

How the development of finance over thousands of years enabled the growth of civilization

William N. Goetzmann is the Edwin J. Beinecke Professor of Finance and Management Studies and director of the International Center for Finance at the Yale School of Management. His books include *The Origins of Value* and *The Great Mirror of Folly*.

Money Changes Everything

How Finance Made Civilization Possible

WILLIAM N. GOETZMANN

With a new afterword by the author

In the aftermath of recent financial crises, it's easy to see finance as a wrecking ball: something that destroys fortunes and jobs and undermines governments and banks. In *Money Changes Everything*, leading financial historian William Goetzmann argues the exact opposite—that the development of finance has made the growth of civilizations possible. Exploring the critical role of finance over the millennia and around the world, Goetzmann details how wondrous financial technologies and institutions—money, bonds, banks, corporations, and more—have helped urban centers to expand and cultures to flourish. He shows how finance was present at key moments in history and demonstrates how the apparatus we associate with a modern economy—stock markets, lines of credit, complex financial products, and international trade—were repeatedly developed, forgotten, and reinvented over the course of human history. And finance isn't done reshaping our lives, as Goetzmann considers the challenges we face in the future. *Money Changes Everything* is a fascinating look into the way that finance has steered the course of history.

“Fascinating ... brilliantly illuminated by scores of vivid examples, generously illustrated with a wealth of pictures, comprehensive in its geographical and temporal scope, and in my view almost entirely convincing.”—Felix Martin, *New York Times Book Review*

“Tactile and visual. . . . Goetzmann's careful, brick-by-brick approach to financial history convincingly makes the case that finance is a change-maker of change-makers.”—*Financial Times*

“*Money Changes Everything*—a history of finance over three millennia—provides a welcome antidote to the incessant banker-bashing we've witnessed in recent years. Without finance, after all, civilized life could scarcely exist.”—*Wall Street Journal*

SEPTEMBER

978-0-691-17837-0 Paper \$19.95T

978-0-691-14378-1 Cloth 2016

600 pages. 51 halftones. 9 line illus. 5 x 8.

New York Times Book Review Editors' Choice

POPULAR ECONOMICS | FINANCE

The Curse of Cash

How Large-Denomination Bills Aid Crime and Tax Evasion and Constrain Monetary Policy

KENNETH S. ROGOFF

With a new afterword by the author

The world is drowning in cash—and it's making us poorer and less safe. *New York Times* bestselling author of *This Time Is Different* Kenneth Rogoff makes a persuasive and fascinating case for an idea that until recently would have seemed outlandish: getting rid of large-denomination currency. People in advanced economies are using less paper money, but there is more cash in circulation. Rogoff shows that all this extra cash is used to facilitate crime and support a massive global underground economy. It has also hindered monetary policy during times of economic uncertainty. *The Curse of Cash* offers a comprehensive plan to phase out large-denomination currency and addresses the issues the transition will pose. Provocative, engaging, and backed by compelling original arguments and evidence, *The Curse of Cash* is certain to spark widespread debate.

“A fascinating and important book. Kenneth Rogoff sets out a compelling and wide-ranging argument for weaning our economies off paper money.”—Ben S. Bernanke, former chairman of the U.S. Federal Reserve

“Convincing. . . It's clear and coherent, and even if you disagree with Rogoff in the end, chances are you'll think a little bit differently about something to which most of us give no thought whatsoever.”—Bethany McLean, *Washington Post*

“An illuminating, provocative and fact-packed work that does make you wonder why on earth we allow so much cash to slosh around.”—Patrick Hosking, *The Times*

JULY

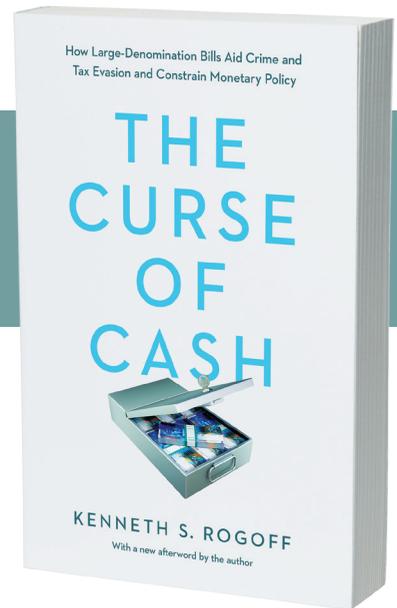
978-0-691-17836-3 Paper \$17.95T

978-0-691-17213-2 Cloth 2016

296 pages. 22 line illus. 7 tables. 5 x 8.

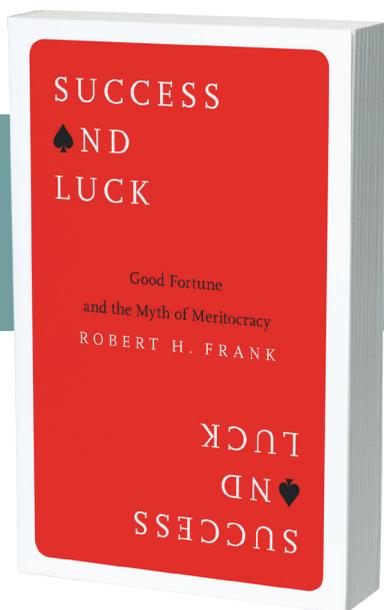
Longlisted for the Financial Times & McKinsey Business Book of the Year 2016

POPULAR ECONOMICS | CURRENT AFFAIRS



One of the world's leading economists on why it's time to phase out large-denomination paper money

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 *This Time Is Different: Eight Centuries of Financial Folly*.



Success and Luck

Good Fortune and the Myth of Meritocracy

ROBERT H. FRANK

Why the rich underestimate the importance of luck in their success—and how it hurts everyone

Robert H. Frank is the H. J. Louis Professor of Management and Professor of Economics at Cornell University's Johnson School of Management. He has been an Economic View columnist for the *New York Times* for more than a decade, and his books include *The Winner-Take-All Society* (with Philip J. Cook), *The Economic Naturalist*, *The Darwin Economy* (Princeton), and *Principles of Economics* (with Ben S. Bernanke).

How important is luck in economic success? In recent years, social scientists have discovered that chance plays a much larger role than most people imagine. In *Success and Luck*, bestselling author and *New York Times* economics columnist Robert Frank explores the surprising implications of these findings to show why we often underestimate the importance of luck, and why that hurts everyone—even the wealthy. Frank demonstrates how chance opportunities and trivial initial advantages can accumulate into enormous income differences, how false beliefs about luck persist, and how myths about personal success and luck shape individual and political choices in harmful ways. He also identifies simple, unintrusive policies that would free up trillions of dollars each year without requiring painful sacrifices from anyone. *Success and Luck* shows how a more accurate understanding of the role of chance in life can lead to better, richer, and fairer economies and societies.

“An earnest argument that all of us—even the rich—would be better off recognizing how luck can lead to success.”

—*Bloomberg News*

“A deep and stimulating book.”—Tyler Cowen, *Marginal Revolution*

“Frank is not just arguing that luck plays an important role in the lives of successful people such as Al Pacino. If that were all he was doing, his book would be engaging but trivial. But it is much more interesting than that.”—*Financial Times*

“Frank deftly weaves personal anecdotes . . . with fascinating case studies. . . . Fortune, Frank says, favors the fortunate. And not acknowledging that can have unlucky consequences, for both policy-makers and businesses.”—*Fortune*

OCTOBER

978-0-691-17830-1 **Paper \$17.95T**

978-0-691-16740-4 Cloth 2016

208 pages. 6 halftones. 10 line illus. 2 tables. 5 x 8.

One of Bloomberg View's "Five Books to Change Conservatives' Minds," chosen by Cass Sunstein

Longlisted for the FT & McKinsey Business Book of the Year 2016

POPULAR ECONOMICS | POLITICS

Ethics in the Real World

82 Brief Essays on Things That Matter

PETER SINGER

With a new afterword by the author

Peter Singer is often described as the world's most influential philosopher. His work has helped to 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 a range of issues, from abortion to whether chimpanzees are people, and explores 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. Now with a new afterword by the author, this book will challenge—and possibly change—your beliefs about many real-world ethical questions.

“An accessible introduction to the work of a philosopher who would not regard being described as ‘accessible’ as an insult. . . . Despite their brevity, the essays do not shirk the big moral questions.”
—*The Economist*

“Singer picks up the topics of animal rights and poverty amelioration and runs quite far with them. . . . This book is interesting because it offers a chance to witness this influential thinker grapple with more offbeat questions.”—Dwight Garner, *New York Times*

“Perhaps more than any modern philosopher, Peter Singer has focused on the question of how to live a better life. If you want a philosophy that can directly alleviate human and animal suffering, read this wonderful book.”—Sam Harris, author of the *New York Times* bestsellers *The End of Faith*, *The Moral Landscape*, and *Waking Up*

SEPTEMBER

978-0-691-17847-9 Paper \$17.95T

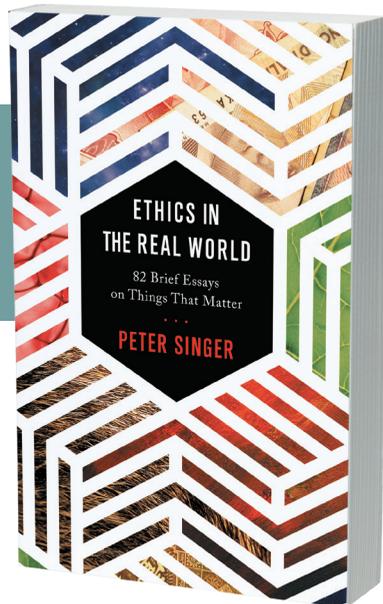
978-0-691-17247-7 Cloth 2016

376 pages. 5 x 8.

Not for sale in Australia and New Zealand

PHILOSOPHY | CURRENT AFFAIRS

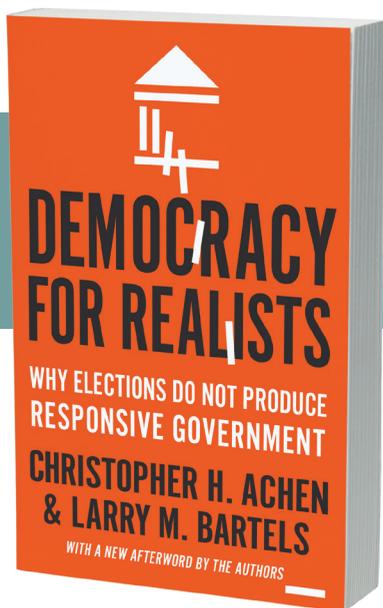
PRESS.PRINCETON.EDU



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

Peter Singer is 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. His books include *Animal Liberation*, *Practical Ethics*, and *The Life You Can Save*.

Paperbacks 81



Democracy for Realists

Why Elections Do Not Produce Responsive Government

CHRISTOPHER H. ACHEN & LARRY M. BARTELS

With a new afterword by the authors

Democracy for Realists assails the romantic folk theory at the heart of contemporary thinking about democratic politics and government—namely, that thoughtful citizens steer the ship of state from the voting booth—and offers a provocative alternative view grounded in the actual human nature of democratic citizens. Christopher Achen and Larry Bartels deploy a wealth of social-scientific evidence to demonstrate that even well-informed voters mostly choose parties and candidates on the basis of social identities and partisan loyalties, not political issues. When parties are roughly evenly matched, elections often turn on irrelevant or misleading considerations beyond the incumbents' control; the outcomes are essentially random. Achen and Bartels argue that democratic theory needs to be founded on identity groups and political parties, not on the preferences of individual voters. Now with new analysis of the 2016 elections, *Democracy for Realists* provides a powerful challenge to conventional thinking, pointing the way toward a fundamentally different understanding of the realities and potential of democratic government.

