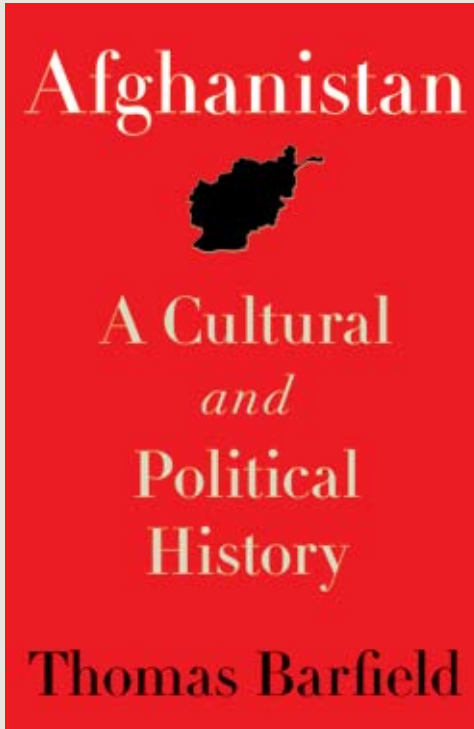


A MAJOR NEW HISTORY OF AFGHANISTAN
AND ITS CHANGING POLITICAL CULTURE



“Barfield’s book will become the single best source on Afghan history and politics virtually overnight. His deep knowledge of Afghanistan enables him to range widely and knit together a very coherent narrative with a conceptual clarity that is pretty rare. A great deal of learning is evident here, but Barfield wears it lightly.”

—James C. Scott, author of *Seeing Like a State*

AFGHANISTAN

A Cultural and Political History

THOMAS BARFIELD

Afghanistan traces the historic struggles and the changing nature of political authority in this volatile region of the world, from the Mughal Empire in the sixteenth century to the Taliban resurgence today.

Thomas Barfield introduces readers to the bewildering diversity of tribal and ethnic groups in Afghanistan, explaining what unites them as Afghans despite the regional, cultural, and political differences that divide them. He shows how governing these peoples was relatively easy when power was concentrated in a small dynastic elite, but how this delicate political order broke down in the nineteenth and twentieth centuries when Afghanistan’s rulers mobilized rural militias to expel first the British and later the Soviets. Armed insurgency proved remarkably successful against the foreign occupiers, but it also undermined the Afghan government’s authority and rendered the country ever more difficult to govern as time passed. Barfield vividly describes how Afghanistan’s armed factions plunged the country into a civil war, giving rise to clerical rule by the Taliban and Afghanistan’s isolation from the world. He examines why the American invasion in the wake of September 11 toppled the Taliban so quickly, and how this easy victory lulled the United States into falsely believing that a viable state could be built just as easily.

Afghanistan is essential reading for anyone who wants to understand how a land conquered and ruled by foreign dynasties for more than a thousand years became the “graveyard of empires” for the British and Soviets, and what the United States must do to avoid a similar fate.

Thomas Barfield is professor of anthropology at Boston University. His books include *The Perilous Frontier: Nomadic Empires and China, 221 BC to AD 1757*; *The Central Asian Arabs of Afghanistan*; and *Afghanistan: An Atlas of Indigenous Domestic Architecture*.

PRINCETON STUDIES IN MUSLIM POLITICS

Dale F. Eickelman and Augustus Richard Norton, Series Editors

JULY

Cloth \$29.95S

978-0-691-14568-6

400 pages. 15 halftones. 9 line illus. 6 x 9.

CURRENT AFFAIRS ■ MIDDLE EAST

PRESS.PRINCETON.EDU

LIFE AMONG THE ANTHROS AND OTHER ESSAYS

CLIFFORD GEERTZ

Edited by Fred Inglis

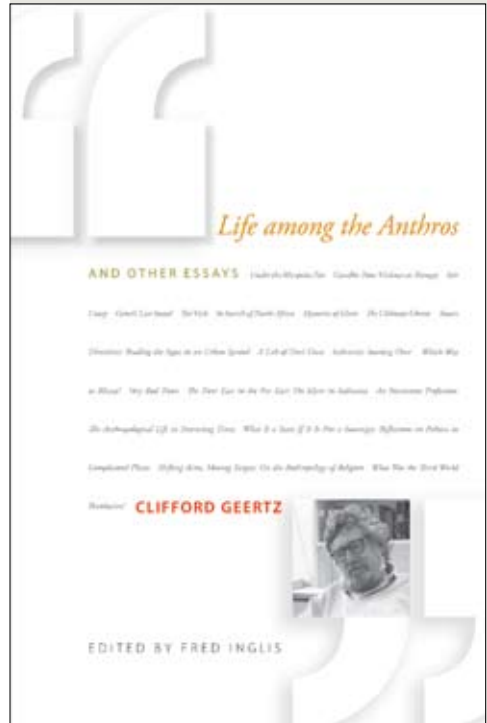
Clifford Geertz (1926–2006) was perhaps the most influential anthropologist of our time, but his influence extended far beyond his field to encompass all facets of contemporary life. Nowhere were his gifts for directness, humor, and steady revelation more evident than in the pages of the *New York Review of Books*, where for nearly four decades he shared his acute vision of the world in all its peculiarity. This book brings together the finest of Geertz's review essays from the *New York Review* along with a representative selection of later pieces written at the height of his powers, some that first appeared in periodicals such as *Dissent*, others never before published.

This collection exemplifies Geertz's extraordinary range of concerns, beginning with his first essay for the *Review* in 1967, in which he reviews, with muffled hilarity, the anthropologist Bronislaw Malinowski. This book includes Geertz's unflinching meditations on Western academia's encounters with the non-Western world, and on the shifting and clashing places of societies in the world generally. Geertz writes eloquently and arrestingly about such major figures as Gandhi, Foucault, and Genet, and on topics as varied as Islam, globalization, feminism, and the failings of nationalism.

Life among the Anthros and Other Essays demonstrates Geertz's uncommon wisdom and consistently keen and hopeful humor, confirming his status as one of our most important and enduring public intellectuals.

Clifford Geertz was professor emeritus in the School of Social Science at the Institute for Advanced Study in Princeton. His many books include *The Interpretation of Cultures* (Basic), *Negara: The Theatre State in Nineteenth-Century Bali* (Princeton), and *Available Light: Anthropological Reflections on Philosophical Topics* (Princeton). **Fred Inglis** is Honorary Professor of Cultural History at the University of Warwick and former member of the School of Social Science at the Institute for Advanced Study. He is the author of *Clifford Geertz: Culture, Custom, and Ethics* and *A Short History of Celebrity* (see page 25).

AN INCOMPARABLE RETROSPECTIVE
OF CLIFFORD GEERTZ'S WRITINGS



“A much needed collection. Its core is an excellent, judicious selection of Geertz's essays in the *New York Review of Books* over more than three decades, plus other key articles that he published elsewhere. This is a remarkable retrospective on Geertz that is not available elsewhere and that captures his public intellectual role acutely and poignantly.”
—George Marcus, University of California, Irvine

MAY

Cloth \$29.95S

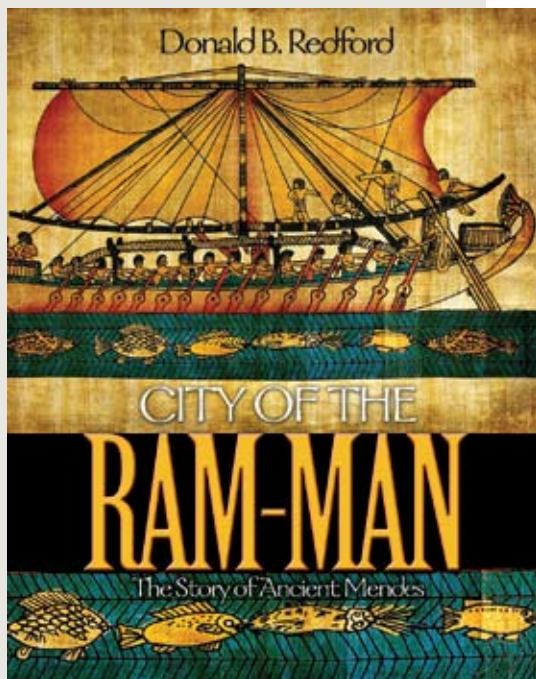
978-0-691-14358-3

304 pages. 6 x 9.

