

A PROVOCATIVE NEW THEORY
ABOUT FAIRY TALES FROM ONE OF THE
WORLD'S LEADING AUTHORITIES



“This is Zipes’s magnum opus, the culmination of more than thirty years of research, and his broadest consideration yet of the fairy tale. He tackles very difficult fundamental questions, and provides credible theoretical foundations and historical evidence for the answers he proposes. Ultimately, he redirects the conversation about the origins, nature, and appeal of the fairy tale.”

—Donald Haase, editor of *Marvels & Tales: Journal of Fairy-Tale Studies*

MAY

Cloth \$29.95S

978-0-691-15338-4

248 pages. 7 halftones. 6 x 9.

LITERATURE

PRESS.PRINCETON.EDU

THE IRRESISTIBLE FAIRY TALE

The Cultural and Social History of a Genre

JACK ZIPES

If there is one genre that has captured the imagination of people in all walks of life throughout the world, it is the fairy tale. Yet we still have great difficulty understanding how it originated, evolved, and spread—or why so many people cannot resist its appeal, no matter how it changes or what form it takes. In this book, renowned fairy-tale expert Jack Zipes presents a provocative new theory about why fairy tales were created and retold—and why they became such an indelible and infinitely adaptable part of cultures around the world.

Drawing on cognitive science, evolutionary theory, anthropology, psychology, literary theory, and other fields, Zipes presents a nuanced argument about how fairy tales originated in ancient oral cultures, how they evolved through the rise of literary culture and print, and how, in our own time, they continue to change through their adaptation in an ever-growing variety of media. In making his case, Zipes considers a wide range of fascinating examples, including fairy tales told, collected, and written by women in the nineteenth century; Catherine Breillat’s film adaptation of Perrault’s “Bluebeard”; and contemporary fairy-tale drawings, paintings, sculptures, and photographs that critique canonical print versions.

While we may never be able to fully explain fairy tales, *The Irresistible Fairy Tale* provides a powerful theory of how and why they evolved—and why we still use them to make meaning of our lives.

Jack Zipes is professor emeritus of German and comparative literature at the University of Minnesota and the author, translator, and editor of dozens of studies and collections of folk and fairy tales. His recent books include *Why Fairy Tales Stick: The Evolution and Relevance of a Genre*, *Relentless Progress: The Reconfiguration of Children’s Literature, Fairy Tales, and Storytelling*, and *The Enchanted Screen: The Unknown History of Fairy-Tale Films*.

THE PRINCETON ENCYCLOPEDIA OF POETRY AND POETICS

Fourth Edition

ROLAND GREENE,
EDITOR IN CHIEF
STEPHEN CUSHMAN,
GENERAL EDITOR

Clare Cavanagh, Jahan Ramazani & Paul F. Rouzer,
associate editors

Through three editions over more than four decades, *The Princeton Encyclopedia of Poetry and Poetics* has built an unrivaled reputation as the most comprehensive and authoritative reference for students, scholars, and poets on all aspects of its subject: history, movements, genres, prosody, rhetorical devices, critical terms, and more. Now this landmark work has been thoroughly revised and updated for the twenty-first century. Compiled by an entirely new team of editors, the fourth edition—the first new edition in almost twenty years—reflects recent changes in literary and cultural studies, providing up-to-date coverage and giving greater attention to the international aspects of poetry, all while preserving the best of the previous volumes.

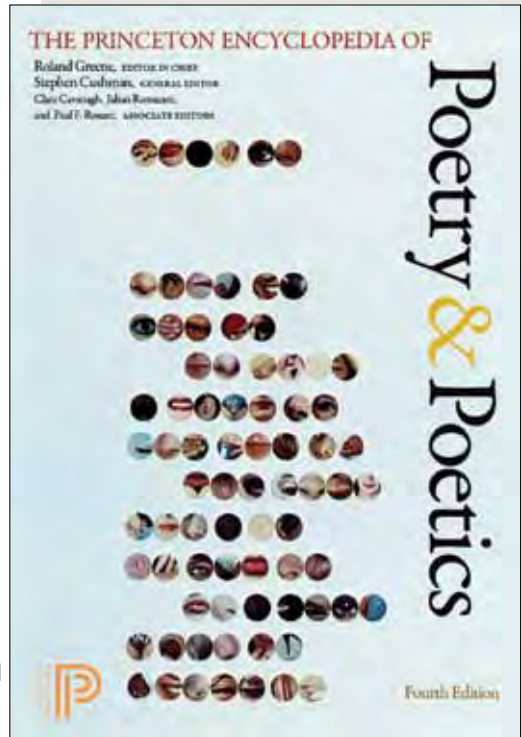
At well over a million words and more than 1,000 entries, the *Encyclopedia* has unparalleled breadth and depth. Entries range in length from brief paragraphs to major essays of 15,000 words, offering a more thorough treatment—including expert synthesis and indispensable bibliographies—than conventional handbooks or dictionaries.

This is a book that no reader or writer of poetry will want to be without.

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Roland Greene is the Mark Pigott OBE Professor in the School of Humanities and Sciences and Professor of English and Comparative Literature at Stanford University. **Stephen Cushman** is the Robert C. Taylor Professor of English at the University of Virginia. **Clare Cavanagh** is Professor of Slavic and Comparative Literature at Northwestern University. **Jahan Ramazani** is the Edgar F. Shannon Professor of English at the University of Virginia. **Paul F. Rouzer** is Associate Professor of Asian Languages and Literatures at the University of Minnesota.

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—*Booklist*

JULY

Paper with French folds \$49.50S

978-0-691-15491-6

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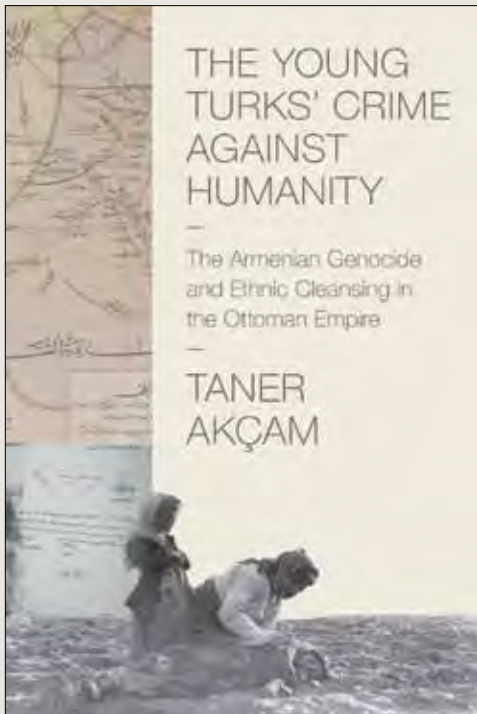
978-0-691-13334-8

1440 pages. 7 x 10.

REFERENCE ■ POETRY

PRESS.PRINCETON.EDU

AN UNPRECEDENTED LOOK AT SECRET
DOCUMENTS SHOWING THE DELIBERATE NATURE
OF THE ARMENIAN GENOCIDE



“This is an extraordinary book in many ways. It is an important contribution to the documentation of the Armenian Genocide and stands as a marker to what we now know. And it is simply stunning to read through the documents gathered by Akçam and to hear the voices of those who ordered the deportations and killings.”

