

The House of Government

A Saga of the Russian Revolution

YURI SLEZKINE

The House of Government is unlike any other book about the Russian Revolution and the Soviet experiment. Written in the tradition of Tolstoy's *War and Peace*, Grossman's *Life and Fate*, and Solzhenitsyn's *The Gulag Archipelago*, Yuri Slezkine's gripping narrative tells the true story of the residents of an enormous Moscow apartment building where top Communist officials and their families lived before they were destroyed in Stalin's purges. A vivid account of the personal and public lives of Bolshevik true believers, the book begins with their conversion to Communism and ends with their children's loss of faith and the fall of the Soviet Union.

Completed in 1931, the House of Government, later known as the House on the Embankment, was located across the Moscow River from the Kremlin. The largest residential building in Europe, it combined 550 furnished apartments with public spaces that included everything from a movie theater and a library to a tennis court and a shooting range. Slezkine tells the chilling story of how the building's residents lived in their apartments and ruled the Soviet state until some eight hundred of them were evicted from the House and led, one by one, to prison or their deaths.

Drawing on letters, diaries, and interviews, and featuring hundreds of rare photographs, *The House of Government* weaves together biography, literary criticism, architectural history, and fascinating new theories of revolutions, millennial prophecies, and reigns of terror. The result is an unforgettable human saga of a building that, like the Soviet Union itself, became a haunted house, forever disturbed by the ghosts of the disappeared.

Yuri Slezkine is the Jane K. Sather Professor of History at the University of California, Berkeley. His books include *The Jewish Century* (Princeton), which won the National Jewish Book Award.

AUGUST

978-0-691-17694-9 **Cloth \$39.95T**
1096 pages. 397 halftones. 8 maps. 6 x 9.

HISTORY | RUSSIAN HISTORY

On the 100th anniversary of the Russian Revolution, the epic story of an enormous apartment building where Communist true believers lived before their destruction

"An utterly gripping masterwork. As residents of the House of Government enjoy privileged childhoods, fall in love and marry, rise to power, betray each other, and are arrested and shot, we learn about the peculiar nature of Bolshevism and get a new history of Russia. But the book's compelling brilliance is its living organic nature—a mixture of historical narrative, novel, and family saga with echoes of Grossman, Pasternak, Solzhenitsyn, and even Tolstoy."

—Simon Sebag Montefiore, author of *Stalin: The Court of the Red Tsar*

NATIONAL AUTHOR TOUR

AN INTERVIEW WITH YURI SLEZKINE

What is the House of Government?

It is a huge apartment building in central Moscow where most top members of the Soviet government (People's Commissars, Red Army commanders, Marxist scholars, Gulag officials, industrial managers, foreign communists, socialist-realist writers, Stalin's relatives, and many others) lived in the 1930s before being arrested in the Great Terror.

How is this book different from others about this period in Russian history?

It tells the story of the Bolshevik Revolution through the family histories of prominent revolutionaries, from their conversion to Communism as adolescents to their children's loss of faith in the aftermath of Khrushchev's Secret Speech.

What's the most controversial claim you make?

I argue that the Bolsheviks were apocalyptic sectarians who expected the end of the world in their lifetimes, confronted the failure of the prophecy in the privacy of their apartments, failed to raise their children as future Communists, and were, at the time of their trials, guilty of betraying the cause.

Why do you call it a saga?

Because it is a historical epic with multiple characters, motifs, and planes of reality intersecting and coexisting in time (and stretching over the lives of several generations). It is a work of history, but it is structured as a novel.

Who is your favorite "character"?

Nikolai Bukharin is hard to resist as he slowly thinks himself to death, but my particular favorites are Tania Miagkova, who, in her letters from prison, tries to reconcile her devotion to the Party with her love for her husband, mother, and daughter; Agnessa Argiropulo, who may or may not suspect that the love of her life is one of the most prolific executioners in Russian history; Lyova Fedotov, a boy who, on the night train to Leningrad, dreams of conducting *Aida*; and Yuri Trifonov, Fedotov's friend, who grows up to become the revolution's heir and chronicler.

How do you want readers to read your book?

From beginning to end. The characters who move out for a while will come back to haunt the reader, sooner or later.



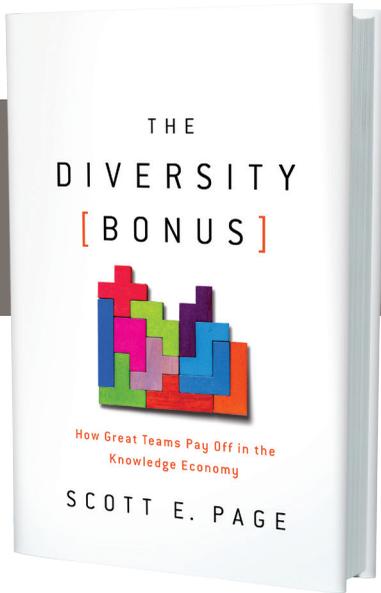
Photo by Laurent Denimal

"Few books are truly visionary, but *The House of Government* earns this description. The cumulative effect of this massive chronicle of the Soviet era is devastating and, more important, utterly satisfying. It's a work of art in itself, a beautifully written exploration of a central phase of modern history, and one that has never seemed as terrifyingly relevant. Tolstoy himself would have recognized Yuri Slezkine as an artist, as the author of a narrative with transmogrifying power, an epic that functions on countless levels at the same time."

—Jay Parini, author of *The Last Station: A Novel of Tolstoy's Final Year*

"A tour de force."

—William Taubman, Pulitzer Prize-winning author of *Khrushchev*



The Diversity Bonus

How Great Teams Pay Off in the Knowledge Economy

SCOTT E. PAGE

How businesses and other organizations can improve their performance by tapping the power of differences in how people think

“If you want your business or team to perform better, read this book. With compelling evidence, examples, and writing, Scott Page makes the business case for drawing out diverse perspectives, and shows you exactly how to do it. A clear road map for every team and leader.”
—Laszlo Bock, former SVP of People Operations at Google and author of the *New York Times* bestseller *Work Rules!*

NATIONAL AUTHOR TOUR

What if workforce diversity is more than simply the right thing to do in order to make society more integrated and just? What if diversity can also improve the bottom line of businesses and other organizations facing complex challenges in the knowledge economy? It can. And *The Diversity Bonus* shows how and why.

Scott Page, a leading thinker, writer, and speaker whose ideas and advice are sought after by corporations, nonprofits, universities, and governments around the world, makes a clear and compellingly pragmatic case for diversity and inclusion. He presents overwhelming evidence that teams that include different kinds of thinkers outperform homogenous groups on complex tasks, producing what he calls “diversity bonuses.” These bonuses include improved problem solving, increased innovation, and more accurate predictions—all of which lead to better performance and results.

Page shows that various types of cognitive diversity—differences in how people perceive, encode, analyze, and organize the same information and experiences—are linked to better outcomes. He then describes how these cognitive differences are influenced by other kinds of diversity, including racial and gender differences—in other words, identity diversity. Identity diversity, therefore, can also produce bonuses.

Drawing on research in economics, psychology, computer science, and many other fields, *The Diversity Bonus* also tells the stories of people and organizations that have tapped the power of diversity to solve complex problems. And the book includes a challenging response from Katherine Phillips of the Columbia Business School.

The result changes the way we think about diversity in the workplace—and far beyond it.

Scott E. Page is the Leonid Hurwicz Collegiate Professor of Complex Systems, Political Science, and Economics at the University of Michigan and an external faculty member of the Santa Fe Institute.

SEPTEMBER

978-0-691-17688-8 **Cloth \$27.95T**
264 pages. 20 line illus. 6 x 9.

Our Compelling Interests
Earl Lewis and Nancy Cantor, Series Editors

BUSINESS | PUBLIC POLICY



**OUR
COMPELLING
INTERESTS**

AN INITIATIVE OF
THE ANDREW W. MELLON FOUNDATION

AN INTERVIEW WITH SCOTT PAGE

What do you mean by diversity?

I mean cognitive diversity—differences in the representations and categories people construct to make sense of data, differences in the tools and techniques that they apply to problems, and differences in the models and frameworks that they use to make predictions and evaluations.

What is the diversity bonus and why does it matter?

When a team applies diverse ways of thinking to a task—whether it is solving a problem, making a prediction, or coming up with creative ideas—they don't get the average of the individual answers. *They do much better. In fact, on complex tasks, diverse teams outperform their best member.* That's the diversity bonus. Diversity doesn't supplant individual talent. We need talent, but it must be diverse.

What do you think would most surprise your readers to learn about diversity bonuses and their benefits?

That there's science and math behind this. You say "diversity" and people immediately invoke considerations of social justice and equity. That thinking results in a trade-off logic—that being diverse sacrifices excellence. That's wrong. *You need diversity to achieve excellence.*

But there's a caveat—diversity bonuses don't exist for all tasks. They're a phenomenon of the modern, cognitive economy that arise on complex tasks like designing supply chains, making economic forecasts, and performing cancer research.

When most people talk about diversity, they mean identity diversity. Is identity diversity related to cognitive diversity?

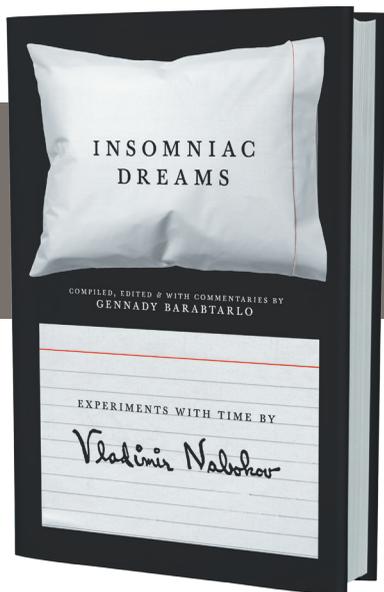
Absolutely! Our identities can be a key driver of cognitive diversity on many tasks. Who we are directly influences our experiences and also correlates with the information and training we acquire. The extent to which identity matters will of course depend on the task. For any policy task—say, formulating a health-care plan—or any design problem such as reconfiguring the interior of a modern airplane, the best teams will be diverse in identity.

How can your work benefit businesses and other organizations?

By reframing diversity initiatives as strategic policies that link to mission, and by providing a logical and empirical basis for how, when, and why diversity improves outcomes, this book will help organizations and leaders build better, more successful teams.



Photo by Cooper Page



Insomniac Dreams

Experiments with Time by Vladimir Nabokov

COMPILED, EDITED, AND WITH
COMMENTARIES BY GENNADY BARABTARLO

On October 14th, 1964, Vladimir Nabokov, a lifelong insomniac, began a curious experiment. Over the next eighty days, immediately upon waking, he wrote down his dreams, following the instructions he found in *An Experiment with Time* by the British philosopher John Dunne. The purpose was to test the theory that time may go in reverse, so that, paradoxically, a later event may generate an earlier dream. The result—published here for the first time—is a fascinating diary in which Nabokov recorded sixty-four dreams (and subsequent daytime episodes) on 118 index cards, which afford a rare glimpse of the artist at his most private. More than an odd biographical footnote, the experiment grew out of Nabokov's passionate interest in the mystery of time, and it influenced many of his novels, including the late masterpiece *Ada*.

Insomniac Dreams, edited by leading Nabokov authority Gennady Barabtarlo, presents the text of Nabokov's dream experiment, illustrated with a selection of his original index cards, and provides rich annotations and analysis that put them in the context of his life and writings. The book also includes previously unpublished records of Nabokov's dreams from his letters and notebooks and shows important connections between his fiction and private writings on dreams and time.

Vladimir Nabokov was born in St. Petersburg, Russia, in 1899. After studying French and Russian literature at Trinity College, Cambridge, he launched his literary career in Berlin and Paris, writing innovative fiction, verse, and drama in his native Russian. In 1940 he moved to America, where he wrote some of his greatest works, including *Lolita* (1955), *Invitation to a Beheading* (1957), and *Pale Fire* (1962). He died in Switzerland in 1977. **Gennady Barabtarlo** is professor of literature at the University of Missouri and the author of a number of books on Nabokov. Barabtarlo has also translated into Russian three of Nabokov's novels and all of his English-language short stories. He lives in Columbia, Missouri.

NOVEMBER

978-0-691-16794-7 Cloth \$24.95T
232 pages. 23 halftones. 6 x 8.

LITERATURE | BIOGRAPHY

*Nabokov's dream diary,
published for the first time—
and placed in biographical and
literary context*

"Nabokov's amazing records of his dreams are priceless, and their publication will create a much-deserved critical buzz. They show Nabokov at his most vulnerable, raw, and genuine, giving us rare glimpses into his past, his feelings about his parents, his relationship with his wife and son, and his anxieties and hopes.

This is a very important book."

—Galya Diment, University of Washington

The Fate of Rome

Climate, Disease, and the End of an Empire

KYLE HARPER

Here is the monumental retelling of one of the most consequential chapters of human history: the fall of the Roman Empire. *The Fate of Rome* is the first book to examine the catastrophic role that climate change and infectious diseases played in the collapse of Rome's power—a story of nature's triumph over human ambition.

