

SHORTLISTED FOR THE 2009 *FINANCIAL TIMES*/GOLDMAN SACHS  
BUSINESS BOOK OF THE YEAR AWARD

WINNER OF THE 2009 GETABSTRACT INTERNATIONAL BOOK AWARD

WITH A NEW PREFACE BY THE AUTHORS

## ANIMAL SPIRITS

How Human Psychology Drives the Economy,  
and Why It Matters for Global Capitalism

GEORGE A. AKERLOF &  
ROBERT J. SHILLER

The global financial crises of recent years have made it painfully clear that psychological forces can imperil the wealth of nations. From blind faith in ever-rising housing prices to plummeting confidence in capital markets, “animal spirits” drive financial events worldwide. In this book, acclaimed economists George Akerlof and Robert Shiller present a serious alternative to the standard economic theory that has failed to account for these essential human factors, and provide a radical new way to think about the economy.

Looking back to the prevalent despondence preceding the Great Depression and the changing psychology that accompanied recovery—which led John Maynard Keynes to coin the term “animal spirits”—Akerlof and Shiller reassert the necessity of an active government role in economic policy-making. In a new preface, they describe why our economic troubles may linger for some time—unless we are prepared to take further, decisive action.

*“Two of the most creative and respected economic thinkers currently at work, George Akerlof and Robert Shiller, . . . [have written] a fine book at exactly the right time.”*

—Clive Crook, *Financial Times*

*“There is barely a page of Animal Spirits without a fascinating fact or insight.”*

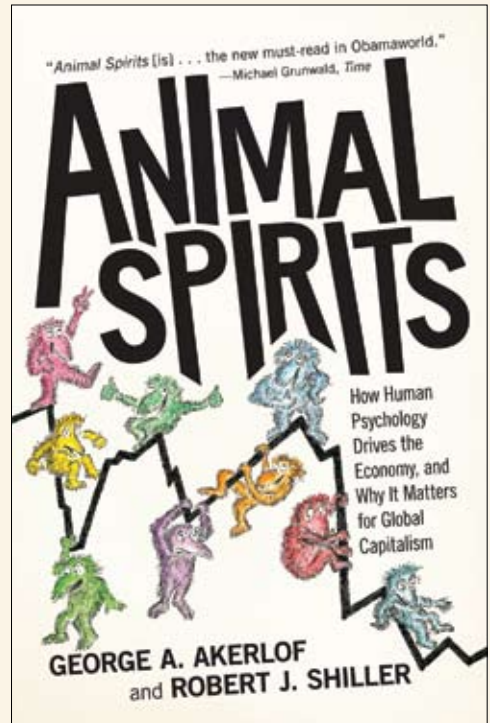
—John Lanchester, *New Yorker*

*“A truly innovative and bold work. . . . At a time when plummeting confidence is dragging down the market and the economy, the authors’ focus on the psychological aspect of economics is incredibly important.”*

—Michael Mandel, *BusinessWeek*

*“Akerlof and Shiller are the first to try to rework economic theory for our times. The effort itself makes their book a milestone.”*

—Louis Uchitelle, *New York Times Book Review*



**George A. Akerlof** is the Daniel E. Koshland Sr. Distinguished Professor of Economics at the University of California, Berkeley. He was awarded the 2001 Nobel Prize in economics. He is the coauthor of *Identity Economics* (see page 2). **Robert J. Shiller** is the best-selling author of *Irrational Exuberance* and *The Subprime Solution* (both Princeton). He is the Arthur M. Okun Professor of Economics at Yale University.

MARCH

Paper \$18.95T

978-0-691-14592-1

Cloth 2009

978-0-691-14233-3

256 pages. 1 table. 6 x 9.

POPULAR ECONOMICS ■ CURRENT AFFAIRS

PRESS.PRINCETON.EDU

WINNER OF THE 2006 PHI BETA KAPPA BOOK AWARD IN SCIENCE

WITH A NEW AFTERWORD BY THE AUTHOR

## PLOWS, PLAGUES, AND PETROLEUM

How Humans Took Control of Climate

WILLIAM F. RUDDIMAN

Mankind's impact on our planet is an everyday fact of life—but did our active involvement in climate change really begin with the industrial revolution, as commonly believed? In this provocative book, William Ruddiman argues that our ancestors have actually been changing the climate for some 8,000 years.

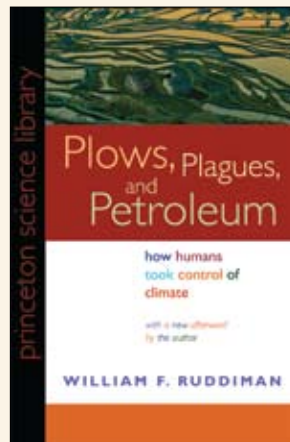
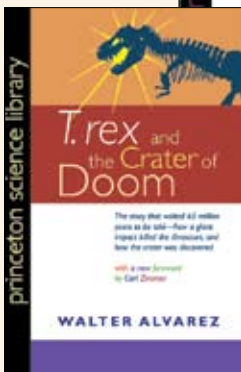
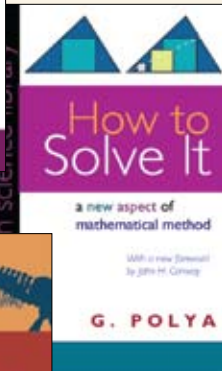
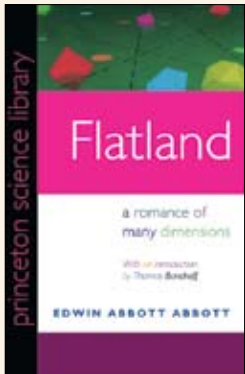
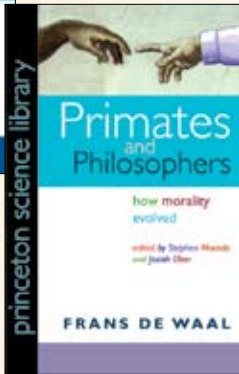
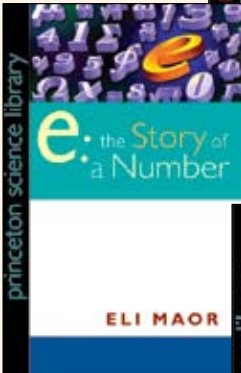
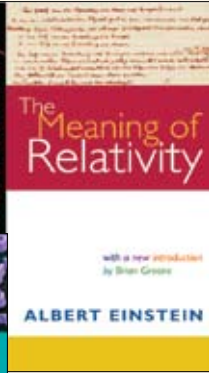
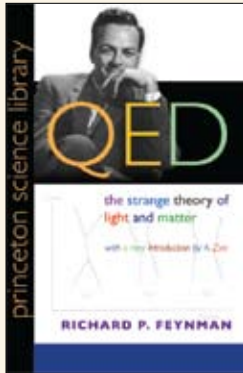
*Plows, Plagues, and Petroleum* has sparked lively scientific debate since it was first published. In a new afterword, Ruddiman explores the main challenges posed to his hypothesis, and shows how recent investigations and findings ultimately strengthen the book's original claims.

*Praise for Princeton's previous editions:*

*"If you're not familiar with Ruddiman's hypothesis, you should be. . . Plows, Plagues, and Petroleum is excellent reading for scientist and nonscientist alike."*

—James White, *Science*

**William F. Ruddiman** is the author of *Earth's Climate: Past and Future*, and has published many articles in *Scientific American*, *Nature*, and *Science*, as well as various scientific journals.



MARCH

Paper \$19.95T

978-0-691-14634-8

240 pages. 16 halftones.

14 line illus. 4 tables.

7 maps. 6 x 9.

POPULAR SCIENCE ■  
EARTH SCIENCE

WITH A NEW AFTERWORD BY THE AUTHORS

## THE NATURE OF SPACE AND TIME

STEPHEN HAWKING &  
ROGER PENROSE

Can the quantum theory of fields and Einstein's general theory of relativity be united into a single quantum theory of gravity? In *The Nature of Space and Time*, two of the world's most famous physicists—Stephen Hawking and Roger Penrose—debate this essential question.

In a new afterword, the authors outline how recent developments have caused their positions to further diverge on a number of key issues, including the spatial geometry of the universe, inflationary versus cyclic theories of the cosmos, and the black-hole information-loss paradox.