ANTHROPOLOGY ■ PHILOSOPHY

PRESS.PRINCETON.EDU

A RICHLY ILLUSTRATED HISTORY
THAT SHEDS LIGHT ON ANCIENT EGYPT
ACROSS THE MILLENNIA



“Donald Redford’s *City of the Ram-Man* will interest specialists and armchair archaeologists alike. Redford looks at even the most complex archaeological and historical data with the eye of a storyteller. He constantly weaves interesting and often little-known details into the warp of his story, and his work is a rare thing—a consummate fusion of solid scholarship and truly readable history.”
—Richard H. Wilkinson, author of *The Complete Temples of Ancient Egypt*

AUGUST

Cloth \$35.00S

978-0-691-14226-5

304 pages. 125 halftones.

70 line illus. 2 tables. 8 x 10.

ARCHAEOLOGY ■ ANCIENT HISTORY ■
EGYPTOLOGY

PRESS.PRINCETON.EDU

CITY OF THE RAM-MAN

The Story of Ancient Mendes

DONALD B. REDFORD

In this richly illustrated book, renowned archaeologist Donald Redford draws on the latest discoveries—including many of his own—to tell the story of the ancient Egyptian city of Mendes, home of the mysterious cult of the “fornicating ram who mounts the beauties.” Excavation by Redford and his colleagues over the past two decades has cast a flood of light on this strange center of worship and political power located in the Nile Delta. A sweeping chronological account filled with photographs, drawings, and informative sidebars, *City of the Ram-Man* is the first history of Mendes written for general readers.

Founded in the remote prehistoric past, inhabited continuously for 5,000 years, and abandoned only in the first-century BC, Mendes is a microcosm of ancient Egyptian history. *City of the Ram-Man* tells the city’s full story—from its founding, through its development of a great society and its brief period as the capital of Egypt, up to its final decline. Central to the story is millennia of worship dedicated to the lascivious ram-god. The book describes the discoveries of the great temple to the ram and the “Mansion of the Rams,” where the embalmed bodies of the avatars of the god were buried. It also discusses ancient Greek reports that these ram-gods occasionally ritually fornicated with women.

Vividly written and enriched throughout by Redford’s intimate knowledge of the remains of Mendes, *City of the Ram-Man* is a unique account of a long-lost monument of Egyptian history, religion, and culture.

Donald B. Redford is a historian and archaeologist who has worked extensively in Egypt since 1975, directing a number of important excavations, notably at Mendes and Karnak. A professor at Pennsylvania State University, he is the author of many books, including *Akhenaten: The Heretic King* (Princeton). He is also the editor of *The Oxford Encyclopedia of Ancient Egypt*.

THE ZODIAC OF PARIS

How an Improbable Controversy
over an Ancient Egyptian Artifact Provoked a
Modern Debate over Religion and Science

JED Z. BUCHWALD &
DIANE GRECO JOSEFOWICZ

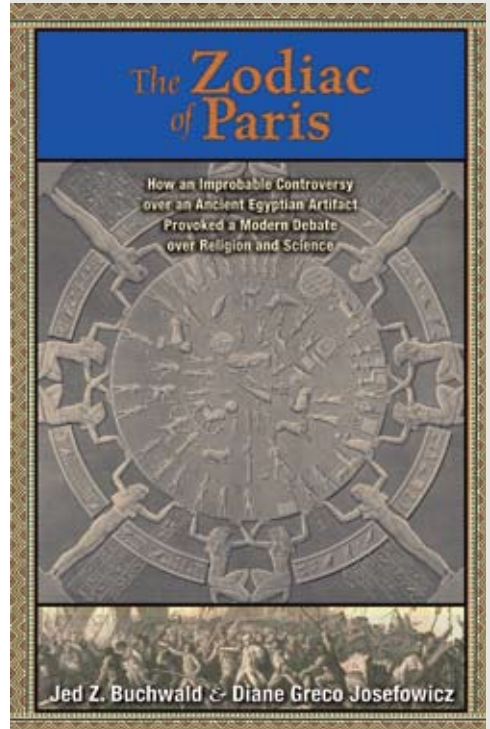
The Dendera zodiac—an ancient bas-relief temple ceiling adorned with mysterious symbols of the stars and planets—was first discovered by the French during Napoleon’s campaign in Egypt, and quickly provoked a controversy between scientists and theologians. Brought to Paris in 1821 and ultimately installed in the Louvre, where it can still be seen today, the zodiac appeared to depict the nighttime sky from a time predating the Biblical creation, and therefore cast doubt on religious truth. *The Zodiac of Paris* tells the story of this incredible archeological find and its unlikely role in the fierce disputes over science and faith in Napoleonic and Restoration France.

The book unfolds against the turbulence of the French Revolution, Napoleon’s breathtaking rise and fall, and the restoration of the Bourbons to the throne. Drawing on newspapers, journals, diaries, pamphlets, and other documentary evidence, Jed Buchwald and Diane Greco Josefowicz show how scientists and intellectuals seized upon the zodiac to discredit Christianity, and how this drew furious responses from conservatives and sparked debates about the merits of scientific calculation as a source of knowledge about the past. The ideological battles would rage until the thoroughly antireligious Jean-François Champollion unlocked the secrets of Egyptian hieroglyphs—and of the zodiac itself. Champollion would prove the religious reactionaries right, but for all the wrong reasons.

The Zodiac of Paris brings Napoleonic and Restoration France vividly to life, revealing the lengths to which scientists, intellectuals, theologians, and conservatives went to use the ancient past for modern purposes.

Jed Z. Buchwald is the Doris and Henry Dreyfuss Professor of History at the California Institute of Technology. His books include *The Creation of Scientific Effects: Heinrich Hertz and Electric Waves*. **Diane Greco Josefowicz** teaches in the writing program at Boston University.

THE CLASH OF FAITH AND SCIENCE
IN NAPOLEONIC FRANCE



“This book makes a major contribution to European scientific, intellectual, and cultural history. Buchwald and Josefowicz have wrested from oblivion a subject that no previous author, French or English, has analyzed in this form or breadth. *The Zodiac of Paris* not only embodies interdisciplinarity at its very best, but also exposes the nineteenth-century roots of many concerns of the twenty-first century.”
—Darius A. Spieth, author of *Napoleon’s Sorcerers*

JUNE

Cloth \$29.95S

978-0-691-14576-1

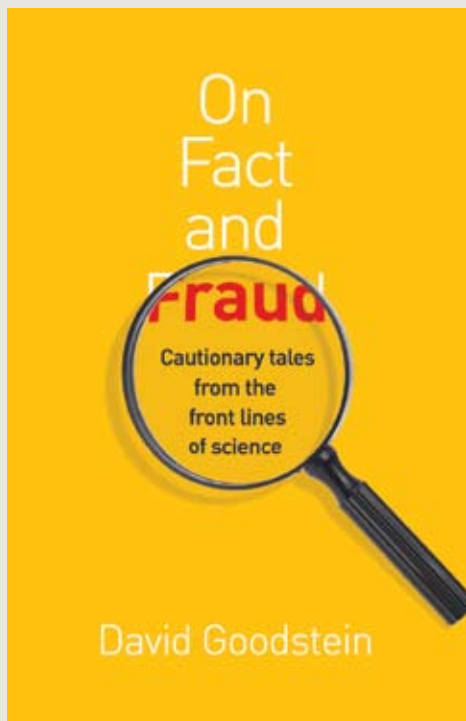
376 pages. 8 page color section.