Interweaving a grand historical narrative with cutting-edge climate science and genetic discoveries, Kyle Harper traces how the fate of Rome was decided not just by emperors, soldiers, and barbarians but also by volcanic eruptions, solar cycles, climate instability, and devastating viruses and bacteria. He takes readers from Rome's pinnacle in the second century, when the empire seemed an invincible superpower, to its unraveling by the seventh century, when Rome was politically fragmented and materially depleted. Harper describes how the Romans were resilient in the face of enormous environmental stress, until the besieged empire could no longer withstand the combined challenges of a "little ice age" and recurrent outbreaks of bubonic plague.

A poignant reflection on humanity's intimate relationship with the environment, *The Fate of Rome* provides a sweeping account of how one of history's greatest civilizations encountered, endured, yet ultimately succumbed to the cumulative burden of nature's violence. The example of Rome is a timely reminder that climate change and germ evolution have shaped the world we inhabit—in ways that are surprising and profound.

Kyle Harper is professor of classics and letters and senior vice president and provost at the University of Oklahoma. He is the author of *Slavery in the Late Roman World, AD 275–425* and *From Shame to Sin: The Christian Transformation of Sexual Morality in Late Antiquity*. He lives in Norman, Oklahoma.

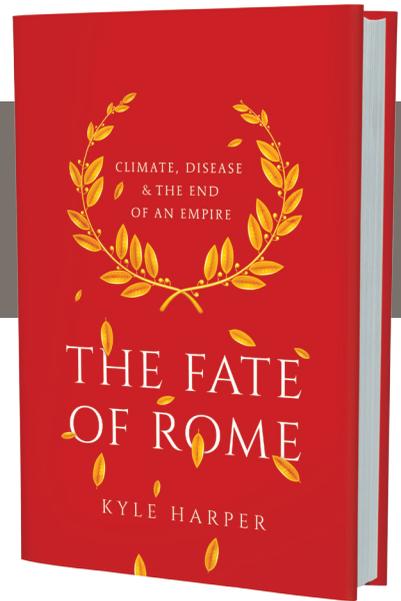
NOVEMBER

978-0-691-16683-4 Cloth \$35.00†

448 pages. 20 halftones. 27 line illus. 16 tables. 26 maps. 6 x 9.

The Princeton History of the Ancient World

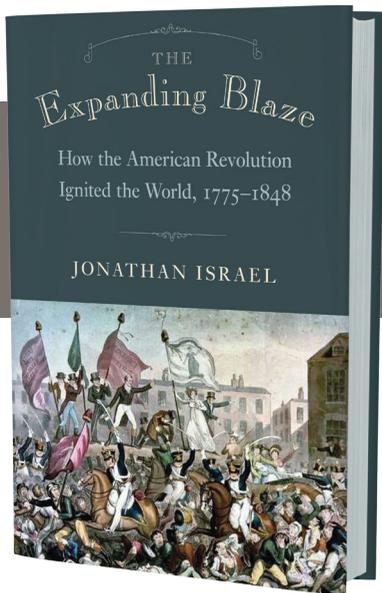
ANCIENT HISTORY



A sweeping new history of how climate change and disease helped bring down the Roman Empire

"In this riveting history, Kyle Harper shows that disease and environmental conditions were not just instrumental in the final collapse of the Roman Empire but were serious problems for centuries before the fall. Harper's compelling and cautionary tale documents the deadly plagues, fevers, and other pestilences that ravaged the population time and again, resulting in far more deaths than ever caused by enemy forces. One wonders—like Edward Gibbon—how the empire managed to last as long as it did."

—Eric H. Cline, author of *1177 B.C.: The Year Civilization Collapsed*



The Expanding Blaze

How the American Revolution Ignited the World, 1775–1848

JONATHAN ISRAEL

A major intellectual history of the American Revolution and its influence on later revolutions in Europe and the Americas

“Jonathan Israel reveals an American Revolution radical in its philosophical inspiration, global in its impact, and universal in its conviction that the cause of America is the cause of all humankind. With a sweep that brings black emancipation, the expropriation of native populations, and revolutions on three continents into a worldwide panorama, *The Expanding Blaze* illuminates a past that we only thought we knew. This is the Revolution as America’s founders and their far-flung successors experienced it.”
—Matthew Stewart, author of *Nature’s God: The Heretical Origins of the American Republic*

The Expanding Blaze is a sweeping history of how the American Revolution inspired revolutions throughout Europe and the Atlantic world in the eighteenth and nineteenth centuries. Jonathan Israel, one of the world’s leading historians of the Enlightenment, shows how the radical ideas of American founders such as Paine, Jefferson, Franklin, Madison, and Monroe set the pattern for democratic revolutions, movements, and constitutions in France, Britain, Ireland, the Netherlands, Belgium, Poland, Greece, Canada, Haiti, Brazil, and Spanish America.

The Expanding Blaze reminds us that the American Revolution was an astonishingly radical event—and that it didn’t end with the transformation and independence of America. Rather, the revolution continued to reverberate in Europe and the Americas for the next three-quarters of a century. This comprehensive history of the revolution’s international influence traces how American efforts to implement Radical Enlightenment ideas—including the destruction of the old regime and the promotion of democratic republicanism, self-government, and liberty—helped drive revolutions abroad, as foreign leaders explicitly followed the American example and espoused American democratic values.

The first major new intellectual history of the age of democratic revolution in decades, *The Expanding Blaze* returns the American Revolution to its global context.

Jonathan Israel is professor emeritus of modern history at the Institute for Advanced Study in Princeton. His many books include *Revolutionary Ideas: An Intellectual History of the French Revolution from “The Rights of Man” to Robespierre* and *A Revolution of the Mind: Radical Enlightenment and the Intellectual Origins of Modern Democracy* (both Princeton).

SEPTEMBER

978-0-691-17660-4 **Cloth \$39.95T**
744 pages. 23 halftones. 6 x 9.

AMERICAN HISTORY | WORLD HISTORY

Making the Arab World

Nasser, Qutb, and the Clash That Shaped the Middle East

FAWAZ A. GERGES

In 2013, just two years after the popular overthrow of Hosni Mubarak, the Egyptian military ousted the country's first democratically elected president—Mohamed Morsi of the Muslim Brotherhood—and subsequently led a brutal repression of the Islamist group. These bloody events echoed an older political rift in Egypt and the Middle East: the splitting of nationalists and Islamists during the rule of Egyptian president and Arab nationalist leader Gamal Abdel Nasser. In *Making the Arab World*, Fawaz Gerges, one of the world's leading authorities on the Middle East, tells how the clash between pan-Arab nationalism and pan-Islamism has shaped the history of the region from the 1920s to the present.

Gerges tells this story through an unprecedented dual biography of Nasser and another of the twentieth-century Arab world's most influential figures—Sayyid Qutb, a leading member of the Muslim Brotherhood and the father of many branches of radical political Islam. Their deeply intertwined lives embody and dramatize the divide between Arabism and Islamism. Yet, as Gerges shows, beyond the ideological and existential rhetoric, this is a struggle over the state, its role, and its power.

Based on a decade of research, including in-depth interviews with many leading figures in the story, *Making the Arab World* is essential reading for anyone who wants to understand the roots of the turmoil engulfing the Middle East, from civil wars to the rise of Al-Qaeda and ISIS.

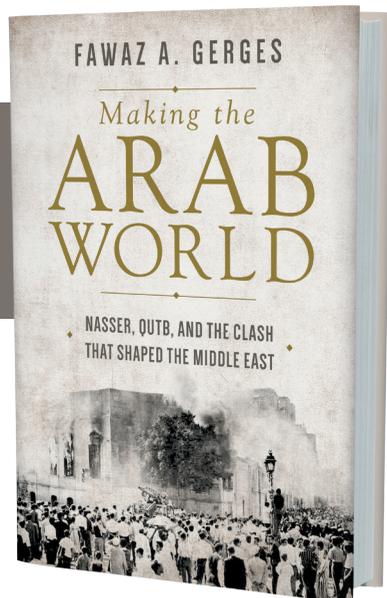
Fawaz A. Gerges is professor of international relations and Emirates Chair in Contemporary Middle East Studies at the London School of Economics and Political Science. He is the author of several acclaimed books, including *ISIS: A History* (Princeton), *The New Middle East*, and *The Far Enemy*.

FEBRUARY

978-0-691-16788-6 Cloth \$29.95T

368 pages. 20 halftones. 6 x 9.

HISTORY | MIDDLE EAST STUDIES | ISLAMIC STUDIES



How the conflict between political Islamists and secular nationalists has shaped the history of the modern Middle East

“A major achievement, this impeccably researched book contributes significantly to our understanding of Arab and Islamic politics, supplementing and correcting much of it.”

—James Piscatori, Australian National University



Ten Great Ideas about Chance

PERSI DIACONIS & BRIAN SKYRMS

In the sixteenth and seventeenth centuries, gamblers and mathematicians transformed the idea of chance from a mystery into the discipline of probability, setting the stage for a series of breakthroughs that enabled or transformed innumerable fields, from gambling, mathematics, statistics, economics, and finance to physics and computer science. This book tells the story of ten great ideas about chance and the thinkers who developed them, tracing the philosophical implications of these ideas as well as their mathematical impact.

Persi Diaconis and Brian Skyrms begin with Girolamo Cardano, a sixteenth-century physician, mathematician, and professional gambler who helped develop the idea that chance can actually be measured. They describe how later thinkers showed how the judgment of chance can also be measured, how frequency is related to chance, and how chance, judgment, and frequency could be unified. Diaconis and Skyrms explain how Thomas Bayes laid the foundation of modern statistics, and they explore David Hume's problem of induction, Andrey Kolmogorov's general mathematical framework for probability, the application of computability to chance, and why chance is essential to modern physics. A final idea—that we are psychologically predisposed to error when judging chance—is taken up through the work of Daniel Kahneman and Amos Tversky.

Complete with a brief probability refresher, *Ten Great Ideas about Chance* is certain to be a hit with anyone who wants to understand the secrets of probability and how they were discovered.

Persi Diaconis is the Mary V. Sunseri Professor of Statistics and Mathematics at Stanford University and the coauthor of *Magical Mathematics: The Mathematical Ideas That Animate Great Magic Tricks* (Princeton). **Brian Skyrms** is Distinguished Professor in the Department of Logic and Philosophy at the University of California, Irvine, and Professor of Philosophy at Stanford University. His books include *From Zeno to Arbitrage*.

DECEMBER

978-0-691-17416-7 **Cloth \$27.95**

280 pages. 25 halftones. 19 line illus. 8 tables. 6 x 9.

POPULAR MATHEMATICS

A fascinating account of the breakthrough ideas that transformed probability and statistics

“This compelling book is a welcome contribution to the slim body of recent works that popularize chance.

It invites readers to the examples with ease, and it raises far-reaching, thought-provoking questions.

I learned a huge amount of useful new information about probability theory and statistics from this book.”

—Joseph Mazur, author of *Fluke: The Math and Myth of Coincidence*

The Little Book of Black Holes

STEVEN S. GUBSER & FRANS PRETORIUS

Black holes, predicted by Albert Einstein's general theory of relativity more than a century ago, have long intrigued scientists and the public with their bizarre and fantastical properties. Although Einstein understood that black holes were mathematical solutions to his equations, he never accepted their physical reality—a viewpoint many shared. This all changed in the 1960s and 1970s, when a deeper conceptual understanding of black holes developed just as new observations revealed the existence of quasars and X-ray binary star systems, whose mysterious properties could be explained by the presence of black holes. Black holes have since been the subject of intense research—and the physics governing how they behave and affect their surroundings is stranger and more mind-bending than any fiction.

After introducing the basics of the special and general theories of relativity, this book describes black holes both as astrophysical objects and theoretical “laboratories” in which physicists can test their understanding of gravitational, quantum, and thermal physics. From Schwarzschild black holes to rotating and colliding black holes, and from gravitational radiation to Hawking radiation and information loss, Steven Gubser and Frans Pretorius use creative thought experiments and analogies to explain their subject accessibly. They also describe the decades-long quest to observe the universe in gravitational waves, which recently resulted in the LIGO observatories' detection of the distinctive gravitational wave “chirp” of two colliding black holes—the first direct observation of black holes' existence.

The Little Book of Black Holes takes readers deep into the mysterious heart of the subject, offering rare clarity of insight into the physics that makes black holes simple yet destructive manifestations of geometric destiny.

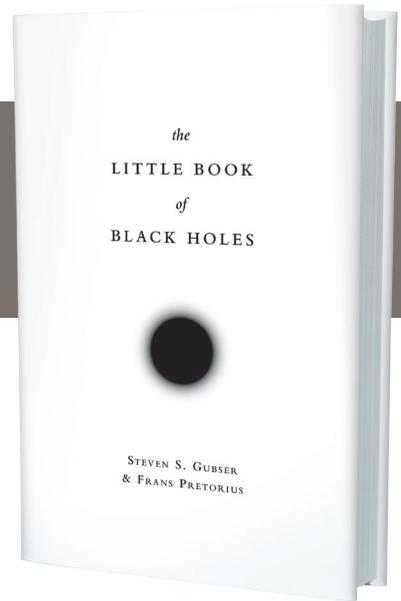
Steven S. Gubser is professor of physics at Princeton University and the author of *The Little Book of String Theory* (Princeton).

Frans Pretorius is professor of physics at Princeton. They both live in Princeton, New Jersey.

OCTOBER

978-0-691-16372-7 **Cloth \$19.95T**
232 pages. 29 line illus. 5 ½ x 8 ½.