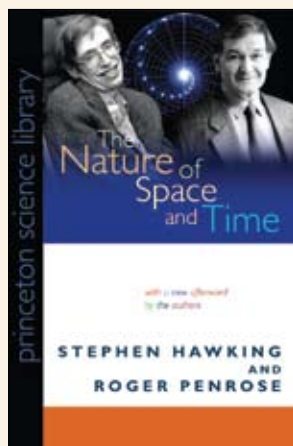
*Praise for Princeton's previous edition:*

*"This elegant little volume provides a clear account of two approaches to some of the greatest unsolved problems of gravitation and cosmology."*

—John Barrow, *New Scientist*

**Stephen Hawking** is the Lucasian Professor of Mathematics at the University of Cambridge. **Roger Penrose** is the Emeritus Rouse Ball Professor of Mathematics at the University of Oxford.

THE ISAAC NEWTON INSTITUTE SERIES OF LECTURES



MARCH

Paper \$14.95T

978-0-691-14570-9

160 pages. 75 line illus. 6 x 9.

PHYSICS ■ COSMOLOGY

## AN IMAGINARY TALE

The Story of  $\sqrt{-1}$

PAUL J. NAHIN

In *An Imaginary Tale*, Paul Nahin tells the 2000-year history of one of mathematics' most elusive numbers, the square root of minus one, also known as  $i$ . He re-creates the baffling mathematical problems that conjured it up, and the colorful characters who tried to solve them. Weaving together entertaining historical facts and mathematical discussions, Nahin has written an engaging history of one of the most evasive and pervasive "numbers" in all of mathematics.

*Praise for Princeton's previous editions:*

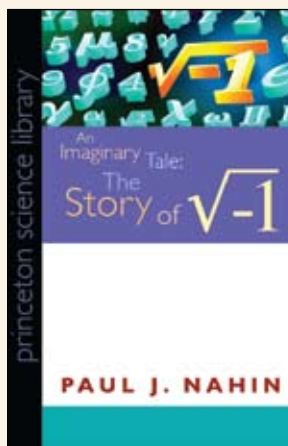
*"[An Imaginary Tale] can be read for fun and profit by anyone who has taken courses in introductory calculus, plane geometry and trigonometry."*

—William Thompson, *American Scientist*

*"A book-length hymn of praise to the square root of minus one."*

—Brian Rotman, *Times Literary Supplement*

**Paul J. Nahin** is the author of many best-selling popular math books, including *Digital Dice*, *Chases and Escapes*, *Dr. Euler's Fabulous Formula*, *When Least Is Best*, *Duelling Idiots and Other Probability Puzzlers*, and *Mrs. Perkins's Electric Quilt* (all Princeton). He is professor emeritus of electrical engineering at the University of New Hampshire.



APRIL

Paper \$16.95T

978-0-691-14600-3

280 pages. 1 halftone.

47 line illus. 6 x 9.

POPULAR MATHEMATICS

Not for sale in South Asia

WITH A NEW AFTERWORD BY THE AUTHORS

## TITAN UNVEILED

Saturn's Mysterious Moon Explored

RALPH LORENZ &  
JACQUELINE MITTON

In 2005, the Cassini-Huygens probe successfully parachuted down through the atmosphere of Titan, Saturn's largest and most mysterious moon. One of the researchers who made that mission possible was Ralph Lorenz.

In *Titan Unveiled*, Lorenz, with Jacqueline Mitton, provides an insider's account of the scientific community's first close encounter with an alien landscape. Lorenz and Mitton describe Titan as a world strikingly like Earth, and tell how Titan may hold clues to the origins of life on our own planet and the possibility of life's presence on other worlds. A new afterword brings readers up to date on Cassini's ongoing exploration of Titan, describing the many new discoveries made since 2006.

*"An engrossing firsthand account of one of humankind's greatest adventures of recent years."*

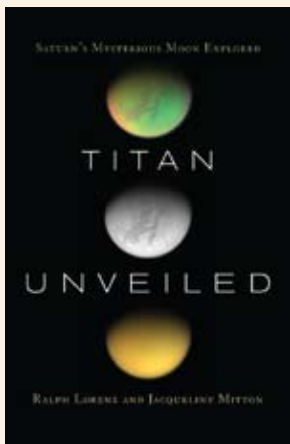
—Fred Taylor, *American Scientist*

*"A fascinating book."*

—Times Higher Education

**Ralph Lorenz** is a planetary scientist at the Johns Hopkins University Applied Physics Laboratory.

**Jacqueline Mitton** is a writer, editor, and media consultant in astronomy.



MAY

Paper \$19.95T

978-0-691-14633-1

Cloth 2008

978-0-691-12587-9

272 pages. 19 color illus.  
65 halftones. 21 line illus.  
2 tables. 6 x 9.

POPULAR SCIENCE ■  
ASTRONOMY

A 2008 EDITORS' CHOICE FOR BEST ADULT TITLES, *BOOKLIST*

WITH A NEW AFTERWORD BY THE AUTHOR

## THE UNIVERSE IN A MIRROR

The Saga of the Hubble Space Telescope  
and the Visionaries Who Built It

ROBERT ZIMMERMAN

*The Universe in a Mirror* tells the story of the Hubble Space Telescope and the visionaries responsible for its extraordinary accomplishments. Robert Zimmerman takes readers behind the scenes of one of the most ambitious scientific instruments ever sent into space. He shows how scientists from the 1950s through the 1980s variously fought to get the Hubble designed, approved, and built—only to have their hopes and reputations shattered when its mirror was found to be flawed. Illustrated with striking color images, *The Universe in a Mirror* describes how Hubble, and the men and women behind it, opened a rare window onto the universe, dazzling humanity with sights never before seen.

*"A breezy behind-the-scenes account. . . . A great story."*

—Dennis Overbye, *New York Times*

*"[A] page-turner full of human drama."*

—Glenn Harlan Reynolds, *Wall Street Journal*

*"Must reading for armchair astrophysicists."*

—Bryce Christensen, *Booklist* (starred review)

**Robert Zimmerman** is an award-winning science writer and historian. His books include *Leaving Earth* and *Genesis: The Story of Apollo 8*.



MARCH

Paper \$19.95T

978-0-691-14635-5

Cloth 2008

978-0-691-13297-6

312 pages. 25 color illus.  
24 halftones. 2 line illus. 6 x 9.

POPULAR SCIENCE ■  
ASTRONOMY

WINNER OF THE 2007 BEST SCI-TECH BOOK IN MATHEMATICS,  
LIBRARY JOURNAL

ONE OF CHOICE'S OUTSTANDING ACADEMIC TITLES FOR 2007

## HOW MATHEMATICIANS THINK

Using Ambiguity, Contradiction, and  
Paradox to Create Mathematics

WILLIAM BYERS

To many outsiders, mathematicians resemble computers, grimly grinding away with a strict formal logic. Yet mathematicians themselves often describe their most important breakthroughs as creative, intuitive responses to ambiguity, contradiction, and paradox. In this unique book, William Byers shows how nonlogical qualities, uncertainties, and conflicts spur rather than impede the development of mathematics. Ultimately, *How Mathematicians Think* shows that the nature of mathematical thinking can teach us a great deal about the human condition itself.

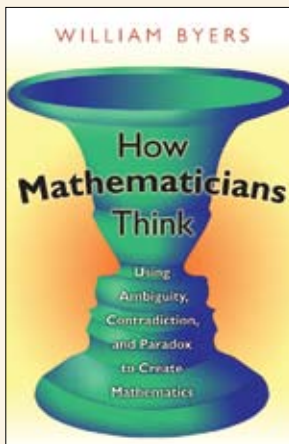
*"Ambitious, accessible and provocative. . . . Everyone should read Byers."*

—Donal O'Shea, *Nature*

*"This is a truly exceptional work. . . . [A] must-read book for every mathematics student and professor."*

—J. Mayer, *Choice*

**William Byers** is professor of mathematics at Concordia University in Montreal. He has published widely in mathematics journals.



MAY

Paper \$24.95S

978-0-691-14599-0

Cloth 2007

978-0-691-12738-5

424 pages. 6 halftones.

48 line illus. 6 x 9.

POPULAR MATHEMATICS ■  
PHILOSOPHY

WINNER OF THE 2007 AWARD FOR BEST PROFESSIONAL/SCHOLARLY  
BOOK IN MATHEMATICS, ASSOCIATION OF AMERICAN PUBLISHERS

WITH A NEW FOREWORD BY KEITH DEVLIN

## A CERTAIN AMBIGUITY

A Mathematical Novel

GAURAV SURI &  
HARTOSH SINGH BAL

While studying at Stanford in the late 1980s, Ravi Kapoor discovers that his grandfather, Vijay Sahni, was arrested under an obscure blasphemy law in a small New Jersey town in 1919. As Vijay is challenged to defend his belief that the certainty of mathematics can be extended to all human knowledge—including religion—Ravi struggles with the question of whether there can ever be absolute certainty in mathematics or life. Moving and enlightening, *A Certain Ambiguity* is a story about what it means to face the extent—and the limits—of human knowledge.

