our evolving universe that only world-class astrophysicists can provide.

Neil deGrasse Tyson is director of the Hayden Planetarium at the American Museum of Natural History. He is the author of many books, including *Space Chronicles: Facing the Ultimate Frontier*, and the host of the Emmy Award-winning documentary *Cosmos: A Spacetime Odyssey*. **Michael A. Strauss** is professor of astrophysics at Princeton University. **J. Richard Gott** is professor of astrophysics at Princeton University. His books include *The Cosmic Web: Mysterious Architecture of the Universe* (Princeton).

OCTOBER

978-0-691-15724-5 **Cloth \$39.95T**

432 pages. 95 color illus. 7 x 10.

POPULAR SCIENCE | ASTROPHYSICS

*A personal tour of the cosmos in
the company of three of today's
leading astrophysicists*

"Readers will enjoy the big ideas in
this lively and enjoyable book."
—Robert P. Kirshner, author of
The Extravagant Universe

AN INTERVIEW WITH NEIL DEGRASSE TYSON

What is one thing you wish more people understood about the universe?

The incomprehensible depths of time and the mind-stretching depths of space conspire to leave the human mind all but incapable of grasping the entire universe in one thought. Add to this the stupefying range of heavenly objects found within it, and you come to see how and why astrophysics is an endless frontier of space, time, and mind.

What about the universe most inspires you?

I will never tire of the perennial search for life in the universe—be it intelligent or microbial. This adventure is now a collaboration among astrophysicists, chemists, and biologists, and stands to bring forth the greatest surprises in the decades to come.

Why should we care about the universe beyond our solar system? Why is it important to know what is light-years away from us?

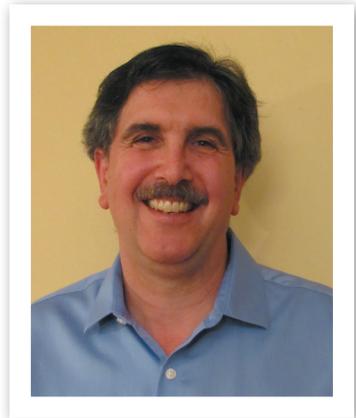
Why was it important to discover the structure of the atom in the 1920s? You can't see atoms. Nobody ever interacts with them directly. And the entire study of quantum physics diverted resources that could surely have been better invested helping society correct its ailments. Yet sixty years later, the IT revolution would have been impossible without those "pointless" atomic discoveries. And the history of scientific research provides countless such examples. So, while we have no idea how modern cosmic discovery will matter to future generations, one thing is for sure—we should all be surprised if it doesn't.

There are plenty of books about the cosmos. What makes this one special?

Welcome to the Universe bridges the chasm between popular accounts of scientific discovery and textbooks on the subject. There's a neglected community of science enthusiasts out there who hunger for more. Our book doesn't simply tell you what's in the universe. We empower you to understand the operations of nature—the machinery of cosmic phenomena.



Neil deGrasse Tyson

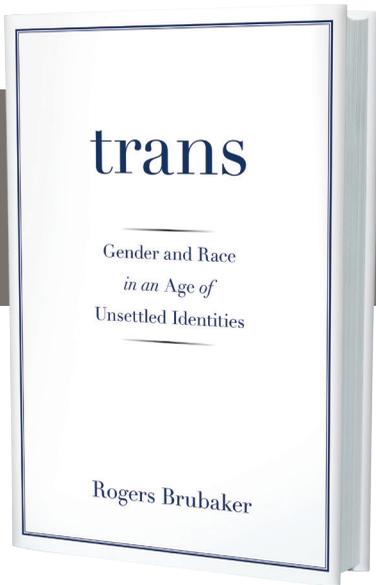


Michael A. Strauss



J. Richard Gott

Photo credits (top to bottom): ©2013 AMNH, Roderick Mickens; Sofia Strauss; Princeton University, Office of Communications, Denise Applewhite.



How the transgender experience opens up new possibilities for thinking about gender and race

“*Trans* offers an exceptionally lucid, insightful account of the contemporary discussion on ‘trans’ and an extremely useful investigation of the directions that ‘transgenderism’ and ‘transracialism’ might take. Offering original thinking about gender to prod us to consider race in new ways, this dauntingly good book will garner a great deal of attention.”
—Ann Morning, author of *The Nature of Race*

Trans

Gender and Race in an Age of Unsettled Identities

ROGERS BRUBAKER

In the summer of 2015, shortly after Caitlyn Jenner came out as transgender, the NAACP official and political activist Rachel Dolezal was “outed” by her parents as white, touching off a heated debate in the media about the fluidity of gender and race. If Jenner could legitimately identify as a woman, could Dolezal legitimately identify as black?

Taking the controversial pairing of “transgender” and “trans-racial” as his starting point, Rogers Brubaker shows how gender and race, long understood as stable, inborn, and unambiguous, have in the past few decades opened up—in different ways and to different degrees—to the forces of change and choice. Transgender identities have moved from the margins to the mainstream with dizzying speed, and ethnoracial boundaries have blurred. Paradoxically, while sex has a much deeper biological basis than race, choosing or changing one’s sex or gender is more widely accepted than choosing or changing one’s race. Yet while few accepted Dolezal’s claim to be black, racial identities are becoming more fluid as ancestry—increasingly understood as mixed—loses its authority over identity, and as race and ethnicity, like gender, come to be understood as something we *do*, not just something we *have*. By rethinking race and ethnicity through the multifaceted lens of the transgender experience—encompassing not just a movement from one category to another but positions between and beyond existing categories—Brubaker underscores the malleability, contingency, and arbitrariness of racial categories.

At a critical time when gender and race are being reimagined and reconstructed, *Trans* explores fruitful new paths for thinking about identity.

Rogers Brubaker is professor of sociology and UCLA Foundation Chair at the University of California, Los Angeles. His recent books include *Ethnicity without Groups*, *Nationalist Politics and Everyday Ethnicity in a Transylvanian Town*, and *Grounds for Difference*.

OCTOBER

978-0-691-17235-4 **Cloth \$24.95T**
216 pages. 5 1/2 x 8 1/2.

CURRENT AFFAIRS | SOCIOLOGY

The Genome Factor

What Social Genomics Tells Us about Ourselves,
Our History, and the Future

DALTON CONLEY & JASON FLETCHER

For a century, social scientists have avoided genetics like the plague. But in the past decade, a small but intrepid group of economists, political scientists, and sociologists have harnessed the genomics revolution to paint a more complete picture of human social life than ever before. *The Genome Factor* describes the latest astonishing discoveries being made at the scientific frontier where genomics and the social sciences intersect.

The Genome Factor reveals that there are real genetic differences by racial ancestry—but ones that don't conform to what we call black, white, or Latino. Genes explain a significant share of who gets ahead in society and who does not, but instead of giving rise to a genotocracy, genes often act as engines of mobility that counter social disadvantage. An increasing number of us are marrying partners with similar education levels as ourselves, but genetically speaking, humans are mixing it up more than ever before with respect to mating and reproduction. These are just a few of the many findings presented in this illuminating and entertaining book, which also tackles controversial topics such as genetically personalized education and the future of reproduction in a world where more and more of us are taking advantage of cheap genotyping services like 23andMe to find out what our genes may hold in store for ourselves and our children.

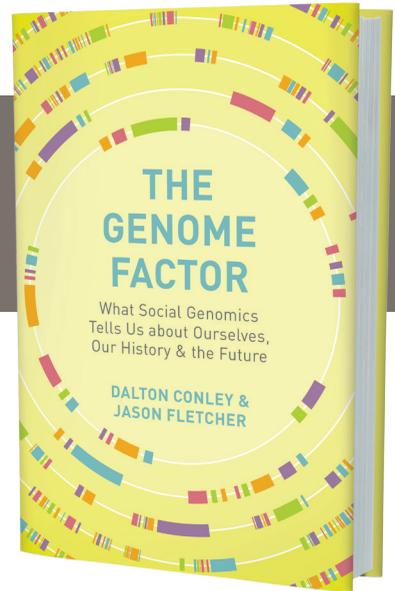
The Genome Factor shows how genomics is transforming the social sciences—and how social scientists are integrating both nature and nurture into a unified, comprehensive understanding of human behavior at both the individual and society-wide levels.

Dalton Conley is the Henry Putnam University Professor of Sociology at Princeton University. His many books include *Parentology: Everything You Wanted to Know about the Science of Raising Children but Were Too Exhausted to Ask*. He lives in New York City. **Jason Fletcher** is associate professor of public affairs, sociology, agricultural and applied economics, and population health sciences at the University of Wisconsin–Madison. He lives in Madison.

FEBRUARY

978-0-691-16474-8 Cloth \$29.95†
272 pages. 40 line illus. 6 x 9.

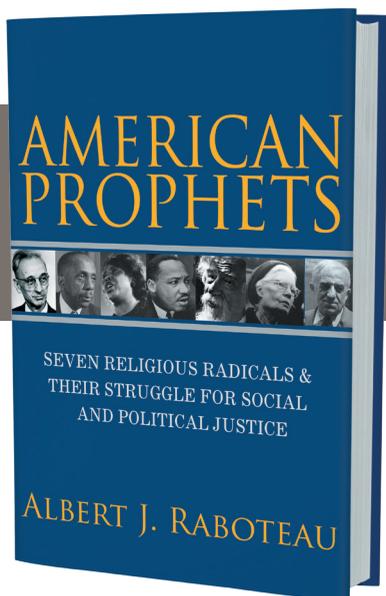
POPULAR SCIENCE | SOCIAL SCIENCE



*How genomics is revolutionizing
the social sciences*

“Sophisticated, imaginative, and intellectually first-rate. I know of no other book that so accessibly pulls together such a vast array of complex material at the intersection of genetics and the social sciences.”

—Michael J. Shanahan, University of North Carolina, Chapel Hill



American Prophets

Seven Religious Radicals and
Their Struggle for Social and Political Justice

ALBERT J. RABOTEAU

American Prophets sheds critical new light on the lives and thought of seven major prophetic figures in twentieth-century America whose social activism was motivated by a deeply felt compassion for those suffering injustice.

In this compelling and provocative book, acclaimed religious scholar Albert Raboteau tells the remarkable stories of Abraham Joshua Heschel, A. J. Muste, Dorothy Day, Howard Thurman, Thomas Merton, Martin Luther King, Jr., and Fannie Lou Hamer—inspired individuals who succeeded in conveying their vision to the broader public through writing, speaking, demonstrating, and organizing. Raboteau traces how their paths crossed and their lives intertwined, creating a network of committed activists who significantly changed the attitudes of several generations of Americans about contentious political issues such as war, racism, and poverty. Raboteau examines the influences that shaped their ideas and the surprising connections that linked them together. He discusses their theological and ethical positions, and describes the rhetorical and strategic methods these exemplars of modern prophecy used to persuade their fellow citizens to share their commitment to social change.

A momentous scholarly achievement as well as a moving testimony to the human spirit, *American Prophets* represents a major contribution to the history of religion in American politics. This book is essential reading for anyone who is concerned about social justice, or who wants to know what prophetic thought and action can mean in today's world.

Albert J. Raboteau is the Henry W. Putnam Professor of Religion Emeritus at Princeton University. His books include *Slave Religion: The "Invisible Institution" in the Antebellum South*, *A Fire in the Bones: Reflections on African-American Religious History*, and *Canaan Land: A Religious History of African Americans*. He lives in Princeton, New Jersey.

OCTOBER

978-0-691-16430-4 **Cloth \$29.95T**
280 pages. 8 halftones. 5 1/2 x 8 1/2.

AMERICAN HISTORY | RELIGION

How religion drove the fight for social justice in modern America

"*American Prophets* addresses, beautifully and with great wisdom, issues and questions that have again jumped to the forefront of American consciousness. Raboteau is a wonderfully accessible and graceful writer, and his topic is riveting."
—Cathleen Kaveny, author of *Prophecy without Contempt: Religious Discourse in the Public Square*

Ethics in the Real World

82 Brief Essays on Things That Matter

PETER SINGER

Peter Singer is often described as the world's most influential philosopher. He is also one of its most controversial. The author of important books such as *Animal Liberation*, *Practical Ethics*, *Rethinking Life and Death*, and *The Life You Can Save*, he helped launch the animal rights and effective altruism movements and contributed to the development of bioethics. Now, in *Ethics in the Real World*, Singer shows that he is also a master at dissecting important current events in a few hundred words.

In this book of brief essays, he applies his controversial ways of thinking to issues like climate change, extreme poverty, animals, abortion, euthanasia, human genetic selection, sports doping, the sale of kidneys, the ethics of high-priced art, and ways of increasing happiness. Singer asks whether chimpanzees are people, smoking should be outlawed, or consensual sex between adult siblings should be decriminalized, and he reiterates his case against the idea that all human life is sacred, applying his arguments to some recent cases in the news. In addition, he explores, in an easily accessible form, some of the deepest philosophical questions, such as whether anything really matters and what is the value of the pale blue dot that is our planet. The collection also includes some more personal reflections, like Singer's thoughts on one of his favorite activities, surfing, and an unusual suggestion for starting a family conversation over a holiday feast.

Provocative and original, these essays will challenge—and possibly change—your beliefs about a wide range of real-world ethical questions.

Peter Singer is the Ira W. DeCamp Professor of Bioethics in the University Center for Human Values at Princeton University and Laureate Professor at the University of Melbourne. He first became well known internationally in 1975 with the publication of *Animal Liberation*. His other books include *How Are We to Live?*, *The Ethics of What We Eat* (with Jim Mason), and *The Most Good You Can Do*. He divides his time between Princeton and Melbourne.