POPULAR SCIENCE | PHYSICS

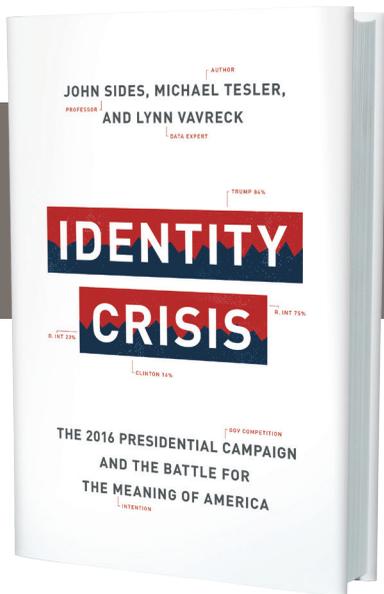


Dive into a mind-bending exploration of the physics of black holes

“The Little Book of Black Holes by Gubser and Pretorius provides an elegantly brief introduction to the basic properties of black holes and their occurrence in the universe. I warmly recommend it to the general reader.”

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

NATIONAL AUTHOR TOUR



Identity Crisis

The 2016 Presidential Campaign and the Battle for the Meaning of America

JOHN SIDES, MICHAEL TESLER & LYNN VAVRECK

Donald Trump's election victory stunned the world. How did he pull it off? Was it his appeal to alienated voters in the battleground states? Was it Hillary Clinton and the scandals associated with her long career in politics? Were key factors already in place before the nominees were even chosen? *Identity Crisis* provides a gripping account of the campaign that appeared to break all the political rules—but in fact didn't.

Identity Crisis takes readers from the bruising primaries to an election night whose outcome defied the predictions of the pollsters and pundits. The book shows how fundamental characteristics of the nation and its politics—the state of the economy, the Obama presidency, and the demographics of the political parties—combined with the candidates' personalities and rhetoric to produce one of the most unexpected presidencies in history. Early on, the fundamental characteristics predicted an extremely close election. And even though Trump's many controversies helped Clinton maintain a comfortable lead for most of the campaign, the prediction of a close election became reality when Americans cast their votes.

Identity Crisis reveals how Trump's victory was foreshadowed by changes in the Democratic and Republican coalitions that were driven by people's racial and ethnic identities. The campaign then reinforced and exacerbated those cleavages as it focused on issues related to race, immigration, and religion. The result was an epic battle not just for the White House but about what America is and should be.

John Sides is associate professor of political science at George Washington University. **Michael Tesler** is associate professor of political science at the University of California, Irvine. He is the author of *Post-Racial or Most-Racial?: Race and Politics in the Obama Era*.

Lynn Vavreck is professor of political science and communication studies at the University of California, Los Angeles. She is the author, with John Sides, of *The Gamble: Choice and Chance in the 2012 Presidential Election* (Princeton).

FEBRUARY

978-0-691-17419-8 **Cloth \$29.95T**

272 pages. 20 line illus. 20 tables. 6 x 9.

CURRENT AFFAIRS | POLITICS

A gripping in-depth account of the 2016 presidential election that explains Donald Trump's historic victory

Praise for John Sides and Lynn Vavreck's *The Gamble: Choice and Chance in the 2012 Presidential Election*:

"The 2012 election was when 'Money-ball' defeated 'Game Change'—and Sides and Vavreck explain why political scientists and number-crunchers were able to forecast the results well in advance, while the conventional wisdom was so often wrong. *The Gamble* is crisply written, comprehensively researched, and carefully argued.

It provides the definitive account of what really happened and what really mattered in the campaign."

—Nate Silver, author of *The Signal and the Noise*

"The book is a game-changer."

—Ezra Klein, *Bloomberg View*

Bible Nation

The United States of Hobby Lobby

CANDIDA R. MOSS & JOEL S. BADEN

Like many evangelical Christians, the Green family of Oklahoma City believes that America was founded as a Christian nation, based on a “biblical worldview.” But the Greens are far from typical evangelicals in other ways. The billionaire owners of Hobby Lobby, a huge nationwide chain of craft stores, the Greens came to national attention in 2014 after successfully suing the federal government over their religious objections to provisions of the Affordable Care Act. What is less widely known is that the Greens are now America’s biggest financial supporters of Christian causes—and they are spending hundreds of millions of dollars in an ambitious effort to increase the Bible’s influence on American society. In *Bible Nation*, Candida Moss and Joel Baden provide the first in-depth investigative account of the Greens’ sweeping Bible projects and the many questions they raise.

Bible Nation tells the story of the Greens’ rapid acquisition of an unparalleled collection of biblical antiquities; their creation of a closely controlled group of scholars to study and promote their collection; their efforts to place a Bible curriculum in public schools; and their construction of a \$500 million Museum of the Bible near the National Mall in Washington, D.C. *Bible Nation* reveals how these seemingly disparate initiatives promote a very particular set of beliefs about the Bible—and raise serious ethical questions about the trade in biblical antiquities, the integrity of academic research, and more.

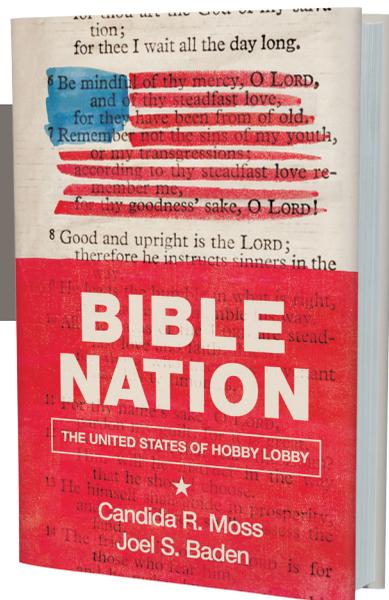
Bible Nation is an important and timely account of how a vast private fortune is being used to promote personal faith in the public sphere—and why it should matter to everyone.

Candida R. Moss is professor of New Testament at the University of Notre Dame and the author of, among other books, *The Myth of Persecution: How Early Christians Invented a Dangerous Legacy* (HarperOne). **Joel S. Baden** is professor of Hebrew Bible at the Yale Divinity School. His books include *The Historical David: The Real Life of an Invented Hero* (HarperOne).

OCTOBER

978-0-691-17735-9 Cloth \$29.95T
288 pages. 6 x 9.

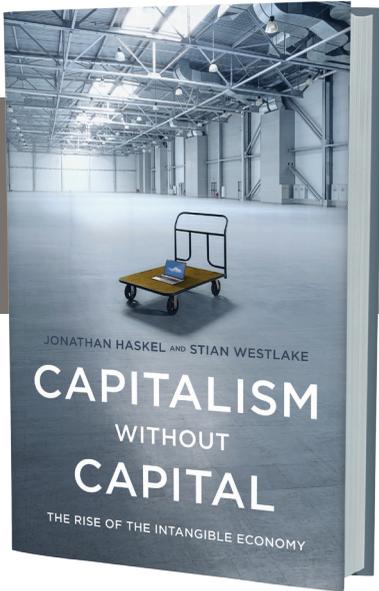
RELIGION | CURRENT AFFAIRS



How the billionaire owners of Hobby Lobby are spending hundreds of millions of dollars to make America a “Bible nation”

“Moss and Baden’s account of how a family of billionaires has almost single-handedly transformed the American religious landscape—to the benefit of some and the detriment of many—will shake you to your core. This is a must read in our increasingly polarized country.”

—Reza Aslan, author of the *New York Times* bestseller *Zealot: The Life and Times of Jesus of Nazareth*



Capitalism without Capital

The Rise of the Intangible Economy

JONATHAN HASKEL & STIAN WESTLAKE

The first comprehensive account of the growing dominance of the intangible economy

“The nineteenth- and twentieth-century world where capitalists owned factories and workers supplied labor has ended. In this book, Haskel and Westlake explain with fascinating examples how business assets today are mostly intangible and how this changes everything we know about business—corporate strategy, accounting, leadership, and industrial strategy. Whether you are a customer, investor, manager, employee, or politician, you will gain new insights from this tour de force.”

—John Kay, author of *Other People's Money*

Early in the twenty-first century, a quiet revolution occurred. For the first time, the major developed economies began to invest more in intangible assets, like design, branding, R&D, or software, than in tangible assets, like machinery, buildings, and computers. For all sorts of businesses, from tech firms and pharma companies to coffee shops and gyms, the ability to deploy assets that one can neither see nor touch is increasingly the main source of long-term success.

But this is not just a familiar story of the so-called new economy. *Capitalism without Capital* shows that the growing importance of intangible assets has also played a role in some of the big economic changes of the last decade. The rise of intangible investment is, Jonathan Haskel and Stian Westlake argue, an underappreciated cause of phenomena from economic inequality to stagnating productivity.

Haskel and Westlake bring together a decade of research on how to measure intangible investment and its impact on national accounts, showing the amount different countries invest in intangibles, how this has changed over time, and the latest thinking on how to assess this. They explore the unusual economic characteristics of intangible investment and discuss how these features make an intangible-rich economy fundamentally different from one based on tangibles.

Capitalism without Capital concludes by presenting three possible scenarios for what the future of an intangible world might be like, and by outlining how managers, investors, and policymakers can exploit the characteristics of an intangible age to grow their businesses, portfolios, and economies.

Jonathan Haskel is professor of economics at Imperial College London. **Stian Westlake** is a senior fellow at Nesta, the UK's national foundation for innovation.

DECEMBER

978-0-691-17503-4 **Cloth \$29.95T**

280 pages. 1 halftone. 32 line illus. 2 tables. 6 x 9.

POPULAR ECONOMICS | BUSINESS

Pathways to Reform

Credits and Conflict at The City University of New York

ALEXANDRA W. LOGUE

Change is notoriously difficult in any large organization. Institutions of higher education are no exception. From 2010 to 2013, Alexandra Logue, then chief academic officer of The City University of New York, led a controversial reform initiative known as Pathways. The program aimed to facilitate the transfer of credits among the university's nineteen constituent colleges in order to improve graduation rates—a long-recognized problem for public universities such as CUNY. Hotly debated, Pathways met with vociferous resistance from many faculty members, drew the attention of local and national media, and resulted in lengthy legal action. In *Pathways to Reform*, Logue, the figure at the center of the maelstrom, blends vivid personal narrative with an objective perspective to tell how this hard-fought plan was successfully implemented at the third-largest university in the United States.

Logue vividly illustrates why change does or does not take place in higher education, and the professional and personal tolls exacted. Looking through the lens of the Pathways program and factoring in key players, she analyzes how governance structures and conflicting interests, along with other institutional factors, impede change—which, Logue shows, is all too rare, slow, and costly. In this environment, she argues, it is shared governance, combined with a strong, central decision-making authority, that best facilitates necessary reform. Logue presents a compelling investigation of not only transfer policy but also power dynamics and university leadership.

Shedding light on the inner workings of one of the most important public institutions in the nation, *Pathways to Reform* provides the first full account of how, despite opposition, a complex higher education initiative was realized.

Alexandra W. Logue is a research professor at the Center for Advanced Study in Education at the Graduate Center, CUNY. From 2008 to 2014, she served as executive vice chancellor and university provost of the CUNY system.

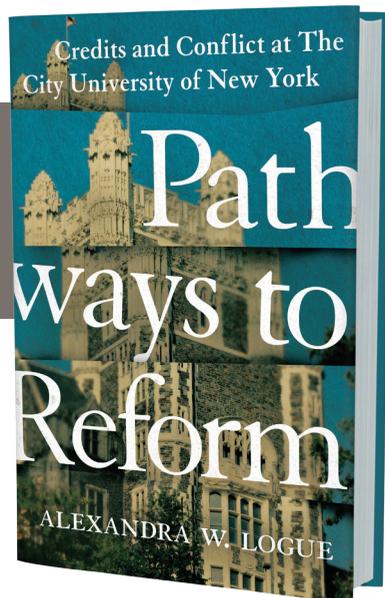
OCTOBER

978-0-691-16994-1 **Cloth \$29.95**
416 pages. 2 line illus. 6 x 9.

The William G. Bowen Memorial Series in Higher Education

EDUCATION

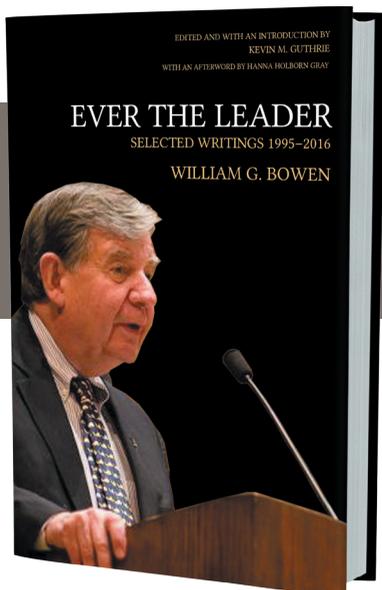
PRESS.PRINCETON.EDU



A personal account of the implementation of a controversial credit transfer program at the nation's third-largest university

“This intense, personal memoir of a contentious episode in The City University of New York’s recent history painstakingly recounts the complicated events surrounding a set of policies designed to help students transfer credits, with the goal of improving graduation rates and educational attainment. A riveting account of power and authority, *Pathways to Reform* demonstrates how difficult it is to achieve change when vested interests are at stake and compromise is viewed as surrender.”