*"A Certain Ambiguity is an amazing narrative that glows with a vivid sense of the beauty and wonder of mathematics."*

—Martin Gardner

*"[A] brilliant and unusual novel."*

—New Scientist

**Gaurav Suri**, a partner at a global management consulting firm in San Francisco, holds a master's degree in mathematics from Stanford. **Hartosh Singh Bal**, a leading independent journalist in New Delhi, holds a master's degree in mathematics from New York University.



MAY

Paper \$16.95T

978-0-691-14601-0

Cloth 2007

978-0-691-12709-5

304 pages. 56 line illus.

4 tables. 6 x 9.

POPULAR MATHEMATICS ■  
FICTION

## POP FINANCE

Investment Clubs and the New Investor Populism

**BROOKE HARRINGTON**

During the 1990s, stock market investing—once the province of a privileged elite—became a mass activity, eventually involving more than half of Americans. *Pop Finance* is the first book to examine the origins of this mass movement and its impact on American cultural and economic conditions. Brooke Harrington follows the trajectory of this new market populism via the rise of investment clubs, through which millions of people across the socioeconomic spectrum became investors for the first time. Through long-term observation, in-depth interviews, and extensive survey data, Harrington shows how these new investors approached—and changed—financial markets.

*“Pop Finance offers a lucid, lively, and literate portrait of an important and intriguing institution: the investment club.”*

—James Baron, *Administrative Science Quarterly*

*“Brooke Harrington has penned a lively and timely book looking at the role played by investment clubs in the emergent investor populism. . . . Pop Finance shows the limited capacity of investors—even organized, educated and motivated ones—to incorporate information and manage risk.”*

—Jeffrey J. Sallaz, *Contemporary Sociology*

**Brooke Harrington** is the Alexander von Humboldt Research Fellow at the Max Planck Institute for the Study of Societies.



APRIL

Paper \$24.95S

978-0-691-14586-0

Cloth 2008

978-0-691-12832-0

256 pages. 7 halftones.  
1 line illus. 23 tables. 6 x 9.

SOCIOLOGY ■ ECONOMICS

WINNER OF THE 2009 GOLD MEDAL AXIOM  
BUSINESS BOOK AWARD IN CAREER, JENKINS GROUP, INC.

WINNER OF THE 2008 MAX WEBER AWARD,  
ORGANIZATION, OCCUPATIONS, AND WORK SECTION,  
AMERICAN SOCIOLOGICAL ASSOCIATION

WINNER OF THE 2007 AWARD FOR BEST PROFESSIONAL/SCHOLARLY  
BOOK IN BUSINESS, FINANCE, AND MANAGEMENT,  
ASSOCIATION OF AMERICAN PUBLISHERS

## FROM HIGHER AIMS TO HIRED HANDS

The Social Transformation of American  
Business Schools and the Unfulfilled Promise  
of Management as a Profession

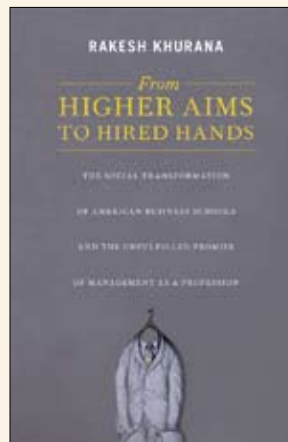
**RAKESH KHURANA**

Is management a profession? Can it be? Should it be? *From Higher Aims to Hired Hands* reveals how such questions have driven business education and shaped American management and society for more than a century. Rakesh Khurana shows that although university-based business schools were founded to train a professional class of managers in the mold of doctors and lawyers, they have since retreated from that goal, leaving a gaping moral hole at the center of business education and perhaps in management itself.

*“A fascinating history of business education.”*

—Economist

**Rakesh Khurana** is associate professor in organizational behavior at Harvard Business School. He is the author of *Searching for a Corporate Savior: The Irrational Quest for Charismatic CEOs* (Princeton).



MAY

Paper \$24.95S

978-0-691-14587-7

Cloth 2007

978-0-691-12020-1

544 pages. 6 x 9.

BUSINESS ■ EDUCATION

ONE OF *STRATEGY & BUSINESS'S* BEST BUSINESS BOOKS FOR 2004

SHORT-LISTED FOR THE 2005 BRITISH ACADEMY BOOK PRIZE

WITH A NEW FOREWORD BY DANIEL C. DENNETT

# THE COMPANY OF STRANGERS

A Natural History of Economic Life

Revised Edition

**PAUL SEABRIGHT**

Strangers play a central role in our everyday lives. Even the simple acts of buying food and clothing depend on an astonishing web of interaction that spans the globe. How did humans develop the ability to trust strangers with providing our most important needs? Drawing on insights from biology, anthropology, history, psychology, and literature, Paul Seabright explores how our evolved ability of abstract reasoning has allowed institutions like money, markets, cities, and the banking system to provide the foundation of social trust.

*The Company of Strangers* shows us the remarkable strangeness, and fragility, of our everyday lives. This completely revised and updated edition includes a new chapter analyzing how the rise and fall of social trust explain the unsustainable boom in the global economy over the past decade and the financial crisis that succeeded it.

*"[A] brilliant book."*

—*Martin Wolf, Financial Times*

*"[A] clear, thought-provoking, and elegant book."*

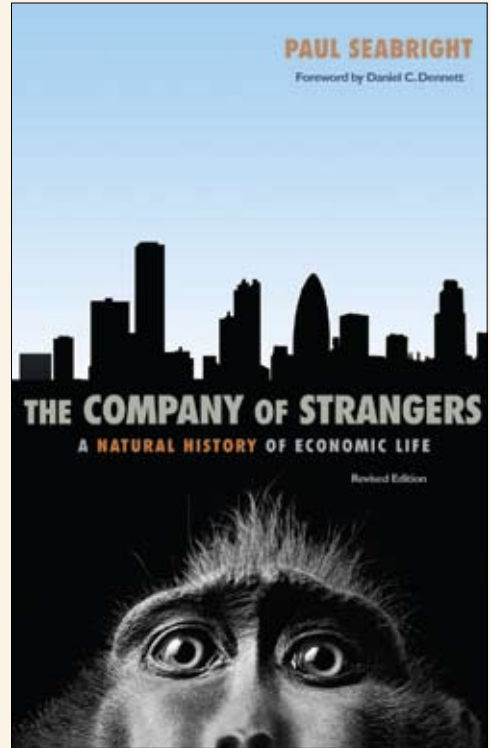
—*Howard Davies, Times Higher Education*

*"Why is everyday life so strange? Because, explains Mr. Seabright, it is so much at odds with what would have seemed, as recently as 10,000 years ago, our evolutionary destiny."*

—*Economist*

*"An important and timely book. . . . It starts in the mists of prehistory but ends emphatically in the here and now."*

—*Giles Whittell, Times (London)*



**Paul Seabright** is professor of economics at the Toulouse School of Economics. He has been a fellow of All Souls College, University of Oxford and Churchill College, University of Cambridge.

**MAY**

**Paper \$19.95T**

978-0-691-14646-1

368 pages. 6 x 9.

POPULAR ECONOMICS ■ POPULAR SCIENCE

PRESS.PRINCETON.EDU

WINNER OF THE 2009 SILVER MEDAL AXIOM BUSINESS BOOK AWARD IN INTERNATIONAL BUSINESS/GLOBALIZATION, JENKINS GROUP, INC.  
 WINNER OF THE 2008 PROSE AWARD FOR EXCELLENCE IN BUSINESS, FINANCE, AND MANAGEMENT, ASSOCIATION OF AMERICAN PUBLISHERS  
 ONE OF *ECONOMIST'S* BEST BOOKS OF 2008  
 ONE OF *BUSINESSWEEK'S* BEST INNOVATION AND DESIGN BOOKS OF 2008

## THE VENTURESOME ECONOMY

How Innovation Sustains Prosperity in a More Connected World

AMAR BHIDÉ

Many warn that the offshoring of research and development to China and India threatens the foundations of Western prosperity. But in *The Venturesome Economy*, acclaimed business and economics scholar Amar Bhidé shows how wrong the doomsayers are.

Using extensive field studies on venture-capital-backed businesses to examine how technology really advances in modern economies, Bhidé explains why know-how developed abroad enhances—not diminishes—prosperity at home, and why trying to maintain the U.S. lead by subsidizing more research or training more scientists will do more harm than good.

*"The Venturesome Economy is a refreshing riposte to the doomsayers of recession and the bleak prognostications of the technonationalists. . . . [C]ompelling."*

—Michelle Baddeley, *Times Higher Education*

**Amar Bhidé** is the Glaubinger Professor of Business at Columbia University, editor of *Capitalism and Society*, member of the Council on Foreign Relations, and the author of *The Origin and Evolution of New Businesses*.