“In an important recent book, *Democracy for Realists*, Christopher Achen and Larry Bartels show that ‘group attachments’ and ‘social identities’ are key to understanding voting behavior.”

—Fareed Zakaria, *Washington Post*

“*Democracy for Realists*, by Christopher Achen and Larry Bartels, shows that however cynical you are about the democratic process, it’s worse than you think. All the flaws in cognition that psychologists have been teaching for decades make a mockery of the folk theory that democracy produces responsive governments.”—Steven Pinker, *Harvard Crimson*

SEPTEMBER

978-0-691-17824-0 **Paper \$18.95T**

978-0-691-16944-6 Cloth 2016

408 pages. 26 line illus. 18 tables. 5 x 8.

Princeton Studies in Political Behavior

Tali Mendelberg, Series Editor

POLITICS | PUBLIC POLICY

Why our belief in government by the people is unrealistic—and what to do about it

Christopher H. Achen is the Roger Williams Straus Professor of Social Sciences and professor of politics at Princeton University. **Larry M. Bartels** holds the May Werthan Shayne Chair of Public Policy and Social Science at Vanderbilt University.

Fashion, Faith, and Fantasy in the New Physics of the Universe

ROGER PENROSE

What can fashionable ideas, blind faith, or pure fantasy possibly have to do with the scientific quest to understand the universe? Roger Penrose argues that researchers working at the extreme frontiers of physics are just as susceptible to mere trends, dogmatic beliefs, and flights of fancy as anyone else. In this provocative book, he argues that fashion, faith, and fantasy, while sometimes productive and even essential in physics, may be leading today's researchers astray in three of the field's most important areas—string theory, quantum mechanics, and cosmology—and even describes how they have ironically also shaped his own work. Penrose cautions that the fashionable nature of a theory can cloud our judgment of its plausibility; suggests possible changes in quantum mechanics; and argues that an even wilder reality may lie behind current fantastical ideas about the origins of the universe. The result is an important critique of some of the most significant developments in physics.

“Physics has been at an awkward impasse for the past century. Two theories—quantum mechanics and general relativity—are widely believed to be true. . . . But they contradict each other in basic ways—they cannot both be entirely true. In *Fashion, Faith, and Fantasy in the New Physics of the Universe* Roger Penrose, an elder statesman of physics, considers the problem.”—*Wall Street Journal*

“An extremely original, rich, and thoughtful survey of today's most fashionable attempts to decipher the cosmos on its smallest and largest scales.”—*Science*

“In standing outside the fray and criticising the central dogmas of fundamental physics, Penrose is playing the role of Einstein, who forced quantum theorists to defend and hone their ideas, and Sir Fred Hoyle, who persistently challenged Big Bang theorists to sharpen their ideas. This is an extremely important role, and long may Penrose fulfill it.”—*Times Higher Education*

SEPTEMBER

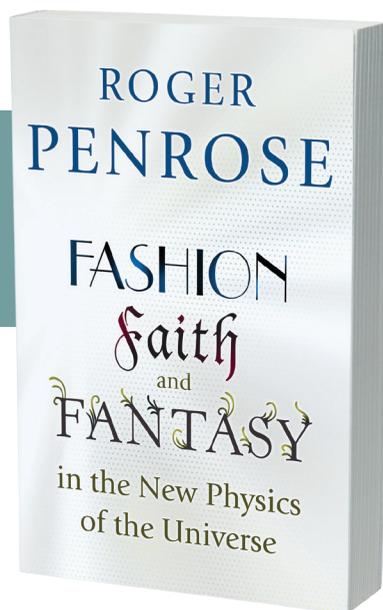
978-0-691-17853-0 Paper \$17.95T

978-0-691-11979-3 Cloth 2016

520 pages. 186 line illus. 5 x 8.

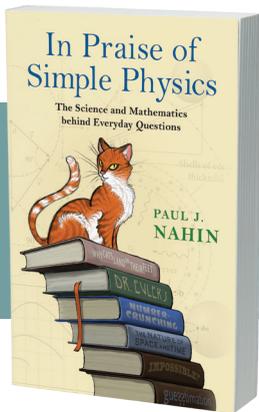
POPULAR SCIENCE | PHYSICS

PRESS.PRINCETON.EDU



One of the world's leading physicists questions some of the most fashionable ideas in the field today, including string theory

Roger Penrose, one of the world's foremost theoretical physicists, has won numerous prizes, including the Albert Einstein Medal, for his fundamental contributions to general relativity and cosmology. He is the bestselling author, with Stephen Hawking, of *The Nature of Space and Time* (Princeton). Penrose's other books include *Cycles of Time* and *The Road to Reality* (both Vintage). He is the Rouse Ball Professor of Mathematics Emeritus at the University of Oxford.



In Praise of Simple Physics

The Science and Mathematics
behind Everyday Questions

PAUL J. NAHIN

Physics can explain many of the things that we commonly encounter. It can tell us why the night is dark, what causes the tides, and even how best to catch a baseball. With *In Praise of Simple Physics*, popular math and science writer Paul Nahin presents a plethora of situations that explore the science and math behind the wonders of everyday life. Roaming through a diverse range of puzzles, he illustrates how physics shows us ways to wring more energy from renewable sources, to figure out which switch controls the light in the attic, and much, much more.

“Nahin’s writing style, as in previous books, is clear, conversational, humorous and chatty. . . . [A]nd the discussions in the book are careful and appropriately rigorous.”—*MAA Reviews*

“[Nahin] knows how to catch the attention of his reader. You will not regret buying any of his books.”
—European Mathematical Society

Paul J. Nahin is professor emeritus of electrical engineering at the University of New Hampshire.

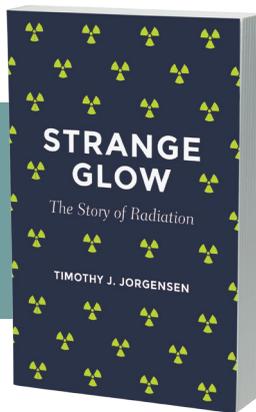
OCTOBER

978-0-691-17852-3 **Paper \$17.95T**

978-0-691-16693-3 Cloth 2016

272 pages. 1 halftone. 59 line illus. 3 tables. 6 x 9.

POPULAR SCIENCE | PHYSICS



Strange Glow

The Story of Radiation

TIMOTHY J. JORGENSEN

An engaging blend of storytelling and science, *Strange Glow* describes mankind’s extraordinary relationship with radiation, including the hard-won lessons of how radiation helps and harms our health. Timothy Jorgensen explores how our knowledge of and experiences with radiation in the past century can lead us to smarter personal decisions about radiation exposures today, while offering a clearer understanding of broader societal issues.

“A seismic piece of scientific inquiry, top shelf in narrative style and illumination.”—*Kirkus Reviews*

“Unbiased, comprehensible information on radiation risk is hard to come by. . . . *Strange Glow* fills this gap.”—*Science*

Timothy J. Jorgensen is associate professor of radiation medicine and director of the Health Physics and Radiation Protection Graduate Program at Georgetown University.

SEPTEMBER

978-0-691-17834-9 **Paper \$19.95T**

978-0-691-16503-5 Cloth 2016

512 pages. 17 halftones. 8 line illus. 6 x 9.

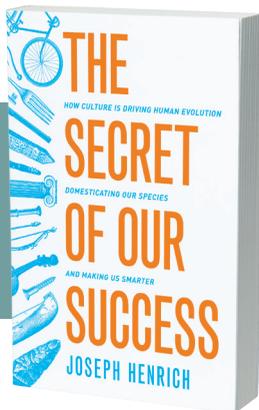
Ranked 6th in the Telegraph’s Top 50 Books of the Year 2016

One of Smithsonian Magazine’s Best Science Books of 2016

One of Physics World’s Top Ten Books of the Year 2016

Winner of the 2017 PROSE Award, Best Book in History of Science, Medicine, and Technology, Association of American Publishers

POPULAR SCIENCE | HISTORY OF SCIENCE



The Secret of Our Success

How Culture Is Driving Human Evolution, Domesticating Our Species, and Making Us Smarter

JOSEPH HENRICH

In this book, Joseph Henrich shows that the secret of our success lies not in our innate intelligence but in our collective brains—in the ability of human groups to socially interconnect and learn from one another over generations. Tracking clues from our ancient past to the present, *The Secret of Our Success* explores how the evolution of our cultural and social natures produced a collective intelligence that explains our species' immense success and the origins of human uniqueness.

“Mind-stretching. . . Henrich’s book will take you on a prodigious journey through human nature and society.”—Alun Anderson, *New Scientist*

“Limber and lucid.”—Barbara Kiser, *Nature*

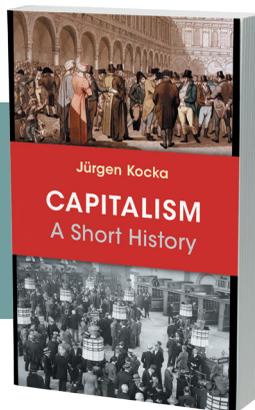
“A tour-de-force and a significant advancement of social science.”—*Darwinian Business*

Joseph Henrich is professor of human evolutionary biology at Harvard University. He is a coauthor of *Why Humans Cooperate* and a coeditor of *Experimenting with Social Norms*.

NOVEMBER

978-0-691-17843-1 **Paper \$19.95T**
978-0-691-16685-8 Cloth 2015
464 pages. 25 line illus. 5 tables. 6 x 9.

POPULAR SCIENCE | COGNITIVE SCIENCE



Capitalism

A Short History

JÜRGEN KOCKA

In this authoritative and accessible book, one of the world’s most renowned historians provides a concise and comprehensive history of capitalism within a global perspective, from its medieval origins to the 2008 financial crisis and beyond. From early commercial capitalism in the Arab world, China, and Europe to today’s globalized financial capitalism, Jürgen Kocka offers an unmatched account of capitalism, one that weighs its great achievements against its great costs, crises, and failures. *Capitalism* is an enlightening account of a force that has shaped the modern world like few others.

“*Capitalism* makes a lifetime of research brilliantly accessible to a large readership. It deserves to become a bestseller.”

—Patrick O’Brien, London School of Economics

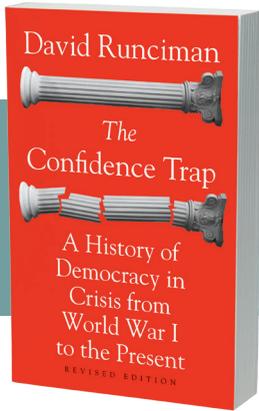
“Jürgen Kocka has distilled his vast command of social history into a gem-like narrative of global capitalism that provides the long-term perspective needed for current debate.”—Charles S. Maier, author of *Leviathan 2.0: Inventing Modern Statehood*

Jürgen Kocka taught modern history at the Free University of Berlin. In 2011, he received the Holberg Prize, one of the most prestigious awards in the scholarly world.

DECEMBER

978-0-691-17822-6 **Paper \$17.95T**
978-0-691-16522-6 Cloth 2015
208 pages. 5 ½ x 8 ½.

HISTORY | ECONOMICS



The Confidence Trap

A History of Democracy in Crisis from World War I to the Present

DAVID RUNCIMAN

With a new afterword by the author

Why do democracies keep lurching from success to failure? In *The Confidence Trap*, David Runciman shows that democracies are good at recovering from emergencies but bad at avoiding them. He examines how democracy has survived threats ranging from the Great Depression to the Cuban missile crisis, and from Watergate to the collapse of Lehman Brothers. The lesson democracies tend to learn from their mistakes is that they can survive them—and that no crisis is as bad as it seems. Breeding complacency rather than wisdom, crises lead to the dangerous belief that democracies can muddle through anything—a confidence trap that may lead to a crisis that is just too big to escape, if it hasn't already.