—Ronald Suny, University of Michigan

MAY

Cloth \$39.50S

978-0-691-15333-9
528 pages. 5 halftones.
3 tables. 5 maps. 6 x 9.

HISTORY

PRESS.PRINCETON.EDU

THE YOUNG TURKS' CRIME AGAINST HUMANITY

The Armenian Genocide and Ethnic Cleansing
in the Ottoman Empire

TANER AKÇAM

Introducing new evidence from more than 600 secret Ottoman documents, this book demonstrates in unprecedented detail that the Armenian Genocide and the expulsion of Greeks from the late Ottoman Empire resulted from an official effort to rid the empire of its Christian subjects. Presenting these previously inaccessible documents along with expert context and analysis, Taner Akçam's most authoritative work to date goes deep inside the bureaucratic machinery of Ottoman Turkey to show how a dying empire embraced genocide and ethnic cleansing.

Although the deportation and killing of Armenians was internationally condemned in 1915 as a “crime against humanity and civilization,” the Ottoman government initiated a policy of denial that is still maintained by the Turkish Republic. The case for Turkey's “official history” rests on documents from the Ottoman imperial archives, to which access has been heavily restricted until recently. It is this very source that Akçam now uses to overturn the official narrative.

The documents presented here attest to a late-Ottoman policy of Turkification, the goal of which was no less than the radical demographic transformation of Anatolia. To that end, about one-third of Anatolia's 15 million people were displaced, deported, expelled, or massacred, destroying the ethno-religious diversity of an ancient cultural crossroads of East and West, and paving the way for the Turkish Republic.

By uncovering the central roles played by demographic engineering and assimilation in the Armenian Genocide, this book will fundamentally change how this crime is understood and show that physical destruction is not the only aspect of the genocidal process.

Taner Akçam, the first scholar of Turkish origin to publicly acknowledge the Armenian Genocide, holds the Kaloosdian and Mugar Chair in Armenian Genocide Studies at Clark University. His many books include *A Shameful Act: The Armenian Genocide and the Question of Turkish Responsibility* (Metropolitan Books).

HUMAN RIGHTS AND CRIMES AGAINST HUMANITY
Eric D. Weitz, Series Editor

THE PARADOX OF LOVE

PASCAL BRUCKNER

Translated by Steven Rendall and
with an afterword by Richard Golsan

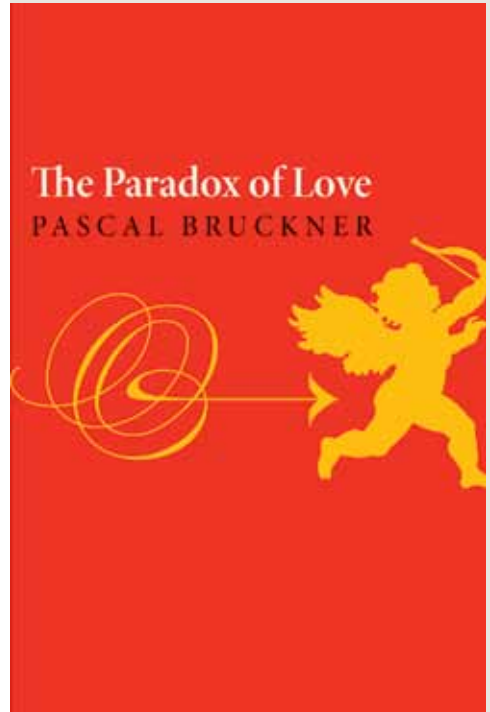
The sexual revolution is justly celebrated for the freedoms it brought—birth control, the decriminalization of abortion, the liberalization of divorce, greater equality between the sexes, women’s massive entry into the workforce, and more tolerance of homosexuality. But as Pascal Bruckner, one of France’s leading writers, argues in this lively and provocative reflection on the contradictions of modern love, our new freedoms have also brought new burdens and rules—without, however, wiping out the old rules, emotions, desires, and arrangements: the couple, marriage, jealousy, the demand for fidelity, the war between constancy and inconstancy. It is no wonder that love, sex, and relationships today are so confusing, so difficult, and so paradoxical.

Drawing on history, politics, psychology, literature, pop culture, and current events, this book—a best seller in France—exposes and dissects these paradoxes. With his customary brilliance and wit, Bruckner traces the roots of sexual liberation back to the Enlightenment in order to illuminate the long background of love’s supreme paradox, epitomized by the 1960s oxymoron of “free love”: the tension between freedom, which separates, and love, which attaches. Ashamed that our sex lives fail to live up to such liberated ideals, we have traded neuroses of repression for neuroses of inadequacy, and we overcompensate: “Our parents lied about their morality,” Bruckner writes, but “we lie about our immorality.”

Mixing irony and optimism, Bruckner argues that, when it comes to love, we should side neither with the revolutionaries nor the reactionaries. Rather, taking love and ourselves as we are, we should realize that love makes no progress and that its messiness, surprises, and paradoxes are not merely the sources of its pain—but also of its pleasure and glory.

Pascal Bruckner is the award-winning author of many books of fiction and nonfiction, including the novel *Bitter Moon*, which was made into a film by Roman Polanski. Bruckner’s nonfiction books include *Perpetual Euphoria* (Princeton) and *The Tyranny of Guilt* (see page 48).

A PROVOCATIVE REFLECTION ON
THE DILEMMAS OF MODERN LOVE



“Pascal Bruckner is one of the most original, and least academic, of the new French philosophers. He has a mordant wit, a feeling for the pregnant sentence, and his dissection of the myths of romantic love—too elegantly done to be called a ‘deconstruction’—is ideal reading for lovers of paradox, and even for those still in love with love’s paradox.”
—Adam Gopnik, author of *Paris to the Moon* and *The Table Comes First*

MARCH

Cloth \$29.95S

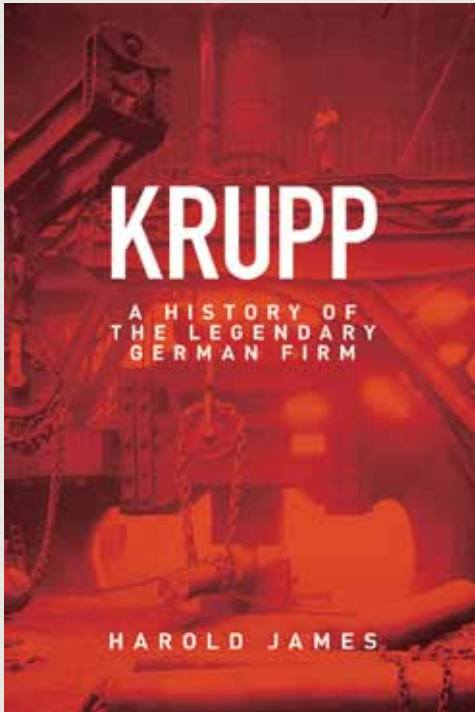
978-0-691-14914-1

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

CURRENT AFFAIRS ■ PHILOSOPHY

PRESS.PRINCETON.EDU

A HISTORY OF THE STEEL AND ARMS MAKER
THAT CAME TO SYMBOLIZE THE BEST AND WORST
OF MODERN GERMAN HISTORY



“This is a clear and well-informed history of one of the most important industrial firms in Europe’s most important industrial economy. Harold James situates the story of Krupp within the main strands of the history of modern Germany, modern industrial capitalism, and globalization. This is also a fascinating story about a family and their business.”