OCTOBER

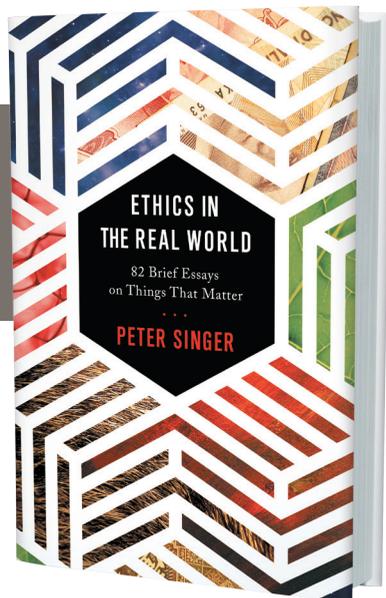
978-0-691-17247-7 Cloth \$24.95†

328 pages. 5 1/2 x 8 1/2.

Not for sale in Australia and New Zealand

PHILOSOPHY | CURRENT AFFAIRS

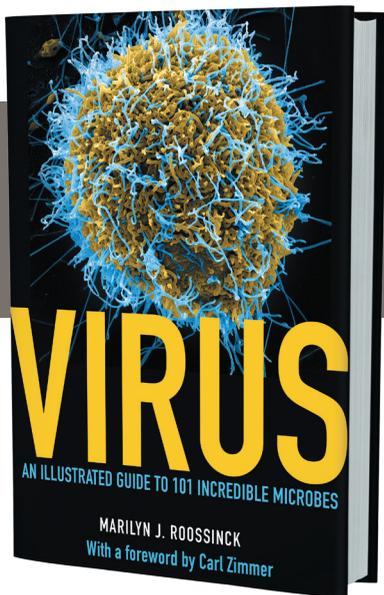
PRESS.PRINCETON.EDU



Provocative essays on real-world ethical questions from the world's most influential philosopher

"Peter Singer is among the most vital moral voices of our time. He urges us to confront not only the question of what we should not do, but also the harder and larger questions of what we should do, and how much we owe to others."

—Larissa MacFarquhar, author of *Strangers Drowning*



An essential illustrated guide to the 101 most fascinating viruses

“Viruses rule our world. They both threaten to kill us and help to regulate the food webs of oceans. They embed themselves in our DNA and stalk the bacteria in our guts. They are ever-present, understudied, and, as this book makes more clear than any other has, beautiful. Roossinck provides a window into the diminutive architecture of our viruses, their grandeur, horror, details, and stories. Her book is a reminder that the world is always more interesting than it seems.”

—Rob Dunn, author of *The Man Who Touched His Own Heart: True Tales of Science, Surgery, and Mystery*

Virus

An Illustrated Guide to 101 Incredible Microbes

MARILYN J. ROOSSINCK

With a foreword by Carl Zimmer

This stunningly illustrated book provides a rare window into the amazing, varied, and often beautiful world of viruses. Contrary to popular belief, not all viruses are bad for you. In fact, several are beneficial to their hosts, and many are crucial to the health of our planet. *Virus* offers an unprecedented look at 101 incredible microbes that infect all branches of life on Earth—from humans and other animals to insects, plants, fungi, and bacteria.

Featuring hundreds of breathtaking color images throughout, this guide begins with a lively and informative introduction to virology. Here readers can learn about the history of this unique science, how viruses are named, how their genes work, how they copy and package themselves, how they interact with their hosts, how immune systems counteract viruses, and how viruses travel from host to host. The concise entries that follow highlight important or interesting facts about each virus. Learn about the geographic origins of dengue and why old tires and unused pots help the virus to spread. Read about Ebola, Zika, West Nile, Frog virus 3, the Tulip breaking virus, and many others—how they were discovered, what their hosts are, how they are transmitted, whether or not there is a vaccine, and much more. Each entry is easy to read and includes a graphic of the virus, and nearly every entry features a colorized image of the virus as seen through the microscope.

Written by a leading authority, this handsomely illustrated guide reveals the unseen wonders of the microbial world. It will give you an entirely new appreciation for viruses.

Marilyn J. Roossinck is professor of virus ecology in the Department of Plant Pathology and Environmental Microbiology at Pennsylvania State University. She lives in Bellefonte, Pennsylvania.

OCTOBER

978-0-691-16696-4 **Cloth \$35.00T**

256 pages. 350 color illus. 6 1/2 x 9 1/2.

For sale only in the United States, its territories and dependencies, and Canada

POPULAR SCIENCE | NATURE

Deep Life

The Hunt for the Hidden Biology of Earth, Mars, and Beyond

TULLIS C. ONSTOTT

Deep Life takes readers to uncharted regions deep beneath Earth's crust in search of life in extreme environments, and reveals how astonishing new discoveries by geomicrobiologists are helping the quest to find life in the solar system.

Tullis Onstott, named one of the 100 most influential people in America by *Time* magazine, provides an insider's look at the pioneering fieldwork that is shining vital new light on Earth's hidden biology—a thriving subterranean biosphere that scientists once thought to be impossible. Come along on epic descents two miles underground into South African gold mines to experience the challenges that Onstott and his team had to overcome. Join them in their search for microbes in the ancient seabed below the desert floor in the American Southwest, and travel deep beneath the frozen wastelands of the Arctic tundra to discover life as it could exist on Mars.

Blending cutting-edge science with thrilling scientific adventure, *Deep Life* features rare and unusual encounters with exotic life forms, including a bacterium living off radiation and a hermaphroditic troglodytic worm that has changed our understanding of how complex subsurface life can really be. This unforgettable book takes you to the absolute limits of life—the biotic fringe—where today's scientists hope to discover the very origins of life itself.

Tullis C. Onstott is professor of geosciences at Princeton University. He lives in Stockton, New Jersey.

NOVEMBER

978-0-691-09644-5 **Cloth \$35.00T**

520 pages. 32 halftones. 19 line illus. 6 x 9.

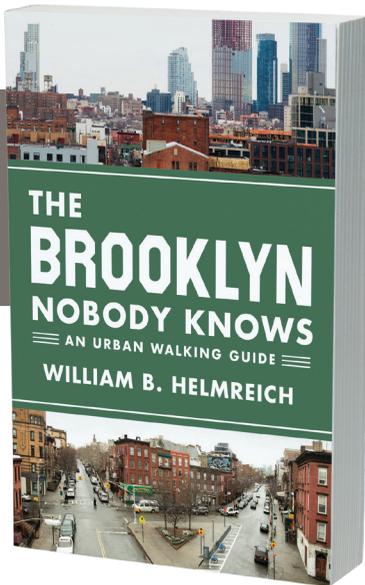
POPULAR SCIENCE | EARTH SCIENCE | BIOLOGY

The quest for subsurface life on Earth and other planets

“Onstott takes readers on a journey of discovery, weaving his personal reflections on his exploits in the field with just the right amount of science. He shows how field science is challenging, exciting, and full of adventure.”

—Gordon Southam, University of Queensland

NATIONAL AUTHOR TOUR



The Brooklyn Nobody Knows

An Urban Walking Guide

WILLIAM B. HELMREICH

A unique walking guide to Brooklyn, from the author of The New York Nobody Knows

“This guidebook is a delight to read and it’s going to be a big hit with Brooklynites and anyone else who is curious about the borough. Far more than the usual travel guide, it is just filled with insight. It makes me want to jump on the subway and head over to Brooklyn. I want to see all the idiosyncratic things it describes, from the City Reliquary, to the remnants of the Syrian Jewish community, to the outlandish McMansions.”

—Harvey Molotch, New York University

Bill Helmreich walked every block of New York City—6,000 miles in all—to write the award-winning *The New York Nobody Knows*. Now he has *re-walked* Brooklyn—some 816 miles—to write this one-of-a-kind walking guide to the city’s hottest borough. Drawing on hundreds of conversations he had with residents during his block-by-block journeys, *The Brooklyn Nobody Knows* captures the heart and soul of a diverse, booming, and constantly changing borough that defines cool around the world. The guide covers every one of Brooklyn’s forty-four neighborhoods, from Greenpoint to Coney Island, providing a colorful portrait of each section’s most interesting, unusual, and unknown people, places, and things. Along the way you will learn about a Greenpoint park devoted to plants and trees that produce materials used in industry; a hornsmith who practices his craft in Prospect-Lefferts Gardens; a collection of 1,140 stuffed animals hanging from a tree in Bergen Beach; a five-story Brownsville mural that depicts Zionist leader Theodor Herzl—and that was the brainchild of black teenagers; Brooklyn’s most private—yet public—beach in Manhattan Beach; and much, much more. An unforgettably vivid chronicle of today’s Brooklyn, the book can also be enjoyed without ever leaving home—but it’s almost guaranteed to inspire you to get out and explore one of the most fascinating urban areas anywhere.

- ◆ Covers every one of Brooklyn’s 44 neighborhoods, providing a colorful portrait of their most interesting, unusual, and unknown people, places, and things
- ◆ Each neighborhood section features a brief overview and history; a detailed, user-friendly map keyed to the text; and a lively guided walking tour

William B. Helmreich is professor of sociology at the City College of New York’s Colin Powell School for Civic and Global Leadership and at CUNY Graduate Center. Follow NYNobodyKnows on Twitter and Instagram.

OCTOBER

978-0-691-16682-7 **Paper \$24.95T**

328 pages. 44 halftones. 45 maps. 5 1/2 x 8.

TRAVEL GUIDES | NEW YORK CITY

How Men Age

What Evolution Reveals about Male Health and Mortality

RICHARD G. BRIBIESCAS

While the health of aging men has been a focus of biomedical research for years, evolutionary biology has not been part of the conversation—until now. *How Men Age* is the first book to explore how natural selection has shaped male aging, how evolutionary theory can inform our understanding of male health and well-being, and how older men may have contributed to the evolution of some of the very traits that make us human.

In this informative and entertaining book, renowned biological anthropologist Richard Bribiescas looks at all aspects of male aging through an evolutionary lens. He describes how the challenges males faced in their evolutionary past influenced how they age today, and shows how this unique evolutionary history helps explain common aspects of male aging such as prostate disease, loss of muscle mass, changes in testosterone levels, increases in fat, erectile dysfunction, baldness, and shorter life spans than women. Bribiescas reveals how many of the physical and behavioral changes that we negatively associate with male aging may have actually facilitated the emergence of positive traits that have helped make humans so successful as a species, including parenting, long life spans, and high fertility.

Popular science at its most compelling, *How Men Age* provides new perspectives on the aging process in men and how we became human, and also explores future challenges for human evolution—and the important role older men might play in them.

Richard G. Bribiescas is professor of anthropology and ecology and evolutionary biology at Yale University, where he also serves as deputy provost for faculty development and diversity. He is the author of *Men: Evolutionary and Life History*. He lives in Hamden, Connecticut.

SEPTEMBER

978-0-691-16063-4 Cloth \$27.95†

208 pages. 10 line illus. 6 x 9.

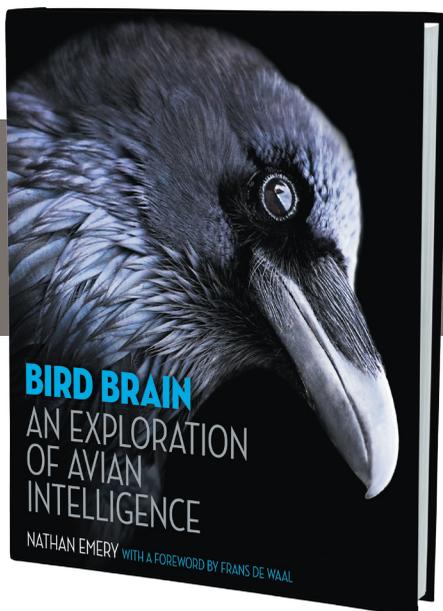
POPULAR SCIENCE | NATURE



A lively and informative look at male aging through the lens of evolution

“How Men Age is a wise, thoughtful, and provocative book that everyone should read—women and men alike. Bribiescas eloquently explains how and why men mature and die, drawing on evolutionary theory, endocrinology, anthropology, genetics, and more. His insights will change how you think about human life—including your own.”

—Daniel E. Lieberman, author of *The Story of the Human Body: Evolution, Health, and Disease*



*Why birds are smarter
than we think*

“Bird Brain is a winner. It is engaging and very well written, and the illustrations are excellent—dramatic, informative, and fun.”

—Frank Gill, author of *Ornithology*

Bird Brain

An Exploration of Avian Intelligence

NATHAN EMERY

With a foreword by Frans de Waal

Birds have not been known for their high IQs, which is why a person of questionable intelligence is sometimes called a “birdbrain.” Yet in the past two decades, the study of avian intelligence has witnessed dramatic advances. From a time when birds were seen as simple instinct machines responding only to stimuli in their external worlds, we now know that some birds have complex internal worlds as well. This beautifully illustrated book provides an engaging exploration of the avian mind, revealing how science is exploding one of the most widespread myths about our feathered friends—and changing the way we think about intelligence in other animals as well.

Bird Brain looks at the structures and functions of the avian brain, and describes the extraordinary behaviors that different types of avian intelligence give rise to. It offers insights into crows, jays, magpies, and other corvids—the “masterminds” of the avian world—as well as parrots and some less-studied species from around the world. This lively and accessible book shows how birds have sophisticated brains with abilities previously thought to be uniquely human, such as mental time travel, self-recognition, empathy, problem solving, imagination, and insight.