"[Runciman's] rich and refreshing book will be of intense interest to anyone puzzled by the near paralysis that seems to afflict democratic government."
—John Gray, *New York Review of Books*

David Runciman is professor of politics at the University of Cambridge and a fellow of Trinity Hall. He writes regularly about politics for the *London Review of Books*.

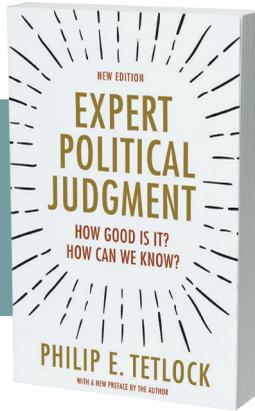
NOVEMBER

978-0-691-17813-4 **Paper \$14.95T**
416 pages. 5 ½ x 8 ½.

One of the Guardian's Readers' Books of the Year 2014

HISTORY | POLITICS

86 Paperbacks



Expert Political Judgment

How Good Is It? How Can We Know?
New Edition

PHILIP E. TETLOCK

With a new preface by the author

Since its original publication, *Expert Political Judgment* by *New York Times* bestselling author Philip Tetlock has established itself as a contemporary classic in the literature on evaluating expert opinion. Now with a new preface in which Tetlock discusses the latest research in the field, the book explores what constitutes good judgment in predicting future events and looks at why experts are often wrong in their forecasts.

"This book is a landmark in both content and style of argument. It is a major advance in our understanding of expert judgment in the vitally important and almost impossible task of political and strategic forecasting."—Daniel Kahneman, Princeton University, Nobel Laureate in Economics

"The definitive work on this question."
—Gavyn Davies, *Financial Times*

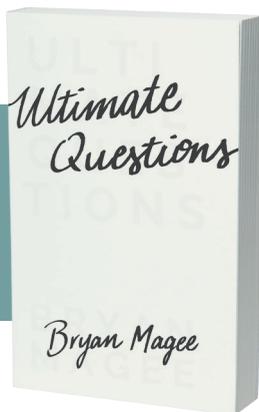
Philip E. Tetlock is the Annenberg University Professor at the University of Pennsylvania.

SEPTEMBER

978-0-691-17597-3 **Paper \$22.95S**
978-0-691-17828-8 **Cloth \$99.00S**
352 pages. 6 x 9.

Winner of the 2006 Woodrow Wilson Foundation Award

POLITICAL SCIENCE | ORGANIZATIONAL BEHAVIOR |
PSYCHOLOGY



Ultimate Questions

BRYAN MAGEE

We human beings have a fundamental need to understand who we are and the world we live in. Reason takes us a long way, but mystery remains. In *Ultimate Questions*, acclaimed philosopher Bryan Magee provocatively argues that we have no way of fathoming our own natures or finding definitive answers to the big questions we all face. He urges us to be the mapmakers of what is intelligible and to identify the boundaries of meaningfulness. And he shows why this approach to the enigma of existence can enrich our lives and transform our understanding of the human predicament. The crowning achievement to a distinguished philosophical career, *Ultimate Questions* is a deeply personal meditation on the meaning of life and the ways we should live and face death.

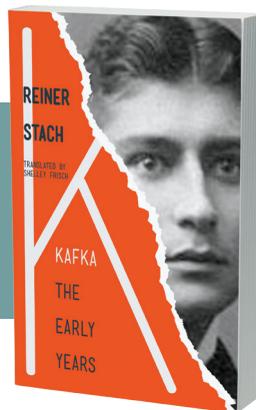
“Living and dying in a world we accept we do not understand may not sound easy, but if Magee is any guide, the reward of doing so is endless and profound wonder.”—Julian Baggini, *The Independent*

Bryan Magee has had an unusually multifaceted career as a professor of philosophy, music and theater critic, BBC broadcaster, and member of Parliament. His books, which have been translated into more than twenty languages, include *The Story of Philosophy*.

OCTOBER

978-0-691-17812-7 **Paper \$12.95T**
978-0-691-17065-7 Cloth 2016
144 pages. 5 x 8.

PHILOSOPHY



Kafka

The Early Years

REINER STACH

Translated by Shelley Frisch

This eagerly anticipated third and final volume of Reiner Stach's definitive biography of Franz Kafka (1883–1924) describes the complex personal, political, and cultural circumstances that shaped the young writer. Brimming with vivid and often startling details, Stach's narrative invites readers deep inside this neglected period of Kafka's life. *Kafka: The Early Years* 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.

“Stach's book crowns a definitive biographical trilogy 18 years in the making. . . . *Kafka: The Early Years*, along with its two siblings—all three volumes impeccably translated from the German by Shelley Frisch—often feels like biography plotted as a novel.”
—*Wall Street Journal*

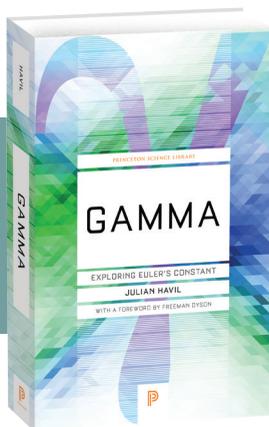
“Magisterial.”—*Kirkus Reviews*

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

SEPTEMBER

978-0-691-17818-9 **Paper \$24.95T**
978-0-691-15198-4 Cloth 2016
616 pages. 64 halftones. 6 x 9.

BIOGRAPHY | LITERATURE



Gamma

Exploring Euler's Constant

JULIAN HAVIL

With a foreword by Freeman Dyson

Among myriad constants that appear in mathematics, π , e , and i are the most familiar. Following closely is γ , or gamma, which arises in many mathematical areas yet remains profoundly mysterious. In this tantalizing blend of history and mathematics, Julian Havil takes readers on a journey through logarithms and the harmonic series, the two defining elements of gamma, toward the first account of gamma's place in mathematics. Sure to be popular with not only students and instructors but all math aficionados, *Gamma* takes us through countries, centuries, lives, and works, unfolding along the way the stories of some remarkable mathematics from some remarkable mathematicians.

"*Gamma* is a gold mine of irresistible mathematical nuggets. Anyone with a serious interest in math will find it richly rewarding."—*New Scientist*

"A joy from start to finish."—*Mathematical Gazette*

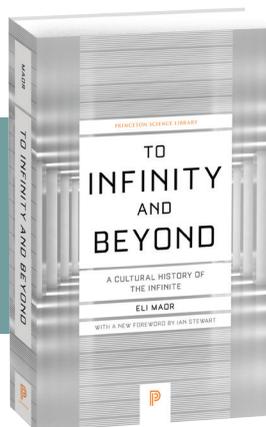
Julian Havil is the author of *The Irrationals*, *Nonplussed!*, *Impossible?*, and *John Napier* (all Princeton). He is a retired former master at Winchester College, England.

NOVEMBER

978-0-691-17810-3 **Paper \$18.95T**

296 pages. 2 halftones. 87 line illus. 20 tables. 5 ½ x 8 ½.

POPULAR SCIENCE | MATHEMATICS



To Infinity and Beyond

A Cultural History of the Infinite

ELI MAOR

With a new foreword by Ian Stewart

To Infinity and Beyond explores the idea of infinity in mathematics and art. Eli Maor evokes the profound intellectual impact the infinite has exercised on the human mind—from the “horror infiniti” of the Greeks to the works of M. C. Escher; the ornamental designs of the Muslims; and the sage Giordano Bruno, whose belief in an infinite universe led to his death at the hands of the Inquisition. But above all, the book describes the mathematician's fascination with infinity—a fascination mingled with puzzlement.

“Fascinating and enjoyable. . . [P]laces the ideas of infinity in a cultural context and shows how they have been espoused and molded by mathematics.”
—*Science*

“[Maor's] enthusiasm for the topic carries the reader through a rich panorama.”—*Choice*

Eli Maor is the author of *Beautiful Geometry* (with Eugen Jost), *Venus in Transit*, *Trigonometric Delights*, *e: The Story of a Number*, and *The Pythagorean Theorem: A 4,000-Year History* (all Princeton).

NOVEMBER

978-0-691-17811-0 **Paper \$17.95T**

296 pages. 143 color illus. 5 ½ x 8 ½.

POPULAR SCIENCE | MATHEMATICS | ART

Our Cosmic Habitat

MARTIN REES

With a new preface by the author

Our universe seems strangely hospitable to life. Is this happenstance, providence, or coincidence? According to cosmologist Martin Rees, the answer depends on the answer to another question, the one posed by Einstein's famous remark: "What interests me most is whether God could have made the world differently." This highly engaging book explores the fascinating consequences of the answer being "yes." Now with a new preface by the author, *Our Cosmic Habitat* will be read and enjoyed by all those—scientists and nonscientists alike—who are fascinated by the universe we inhabit.

"*Our Cosmic Habitat* ... has an informed style and breadth of coverage that make it a joy to read.... Rees's explanations are exactly right."—William G. Unruh, *Science*

"Confident, helpful, modest and good-humored.... Rees, a masterful theorist, brings readers a sheaf of insights."—*American Scientist*

"[An] awe-inspiring survey.... Rees is not only a world-class cosmologist but one of our best living science writers."—John Cornwell, *Sunday Times*

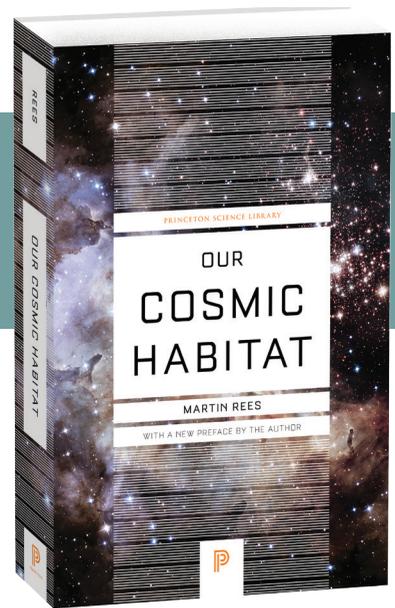
"The clearest and most easily understandable account of our universe available.... We should be grateful that not only has a Universe arisen that allows life, but that a scientist of the calibre of Rees is willing to explain it to us."—Ian Morison, *New Scientist*

"There is a lot of stuff in the universe—the estimated number of stars is 10 followed by 22 zeros. But as to whether there are other planets with life like Earth's, Rees says the chance of two similar ecologies is less than the chance of two randomly typing monkeys producing the same Shakespearean play."—George F. Will, *Washington Post*

DECEMBER

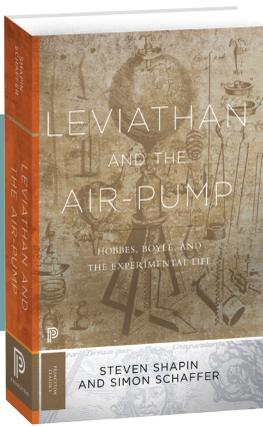
978-0-691-17809-7 **Paper \$17.95**
224 pages. 19 line illus. 5 ½ x 8 ½.

POPULAR SCIENCE | ASTRONOMY



An in-depth look at why our universe is so uniquely ideal for habitation

Martin Rees is Astronomer Royal of Great Britain, a Fellow of Trinity College, Cambridge, and a former director of the Cambridge Institute of Astronomy.