THE KAUFFMAN FOUNDATION SERIES  
ON INNOVATION AND ENTREPRENEURSHIP



MARCH

**Paper \$24.95T**  
 978-0-691-14593-8  
 Cloth 2008  
 978-0-691-13517-5  
 520 pages. 6 line illus.  
 22 tables. 6 x 9.

POPULAR ECONOMICS ■  
BUSINESS

## GOOD AND PLENTY

The Creative Successes of American Arts Funding

TYLER COWEN

Americans agree about government arts funding in the way the women in the old joke agree about the food at the wedding: it's terrible—and such small portions! Many either want to abolish the National Endowment for the Arts, or dramatically increase public arts funding. In this book, economist and arts-lover Tyler Cowen argues why the American way of funding the arts results not in the terrible and the small but in *Good and Plenty*—and how it could result in even more and better.

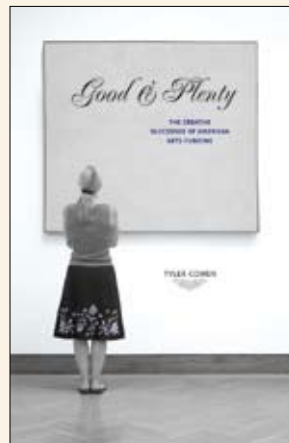
*"A rare and much needed objective look at the topic of government funding for the arts. Avoiding the hyperbole often heard on both sides of the argument, Cowen offers a balanced overview of publicly funded art."*

—Art Times

*"Cowen makes the point loudly and clearly: indirect subsidy favors the decentralization of artistic creativity, particularly as it involves nonprofit institutions, and a thousand flowers can (and do) bloom."*

—J. Mark Schuster, *Journal of Cultural Economics*

**Tyler Cowen** is professor at George Mason University. His books include *Creative Destruction* (Princeton) and *Create Your Own Economy*. He frequently writes for the *New York Times*, *Slate*, and the economics blog *Marginal Revolution*.



JUNE

**Paper \$21.95S**  
 978-0-691-14626-3  
 Cloth 2006  
 978-0-691-12042-3  
 208 pages. 6 x 9.

ECONOMICS ■  
PUBLIC POLICY ■ ART

WITH A NEW POSTSCRIPT BY THE AUTHORS

# ECONOMIC GANGSTERS

Corruption, Violence, and the Poverty of Nations

RAYMOND FISMAN & EDWARD MIGUEL

Meet the economic gangster. He's the United Nations diplomat who uses his diplomatic immunity to double-park on New York City streets. He's the Chinese smuggler who dodges tariffs by magically transforming frozen chickens into frozen turkeys. And, in the wrong set of circumstances, he might just be you.

In *Economic Gangsters*, Raymond Fisman and Edward Miguel follow the foreign aid money trail into the grasping hands of corrupt governments and shady underworld characters. Fisman and Miguel use economics to get inside the heads of these “gangsters,” and propose solutions that can make a difference to the world's poor—including improving the way that the World Bank and other organizations distribute aid. In a new postscript, the authors look at how economists might use new tools to better understand, and fight back against, corruption and violence in the aftermath of the 2008 financial crisis.

*“Economic Gangsters is a fascinating exploration of the dark side of economic development. . . . Rarely has a book on economics been this fun and this important.”*

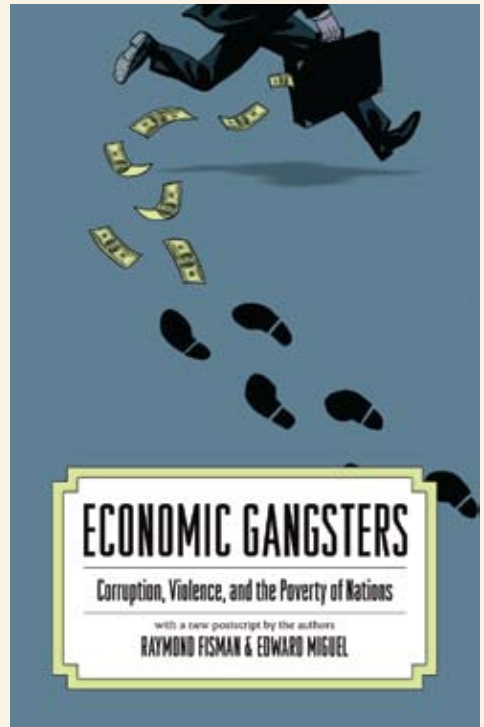
—Steven D. Levitt, coauthor of *Freakonomics*

*“After decades of independence and billions in foreign aid, why are so many developing countries still mired in poverty? . . . This thorough, thoughtful guide to global corruption is an engaging, disarmingly upbeat read for fans of *Freakonomics* and *Malcolm Gladwell*.”*

—PublishersWeekly.com (starred review)

*“Smart and eminently readable.”*

—Nicholas Kristof, *NYTimes.com*



**Raymond Fisman** is the Lambert Family Professor of Social Enterprise and director of the Social Enterprise Program at Columbia Business School. He is a columnist for Slate. **Edward Miguel** is professor of economics and director of the Center of Evaluations for Global Action at the University of California, Berkeley.

JANUARY

Paper \$19.95T

978-0-691-14469-6

Cloth 2008

978-0-691-13454-3

256 pages. 4 line illus. 4 tables. 5 1/2 x 8 1/2.

POPULAR ECONOMICS ■ CURRENT AFFAIRS

## RELIGION IN AMERICAN POLITICS

A Short History

FRANK LAMBERT

The delegates to the 1787 Constitutional Convention blocked the establishment of Christianity as a national religion, but they could not keep religion out of American politics. From the election of 1800, when Federalist clergymen charged that deist Thomas Jefferson was unfit to lead a “Christian nation,” to today, when some Democrats want to embrace the so-called Religious Left, religion has always been part of American politics. In *Religion in American Politics*, Frank Lambert tells the fascinating story of the uneasy relations between religion and politics from the founding to the twenty-first century.

“Religion in American Politics . . . traces the interplay between pulpits and the public square through nearly two centuries of U.S. history. Some things, [Lambert] writes, never change.”

—Daniel Burke, *Washington Post*

“Lambert’s richly-textured book provides a timely reminder of the divisiveness of religion and the wisdom of the Founding Fathers in keeping it out of national politics.”

—Henry L. Carrigan, Jr., *ForeWord*

**Frank Lambert** is professor of history at Purdue University. His books include *The Barbary Wars*, a *New York Times* Editors’ Choice; *The Founding Fathers and the Place of Religion in America*; and *Inventing the “Great Awakening.”*



MARCH

Paper \$18.95S

978-0-691-14613-3

Cloth 2008

978-0-691-12833-7

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

HISTORY ■ RELIGION ■ POLITICS

WINNER OF THE 2009 AWARD OF MERIT FOR HISTORY/BIOGRAPHY, *CHRISTIANITY TODAY*

## GOD AND RACE IN AMERICAN POLITICS

A Short History

MARK A. NOLL

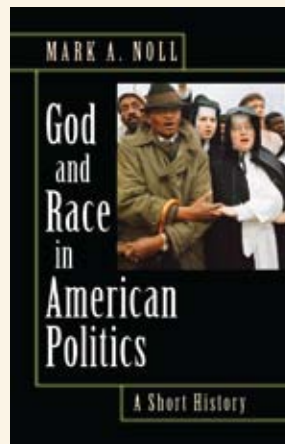
When the powerful forces of race and religion have converged, America has witnessed some of its greatest triumphs—and some of its most shameful failures. In *God and Race in American Politics*, Mark Noll reveals how this explosive mixture has profoundly influenced American political history.

Noll demonstrates how the Bible was used to validate both slavery and abolition, and how a common evangelical heritage supported both Jim Crow discrimination and the theology of liberation preached by Martin Luther King Jr. In probing such connections, Noll argues that the greatest transformations in American political history constitute an interconnected narrative of often-contradictory religious and moral complexities.

“[Noll] has produced yet another admirable synthesis of a huge body of American history and historiography. . . . Thoughtful Christian readers will find this work indispensable in understanding the big picture of race, religion, and politics in American history.”

—Paul Harvey, *Christianity Today*

**Mark A. Noll** is the Francis A. McAnaney Professor of History at the University of Notre Dame. His books include *America’s God*, *The Civil War as a Theological Crisis*, and *The Scandal of the Evangelical Mind*.