79 halftones. 6 x 9.

HISTORY OF SCIENCE ■ EGYPTOLOGY

PRESS.PRINCETON.EDU

AN IN-DEPTH LOOK AT REAL AND
ALLEGED CASES OF SCIENTIFIC FRAUD



“Bracing reading. *On Fact and Fraud* is important because it combines a considered ethical stance and an analysis of the conditions under which fraud takes place with recognition of the all-too-real difficulties of handling, under pressure, hard-to-reproduce effects. This is a smart, deft book by someone deeply familiar with the moral and ethical complexities in contemporary science.”
—Peter Galison, Harvard University

APRIL

Cloth \$22.95S

978-0-691-13966-1

170 pages. 22 halftones. 5 1/2 x 8 1/2.

PHYSICS

PRESS.PRINCETON.EDU

ON FACT AND FRAUD

Cautionary Tales from the Front Lines of Science

DAVID GOODSTEIN

Fraud in science is not as easy to identify as one might think. When accusations of scientific misconduct occur, truth can often be elusive, and the cause of a scientist’s ethical misstep isn’t always clear. *On Fact and Fraud* looks at actual cases in which fraud was committed or alleged, explaining what constitutes scientific misconduct and what doesn’t, and providing readers with the ethical foundations needed to discern and avoid fraud wherever it may arise.

In David Goodstein’s varied experience—as a physicist and educator, and as vice provost at Caltech, a job in which he was responsible for investigating all allegations of scientific misconduct—a deceptively simple question has come up time and again: what constitutes fraud in science? Here, Goodstein takes us on a tour of real controversies from the front lines of science and helps readers determine for themselves whether or not fraud occurred. Cases include, among others, those of Robert A. Millikan, whose historic measurement of the electron’s charge has been maligned by accusations of fraud; Martin Fleischmann and Stanley Pons and their “discovery” of cold fusion; Victor Ninov and the supposed discovery of element 118; Jan Hendrik Schön from Bell Labs and his work in semiconductors; and J. Georg Bednorz and Karl Müller’s discovery of high-temperature superconductivity, a seemingly impossible accomplishment that turned out to be real.

On Fact and Fraud provides a user’s guide to identifying, avoiding, and preventing fraud in science, along the way offering valuable insights into how modern science is practiced.

David Goodstein is the Frank J. Gilloon Distinguished Teaching and Service Professor in the Department of Physics at the California Institute of Technology. His books include *Out of Gas: The End of the Age of Oil* and *Feynman’s Lost Lecture*.

GREAT BOOKS, BAD ARGUMENTS

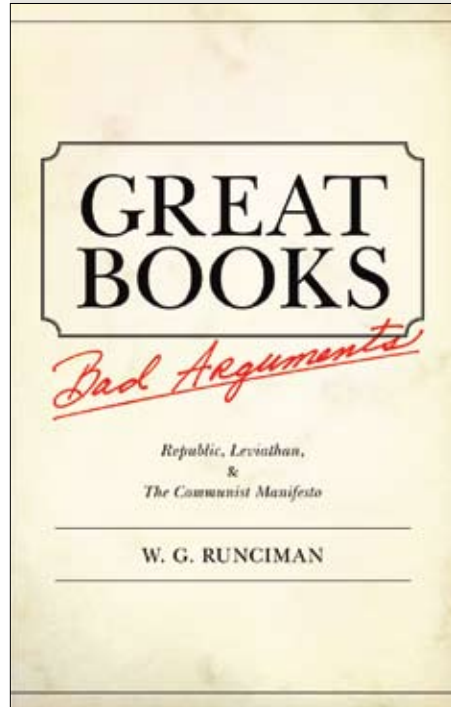
Republic, Leviathan, and The Communist Manifesto

W. G. RUNCIMAN

Plato's *Republic*, Hobbes's *Leviathan*, and Marx's *Communist Manifesto* are universally acknowledged classics of Western political thought. But how strong are the core arguments on which they base their visions of the good society that they want to bring into being? In this lively and provocative book, W. G. Runciman shows where and why they fail, even after due allowance has been made for the different historical contexts in which they wrote. Plato, Hobbes, and Marx were all passionately convinced that justice, peace, and order could be established if only their teachings were implemented and the right people put into power. But Runciman makes a powerful case to the effect that all three were irredeemably naïve in their assumptions about how human societies function and evolve and how human behavior could be changed. Yet despite this, Runciman insists that *Republic*, *Leviathan*, and *The Communist Manifesto* remain great books. Born of righteous anger and frustration, they are masterfully eloquent pleas for better worlds—worlds that Plato, Hobbes, and Marx cannot bring themselves to admit to be unattainable.

W. G. Runciman is a fellow of Trinity College, University of Cambridge. His books include *The Social Animal* and *The Theory of Cultural and Social Selection*.

WHY PLATO, HOBBS, AND MARX ARE GREAT—
DESPITE THEIR ARGUMENTS



“Why have Plato’s *Republic*, Hobbes’s *Leviathan*, and Marx’s *Communist Manifesto* retained their enduring appeal, despite their often wildly implausible assumptions about human motivation and political action? No one is more qualified to answer this question than Britain’s most eminent sociologist cum philosopher and historian, Gary Runciman. *Great Books, Bad Arguments* is not only lucid, but like the best detective fiction, keeps the reader guessing until the very end.”

—Gareth Stedman Jones, King’s College, University of Cambridge

MARCH

Cloth \$19.95S

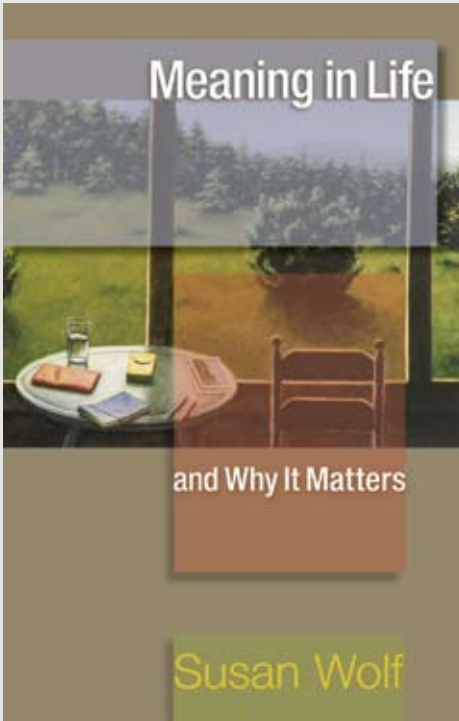
978-0-691-14476-4

138 pages. 5 x 8.

SOCIOLOGY ■ POLITICAL THEORY

PRESS.PRINCETON.EDU

A FRESH REFLECTION ON
WHAT MAKES LIFE MEANINGFUL



“Susan Wolf’s picture of what makes life meaningful is at once powerful and down to earth, deeply argued but unpretentious. Part of Wolf’s persuasive force comes from her stylish prose and cool treatment of profound concerns. This book is absorbing and a pleasure to read.”

—Kieran Setiya, University of Pittsburgh

MEANING IN LIFE AND WHY IT MATTERS

SUSAN WOLF

Introduction by Stephen Macedo
With commentary by John Koethe,
Robert M. Adams, Nomy Arpaly & Jonathan Haidt

Most people, including philosophers, tend to classify human motives as falling into one of two categories: the egoistic or the altruistic, the self-interested or the moral. According to Susan Wolf, however, much of what motivates us does not comfortably fit into this scheme. Often we act neither for our own sake nor out of duty or an impersonal concern for the world. Rather, we act out of love for objects that we rightly perceive as worthy of love—and it is these actions that give meaning to our lives. Wolf makes a compelling case that, along with happiness and morality, this kind of meaningfulness constitutes a distinctive dimension of a good life. Written in a lively and engaging style, and full of provocative examples, *Meaning in Life and Why It Matters* is a profound and original reflection on a subject of permanent human concern.