Written by a leading expert and featuring a foreword by Frans de Waal, renowned for his work on animal intelligence, *Bird Brain* shines critical new light on the mental lives of birds.

Nathan Emery is senior lecturer in cognitive biology at Queen Mary University of London. His research interests focus on what corvids, apes, and parrots understand about their social and physical worlds. He is currently working with the ravens at the Tower of London. He is the coeditor of *Social Intelligence: From Brain to Culture* and *The Cognitive Neuroscience of Social Behaviour*, and is on the editorial board of the journals *Animal Cognition* and *Journal of Comparative Psychology*. He is the author of more than eighty publications. His work has been extensively covered by international newspapers and magazines, in books, and on TV.

SEPTEMBER

978-0-691-16517-2 **Cloth \$29.95T**

192 pages. 175 color illus. 8 x 10.

For sale only in the United States, its dependencies, and Canada

NATURAL HISTORY | BIRDS

Cat Wars

The Devastating Consequences of a Cuddly Killer

PETER P. MARRA & CHRIS SANTELLA

In 1894, a lighthouse keeper named David Lyall arrived on Stephens Island off New Zealand with a cat named Tibbles. In just over a year, the Stephens Island Wren, a rare bird endemic to the island, was rendered extinct. Mounting scientific evidence confirms what many conservationists have suspected for some time—that in the United States alone, free-ranging cats are killing birds and other animals by the billions. Equally alarming are the little-known but potentially devastating public health consequences of rabies and parasitic *Toxoplasma* passing from cats to humans at rising rates. *Cat Wars* tells the story of the threats free-ranging cats pose to biodiversity and public health throughout the world, and sheds new light on the controversies surrounding the management of the explosion of these cat populations.

This compelling book traces the historical and cultural ties between humans and cats from early domestication to the current boom in pet ownership, along the way accessibly explaining the science of extinction, population modeling, and feline diseases. It charts the developments that have led to our present impasse—from Stan Temple’s breakthrough studies on cat predation in Wisconsin to cat-eradication programs underway in Australia today. It describes how a small but vocal minority of cat advocates has campaigned successfully for no action in much the same way that special interest groups have stymied attempts to curtail smoking and climate change.

Cat Wars paints a revealing picture of a complex global problem—and proposes solutions that foresee a time when wildlife and humans are no longer vulnerable to the impacts of free-ranging cats.

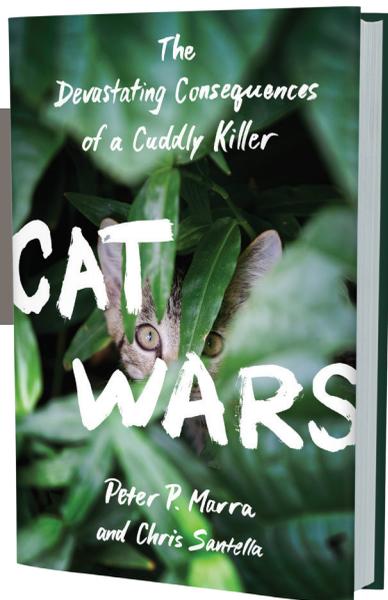
Peter P. Marra has written more than 175 scientific publications, is the coeditor of *Birds of Two Worlds*, and directs the Smithsonian Migratory Bird Center. **Chris Santella** is the author of many books, including the Fifty Places travel and outdoor series and *The Tug Is the Drug*. His writing has appeared in such publications as the *New York Times*, the *Wall Street Journal*, the *New Yorker*, and *Trout*.

OCTOBER

978-0-691-16741-1 **Cloth \$24.95T**
232 pages. 24 color photos. 6 x 9.

NATURAL HISTORY

PRESS.PRINCETON.EDU

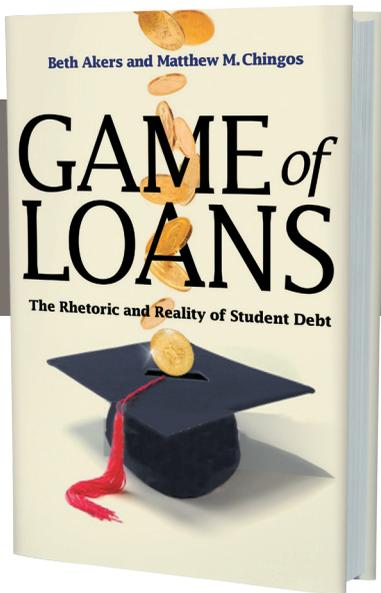


Why our cats are a danger to species diversity and human health

“Very few people enjoy thinking about the calamitous problem of free-roaming cats and biodiversity, and even fewer dare to talk about it openly. Marra and Santella’s book is therefore doubly welcome. It’s not only important reading for anyone who cares about nature. With its engaging storytelling, its calmly scientific approach, and its compassionate handling of a highly fraught issue, this is also a book that a person might actually read for pleasure.”

—Jonathan Franzen

NATIONAL AUTHOR TOUR



Game of Loans

The Rhetoric and Reality of Student Debt

BETH AKERS & MATTHEW M. CHINGOS

College tuition and student debt levels have been rising at an alarming pace for at least two decades. These trends, coupled with an economy weakened by a major recession, have raised serious questions about whether we are headed for a major crisis, with borrowers defaulting on their loans in unprecedented numbers and taxpayers being forced to foot the bill. *Game of Loans* draws on new evidence to explain why such fears are misplaced—and how the popular myth of a looming crisis has obscured the real problems facing student lending in America.

Bringing needed clarity to an issue that concerns all of us, Beth Akers and Matthew Chingos cut through the sensationalism and misleading rhetoric to make the compelling case that college remains a good investment for most students. They show how, in fact, typical borrowers face affordable debt burdens, and argue that the truly serious cases of financial hardship portrayed in the media are less common than the popular narrative would have us believe. But there are more troubling problems with student loans that don't receive the same attention. They include high rates of avoidable defaults by students who take on loans but don't finish college—the riskiest segment of borrowers—and a dysfunctional market where competition among colleges drives tuition costs up instead of down.

Persuasive and compelling, *Game of Loans* moves beyond the emotionally charged and politicized talk surrounding student debt, and offers a set of sensible policy proposals that can solve the real problems in student lending.

Beth Akers is a fellow at the Brookings Institution's Center on Children and Families. **Matthew M. Chingos** is a senior fellow at the Urban Institute and the coauthor of *Crossing the Finish Line: Completing College at America's Public Universities* (Princeton). They both live in Washington, DC.

OCTOBER

978-0-691-16715-2 **Cloth \$26.95T**

216 pages. 25 line illus. 7 tables. 5 1/2 x 8 1/2.

EDUCATION | CURRENT AFFAIRS

Why fears about a looming student loan crisis are unfounded—and how they obscure what's really wrong with student lending

“This insightful book provides an excellent overview of the current student loan system. Presenting evidence about who borrows, how much they borrow, and the burden of repayment, Akers and Chingos refute the idea that there is a general student loan crisis, highlight the real problems that do exist, and propose solutions.”
—Sandy Baum, coauthor of the annual *Trends in Student Aid* and *Trends in College Pricing*

“Keep the Damned Women Out”

The Struggle for Coeducation

NANCY WEISS MALKIEL

As the tumultuous decade of the 1960s ended, a number of very traditional, very conservative, highly prestigious colleges and universities in the United States and the United Kingdom decided to go coed, seemingly all at once, in a remarkably brief span of time. Coeducation met with fierce resistance. As one alumnus put it in a letter to his alma mater, “Keep the damned women out.” Focusing on the complexities of institutional decision making, this book tells the story of this momentous era in higher education—revealing how coeducation was achieved not by organized efforts of women activists, but through strategic decisions made by powerful men.

In America, Ivy League schools like Harvard, Yale, Princeton, and Dartmouth began to admit women; in Britain, several of the men’s colleges at Cambridge and Oxford did the same. What prompted such fundamental change? How was coeducation accomplished in the face of such strong opposition? How well was it implemented? Nancy Weiss Malkiel explains that elite institutions embarked on coeducation not as a moral imperative but as a self-interested means of maintaining a first-rate applicant pool. She explores the challenges of planning for the academic and non-academic lives of newly admitted women, and shows how, with the exception of Mary Ingraham Bunting at Radcliffe, every decision maker leading the charge for coeducation was male.

Drawing on unprecedented archival research, *“Keep the Damned Women Out”* is a breathtaking work of scholarship that is certain to be the definitive book on the subject.

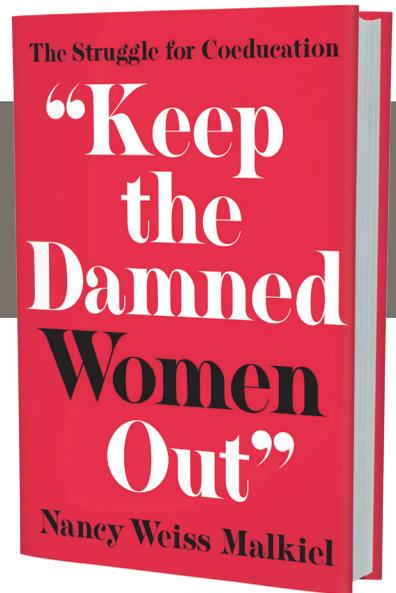
Nancy Weiss Malkiel is professor of history at Princeton University, where she was the longest-serving dean of the college, overseeing the university’s undergraduate academic program for twenty-four years. Her books include *Whitney M. Young, Jr., and the Struggle for Civil Rights* and *Farewell to the Party of Lincoln: Black Politics in the Age of FDR* (both Princeton).

OCTOBER

978-0-691-17299-6 **Cloth \$35.00T**

648 pages. 44 halftones. 1 line illus. 11 tables. 6 x 9.

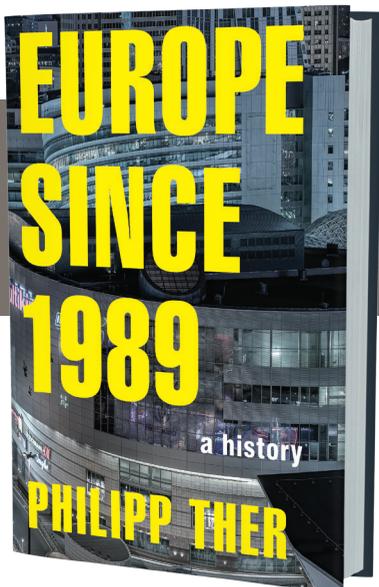
EDUCATION | HISTORY



A major new history of how elite schools in America and Britain finally went coed

“A monumental work of archival scholarship.”

—William G. Bowen, coauthor of *Lesson Plan: An Agenda for Change in American Higher Education*



Europe since 1989

A History

PHILIPP THER

Translated by Charlotte Hughes-Kreutzmüller

The year 1989 brought the fall of the Berlin Wall and the collapse of communism in Eastern Europe. But it was also the year that the economic theories of Reagan, Thatcher, and the Chicago school achieved global dominance. And it was these neoliberal ideas that largely determined the course of the political, economic, and social changes that transformed Europe—both east and west—over the next quarter century. This award-winning book provides the first comprehensive history of post-1989 Europe.

Philipp Ther—a firsthand witness to many of the transformations, from Czechoslovakia during the Velvet Revolution to postcommunist Poland and Ukraine—offers a sweeping narrative filled with vivid details and memorable stories. He describes how liberalization, deregulation, and privatization had catastrophic effects on former Soviet Bloc countries. He refutes the idea that this economic “shock therapy” was the basis of later growth, arguing that human capital and the “transformation from below” determined economic success or failure. Most important, he shows how the capitalist West’s effort to reshape Eastern Europe in its own likeness ended up reshaping Western Europe as well, in part by accelerating the pace and scope of neoliberal reforms in the West, particularly in reunified Germany. Finally, bringing the story up to the present, Ther compares events in Eastern and Southern Europe leading up to and following the 2008–9 global financial crisis.

A compelling and often-surprising account of how the new order of the New Europe was wrought from the chaotic aftermath of the Cold War, this is essential reading for understanding Europe today.

Philipp Ther is professor of Central European history at the University of Vienna. His books include *The Dark Side of Nation-States: Ethnic Cleansing in Modern Europe* and *Center Stage: Operatic Culture and Nation Building in Nineteenth-Century Central Europe*. He lives in Vienna.

OCTOBER

978-0-691-16737-4 **Cloth \$35.00T**

544 pages. 13 halftones. 21 line illus. 3 maps. 5 1/2 x 8 1/2.

Winner of the Leipzig Book Fair Prize

EUROPEAN HISTORY | CURRENT AFFAIRS

A compelling history of the transformation of Europe between 1989 and today

“This brilliant book is a masterpiece of contemporary history and far and away the best thing that’s been published about the huge historical turn that began in Europe in 1989. It instantly becomes the go-to book for understanding the period, totally supplanting previous accounts. Philipp Ther makes the events of 1989, and what followed, not simply a history of Eastern Europe, but a history of Europe as a whole, with both east and west entranced, and partly blinded, by the neoliberal imperative.”
—Larry Wolff, New York University

A Savage War

A Military History of the Civil War

WILLIAMSON MURRAY & WAYNE WEI-SIANG HSIEH

The Civil War represented a momentous change in the character of war. It combined the projection of military might across a continent on a scale never before seen with an unprecedented mass mobilization of peoples. Yet despite the revolutionizing aspects of the Civil War, its leaders faced the same uncertainties and vagaries of chance that have vexed combatants since the days of Thucydides and the Peloponnesian War. *A Savage War* sheds critical new light on this defining chapter in military history.

