

A NEW YORK TIMES BESTSELLER

# The Rise and Fall of American Growth

The U.S. Standard of Living since the Civil War

ROBERT J. GORDON

In the century after the Civil War, an economic revolution improved the American standard of living in ways previously unimaginable. Electric lighting, indoor plumbing, motor vehicles, air travel, and television transformed households and workplaces. But has that era of unprecedented growth come to an end? Weaving together a vivid narrative, historical anecdotes, and economic analysis, *The Rise and Fall of American Growth* provides an in-depth account. Gordon challenges the view that economic growth will continue unabated, and he demonstrates that the life-altering scale of innovations between 1870 and 1970 cannot be repeated. He contends that the nation's productivity growth will be further held back by the headwinds of rising inequality, stagnating education, an aging population, and the rising debt of college students and the federal government; and that we must find new solutions to overcome the challenges facing us. A critical voice in the debates over economic stagnation, *The Rise and Fall of American Growth* is at once a tribute to a century of radical change and a harbinger of tougher times to come.

"A fantastic read."—Bill Gates, *GatesNotes*

"A magisterial combination of deep technological history, vivid portraits of daily life over the past six generations and careful economic analysis."—Paul Krugman, *New York Times Book Review*

"[A] masterpiece."—Martin Wolf, *Financial Times*

MAY

978-0-691-17580-5 Paper \$24.95T

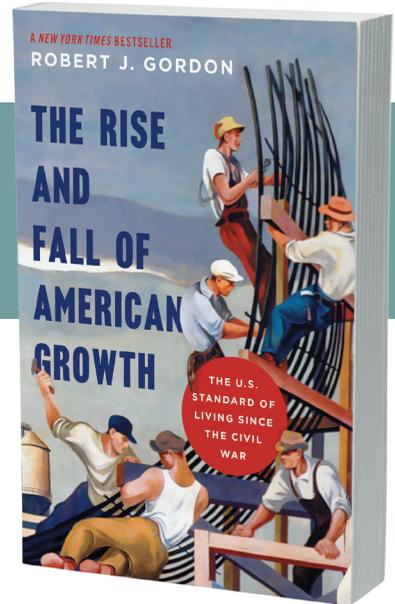
978-0-691-14772-7 Cloth 2015

784 pages. 96 line illus. 32 tables. 5 x 8.

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

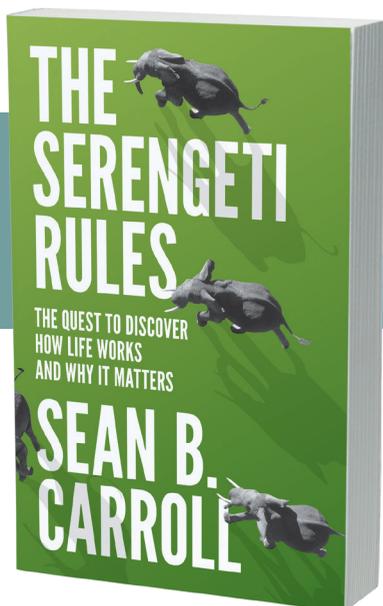
Longlisted for the Financial Times & McKinsey Business Book of the Year 2016

POPULAR ECONOMICS | HISTORY



*The New York Times* bestseller  
about why America's high-  
growth era may be over

**Robert J. Gordon** is professor in social sciences at Northwestern University. His books include *Productivity Growth, Inflation, and Unemployment* and *Macroeconomics*. Gordon was included in the 2013 Bloomberg list of the nation's most influential thinkers.



## The Serengeti Rules

The Quest to Discover How Life Works and Why It Matters

SEAN B. CARROLL

*The compelling story of the rules that govern all life, from an award-winning scientist and National Book Award finalist*

**Sean B. Carroll** is an award-winning scientist, writer, educator, and executive producer. He is vice president for science education at the Howard Hughes Medical Institute and professor of molecular biology and genetics at the University of Wisconsin–Madison. His books include *Endless Forms Most Beautiful*, *Brave Genius*, and *Remarkable Creatures*, which was a finalist for the National Book Award for nonfiction.