Leviathan and the Air-Pump

Hobbes, Boyle, and the Experimental Life

STEVEN SHAPIN & SIMON SCHAFFER

Leviathan and the Air-Pump examines the conflicts over the value and propriety of experimental methods between two major seventeenth-century thinkers: Thomas Hobbes, the author of the political treatise *Leviathan* and a vehement critic of systematic experimentation in natural philosophy, and Robert Boyle, the natural philosopher and owner of the newly invented air-pump. The issues in their disputes ranged from the physical integrity of the air-pump to the intellectual integrity of the knowledge it might yield. Steven Shapin and Simon Schaffer use the confrontation to understand what was at stake in early scientific experimentation. *Leviathan and the Air-Pump* historically situates the dispute between these two philosophers, describing important connections between ideas of scientific and political order.

“One of the most influential books in the modern history of science.”—Melinda Baldwin, *Physics Today*

Steven Shapin is the Franklin L. Ford Research Professor of the History of Science at Harvard University. **Simon Schaffer** is professor of the history of science at the University of Cambridge.

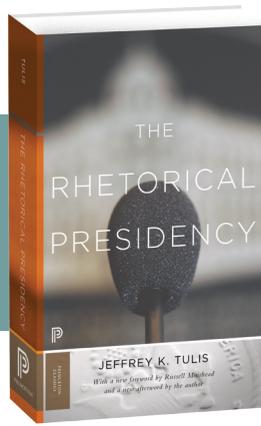
DECEMBER

978-0-691-17816-5 **Paper \$22.95T**
448 pages. 15 halftones. 7 line illus. 5 ½ x 8 ½.

Steven Shapin and Simon Schaffer, Winners of the 2005 Erasmus Prize, Praemium Erasmianum Foundation

HISTORY OF SCIENCE | PHILOSOPHY

90 Princeton Classics



The Rhetorical Presidency

JEFFREY K. TULIS

With a new foreword by Russell Muirhead and a new afterword by the author

Modern presidents regularly appeal over the heads of Congress to the people at large to generate support for public policies. *The Rhetorical Presidency* makes the case that this development, born at the outset of the twentieth century, is the product of conscious political choices that fundamentally transformed the presidency and the meaning of American governance. Now with a new foreword by Russell Muirhead and a new afterword by the author, this landmark work probes political pathologies and analyzes the dilemmas of presidential statecraft.

“Over the past few years the conceptual foundations of presidential studies have been recast. Jeffrey Tulis’s *The Rhetorical Presidency* stands . . . as one of the benchmarks of the new formulation.”
—Stephen Skowronek, *Review of Politics*

“In this brilliant and original work, Jeffrey Tulis finds a new aspect of the presidency and rediscovers a forgotten topic in political science.”—Harvey C. Mansfield, Harvard University

Jeffrey K. Tulis teaches in the Department of Government at the University of Texas at Austin. **Russell Muirhead** is the Robert Clements Professor of Democracy and Politics at Dartmouth College.

DECEMBER

978-0-691-17817-2 **Paper \$19.95T**
224 pages. 5 ½ x 8 ½.

AMERICAN HISTORY | POLITICAL SCIENCE

Philosophy and the Mirror of Nature

RICHARD RORTY

With an introduction by Michael Williams, an afterword by David Bromwich, and Rorty's essay "The Philosopher as Expert"

When it first appeared in 1979, *Philosophy and the Mirror of Nature* hit the philosophical world like a bombshell. Richard Rorty argued that, beginning in the seventeenth century, philosophers developed an unhealthy obsession with the notion of representation: comparing the mind to a mirror that reflects reality. Rorty's book is a powerful critique of this imagery and the tradition of thought that it spawned. Today, the book stands as a classic of twentieth-century philosophy. Its influence on the academy, both within philosophy and across a wide array of disciplines, continues unabated.

"This is an ambitious and important book. Ambitious because it attempts to place the main concerns and discussions of contemporary philosophy within a historical perspective; important because this is all too rarely attempted within our present philosophical culture, and almost never done this well."—Charles Taylor, *Times Literary Supplement*

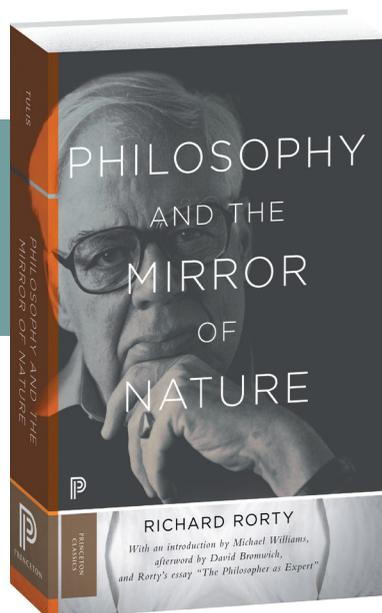
"*Philosophy and the Mirror of Nature* brings to light the deep sense of crisis within the profession of academic philosophy. . . . Rorty's provocative and profound meditations impel philosophers to examine the problematic status of their discipline—only to discover that modern European philosophy has come to an end."—Cornel West, *Union Seminary Quarterly Review*

"It is going to be a long time before a better book of its kind appears."—Alasdair MacIntyre, *London Review of Books*

NOVEMBER

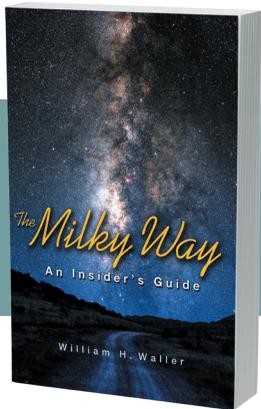
978-0-691-17815-8 **Paper \$22.95T**
472 pages. 5 ½ x 8 ½.

PHILOSOPHY



A seminal work of modern philosophy now available in a new paperback edition

Richard Rorty (1931–2007) was a prolific philosopher and public intellectual who taught at Princeton University, the University of Virginia, and Stanford University.



The Milky Way

An Insider's Guide

WILLIAM H. WALLER

This book offers an intimate guide to the Milky Way, taking readers on a grand tour of our home Galaxy's structure, genesis, and evolution. William Waller shows how the Milky Way congealed from blobs of gas and dark matter into a spinning starry abode brimming with diverse planetary systems—some of which may be hosting myriad life-forms and perhaps even other technologically communicative species. He makes the case that our very existence is inextricably linked to the Galaxy that spawned us. Through this book, readers can become well-informed galactic insiders—ready to imagine humanity's next steps as fully engaged citizens of the Milky Way.

"Rich with fascinating detail . . . [Waller] delivers everything we need in a book about our Galaxy, bringing a welcome depth to our appreciation of those clear, dark nights."—Alastair Gunn, *BBC Sky at Night*

"[A] thrilling story of our home galaxy, quite the best I've seen in popular astronomy books."—*Times Higher Education*

William H. Waller is an astronomer, science educator, writer, and editor.

NOVEMBER

978-0-691-17835-6 **Paper \$19.95T**

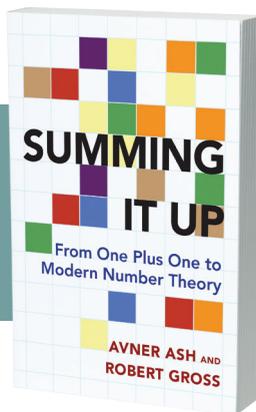
978-0-691-12224-3 Cloth 2013

352 pages. 32 color illus. 44 halftones. 49 line illus. 2 tables. 6 x 9.

One of SkyNews's Best Astronomy Books of 2013

POPULAR SCIENCE | ASTRONOMY

92 Paperbacks



Summing It Up

From One Plus One to Modern Number Theory

AVNER ASH & ROBERT GROSS

Summing It Up uses addition as a springboard to present a compelling and accessible look at numbers and number theory, and how we apply beautiful numerical properties to answer math problems. Mathematicians Avner Ash and Robert Gross explore addition's most basic characteristics as well as the addition of squares and other powers before moving onward to infinite series, modular forms, and issues at the forefront of current mathematical research. Appropriate for numbers novices as well as college math majors, *Summing It Up* delves into mathematics that will enlighten anyone fascinated by numbers.

"Ash and Gross do a masterful job of leading students from finite sums to modular forms and to the forefront of modern number theory. . . This is an excellent piece of mathematical writing."—*Choice*

"Offers a clear and beautiful progression from addition to modern number theory."—*Math ∞ Blog*

Avner Ash is professor of mathematics at Boston College. **Robert Gross** is associate professor of mathematics at Boston College. They are the authors of *Elliptic Tales: Curves, Counting, and Number Theory* and *Fearless Symmetry: Exposing the Hidden Patterns of Numbers* (both Princeton).

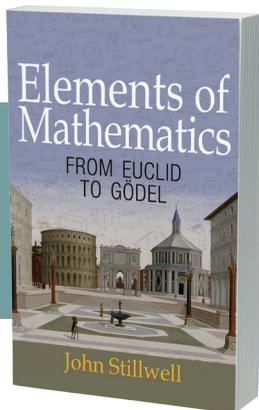
JANUARY

978-0-691-17851-6 **Paper \$16.95T**

978-0-691-17019-0 Cloth 2016

248 pages. 16 line illus. 4 tables. 6 x 9.

POPULAR MATHEMATICS



Elements of Mathematics

From Euclid to Gödel

JOHN STILLWELL

Elements of Mathematics takes readers on a fascinating tour that begins in elementary mathematics—but, as John Stillwell shows, this subject is not as elementary or straightforward as one might think. Stillwell examines elementary mathematics from a distinctive twenty-first-century viewpoint and delves into arithmetic, computation, algebra, geometry, calculus, combinatorics, probability, and logic. He discusses how each area ties into more advanced topics to build mathematics as a whole. *Elements of Mathematics* gives readers, from high school students to professional mathematicians, the highlights of elementary mathematics and glimpses of the parts of math beyond its boundaries.

“Stillwell . . . writes clearly and engagingly, and makes more of an effort than most to provide historical detail and a sense of how various mathematical ideas tie in with one another.”—*MAA Reviews*

“From a lifetime of teaching, Stillwell has distilled some nice examples from the entire gamut of elementary mathematics.”—*Mathematical Reviews Clippings*

John Stillwell is professor of mathematics at the University of San Francisco. (See page 74 for more by John Stillwell.)

NOVEMBER

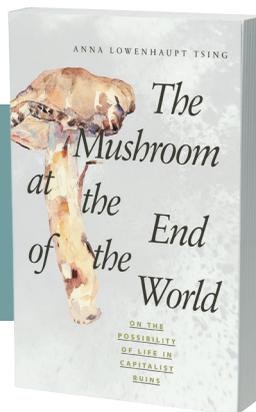
978-0-691-17854-7 **Paper \$21.95S**

978-0-691-17168-5 Cloth 2016

440 pages. 8 halftones. 119 line illus. 6 x 9.

POPULAR MATHEMATICS | HISTORY OF SCIENCE

PRESS.PRINCETON.EDU



The Mushroom at the End of the World

On the Possibility of Life in Capitalist Ruins

ANNA LOWENHAUPT TSING

Matsutake is the most valuable mushroom in the world—and a weed that grows in human-disturbed forests across the northern hemisphere. Anna Lowenhaupt Tsing’s account of this sought-after fungi offers insights into areas far beyond just mushrooms and addresses a crucial question: what manages to live in the ruins we have made?

“Speaking to issues of major concern, *The Mushroom at the End of the World* is a brilliant work, superbly conceived, and a delight to read.”—Marilyn Strathern, emeritus professor of social anthropology, University of Cambridge

Anna Lowenhaupt Tsing is professor of anthropology at the University of California, Santa Cruz, and a Niels Bohr Professor at Aarhus University in Denmark.