Susan Wolf is the Edna J. Koury Professor of Philosophy at the University of North Carolina, Chapel Hill. She is the author of *Freedom within Reason*.

UNIVERSITY CENTER FOR HUMAN VALUES
Stephen Macedo, Series Editor

APRIL

Cloth \$24.95S

978-0-691-14524-2

160 pages. 5 ½ x 8 ½.

PHILOSOPHY ■ ETHICS

PRESS.PRINCETON.EDU

SURVIVING DEATH

MARK JOHNSTON

In this extraordinary book, Mark Johnston sets out a new understanding of personal identity and the self, thereby providing a purely naturalistic account of surviving death.

Death threatens our sense of the importance of goodness. The threat can be met if there is, as Socrates said, “something in death that is better for the good than for the bad.” Yet, as Johnston shows, all existing theological conceptions of the afterlife are either incoherent or at odds with the workings of nature. These supernaturalist pictures of the rewards for goodness also obscure a striking consilience between the philosophical study of the self and an account of goodness common to Judaism, Christianity, Hinduism, and Buddhism: the good person is one who has undergone a kind of death of the self and who lives a life transformed by entering imaginatively into the lives of others, anticipating their needs and true interests. As a caretaker of humanity who finds his or her own death comparatively unimportant, the good person can see through death.

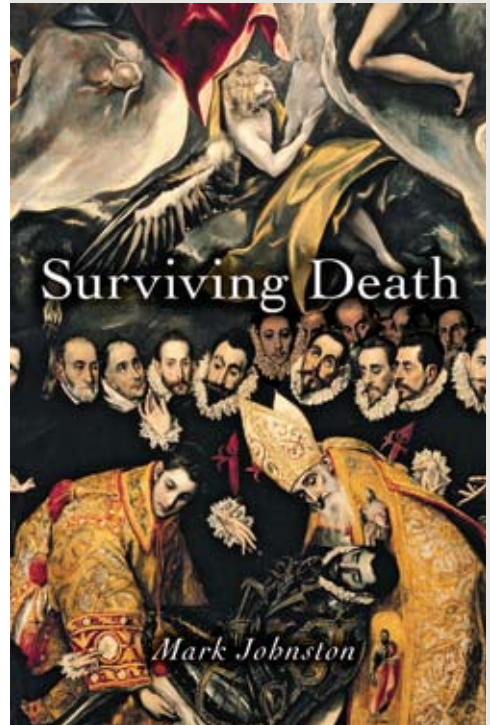
But this is not all. Johnston’s closely argued claims that there is no persisting self and that our identities are in a particular way “Protean” imply that the good survive death. Given the future-directed concern that defines true goodness, the good quite literally live on in the onward rush of humankind.

Every time a baby is born a good person acquires a new face.

Mark Johnston is the Walter Cerf Professor of Philosophy at Princeton University and the author of *Saving God: Religion after Idolatry* (Princeton).

CARL G. HEMPEL LECTURE SERIES

WHY SUPERNATURAL BELIEFS ARE AT ODDS WITH
A TRUE UNDERSTANDING OF THE AFTERLIFE



Praise for *Surviving Death*:

“This outstanding book presents original and indeed brave views. . . . [It] is also superbly written—pellucid, stylish, engaging, and at points richly humorous. A tour de force.”

—Michael Forster, *University of Chicago*

Praise for *Saving God*:

“[A] suggestive and cunning new book. . . . Johnston is humane, and philosophically nimble.”

—James Wood, *New Yorker*

FEBRUARY

Cloth \$35.00S

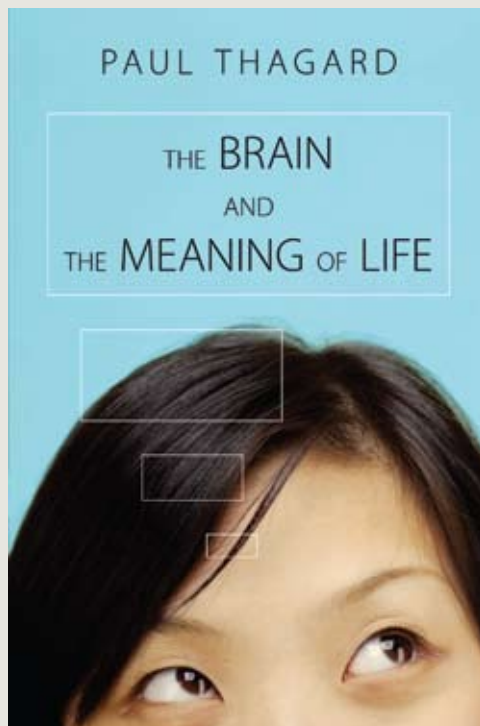
978-0-691-13012-5

416 pages. 3 color illus. 2 line illus. 6 x 9.

PHILOSOPHY ■ RELIGION

PRESS.PRINCETON.EDU

HOW BRAIN SCIENCE ANSWERS THE
MOST INTRIGUING QUESTIONS ABOUT
THE MEANING OF LIFE



“The Brain and the Meaning of Life provides a highly informed account of the relevance of recent neuroscience to human life. It compellingly tells how humans, as biological creatures in a physical world, can find meaning and value.”

—William Bechtel, University of California, San Diego

THE BRAIN AND THE MEANING OF LIFE

PAUL THAGARD

Why is life worth living? What makes actions right or wrong? What is reality and how do we know it? *The Brain and the Meaning of Life* draws on research in philosophy, psychology, and neuroscience to answer some of the most pressing questions about life's nature and value. Paul Thagard argues that evidence requires the abandonment of many traditional ideas about the soul, free will, and immortality, and shows how brain science matters for fundamental issues about reality, morality, and the meaning of life. The ongoing Brain Revolution reveals how love, work, and play provide good reasons for living.

Defending the superiority of evidence-based reasoning over religious faith and philosophical thought experiments, Thagard argues that minds are brains and that reality is what science can discover. Brains come to know reality through a combination of perception and reasoning. Just as important, our brains evaluate aspects of reality through emotions that can produce both good and bad decisions. Our cognitive and emotional abilities allow us to understand reality, decide effectively, act morally, and pursue the vital needs of love, work, and play. Wisdom consists of knowing what matters, why it matters, and how to achieve it.

The Brain and the Meaning of Life shows how brain science helps to answer questions about the nature of mind and reality, while alleviating anxiety about the difficulty of life in a vast universe. The book integrates decades of multidisciplinary research, but its clear explanations and humor make it accessible to the general reader.

Paul Thagard is professor of philosophy, psychology, and computer science at the University of Waterloo, Canada. His previous books include *Mind: Introduction to Cognitive Science* and *Hot Thought: Mechanisms and Applications of Emotional Cognition*.

APRIL

Cloth \$29.95S

978-0-691-14272-2

304 pages. 12 line illus. 6 x 9.

COGNITIVE SCIENCE ■ PHILOSOPHY

PRESS.PRINCETON.EDU

AWAKENING GIANTS, FEET OF CLAY

Assessing the Economic Rise of China and India

PRANAB BARDHAN

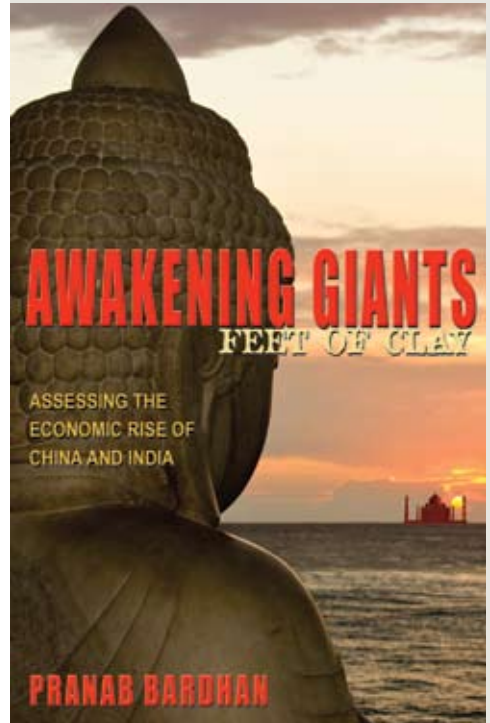
The recent economic rise of China and India has attracted a great deal of attention—and justifiably so. Together, the two countries account for one-fifth of the global economy and are projected to represent a full third of the world's income by 2025. Yet, many of the views regarding China and India's market reforms and high growth have been tendentious, exaggerated, or oversimplified. *Awakening Giants, Feet of Clay* scrutinizes the phenomenal rise of both nations, and demolishes the myths that have accumulated around the economic achievements of these two giants in the last quarter century. Exploring the challenges that both countries must overcome to become true leaders in the international economy, Pranab Bardhan looks beyond short-run macroeconomic issues to examine and compare China and India's major policy changes, political and economic structures, and current general performance.