—Richard Bessel, author of *Germany 1945: From War to Peace*

MARCH

Cloth \$35.00S

978-0-691-15340-7

360 pages. 38 halftones.

3 line illus. 3 tables. 5 ½ x 8 ½.

HISTORY ■ ECONOMICS

PRESS.PRINCETON.EDU

KRUPP

A History of the Legendary German Firm

HAROLD JAMES

The history of Krupp is the history of modern Germany. No company symbolized the best and worst of that history more than the famous steel and arms maker. In this book, Harold James tells the story of the Krupp family and its industrial empire between the early nineteenth century and the present, and analyzes its transition from a family business to one owned by a nonprofit foundation.

Krupp founded a small steel mill in 1811, which laid the basis for one of the largest and most important companies in the world by the end of the century. Famously loyal to its highly paid workers, it rejected an exclusive focus on profit, but the company also played a central role in the armament of Nazi Germany and the firm’s head was convicted as a war criminal at Nuremberg. Yet after the war Krupp managed to rebuild itself and become a symbol of Germany once again—this time open, economically successful, and socially responsible.

Books on Krupp tend to either denounce it as a diabolical enterprise or celebrate its technical ingenuity. In contrast, James presents a balanced account, showing that the owners felt ambivalent about the company’s military connection even while becoming more and more entangled in Germany’s aggressive politics during the imperial era and the Third Reich.

By placing the story of Krupp and its owners in a wide context, James also provides new insights into the political, social, and economic history of modern Germany.

Harold James is professor of history and international affairs and the Claude and Lore Kelly Professor of European Studies at Princeton University. His books include *The Creation and Destruction of Value*, *The End of Globalization*, and *Family Capitalism*. He was awarded the 2004 Helmut Schmidt Prize for Economic History, and the 2005 Ludwig Erhard Prize for economics writing. He is also the Marie Curie Visiting Professor at the European University Institute.

THE INTERNATIONAL HUMAN RIGHTS MOVEMENT

A History

ARYEH NEIER

During the past several decades, the international human rights movement has had a crucial hand in the struggle against totalitarian regimes, cruelties in wars, and crimes against humanity. Today, it grapples with the war against terror and subsequent abuses of government power. In *The International Human Rights Movement*, Aryeh Neier—a leading figure and a founder of the contemporary movement—offers a comprehensive and authoritative account of this global force, from its beginnings in the seventeenth and eighteenth centuries to its essential place in world affairs today. Neier combines analysis with personal experience, and gives a unique insider's perspective on the movement's goals, the disputes about its mission, and its rise to international importance.

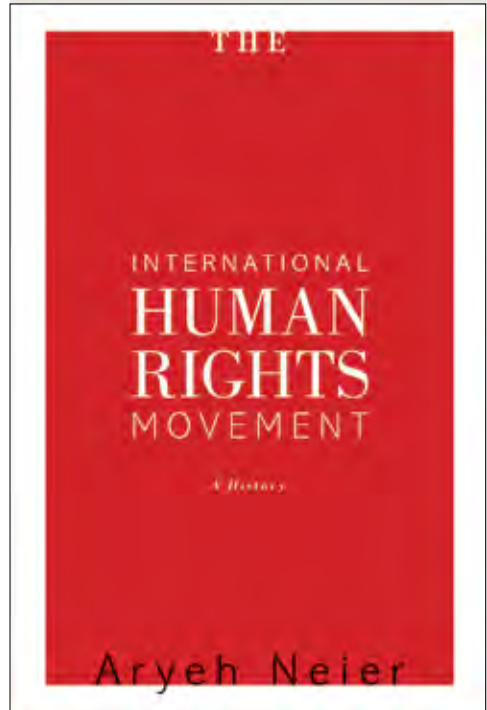
Discussing the movement's origins, Neier looks at the dissenters who fought for religious freedoms in seventeenth-century England and the abolitionists who opposed slavery before the Civil War era. He pays special attention to the period from the 1970s onward, and he describes the growth of the human rights movement after the Helsinki Accords, the roles played by American presidential administrations, and the astonishing Arab revolutions of 2011. Neier argues that the contemporary human rights movement was, to a large extent, an outgrowth of the Cold War, and he demonstrates how it became the driving influence in international law, institutions, and rights. Throughout, Neier highlights key figures, controversies, and organizations, including Amnesty International and Human Rights Watch, and he considers the challenges to come.

Illuminating and insightful, *The International Human Rights Movement* is a remarkable account of a significant world movement, told by a key figure in its evolution.

Aryeh Neier has been president of the Open Society Foundations since 1993. Prior to that, he was a founder and executive director of Human Rights Watch and executive director of the American Civil Liberties Union. A contributor to many major publications, he is the author of *Taking Liberties* and *War Crimes*, among other books.

HUMAN RIGHTS AND CRIMES AGAINST HUMANITY
Eric D. Weitz, Series Editor

A FASCINATING HISTORY OF THE
INTERNATIONAL HUMAN RIGHTS MOVEMENT
AS SEEN BY ONE OF ITS FOUNDERS



“Aryeh Neier’s insightful account of the human rights movement underlines the crucial role played by individuals and human rights defenders in speaking out against abuses. This book describes many of the human rights challenges that remain and is essential reading for all those wishing to understand the political challenges of our times.”

—Kofi Annan, former secretary-general of the United Nations (1997–2006)

MAY

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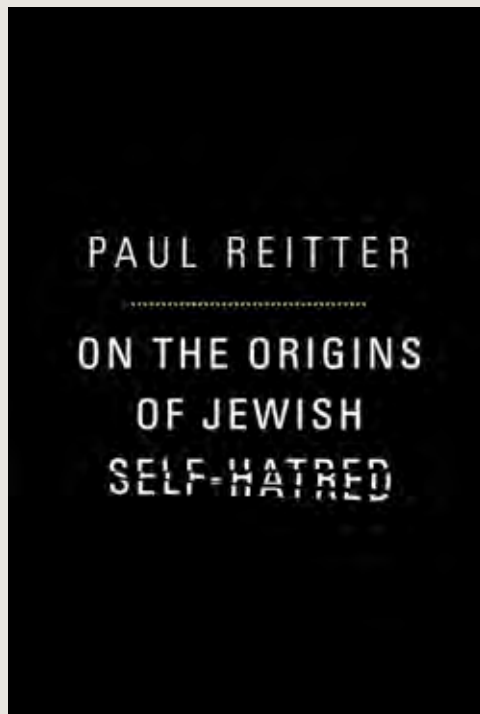
978-0-691-13515-1

440 pages. 6 x 9.

HISTORY ■ POLITICS

PRESS.PRINCETON.EDU

A NEW INTELLECTUAL HISTORY
OF "JEWISH SELF-HATRED"



"A readable, sensible, well-researched conceptual history."

—Jonathan Franzen

"*On the Origins of Jewish Self-Hatred* is an impressively fluent, deeply learned, and morally responsible treatment of what can be an incendiary label. Reitter's major revelation is that the concept of Jewish self-hatred emerged as part of an affirmative discourse rather than as a label of denunciation."

—Samuel Moyn, Columbia University

MAY

Cloth \$26.95S

978-0-691-11922-9

152 pages. 5 ½ x 8 ½.