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HISTORY ■ RELIGION

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# THE CASE FOR BIG GOVERNMENT

JEFF MADRICK

Political conservatives have long believed that the best government is a small government. But if this is true, why have Americans experienced stagnant wages, rising health care costs, increasing unemployment, extreme economic inequality, and a devastating credit crisis under conservative leadership? In this perceptive and eye-opening book, Jeff Madrick proves that an engaged government—one with high taxes and wise regulations—is necessary to implement the social and economic changes that Americans desperately need.

Madrick explains why America must reject free market orthodoxy and adopt ambitious government-centered programs. He looks critically at today's politicians and paints a devastating portrait of the nation's declining social opportunities. A practical call to arms, *The Case for Big Government* asks for innovation, experimentation, and a willingness to take bold steps in order to ensure the nation's vitality.

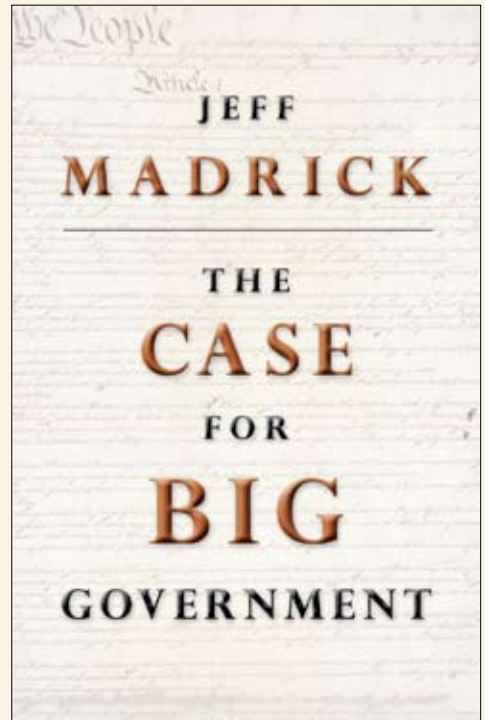
"[The Case for Big Government] *challenges us to think anew about the responsibilities that government should meet in today's competitive global economy.*"

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"The Case for Big Government *shows how yesterday's contrarianism can become today's consensus. . . . Madrick makes the case that the nation faces social and economic challenges requiring higher taxes, increased public investment and more rigorous regulation of corporate conduct.*"

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THE PUBLIC SQUARE  
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**Jeff Madrick** is a regular contributor to the *New York Review of Books* and a former economics columnist for the *New York Times*. He is editor of *Challenge* magazine and senior fellow at the New School's Schwartz Center for Economic Policy Analysis.

APRIL

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224 pages. 5 tables. 5 1/2 x 8 1/2.

POLITICS ■ POPULAR ECONOMICS

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2009 HONOR BOOK, NEW JERSEY COUNCIL FOR THE HUMANITIES

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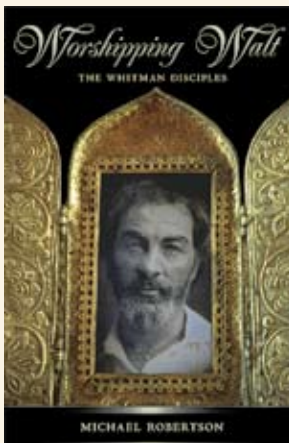
*“For some devoted readers in the late nineteenth century, Walt Whitman was a ‘man magnified to the dimensions of a god,’ and Leaves of Grass a divinely inspired gospel. In a series of entertaining and acutely observed biographies of the ‘Whitman disciples,’ Robertson situates their fervor in a complex religious landscape.”*

—New Yorker

*“Thoroughly researched, gracefully written, Worshipping Walt represents literary scholarship at its best.”*

—Frank Wilson, Philadelphia Inquirer

**Michael Robertson** is professor of English at the College of New Jersey. He is the author of the award-winning *Stephen Crane, Journalism, and the Making of Modern American Literature* and the coeditor of *Walt Whitman, Where the Future Becomes Present*.



MARCH

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BIOGRAPHY ■  
LITERATURE

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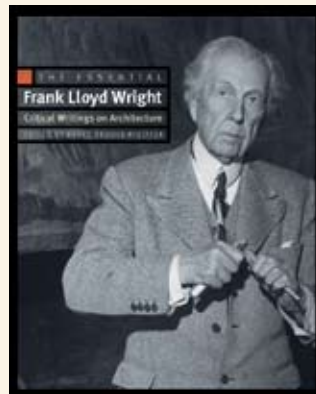
*“[A] valuable record of Wright’s words. . . . Heartily recommended.”*

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**Bruce Brooks Pfeiffer** is director of the Frank Lloyd Wright Archives at the Frank Lloyd Wright Foundation. He is the author or editor of many books on Wright, including *Frank Lloyd Wright and Lewis Mumford: Thirty Years of Correspondence*.



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464 pages. 103 halftones.  
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ARCHITECTURE

# THE BEST OF ALL POSSIBLE WORLDS

A Story of Philosophers, God, and Evil  
in the Age of Reason

STEVEN NADLER

In the spring of 1672, German philosopher and mathematician Gottfried Wilhelm Leibniz arrived in Paris, home of France's two greatest philosopher-theologians of the period, Antoine Arnauld and Nicolas de Malebranche. The meeting of these three men represents a profoundly important moment in the history of philosophical and religious thought.

In *The Best of All Possible Worlds*, Steven Nadler tells the story of a clash between radically divergent worldviews. At its heart are the dramatic—and often turbulent—relationships between these brilliant and resolute individuals. Despite their wildly different views and personalities, the three philosophers shared a single, passionate concern: resolving the problem of evil. Why is it that, in a world created by an all-powerful, all-wise, and infinitely just God, there is sin and suffering? Why do bad things happen to good people, and good things to bad people?

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*"I can't imagine a better guide to 17th-century philosophical thought."*

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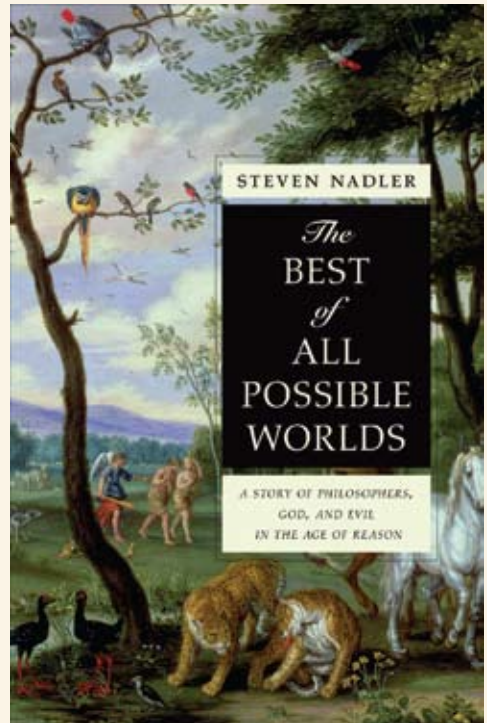
*"Nadler's superb study makes for a larger space for Leibniz, Malebranche, and Arnauld alongside such giants of the period as Descartes and Spinoza."*

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HOW THREE PHILOSOPHERS STRUGGLED  
TO RECONCILE GOD AND EVIL



Steven Nadler is the William H. Hay II Professor of Philosophy at the University of Wisconsin–Madison. He is the author of *Rembrandt's Jews*, a finalist for the 2004 Pulitzer Prize.

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

INTELLECTUAL HISTORY ■  
PHILOSOPHY ■ RELIGION

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## SUPERSTITION

Belief in the Age of Science

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From uttering a prayer before boarding a plane to exploring past lives through hypnosis, superstition has become pervasive in contemporary culture. Robert Park, the best-selling author of *Voodoo Science*, asks why people persist in superstitious convictions long after science has shown them to be ill-founded.

Park sides with the forces of reason in a world of continuing and, he fears, increasing superstition. In *Superstition*, he takes on supernatural beliefs, from religion and the afterlife to New Age spiritualism and faith-based medical claims. Compelling and precise, *Superstition* takes no hostages in its quest to debunk pseudoscience.

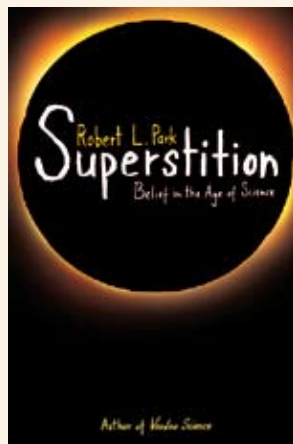
*“Park writes with bemusement at human folly but also with outrage at the misappropriation of science.”*

—Robert A. Segal, *Times Higher Education*

*“Superstition is more than an entertaining romp through the weird and wonderful. It is an important contribution to the sceptical literature . . . that every scientist needs to be aware of.”*

—Michael Shermer, *Nature Physics*

**Robert L. Park** is professor of physics at the University of Maryland. He is the author of *Voodoo Science: The Road from Foolishness to Fraud*.