In a masterful narrative that propels readers from the first shots fired at Fort Sumter to the surrender of Robert E. Lee's army at Appomattox, Williamson Murray and Wayne Wei-siang Hsieh bring every aspect of the battlefield vividly to life. They show how this new way of waging war was made possible by the powerful historical forces unleashed by the Industrial Revolution and the French Revolution, yet how the war was far from being simply a story of the triumph of superior machines. Despite the Union's material superiority, a Union victory remained in doubt for most of the war. Murray and Hsieh paint indelible portraits of Abraham Lincoln, Ulysses S. Grant, William Tecumseh Sherman, and other major figures whose leadership, judgment, and personal character played such decisive roles in the fate of a nation. They also examine how the Army of the Potomac, the Army of Northern Virginia, and the other major armies developed entirely different cultures that influenced the war's outcome.

A military history of breathtaking sweep and scope, *A Savage War* reveals how the Civil War ushered in the age of modern warfare.

Williamson Murray is professor emeritus of history at Ohio State University. His many books include *The Iran-Iraq War*.

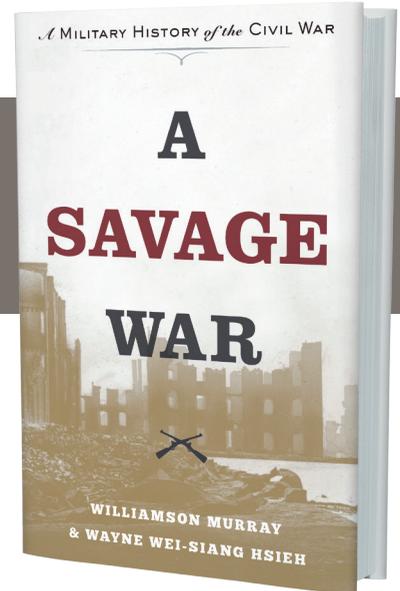
Wayne Wei-siang Hsieh is associate professor of history at the United States Naval Academy. He is the author of *West Pointers and the Civil War*. They both live in Fairfax, Virginia.

OCTOBER

978-0-691-16940-8 Cloth \$35.00T

552 pages. 51 maps. 6 x 9.

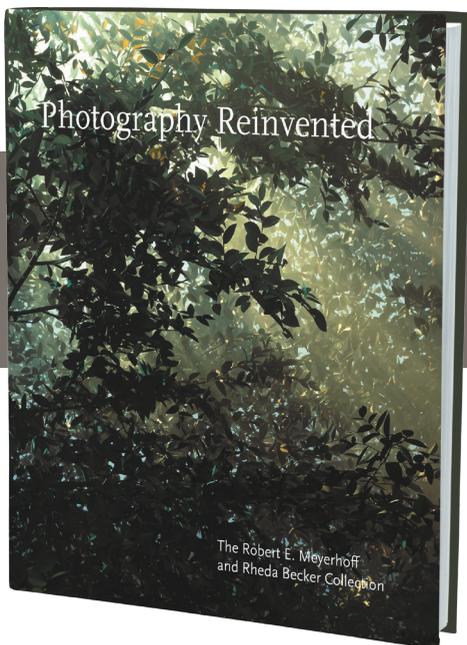
HISTORY | MILITARY HISTORY



How the Civil War changed the face of war

"A genuinely fresh set of insights about the Civil War. Murray and Hsieh have crafted a military narrative that goes well beyond anything else in the literature."

—James McPherson, Pulitzer Prize-winning author of *Battle Cry of Freedom: The Civil War Era*



*A beautiful look at some of
the most important large-scale
photographs of the past
several decades*

Exhibition schedule

National Gallery of Art, Washington
September 30, 2016–January 29, 2017

Photography Reinvented

The Robert E. Meyerhoff and Rheda Becker Collection

SARAH GREENOUGH

With contributions by Philip Brookman, Andrea Nelson,
Leslie Ureña & Diane Waggoner

Photography Reinvented brings together thirty-five works by eighteen critically acclaimed artists who, through innovative experimentation and visionary conceptual scope, have changed the course of contemporary photography.

From the seemingly objective, straightforward style and large-scale, vibrantly colored prints of famed Düsseldorf School photographers Andreas Gursky, Candida Höfer, Thomas Struth, and Thomas Ruff to works by groundbreaking contemporary artists, including Thomas Demand, Vik Muniz, Cindy Sherman, Hiroshi Sugimoto, and Catherine Opie, *Photography Reinvented* traces the aesthetic, technical, and philosophical shifts of the art form during a period of substantial change. Some of the artists, such as Sherman and Demand as well as Muniz and John Baldessari, explore the nature of photography as a medium that appropriates imagery from mass culture and other sources. Others, such as Höfer and Struth, have reassessed iconic works of art and architecture, revealing the relevance of the past in our present lives. And all of these artists have made large-scale prints that create new and strangely destabilizing experiences of space for their viewers.

In an age when photography can no longer claim documentary veracity as its *raison d'être*, *Photography Reinvented* examines the medium's redefinition, repurposing, and reimagining.

Sarah Greenough is senior curator and head of the department of photographs, **Philip Brookman** is consulting curator, and **Andrea Nelson** and **Diane Waggoner** are associate curators of photographs, all at the National Gallery of Art, Washington. **Leslie Ureña** is assistant curator of photographs, National Portrait Gallery, Smithsonian Institution.

Published in association with the National Gallery of Art, Washington

OCTOBER

978-0-691-17287-3 Cloth \$49.50T
144 pages. 64 color illus. 10 3/4 x 13.

PHOTOGRAPHY | ART

Bosch and Bruegel

From Enemy Painting to Everyday Life

JOSEPH LEO KOERNER

In this visually stunning and much anticipated book, acclaimed art historian Joseph Koerner casts the paintings of Hieronymus Bosch and Pieter Bruegel in a completely new light, revealing how the painting of everyday life was born from what seems its polar opposite: the depiction of an enemy hell-bent on destroying us.

Supreme virtuoso of the bizarre, diabolic, and outlandish, Bosch embodies the phantasmagorical force of painting, while Bruegel, through his true-to-life landscapes and frank depictions of peasants, is the artistic avatar of the familiar and ordinary. But despite their differences, the works of these two artists are closely intertwined. Bruegel began his career imitating Bosch's fantasies, and it was Bosch who launched almost the whole repertoire of later genre painting. But Bosch depicts everyday life in order to reveal it as an alluring trap set by a metaphysical enemy at war with God, whereas Bruegel shows this enemy to be nothing but a humanly fabricated mask. Attending closely to the visual cunning of these two towering masters, Koerner uncovers art history's unexplored underside: the image itself as an enemy.

An absorbing study of the dark paradoxes of human creativity, *Bosch and Bruegel* is also a timely account of how hatred can be converted into tolerance through the agency of art. It takes readers through all the major paintings, drawings, and prints of these two unforgettable artists—including Bosch's notoriously elusive *Garden of Earthly Delights*, which forms the core of this historical tour de force. Elegantly written and abundantly illustrated, the book is based on Koerner's A. W. Mellon Lectures in the Fine Arts, a series given annually at the National Gallery of Art, Washington.

Joseph Leo Koerner is the Victor S. Thomas Professor of the History of Art and Architecture and Senior Fellow of the Society of Fellows at Harvard University. His books include *The Reformation of the Image*, *The Moment of Self-Portraiture in German Renaissance Art*, and *Caspar David Friedrich and the Subject of Landscape*.

DECEMBER

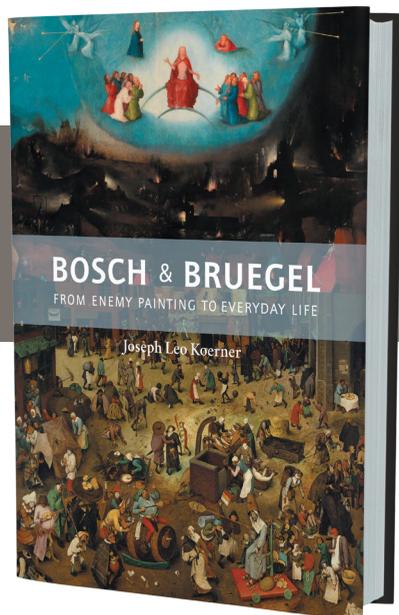
978-0-691-17228-6 Cloth \$65.00T

448 pages. 275 color illus. 50 halftones. 8 x 11.

A. W. Mellon Lectures in the Fine Arts/National Gallery of Art, Washington
Bollingen Series XXXV: 57

ART

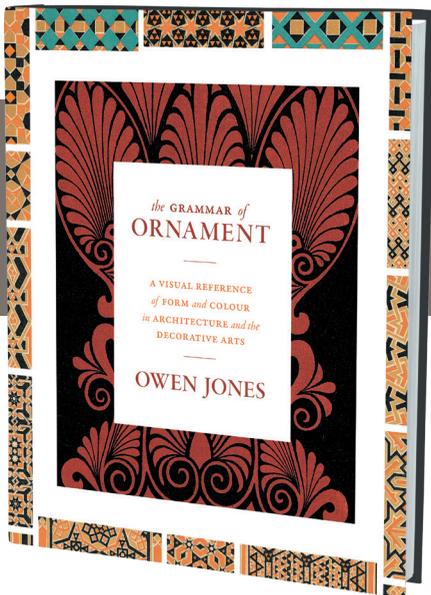
PRESS.PRINCETON.EDU



A bold new interpretation of two northern Renaissance masters

“Bosch and Bruegel is a magnificent book—massively erudite, profoundly human, and sometimes even shatteringly poetic. Koerner is a marvelously compelling writer.”

—Claudia Swan, Northwestern University



A stunning new edition of the classic illustrated sourcebook on ornamental design

“Wonderful. This reissue of Owen Jones’s *Grammar of Ornament*, unabridged and in full color, will be welcomed by scholars as well as architects and designers.”

—Alina Payne, author of *From Ornament to Object: Genealogies of Architectural Modernism*

The Grammar of Ornament

A Visual Reference of Form and Colour in Architecture and the Decorative Arts

OWEN JONES

First published in 1856, *The Grammar of Ornament* remains a design classic. Its inspiration came from pioneering British architect and designer Owen Jones (1809–74), who produced a comprehensive design treatise for the machine age, lavishly illustrated in vivid chromolithographic color. Jones made detailed observations of decorative arts on his travels in Europe, the Middle East, and in his native London, where he studied objects on display at the Great Exhibition of the Works of Industry of All Nations in 1851 and at local museums. His aim was to improve the quality of Western design by changing the habits of Victorian designers, who indiscriminately mixed elements from a wide variety of sources.

Jones’s resulting study is a comprehensive analysis of styles of ornamental design, presenting key examples ranging from Maori tattoos, Egyptian columns, and Greek borders to Byzantine mosaic, Indian embroidery, and Elizabethan carvings. At once splendidly Victorian and insistently modern, *The Grammar of Ornament* celebrates objects of beauty from across time periods and continents, and remains an indispensable sourcebook today.

Owen Jones (1809–74) was an English-born Welsh architect and one of the most important design theorists of the nineteenth century. He taught applied arts at the South Kensington School of Design in the 1850s and served as Superintendent of Works at the Great Exhibition of 1851. He was a key figure in the founding of the South Kensington Museum, which later became the Victoria and Albert Museum.

SEPTEMBER

978-0-691-17206-4 **Cloth \$45.00T**

496 pages. 2,370 color illus. 7 3/4 x 9 1/4.

For sale only in the United States and Canada

ART | ARCHITECTURE

World War I and American Art

EDITED BY ROBERT COZZOLINO,
ANNE KNUTSON & DAVID LUBIN

With contributions by Pearl James, Amy Kirschke,
Alexander Nemerov, David Reynolds & Jason Weems

World War I had a profound impact on American art and culture. Nearly every major artist responded to events, whether as official war artists, impassioned observers, or participants on the battlefields. It was the moment when American artists and designers began to consider the importance of their contributions to the wider world and visually represent America's emergent role in modern global conflict. *World War I and American Art* provides an unprecedented look at the ways in which American artists reacted to the war.

Artists took a leading role in chronicling the war, crafting images that influenced public opinion, supported mobilization efforts, and helped to shape how the war's appalling human toll was memorialized. Featuring works by artists ranging from Ivan Albright, George Bellows, Marsden Hartley, Childe Hassam, and Georgia O'Keeffe to Violet Oakley, Man Ray, John Singer Sargent, and Claggett Wilson, *World War I and American Art* brings together paintings, drawings, prints, photographs, posters, and ephemera, spanning the diverse visual culture of the period to tell the story of a crucial turning point in the history of American art.

Taking readers from the home front to the battlefield, this landmark book will remain the definitive reference on a pivotal moment in American modern art for years to come.

Robert Cozzolino is the Patrick and Aimee Butler Curator of Paintings at the Minneapolis Institute of Art. **Anne Knutson** is an independent scholar and curator. **David Lubin** is the Charlotte C. Weber Professor of Art at Wake Forest University.