SEPTEMBER

978-0-691-17832-5 **Paper \$19.95S**

978-0-691-16275-1 Cloth 2015

352 pages. 29 halftones. 6 x 9.

Winner of the 2016 Victor Turner Prize in Ethnographic Writing, Society for Humanistic Anthropology

Winner of the 2016 Gregory Bateson Prize, The Society for Cultural Anthropology

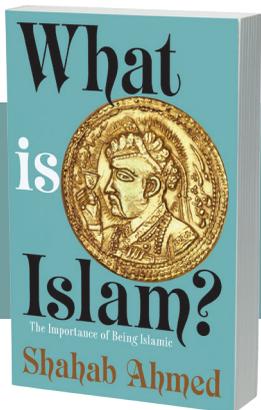
One of Times Higher Education’s Best Books of 2015

One of Kirkus Reviews’s Best Nonfiction Books of 2015

One of Flavorwire’s 10 Best Books by Academic Publishers in 2015

ANTHROPOLOGY | ENVIRONMENTAL STUDIES

Paperbacks 93



What Is Islam?

The Importance of Being Islamic

SHAHAB AHMED

In *What Is Islam?*, Shahab Ahmed presents a bold new conceptualization of Islam that challenges dominant understandings grounded in the categories of religion and culture, or those that privilege law and scripture. He argues that these modes of thinking obstruct us from understanding Islam, distort it, diminish it, and render it incoherent. *What Is Islam?* formulates a new conceptual language for analyzing Islam and reveals how Muslims have historically conceived of and lived with Islam as norms and truths that are at once contradictory and coherent.

“Anyone interested in exploring the intricacies and complexities of Islam as a religion, philosophical system and social text should study the new book *What Is Islam?*... [A] perfect antidote to our present discourse.”—Hussein Ibish, *New York Times*

Shahab Ahmed (1966–2015) was a postdoctoral associate in the Aga Khan Program for Islamic Architecture at Harvard University.

DECEMBER

978-0-691-17831-8 **Paper \$27.95S**

978-0-691-16418-2 Cloth 2015

632 pages. 12 halftones. 1 map. 6 x 9.

Winner of the 2016 Best First Book in the History of Religions, American Academy of Religion

ISLAMIC STUDIES | MIDDLE EAST STUDIES | RELIGION



American Religion

Contemporary Trends
Second Edition

MARK CHAVES

With a new preface by the author

Most Americans say they believe in God, and more than a third say they attend religious services every week. Yet studies show that people do not really go to church as often as they claim, and it is not always clear what they mean when they tell pollsters they believe in God or pray. In *American Religion*, Mark Chaves presents the best and most up-to-date information about religious trends in the United States. Now with updated data and a new preface by the author, this revised edition provides essential information about key developments in American religion since 1972, plainly showing that religiosity is declining in America.

“An invaluable contribution to clarifying the facts about religious change in America.”—Robert Putnam, coauthor of *American Grace: How Religion Divides and Unites Us*

Mark Chaves is professor of sociology, religious studies, and divinity at Duke University. He is the author of *Congregations in America* and *Ordaining Women*.

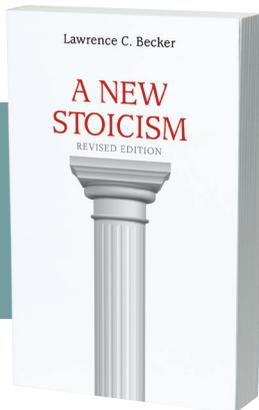
SEPTEMBER

978-0-691-17756-4 **Paper \$19.95S**

160 pages. 28 line illus. 5 ½ x 8 ½.

Winner of the 2012 Christianity and Culture Book Award, Christianity Today

RELIGION | SOCIOLOGY



A New Stoicism

Revised Edition

LAWRENCE C. BECKER

What would stoic ethics be like today if stoicism had survived as a systematic approach to ethical theory, and if it had coped successfully with the challenges of modern philosophy and experimental science? *A New Stoicism* proposes an answer to that question.

“An effective antidote to the caricatures of Stoic theory which still infect the literary and philosophical world. . . . *A New Stoicism* is a fine contribution to the theory and practice of philosophical therapy.”

—Stephen R. L. Clark, *Philosophy*

“From the beginning to the end of this compact but lucid book, Becker skillfully brings to life both the arguments and the intuitive appeal of stoicism. . . . In its essentials [the new stoicism] is recognizable, with its particularly astringent rational charm enhanced by Becker’s focused and self-disciplined argumentation. Zeno, I suspect, would be pleased.”—Brad Inwood, *Apeiron*

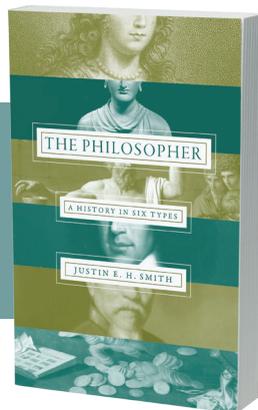
Lawrence C. Becker is a fellow of Hollins University and professor emeritus of philosophy at the College of William & Mary. He was an associate editor of the journal *Ethics* from 1985–2000, and the editor, with Charlotte B. Becker, of two editions of the *Encyclopedia of Ethics*.

SEPTEMBER

978-0-691-17721-2 **Paper \$22.95S**

272 pages. 6 x 9.

PHILOSOPHY | CLASSICS



The Philosopher

A History in Six Types

JUSTIN E. H. SMITH

What would the global history of philosophy look like if it were told not as a story of ideas but as a series of job descriptions—ones that might have been used to fill the position of philosopher at different times and places over the past 2,500 years? *The Philosopher* does just that, providing a new way of looking at the history of philosophy by bringing to life six kinds of figures who have occupied the role of philosopher in a wide range of societies around the world over the millennia—the Natural Philosopher, the Sage, the Gadfly, the Ascetic, the Mandarin, and the Courtier. The result is at once an unconventional introduction to the global history of philosophy and an original exploration of what philosophy has been—and perhaps could be again.

“Clear, engaging and enlightening.”

—Stephen Gaukroger, *Times Literary Supplement*

“A thoughtful, provocative, and quietly confident account of what it is to do philosophy.”

—Sarah Gustafson, *Key Reporter*

Justin E. H. Smith is university professor of the history and philosophy of science at the Université Paris Diderot—Paris VII.

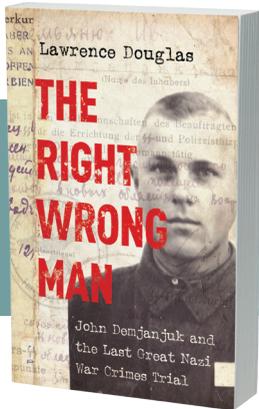
NOVEMBER

978-0-691-17846-2 **Paper \$19.95S**

978-0-691-16327-7 Cloth 2016

288 pages. 7 halftones. 5 ½ x 8 ½.

PHILOSOPHY



The Right Wrong Man

John Demjanjuk and the
Last Great Nazi War Crimes Trial

LAWRENCE DOUGLAS

In 2009, *Harper's Magazine* sent war-crimes expert Lawrence Douglas to Munich to cover the last chapter of the longest case ever to arise from the Holocaust: the trial of eighty-nine-year-old John Demjanjuk. Demjanjuk's legal odyssey began in 1975, when American investigators received evidence alleging that the Cleveland autoworker and naturalized US citizen had collaborated in Nazi genocide. In the years that followed, Demjanjuk was twice stripped of his American citizenship and sentenced to death by a Jerusalem court—only to be cleared in one of the most notorious cases of mistaken identity in legal history. Finally, in 2011, a court in Munich convicted the native Ukrainian of assisting Hitler's SS in the murder of 28,060 Jews at Sobibor, a death camp in eastern Poland. *The Right Wrong Man* is both a gripping eyewitness account of the last major Holocaust trial to galvanize world attention and a vital meditation on the effort to bring legal closure to the most horrific chapter in modern history.

"A masterful account."—*Wall Street Journal*

Lawrence Douglas is professor of law, jurisprudence, and social thought at Amherst College.

JANUARY

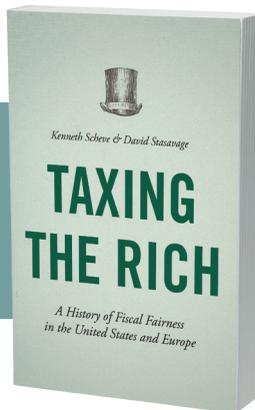
978-0-691-17825-7 **Paper \$19.95T**

978-0-691-12570-1 Cloth 2015
352 pages. 38 halftones. 6 x 9.

New York Times Book Review Editors' Choice

HISTORY | LAW

96 Paperbacks



Taxing the Rich

A History of Fiscal Fairness in
the United States and Europe

KENNETH SCHEVE & DAVID STASAVAGE

In today's social climate of acknowledged and growing inequality, why are there not greater efforts to tax the rich? In this wide-ranging and provocative book, Kenneth Scheve and David Stasavage ask when and why countries tax their wealthiest citizens—and their answers may surprise you. Scheve and Stasavage explore the intellectual and political debates surrounding the taxation of the wealthy while also providing the most detailed examination to date of when taxes have been levied against the rich and when they haven't.

"A sweeping look at the history of levies on the wealthy."—Hugo Greenhalgh, *Financial Times*

"*Taxing the Rich* explains why the problems of America's poor and angry are unlikely to be solved by redistributive taxation."—Angus Deaton, *Bloomberg*

Kenneth Scheve is professor of political science and senior fellow at the Freeman Spogli Institute for International Studies at Stanford University. **David Stasavage** is Julius Silver Professor in the Wilf Family Department of Politics at New York University.

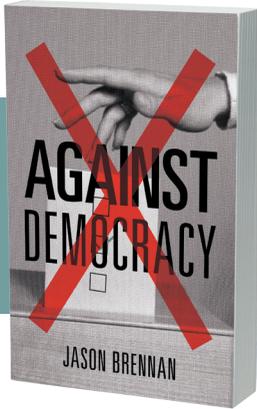
Copublished with the Russell Sage Foundation

NOVEMBER

978-0-691-17829-5 **Paper \$19.95S**

978-0-691-16545-5 Cloth 2016
288 pages. 20 line illus. 3 tables. 6 x 9.

POLITICS | HISTORY



Against Democracy

JASON BRENNAN

With a new preface by the author

Most people believe democracy is a uniquely just form of government. They believe people have the right to an equal share of political power and that political participation benefits us. But, Jason Brennan says, they are all wrong. In this trenchant book, Brennan argues that democracy should be judged by its results—and all too often, it falls short. Featuring a new preface that situates the book within the current political climate and discusses other alternatives, *Against Democracy* is a challenging critique of democracy and the first sustained defense of the rule of the knowledgeable.

“Brennan has a bright, pugilistic style, and he takes a sportsman’s pleasure in upsetting pieties and demolishing weak logic.”—Caleb Crain, *New Yorker*

“[A] powerful challenge to the conventional wisdom about democracy... [W]orth serious consideration.”—Ilya Somin, *Washington Post*

“A brash, well-argued diatribe against the democratic system.”—*Kirkus Reviews*

Jason Brennan is the Flanagan Family Chair of Strategy, Economics, Ethics and Public Policy at the McDonough School of Business at Georgetown University.

OCTOBER

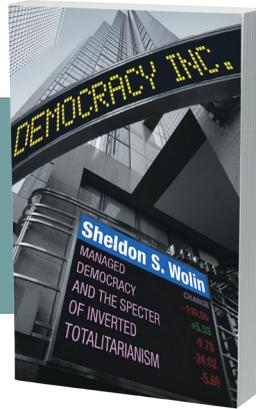
978-0-691-17849-3 **Paper \$18.95S**

978-0-691-16260-7 **Cloth 2016**

304 pages. 6 x 9.