AUGUST

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RELIGION

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## CHINA'S NEW CONFUCIANISM

Politics and Everyday Life in a Changing Society

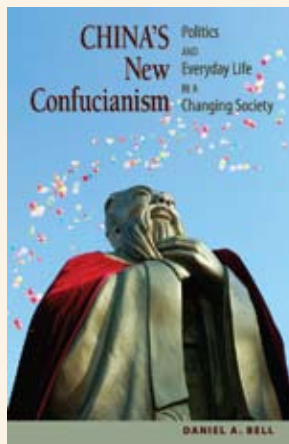
DANIEL A. BELL

In *China's New Confucianism*, Daniel Bell—one of the few Westerners to teach the humanities at a Chinese university—draws on his personal experiences to reveal an unexpected portrait of a rapidly changing society. With a storyteller's eye for detail, Bell observes the rituals, routines, and tensions of daily life in modern China. He examines the challenges that arise as China adapts ancient values to contemporary society, and suggests that Confucian social hierarchy can actually contribute to economic equality. In a new preface, Bell discusses the challenges of promoting Confucianism in China and the West.

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—Yongnian Zheng, *Times Higher Education*

**Daniel A. Bell** is professor of political theory at Tsinghua University in Beijing. His books include *Beyond Liberal Democracy* and *East Meets West* (both Princeton).



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*Zen and Japanese Culture* is one of the twentieth century's leading works on Zen, and a valuable source for those wishing to understand its concepts in the context of Japanese life and art. In simple, often poetic, language, Daisetz Suzuki describes his conception of Zen and its historical evolution. He connects Zen to the philosophy of the samurai, and subtly portrays the relationship between Zen and swordsmanship, haiku, tea ceremonies, and the Japanese love of nature. Suzuki's contemplative work is enhanced by anecdotes, poetry, and illustrations showing silk screens, calligraphy, and examples of architecture.

Since its original publication in 1938, this important work has played a major role in shaping conceptions of Zen's influence on Japanese traditional arts. Richard Jaffe's introduction acquaints a new generation of readers with Suzuki's life and career in both Japan and America. Jaffe discusses how *Zen and Japanese Culture* was received upon its first publication and analyzes the book in light of contemporary criticism, especially by scholars of Japanese Buddhism.

*Praise for Princeton's previous editions:*

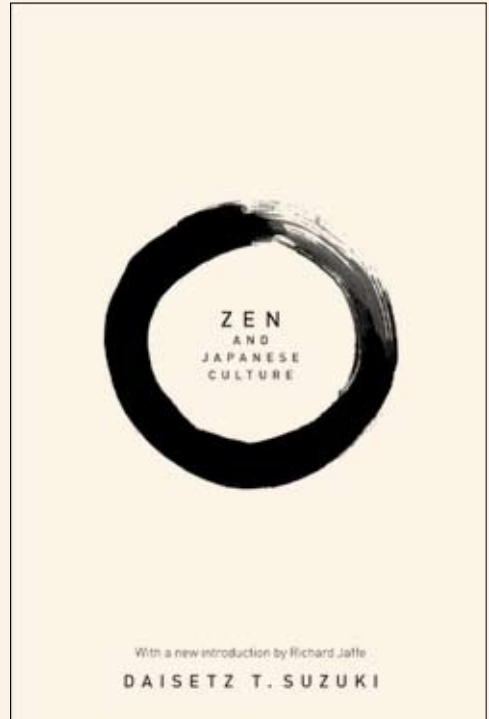
*"As one turns the pages of this delightful book, one seems to catch intimations of how and why certain aspects of the 'spirit of Zen' are making themselves felt in America today."*

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*"[In] Dr. Suzuki's beautiful book, . . . the cults of tea, sword, archery, garden, painting, handwriting are shown as separate petals of that precious efflorescence which, in spite of history, madness and the disturbed surface of the tangible world, are celebrated today, inside and outside of many golden pavilions."*

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**Daisetz T. Suzuki** (1870–1966) was Japan's foremost authority on Zen Buddhism and the author of more than one hundred books on the subject.

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Democracy is struggling in America—by now this statement is almost cliché. But what if the country is no longer a democracy at all? In *Democracy Incorporated*, Sheldon Wolin suggests that America has unwittingly morphed into a new and strange kind of political hybrid, one where economic and state powers are conjoined and virtually unbridled—an “inverted totalitarianism.”

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—Chalmers Johnson, *Truthdig*

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—Alex Waddan, *International Affairs*

**Sheldon S. Wolin** is professor emeritus of politics at Princeton University. His books include *Politics and Vision* and *Tocqueville between Two Worlds* (both Princeton).



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## THE RISE OF THE CONSERVATIVE LEGAL MOVEMENT

The Battle for Control of the Law

STEVEN M. TELES

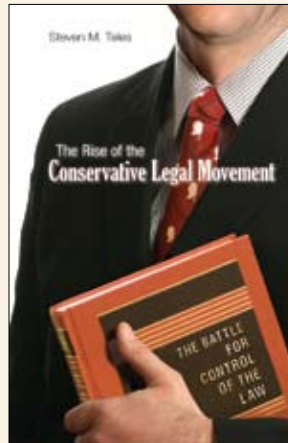
Starting in the 1970s, conservatives seeking to reverse the growth of legal liberalism looked not to traditional, electoral politics, but instead toward law schools, professional networks, public interest groups, and the judiciary. In *The Rise of the Conservative Legal Movement*, Steven Teles examines this sometimes fitful, and still only partially successful, conservative challenge to liberal domination of the law and American legal institutions.

*“The Rise of the Conservative Legal Movement provides an essential road map to the organizational mobilization of conservatives over the past quarter century.”*

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**Steven M. Teles** is associate professor of political science at Johns Hopkins University and a fellow at the New America Foundation.

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Using a vast swath of data spanning the past six decades, *Unequal Democracy* debunks many myths about politics in contemporary America. Larry Bartels demonstrates that the gap between the rich and poor has increased greatly under Republican administrations and decreased slightly under Democrats, leaving America grossly unequal. Bartels also argues that the working class is not being lured into the Republican camp by “values issues” like abortion and gay marriage, but instead because Republican presidents have been remarkably successful in timing income growth to election years.

*Unequal Democracy* is a deep and searching analysis of the political causes and consequences of America’s growing income gap, and a sobering assessment of the capacity of the American political system to live up to its democratic ideals.

*“[I recommend] Larry M. Bartels’s Unequal Democracy. Especially at this time every thoughtful American needs to learn as much as possible about the relationship of politics to economics.”*

—Bill Clinton, *Daily Beast*

*“The non-partisan and non-political Bartels points out devastatingly after an exhaustive study of Democratic and Republican presidents that the Democrats built a better economy and a more just society.”*

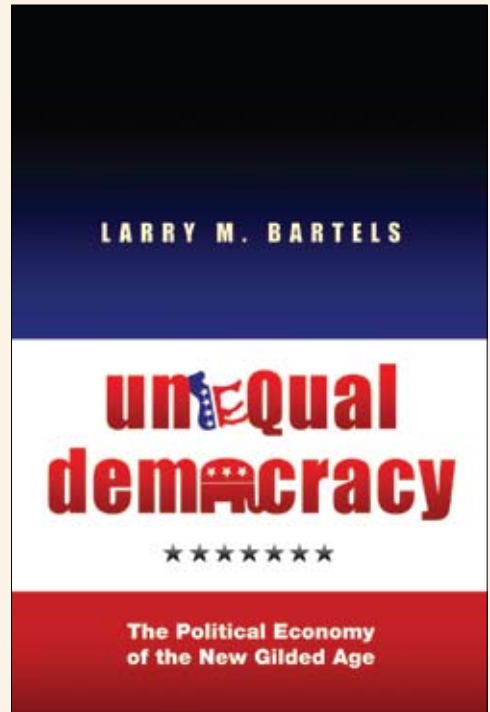
—James Carville, *CNN*

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—Robert D. Putnam, author of *Bowling Alone*



Larry M. Bartels is the Donald E. Stokes Professor of Public and International Affairs and director of the Center for the Study of Democratic Politics at Princeton University.

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The Nineteenth-Century New York Court Case  
That Put the Whale on Trial and  
Challenged the Order of Nature

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In *Trying Leviathan*, D. Graham Burnett recounts the strange story of *Maurice v. Judd*, an 1818 trial that pitted the new science of taxonomy against the then-popular—and biblically sanctioned—view that the whale was a fish. What began as a seemingly mundane dispute over the regulation of whale oil soon fueled a sensational public debate in which nothing less than the order of nature was at stake. Burnett vividly recreates the trial, and shows how the incident dramatized a revolutionary period for human understanding of the natural world.