INTELLECTUAL HISTORY ■ JEWISH STUDIES

PRESS.PRINCETON.EDU

ON THE ORIGINS OF JEWISH SELF-HATRED

PAUL REITTER

Today, the term "Jewish self-hatred" often denotes a treasonous brand of Jewish self-loathing, and is frequently used as a smear, such as when it is applied to politically moderate Jews who are critical of Israel. In *On the Origins of Jewish Self-Hatred*, Paul Reitter demonstrates that the concept of Jewish self-hatred once had decidedly positive connotations. He traces the genesis of the term to Anton Kuh, a Viennese-Jewish journalist who coined it in the aftermath of World War I, and shows how the German-Jewish philosopher Theodor Lessing came, in 1930, to write a book that popularized "Jewish self-hatred." Reitter contends that, as Kuh and Lessing used it, the concept of Jewish self-hatred described a complex and possibly redemptive way of being Jewish. Paradoxically, Jews could show the world how to get past the blight of self-hatred only by embracing their own, singularly advanced self-critical tendencies—their "Jewish self-hatred."

Provocative and elegantly argued, *On the Origins of Jewish Self-Hatred* challenges widely held notions about the history and meaning of this idea, and explains why its history is so badly misrepresented today.

Paul Reitter is associate professor of Germanic languages and literatures at Ohio State University. He is the author of *The Anti-Journalist: Karl Kraus and Jewish Self-Fashioning in Fin-de-Siècle Europe*.

GOVERNING AMERICA

The Revival of Political History

JULIAN E. ZELIZER

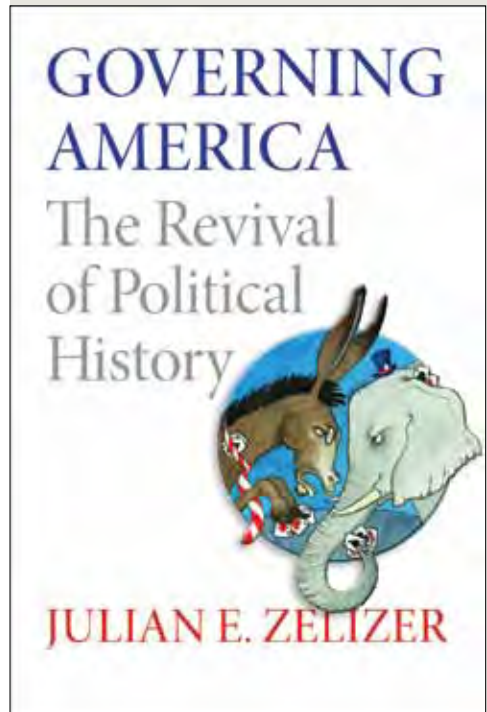
In recent years, the study of American political history has experienced a remarkable renaissance. After decades during which the subject fell out of fashion and disappeared from public view, it has returned to prominence as the study of American history has shifted its focus back to politics broadly defined. In this book, one of the leaders of the resurgence in American political history, Julian Zelizer, assesses its revival and demonstrates how this work not only illuminates the past but also helps us better understand American politics today.

Accessibly written, *Governing America* addresses issues of wide interest, including the rise of the welfare state, the development of modern conservatism, the history of Congress, the struggle over campaign finance, changing views about presidential power, and national security. Throughout, it addresses four big questions: How have interpretations of American political history changed over time? How have taxes and budgets constrained policymakers? How have changes in the political process defined historical eras? And how have policy and politics interacted on decisions like going to war?

Zelizer's answers to these questions are fresh and often surprising, providing compelling new perspectives on modern American politics.

Julian E. Zelizer is professor of history and public affairs at Princeton University. His most recent books include *Jimmy Carter*, *Arsenal of Democracy*, and *The Presidency of George W. Bush* (Princeton). He is a regular contributor to CNN.com and Politico and has written for the *New York Times*, the *Washington Post*, and many other publications.

NEW PERSPECTIVES ON AMERICAN POLITICAL HISTORY FROM ONE OF ITS LEADING WRITERS



"*Governing America* offers us an opportunity to observe one of the country's best political historians working at the top of his game. Zelizer's range is extraordinary, and he brings a penetrating intelligence to every topic he touches. No scholar working today has a better grasp of how the key institutions of American democracy, notably the Congress and the Presidency, have evolved over time, and how they have translated political demands emanating from society into state policy. A tour de force."
—Gary Gerstle, Vanderbilt University

MARCH

Cloth \$35.00S

978-0-691-15073-4

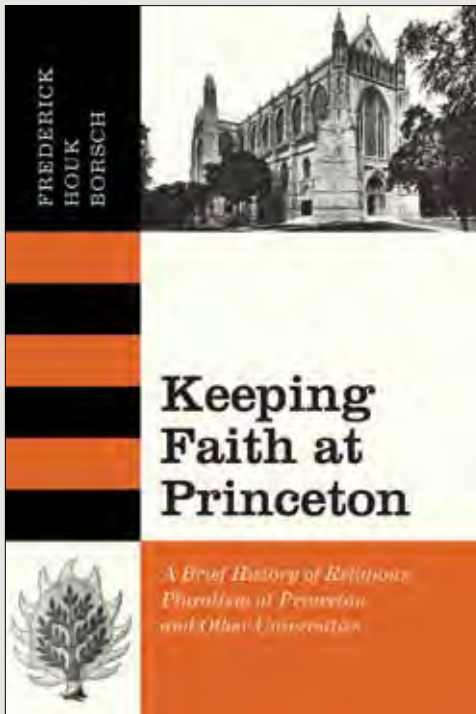
416 pages. 3 halftones.

2 line illus. 1 table. 6 x 9.

AMERICAN HISTORY ■ POLITICS

PRESS.PRINCETON.EDU

AN INSIDE LOOK AT HOW
RELIGIOUS DIVERSITY CAME TO PRINCETON



“Frederick Borsch has written an excellent book that deals with the complicated and controversial subject of the role of religion on college and university campuses. This is the best discussion of the subject that I know, and everyone interested in the topic will want to read this exceptional work.”

—Neil Rudenstine, president emeritus,
Harvard University

MARCH

Cloth \$35.00S

978-0-691-14573-0

256 pages. 6 x 9.

RELIGION ■ EDUCATION

PRESS.PRINCETON.EDU

KEEPING FAITH AT PRINCETON

A Brief History of Religious Pluralism
at Princeton and Other Universities

FREDERICK HOUK BORSCH

In 1981, Frederick Houk Borsch returned to Princeton University, his alma mater, to serve as dean of the chapel at the Ivy League school. In *Keeping Faith at Princeton*, Borsch tells the story of Princeton’s journey from its founding in 1746 as a college for Presbyterian ministers to the religiously diverse institution it is today. He sets this landmark narrative history against the backdrop of his own quest for spiritual illumination, first as a student at Princeton in the 1950s and later as campus minister amid the turmoil and uncertainty of 1980s America.

Borsch traces how the trauma of the Depression and two world wars challenged the idea of progress through education and religion—the very idea on which Princeton was founded. Even as the numbers of students gaining access to higher education grew exponentially after World War II, student demographics at Princeton and other elite schools remained all male, predominantly white, and Protestant. Then came the 1960s. Campuses across America became battlegrounds for the antiwar movement, civil rights, and gender equality. By the dawn of the Reagan era, women and blacks were being admitted to Princeton. So were greater numbers of Jews, Catholics, and others. Borsch gives an electrifying insider’s account of this era of upheaval and great promise.