—Eugene M. Tobin, Andrew W. Mellon Foundation



Ever the Leader

Selected Writings, 1995–2016

WILLIAM G. BOWEN

Edited and with an introduction by Kevin M. Guthrie
With an afterword by Hanna Holborn Gray

A collection of speeches and writings from one of America's most important commentators on higher education

"*Ever the Leader* presents William Bowen's major ideas on essential topics in higher education. Even for those who are well versed in the Bowen oeuvre, there are important insights, especially on academic freedom and free speech. Bowen's moral clarity, wisdom, and courage—his willingness to speak his mind on the most controversial dilemmas—shine through."

—Nancy Weiss Malkiel, author of
*"Keep the Damned Women Out":
The Struggle for Coeducation*

Ever the Leader gathers together selected speeches and writings from one of the great scholars and commentators of higher education. William G. Bowen's career at Princeton University—from economics professor to provost to a sixteen-year tenure as president—was marked by extraordinary accomplishments during times of great change, both at the university and in the country. But it was in Bowen's second act, as president of the Andrew W. Mellon Foundation and founding chairman of ITHAKA, that he took the lessons he learned as a highly productive leader of one of the nation's most esteemed universities and applied them to a broader set of problems in higher education. This volume of work from Bowen's later career captures this expansion of his thought and influence.

Comprising remarks and articles on the subjects of educational opportunity, technology, college sports, academic leadership and freedom, and Bowen's own colleagues and friends, *Ever the Leader* is more than just a concise distillation of Bowen's research and thinking on some of the most urgent issues of the day—it is a portrait of leadership in action. The selected papers, talks, and articles exemplify Bowen's commitment and singular ability to communicate strong, persuasive arguments for change, and to motivate others to engage with the truly hard questions facing higher education leaders.

Filled with formidable insights, *Ever the Leader* will be required reading for university presidents, policymakers, and all those who carry on the struggle for equity and excellence in higher education.

William G. Bowen (1933–2016) was president emeritus of the Andrew W. Mellon Foundation and Princeton University and founding chairman of JSTOR and ITHAKA. His many books include *The Shape of the River* and *Lesson Plan* (both Princeton; see page 105). **Kevin M. Guthrie** is an executive and entrepreneur with expertise in higher education technology and not-for-profit management. He was the founding president of JSTOR and ITHAKA.

DECEMBER

978-0-691-17787-8 **Cloth \$29.95T**

304 pages. 6 x 9.

The William G. Bowen Memorial Series in Higher Education

EDUCATION

The Struggle to Reform Our Colleges

DEREK BOK

During the first decade of this century, many commentators predicted that American higher education was about to undergo major changes that would be brought about under the stimulus of online learning and other technological advances. Toward the end of the decade, the president of the United States declared that America would regain its historic lead in the education of its workforce within the next ten years through a huge increase in the number of students earning “quality” college degrees.

Several years have elapsed since these pronouncements were made, yet the rate of progress has increased very little, if at all, in the number of college graduates or the nature and quality of the education they receive. In *The Struggle to Reform Our Colleges*, Derek Bok seeks to explain why so little change has occurred by analyzing the response of America’s colleges; the influence of students, employers, foundations, accrediting organizations, and government officials; and the impact of market forces and technological innovation. In the last part of the book, Bok identifies a number of initiatives that could improve the performance of colleges and universities. The final chapter examines the process of change itself and describes the strategy best calculated to quicken the pace of reform and enable colleges to meet the challenges that confront them.

Derek Bok is the 300th Anniversary University Research Professor, professor of law, and president emeritus of Harvard University. His many books include *Higher Education in America*, *Our Underachieving Colleges*, and *Universities in the Marketplace* (all Princeton).

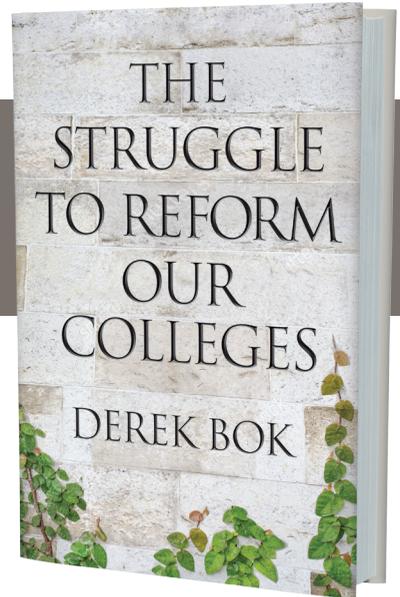
SEPTEMBER

978-0-691-17747-2 **Cloth \$29.95T**

232 pages. 12 tables. 6 x 9.

The William G. Bowen Memorial Series in Higher Education

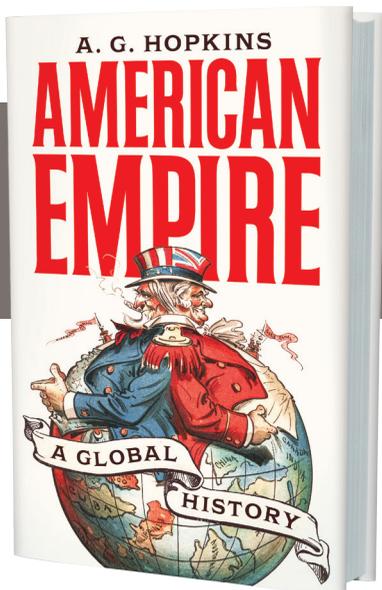
EDUCATION



Why efforts to improve American higher educational attainment haven't worked, and where to go from here

“Derek Bok has written a clear-eyed analysis of the challenges facing those interested in reforming our nation’s colleges. Informed by data, scholarship, and the wisdom of experience, Bok’s perspective is that of a thoughtful but loving critic, and he pulls no punches. His critiques of faculty, students, college presidents, trustees, foundations, and government policy-makers are spot-on. All who wish to improve higher education should read this book.”

—Lawrence S. Bacow, president emeritus of Tufts University



A new history of the United States that turns American exceptionalism on its head

“Hopkins has written a remarkable, learned work that makes its central point well and provides numerous leads for future scholarship. He argues that American empire can be understood only within the dynamics of globalization and worldwide imperial formation and contestation. *American Empire* is likely to become a standard book in U.S. and world history.”

—Ian Tyrrell, author of *Crisis of the Wasteful Nation: Empire and Conservation in Theodore Roosevelt's America*

American Empire

A Global History

A. G. HOPKINS

American Empire is a panoramic work of scholarship that presents a bold new global perspective on the history of the United States. Drawing on his expertise in economic history and the imperial histories of Britain and Europe, A. G. Hopkins takes readers from the colonial era to today to show how, far from diverging, the United States and Western Europe followed similar trajectories throughout this long period, and how America's dependency on Britain and Europe extended much later into the nineteenth century than previously understood.

In a sweeping narrative spanning three centuries, Hopkins describes how the revolt of the mainland colonies was the product of a crisis that afflicted the imperial states of Europe generally, and how the history of the American republic between 1783 and 1865 was a response not to the termination of British influence but to its continued expansion. He traces how the creation of a U.S. industrial nation-state after the Civil War paralleled developments in Western Europe, fostered similar destabilizing influences, and found an outlet in imperialism through the acquisition of an insular empire in the Caribbean and Pacific. The period of colonial rule that followed reflected the history of the European empires in its ideological justifications, economic relations, and administrative principles. After 1945, a profound shift in the character of globalization brought the age of the great territorial empires to an end.

American Empire goes beyond the myth of American exceptionalism to place the United States within the wider context of the global historical forces that shaped the Western empires and the world.

A. G. Hopkins is Emeritus Smuts Professor of Commonwealth History at the University of Cambridge and former Walter Prescott Webb Chair in History at the University of Texas at Austin. His books include *Global History: Interactions between the Universal and the Local*; *Globalization in World History*; *British Imperialism, 1688–2015*; and *An Economic History of West Africa*. He lives in Cambridge, England.

FEBRUARY

978-0-691-17705-2 **Cloth \$39.50†**
672 pages. 3 tables. 8 maps. 6 x 9.

America in the World
Sven Beckert and Jeremi Suri, Series Editors

HISTORY

The Burr Conspiracy

Uncovering the Story of an Early American Crisis

JAMES E. LEWIS JR.

In 1805 and 1806, Aaron Burr, former vice president of the newly formed American republic, traveled through the Trans-Appalachian West gathering support for a mysterious enterprise, for which he was arrested and tried for treason in 1807. This book explores the political and cultural forces that shaped how Americans made sense of the uncertain rumors and reports about Burr's intentions and movements, and examines what the resulting crisis reveals about their anxieties concerning the new nation's fragile union and uncertain republic.

Burr was said to have enticed some people with plans to liberate Spanish Mexico, others with promises of land in the Orleans Territory, still others with talk of building a new empire beyond the Appalachian Mountains. The Burr Conspiracy was a cause célèbre of the early republic—with Burr cast as the chief villain of the Founding Fathers—even as the evidence against him was vague and conflicting. Rather than trying to discover the real intentions of Burr or his accusers—Thomas Jefferson foremost among them—James E. Lewis Jr. looks at how differing understandings of the Burr Conspiracy were shaped by everything from partisan politics and biased newspapers to notions of honor and gentility. He also traces the enduring legacy of the stories that were told and accepted during this moment of uncertainty.

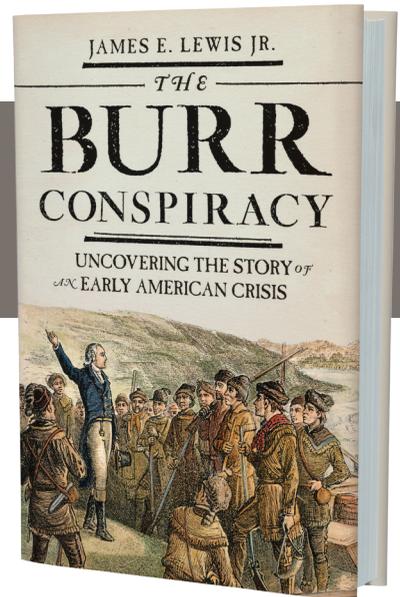
The Burr Conspiracy offers a panoramic and multifaceted portrait of the United States at a time when it was far from clear to its people how long it would last.

James E. Lewis Jr. is associate professor of history at Kalamazoo College. His books include *The Louisiana Purchase: Jefferson's Noble Bargain?* and *John Quincy Adams: Policymaker for the Union*. He lives in Kalamazoo, Michigan.

NOVEMBER

978-0-691-17716-8 **Cloth \$35.00T**
752 pages. 13 halftones. 1 map. 6 x 9.

AMERICAN HISTORY

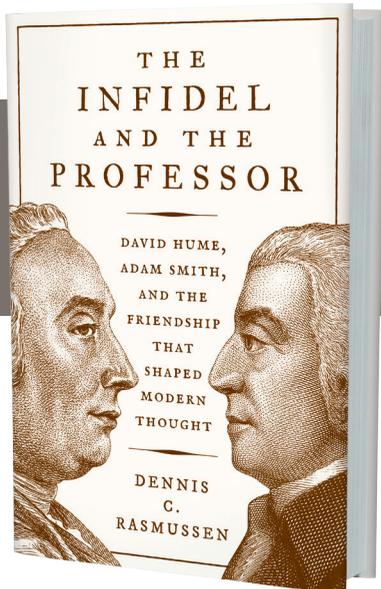


A multifaceted portrait of the early American republic as seen through the lens of the Burr Conspiracy

“Lewis has produced a masterful and insightful account of the Burr Conspiracy that brilliantly redirects our focus from the events to the robust spin that participants and observers placed on the episodes from the beginning. By shifting from actions to interpretations, he offers the best take we are likely ever to have on the supposed conspiracy.”

—Alan Taylor, author of *American Revolutions: A Continental History, 1750–1804*

NATIONAL AUTHOR TOUR



The Infidel and the Professor

David Hume, Adam Smith, and the Friendship That Shaped Modern Thought

DENNIS C. RASMUSSEN

David Hume is widely regarded as the most important philosopher ever to write in English, but during his lifetime he was attacked as “the Great Infidel” for his skeptical religious views and deemed unfit to teach the young. In contrast, Adam Smith was a revered professor of moral philosophy, and is now often hailed as the founding father of capitalism. Remarkably, the two were best friends for most of their adult lives, sharing what Dennis Rasmussen calls the greatest of all philosophical friendships. *The Infidel and the Professor* is the first book to tell the fascinating story of the friendship of these towering Enlightenment thinkers—and how it influenced their world-changing ideas.

The book follows Hume and Smith’s relationship from their first meeting in 1749 until Hume’s death in 1776. It describes how they commented on each other’s writings, supported each other’s careers and literary ambitions, and advised each other on personal matters, most notably after Hume’s quarrel with Jean-Jacques Rousseau. Members of a vibrant intellectual scene in Enlightenment Scotland, Hume and Smith made many of the same friends (and enemies), joined the same clubs, and were interested in many of the same subjects well beyond philosophy and economics—from psychology and history to politics and Britain’s conflict with the American colonies. The book reveals that Smith’s private religious views were considerably closer to Hume’s public ones than is usually believed. It also shows that Hume contributed more to economics—and Smith contributed more to philosophy—than is generally recognized.