Bardhan investigates the two countries' economic reforms, each nation's pattern and composition of growth, and the problems afflicting their agricultural, industrial, infrastructural, and financial sectors. He considers how these factors affect China and India's poverty, inequality, and environment, how political factors shape each country's pattern of burgeoning capitalism, and how significant poverty reduction in both countries is mainly due to domestic factors—not global integration, as most would believe. He shows how authoritarianism has distorted Chinese development while democratic governance in India has been marred by severe accountability failures.

Full of valuable insights, *Awakening Giants, Feet of Clay* provides a nuanced picture of China and India's complex political economy at a time of startling global reconfiguration and change.

Pranab Bardhan is professor of economics at the University of California, Berkeley. His books include *Scarcity, Conflicts, and Cooperation*.

A COMPARATIVE LOOK AT THE ASTONISHING
ECONOMIC RISE OF CHINA AND INDIA
IN THE LAST QUARTER CENTURY



“Of the several books making general comparisons of the recent growth experiences of China and India, this one is the best I have read. It is full of useful data, it is a great source of information, and it contains insights that will be interesting to general readers.”

—Kaushik Basu, Cornell University

MAY

Cloth \$24.95S

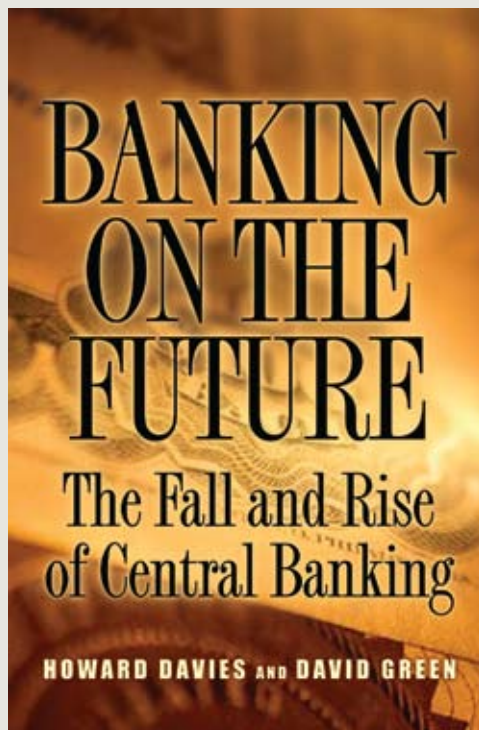
978-0-691-12994-5

192 pages. 13 line illus. 9 tables. 6 x 9.

ECONOMICS ■ ASIAN STUDIES

PRESS.PRINCETON.EDU

AN INSIDE LOOK AT THE ROLE AND FUTURE OF
CENTRAL BANKING IN THE GLOBAL ECONOMY



“The great credit crisis of 2007–9 begs the question: how much do we need to rethink central banking? The explosive issues include whether central banks should lean against asset bubbles, whether inflation targeting needs to be reconsidered, and whether strong independence is compatible with the expanding responsibilities assumed by central banks. There is no one more reliable than Davies and Green for guiding us through this minefield.”

—Barry Eichengreen, author of *The European Economy since 1945*

MAY

Cloth \$35.00S

978-0-691-13864-0

320 pages. 6 x 9.

ECONOMICS ■ FINANCE

PRESS.PRINCETON.EDU

BANKING ON THE FUTURE

The Fall and Rise of Central Banking

HOWARD DAVIES & DAVID GREEN

The crash of 2008 revealed that the world's central banks had failed to offset the financial imbalances that led to the crisis, and lacked the tools to respond effectively. What lessons should central banks learn from the experience, and how, in a global financial system, should cooperation between them be enhanced? *Banking on the Future* provides a fascinating insider's look into how central banks have evolved and why they are critical to the functioning of market economies. The book asks whether, in light of the recent economic fallout, the central banking model needs radical reform.

Supported by interviews with leading central bankers from around the world, and informed by the latest academic research, *Banking on the Future* considers such current issues as the place of asset prices and credit growth in anti-inflation policy, the appropriate role for central banks in banking supervision, the ways in which central banks provide liquidity to markets, the efficiency and cost-effectiveness of central banks, the culture and individuals working in these institutions, as well as the particular issues facing emerging markets and Islamic finance. Howard Davies and David Green set out detailed policy recommendations, including a reformulation of monetary policy, better metrics for financial stability, closer links with regulators, and a stronger emphasis on international cooperation.

Exploring a crucial sector of the global economic system, *Banking on the Future* offers new ideas for restoring financial strength to the foundations of central banking.

Howard Davies is director of the London School of Economics and Political Science. Previously, he was chairman of the United Kingdom's Financial Services Authority and deputy governor of the Bank of England. **David Green** has worked for almost forty years as a central banker and financial regulator, principally at the Bank of England and the Financial Services Authority. Davies and Green are the authors of *Global Financial Regulation*.

BALANCING THE BANKS

Global Lessons from the Financial Crisis

MATHIAS DEWATRIPONT,
JEAN-CHARLES ROCHET &
JEAN TIROLE

Translated by Keith Tribe

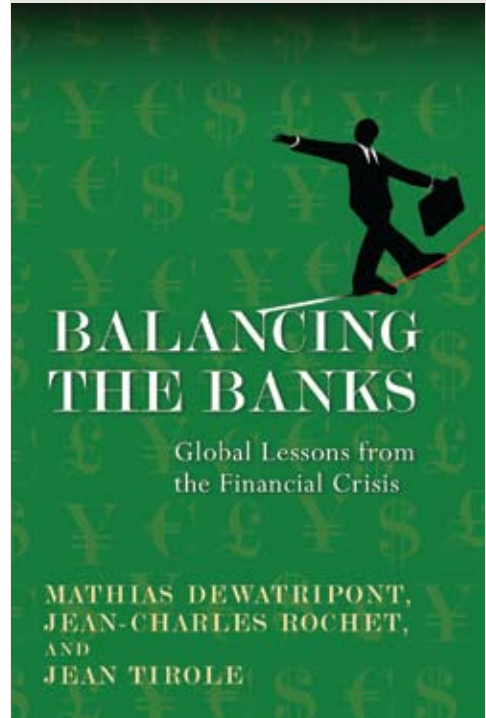
The financial crisis that began in 2007 in the United States swept the world, producing substantial bank failures and forcing unprecedented state aid for the crippled global financial system. Bringing together three leading financial economists to provide an international perspective, *Balancing the Banks* draws critical lessons from the causes of the crisis and proposes important regulatory reforms, including sound guidelines for the ways in which distressed banks might be dealt with in the future.

While some recent policy moves go in the right direction, others, the book argues, are not sufficient to prevent another crisis. The authors show the necessity of an *adaptive* prudential regulatory system that can better address financial innovation. Stressing the numerous and complex challenges faced by politicians, finance professionals, and regulators, and calling for reinforced international coordination (for example, in the treatment of distressed banks), the authors put forth a number of principles to deal with issues regarding the economic incentives of financial institutions, the impact of economic shocks, and the role of political constraints.