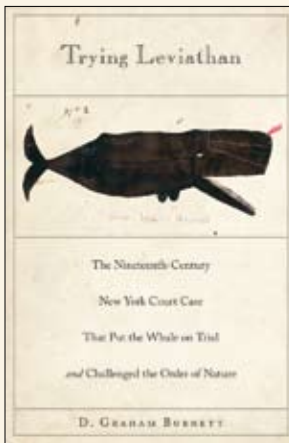
“Riveting.”

—New York Times

“At once bewitching and bookish, . . . *Trying Leviathan* bristles with insights about the relationships between popular belief, democracy, science and the law.”

—Glenn C. Altschuler, *New York Observer*

**D. Graham Burnett** is associate professor of history at Princeton University and an editor at *Cabinet* magazine. His books include *Masters of All They Surveyed* and *A Trial by Jury*.



FEBRUARY

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In a new introduction, the authors discuss recent mass violence and reaffirm the importance of education and understanding in the prevention of future genocides.

“Chirot and McCauley offer important wisdom.”

—Carlin Romano, *Chronicle of Higher Education*

“[A] superbly written book.”

—Dipak Gupta, *Political Science Quarterly*

**Daniel Chirot** is the Job and Gertrud Tamaki Professor of International Studies and professor of sociology at the University of Washington. **Clark McCauley** is the Rachel C. Hale Professor of Science and Mathematics and codirector of the Solomon Asch Center for Study of Ethnopolitical Conflict at Bryn Mawr College.



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*“With this innovative, soundly researched work Professor K.E. Fleming has filled a long-standing need for the story of Greek Jewry to be told fully.”*

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*“An overdue and welcome popular treatment of a scarcely-known subject.”*

—S. Bowman, Choice

**K. E. Fleming** is professor of history and the Alexander S. Onassis Professor of Hellenic Culture and Civilization at New York University, where she also serves as associate director of the Remarque Institute.

## A BRIEF HISTORY OF THE LATE OTTOMAN EMPIRE

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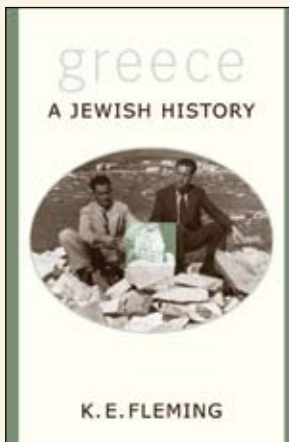
*“[A] thought-provoking book.”*

—Kemal H. Karpat, American Historical Review

*“Without doubt the best history of the development of political ideas in the late Ottoman Empire.”*

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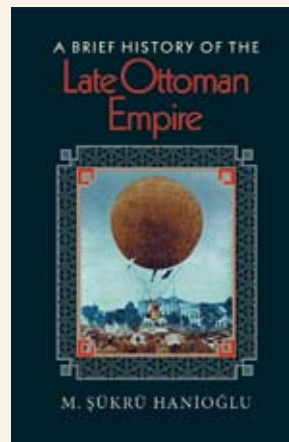
**M. Şükrü Hanioglu** is the Garrett Professor in Foreign Affairs and professor of Near Eastern studies at Princeton University. He is the author of *Preparation for a Revolution* and *The Young Turks in Opposition*.



MAY

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EUROPEAN HISTORY ■  
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MARCH

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## TROUBLING THE WATERS

Black-Jewish Relations in the American Century

CHERYL LYNN GREENBERG

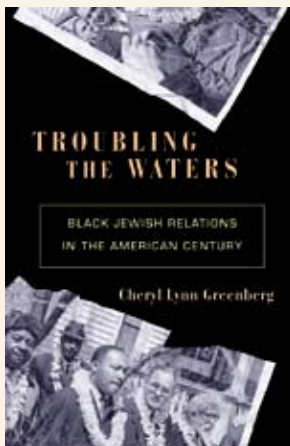
Was there ever really a black-Jewish alliance in twentieth-century America? And if there was, what happened to it? In *Troubling the Waters*, Cheryl Greenberg answers these questions, drawing the richest portrait yet of what was less an alliance than a tumultuous political engagement. Tracing the growth, peak, and deterioration of black-Jewish relations over the course of the century, Greenberg shows that the history of this relationship is very much the history of American liberalism—neither as golden in its best years nor as absolute in its collapse as commonly thought.

*"The vexed topic of black-Jewish relations in 20th-century America requires a brave writer, and Greenberg confronts the issue with honesty and dedication."*

—Atlantic

**Cheryl Lynn Greenberg** is the Paul E. Raether Distinguished Professor of History at Trinity College in Hartford, Connecticut. She is the author of *"Or Does it Explode?"* and *To Ask for an Equal Chance*, and the editor of *A Circle of Trust: Remembering SNCC*.

POLITICS AND SOCIETY IN TWENTIETH-CENTURY AMERICA  
William Chafe, Gary Gerstle, Linda Gordon, and Julian Zelizer,  
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## THE SHIFTING GROUNDS OF RACE

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the Making of Multiethnic Los Angeles

SCOTT KURASHIGE

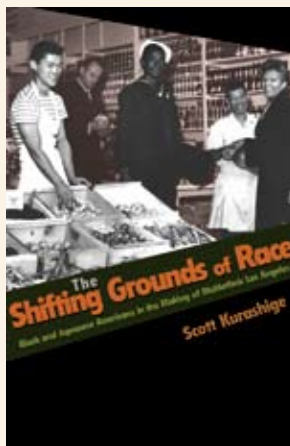
Los Angeles is now known as a "world city" characterized by multiculturalism and globalization. Yet less than a century ago, its political leaders proudly proclaimed themselves white supremacists. In *The Shifting Grounds of Race*, Scott Kurashige highlights the role African Americans and Japanese Americans played in the social and political struggles that remade twentieth-century Los Angeles. This extraordinarily ambitious book adds new depth and complexity to our understanding of the "urban crisis" and offers a window into America's multiethnic future.

*"Kurashige has given us an insightful and wide-ranging investigation into how leaders of two subaltern communities navigated the dangerous waters of race in a twentieth-century American city."*

—Jeremiah B. C. Axelrod, *Journal of American History*

**Scott Kurashige** is associate professor of history, American culture, and Asian/Pacific Islander American studies at the University of Michigan.

POLITICS AND SOCIETY IN TWENTIETH-CENTURY AMERICA  
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AMERICAN HISTORY

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**Susan Levine** is professor of history at the University of Illinois at Chicago. She is the author of *Labor's True Woman* and *Degrees of Equality*.

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AMERICAN HISTORY

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The Tragedy of Children's Rights  
from Ben Franklin to Lionel Tate

BARBARA BENNETT WOODHOUSE

How did America become a place where twelve-year-old Lionel Tate could be sentenced to life in prison without parole? Why does the United States remain the only nation to reject the United Nations Convention on the Rights of the Child? In answering questions like these, *Hidden in Plain Sight* tells the tragic story of children's rights in America.

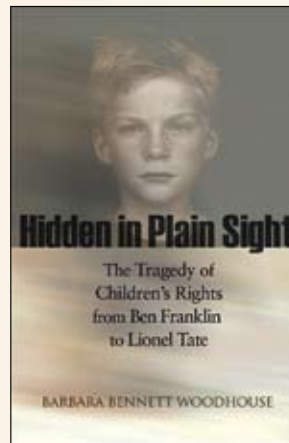
Barbara Bennett Woodhouse explores the meaning of children's rights through the stories of iconic figures, such as Benjamin Franklin, and of children whose struggles have been largely forgotten. Compassionate, wise, and deeply moving, *Hidden in Plain Sight* reveals why fundamental human rights—including dignity, equality, privacy, protection, and voice—are essential to a child's journey into adulthood.

*"Woodhouse performs an admirable job in helping readers to understand the complicated and ambiguous issue of children's rights in the US."*

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**Barbara Bennett Woodhouse** is the L.Q.C. Lamar Professor of Law and codirector of the Barton Child Law and Policy Clinic at Emory Law School. She is also the David H. Levin Chair Emeritus in Family Law at the University of Florida.

THE PUBLIC SQUARE  
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**Tom Boellstorff** is professor of anthropology at the University of California, Irvine. He is the author of *A Coincidence of Desires: Anthropology, Queer Studies, Indonesia* and *The Gay Archipelago: Sexuality and Nation in Indonesia* (Princeton).