Vividly written, *The Infidel and the Professor* is a compelling account of a great friendship that had great consequences for modern thought.

Dennis C. Rasmussen is associate professor of political science at Tufts University. His books include *The Pragmatic Enlightenment*. He lives in Charlestown, Massachusetts.

SEPTEMBER

978-0-691-17701-4 **Cloth \$29.95T**

360 pages. 8 halftones. 6 x 9.

PHILOSOPHY | BIOGRAPHY

The story of the greatest of all philosophical friendships—and how it influenced modern thought

“*The Infidel and the Professor* is the first book on the fascinating subject of the friendship between David Hume and Adam Smith. Masterfully weaving together the historical evidence, Dennis Rasmussen does justice to both the ideas of these two men and their larger social and intellectual context. The resulting account is erudite, absorbing, witty, and smoothly narrated.”

—Andrew Sabl, author of *Hume’s Politics*

Midlife

A Philosophical Guide

KIERAN SETIYA

How can you reconcile yourself with the lives you will never lead, with possibilities foreclosed, and with nostalgia for lost youth? How can you accept the failings of the past, the sense of futility in the tasks that consume the present, and the prospect of death that blights the future? In this self-help book with a difference, Kieran Setiya confronts the inevitable challenges of adulthood and middle age, showing how philosophy can help you thrive.

You will learn why missing out might be a good thing, how options are overrated, and when you should be glad you made a mistake. You will be introduced to philosophical consolations for mortality. And you will learn what it would mean to live in the present, how it could solve your midlife crisis, and why meditation helps.

Ranging from Aristotle, Schopenhauer, and John Stuart Mill to Virginia Woolf and Simone de Beauvoir, as well as drawing on Setiya's own experience, *Midlife* combines imaginative ideas, surprising insights, and practical advice. Writing with wisdom and wit, Setiya makes a wry but passionate case for philosophy as a guide to life.

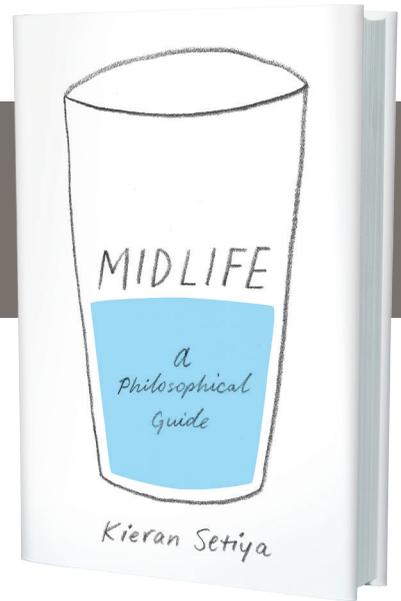
Kieran Setiya is professor of philosophy at the Massachusetts Institute of Technology. He is the author of *Reasons without Rationalism* (Princeton) and *Knowing Right from Wrong*. He lives in Brookline, Massachusetts, with his wife and son.

OCTOBER

978-0-691-17393-1 **Cloth \$22.95T**

208 pages. 5 x 8.

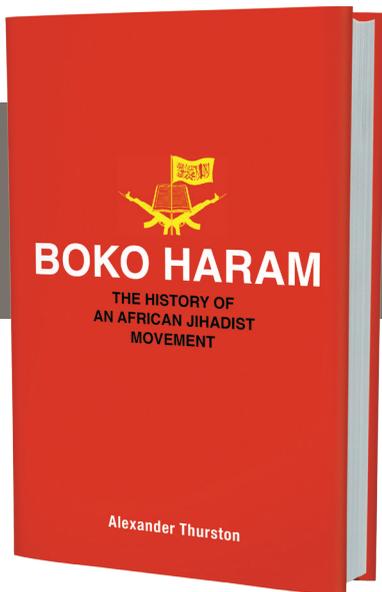
PHILOSOPHY



Philosophical wisdom and practical advice for overcoming the problems of middle age

“Written with charming simplicity and wry humor, *Midlife* is a philosophically rich source of what might be called ‘the higher life hacks’—reflective ways of dissolving the sense of emptiness and regret that tends to hit each of us with the onset of middle age. A work of disarming wisdom.”

—Jim Holt, author of *Why Does the World Exist?*



A comprehensive history of one of the world's deadliest jihadist groups

"This is an extremely important book, not just for the light it sheds on a movement that has confounded many but also for the approach it takes in attempting to make sense of seemingly senseless violence based on religious ideology. Students of other such movements around the world will have much to learn from this rich and careful account of Boko Haram's origins and transformation."

—Leonardo Villalón, University of Florida

Boko Haram

The History of an African Jihadist Movement

ALEXANDER THURSTON

Boko Haram is one of the world's deadliest jihadist groups. It has killed more than twenty thousand people and displaced more than two million in a campaign of terror that began in Nigeria but has since spread to Chad, Niger, and Cameroon as well. This is the first book to tell the full story of this West African affiliate of the Islamic State, from its beginnings in the early 2000s to its most infamous violence, including the 2014 kidnapping of 276 Nigerian schoolgirls.

Drawing on sources in Arabic and Hausa, rare documents, propaganda videos, press reports, and interviews with experts in Nigeria, Cameroon, and Niger, Alexander Thurston sheds new light on Boko Haram's development. He shows that the group, far from being a simple or static terrorist organization, has evolved in its worldview and ideology in reaction to events. Chief among these has been Boko Haram's escalating war with the Nigerian state and civilian vigilantes.

The book closely examines both the behavior and beliefs that are the keys to understanding Boko Haram. Putting the group's violence in the context of the complex religious and political environment of Nigeria and the Lake Chad region, the book examines how Boko Haram relates to states, politicians, Salafis, Sufis, Muslim civilians, and Christians. It also probes Boko Haram's international connections, including its loose former ties to al-Qaida and its 2015 pledge of allegiance to ISIS.

An in-depth account of a group that is menacing Africa's most populous and richest country, the book also illuminates the dynamics of civil war in Africa and jihadist movements in other parts of the world.

Alexander Thurston is visiting assistant professor of African studies at Georgetown University and the author of *Salafism in Nigeria: Islam, Preaching, and Politics*.

DECEMBER

978-0-691-17224-8 **Cloth \$29.95T**
352 pages. 3 maps. 5 ½ x 8 ½.

Princeton Studies in Muslim Politics
Dale F. Eickelman and Augustus Richard Norton, Series Editors

CURRENT AFFAIRS | AFRICAN STUDIES | ISLAMIC STUDIES

Vanguard of the Revolution

The Global Idea of the Communist Party

A. JAMES McADAMS

Vanguard of the Revolution is a sweeping history of one of the most significant political institutions of the modern world. The communist party was a revolutionary idea long before its supporters came to power. In this book, A. James McAdams argues that the rise and fall of communism can be understood only by taking into account the origins and evolution of this compelling idea. He shows how the leaders of parties in countries as diverse as the Soviet Union, China, Germany, Yugoslavia, Cuba, and North Korea adapted the original ideas of revolutionaries like Karl Marx and Vladimir Lenin to profoundly different social and cultural settings.

Taking readers from the drafting of *The Communist Manifesto* in the 1840s to the dissolution of the Soviet Union in the early 1990s, McAdams describes the decisive role played by individual rulers in the success of their respective parties—men like Joseph Stalin, Mao Zedong, and Fidel Castro. He demonstrates how these personalities drew on vying conceptions of the party's functions to mesmerize their followers, mobilize their populations, and transform their societies. He also shows how many of these figures abused these ideas to justify incomprehensible acts of inhumanity. McAdams explains why communist parties lasted as long as they did, and why they either disappeared or ceased to be meaningful institutions by the close of the twentieth century.

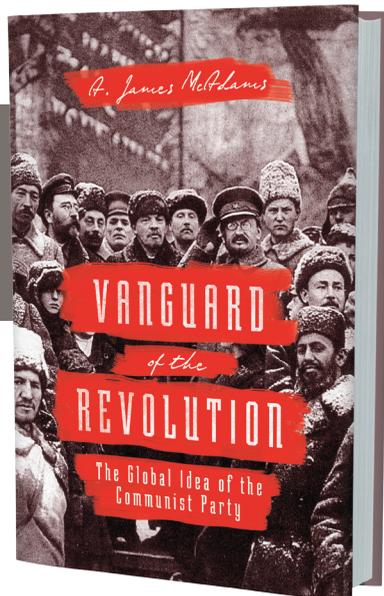
The first comprehensive political history of the communist party, *Vanguard of the Revolution* is essential reading for anyone seeking to understand world communism and the captivating idea that gave it life.

A. James McAdams is the William M. Scholl Professor of International Affairs and director of the Nanovic Institute for European Studies at the University of Notre Dame. His many books include *Judging the Past in Unified Germany* and *Germany Divided: From the Wall to Reunification* (Princeton). He lives in South Bend, Indiana.

OCTOBER

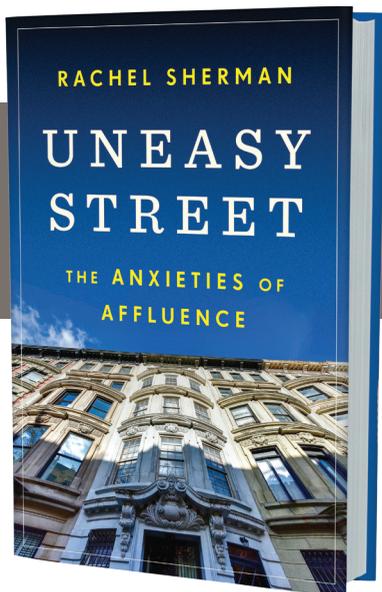
978-0-691-16894-4 Cloth \$35.00T
528 pages. 25 halftones. 6 x 9.

HISTORY | POLITICS



The first comprehensive political history of the communist party

“This is a very welcome and engaging book that traces the history of the communist party from Karl Marx to the lowering of the red flag over the Kremlin in 1991. McAdams knows his stuff and is an excellent analyst.”
—Norman M. Naimark, author of *Stalin's Genocides*



Uneasy Street

The Anxieties of Affluence

RACHEL SHERMAN

From TV's "real housewives" to *The Wolf of Wall Street*, our popular culture portrays the wealthy as materialistic and entitled. But what do we really know about those who live on "easy street"? In this penetrating book, Rachel Sherman draws on rare in-depth interviews that she conducted with fifty affluent New Yorkers—including hedge fund financiers and corporate lawyers, professors and artists, and stay-at-home mothers—to examine their lifestyle choices and their understanding of privilege. Sherman upends images of wealthy people as invested only in accruing and displaying social advantages for themselves and their children. Instead, these liberal elites, who believe in diversity and meritocracy, feel conflicted about their position in a highly unequal society. They wish to be "normal," describing their consumption as reasonable and basic and comparing themselves to those who have more than they do rather than those with less. These New Yorkers also want to see themselves as hard workers who give back and raise children with good values, and they avoid talking about money.

Although their experiences differ depending on a range of factors, including whether their wealth was earned or inherited, these elites generally depict themselves as productive and prudent, and therefore morally worthy, while the undeserving rich are lazy, ostentatious, and snobbish. Sherman argues that this ethical distinction between "good" and "bad" wealthy people characterizes American culture more broadly, and that it perpetuates rather than challenges economic inequality.

As the distance between rich and poor widens, *Uneasy Street* not only explores the real lives of those at the top but also sheds light on how extreme inequality comes to seem ordinary and acceptable to the rest of us.

Rachel Sherman is associate professor of sociology at the New School for Social Research and Eugene Lang College. She is the author of *Class Acts: Service and Inequality in Luxury Hotels* and lives in Brooklyn, New York.

SEPTEMBER

978-0-691-16550-9 Cloth \$29.95T
320 pages. 6 x 9.

SOCIOLOGY

A surprising and revealing look at how today's elite view their own wealth and place in society

"This exceptionally interesting book examines how one group of wealthy people understands and experiences its extraordinary privilege. Sherman's analysis of elites is long overdue, especially as the popular discourse on inequality has exploded. Beautifully written, *Uneasy Street* is an exceptional piece of work."
—Juliet Schor, author of *True Wealth*

A Taste for the Beautiful

The Evolution of Attraction

MICHAEL J. RYAN

Darwin developed the theory of sexual selection to explain why the animal world abounds in stunning beauty, from the brilliant colors of butterflies and fishes to the songs of birds and frogs. He argued that animals have “a taste for the beautiful” that drives their potential mates to evolve features that make them more sexually attractive and reproductively successful. But if Darwin explained *why* sexual beauty evolved in animals, he struggled to understand *how*. In *A Taste for the Beautiful*, Michael Ryan, one of the world’s leading authorities on animal behavior, tells the remarkable story of how he and other scientists have taken up where Darwin left off and transformed our understanding of sexual selection, shedding new light on human behavior in the process.

Drawing on cutting-edge work in neuroscience and evolutionary biology, as well as his own important studies of the tiny Túngara frog deep in the jungles of Panama, Ryan explores the key questions: Why do animals perceive certain traits as beautiful and others not? Do animals have an inherent sexual aesthetic and, if so, where is it rooted? Ryan argues that the answers to these questions lie in the brain—particularly that of females, who act as biological puppeteers, spurring the development of beautiful traits in males. This theory of how sexual beauty evolves explains its astonishing diversity and provides new insights about how much our own perception of beauty resembles that of other animals.