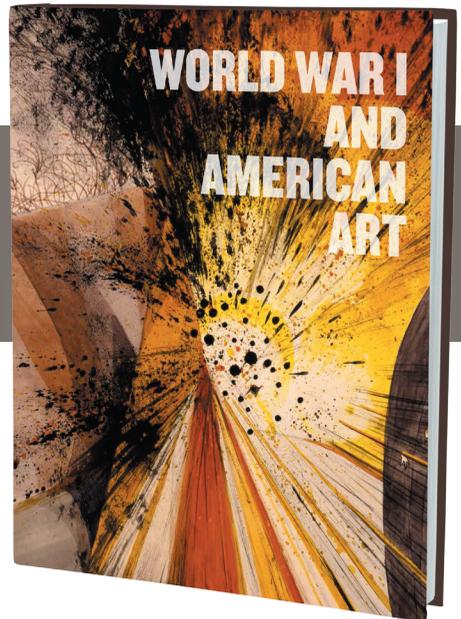
Published in association with the Pennsylvania Academy of the Fine Arts

NOVEMBER

978-0-691-17269-9 **Cloth \$60.00**

320 pages. 214 color illus. 31 halftones. 9 1/2 x 11 1/4.

ART | AMERICAN HISTORY



The first major study of how American artists responded to World War I

“This is the first major book to examine the repercussions of the Great War on American art. Featuring first-rate scholarship in accessible prose, the book shows how this traumatic conflict had a profound effect on American visual culture, yielding not just memorable propaganda posters, but also art that subtly acknowledged the war.”

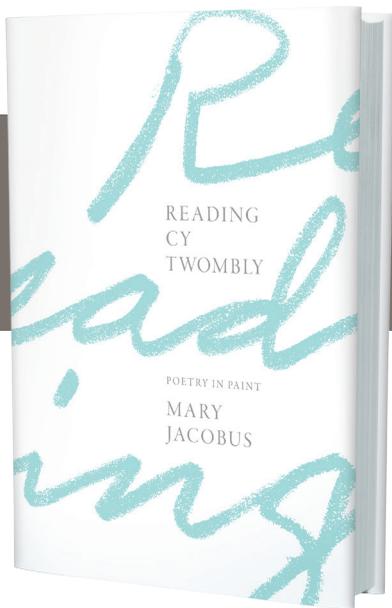
—Cécile Whiting, author of *Pop L.A.: Art and the City in the 1960s*

Exhibition schedule

Pennsylvania Academy of the Fine Arts
November 4, 2016–April 9, 2017

New-York Historical Society
May 19–September 3, 2017

Frist Center for the Visual Arts, Nashville
October 6, 2017–January 28, 2018



Reading Cy Twombly

Poetry in Paint

MARY JACOBUS

The first book on the central importance of literary sources in the paintings of Cy Twombly

“In this brilliantly erudite and illuminating study, Mary Jacobus, who is in the front rank of contemporary critics, addresses the languages of paint as well as poetry. As she investigates how Twombly’s use of quotation both complements and immensely deepens the power of his visual images, she takes us right to the heart of his doubly articulate genius.”
—Andrew Motion, UK Poet Laureate, 1999–2009

Many of Cy Twombly’s paintings and drawings include handwritten words and phrases—naming or quoting poets ranging from Sappho, Homer, and Virgil to Mallarmé, Rilke, and Cavafy. Enigmatic and sometimes hard to decipher, these inscriptions are a distinctive feature of his work. *Reading Cy Twombly* poses both literary and art historical questions. How does poetic reference in largely abstract works affect their interpretation?

Reading Cy Twombly is the first book to focus specifically on the artist’s use of poetry. Twombly’s library formed an extension of his studio and he sometimes painted with a book open in front of him. Drawing on original research in an archive that includes his paint-stained and annotated books, Mary Jacobus’s account—richly illustrated with more than 125 color and black-and-white images—unlocks an important aspect of Twombly’s practice.

Jacobus shows that poetry was an indispensable source of reference throughout Twombly’s career; as he said, he “never really separated painting and literature.” Among much else, she explores the influence of Ezra Pound and Charles Olson; Twombly’s fondness for Greek pastoral poetry and Virgil’s *Eclogues*; the inspiration of the *Iliad* and Ovid’s *Metamorphoses*; and Twombly’s love of Keats and his collaboration with Octavio Paz.

Twombly’s art reveals both his distinctive relationship to poetry and his use of quotation to solve formal problems. A modern painter, he belongs in a critical tradition that goes back, by way of Roland Barthes, to Baudelaire. *Reading Cy Twombly* opens up fascinating new readings of some of the most important paintings and drawings of the twentieth century.

Mary Jacobus is professor emerita of English at the University of Cambridge and Cornell University, and an Honorary Fellow of Lady Margaret Hall, University of Oxford. She has written widely on visual art, Romanticism, feminism, and psychoanalysis. Her recent books include *The Poetics of Psychoanalysis* and *Romantic Things*. She lives in Ithaca, New York, and Cambridge, UK.

SEPTEMBER

978-0-691-17072-5 **Cloth \$45.00T**
320 pages. 96 color illus. 37 halftones. 7 x 10.

ART | LITERATURE

Kafka

The Early Years

REINER STACH

Translated by Shelley Frisch

How did Kafka become Kafka? This eagerly anticipated third and final volume of Reiner Stach's definitive biography answers that question with more facts, detail, and insight than ever before, describing the complex personal, political, and cultural circumstances that shaped the young Franz Kafka (1883–1924). It tells the story of the years from his birth in Prague to the beginning of his professional and literary career in 1910, taking the reader up to just before the breakthrough that resulted in his first masterpieces, including "The Metamorphosis." Brimming with vivid and often startling details, Stach's narrative invites readers deep inside this neglected period of Kafka's life. The book's richly atmospheric portrait of his German Jewish merchant family and his education, psychological development, and sexual maturation draw on numerous sources, some still unpublished, including family letters, schoolmates' memoirs, and early diaries of his close friend Max Brod.

The biography also provides a colorful panorama of Kafka's wider world, especially the convoluted politics and culture of Prague. Before World War I, Kafka lived in a society at the threshold of modernity but torn by conflict, and Stach provides poignant details of how the adolescent Kafka witnessed violent outbreaks of anti-Semitism and nationalism. The reader also learns how he developed a passionate interest in new technologies, particularly movies and airplanes, and why another interest—his predilection for the back-to-nature movement—stemmed from his "nervous" surroundings rather than personal eccentricity.

The crowning touch to a masterly biography, this is an unmatched account of how a boy who grew up in an old Central European monarchy became a writer who helped create modern literature.

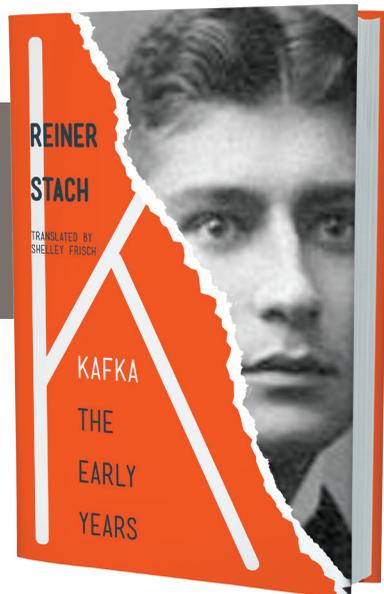
Reiner Stach worked extensively on the definitive edition of Kafka's collected works before embarking on his three-volume biography of the writer. The other volumes are *Kafka: The Decisive Years* and *Kafka: The Years of Insight*. **Shelley Frisch's** translations of those volumes were awarded the Modern Language Association's Aldo and Jeanne Scaglione Prize and the Helen and Kurt Wolff Translator's Prize.

NOVEMBER

978-0-691-15198-4 **Cloth \$35.00T**
648 pages. 64 halftones. 6 x 9.

BIOGRAPHY | LITERATURE

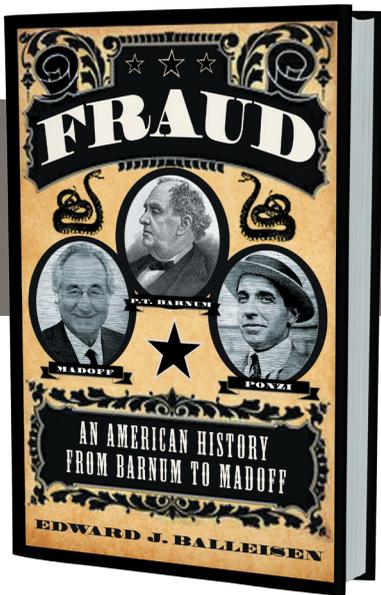
PRESS.PRINCETON.EDU



The eagerly anticipated final volume of the award-winning, definitive biography

"*Kafka: The Early Years* completes a masterful trilogy. One feature puts it at light-years' distance of superiority to anything previously written about Kafka's early years: Stach had unique access to Max Brod's notebooks, part of a celebrated cache of documents bearing on his friendship with Kafka. Far more fully than any other Kafka biographer, Stach gives us what Hegel calls 'the concrete vitality of the full individual.'"

—Stanley Corngold, author of *Lambent Traces: Franz Kafka*



A comprehensive history of fraud in America, from the early nineteenth century to the subprime mortgage crisis

“A huge achievement. This will be the authoritative history of fraud in the United States for many years to come. Edward Balleisen takes us on a fascinating and entertaining tour of the many ways that swindlers have consistently shadowed America’s proudest innovations, sometimes even outdoing the originals for ingenuity and impact.”

—Walter A. Friedman, Harvard Business School

Fraud

An American History from Barnum to Madoff

EDWARD J. BALLEISEN

The United States has always proved an inviting home for boosters, sharp dealers, and outright swindlers. Worship of entrepreneurial freedom has complicated the task of distinguishing aggressive salesmanship from unacceptable deceit, especially on the frontiers of innovation. At the same time, competitive pressures have often nudged respectable firms to embrace deception. As a result, fraud has been a steady, central feature of American business since the beginning. In this sweeping narrative, Edward Balleisen traces the history of fraud in America—and the evolving efforts to combat it—from the age of P. T. Barnum through the eras of Charles Ponzi and Bernie Madoff.

Beginning with an early nineteenth-century American legal world of “buyer beware,” this unprecedented account describes the slow, piecemeal construction of modern regulatory institutions to protect consumers and investors, from the Gilded Age through the New Deal and the Great Society. It concludes with the more recent era of deregulation, which has brought with it a spate of costly frauds, including the savings and loan crisis, corporate accounting scandals, and the recent mortgage-marketing debacle.

By tracing how Americans have struggled to foster a vibrant economy without enabling a corrosive level of fraud, this book reminds us that American capitalism rests on an uneasy foundation of social trust.

Edward J. Balleisen is associate professor of history and public policy and vice provost for Interdisciplinary Studies at Duke University. He is the author of *Navigating Failure: Bankruptcy and Commercial Society in Antebellum America*. He lives in Durham, North Carolina.

FEBRUARY

978-0-691-16455-7 Cloth \$35.00T
600 pages. 20 line illus. 6 x 9.

BUSINESS | AMERICAN HISTORY

Village Atheists

How America's Unbelievers Made Their Way in a Godly Nation

LEIGH ERIC SCHMIDT

A much-maligned minority throughout American history, atheists have been cast as a threat to the nation's moral fabric, barred from holding public office, and branded as irreligious misfits in a nation chosen by God. Yet, village atheists—as these godless freethinkers came to be known by the close of the nineteenth century—were also hailed for their gutsy dissent from stultifying pieties and for posing a necessary secularist challenge to majoritarian entanglements of church and state. *Village Atheists* explores the complex cultural terrain that unbelievers have long had to navigate in their fight to secure equal rights and liberties in American public life.

Leigh Eric Schmidt rebuilds the history of American secularism from the ground up, giving flesh and blood to these outspoken infidels, including itinerant lecturer Samuel Porter Putnam; rough-edged cartoonist Watson Heston; convicted blasphemer Charles B. Reynolds; and atheist sex reformer Elmina D. Slenker. He describes their everyday confrontations with devout neighbors and evangelical ministers, their strained efforts at civility alongside their urge to ridicule and offend their Christian compatriots. Schmidt examines the multilayered world of social exclusion, legal jeopardy, yet also civic acceptance in which American atheists and secularists lived. He shows how it was only in the middle decades of the twentieth century that nonbelievers attained a measure of legal vindication, yet even then they often found themselves marginalized on the edges of a God-trusting, Bible-believing nation.

Village Atheists reveals how the secularist vision for the United States proved to be anything but triumphant and age-defining for a country where faith and citizenship were—and still are—routinely interwoven.

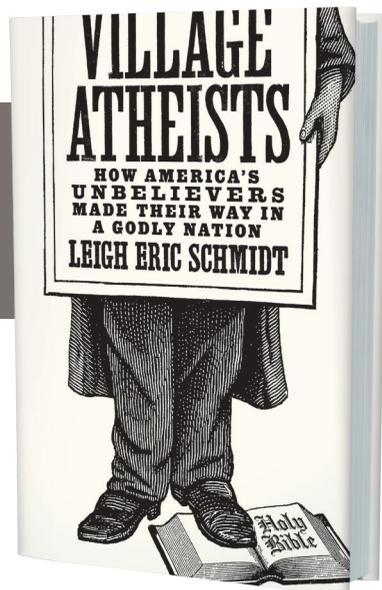
Leigh Eric Schmidt is the Edward C. Mallinckrodt Distinguished University Professor at the John C. Danforth Center on Religion and Politics at Washington University in St. Louis. His books include *Restless Souls* and *Heaven's Bride*. He lives in St. Louis.

OCTOBER

978-0-691-16864-7 **Cloth \$35.00**
344 pages. 60 halftones. 6 x 9.