With warmth, clarity, and penetrating firsthand insights, *Keeping Faith at Princeton* demonstrates how Princeton and other major American universities learned to promote religious diversity among their students, teachers, and administrators.

Frederick Houk Borsch is the Chair of Anglican Studies at the Lutheran Theological Seminary at Philadelphia and was Episcopal bishop of Los Angeles. His many books include *The Spirit Searches Everything: Keeping Life’s Questions*. From 1981 to 1988, he was dean of the chapel at Princeton University.

THE UNHEAVENLY CHORUS

Unequal Political Voice and the
Broken Promise of American Democracy

KAY LEHMAN SCHLOZMAN,
SIDNEY VERBA & HENRY E. BRADY

Politically active individuals and organizations make huge investments of time, energy, and money to influence everything from election outcomes to congressional subcommittee hearings to local school politics, while other groups and individual citizens seem woefully underrepresented in our political system. *The Unheavenly Chorus* is the most comprehensive and systematic examination of political voice in America ever undertaken—and its findings are sobering.

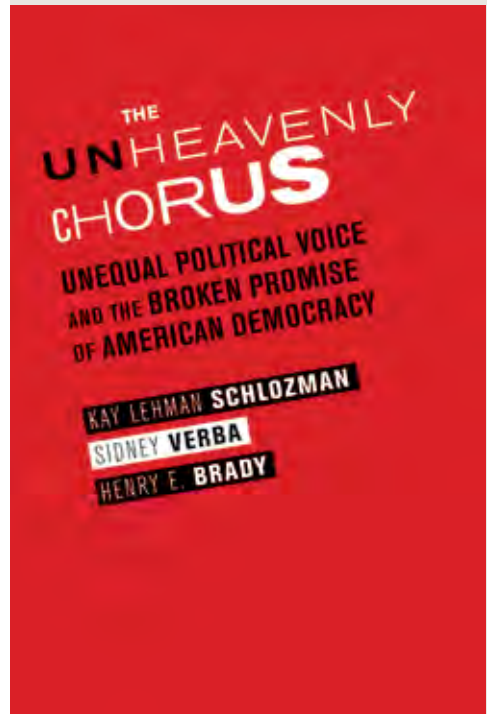
The Unheavenly Chorus is the first book to look at the political participation of individual citizens alongside the political advocacy of thousands of organized interests—membership associations such as unions, professional associations, trade associations, and citizens groups, as well as organizations like corporations, hospitals, and universities. Drawing on numerous in-depth surveys of members of the public as well as the largest database of interest organizations ever created—representing more than thirty-five thousand organizations over a twenty-five-year period—this book conclusively demonstrates that American democracy is marred by deeply ingrained and persistent class-based political inequality. The well educated and affluent are active in many ways to make their voices heard, while the less advantaged are not. This book reveals how the political voices of organized interests are even less representative than those of individuals, how political advantage is handed down across generations, how recruitment to political activity perpetuates and exaggerates existing biases, how political voice on the Internet replicates these inequalities—and more.

In a true democracy, the preferences and needs of all citizens deserve equal consideration. Yet equal consideration is only possible with equal citizen voice. *The Unheavenly Chorus* reveals how far we really are from the democratic ideal and how hard it would be to attain it.

Kay Lehman Schlozman is the J. Joseph Moakley Endowed Professor of Political Science at Boston College. **Sidney Verba** is the Carl H. Pforzheimer University Professor Emeritus and Research Professor of Government at Harvard University.

Henry E. Brady is the Class of 1941 Monroe Deutsch Professor of Political Science and Public Policy at the University of California, Berkeley.

WHY AMERICAN DEMOCRACY FAVORS
THE AFFLUENT AND EDUCATED



“This book is one of a kind. It represents a major statement about the current state of American democracy, political participation, social class, and social inequality. *The Unheavenly Chorus* gives overwhelming evidence that something is wrong with our political system and needs to be fixed. I believe this is one of the most important books of the decade.”

—Frank R. Baumgartner, coauthor
of *Agendas and Instability in American Politics*

MAY

Cloth \$35.00S

978-0-691-15484-8

608 pages. 59 line illus. 58 tables. 6 x 9.

POLITICS ■ PUBLIC POLICY

PRESS.PRINCETON.EDU

EXPLAINING—AND SOLVING—
THE OIL CURSE IN THE DEVELOPING WORLD



“This important book brings new and timely insight into a key global phenomenon. High oil prices have triggered oil strikes concentrated in the poorest countries—the bottom billion. Will this time be different? Will oil drive transformation or cause a repeat of the history of plunder? Ross presents new research in an accessible style. Read it: understanding is the foundation for change.”

—Paul Collier, author of *The Bottom Billion*

MARCH

Cloth \$29.95S

978-0-691-14545-7

296 pages. 46 line illus. 31 tables. 6 x 9.

POLITICS ■ CURRENT AFFAIRS

PRESS.PRINCETON.EDU

THE OIL CURSE

How Petroleum Wealth Shapes
the Development of Nations

MICHAEL L. ROSS

Countries that are rich in petroleum have less democracy, less economic stability, and more frequent civil wars than countries without oil. What explains this oil curse? And can it be fixed? In this groundbreaking analysis, Michael L. Ross looks at how developing nations are shaped by their mineral wealth—and how they can turn oil from a curse into a blessing.

Ross traces the oil curse to the upheaval of the 1970s, when oil prices soared and governments across the developing world seized control of their countries' oil industries. Before nationalization, the oil-rich countries looked much like the rest of the world; today, they are 50 percent more likely to be ruled by autocrats—and twice as likely to descend into civil war—than countries without oil.

The Oil Curse shows why oil wealth typically creates less economic growth than it should; why it produces jobs for men but not women; and why it creates more problems in poor states than in rich ones. It also warns that the global thirst for petroleum is causing companies to drill in increasingly poor nations, which could further spread the oil curse.

This landmark book explains why good geology often leads to bad governance, and how this can be changed.

Michael L. Ross is professor of political science at the University of California, Los Angeles. He has published widely on the politics of resource-rich countries and served on advisory boards for the World Bank, the Revenue Watch Institute, and the Natural Resource Charter. His work has appeared in *Foreign Affairs*, *Foreign Policy*, and the *New York Times*, and has been featured in the *Washington Post*, *Newsweek*, and many other publications. In 2009, he received the Heinz Eulau Award from the American Political Science Association.

THE FOUNDER'S DILEMMAS

Anticipating and Avoiding the
Pitfalls That Can Sink a Startup

NOAM WASSERMAN

Often downplayed in the excitement of starting up a new business venture is one of the most important decisions entrepreneurs will face: Should they go it alone or bring in cofounders, hires, and investors to help build the business? More than just financial rewards are at stake. Friendships and relationships can suffer. Bad decisions at the inception of a promising venture lay the foundations for its eventual ruin. *The Founder's Dilemmas* is the first book to examine the early decisions by entrepreneurs that can make or break a startup and its team.