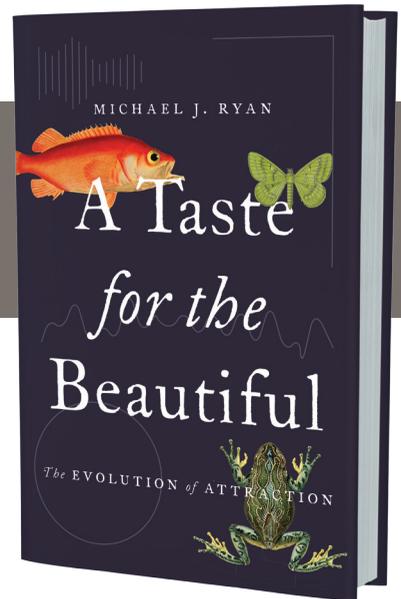
Vividly written and filled with fascinating stories, *A Taste for the Beautiful* will change how you think about beauty and attraction.

Michael J. Ryan is the Clark Hubbs Regents Professor in Zoology at the University of Texas and a Senior Research Associate at the Smithsonian Tropical Research Institute in Panama. He is a leading researcher in the fields of sexual selection, mate choice, and animal communication. He lives in Austin, Texas.

FEBRUARY

978-0-691-16726-8 **Cloth \$29.95T**
256 pages. 16 color illus. 8 halftones. 6 x 9.

POPULAR SCIENCE | NATURE

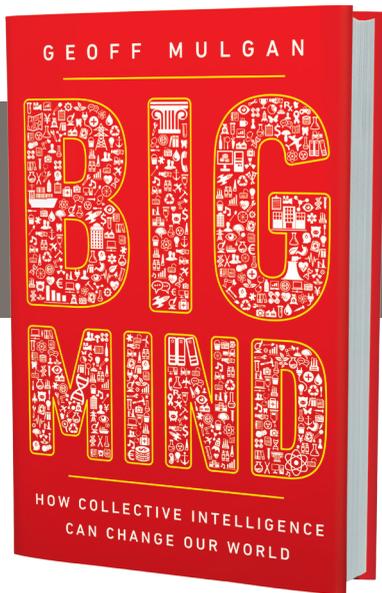


From one of the world’s leading authorities on animal behavior, the astonishing story of how the female brain drives the evolution of beauty in animals and humans

“In this engaging book, Michael Ryan explores why all animals look for beauty in the opposite sex. Using his studies of Central American frogs as a jumping-off point, he expertly guides us through new discoveries and ideas about how brains have evolved to yearn for the beautiful. Surprisingly, what female frogs admire in their male suitors illuminates our own desires and attractions.”

—Virginia Morell, author of the *New York Times* bestseller *Animal Wise: How We Know Animals Think and Feel*

NATIONAL AUTHOR TOUR



Big Mind

How Collective Intelligence Can Change Our World

GEOFF MULGAN

A new field of collective intelligence has emerged in the last few years, prompted by a wave of digital technologies that make it possible for organizations and societies to think at large scale. This “bigger mind”—human and machine capabilities working together—has the potential to solve the great challenges of our time. So why do smart technologies not automatically lead to smart results? Gathering insights from diverse fields, including philosophy, computer science, and biology, *Big Mind* reveals how collective intelligence can guide corporations, governments, universities, and societies to make the most of human brains and digital technologies.

Geoff Mulgan explores how collective intelligence has to be consciously organized and orchestrated in order to harness its powers. He looks at recent experiments mobilizing millions of people to solve problems, and at groundbreaking technology like Google Maps and Dove satellites. He also considers why organizations full of smart people and machines can make foolish mistakes—from investment banks losing billions to intelligence agencies misjudging geopolitical events—and shows how to avoid them.

Highlighting differences between environments that stimulate intelligence and those that blunt it, Mulgan shows how human and machine intelligence could solve challenges in business, climate change, democracy, and public health. But for that to happen we'll need radically new professions, institutions, and ways of thinking.

Informed by the latest work on data, web platforms, and artificial intelligence, *Big Mind* shows how collective intelligence could help us survive and thrive.

Geoff Mulgan is chief executive of Nesta, the UK's National Endowment for Science, Technology and the Arts, and a senior visiting scholar at Harvard University's Ash Center. He was the founder of the think tank Demos and director of the Prime Minister's Strategy Unit and head of policy under Tony Blair. His books include *The Locust and the Bee* (Princeton) and *Good and Bad Power* (Penguin).

DECEMBER

978-0-691-17079-4 **Cloth \$29.95T**

200 pages. 5 line illus. 6 x 9.

POPULAR ECONOMICS | PUBLIC POLICY

How collective intelligence can transform business, government, and our everyday lives

“This important work provides a sophisticated analysis of the various human and computational forms of collective intelligence. Mulgan demonstrates in a powerful way how such collective intelligence can be mobilized to deal effectively and wisely with the most urgent problems on the planet.”

—Howard Gardner, author of *Multiple Intelligences*

A Different Kind of Animal

How Culture Transformed Our Species

ROBERT BOYD

Human beings are a very different kind of animal. We have evolved to become the most dominant species on Earth. We have a larger geographical range and process more energy than any other creature alive. This astonishing transformation is usually explained in terms of cognitive ability—people are just smarter than all the rest. But in this compelling book, Robert Boyd argues that culture—our ability to learn from each other—has been the essential ingredient of our remarkable success.

A Different Kind of Animal demonstrates that while people are smart, we are not nearly smart enough to have solved the vast array of problems that confronted our species as it spread across the globe. Over the past two million years, culture has evolved to enable human populations to accumulate superb local adaptations that no individual could ever have invented on their own. It has also made possible the evolution of social norms that allow humans to make common cause with large groups of unrelated individuals, a kind of society not seen anywhere else in nature. This unique combination of cultural adaptation and large-scale cooperation has transformed our species and assured our survival—making us the different kind of animal we are today.

Based on the Tanner Lectures delivered at Princeton University, *A Different Kind of Animal* features challenging responses by biologist Allen Orr, philosopher Kim Sterelny, economist Paul Seabright, and evolutionary anthropologist Ruth Mace, as well as an introduction by Stephen Macedo.

Robert Boyd is Origins Professor in the School of Human Evolution and Social Change at Arizona State University. His books include *How Humans Evolved*, *Not by Genes Alone: How Culture Transformed Human Evolution*, and *The Origin and Evolution of Cultures*. He lives in Phoenix, Arizona.

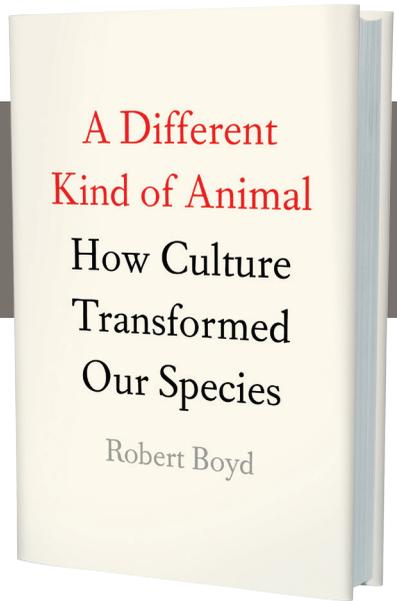
NOVEMBER

978-0-691-17773-1 **Cloth \$27.95T**

296 pages. 5 halftones. 21 line illus. 1 table. 5 ½ x 8 ½.

The University Center for Human Values Series
Stephen Macedo, Series Editor

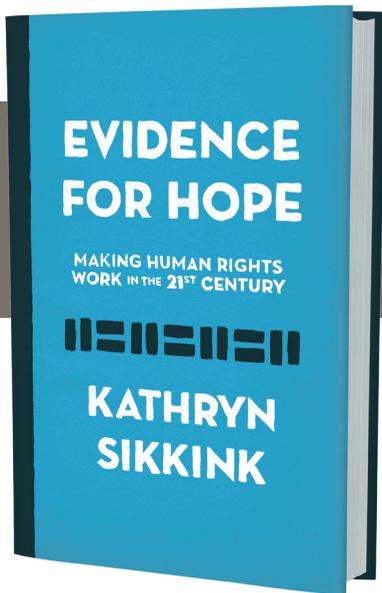
POPULAR SCIENCE | NATURE



How our ability to learn from each other has been the essential ingredient to our remarkable success as a species

“Robert Boyd is surely right that we are a ‘different kind of animal.’ We possess language, we have sophisticated trade and cooperation, but we are also frighteningly deceptive and prone to spasms of unspeakable violence. Boyd shows here in compelling style how our possession of culture—the passing on of learned information—explains the highs, lows, and contradictions in our behaviors.”

—Mark Pagel, author of *Wired for Culture: Origins of the Human Social Mind*



Evidence for Hope

Making Human Rights Work in the 21st Century

KATHRYN SIKKINK

A history of the successes of the human rights movement and a case for why human rights work

“This important book argues that human rights has worked, does work, and can continue to do so.

Connecting the past to the future, this is a history that is unashamed to teach us vital lessons.”

—Jeremy Adelman, coauthor of *Worlds Together, Worlds Apart*

Evidence for Hope makes the case that, yes, human rights work. Critics may counter that the movement is in serious jeopardy or even a questionable byproduct of Western imperialism. They point out that Guantánamo is still open, the Arab Spring protests have been crushed, and governments are cracking down on NGOs everywhere. But respected human rights expert Kathryn Sikkink draws on decades of research and fieldwork to provide a rigorous rebuttal to the pessimistic doubts about human rights laws and institutions. She demonstrates that change comes slowly and as the result of struggle, but in the long term, human rights movements have been vastly effective.

Attacks on the human rights movement’s credibility are based on the faulty premise that human rights ideas emerged in North America and Europe and were imposed on developing southern nations. Starting in the 1940s, Latin American leaders and activists were actually early advocates for the international protection of human rights. Sikkink shows that activists and scholars disagree about the efficacy of human rights because they use different yardsticks to measure progress. Comparing the present to the past, she shows that genocide and violence against civilians have declined over time, while access to health care and education has increased dramatically. Cognitive and news biases contribute to pervasive cynicism, but Sikkink’s investigation into past and current trends actually indicates that human rights is not in its twilight. Instead, this is a period of vibrant activism that has made impressive improvements in human well-being.

Exploring the strategies that have led to real humanitarian gains, *Evidence for Hope* looks at how these essential advances can be supported and sustained for decades to come.

Kathryn Sikkink is the Ryan Family Professor of Human Rights Policy at the Harvard Kennedy School of Government, and the Carol K. Pforzheimer Professor at the Radcliffe Institute for Advanced Study.

OCTOBER

978-0-691-17062-6 **Cloth \$35.00T**

336 pages. 5 halftones. 19 line illus. 1 table. 1 map. 6 x 9.

Human Rights and Crimes against Humanity
Eric D. Weitz, Series Editor

WORLD HISTORY | PUBLIC POLICY

The Making of Martin Luther

RICHARD REX

The Making of Martin Luther takes a provocative look at the intellectual emergence of one of the most original and influential minds of the sixteenth century. Richard Rex traces how, in a concentrated burst of creative energy in the few years surrounding his excommunication by Pope Leo X in 1521, this lecturer at an obscure German university developed a startling new interpretation of the Christian faith that brought to an end the dominance of the Catholic Church in Europe. Luther's personal psychology and cultural context played their parts in the whirlwind of change he unleashed. But for the man himself, it was always about the ideas, the truth, and the Gospel.

Focusing on the most intensely important years of Luther's career, Rex teases out the threads of his often paradoxical and counterintuitive ideas from the tangled thickets of his writings, explaining their significance, their interconnections, and the astonishing appeal they so rapidly developed. Yet Rex also sets these ideas firmly in the context of Luther's personal life, the cultural landscape that shaped him, and the traditions of medieval Catholic thought from which his ideas burst forth.

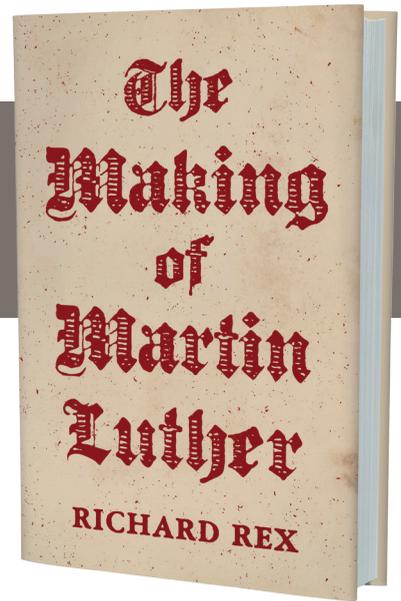
Lucidly argued and elegantly written, *The Making of Martin Luther* is a splendid work of intellectual history that renders Luther's earthshaking yet sometimes challenging ideas accessible to a new generation of readers.

Richard Rex is professor of Reformation history at the University of Cambridge and a fellow of Queens' College. His books include *Tudors: The Illustrated History* and *Henry VIII and the English Reformation*. He lives in Cambridge, England.

OCTOBER

978-0-691-15515-9 **Cloth \$29.95T**
352 pages. 5 ½ x 8 ½.