RELIGION | AMERICAN HISTORY

PRESS.PRINCETON.EDU

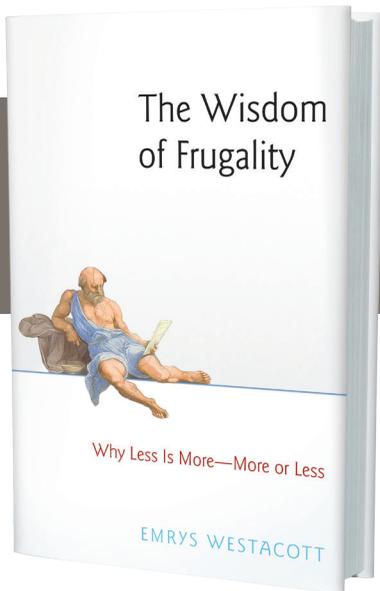


*A compelling history of atheism
in American public life*

"This is a book that finally argues that atheists belong at the center of the study of American religion, showing how religious infidelity is always and ever the other side of religious fidelity. Both are practiced and articulated with equal contradiction, anguish, and social struggle. Schmidt has redeemed the village atheist as a category of serious significance."

—Kathryn Lofton, author of *Oprah: The Gospel of an Icon*

Trade 27



Why philosophers have advocated simple living for 2,500 years—and why we ignore them at our peril

“In this book, Emrys Westacott delves into the conflict between the virtues of the simple life and the apparently irresistible economic imperative to grow. Economic growth has brought us longer, healthier, and more comfortable and varied lives. But Westacott makes the case that, given our present situation, the appeal of frugality is not mere nostalgia, but rather the route to a more meaningful way of life.”

—Diane Coyle, author of *The Economics of Enough*

The Wisdom of Frugality

Why Less Is More—More or Less

EMRYS WESTACOTT

From Socrates to Thoreau, most philosophers, moralists, and religious leaders have seen frugality as a virtue and have associated simple living with wisdom, integrity, and happiness. But why? And are they right? Is a taste for luxury fundamentally misguided? If one has the means to be a spendthrift, is it foolish or reprehensible to be extravagant?

In this book, Emrys Westacott examines why, for more than two millennia, so many philosophers and people with a reputation for wisdom have been advocating frugality and simple living as the key to the good life. He also looks at why most people have ignored them, but argues that, in a world facing environmental crisis, it may finally be time to listen to the advocates of a simpler way of life.

The Wisdom of Frugality explores what simplicity means, why it's supposed to make us better and happier, and why, despite its benefits, it has always been such a hard sell. The book looks not only at the arguments in favor of living frugally and simply, but also at the case that can be made for luxury and extravagance, including the idea that modern economies require lots of getting and spending.

A philosophically informed reflection rather than a polemic, *The Wisdom of Frugality* ultimately argues that we will be better off—as individuals and as a society—if we move away from the materialistic individualism that currently rules.

Emrys Westacott is professor of philosophy at Alfred University in Alfred, New York, and the author of *The Virtues of Our Vices* (Princeton). His work has been featured in the *New York Times* and has appeared in the *Los Angeles Times*, the *Wall Street Journal*, the *Philosopher's Magazine*, *Philosophy Now*, and other publications.

OCTOBER

978-0-691-15508-1 **Cloth \$27.95T**
320 pages. 2 line illus. 5 1/2 x 8 1/2.

PHILOSOPHY

The Quotable Machiavelli

EDITED BY MAURIZIO VIROLI

Niccolò Machiavelli (1469–1527) is the father of modern political thought, but he is also one of the greatest writers of the Renaissance and his wisdom and style extend far beyond politics to encompass a compelling philosophy of life as well. In *The Quotable Machiavelli*, Maurizio Viroli, one of the world's leading Machiavelli scholars, offers a rich collection of the Florentine's most memorable words on a wide range of subjects, including politics, the human condition, religion, love and happiness, antiquity and history, patriotism, and virtue. Drawing on Machiavelli's entire body of writings, and including little-known quotations as well as famous passages, the book shows the full scope of his thought, one that powerfully belies the false cliché that he was a "Machiavellian" cynic. In addition to Machiavelli's own words on dozens of subjects of perennial interest, the book includes some almost unknown texts in which his contemporaries describe him. Complete with a biographical introduction, the book serves not only as a handy reference but also as a smart and lively introduction to a masterly thinker and writer.

- ◆ Includes a rich collection of Machiavelli's most memorable words on a wide range of subjects, from politics to the human condition—almost 700 quotations in all
- ◆ Edited and introduced by one of the world's leading Machiavelli scholars
- ◆ Serves as a smart and lively introduction to Machiavelli's life and works
- ◆ Draws on the complete body of Machiavelli's writings
- ◆ Features a brief biography of Machiavelli, a chronology of his life, suggestions for further reading, and an index

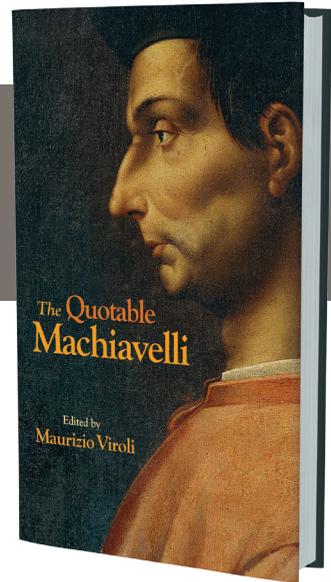
Maurizio Viroli is professor emeritus of politics at Princeton University, professor of government at the University of Texas, Austin, and professor of political communication at the University of Italian Switzerland in Lugano.

NOVEMBER

978-0-691-16436-6 Cloth \$24.95T
304 pages. 8 halftones. 4 1/2 x 7 1/2.

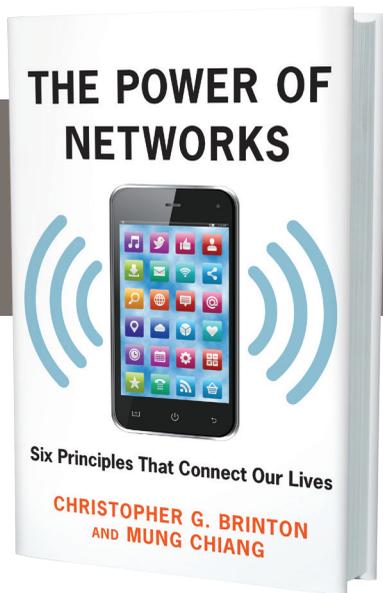
POLITICS

PRESS.PRINCETON.EDU



A collection of insightful and revealing quotations on a wide range of subjects from the father of modern politics

"I have spent my entire life reading, teaching, and translating Machiavelli, yet seeing his words as Maurizio Viroli presents them here is still a breath of fresh Tuscan and Florentine air. Nobody knows more than Viroli about Machiavelli's life, times, language, and ideas."
—Peter Bondanella, editor and translator of *The Prince*



An accessible illustrated introduction to the networks we use every day, from Facebook and Google to WiFi and the Internet

The Power of Networks

Six Principles That Connect Our Lives

CHRISTOPHER G. BRINTON & MUNG CHIANG

What makes WiFi faster at home than at a coffee shop? How does Google order search results? Why do Amazon, Netflix, and YouTube use fundamentally different rating and recommendation methods—and why does it matter? Is it really true that everyone on Facebook is connected in six steps or less? And how do cat videos—or anything else—go viral? *The Power of Networks* answers questions like these for the first time in a way that all of us can understand and use, whether at home, the office, or school. Using simple language, analogies, stories, and hundreds of illustrations, Christopher Brinton and Mung Chiang provide a smart but accessible introduction to the handful of big ideas that drive the technical and social networks we use every day—from cellular phone networks and cloud computing to the Internet and social media platforms.

The Power of Networks unifies these ideas through six fundamental principles of networking, which explain the difficulties in sharing network resources efficiently, how crowds can be wise or not-so-wise depending on the nature of their connections, how there are many building-blocks of layers in a network, and more. Understanding these simple ideas unlocks the workings of everything from the connections we make on Facebook to the technology that runs such platforms. Along the way, the authors also talk with and share the special insights of renowned experts such as Google's Eric Schmidt, former Verizon Wireless CEO Dennis Strigl, and "fathers of the Internet" Vint Cerf and Bob Kahn.

Networks are everywhere. *The Power of Networks* shows how they work—and what understanding them can do for you.

Christopher G. Brinton is the Head of Advanced Research at Zoomi, where he works on next-generation social networks, big-data analytics, and learning technology. **Mung Chiang** is the Arthur LeGrand Doty Professor of Electrical Engineering at Princeton, where he also serves as chairman of the Princeton Entrepreneurship Council and director of the Keller Center for Innovation in Engineering Education.

NOVEMBER

978-0-691-17071-8 **Cloth \$29.95T**

296 pages. 25 halftones. 198 line illus. 12 tables. 6 x 9.

POPULAR SCIENCE | COMPUTER SCIENCE

The Joy of SET

The Many Mathematical Dimensions of
a Seemingly Simple Card Game

LIZ McMAHON, GARY GORDON,
HANNAH GORDON & REBECCA GORDON

Have you ever played the addictive card game SET? Have you ever wondered about the connections between games and mathematics? If the answer to either question is “yes,” then *The Joy of SET* is the book for you! *The Joy of SET* takes readers on a fascinating journey into this seemingly simple card game and reveals its surprisingly deep and diverse mathematical dimensions. Absolutely no mathematical background is necessary to enjoy this book—all you need is a sense of curiosity and adventure!

Originally invented in 1974 by Marsha Falco and officially released in 1991, SET has gained a widespread, loyal following. SET’s eighty-one cards consist of one, two, or three symbols of different shapes (diamond, oval, squiggle), shadings (solid, striped, open), and colors (green, purple, red). In order to win, players must identify “sets” of three cards for which each characteristic is the same—or different—on all the cards. SET’s strategic and unique design opens connections to a plethora of mathematical disciplines, including geometry, modular arithmetic, combinatorics, probability, linear algebra, and computer simulations. *The Joy of SET* looks at these areas as well as avenues for further mathematical exploration. As the authors show, the relationship between SET and mathematics runs in both directions—playing this game has generated new mathematics, and the math has led to new questions about the game itself.

The first book devoted to the mathematics of one of today’s most popular card games, *The Joy of SET* will entertain and enlighten the game enthusiast in all of us.

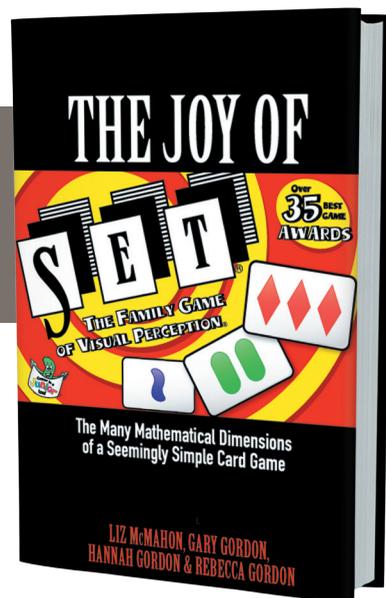
Liz McMahon and **Gary Gordon** are professors of mathematics at Lafayette College. **Hannah Gordon** is a SET Grand Master and is studying health and nutrition. **Rebecca Gordon** teaches mathematics at Newark Academy. As a family, the coauthors have played SET together for more than twenty years.

DECEMBER

978-0-691-16614-8 Cloth \$29.95†

360 pages. 164 color illus. 9 line illus. 43 tables. 6 x 9.

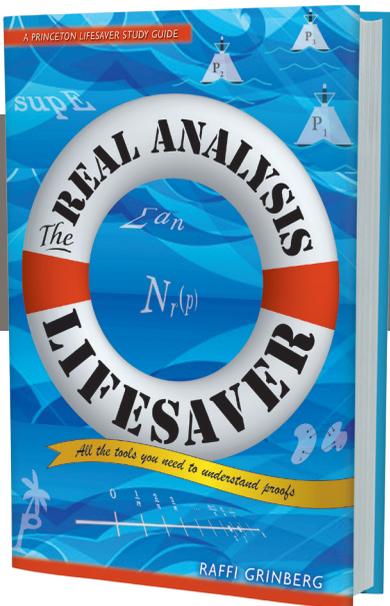
POPULAR MATHEMATICS | GAMES



*A mathematical exploration of
the popular card game SET*

“SET is, arguably, the most popular of all commercially sold mathematical games. This is the only book that gives a solid mathematical treatment of this game. Using a range of ideas, from counting to geometry, the authors answer most of the questions you would ever want to know about SET. Humorous and conversational, this book is a pleasure to read.”

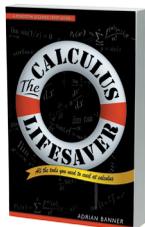
—Arthur Benjamin, author of *The Magic of Math: Solving for x and Figuring Out Why*



The essential “lifesaver” that every student of real analysis needs

“This book is a great resource that every real analysis student should have. Grinberg writes like a professor would speak to a student during office hours: free of jargon, with a sense of humor, yet still in an authoritative and informative manner.”

—Oscar E. Fernandez, author of *Everyday Calculus: Discovering the Hidden Math All around Us*



The Calculus Lifesaver
All the Tools You Need
to Excel at Calculus
Adrian Banner

978-0-691-13088-0 **Paper \$24.95T**
752 pages. 350 line illus. 7 x 10.