Offering a global perspective, *Balancing the Banks* should be read by anyone concerned with solving the current crisis and preventing another such calamity in the future.

Mathias Dewatripont is professor of economics at the Université Libre de Bruxelles (ECARES and Solvay Brussels School of Economics and Management), annual visiting professor of economics at the Massachusetts Institute of Technology, and research director of the Center for Economic Policy and Research. **Jean-Charles Rochet** is professor of mathematics and economics at the University of Toulouse I. **Jean Tirole** is chairman of the Foundation Jean-Jacques Laffont at the Toulouse School of Economics, scientific director of Toulouse's Industrial Economics Institute, and annual visiting professor of economics at the Massachusetts Institute of Technology.

AN INTERNATIONAL PERSPECTIVE
ON THE FINANCIAL CRISIS AND
THE FUTURE OF BANKING REGULATION



“Three giants in the field have teamed up to offer their insightful perspectives on prudential regulation at a crucial time. The book is . . . mandatory reading for all policymakers and academics involved in the difficult subjects of banking regulation and crisis prevention.”

—Ricardo Caballero, Massachusetts Institute of Technology

“This is a very good book on the financial crisis by three of the best economists in the world.”

—Franklin Allen, Wharton School, University of Pennsylvania

JUNE

Cloth \$24.95S

978-0-691-14523-5

160 pages. 1 table. 5 1/2 x 8 1/2.

ECONOMICS ■ FINANCE

PRESS.PRINCETON.EDU

AN ANTHROPOLOGIST LOOKS AT THE NEW
“CRACK COCAINE” OF HIGH-TECH GAMBLING

“*Addiction by Design* is an extremely enlightening ethnographic account of a little-studied form of gambling. The ethnography is rich and deep, shedding original light on the significance of addiction and gambling in American culture. Schüll offers a provocative and important study of the imperative some people feel to lose themselves in a machine. The story told in the book is absolutely riveting.”

—Emily Martin, author of *Bipolar Expeditions*

“A gripping, insightful, and poignant analysis of the psychological power of machine gambling, read through the lens of an extraordinary collection of narratives and theoretical sources. Schüll illuminates the multiple, intersecting logics of the industry as a sociotechnical assemblage, showing how casino design, gambling machines, and gamblers are drawn together into a kind of integrated circuit aimed at maximizing the gamblers’ entrainment and the industry’s profits.”

—Lucy A. Suchman, author of *Human-Machine Reconfigurations*

ADDICTION BY DESIGN

Machine Gambling in Las Vegas

NATASHA DOW SCHÜLL

Recent decades have seen a dramatic shift away from social forms of gambling played around roulette wheels and card tables to solitary gambling at electronic terminals. *Addiction by Design* takes readers into the intriguing world of machine gambling, an increasingly popular and absorbing form of play that blurs the line between human and machine, compulsion and control, risk and reward.

Drawing on fifteen years of field research in Las Vegas, anthropologist Natasha Dow Schüll shows how the mechanical rhythm of electronic gambling pulls players into a trancelike state they call the “machine zone,” in which daily worries, social demands, and even bodily awareness fade away. Once in the zone, gambling addicts play not to win but simply to keep playing, for as long as possible—even at the cost of physical and economic exhaustion. In continuous machine play, gamblers seek to lose themselves while the gambling industry seeks profit. Schüll describes the strategic calculations behind game algorithms and machine ergonomics, casino architecture and “ambience management,” player tracking and cash access systems—all designed to meet the market’s desire for maximum “time on device.” Her account moves from casino floors into gamblers’ everyday lives, from gambling industry conventions and Gamblers Anonymous meetings to regulatory debates over whether addiction to gambling machines stems from the consumer, the product, or the interplay between the two.

Addiction by Design is a compelling inquiry into the intensifying traffic between people and machines of chance, offering clues to some of the broader anxieties and predicaments of contemporary life.

Natasha Dow Schüll is assistant professor in the Program in Science, Technology, and Society at the Massachusetts Institute of Technology.

IN-FORMATION
Paul Rabinow, Series Editor

SEPTEMBER

Cloth \$29.95S

978-0-691-12755-2

256 pages. 20 halftones. 6 x 9.

ANTHROPOLOGY

PRESS.PRINCETON.EDU

GAMING THE WORLD

How Sports Are Reshaping Global Politics and Culture

ANDREI S. MARKOVITS &
LARS RENSMANN

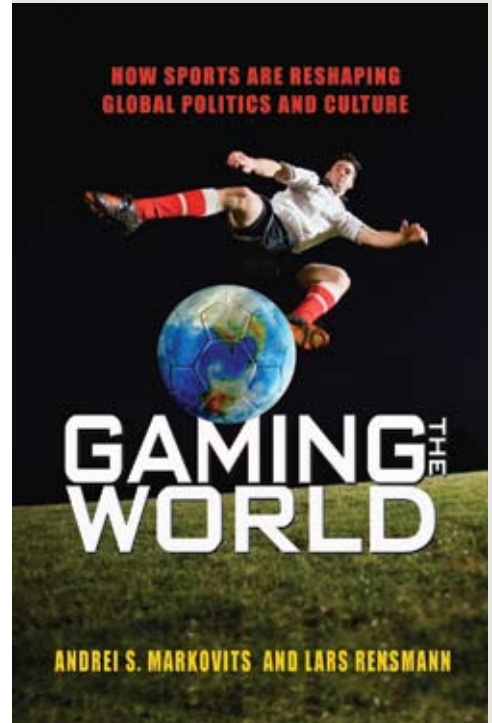
Professional sports today have truly become a global force, a common language that anyone, regardless of their nationality, can understand. Yet sports also remain distinctly local, with regional teams and the fiercely loyal local fans that follow them. This book examines the twenty-first-century phenomenon of global sports, in which professional teams and their players have become agents of globalization while at the same time fostering deep-seated and antagonistic local allegiances and spawning new forms of cultural conflict and prejudice.

Andrei Markovits and Lars Rensmann take readers into the exciting global sports scene, showing how soccer, football, baseball, basketball, and hockey have given rise to a collective identity among millions of predominantly male fans in the United States, Europe, and around the rest of the world. They trace how these global—and globalizing—sports emerged from local pastimes in America, Britain, and Canada over the course of the twentieth century, and how regionalism continues to exert its divisive influence in new and potentially explosive ways. Markovits and Rensmann explore the complex interplay between the global and the local in sports today, demonstrating how sports have opened new avenues for dialogue and shared interest internationally even as they reinforce old antagonisms and create new ones.

Gaming the World reveals the pervasive influence of sports on our daily lives, making all of us citizens of an increasingly cosmopolitan world while affirming our local, regional, and national identities.

Andrei S. Markovits is the Karl W. Deutsch Collegiate Professor of Comparative Politics and German Studies at the University of Michigan. His books include *Uncouth Nation: Why Europe Dislikes America* and *Offside: Soccer and American Exceptionalism* (both Princeton). **Lars Rensmann** is DAAD Assistant Professor of Political Science at the University of Michigan.

THE GLOBALIZING INFLUENCE OF
PROFESSIONAL SPORTS



“This is an exciting book full of stimulating observation and wondrous detail. It illustrates convincingly the central role of sports in our contemporary cultural complex, highlighting their globalizing and cosmopolitan potential but also their national and local reference. The authors bring home their many powerful arguments through a stunning range of evidence.”