POLITICS | POLITICAL THEORY

PRESS.PRINCETON.EDU



Democracy Incorporated

Managed Democracy and the Specter of Inverted Totalitarianism

SHELDON S. WOLIN

With a new introduction by Chris Hedges

Democracy is struggling in America—by now this statement is almost cliché. But what if the country is no longer a democracy at all? In *Democracy Incorporated*, Sheldon Wolin suggests that America has unwittingly morphed into a new and strange kind of political hybrid, one where economic and state powers are conjoined and virtually unbridled—an “inverted totalitarianism.” As Wolin portrays the nation, it is at best a “managed democracy,” where the public is shepherded, not sovereign. At worst, it is a place where corporate power no longer answers to state controls, but is instead a close collaborator. Now with a new introduction by Pulitzer Prize–winning journalist Chris Hedges, *Democracy Incorporated* remains an essential work for understanding the state of democracy in America.

“*Democracy Incorporated* acts as an antidote to unconstrained corporate power and ... should be widely read by all those who cherish democracy and civil liberty.”—Shih-Yu Chou, *Political Studies Review*

Sheldon S. Wolin (1922–2015) was professor emeritus of politics at Princeton University.

OCTOBER

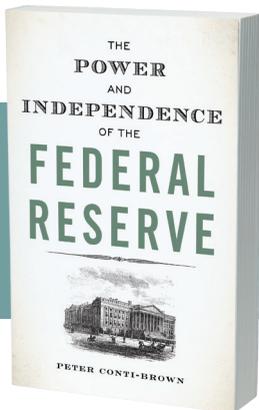
978-0-691-17848-6 **Paper \$19.95S**

376 pages. 5 ½ x 8 ½.

Winner of a 2008 Lannan Notable Book Award, Lannan Foundation

CURRENT AFFAIRS | POLITICS

Paperbacks 97



The Power and Independence of the Federal Reserve

PETER CONTI-BROWN

With a new afterword by the author

The independence of the Federal Reserve is considered a cornerstone of its identity, crucial for keeping monetary policy decisions free of electoral politics. But do we really understand what “independence” means when it comes to the Fed? *The Power and Independence of the Federal Reserve* shows that much of the common wisdom about the nation’s central bank is inaccurate. Legal scholar and financial historian Peter Conti-Brown provides an in-depth look at the Fed’s place in government, its internal governance structure, and its relationships to such individuals and groups as the president, Congress, economists, and bankers.

“Conti-Brown has accomplished two near impossibilities: He has opened up new areas of inquiry on an overworn topic, and he has made them intellectually rigorous as well as riveting to read about.”
—*Wall Street Journal*

Peter Conti-Brown is assistant professor of legal studies and business ethics at the Wharton School of the University of Pennsylvania.

OCTOBER

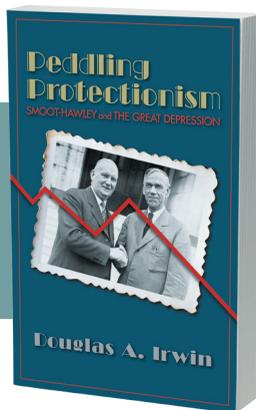
978-0-691-17838-7 Paper \$22.95S

978-0-691-16400-7 Cloth 2015

368 pages. 8 line illus. 1 table. 6 x 9.

One of the Financial Times’s Best Books of 2016

ECONOMICS | POLITICAL SCIENCE



Peddling Protectionism

Smoot-Hawley and the Great Depression

DOUGLAS A. IRWIN

With a new preface by the author

Initially a Republican ploy to win the farm vote in the 1928 election by increasing duties on agricultural imports, the Smoot-Hawley tariff of 1930 is America’s most infamous trade law. The tariff quickly grew into a free-for-all in which hundreds of duties were increased to record levels, regardless of the interests of consumers and exporters. In *Peddling Protectionism*, Douglas Irwin provides the authoritative history of the causes and effects of this notorious measure, explaining why it deserves its reputation for combining bad politics and bad economics and for harming the U.S. and world economies during the Great Depression.

“A vivid, anecdotal, judicious telling of a timeless story: what happens when cocksure politicians fall into the grip of a really bad economic idea.”
—Christopher Caldwell, *Financial Times*

“At once a thorough study and a breezy read... [F]ascinating.”—*The Economist*

Douglas A. Irwin is the Robert E. Maxwell ’23 Professor of Arts and Sciences in the Department of Economics at Dartmouth College.

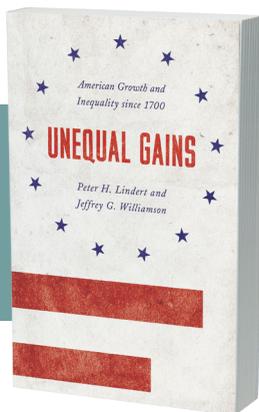
NOVEMBER

978-0-691-17806-6 Paper \$19.95S

978-0-691-15032-1 Cloth 2011

256 pages. 7 halftones. 27 line illus. 9 tables. 1 map. 5 ½ x 8 ½.

ECONOMICS | HISTORY



Unequal Gains

American Growth and Inequality since 1700

PETER H. LINDERT &
JEFFREY G. WILLIAMSON

Unequal Gains offers a radically new understanding of the economic evolution of the United States, providing a complete picture of the uneven progress of America from colonial times to today. Peter Lindert and Jeffrey Williamson focus on income instead of wealth—and the result is a bold reassessment of the American economic experience. This book sheds critical light on the forces that shaped American income history, and situates that history in a broad global context. Economic writing at its most stimulating, *Unequal Gains* provides a vitally needed perspective on who has benefited most from American growth, and why.

“[*Unequal Gains*] traces how inequality surged and receded in American history... This is as much a work of history as it is a work of economics.”

—*Washington Post*

Peter H. Lindert is professor of economics at the University of California, Davis. **Jeffrey G. Williamson** is emeritus professor of economics at Harvard University. Both are research associates at the National Bureau of Economic Research.

DECEMBER

978-0-691-17827-1 **Paper \$22.95S**

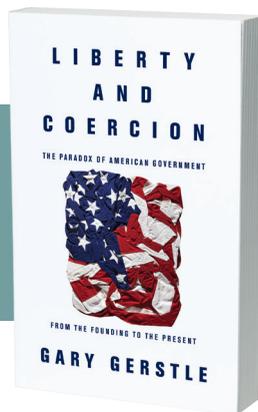
978-0-691-17049-7 Cloth 2016

424 pages. 30 line illus. 78 tables. 6 x 9.

The Princeton Economic History of the Western World
Joel Mokyr, Series Editor

POPULAR ECONOMICS | HISTORY

PRESS.PRINCETON.EDU



Liberty and Coercion

The Paradox of American Government
from the Founding to the Present

GARY GERSTLE

With a new preface by the author

Governance in the United States is burdened by a paradox. Americans don't want “big government” meddling in their lives; yet they have repeatedly enlisted governmental help. These contradictory stances on the role of public power have paralyzed policymaking and generated rancorous disputes about government's legitimate scope. Looking at two hundred years of U.S. history, historian Gary Gerstle shows how national political leaders improvised brilliantly to stretch the power of the federal government beyond where it was meant to go—but at the cost of giving private interests and state governments too much sway over public policy.

“Terrific, engaging and deeply analytical.”
—Beverly Gage, *New York Times*

“A towering achievement.”
—Desmond King, *Financial Times*

Gary Gerstle is the Paul Mellon Professor of American History at the University of Cambridge.

OCTOBER

978-0-691-17821-9 **Paper \$22.95S**

978-0-691-16294-2 Cloth 2016

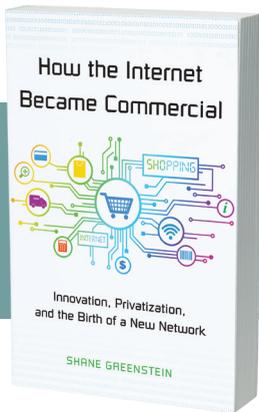
472 pages. 5 x 8.

New York Times Book Review Editors' Choice

Winner of the 2016 Ellis W. Hawley Prize, Organization of American Historians

AMERICAN HISTORY | POLITICS

Paperbacks 99



How the Internet Became Commercial

Innovation, Privatization,
and the Birth of a New Network

SHANE GREENSTEIN

In less than a decade, the Internet went from being a series of loosely connected networks used by universities and the military to the powerful commercial engine it is today. *How the Internet Became Commercial* describes how many of the key innovations that made this possible came from entrepreneurs and iconoclasts who were outside the mainstream. Shane Greenstein traces the evolution of the Internet from government ownership to privatization to the commercial network we know today.

“Essential reading for anyone who wants to understand the broader context in which the explosion of Internet-related innovation occurred.”

—Marc Levinson, *Wall Street Journal*

Shane Greenstein is the Martin Marshall Professor of Business Administration at Harvard Business School and codirector of the program on the economics of digitization at the National Bureau of Economic Research.

OCTOBER

978-0-691-17839-4 **Paper \$24.95S**

978-0-691-16736-7 Cloth 2015

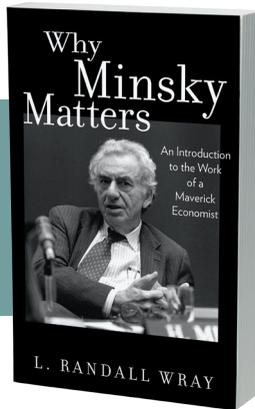
488 pages. 20 halftones. 8 line illus. 13 tables. 6 x 9.

The Kauffman Foundation Series on
Innovation and Entrepreneurship

Co-Winner of the 2016 Schumpeter Prize Competition,
International Joseph A. Schumpeter Society

BUSINESS | TECHNOLOGY

100 Paperbacks



Why Minsky Matters

An Introduction to the Work
of a Maverick Economist

L. RANDALL WRAY

Perhaps no economist was more vindicated by the global financial crisis than Hyman P. Minsky (1919–96). A handful of economists raised alarms as early as 2000, but Minsky started warning us half a century earlier. *Why Minsky Matters* makes the maverick economist’s valuable insights accessible to general readers for the first time. L. Randall Wray shows that by understanding Minsky we will not only see the next crisis coming but we might be able to act quickly enough to prevent it.

“Written in clear prose, with Minsky’s idiosyncratic ideas and language patiently explained ... [this book] provides the best general introduction to Minsky’s economics.”—Edward Chancellor, *Reuters Breaking Views*

“Wray’s book has the potential to transform the future of economic policymaking and, with it, to create a better life for future generations.”

—Victoria Bateman, *Times Higher Education*

L. Randall Wray is professor of economics at Bard College, senior scholar at the Levy Economics Institute of Bard College, and Emeritus Professor of Economics at the University of Missouri, Kansas City.

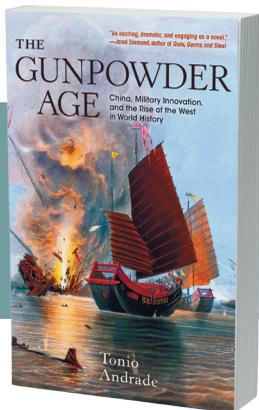
OCTOBER

978-0-691-17840-0 **Paper \$21.95S**

978-0-691-15912-6 Cloth 2015

288 pages. 5 ½ x 8 ½.