The Real Analysis Lifesaver

All the Tools You Need to Understand Proofs

RAFFI GRINBERG

Real analysis is difficult. For most students, in addition to learning new material about real numbers, topology, and sequences, they are also learning to read and write rigorous proofs for the first time. *The Real Analysis Lifesaver* is an innovative guide that helps students through their first real analysis course while giving them the solid foundation they need for further study in proof-based math.

Rather than presenting polished proofs with no explanation of how they were devised, *The Real Analysis Lifesaver* takes a two-step approach, first showing students how to work backwards to solve the crux of the problem, then showing them how to write it up formally. It takes the time to provide plenty of examples as well as guided “fill in the blanks” exercises to solidify understanding.

Newcomers to real analysis can feel like they are drowning in new symbols, concepts, and an entirely new way of thinking about math. Inspired by the popular *Calculus Lifesaver*, this book is refreshingly straightforward and full of clear explanations, pictures, and humor. It is the lifesaver that every drowning student needs.

- ◆ The essential “lifesaver” companion for any course in real analysis
- ◆ Clear, humorous, and easy-to-read style
- ◆ Teaches students not just what the proofs are, but how to do them—in more than 40 worked-out examples
- ◆ Every new definition is accompanied by examples and important clarifications
- ◆ Features more than 20 “fill in the blanks” exercises to help internalize proof techniques
- ◆ Tried and tested in the classroom

Raffi Grinberg is an entrepreneur and former management consultant. He graduated with honors from Princeton University with a degree in mathematics in 2012.

FEBRUARY

978-0-691-17293-4 **Paper \$27.95T**

978-0-691-17387-0 **Cloth \$75.00S**

184 pages. 33 line illus. 7 x 10.

MATHEMATICS

The Mathematics of Secrets

Cryptography from Caesar Ciphers to Digital Encryption

JOSHUA HOLDEN

The Mathematics of Secrets takes readers on a fascinating tour of the mathematics behind cryptography—the science of sending secret messages. Most books about cryptography are organized historically, or around how codes and ciphers have been used, such as in government and military intelligence or bank transactions. Joshua Holden instead shows how mathematical principles underpin the ways that different codes and ciphers operate. Holden focuses on both code making and code breaking and he discusses the majority of ancient and modern ciphers currently known.

Holden begins by looking at substitution ciphers, built by substituting one letter or block of letters for another. Explaining one of the simplest and historically well-known ciphers, the Caesar cipher, Holden establishes the key mathematical idea behind the cipher and discusses how to introduce flexibility and additional notation. Holden goes on to explore polyalphabetic substitution ciphers, transposition ciphers, including one developed by the Spartans, connections between ciphers and computer encryption, stream ciphers, and ciphers involving exponentiation. He also examines public-key ciphers, where the methods used to encrypt messages are public knowledge, and yet, intended recipients are still the only ones who are able to read the message. He concludes with a look at the future of ciphers and where cryptography might be headed. Only basic mathematics up to high school algebra is needed to understand and enjoy the book.

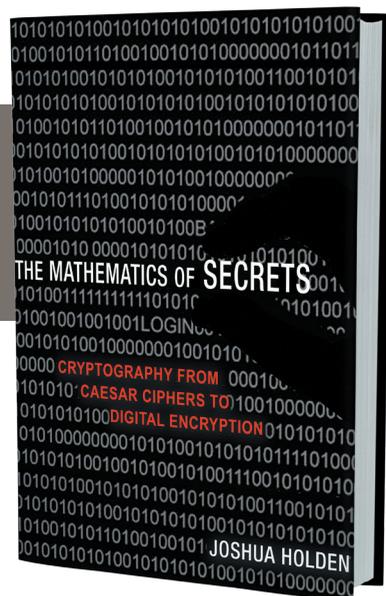
With a plethora of historical anecdotes and real-world examples, *The Mathematics of Secrets* reveals the mathematics working stealthily in the science of coded messages.

Joshua Holden is professor of mathematics at the Rose-Hulman Institute of Technology.

FEBRUARY

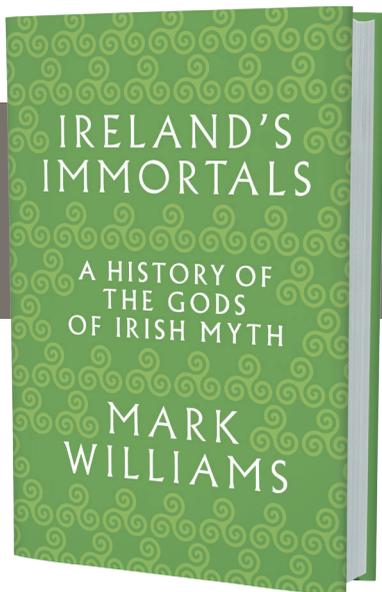
978-0-691-14175-6 **Cloth \$27.95**
256 pages. 1 halftone. 98 line illus. 27 tables. 6 x 9.

POPULAR MATHEMATICS | COMPUTER SCIENCE



Explaining the mathematics of cryptography

“Suitable for anyone with a basic understanding of high school math, *The Mathematics of Secrets* presents the theoretical principles of cryptography, from Julius Caesar’s primitive cipher to the intricacies of the modern digital signature. This terrific book is a testament to the almost supernatural power of mathematics.”
—Paul J. Nahin, author of *In Praise of Simple Physics*



A sweeping history of Ireland's native gods, from Iron Age cult and medieval saga to the Celtic Revival and contemporary fiction

"This magnificent book is a tour de force and a great leap forward in the study of Irish mythology. Mark Williams tells the whole story of the Irish gods, tracing their transformation from ancient times through today. His discussions of medieval sagas, early modern scholarship, Celtic Revival mysticism, and contemporary fiction are equally assured, original, and substantial. Lively and engaging, *Ireland's Immortals* will appeal to general readers as well as students and scholars."

—Ralph O'Connor, University of Aberdeen

Ireland's Immortals

A History of the Gods of Irish Myth

MARK WILLIAMS

Ireland's Immortals tells the story of one of the world's great mythologies. The first account of the gods of Irish myth to take in the whole sweep of Irish literature in both the nation's languages, the book describes how Ireland's pagan divinities were transformed into literary characters in the medieval Christian era—and how they were recast again during the Celtic Revival of the late-nineteenth and early twentieth centuries. A lively narrative of supernatural beings and their fascinating and sometimes bizarre stories, Mark Williams's comprehensive history traces how these gods—known as the *Túatha Dé Danann*—have shifted shape across the centuries, from Iron Age cult to medieval saga to today's young-adult fiction.

We meet the heroic Lug; the Morrígan, crow goddess of battle; the fire goddess Brigit, who moonlights as a Christian saint; the mist-cloaked sea god Manannán mac Lir; and the ageless fairies who inspired J.R.R. Tolkien's immortal elves. Medieval clerics speculated that the Irish divinities might be devils, angels, or enchanters. W. B. Yeats invoked them to reimagine the national condition, while his friend George Russell beheld them in visions and understood them to be local versions of Hindu deities. The book also tells how the Scots repackaged Ireland's divine beings as the gods of the Gael on both sides of the sea—and how Irish mythology continues to influence popular culture far beyond Ireland.

An unmatched chronicle of the Irish gods, *Ireland's Immortals* illuminates why these mythical beings have loomed so large in the world's imagination for so long.

Mark Williams is the Simon and June Li Fellow in the Humanities and Tutor in English at Lincoln College, University of Oxford, where he teaches medieval Irish, Welsh, and English literature. He is the author of *Fiery Shapes: Celestial Portents and Astrology in Ireland and Wales, 700–1700*.

NOVEMBER

978-0-691-15731-3 **Cloth \$39.50T**

608 pages. 22 halftones. 3 line illus. 1 table. 6 x 9.

MYTHOLOGY | LITERATURE | IRISH STUDIES

The Euro and the Battle of Ideas

MARKUS K. BRUNNERMEIER, HAROLD JAMES
& JEAN-PIERRE LANDAU

Why is Europe's great monetary endeavor, the Euro, in trouble? A string of economic difficulties in Greece, Ireland, Spain, Italy, and other Eurozone nations has left observers wondering whether the currency union can survive. In this book, Markus Brunnermeier, Harold James, and Jean-Pierre Landau argue that the core problem with the Euro lies in the philosophical differences between the founding countries of the Eurozone, particularly Germany and France. But the authors also show how these seemingly incompatible differences can be reconciled to ensure Europe's survival.

As the authors demonstrate, Germany, a federal state with strong regional governments, saw the Maastricht Treaty, the framework for the Euro, as a set of rules. France, on the other hand, with a more centralized system of government, saw the framework as flexible, to be overseen by governments. The authors discuss how the troubles faced by the Euro have led its member states to focus on national, as opposed to collective, responses, a reaction explained by the resurgence of the battle of economic ideas: rules vs. discretion, liability vs. solidarity, solvency vs. liquidity, austerity vs. stimulus.

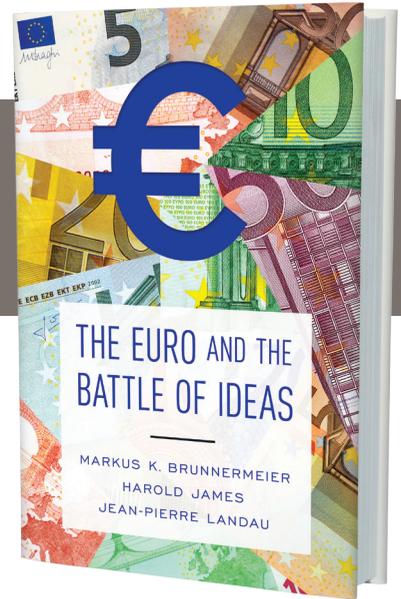
Weaving together economic analysis and historical reflection, *The Euro and the Battle of Ideas* provides a forensic investigation and a road map for Europe's future.

Markus K. Brunnermeier is the Edwards S. Sanford Professor of Economics at Princeton University and Director of Princeton's Bendheim Center of Finance. He has written extensively on financial crises and monetary policy. **Harold James** is professor of history and international affairs and the Claude and Lore Kelly Professor of European Studies at Princeton University. His books include *Making the European Monetary Union* and *Europe Reborn*. **Jean-Pierre Landau** is former deputy governor of the Banque de France and executive director of the International Monetary Fund and the World Bank. He is associate professor of economics at Sciences Po in Paris.

SEPTEMBER

978-0-691-17292-7 **Cloth \$35.00T**
448 pages. 20 line illus. 6 x 9.

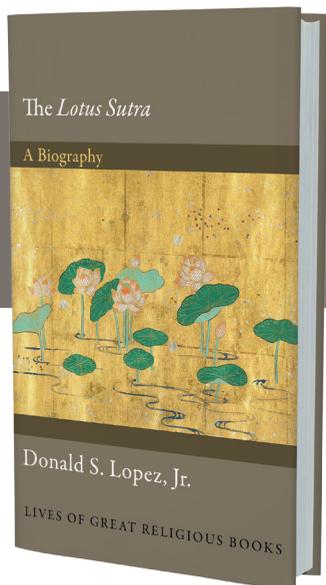
POPULAR ECONOMICS | CURRENT AFFAIRS



How philosophical differences between Eurozone nations led to the Euro crisis—and where to go from here

“This rich and articulate work is an important addition to the existing books about the Eurozone crisis. The authors identify the core intellectual and political differences framing the debate regarding the institutional developments required for Eurozone survival.”

—Giancarlo Corsetti, University of Cambridge



*A concise and accessible
introduction to the classic
Buddhist text*

“This is a well-written, smart, and engaging treatment of the *Lotus Sutra* that ranges across a broad swath of history and geography.”

—James Robson, Harvard University

The *Lotus Sutra*

A Biography

DONALD S. LOPEZ, JR.

The *Lotus Sutra* is arguably the most famous of all Buddhist scriptures. Composed in India in the first centuries of the Common Era, it is renowned for its inspiring message that all beings are destined for supreme enlightenment. Here, Donald Lopez provides an engaging and accessible biography of this enduring classic.

Lopez traces the many roles the *Lotus Sutra* has played in its travels through Asia, Europe, and across the seas to America. The story begins in India, where it was one of the early Mahayana sutras, which sought to redefine the Buddhist path. In the centuries that followed, the text would have a profound influence in China and Japan, and would go on to play a central role in the European discovery of Buddhism. It was the first Buddhist sutra to be translated from Sanskrit into a Western language—into French in 1844 by the eminent scholar Eugène Burnouf. That same year, portions of the *Lotus Sutra* appeared in English in *The Dial*, the journal of New England’s Transcendentalists. Lopez provides a balanced account of the many controversies surrounding the text and its teachings, and describes how the book has helped to shape the popular image of the Buddha today. He explores how it was read by major literary figures such as Henry David Thoreau and Gustave Flaubert, and how it was used to justify self-immolation in China and political extremism in Japan.

Concise and authoritative, this is the essential introduction to the life and afterlife of a timeless masterpiece.

Donald S. Lopez, Jr. is the Arthur E. Link Distinguished University Professor of Buddhist and Tibetan Studies at the University of Michigan. His many books include *The Princeton Dictionary of Buddhism* (with Robert E. Buswell, Jr.) and *The Tibetan Book of the Dead: A Biography* (both Princeton). He lives in Ann Arbor, Michigan.

OCTOBER

978-0-691-15220-2 **Cloth \$29.95T**

272 pages. 4 1/2 x 7 1/2.