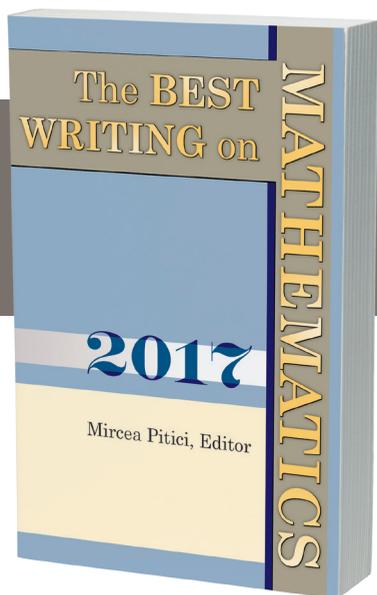
RELIGION | HISTORY



A major new account of the most intensely creative years of Luther's career

"One of the most interesting and original studies of Luther that I've read in my career. Combining deep learning and analytical rigor with a wry sense of humor, Rex breaks through the crust of endlessly repeated scholarly narratives and interpretative assumptions that have long been taken for granted. *The Making of Martin Luther* is an important book."

—Brad S. Gregory, author of *The Unintended Reformation: How a Religious Revolution Secularized Society*



The year's finest mathematics writing from around the world

Praise for previous editions:

"A volume of unexpectedly fascinating mathematical research, musings, and studies that explore subjects from art to medicine. . . . [R]eaders from many disciplines will find much to pique their interest."

—*Publishers Weekly*

"Entertaining and informative."
—Ian D. Gordon, *Library Journal*

The Best Writing on Mathematics 2017

EDITED BY MIRCEA PITICI

This annual anthology brings together the year's finest mathematics writing from around the world. Featuring promising new voices alongside some of the foremost names in the field, *The Best Writing on Mathematics 2017* makes available to a wide audience many articles not easily found anywhere else—and you don't need to be a mathematician to enjoy them. These writings offer surprising insights into the nature, meaning, and practice of mathematics today. They delve into the history, philosophy, teaching, and everyday occurrences of math, and take readers behind the scenes of today's hottest mathematical debates.

Here Evelyn Lamb describes the excitement of searching for incomprehensibly large prime numbers, Jeremy Gray speculates about who would have won math's highest prize—the Fields Medal—in the nineteenth century, and Philip Davis looks at mathematical results and artifacts from a business and marketing viewpoint. In other essays, Noson Yanofsky explores the inherent limits of knowledge in mathematical thinking, Jo Boaler and Lang Chen reveal why finger-counting enhances children's receptivity to mathematical ideas, and Carlo Séquin and Raymond Shiau attempt to discover how the Renaissance painter Fra Luca Pacioli managed to convincingly depict his famous rhombicuboctahedron, a twenty-six-sided Archimedean solid. And there's much, much more.

In addition to presenting the year's most memorable writings on mathematics, this must-have anthology includes a bibliography of other notable writings and an introduction by the editor, Mircea Pitici. This book belongs on the shelf of anyone interested in where math has taken us—and where it is headed.

Mircea Pitici holds a PhD in mathematics education from Cornell University and is a graduate student in library and information science at Syracuse University's iSchool. He has edited *The Best Writing on Mathematics* since 2010.

DECEMBER

978-0-691-17863-9 **Paper \$24.95T**

264 pages. 20 color illus. 42 halftones. 15 line illus. 2 tables. 5 ½ x 8 ½.

POPULAR MATHEMATICS

The Oceans

A Deep History

EELCO J. ROHLING

It has often been said that we know more about the moon than we do about our own oceans. In fact, we know a great deal more about the oceans than many people realize. Scientists know that our actions today are shaping the oceans and climate of tomorrow—and that if we continue to act recklessly, the consequences will be dire. In this timely and accessible book, Eelco Rohling traces the 4.4-billion-year history of Earth’s oceans while also shedding light on the critical role they play in our planet’s climate system.

Beginning with the formation of primeval Earth and the earliest appearance of oceans, Rohling takes readers on a journey through prehistory to the present age, vividly describing the major events in the ocean’s evolution—from snowball and greenhouse Earth to the end-Permian mass extinction, the breakup of the Pangaea supercontinent, and the changing climate of today. Along the way, he explores the close interrelationships of the oceans, climate, solid Earth processes, and life, using the context of Earth and ocean history to provide perspective on humankind’s impacts on the health and habitability of our planet—and on what the future may hold for us.

An invaluable introduction to the cutting-edge science of paleoceanography, *The Oceans* enables you to make your own informed opinions about the environmental challenges we face as a result of humanity’s unrelenting drive to exploit the world ocean and its vital resources.

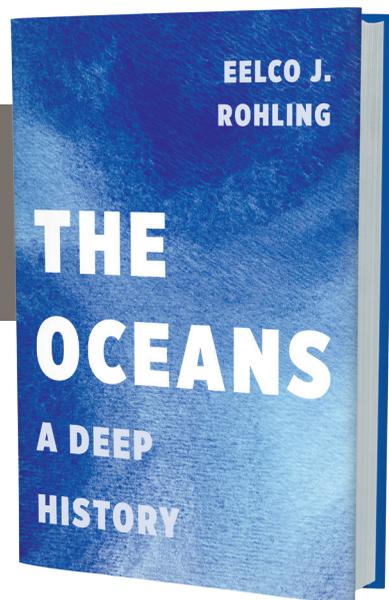
Eelco J. Rohling is professor of ocean and climate change in the Research School of Earth Sciences at the Australian National University and at the University of Southampton’s National Oceanography Centre Southampton.

DECEMBER

978-0-691-16891-3 **Cloth \$29.95**T

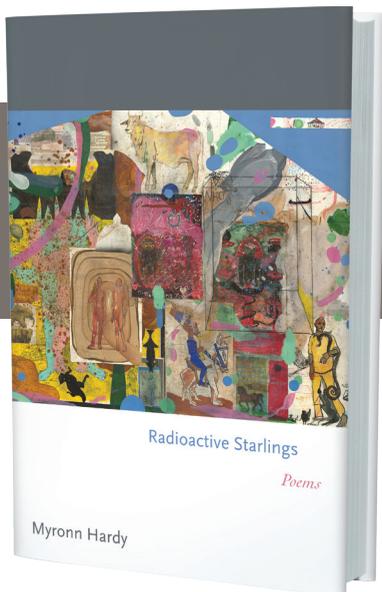
280 pages. 17 line illus. 6 x 9.

EARTH SCIENCE | OCEAN SCIENCE



The 4.4-billion-year history of the oceans and their role in Earth’s climate system

“Oceans are the vehicle of climate change—on land and sea. Rohling’s presentation of the ocean’s history—and thus our climate’s history—is erudite yet accessible to a broad audience interested in the future of our planet.”
—James E. Hansen, Earth Institute, Columbia University



Radioactive Starlings

Poems

MYRONN HARDY

In *Radioactive Starlings*, award-winning poet Myronn Hardy explores the divergences between the natural world and technology, asking what progress means when it destroys the places that sustain us. Primarily set in North Africa and the Middle East, but making frequent reference to the poet's native United States, these poems reflect on loss, beauty, and dissent, as well as memory and the contemporary world's relationship to the collective past.

Hardy imagines the Portuguese writer Fernando Pessoa as various starlings dwelling in New York City, Lisbon, Tunis, and Johannesburg, flying above these cities, resting in ficus and sycamores and on church steeples and minarets. Inhabiting the invented voices of Gwendolyn Brooks, Bob Kaufman, and Henry Ossawa Tanner, the poems make references to Miles Davis, Mahmoud Darwish, Tamir Rice, Ahmed Mohamed, and Albert Camus, and use forms such as ghazal, villanelle, pantoum, and sonnet, in addition to free lyricism. Through all these voices and forms, the questing starlings persist, moving and observing—and being observed by we who are planted on a crumbling ground.

A meditation on the complexities of transformation, cultures, and politics, *Radioactive Starlings* is an important collection from a highly accomplished young poet.

Myronn Hardy is the author of four previous books of poems: *Approaching the Center*, winner of the PEN/Oakland Josephine Miles Prize; *The Headless Saints*, winner of the Hurston/Wright Legacy Award; *Catastrophic Bliss*, winner of the Griot-Stadler Award for Poetry; and, most recently, *Kingdom*. He divides his time between Morocco and New York City.

NOVEMBER

978-0-691-17710-6 **Paper \$17.95T**
978-0-691-17709-0 **Cloth \$45.00S**
112 pages. 6 x 9.

Princeton Series of Contemporary Poets
Susan Stewart, Series Editor

POETRY

*From an award-winning poet,
a collection that explores the
complexities of transformation,
cultures, and politics*

“Myronn Hardy is a citizen of worlds, including the North Africa where he lives and the America where he was born. Recalling Damascus, he sees Dylann Roof emerging with ‘the gracelessness of the unburied,’ and on Ibn Rochd Avenue in Rabat, an image of a father tying his son’s shoes evokes Trayvon Martin’s untied laces. Filled with ecstatic moments, the poems in *Radioactive Starlings* are supreme examples of lyric restraint as well as lush, colorful precision. This compelling collection makes a powerful case for claiming Hardy as one of our finest lyric poets.”

—Khaled Mattawa, author of
Tocqueville: Poems

The Unstill Ones

Poems

MILLER OBERMAN

An exciting debut collection of original poems and translations from Old English, *The Unstill Ones* takes readers into a timeless, shadow-filled world where new poems sound ancient, and ancient poems sound new. Award-winning scholar-poet Miller Oberman's startlingly fresh translations of well-known and less familiar Old English poems often move between archaic and contemporary diction, while his original poems frequently draw on a compressed, tactile Old English lexicon and the powerful formal qualities of medieval verse.

Shaped by Oberman's scholarly training in poetry, medieval language, translation, and queer theory, these remarkable poems explore sites of damage and transformation, both new and ancient. "Wulf and Eadwacer," a radical new translation of a thousand-year-old lyric, merges scholarly practice with a queer- and feminist-inspired rendering, while original poems such as "On Trans" draw lyrical connections between multiple processes of change and boundary crossing, from translation to transgender identity. Richly combining scholarly rigor, a finely tuned contemporary aesthetic, and an inventiveness that springs from a deep knowledge of the earliest forms of English, *The Unstill Ones* marks the emergence of a major new voice in poetry.

Miller Oberman has received a number of awards for his poetry, including a Ruth Lilly Fellowship, a 92Y Discovery Prize, and *Poetry* magazine's John Frederick Nims Memorial Prize for Translation. His work has appeared in *Poetry*, *London Review of Books*, the *Nation*, *Boston Review*, *Tin House*, and *Harvard Review*. He lives in Brooklyn, New York.

NOVEMBER

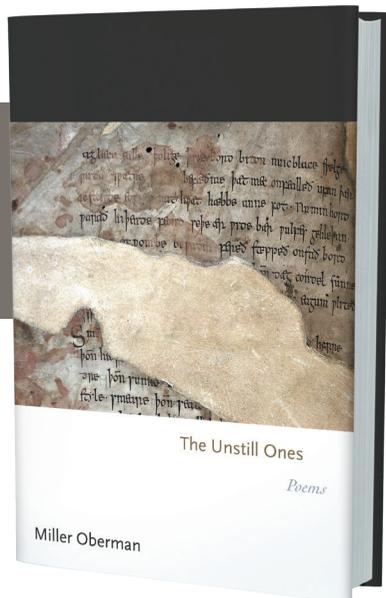
978-0-691-17683-3 Paper \$17.95T

978-0-691-17682-6 Cloth \$45.00S

72 pages. 6 x 9.

Princeton Series of Contemporary Poets
Susan Stewart, Series Editor

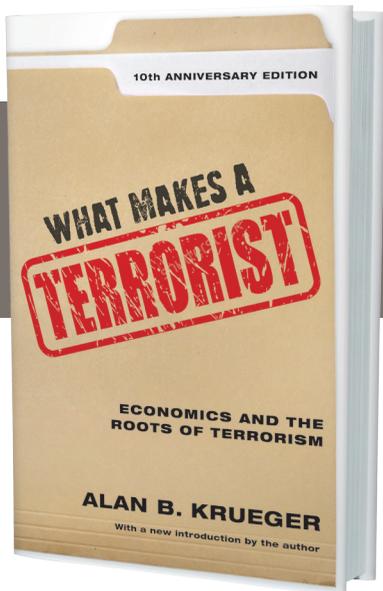
POETRY



An exciting debut collection of original poems and translations from Old English

"Rarely does one read something both so old and, at the same time, so new. Old in the sense that the taproots of these poems reach so deep and so wide, and new in the sense that they often startle with their originality. The poems are immediately understandable, mysterious, and authentic. Miller Oberman has written a book that makes me want to shake his hand, to salute him, and to say, frankly, that these poems and this book filled me with gratitude and joy."

—Thomas Lux



What Makes a Terrorist

Economics and the Roots of Terrorism
10th Anniversary Edition

ALAN B. KRUEGER

With a new introduction by the author

Why we need to think more like economists to successfully combat terrorism

Praise for *What Makes a Terrorist*:

“In this beautifully written book, one of the world’s most respected economists tackles the question of terrorism. Krueger’s work represents the most careful data-driven research ever done in this area. This is a book that a lay audience will read and enjoy, but with a rigor and depth that will inform the experts in the field. This is timely and important work which should play a critical role in shaping our public policies on terrorism.”