—Modris Eksteins, University of Toronto

JULY

Cloth \$24.95S

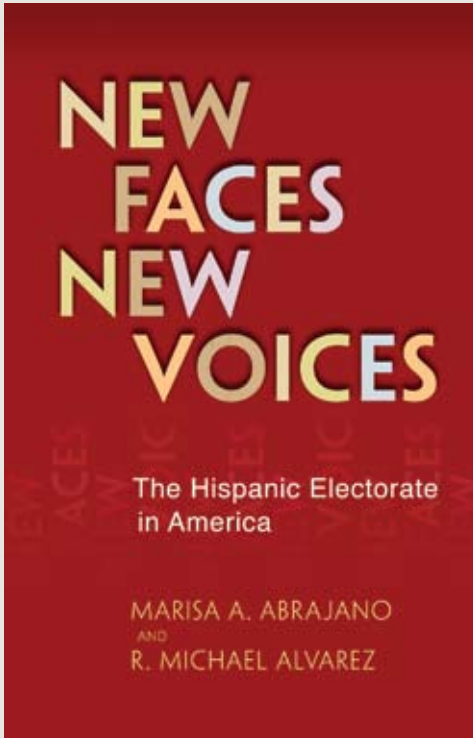
978-0-691-13751-3

304 pages. 6 x 9.

INTERNATIONAL RELATIONS ■ SPORTS

PRESS.PRINCETON.EDU

THE FIRST COMPREHENSIVE LOOK AT
HISPANIC VOTERS IN THE UNITED STATES



“This innovative book deals with a large and understudied area: Latino political behavior. Its argument regarding the diversity of the Latino community is important and the authors’ attention to generational differences in the community is a rarity. Significant and original, this book covers more ground than any other work on the subject.”

—Lisa García Bedolla, University of California, Berkeley

MAY

Cloth \$27.95S

978-0-691-14305-7

248 pages. 17 line illus.

35 tables. 2 maps. 6 x 9.

POLITICS

PRESS.PRINCETON.EDU

NEW FACES, NEW VOICES

The Hispanic Electorate in America

MARISA A. ABRAJANO &
R. MICHAEL ALVAREZ

Making up 14.2 percent of the American population, Hispanics are now the largest minority group in the United States. Clearly, securing the Hispanic vote is more important to political parties than ever before. Yet, despite the current size of the Hispanic population, is there a clear Hispanic politics? Who are Hispanic voters? What are their political preferences and attitudes, and why? The first comprehensive study of Hispanic voters in the United States, *New Faces, New Voices* paints a complex portrait of this diverse and growing population.

Examining race, politics, and comparative political behavior, Marisa Abrajano and R. Michael Alvarez counter the preconceived notion of Hispanic voters as one homogenous group. The authors discuss the concept of Hispanic political identity, taking into account the ethnic, generational, and linguistic distinctions within the Hispanic population. They compare Hispanic registration, turnout, and participation to those of non-Hispanics, consider the socioeconomic factors contributing to Hispanics’ levels of political knowledge, determine what segment of the Hispanic population votes in federal elections, and explore the prospects for political relationships among Hispanics and non-Hispanics. Finally, the authors look at Hispanic opinions on social and economic issues, factoring in whether these attitudes are affected by generational status and ethnicity.

A unique and nuanced perspective on the Hispanic electoral population, *New Faces, New Voices* is essential for understanding the political characteristics of the largest and fastest growing group of minority voters in the United States.

Marisa A. Abrajano is assistant professor of political science at the University of California, San Diego. She is the author of *Campaigning to the New American Electorate*. **R. Michael Alvarez** is professor of political science at the California Institute of Technology. He is the coauthor of *Electronic Elections* (see page 81) and *Hard Choices, Easy Answers* (both Princeton).

WHO CARES?

Public Ambivalence and Government Activism
from the New Deal to the Second Gilded Age

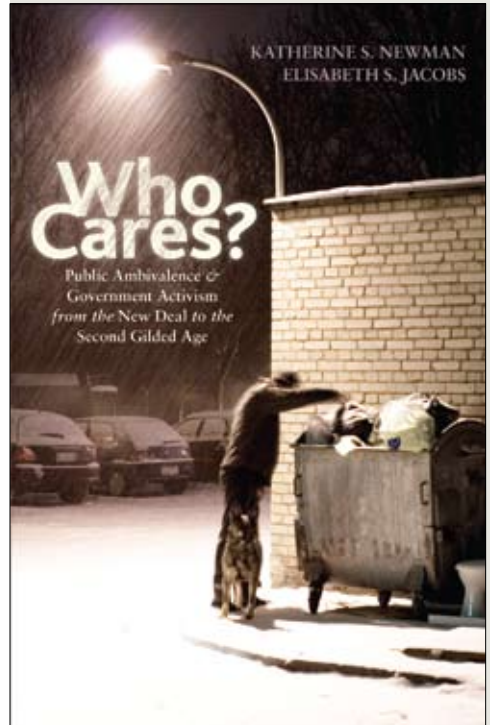
KATHERINE S. NEWMAN &
ELISABETH S. JACOBS

Americans like to think that they look after their own, especially in times of hardship. Particularly for the Great Depression and the Great Society eras, the collective memory is one of solidarity and compassion for the less fortunate. *Who Cares?* challenges this story by examining opinion polls and letters to presidents from average citizens. This evidence, some of it little known, reveals a much darker, more impatient attitude toward the poor, the unemployed, and the dispossessed during the 1930s and 1960s. Katherine Newman and Elisabeth Jacobs show that some of the social policies that Americans take for granted today suffered from declining public support just a few years after their inception. Yet Americans have been equally unenthusiastic about efforts to dismantle social programs once they are well established. Again contrary to popular belief, conservative Republicans had little public support in the 1980s and 1990s for their efforts to unravel the progressive heritage of the New Deal and the Great Society. Whether creating or rolling back such programs, leaders like Roosevelt, Johnson, Nixon, and Reagan often found themselves working against public opposition, and they left lasting legacies only by persevering despite it.

Timely and surprising, *Who Cares?* demonstrates not that Americans are callous but that they are frequently ambivalent about public support for the poor. It also suggests that presidential leadership requires bold action, regardless of opinion polls.

Katherine S. Newman is the Malcolm Forbes, Class of 1941, Professor of Sociology and Public Affairs at Princeton University. Her many books include *The Missing Class: Portraits of the Near Poor in America* (with Victor Tan Chen) and *No Shame in My Game: The Working Poor in the Inner City*. **Elisabeth S. Jacobs** is a senior policy adviser to the Joint Economic Committee of the U.S. Congress.

WHY MAJOR CHANGES TO AMERICA'S
SOCIAL SAFETY NET HAVE ALWAYS REQUIRED
BOLD PRESIDENTIAL LEADERSHIP



“Earth to Obama: Read this book, then come out fighting—for the people who have no other champion but a courageous President.”

—Bill Moyers

“This timely and important book shows that Americans are willing to support social programs that help the poor and unfortunate—but usually only after those programs have been up and rolling for years. A just society therefore depends on politicians with the courage to lead rather than pander to current public opinion.”

—Robert B. Reich

APRIL

Cloth \$26.95S

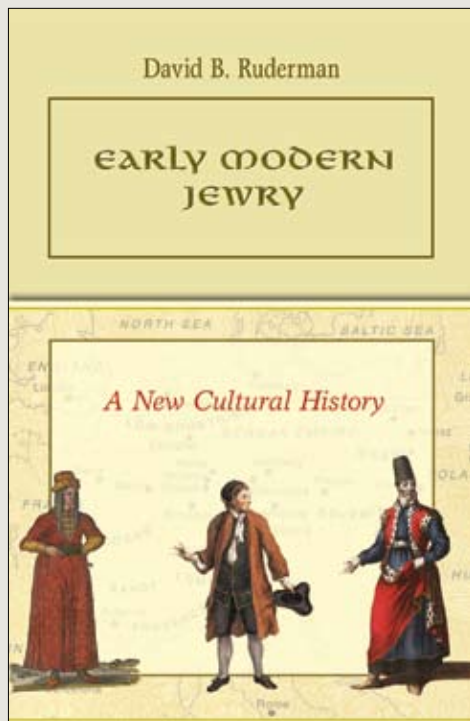
978-0-691-13563-2

248 pages. 36 line illus. 4 tables. 6 x 9.