How does life work? How does nature produce the right numbers of zebras and lions on the African savanna, or fish in the ocean? How do our bodies produce the right numbers of cells in our organs and bloodstream? In *The Serengeti Rules*, Sean Carroll tells the stories of the pioneering scientists who sought the answers to such simple yet profoundly important questions, and shows how their discoveries matter for our health and the health of the planet. One of the most important revelations about the natural world is that everything is regulated by rules. And the most surprising revelation about the rules that regulate life is that they are remarkably similar—there is a common underlying logic. Carroll recounts how our deep knowledge of the rules and logic of the human body has spurred the advent of revolutionary, life-saving medicines, and makes the compelling case that it is now time to use the Serengeti Rules to heal our ailing planet. This paperback edition features a new conversation with Sean Carroll, in which he discusses many of the questions raised by the book. *The Serengeti Rules* is a bold and inspiring synthesis, and the first book to illuminate how life works at vastly different scales.

“This is a visionary book.”—Peter Forbes, *Guardian*

“A compelling read filled with big, bold ideas.”—*Nature*

“*The Serengeti Rules* is a superb journey of a book written by a scientist of the first rank. Unfolding seamlessly from molecule to ecosystem, it explains with authority and grace why modern biology is central not just to human life but to that of the planet itself.”

—Edward O. Wilson, Harvard University

“Original, provocative, and beautifully crafted, Carroll’s book provides a glimpse into the deeper laws of biology that govern the earth.”—Siddhartha Mukherjee, author of *The Emperor of All Maladies: A Biography of Cancer*

MARCH

978-0-691-17568-3 Paper \$16.95T

978-0-691-16742-8 Cloth 2016

280 pages. 26 halftones. 18 line illus. 1 map. 5 x 8.

POPULAR SCIENCE | NATURE

# ISIS

A History

FAWAZ A. GERGES

The Islamic State has stunned the world with its savagery, destructiveness, and military and recruiting successes. What explains the rise of ISIS, and what does it portend for the future of the Middle East? In this book, one of the world's leading authorities on political Islam and jihadism sheds new light on these questions. Moving beyond journalistic accounts, Fawaz Gerger provides a clear and compelling explanation of the deeper conditions that fuel ISIS. This unique history shows how decades of dictatorship, poverty, and rising sectarianism in the Middle East, exacerbated by foreign intervention, led to the rise and growth of ISIS—and why addressing those problems is the only way to ensure its end. An authoritative introduction to arguably the most important conflict in the world today, this is an essential book for anyone seeking a deeper understanding of the social turmoil and political violence ravaging the Arab-Islamic world.

“The achievement of Fawaz Gerger . . . in his compelling, insightful book is to highlight the social and sectarian pressures that led so many Iraqi and Syrian Sunnis to turn to Isis as protectors.”

—Michael Burleigh, *Times*

“Well-researched and lucidly argued.”—Malise Ruthven, *New York Review of Books*

“An essential read.”—*Publishers Weekly*

“A thorough survey of the genesis of the Islamic State, from al-Qaida wannabe to lethal caliphate. . . . [And] a specific, timely, well-rendered exegesis of the unfolding global threat.”—*Kirkus*