ECONOMICS



The Gunpowder Age

China, Military Innovation,
and the Rise of the West in World History

TONIO ANDRADE

The Chinese invented gunpowder and began exploring its military uses as early as the 900s, four centuries before the technology passed to the West. But by the early 1800s, China had fallen so far behind the West in gunpowder warfare that it was easily defeated by Britain in the Opium War of 1839–42. What happened? In *The Gunpowder Age*, Tonio Andrade offers a compelling new answer, opening a fresh perspective on a key question of world history: Why did the countries of western Europe surge to global importance starting in the 1500s while China slipped behind?

“The Gunpowder Age is a boldly argued, prodigiously researched and gracefully written work. This book has much to offer general readers, especially those with a passion for military history, as well as specialists.”—Wall Street Journal

Tonio Andrade is professor of history at Emory University and the author of *Lost Colony: The Untold Story of China's First Great Victory over the West* (Princeton).

SEPTEMBER

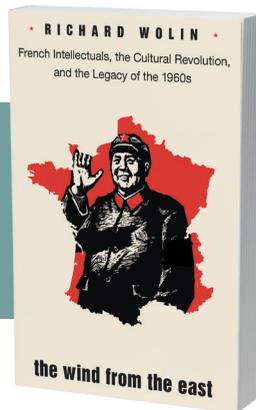
978-0-691-17814-1 **Paper \$24.95S**

978-0-691-13597-7 Cloth 2015

448 pages. 30 halftones. 6 x 9.

Recipient of the 2017 Distinguished Book Award from the Society for Military History

WORLD HISTORY



The Wind from the East

French Intellectuals, the Cultural Revolution,
and the Legacy of the 1960s
Second Edition

RICHARD WOLIN

With a new preface by the author

Michel Foucault, Jean-Paul Sartre, Julia Kristeva, Philippe Sollers, and Jean-Luc Godard. During the 1960s, a who's who of French thinkers, writers, and artists, spurred by China's Cultural Revolution, were seized with a fascination for Maoism. Combining a merciless exposé of left-wing political folly and cross-cultural misunderstanding with a spirited defense of the 1960s, *The Wind from the East* tells the colorful story of this legendary period in France.

“The Wind from the East must be regarded as a monument of committed scholarship. It is also a fascinating chronicle of people who, however ludicrous they may seem at times, did on occasion think and act with profound seriousness. For that reason the book is a valuable addition to the literature of the era.”—David Gress, Wall Street Journal

“A fascinating and carefully textured account.”
—Tony Barber, *Financial Times*

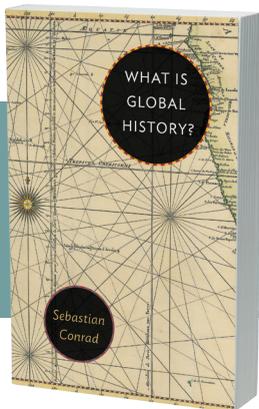
Richard Wolin is Distinguished Professor of History, Political Science, and Comparative Literature at the Graduate Center of the City University of New York.

DECEMBER

978-0-691-17823-3 **Paper \$19.95S**

408 pages. 7 halftones. 6 x 9.

EUROPEAN HISTORY



What Is Global History?

SEBASTIAN CONRAD

Until very recently, historians have looked at the past with the tools of the nineteenth century. But globalization has fundamentally altered our ways of knowing, and it is no longer possible to study nations in isolation or to understand world history as emanating from the West. *What Is Global History?* reveals why the discipline of global history has emerged as the most dynamic and innovative field in history and addresses some of the biggest questions the discipline will face in the twenty-first century.

“What Is Global History? is a remarkable feat. With admirable grace and concision, it takes stock of the meteoric rise of Global History in the Americas, Europe, and Asia during the past two or three decades. . . . No other book succeeds better in mapping the field and charting its future.”
—Jürgen Osterhammel, author of *The Transformation of the World: A Global History of the Nineteenth Century*

“Thoughtful and impressive. This book is an important addition to one of history’s most exciting new fields.”—Sven Beckert, author of *Empire of Cotton: A Global History*

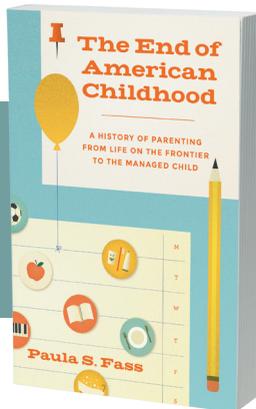
Sebastian Conrad is professor of history at the Free University of Berlin.

SEPTEMBER

978-0-691-17819-6 **Paper \$22.95S**
978-0-691-15525-8 Cloth 2016
312 pages. 5 ½ x 8 ½.

HISTORY

102 Paperbacks



The End of American Childhood

A History of Parenting
from Life on the Frontier to the Managed Child

PAULA S. FASS

The End of American Childhood takes a sweeping look at the history of American childhood and parenting, from the nation’s founding to the present day. Renowned historian Paula Fass shows that attitudes toward children in America were traditionally defined by independence, self-definition, and individual success. But as parents today hover over every detail of their children’s lives, are the qualities that once made American childhood special still desired or possible? Placing the experiences of children and parents against the backdrop of social, political, and cultural shifts, Fass challenges Americans to reconnect with the beliefs that set the American understanding of childhood apart.

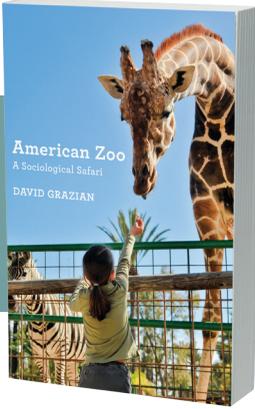
“The End of American Childhood is a worthwhile and enlightening book, and [Fass] comes to some persuasively tough conclusions.”—Daniel Akst, *Wall Street Journal*

Paula S. Fass is the Margaret Byrne Professor of History Emerita at the University of California, Berkeley.

NOVEMBER

978-0-691-17820-2 **Paper \$19.95S**
978-0-691-16257-7 Cloth 2016
352 pages. 23 halftones. 6 x 9.

AMERICAN HISTORY | EDUCATION



American Zoo

A Sociological Safari

DAVID GRAZIAN

In *American Zoo*, sociologist David Grazian takes us on a safari through the contemporary zoo, alive with its many contradictions and strange wonders. Trading in his tweed jacket for a zoo uniform and a pair of muddy work boots, Grazian shows that the world of the zoo reflects how we project our own prejudices and desires onto the animal kingdom and invest nature with meaning and sentiment. A revealing portrait of zookeepers, animal rights activists, delighted children, and more, *American Zoo* is a remarkable close-up exploration of a classic cultural attraction.

“Inspiring. [Grazian] makes the reader repeatedly reflect on whether there might be better ways of educating the public and contributing to wildlife conservation.”—Matthew Cobb, *New Scientist*

David Grazian is associate professor of sociology at the University of Pennsylvania. He is the author of *Blue Chicago: The Search for Authenticity in Urban Blues Clubs*; *On the Make: The Hustle of Urban Nightlife*; and *Mix It Up: Popular Culture, Mass Media, and Society*.

DECEMBER

978-0-691-17842-4 **Paper \$22.95S**

978-0-691-16435-9 **Cloth 2015**

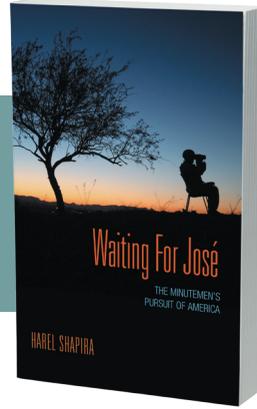
344 pages. 6 x 9.

Honorable Mention for the 2016 PROSE Award in Sociology & Social Work, Association of American Publishers

Winner of the 2015 Athenaeum Literary Award, The Athenaeum of Philadelphia

SOCIOLOGY | URBAN STUDIES

PRESS.PRINCETON.EDU



Waiting for José

The Minutemen's Pursuit of America

HAREL SHAPIRA

With a new afterword by the author

They live in the suburbs of Tennessee and Indiana. They fought in Vietnam and Desert Storm. They speak about an older, better America, and for the past decade, they have come to the U.S. / Mexico border to hunt for illegal immigrants. Who are the Minutemen? Are they patriots? Racists? Vigilantes? Harel Shapira patrolled the border with them, seeking to understand who they are. Challenging simplistic depictions of these men as right-wing fanatics, Shapira discovers a group of men who long for community and embrace the principles of civic engagement. Now with a new afterword by the author, *Waiting for José* brings understanding to a group of people in search of lost identities and experiences.

“Shapira, an ethnographer, writes with sensitivity and professional detachment.”—John Paul Rathbone, *Financial Times*

“Regardless of one's political leanings, this is a promising, accessible book.”—Lee Maril, *Times Higher Education*

Harel Shapira is assistant professor of sociology at the University of Texas, Austin.

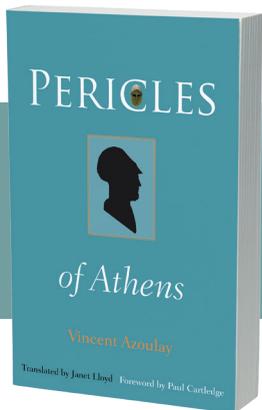
NOVEMBER

978-0-691-17844-8 **Paper \$19.95S**

978-0-691-15215-8 **Cloth 2013**

208 pages. 10 line illus. 6 x 9.

SOCIOLOGY | CURRENT AFFAIRS



Pericles of Athens

VINCENT AZOULAY

Translated by Janet Lloyd

With a foreword by Paul Cartledge

Pericles of Athens is the first book in decades to reassess the life and legacy of one of the greatest generals, orators, and statesmen of the classical world. In this compelling critical biography, Vincent Azoulay takes a fresh look at both the classical and modern reception of Pericles, recognizing his achievements as well as his failings. From Thucydides and Plutarch to Voltaire and Hegel, ancient and modern authors have questioned Pericles's relationship with democracy and Athenian society. This is the enigma that Azoulay investigates in this groundbreaking book.

“Less a biography than a critical examination of the Pericles legend... Azoulay reminds us of how unclear the life of Pericles remains, but one learns much from his efforts to penetrate the fog.”

—James Romm, *Wall Street Journal*

“Fascinating... Azoulay has given us much to think about.”—Peter Green, *London Review of Books*

Vincent Azoulay is professor of ancient Greek history at the Université Paris-Est Marne-la-Vallée and a leading expert on the politics of classical Greece.

NOVEMBER

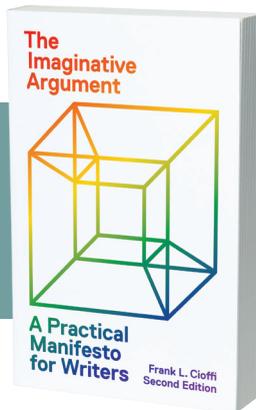
978-0-691-17833-2 **Paper \$22.95S**

978-0-691-15459-6 **Cloth 2014**

312 pages. 10 halftones. 5 line illus. 1 map. 6 x 9.

ANCIENT HISTORY | CLASSICS

104 **Paperbacks**



The Imaginative Argument

A Practical Manifesto for Writers

Second Edition

FRANK L. CIOFFI

For more than a decade, *The Imaginative Argument* has taught writers how to draw on the wellsprings of their imaginations to write more persuasively. Now fully revised and expanded, Frank L. Cioffi's provocative and lively manifesto offers additional sensible guidance on crafting the imaginative argument—the gold standard of truly persuasive writing—whether it is in the form of a research paper, a blog, or a letter to the editor. This edition features new chapters that cover the revision process in greater depth, as well as the particular challenges of researching and writing in the digital age.