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ANTHROPOLOGY ■  
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—Publishers Weekly (*starred review*)

**Robert Wuthnow** is the Gerhard R. Andlinger '52 Professor of Sociology and director of the Center for the Study of Religion at Princeton University. His books include *American Mythos: Why Our Best Efforts to Be a Better Nation Fall Short* and *America and the Challenges of Religious Diversity* (both Princeton).



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320 pages. 68 line illus.  
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RELIGION ■ SOCIOLOGY

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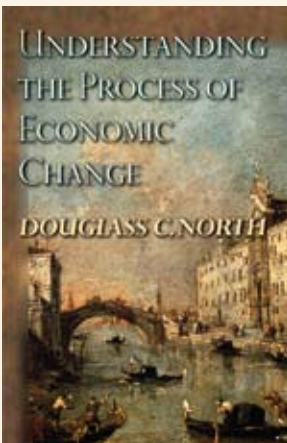
—Paul Ormerod, *Times Higher Education*

*“A courageous attempt to enlarge the arsenal of theoretical tools available for economists.”*

—Diego Rios, *Journal of Evolutionary Economics*

**Douglass C. North** is professor of economics and the Spencer T. Olin Professor in Arts and Sciences at Washington University in St. Louis. He was the corecipient of the Nobel Prize in Economic Sciences in 1993.

THE PRINCETON ECONOMIC HISTORY OF THE WESTERN WORLD  
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JUNE

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Cloth 2004  
978-0-691-11805-5  
208 pages, 12 line illus.  
1 table, 6 x 9.

ECONOMICS ■  
ECONOMIC HISTORY

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The World Division of Labor  
and the Method of Economics

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Presenting technical issues in plain language, *Free Trade Reimagined* ranges broadly within and outside economics.

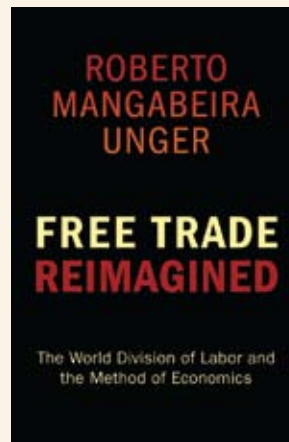
*“This book represents a bold attempt to question and restructure the theory of comparative advantage and the idea of free trade that springs from it. . . . [I]t is replete with new ideas and challenging propositions.”*

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**Roberto Mangabeira Unger** served until recently as Brazil’s Minister of Strategic Affairs. He is widely regarded as one of the leading theorists of society in the world. His two most recent books are *The Left Alternative* and *The Self Awakened: Pragmatism Unbound*.



FEBRUARY

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240 pages, 6 x 9.

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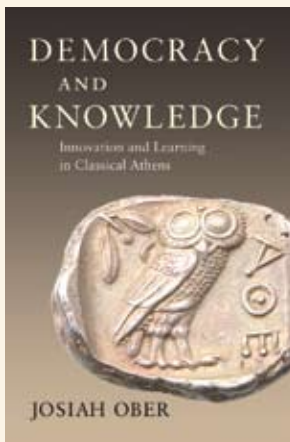
*"Josiah Ober shows us that Athens knew what the Athenians knew, because the city as a whole had devised institutions that made sure the useful knowledge of the widest possible range of individuals flowed to where it was needed. . . . Does America know what Americans know?"*

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**Josiah Ober** is the Constantine Mitsotakis Professor of Political Science and Classics at Stanford University. His books include *Athenian Legacies*, *Political Dissent in Democratic Athens*, and *Mass and Elite in Democratic Athens* (all Princeton).



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368 pages. 15 halftones.  
9 line illus. 19 tables. 6 x 9.

POLITICS ■ CLASSICS

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## THE CHURCH IN THE SHADOW OF THE MOSQUE

Christians and Muslims in the World of Islam

SIDNEY H. GRIFFITH

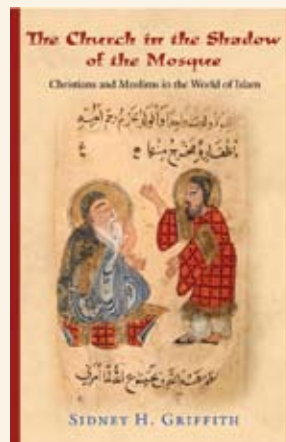
For more than four hundred years beginning in the mid-seventh century, some 50 percent of the world's Christians lived and worshipped under Muslim rule. *The Church in the Shadow of the Mosque* explores the cultural and intellectual lives of these Christians indigenous to the Islamic world. Sidney Griffith offers an engaging overview of the religious challenges they faced, Christianity's role in the philosophical life of early Baghdad, and the maturing of distinctive Oriental Christian denominations. Griffith reminds us that there is much to be learned from the works of people who seriously engaged Muslims in their own world so long ago.

*"The Church in the Shadow of the Mosque makes a contribution to the understanding of relations between Christians and Muslims that is both necessary and enriching."*

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**Sidney H. Griffith** is a professor at the Catholic University of America, where he teaches Syriac and Christian Arabic.

JEW, CHRISTIANS, AND MUSLIMS  
FROM THE ANCIENT TO THE MODERN WORLD  
Michael Cook, William Chester Jordan, and Peter Schäfer, Series Editors



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RELIGION ■

MIDDLE EAST STUDIES ■

HISTORY

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The Perils and Promises of Digital Democracy

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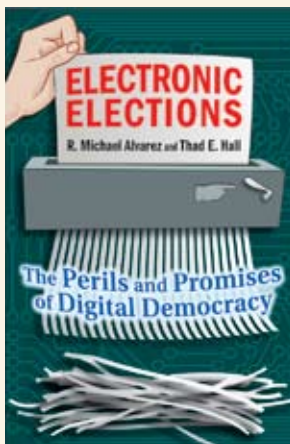
—Michelle Press, *Scientific American*

*“A thoughtful early contribution to a new field of election science.”*

—Walter R. Mebane Jr., *Science*

**R. Michael Alvarez** is professor of political science at the California Institute of Technology. He is the coauthor of *New Faces, New Voices* (see page 52).

**Thad E. Hall** is associate professor of political science and research fellow at the Institute of Public and International Affairs at the University of Utah. They are the authors of *Point, Click, and Vote*.



MARCH

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232 pages. 11 line illus.  
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PUBLIC POLICY

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Rights and Wrongs

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Connecting rights and wrongs to God's relationship with humankind, *Justice* not only offers a rich and compelling philosophical account of justice, but also makes an important contribution to overcoming the present-day divide between religious discourse and human rights.

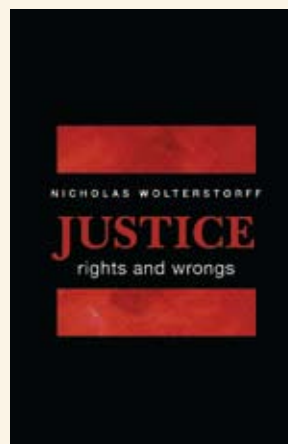
*“A magisterial book. . . . Wolterstorff has offered an incomparably superb analysis of one fundamental aspect of human flourishing.”*

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—Richard W. Garnett, *First Things*

**Nicholas Wolterstorff** is the Noah Porter Professor Emeritus of Philosophical Theology at Yale University and a fellow of the American Academy of Arts and Sciences. His many books include *Until Justice and Peace Embrace*.



MAY

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RELIGION ■ PHILOSOPHY

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**Andrew W. Lo** is the Harris & Harris Group Professor at the MIT Sloan School of Management, and director of the MIT Laboratory for Financial Engineering. He is the coauthor of *A Non-Random Walk Down Wall Street* and *The Econometrics of Financial Markets* (both Princeton).

ADVANCES IN FINANCIAL ENGINEERING  
Andrew W. Lo, Series Editor



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FINANCE ■ ECONOMICS

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Xavier Vives emphasizes the consequences of market interaction and social learning for informational and economic efficiency. He shows that the microstructure of a market is the crucial factor in the informational efficiency of prices.

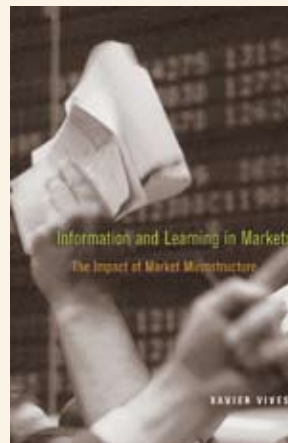
*“When and how well do markets aggregate information spread among rational participants? Xavier Vives offers the first unified treatment of all major answers, some from his own recent research, to these important questions.”*

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**Xavier Vives** is professor of economics and finance at IESE Business School in Barcelona. He is the author of *Oligopoly Pricing: Old Ideas and New Tools*.



MARCH

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