Drawing on a decade of research, Noam Wasserman reveals the common pitfalls founders face and how to avoid them. He looks at whether it is a good idea to cofound with friends or relatives, how and when to split the equity within the founding team, and how to recognize when a successful founder-CEO should exit or be fired. Wasserman explains how to anticipate, avoid, or recover from disastrous mistakes that can splinter a founding team, strip founders of control, and leave founders without a financial payoff for their hard work and innovative ideas. He highlights the need at each step to strike a careful balance between controlling the startup and attracting the best resources to grow it, and demonstrates why the easy short-term choice is often the most perilous in the long term.

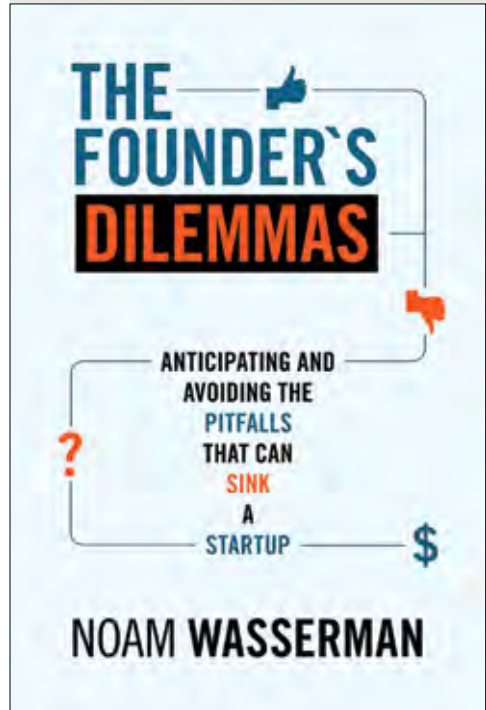
The Founder's Dilemmas draws on the inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, while mining quantitative data on almost ten thousand founders.

People problems are the leading cause of failure in startups. This book offers solutions.

Noam Wasserman is associate professor and Tukman Faculty Fellow at Harvard Business School.

THE KAUFFMAN FOUNDATION SERIES
ON INNOVATION AND ENTREPRENEURSHIP

A GUIDE TO THE EARLY DECISIONS THAT CAN
MAKE OR BREAK STARTUP VENTURES



“This book provides the rare combination of practical advice and scholarly research. It gets to the heart of the people issues that can bedevil every, and I do mean every, startup. Issues such as founder motivations, equity splits, and equity control can make or break a company. I guarantee that the price of this book is approximately one-thousandth of what you’ll pay lawyers to clean up your mess if you don’t read it.”

—Guy Kawasaki, author of *Enchantment* and former chief evangelist of Apple

APRIL

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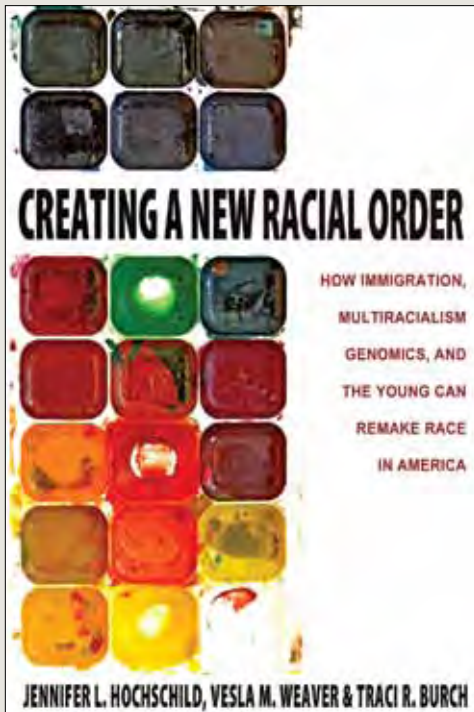
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448 pages. 52 line illus. 6 tables. 6 x 9.

BUSINESS ■ MANAGEMENT

PRESS.PRINCETON.EDU

A GROUNDBREAKING EXPLORATION OF
HOW RACE IN AMERICA IS BEING REDEFINED



“It is not often that one reads a book that changes how we think the world works. *Creating a New Racial Order* is replete with original, and sometimes surprising, insights and evidence on the forces that are generating rising racial heterogeneity in the United States. The authors’ compelling analysis of the ongoing transformation of America’s racial order is a must-read.”

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283 pages. 17 halftones.

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POLITICAL SCIENCE ■ SOCIOLOGY

PRESS.PRINCETON.EDU

CREATING A NEW RACIAL ORDER

How Immigration, Multiracialism, Genomics, and
the Young Can Remake Race in America

JENNIFER L. HOCHSCHILD,
VESLA M. WEAVER & TRACI R. BURCH

The American racial order—the beliefs, institutions, and practices that organize relationships among the nation’s races and ethnicities—is undergoing its greatest transformation since the 1960s. *Creating a New Racial Order* takes a groundbreaking look at the reasons behind this dramatic change, and considers how different groups of Americans are being affected. Through revealing narrative and striking research, the authors show that the personal and political choices of Americans will be critical to how, and how much, racial hierarchy is redefined in decades to come.

The authors outline the components that make up a racial order and examine the specific mechanisms influencing group dynamics in the United States: immigration, multiracialism, genomic science, and generational change. Cumulatively, these mechanisms increase heterogeneity within each racial or ethnic group, and decrease the distance separating groups from each other. The authors show that individuals are moving across group boundaries, that genomic science is challenging the whole concept of race, and that economic variation within groups is increasing. Above all, young adults understand and practice race differently from their elders: their formative memories are 9/11, Hurricane Katrina, and Obama’s election—not civil rights marches, riots, or the early stages of immigration. Blockages could stymie or distort these changes, however, so the authors point to essential policy and political choices.

Portraying a vision, not of a postracial America, but of a different racial America, *Creating a New Racial Order* examines how the structures of race and ethnicity are altering a nation.

Jennifer L. Hochschild is the Henry LaBarre Jayne Professor of Government, professor of African and African American studies, and Harvard College Professor at Harvard University.

Vesla M. Weaver is an assistant professor in the Woodrow Wilson Department of Politics at the University of Virginia.

Traci R. Burch is assistant professor of political science at Northwestern University and research professor at the American Bar Foundation.

THE MAKING OF MODERN LIBERALISM

ALAN RYAN

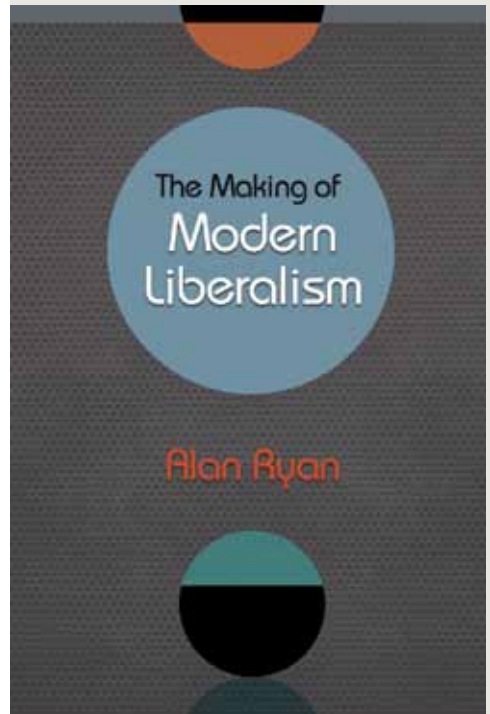
The Making of Modern Liberalism is a deep and wide-ranging exploration of the origins and nature of liberalism from the Enlightenment through its triumphs and setbacks in the twentieth century and beyond. The book is the fruit of the more than four decades during which Alan Ryan, one of the world's leading political thinkers, has reflected on the past of the liberal tradition—and worried about its future.