“Anyone interested in the process of writing will learn a great deal from this book.”—Murray Sperber, professor emeritus of English, Indiana University, Bloomington

“*The Imaginative Argument* is a model of the kind of writing college students should be producing.”

—Valerie Sayers, author of *Due East* and *Brain Fever*

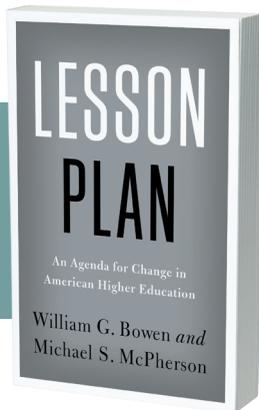
Frank L. Cioffi is professor of English at Baruch College, CUNY. He has taught writing and literature at Eastern New Mexico University, Central Washington University, Scripps College, Princeton University, and the University of Gdańsk in Poland.

JANUARY

978-0-691-17445-7 **Paper \$22.95S**

344 pages. 1 halftone. 2 line illus. 6 x 9.

WRITING | REFERENCE



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, 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.

“A masterly summary of the state of higher education. . . . [Bowen and McPherson] bring together current research, broad conversations with experts, and their own perspective in a brilliant, coherent explanation of their conviction that academia continues to be a vital investment in human capital.”—*Library Journal*

William G. Bowen (1933–2016) was president emeritus of the Andrew W. Mellon Foundation and Princeton University and founding chairman of ITHAKA. (See page 16 for another book by William G. Bowen.) **Michael S. McPherson** is president of the Spencer Foundation and former president of Macalester College.

NOVEMBER

978-0-691-17845-5 **Paper \$18.95S**

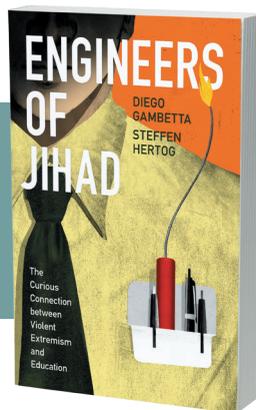
978-0-691-17210-1 Cloth 2016

184 pages. 7 line illus. 4 tables. 5 ½ x 8 ½.

The William G. Bowen Memorial Series in Higher Education

EDUCATION | CURRENT AFFAIRS

PRESS.PRINCETON.EDU



Engineers of Jihad

The Curious Connection between
Violent Extremism and Education

DIEGO GAMBETTA & STEFFEN HERTOG
With a new preface by the authors

The violent actions of a few extremists can alter the course of history, yet there persists a yawning gap between the potential impact of these individuals and what we understand about them. In *Engineers of Jihad*, Diego Gambetta and Steffen Hertog seek to narrow that gap: they find that a disproportionate share of Islamist radicals come from an engineering background, and that Islamist and right-wing extremism have more in common with each other than either does with left-wing extremism, in which humanities students are prominent. Searching for an explanation, they use rigorous methods and several new datasets to explain the link between educational discipline and type of radicalism.

“This is an important study. . . . The wealth of statistical data they bring to bear provides what was once a hypothesis with solid empirical grounding.”
—Malise Ruthven, *Financial Times*

Diego Gambetta is professor of social theory at the European University Institute, Florence, and official fellow of Nuffield College at the University of Oxford. **Steffen Hertog** is associate professor of comparative politics at the London School of Economics.

DECEMBER

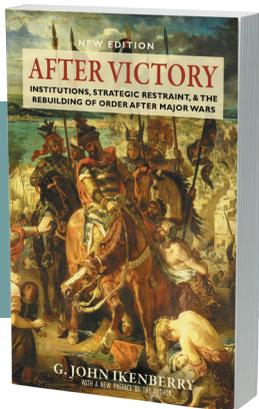
978-0-691-17850-9 **Paper \$21.95S**

978-0-691-14517-4 Cloth 2016

208 pages. 44 line illus. 16 tables. 6 x 9.

MIDDLE EAST STUDIES | SOCIOLOGY

Paperbacks 105



After Victory

Institutions, Strategic Restraint, and the Rebuilding of Order after Major Wars
New Edition

G. JOHN IKENBERRY

With a new preface by the author

The end of the Cold War was a “big bang” reminiscent of earlier moments after major wars, such as the end of the Napoleonic Wars in 1815 and the end of the World Wars in 1919 and 1945. But what do states that win wars do with their newfound power, and how do they use it to build order? In *After Victory*, John Ikenberry examines postwar settlements in modern history, arguing that powerful countries do seek to build stable and cooperative relations, but the type of order that emerges hinges on their ability to make commitments and restrain power.

“The liberal argument that democratic regimes can make a dramatic difference in world affairs has finally achieved intellectual respectability, as this fine book so convincingly maintains.”—*Foreign Affairs*

G. John Ikenberry is professor of politics and international affairs at Princeton University.

JANUARY

978-0-691-16921-7 **Paper \$19.95S**
336 pages. 5 ½ x 8 ½.

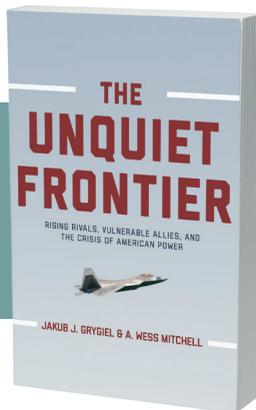
Princeton Studies in International History and Politics
G. John Ikenberry, Marc Trachtenberg, and
William C. Wohlforth, Series Editors

One of Choice’s Outstanding Academic Titles for 2001

Winner of the Jervis-Shroeder Best Book Award, American Political Science Association

POLITICAL SCIENCE | INTERNATIONAL RELATIONS

106 Paperbacks



The Unquiet Frontier

Rising Rivals, Vulnerable Allies, and the Crisis of American Power

JAKUB J. GRYGIEL & A. WESS MITCHELL

With a new preface by the authors

From the Baltic to the South China Sea, newly assertive authoritarian states sense an opportunity to resurrect old empires or build new ones at America’s expense. Hoping that U.S. decline is real, nations such as Russia, Iran, and China are using aggressive methods to test Washington’s resolve in strategically critical areas and to gauge our leaders’ commitment to protecting allies in faraway regions. *The Unquiet Frontier* explains why the United States needs a new grand strategy that uses strong frontier alliance networks to raise the costs of military aggression in the new century.

“[Grygiel and Mitchell] paint a stark and compelling picture of the emerging geopolitical landscape. They remind us that, in the post–Cold War era, geopolitics matters.”—H. R. McMaster, *Wall Street Journal*

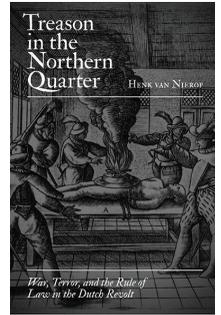
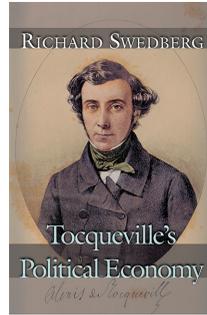
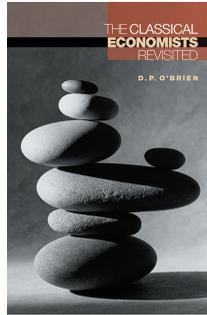
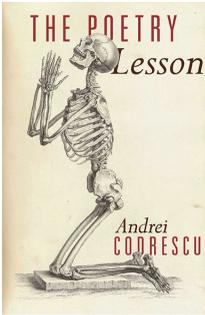
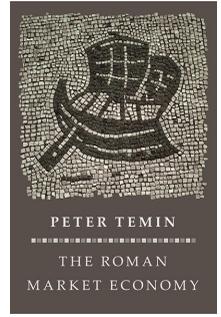
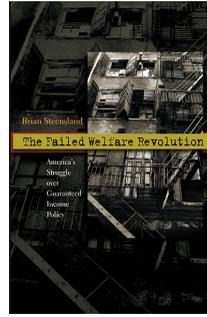
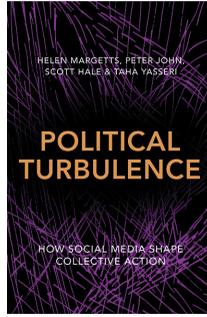
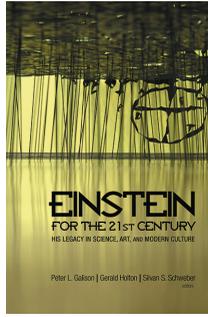
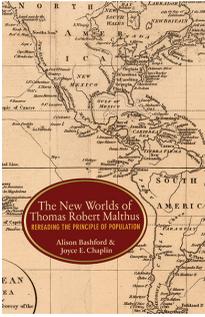
“*The Unquiet Frontier* is a useful and thoughtful contribution.”—*Foreign Affairs*

Jakub J. Grygiel is a senior fellow-in-residence at the Center for European Policy Analysis (CEPA). **A. Wess Mitchell** is president of the Center for European Policy Analysis.

SEPTEMBER

978-0-691-17826-4 **Paper \$22.95S**
978-0-691-16375-8 Cloth 2016
240 pages. 8 line illus. 6 x 9.

INTERNATIONAL RELATIONS | POLITICS



Why Philanthropy Matters: How the Wealthy Give, and What It Means for Our Economic Well-Being
Zoltan J. Acs
\$24.95X 978-0-691-17796-0

The New Worlds of Thomas Robert Malthus: Rereading the *Principle of Population*
Alison Bashford & Joyce E. Chaplin
\$29.95X 978-0-691-17791-5

Taming the Beloved Beast: How Medical Technology Costs Are Destroying Our Health Care System
Daniel Callahan
\$24.95X 978-0-691-17799-1

The Poetry Lesson
Andrei Codrescu
\$17.95X 978-0-691-17805-9

A General Theory of Visual Culture
Whitney Davis
\$45.00X 978-0-691-17807-3

Einstein for the 21st Century: His Legacy in Science, Art, and Modern Culture
Peter L. Galison, Gerald Holton & Silvan S. Schweber
\$35.00X 978-0-691-17790-8

When I'm Sixty-Four: The Plot against Pensions and the Plan to Save Them
Teresa Ghilarducci
\$24.95X 978-0-691-17802-8

On Myself, and Other, Less Important Subjects
Caspar Hare
With an introduction by Mark Johnston
\$19.95X 978-0-691-17803-5

Our Compelling Interests: The Value of Diversity for Democracy and a Prosperous Society
Edited by Earl Lewis & Nancy Cantor
\$19.95S 978-0-691-17883-7

Political Turbulence: How Social Media Shape Collective Action
Helen Margetts, Peter John, Scott Hale & Taha Yasseri
\$24.95X 978-0-691-17792-2

Only a Promise of Happiness: The Place of Beauty in a World of Art
Alexander Nehamas
\$24.95S 978-0-691-17760-1

The Classical Economists Revisited
D. P. O'Brien
\$35.00X 978-0-691-17798-4

Dining Posture in Ancient Rome: Bodies, Values, and Status
Matthew B. Roller
\$29.95X 978-0-691-17800-4

The Sunni Tragedy in the Middle East: Northern Lebanon from al-Qaeda to ISIS
Bernard Rougier
\$24.95X 978-0-691-17793-9

The Failed Welfare Revolution: America's Struggle over Guaranteed Income Policy
Brian Steensland
\$29.95X 978-0-691-17797-7

Tocqueville's Political Economy
Richard Swedberg
\$29.95X 978-0-691-17801-1

The Roman Market Economy
Peter Temin
\$27.95X 978-0-691-17794-6

Treason in the Northern Quarter: War, Terror, and the Rule of Law in the Dutch Revolt
Henk Van Nierop
Translated by J. C. Grayson
\$29.95X 978-0-691-17804-2