SOCIOLOGY ■ HISTORY ■ PUBLIC POLICY

PRESS.PRINCETON.EDU

A NEW AND EXCITING HISTORY OF
THE EARLY MODERN JEWISH EXPERIENCE



“This is an entirely original book that for the first time offers a sustained and persuasive argument for a distinct early modern period in Jewish history. Ruderman provides a synthetic account of the period based on a masterful command of the primary and secondary scholarship.”

—David Sorkin, University of Wisconsin–Madison

JUNE

Cloth \$35.00S

978-0-691-14464-1

336 pages. 5 maps. 5 1/2 x 8 1/2.

JEWISH STUDIES ■ EUROPEAN HISTORY

PRESS.PRINCETON.EDU

EARLY MODERN JEWRY

A New Cultural History

DAVID B. RUDERMAN

Early Modern Jewry boldly offers a new history of the early modern Jewish experience. From Krakow and Venice to Amsterdam and Smyrna, David Ruderman examines the historical and cultural factors unique to Jewish communities throughout Europe, and how these distinctions played out amidst the rest of society. Looking at how Jewish settlements in the early modern period were linked to one another in fascinating ways, he shows how Jews were communicating with each other and were more aware of their economic, social, and religious connections than ever before.

Ruderman explores five crucial and powerful characteristics uniting Jewish communities: a mobility leading to enhanced contacts between Jews of differing backgrounds, traditions, and languages, as well as between Jews and non-Jews; a heightened sense of communal cohesion throughout all Jewish settlements that revealed the rising power of lay oligarchies; a knowledge explosion brought about by the printing press, the growing interest in Jewish books by Christian readers, an expanded curriculum of Jewish learning, and the entrance of Jewish elites into universities; a crisis of rabbinic authority expressed through active messianism, mystical prophecy, radical enthusiasm, and heresy; and the blurring of religious identities, impacting such groups as conversos, Sabbateans, individual converts to Christianity, and Christian Hebraists.

Early Modern Jewry reconstructs a distinct epoch in history and provides essential background for understanding the modern Jewish experience.

David B. Ruderman is the Joseph Meyerhoff Professor of Modern Jewish History and the Ella Darivoff Director of the Herbert D. Katz Center for Advanced Judaic Studies at the University of Pennsylvania. His many books include *Jewish Enlightenment in an English Key* and *Connecting the Covenants*.

EMPIRES IN WORLD HISTORY

Power and the Politics of Difference

JANE BURBANK &
FREDERICK COOPER

Empires—vast states of territories and peoples united by force and ambition—have dominated the political landscape for more than two millennia. *Empires in World History* departs from conventional European and nation-centered perspectives to take a remarkable look at how empires relied on diversity to shape the global order. Beginning with ancient Rome and China and continuing across Asia, Europe, the Americas, and Africa, Jane Burbank and Frederick Cooper examine empires' conquests, rivalries, and strategies of domination—with an emphasis on how empires accommodated, created, and manipulated differences among populations.

Burbank and Cooper examine Rome and China in the third century BCE, empires that sustained state power for centuries. They delve into the militant monotheism of Byzantium, the Islamic Caliphates, and the short-lived Carolingians, as well as the pragmatically tolerant rule of the Mongols and Ottomans, who combined religious protection with the politics of loyalty. Burbank and Cooper discuss the influence of empire on capitalism and popular sovereignty, the limitations and instability of Europe's colonial projects, Russia's repertoire of exploitation and differentiation, as well as the "empire of liberty"—devised by American revolutionaries and later extended across a continent and beyond.

With its investigation into the relationship between diversity and imperial states, *Empires in World History* offers a fresh approach to understanding the impact of empires on the past and present.

Jane Burbank is professor of history and Russian and Slavic studies at New York University. Her books include *Intelligentsia and Revolution* and *Russian Peasants Go to Court*.

Frederick Cooper is professor of history at New York University. His books include *Decolonization and African Society* and *Colonialism in Question*.

HOW EMPIRES HAVE USED DIVERSITY TO SHAPE
THE WORLD ORDER FOR OVER TWO MILLENNIA

EMPIRES

IN WORLD HISTORY

POWER AND THE POLITICS OF DIFFERENCE

JANE BURBANK AND FREDERICK COOPER



"This is the single best book about the relationship of empires and nations that I can think of."

—Kenneth Pomeranz, author of *The Great Divergence*

"[D]estined to become a classic: it tackles a huge and topical theme, and moves at a fast pace, from Rome and Han Dynasty China, right down to the present. The coverage is sweeping and balanced. A stunning accomplishment."

—Jeremy Adelman, Princeton University

JUNE

Cloth \$35.00S

978-0-691-12708-8

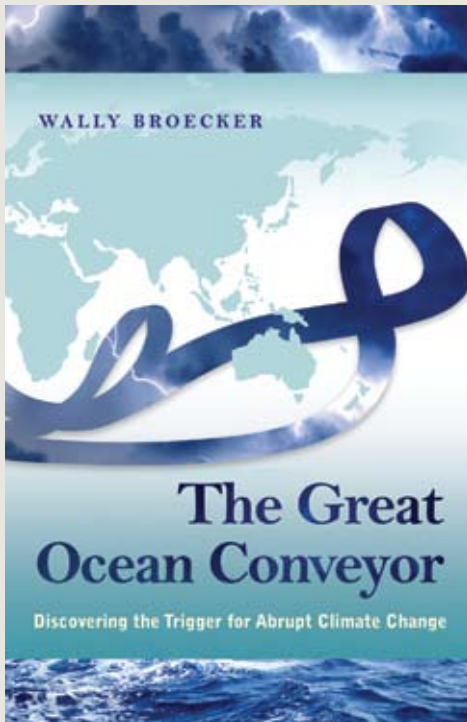
496 pages. 40 halftones.

38 line illus. 7 x 10.

HISTORY

PRESS.PRINCETON.EDU

EXPLORING THE LINK BETWEEN THE
OCEAN'S CURRENTS AND RAPID CLIMATE CHANGE



“In *The Great Ocean Conveyor*, the great Wally Broecker, dean of climate scientists, skillfully mixes history and science to provide the essential description of how he solved the mystery of the abrupt climate jumps of the past.”

—Richard B. Alley, Pennsylvania State University

FEBRUARY

Cloth \$27.95S

978-0-691-14354-5

184 pages. 10 halftones. 40 line illus.

12 maps. 5 ½ x 8 ½.

EARTH SCIENCE

PRESS.PRINCETON.EDU

THE GREAT OCEAN CONVEYOR

Discovering the Trigger for Abrupt Climate Change

WALLY BROECKER

Wally Broecker is one of the world’s leading authorities on abrupt global climate change. More than two decades ago, he discovered the link between ocean circulation and climate change, in particular how shutdowns of the Great Ocean Conveyor—the vast network of currents that circulate water, heat, and nutrients around the globe—triggered past ice ages. Today, he is among the researchers exploring how our planet’s climate system can abruptly “flip-flop” from one state to another, and who are weighing the implications for the future. In *The Great Ocean Conveyor*, Broecker introduces readers to the science of abrupt climate change while providing a vivid, firsthand account of the field’s history and development.

Could global warming cause the conveyor to shut down again, prompting another flip-flop in climate? What were the repercussions of past climate shifts? How do we know such shifts occurred? Broecker shows how earth scientists study ancient ice cores and marine sediments to probe Earth’s distant past, and how they blend scientific detective work with the latest technological advances to try to predict the future. He traces how the science has evolved over the years, from the blind alleys and wrong turns to the controversies and breathtaking discoveries. Broecker describes the men and women behind the science, and reveals how his own thinking about abrupt climate change has itself flip-flopped as new evidence has emerged.

Rich with personal stories and insights, *The Great Ocean Conveyor* opens a tantalizing window onto how earth science is practiced.

Wally Broecker is the Newberry Professor of Earth and Environmental Sciences at Columbia University. His books include *Fixing Climate: What Past Climate Changes Reveal about the Current Threat—and How to Counter It* and *Chemical Oceanography*. He is a member of the National Academy of Sciences.