Lives of Great Religious Books

RELIGION | ASIAN STUDIES

How to Win an Argument

An Ancient Guide to the Art of Persuasion

MARCUS TULLIUS CICERO

Selected, edited & translated by James M. May

All of us are faced countless times with the challenge of persuading others, whether we're trying to win a trivial argument with a friend or convince our coworkers about an important decision. Instead of relying on untrained instinct—and often floundering or failing as a result—we'd win more arguments if we learned the timeless art of verbal persuasion, rhetoric. *How to Win an Argument* gathers the rhetorical wisdom of Cicero, ancient Rome's greatest orator, from across his works and combines it with passages from his legal and political speeches to show his powerful techniques in action. The result is an enlightening and entertaining practical introduction to the secrets of persuasive speaking and writing—including strategies that are just as effective in today's offices, schools, courts, and political debates as they were in the Roman forum.

How to Win an Argument addresses proof based on rational argumentation, character, and emotion; the parts of a speech; the plain, middle, and grand styles; how to persuade no matter what audience or circumstances you face; and more. Cicero's words are presented in lively translations, with illuminating introductions; the book also features a brief biography of Cicero, a glossary, suggestions for further reading, and an appendix of the original Latin texts.

Astonishingly relevant, this unique anthology of Cicero's rhetorical and oratorical wisdom will be enjoyed by anyone who ever needs to win arguments and influence people—in other words, all of us.

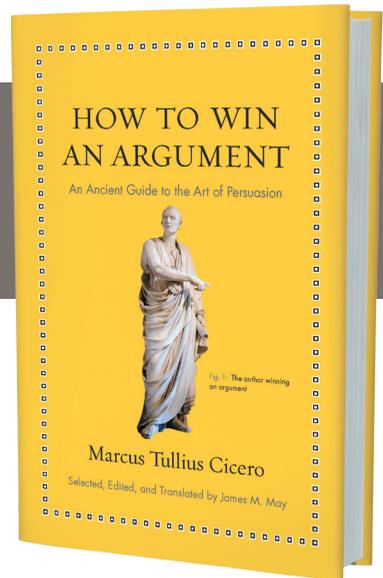
James M. May is professor of classics, the Kenneth O. Bjork Distinguished Professor, and former provost and dean at St. Olaf College. An award-winning teacher, he is a widely recognized expert on Cicero and classical rhetoric and has written and edited many books on these topics. He lives in Northfield, Minnesota.

OCTOBER

978-0-691-16433-5 **Cloth \$16.95T**

232 pages. 4 1/2 x 7.

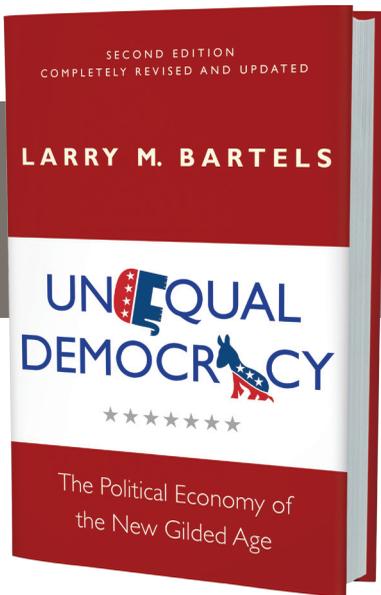
CLASSICS | WRITING | PHILOSOPHY



Timeless techniques of effective public speaking from ancient Rome's greatest orator

"*How to Win an Argument* provides a very good, user-friendly overview of ancient rhetoric—clearly and thoughtfully arranged, well translated, and with excellent brief introductory essays. It also admirably links ancient and modern practice. James May's extensive expertise is reflected throughout."

—Ann Vasaly, Boston University



Unequal Democracy

The Political Economy of the New Gilded Age
Second Edition

LARRY M. BARTELS

The first edition of *Unequal Democracy* was an instant classic, shattering illusions about American democracy and spurring scholarly and popular interest in the political causes and consequences of escalating economic inequality.

This revised and expanded edition includes two new chapters on the political economy of the Obama era. One presents the Great Recession as a “stress test” of the American political system by analyzing the 2008 election and the impact of Barack Obama’s “New New Deal” on the economic fortunes of the rich, middle class, and poor. The other assesses the politics of inequality in the wake of the Occupy Wall Street movement, the 2012 election, and the partisan gridlock of Obama’s second term. Larry Bartels offers a sobering account of the barriers to change posed by partisan ideologies and the political power of the wealthy. He also provides new analyses of tax policy, partisan differences in economic performance, the struggle to raise the minimum wage, and inequalities in congressional representation.

President Obama identified inequality as “the defining challenge of our time.” *Unequal Democracy* is the definitive account of how and why our political system has failed to rise to that challenge. Now more than ever, this is a book every American needs to read.

Larry M. Bartels holds the May Werthan Shayne Chair of Public Policy and Social Science at Vanderbilt University. He is a member of the National Academy of Sciences and the American Academy of Arts and Sciences. His books include *Democracy for Realists: Why Elections Do Not Produce Responsive Government* (Princeton).

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OCTOBER

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POLITICS | PUBLIC POLICY

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—Bill Clinton, *Daily Beast*

Lesson Plan

An Agenda for Change in American Higher Education

WILLIAM G. BOWEN & MICHAEL S. MCPHERSON

American higher education faces some serious problems—but they are not the ones most people think. In this brief and accessible book, two leading experts show that many so-called crises—from the idea that typical students are drowning in debt to the belief that tuition increases are being driven by administrative bloat—are exaggerated or simply false. At the same time, many real problems—from the high dropout rate to inefficient faculty staffing—have received far too little attention. In response, William G. Bowen and Michael S. McPherson provide a frank assessment of the biggest challenges confronting higher education and propose a bold agenda for reengineering essential elements of the system to meet them. The result promises to help shape the debate about higher education for years to come.

Lesson Plan shows that, for all of its accomplishments, higher education today is falling short when it comes to vital national needs. Too many undergraduates are dropping out or taking too long to graduate; minorities and the poor fare worse than their peers, reinforcing inequality; and college is unaffordable for too many. But these problems could be greatly reduced by making significant changes, including targeting federal and state funding more efficiently; allocating less money for “merit aid” and more to match financial need; creating a respected “teaching corps” that would include nontenure faculty; improving basic courses in fields such as math by combining adaptive learning and face-to-face teaching; strengthening leadership; and encouraging more risk taking.

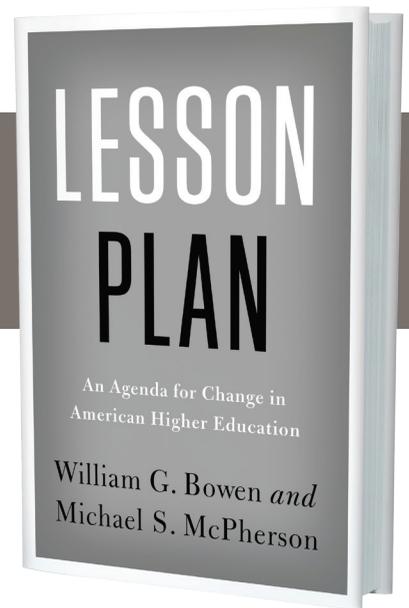
It won’t be easy for faculty, administrators, trustees, and legislators to make such sweeping changes, but only by doing so will they make it possible for our colleges and universities to meet the nation’s demands tomorrow and into the future.

William G. Bowen is president emeritus of The Andrew W. Mellon Foundation and Princeton University and founding chairman of ITHAKA. **Michael S. McPherson** is president of the Spencer Foundation and former president of Macalester College.

APRIL 2016

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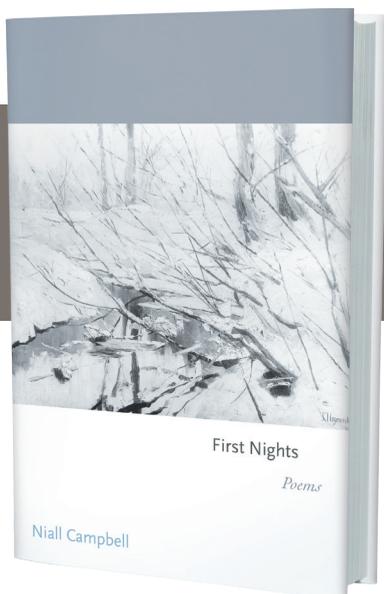
EDUCATION | CURRENT AFFAIRS



Why and how American colleges and universities need to change in order to meet the nation’s pressing needs

“One of the central purposes of *Lesson Plan* is to undermine, through the careful use of data and other forms of evidence, much of the nonsense that passes for analyses of higher education in the popular press, the political sphere, and even the ostensibly scholarly world. The book provides a healthy, provocative, and much-needed dose of careful reasoning and sometimes daring advocacy for change. And its discussion of the financing of higher education is the best I have ever read.”

—Brian C. Rosenberg, president of Macalester College



First Nights

Poems

NIALL CAMPBELL

The Scottish poet Niall Campbell's first book, *Moontide*, won the Edwin Morgan Poetry Prize, the largest such prize in the United Kingdom, was named the Saltire Scottish First Book of the Year, and was shortlisted for both the Fenton Aldeburgh and Forward prizes for best first collection. *First Nights*—which includes all the poems in *Moontide* and sixteen new ones—marks the North American debut of an exciting new voice in British poetry.

First Nights offers vivid descriptions of the natural world, and the joy found in moments of quiet, alongside intimate depictions of new parenthood. Campbell grew up on the remote, sparsely populated islands of South Uist and Eriskay in Scotland's Outer Hebrides, and *First Nights* is filled with images of the islands' seascapes, myths, wildlife, and long, dark winters. But the poems widen beyond their immediate locations to include thoughts on sculpture and mythology, Zola and Dostoevsky, and life in English cities and French villages. In the poems on early fatherhood, the geography shifts from coastal stretches to bare, dimly lit rooms. Stripped back, honest, and immediate, these poems capture moments of vulnerability, when the only answer is to love.

Combining skilled storytelling, precise language, an allegiance to meter and form, and a quiet musicality, these poems resonate with silence and song, mystery and wonder, exploring ideas of companionship and withdrawal, love, and the stillness of solitude. The result is a collection that promises to be a classic.

Niall Campbell was born in Scotland's Outer Hebrides. His first UK collection, *Moontide*, won the Edwin Morgan Poetry Award and the Saltire Scottish First Book of the Year Award and was shortlisted for both the Fenton Aldeburgh and Forward prizes for best first collection. He lives in Leeds, UK.

NOVEMBER

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Scaffolding

Poems

ELÉNA RIVERA

Scaffolding is a sequence of eighty-two sonnets written over the course of a year, dated and arranged in roughly chronological order, and vividly reflecting life in New York City. In this, her third book of poetry, Eléna Rivera uses the English sonnet as a scaffold to explore daily events, observations, conversations, thoughts, words, and memories—and to reflect on the work of earlier poets and the relationship between life and literature.

Guided by formal and syllabic constraints, the poems become in part an exploration of how form affects content and how other poets have approached the sonnet. The poems, which are very attentive to rhythm and sound, are often in conversation with historical, philosophical, artistic, and literary sources. But at the same time they engage directly with the present moment. Like the construction scaffolding that year after year goes up around buildings all over New York, these poems build on one another and change the way we see what was there before.

Eléna Rivera is a poet and translator. She is the author of *The Perforated Map* and *Unknowne Land*, and her poems have appeared in the *Nation*, *Denver Quarterly*, the *New York Times*, and many other publications. Her translation of Bernard Noël's *The Rest of the Voyage* won the Robert Fagles Translation Prize. She was born in Mexico City, spent her childhood in Paris, and now lives in New York City.

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—Michael Moriarty, University of
Cambridge

Montaigne

A Life

PHILIPPE DESAN

Translated by Steven Rendall & Lisa Neal

One of the most important writers and thinkers of the Renaissance, Michel de Montaigne (1533–92) helped invent a literary genre that seemed more modern than anything that had come before. But did he do it, as he suggests in his *Essays*, by retreating to his chateau, turning his back on the world, and stoically detaching himself from his violent times? In this definitive biography, Philippe Desan, one of the world’s leading authorities on Montaigne, overturns this long-standing myth by showing that Montaigne was constantly concerned with realizing his political ambitions—and that the literary and philosophical character of the *Essays* largely depends on them. The most comprehensive and authoritative biography of Montaigne yet written, this sweeping narrative offers a fascinating new picture of his life and work.

As Desan shows, Montaigne always considered himself a political figure and he conceived of each edition of the *Essays* as an indispensable prerequisite to the next stage of his public career. He lived through eight civil wars, successfully lobbied to be raised to the nobility, and served as mayor of Bordeaux, special ambassador, and negotiator between Henry III and Henry of Navarre. It was only toward the very end of Montaigne’s life, after his political failure, that he took refuge in literature. But, even then, it was his political experience that enabled him to find the right tone for his genre.

In this indispensable biography, we discover a new Montaigne—caught up in the events of his time, making no separation between private and public life, and guided by strategy first in his words and silences. Neither candid nor transparent, but also not yielding to the cynicism of his age, this Montaigne lends a new depth to the Montaigne of literary legend.

Philippe Desan is the Howard L. Willett Professor in Renaissance Literature and History of Culture at the University of Chicago and the author of many books.

JANUARY

978-0-691-16787-9 **Cloth \$39.95T**

808 pages. 2 halftones. 19 line illus. 6 x 9.

BIOGRAPHY | LITERATURE