Tracing the emergence of liberalism as articulated by some of its greatest proponents, including Locke, Tocqueville, Mill, Dewey, Russell, Popper, Berlin, and Rawls, the book explores key themes such as the meaning and nature of freedom, individual rights, and tolerance. It also examines how property rights fit within liberal thinking, how work and freedom are connected, and how far liberal freedoms are compatible with a socialized economy.

This is essential reading for anyone interested in political theory or the history of liberalism.

Alan Ryan, the former warden of New College, Oxford, has taught political theory at Oxford and Princeton since 1969. His books include *The Philosophy of John Stuart Mill*, *Bertrand Russell: A Political Life*, *John Dewey and the High Tide of American Liberalism*, and *Liberal Anxieties and Liberal Education*.

ONE OF THE WORLD'S LEADING POLITICAL
THINKERS EXPLORES THE HISTORY, NATURE, AND
PROSPECTS OF THE LIBERAL TRADITION



“In *The Making of Modern Liberalism*, Alan Ryan sheds new light on key thinkers in the Western political tradition and presents his own liberal perspective on political affairs. Ryan’s work shines with insight and intelligence. No one can read this book without being provoked to self-reflection, disagreement, and counterargument—precisely what’s needed in a great work of political theory.”

—Glyn Morgan, Syracuse University

AUGUST

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736 pages. 6 x 9.

POLITICAL THEORY ■ PHILOSOPHY

PRESS.PRINCETON.EDU

WHY OBAMA HAS OVERESTIMATED THE POWER
OF RHETORIC AND PERSUASION
DURING HIS PRESIDENCY



“Presidents facing criticism or difficulties—which is to say, all of them—normally blame their problems on a failure to communicate rather than their own policy choices. With a special focus on Barack Obama, though, *Overreach* shows us that presidential choices are the key, since attempts to use communication skills to change hearts and minds are largely doomed to failure. Fluently written, this book provides both a good read and important claims to consider.”
—Andrew Rudalevige, Dickinson College

APRIL

Cloth \$29.95S

978-0-691-15368-1

224 pages. 39 tables. 1 map. 6 x 9.

POLITICAL SCIENCE ■ AMERICAN HISTORY

PRESS.PRINCETON.EDU

OVERREACH

Leadership in the Obama Presidency

GEORGE C. EDWARDS III

When Barack Obama became president, many Americans embraced him as a transformational leader who would fundamentally change the politics and policy of the country. Yet, two years into his administration, the public resisted his calls for support and Congress was deadlocked over many of his major policy proposals. How could this capable new president have difficulty attaining his goals? Did he lack tactical skills?

In *Overreach*, respected presidential scholar George Edwards argues that the problem was strategic, not tactical. He finds that in President Obama’s first two years in office, Obama governed on the premise that he could create opportunities for change by persuading the public and some congressional Republicans to support his major initiatives. As a result, he proposed a large, expensive, and polarizing agenda in the middle of a severe economic crisis. The president’s proposals alienated many Americans and led to a severe electoral defeat for the Democrats in the 2010 midterm elections, undermining his ability to govern in the remainder of his term.

Edwards shows that the president’s frustrations were predictable and the inevitable result of misunderstanding the nature of presidential power. The author demonstrates that the essence of successful presidential leadership is recognizing and exploiting existing opportunities, not in creating them through persuasion. When Obama succeeded in passing important policies, it was by mobilizing Democrats who were already predisposed to back him. Thus, to avoid overreaching, presidents should be alert to the limitations of their power to persuade and rigorously assess the possibilities for obtaining public and congressional support in their environments.

George C. Edwards III is University Distinguished Professor of Political Science and the Jordan Chair in Presidential Studies at Texas A&M University. His many books include *The Strategic President* (see page 64). He is the editor of *Presidential Studies Quarterly*.

HOW TO BUILD A HABITABLE PLANET

The Story of Earth from the Big Bang to Humankind
Revised and Expanded Edition

CHARLES H. LANGMUIR &
WALLY BROECKER

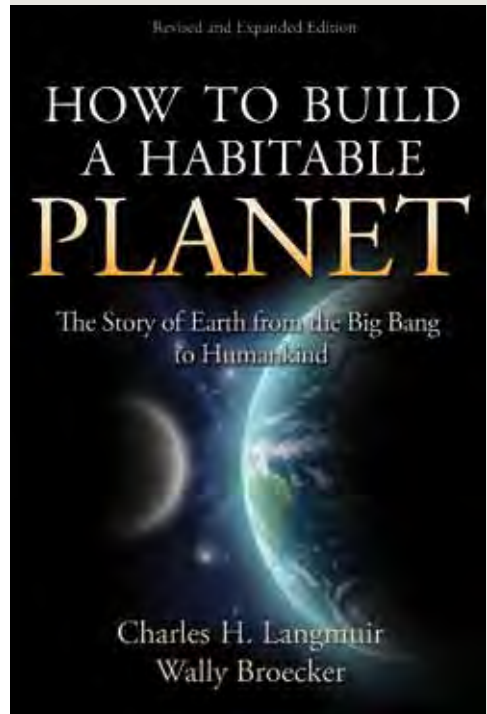
Since its first publication more than twenty-five years ago, *How to Build a Habitable Planet* has established a legendary reputation as an accessible yet scientifically impeccable introduction to the origin and evolution of Earth, from the Big Bang through the rise of human civilization. This classic account of how our habitable planet was assembled from the stuff of stars introduced readers to planetary, Earth, and climate science by way of a fascinating narrative. Now this great book has been made even better. Harvard geochemist Charles Langmuir has worked closely with the original author, Wally Broecker, one of the world's leading Earth scientists, to revise and expand the book for a new generation of readers for whom active planetary stewardship is becoming imperative.

Interweaving physics, astronomy, chemistry, geology, and biology, this sweeping account tells Earth's complete story, from the synthesis of chemical elements in stars, to the formation of the Solar System, to the evolution of a habitable climate on Earth, to the origin of life and humankind. The book also addresses the search for other habitable worlds in the Milky Way and contemplates whether Earth will remain habitable as our influence on global climate grows. It concludes by considering the ways in which humankind can sustain Earth's habitability and perhaps even participate in further planetary evolution.

Like no other book, *How to Build a Habitable Planet* provides an understanding of Earth in its broadest context, as well as a greater appreciation of its possibly rare ability to sustain life over geologic time.

Charles H. Langmuir is the Higgins Professor of Geochemistry at Harvard University. **Wally Broecker** is the Newberry Professor of Earth and Environmental Sciences at Columbia University and the author of *Fixing Climate* and *The Great Ocean Conveyor* (Princeton), among other books. Both are members of the National Academy of Sciences.