—Steven D. Levitt, coauthor of *Freakonomics*

If we are to correctly assess the root causes of terrorism and successfully address the threat, we must think more like economists do. This is the argument of Alan Krueger’s *What Makes a Terrorist*, a book that explains why our tactics in the fight against terrorism must be based on more than anecdote, intuition, and speculation.

Many popular ideas about terrorists and why they seek to harm us are fueled by falsehoods, misinformation, and fearmongering. Many believe that poverty and lack of education breed terrorism, despite the wealth of evidence showing that most terrorists come from middle-class, and often college-educated, backgrounds. Krueger closely examines the factors that motivate individuals to participate in terrorism, drawing inferences from terrorists’ own backgrounds and the economic, social, religious, and political environments in the societies from which they come. He describes which countries are the most likely breeding grounds for terrorists, and which ones are most likely to be their targets. Krueger addresses the economic and psychological consequences of terrorism and puts the threat squarely into perspective, revealing how our nation’s sizable economy is diverse and resilient enough to withstand the comparatively limited effects of most terrorist strikes. He also calls on the media to be more responsible in reporting on terrorism.

Bringing needed clarity to one of the greatest challenges of our generation, this 10th anniversary edition of *What Makes a Terrorist* features a new introduction by the author that discusses the lessons learned in the past decade from the rise of ISIS and events like the 2016 Pulse nightclub attack in Orlando, Florida.

Alan B. Krueger is the Bendheim Professor of Economics and Public Policy at Princeton University, former chairman of President Barack Obama’s Council of Economic Advisers, and an adviser to the National Counterterrorism Center. He is the coauthor of *Myth and Measurement: The New Economics of the Minimum Wage* (Princeton) and *Inequality in America*. He lives in Princeton, New Jersey.

NOVEMBER

978-0-691-17782-3 **Cloth \$27.95T**

320 pages. 11 halftones. 10 line illus. 21 tables. 5 ½ x 8 ½.

CURRENT AFFAIRS | ECONOMICS

“I am like a gambler, & love a wild experiment.”

—Charles Darwin

The Quotable Darwin

COLLECTED AND EDITED BY JANET BROWNE

Here is Charles Darwin in his own words—the naturalist, traveler, scientific thinker, and controversial author of *On the Origin of Species*, the book that shook the Victorian world. Featuring hundreds of quotations carefully selected by world-renowned Darwin biographer Janet Browne, *The Quotable Darwin* draws from Darwin’s writings, letters to friends and family, autobiographical reminiscences, and private scientific notebooks. It offers a multifaceted portrait that takes readers through his youth, the famous voyage of the *Beagle*, the development of his thoughts about evolution, his gradual loss of religious faith, and the time spent turning his ideas into a well-articulated theory about the natural origin of all living beings—a theory that dangerously included the origin of humans.

The Quotable Darwin also includes many of the key responses to Darwin’s ideas from figures across the social spectrum, scientists and nonscientists alike—and criticism too. We see Darwin as an innovative botanist and geologist, an affectionate husband and father, and a lively correspondent who once told his cousin that he liked to play billiards because “it drives the horrid species out of my head.” This book gives us an intimate look at Darwin at work, at home, as a public figure, and on his travels.

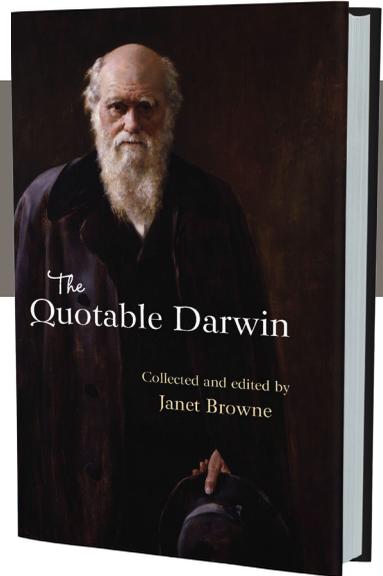
Complete with a chronology of Darwin’s life by Browne, *The Quotable Darwin* provides an engagingly fresh perspective on a remarkable man who was always thinking deeply about the natural world.

Janet Browne is the Aramont Professor of the History of Science at Harvard University. Her books include the acclaimed two-volume biography of Darwin, *Charles Darwin: Voyaging* and *Charles Darwin: The Power of Place* (both Princeton). She lives in Cambridge, Massachusetts.

NOVEMBER

978-0-691-16935-4 **Cloth \$24.95T**
296 pages. 6 halftones. 4 ½ x 7 ½.

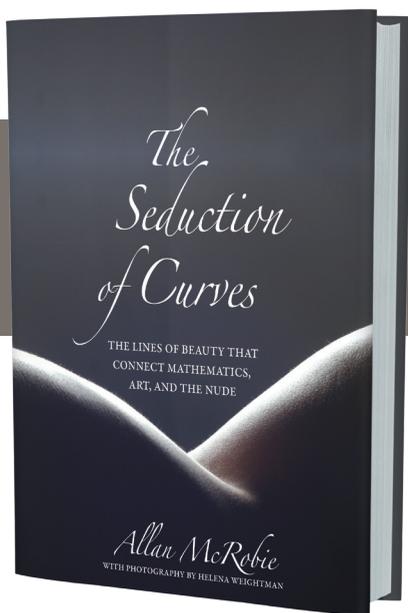
POPULAR SCIENCE | NATURE



A treasure trove of illuminating and entertaining quotations from the legendary naturalist

“Nobody knows Darwin as Janet Browne does. Her intimate familiarity with the subject shows here in an abundance of well-chosen quotations. Through Darwin’s own words, we learn how the aspiring naturalist matured with experience into the scientist whose revolutionary theory on evolution has been described as the greatest intellectual contribution to the nineteenth century. The portrait is vivid and truthful.”

—Peter R. Grant, coauthor of *40 Years of Evolution: Darwin’s Finches on Daphne Major Island*



The Seduction of Curves

The Lines of Beauty That
Connect Mathematics, Art, and the Nude

ALLAN McROBIE

With photography by Helena Weightman

A lavishly illustrated book that explores the language of curves that spans the human body, science, engineering, and art

“This is what a book should be: startling, bold, and beautiful, idiosyncratic and yet universal. Only Allan McRobie could have written it. But all of us can enjoy it. He shows us how to look at ourselves, our bodies, and our world in a new way. After just a few minutes you’ll feel like you’re seeing everything for the first time. Brilliantly conceived, poetically written, and utterly original, *The Seduction of Curves* is a sinuous delight.”
—Steven Strogatz, author of *The Joy of x*

Curves are seductive. These smooth, organic lines and surfaces—like those of the human body—appeal to us in an instinctive, visceral way that straight lines or the perfect shapes of classical geometry never could. In this large-format book, lavishly illustrated in color throughout, Allan McRobie takes the reader on an alluring exploration of the beautiful curves that shape our world—from our bodies to Salvador Dalí’s paintings and the space-time fabric of the universe itself.

The book focuses on seven curves—the fold, cusp, swallowtail, and butterfly, plus the hyperbolic, elliptical, and parabolic “umbilics”—and describes the surprising origins of their taxonomy in the catastrophe theory of mathematician René Thom. In an accessible discussion illustrated with many photographs of the human nude, McRobie introduces these curves and then goes on to describe their role in nature, science, engineering, architecture, art, and other areas. The reader learns how these curves play out in everything from the stability of oil rigs and the study of distant galaxies to rainbows, the patterns of light on pool floors, and even the shape of human genitals. The book also discusses the role of these curves in the work of such artists as David Hockney, Henry Moore, and Anish Kapoor, with particular attention given to the delicate sculptures of Naum Gabo and the final paintings of Dalí, who said that Thom’s theory “bewitched all of my atoms.”

A unique introduction to the language of beautiful curves, this book may change the way you see the world.

Allan McRobie is a Reader in the Engineering Department at the University of Cambridge, where he teaches stability theory and structural engineering. He previously worked as an engineer in Australia, designing bridges and towers.

NOVEMBER

978-0-691-17533-1 **Cloth \$35.00T**

168 pages. 179 color illus. 38 halftones. 69 line illus. 8 x 10.

POPULAR MATHEMATICS | ART

Designing San Francisco

Art, Land, and Urban Renewal in the City by the Bay

ALISON ISENBERG

Designing San Francisco is the untold story of the formative postwar decades when U.S. cities took their modern shape amid clashing visions of the future. In this pathbreaking book, Alison Isenberg shifts the focus from architects and city planners—those most often hailed in histories of urban development and design—to the unsung artists, activists, and others who played pivotal roles in rebuilding San Francisco between the 1940s and the 1970s.

Previous accounts of midcentury urban renewal have focused on the opposing terms set down by Robert Moses and Jane Jacobs and have followed New York City models. Isenberg turns our attention west to colorful and contentious San Francisco, where unexpectedly fierce battles were waged over iconic private and public projects like Ghirardelli Square, Golden Gateway, and the Transamerica Pyramid.

When large-scale redevelopment came to low-rise San Francisco in the 1950s, the resulting rivalries and conflicts sparked the rise of numerous allied arts fields and their professionals, including architectural model makers, real estate publicists, graphic designers, photographers, sculptors, public-interest lawyers, alternative press writers, and preservationists. Isenberg explores how these professionals brought new ideas to city, regional, and national planning and shaped projects across urban, suburban, and rural borders. San Francisco's rebuilding galvanized far-reaching critiques of the inequitable competition for scarce urban land, and propelled debates over responsible public land stewardship. Isenberg challenges many truisms of this renewal era—especially the presumed male domination of postwar urban design, showing how women collaborated in city building long before feminism's impact in the 1970s.

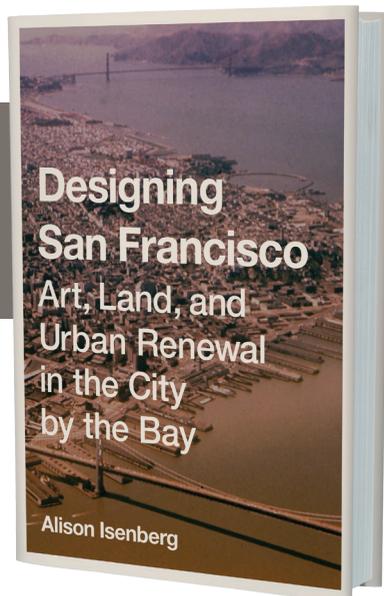
Alison Isenberg is professor of history at Princeton University, where she codirects the Princeton-Mellon Initiative in Architecture, Urbanism, and the Humanities. She is the author of *Downtown America: A History of the Place and the People Who Made It*.

SEPTEMBER

978-0-691-17254-5 **Cloth \$37.50T**
436 pages. 43 color + 115 b/w illus. 6 ½ x 9 ½.

URBAN STUDIES | HISTORY

PRESS.PRINCETON.EDU



A major new urban history of the design and development of postwar San Francisco

“Alison Isenberg’s *Designing San Francisco* explores a series of controversies from the 1940s through the 1970s, decades when activists, artists, environmentalists, and preservationists challenged establishment approaches to land use, public sculpture, and urban redevelopment in the Bay Area. Her fascinating book is essential reading for anyone interested in the politics of architecture, landscape architecture, and urban design.”

—Dolores Hayden, Yale University,
author of *The Power of Place: Urban Landscapes as Public History*

REANNOUNCING

Companion book to the five-part PBS series
narrated by Daniel Dae Kim, summer 2017



Big Pacific

Passionate, Voracious, Mysterious, Violent

REBECCA TANSLEY

The Pacific Ocean covers one-third of Earth's surface—more than all of the planet's landmasses combined. It contains half of the world's water, hides its deepest places, and is home to some of the most dazzling creatures known to science. The companion book to the spectacular five-part series on PBS produced by Natural History New Zealand, *Big Pacific* breaks the boundaries between land and sea to present the Pacific Ocean and its inhabitants as you have never seen them before.

Illustrated in full color throughout, *Big Pacific* blends a wealth of stunning Ultra HD images with spellbinding storytelling to take you into a realm teeming with exotic life rarely witnessed up close—until now. The book is divided into four sections, each one focusing on an aspect of the Pacific. “Passionate Pacific” looks at the private lives of sea creatures, with topics ranging from the mating behaviors of great white sharks to the monogamy of wolf eels, while “Voracious Pacific” covers hunting and feeding. In “Mysterious Pacific,” you will be introduced to the Pacific's more extraordinary creatures, like the pufferfish and firefly squid, and explore some of the region's eeriest locales, like the turtle tombs of Borneo and the skull caves of Papua New Guinea. “Violent Pacific” examines the effects of events like natural disasters on the development of the Pacific Ocean's geography and the evolution of its marine life.

Providing an unparalleled look at a diverse range of species, locations, and natural phenomena, *Big Pacific* is truly an epic excursion to one of the world's last great frontiers.

Rebecca Tansley is a New Zealand-based writer and director. She has written several internationally published books, and her feature documentary film, *Crossing Rachmaninoff*, was screened at film festivals throughout the world.

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NATURAL HISTORY

*The full-color companion book
to the spectacular five-part PBS
series narrated by Daniel Dae
Kim of Hawaii Five-o and Lost*

***Big Pacific* will air Wednesdays on
PBS, June 21–July 19, 2017**