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—Raymond T. Pierrehumbert,
University of Chicago

MAY

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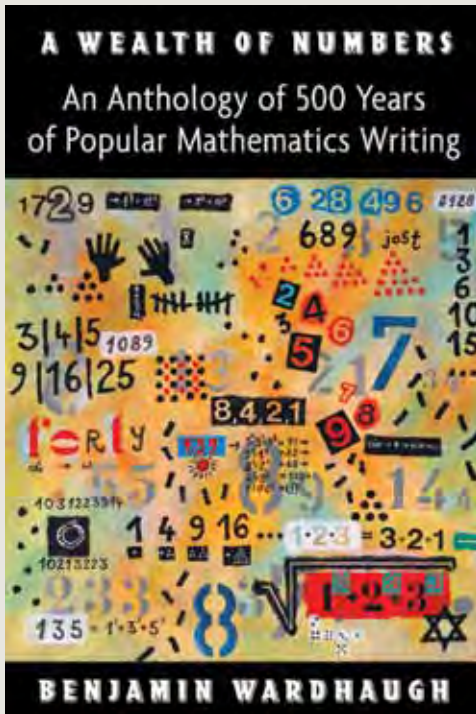
978-0-691-14006-3

720 pages. 16 color plates. 62 halftones.
220 line illus. 18 tables. 6 x 9.

EARTH SCIENCE

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AN ENTERTAINING AND INFORMATIVE
ANTHOLOGY OF POPULAR MATH WRITING
FROM THE RENAISSANCE TO CYBERSPACE



“This accessible and inviting anthology shows how entertaining it can be to think about mathematics. The selection, organization, and commentaries result in a unique book that is equal to far more than the sum of its parts.”

—Paul C. Pasles, author of *Benjamin Franklin's Numbers*

A WEALTH OF NUMBERS

An Anthology of 500 Years of Popular Mathematics Writing

EDITED BY BENJAMIN WARDHAUGH

Despite what we may sometimes imagine, popular mathematics writing didn't begin with Martin Gardner. In fact, it has a rich tradition stretching back hundreds of years. This entertaining and enlightening anthology—the first of its kind—gathers nearly one hundred fascinating selections from the past 500 years of popular math writing, bringing to life a little-known side of math history. Ranging from the late fifteenth to the late twentieth century, and drawing on books, newspapers, magazines, and websites, *A Wealth of Numbers* includes recreational, classroom, and work mathematics; mathematical histories and biographies; accounts of higher mathematics; explanations of mathematical instruments; discussions of how math should be taught and learned; reflections on the place of math in the world; and math in fiction and humor.

Featuring many tricks, games, problems, and puzzles, as well as much history and trivia, the selections include a sixteenth-century guide to making a horizontal sundial; “Newton for the Ladies” (1739); Leonhard Euler on the idea of velocity (1760); “Mathematical Toys” (1785); a poetic version of the rule of three (1792); “Lotteries and Mountebanks” (1801); Lewis Carroll on the game of logic (1887); “Maps and Mazes” (1892); “Einstein's Real Achievement” (1921); “Riddles in Mathematics” (1945); “New Math for Parents” (1966); and “PC Astronomy” (1997). Organized by thematic chapters, each selection is placed in context by a brief introduction.

A unique window into the hidden history of popular mathematics, *A Wealth of Numbers* will provide many hours of fun and learning to anyone who loves popular mathematics and science.

Benjamin Wardhaugh is a postdoctoral research fellow at All Souls College, University of Oxford, where he studies and teaches the history of mathematics. He is the author of *How to Read Historical Mathematics* (Princeton).

MAY

Cloth \$45.00S

978-0-691-14775-8

392 pages. 39 halftones. 19 line illus. 6 x 9.

POPULAR MATHEMATICS ■

POPULAR SCIENCE

PRESS.PRINCETON.EDU

MATHEMATICAL EXCURSIONS TO THE WORLD'S GREAT BUILDINGS

ALEXANDER J. HAHN

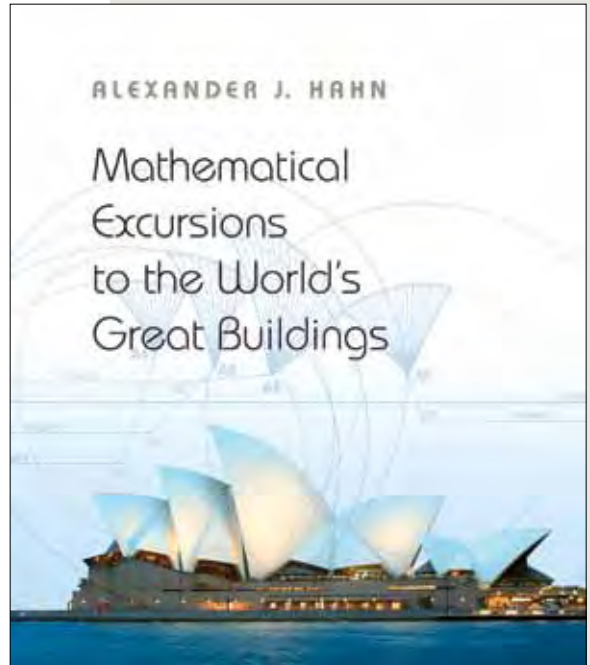
From the pyramids and the Parthenon to the Sydney Opera House and the Bilbao Guggenheim, this book takes readers on an eye-opening tour of the mathematics behind some of the world's most spectacular buildings. Beautifully illustrated, the book explores the milestones in elementary mathematics that enliven the understanding of these buildings and combines this with an in-depth look at their aesthetics, history, and structure. Whether using trigonometry and vectors to explain why Gothic arches are structurally superior to Roman arches, or showing how simple ruler and compass constructions can produce sophisticated architectural details, Alexander Hahn describes the points at which elementary mathematics and architecture intersect.

Beginning in prehistoric times, Hahn proceeds to guide readers through the Greek, Roman, Islamic, Romanesque, Gothic, Renaissance, and modern styles. He explores the unique features of the Pantheon, the Hagia Sophia, the Great Mosque of Cordoba, the Duomo in Florence, Palladio's villas, and Saint Peter's Basilica, as well as the U.S. Capitol Building. Hahn celebrates the forms and structures of architecture made possible by mathematical achievements from Greek geometry, the Hindu-Arabic number system, two- and three-dimensional coordinate geometry, and calculus. Along the way, Hahn introduces groundbreaking architects, including Brunelleschi, Alberti, da Vinci, Bramante, Michelangelo, della Porta, Wren, Gaudí, Saarinen, Utzon, and Gehry.

Rich in detail, this book takes readers on an expedition around the globe, providing a deeper understanding of the mathematical forces at play in the world's most elegant buildings.

Alexander J. Hahn is professor of mathematics at the University of Notre Dame. His books include *Basic Calculus: From Archimedes to Newton to Its Role in Science*.

HOW MATHEMATICS HELPED BUILD
THE WORLD'S MOST IMPORTANT BUILDINGS,
FROM EARLY EGYPT TO THE PRESENT



“Readers who enjoy connecting mathematics to real-world applications will find this book intriguing, as will anyone who wants to learn more about the forces and mathematics behind the construction of the world’s great buildings.”

—Michael Huber, author of
Mythematics

JUNE

Cloth \$49.50S

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352 pages. 16 color illus. 111 halftones.
233 line illus. 2 tables. 8 ½ x 9 ½.

POPULAR MATHEMATICS ■
ARCHITECTURE

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