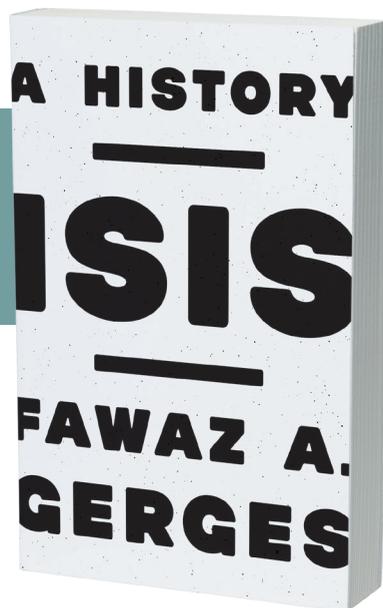
MARCH

978-0-691-17579-9 Paper \$17.95T

978-0-691-17000-8 Cloth 2016

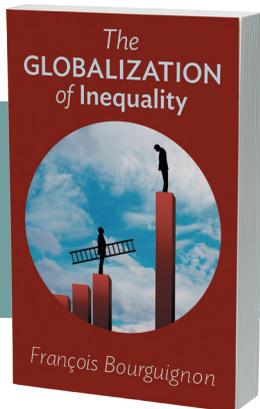
384 pages. 5 x 8.

CURRENT EVENTS | MIDDLE EAST STUDIES | POLITICS



“The definitive book” (Fareed Zakaria) on ISIS, from a leading scholar of jihadism

**Fawaz A. Gerger** is professor of international relations and Emirates Professor in Contemporary Middle East Studies at the London School of Economics and Political Science. His many books include *The New Middle East*, *Obama and the Middle East*, and *The Far Enemy*. His writing has appeared in the *New York Times*, the *Washington Post*, the *Guardian*, *Foreign Affairs*, and other publications.



## The Globalization of Inequality

FRANÇOIS BOURGUIGNON

Translated by Thomas Scott-Railton  
With a new preface by the author

In *The Globalization of Inequality*, distinguished economist and policymaker François Bourguignon examines the complex and paradoxical links between a vibrant world economy that has raised the living standard of over half a billion people in emerging nations and the exponentially increasing inequality within countries. Bourguignon takes an original and truly international approach to examining globalization's role in the decrease in inequality *between* nations, the increase in inequality *within* nations, and the policies that might moderate inequality's negative effects. This book is essential reading for anyone interested in the future of the world economy.

"An amazing amount can be learned from this slim volume on inequality within and across nations."—Kaushik Basu, chief economist and senior vice president of the World Bank

**François Bourguignon** is professor emeritus and former director at the Paris School of Economics. From 2003 to 2007 he was chief economist and senior vice president of the World Bank.

FEBRUARY

978-0-691-17564-5 **Paper \$18.95T**

978-0-691-16052-8 Cloth 2015

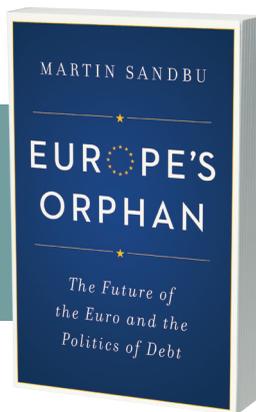
224 pages. 3 line illus. 2 tables. 5 ½ x 8 ½.

One of the Financial Times's Best Books in Economics 2015

One of the Financial Times's Summer Books of 2015

POPULAR ECONOMICS | PUBLIC POLICY

**80 Paperbacks**



## Europe's Orphan

The Future of the Euro and the Politics of Debt  
New Edition

MARTIN SANDBU

With a new preface by the author on Brexit and an updated chapter on Britain's place in Europe after the EU referendum

In *Europe's Orphan*, leading economic commentator Martin Sandbu presents a compelling defense of the euro. Rather than blaming the euro for the political and economic failures in Europe since the global financial crisis, he argues that the responsibility lies firmly with policy choices by the authorities of the eurozone and its member countries. This edition contains a new preface addressing the economic and political implications of the Brexit, as well as updated text throughout.

"Books that attack the conventional wisdom are refreshing. They force us to rethink. That is what Martin Sandbu's *Europe's Orphan* does—and what makes it stand out in the increasingly crowded field of euro-crisis analysis."—Paul De Grauwe, *Financial Times*

**Martin Sandbu** has been writing about economics for the *Financial Times* since 2009. Previously, he was a senior research fellow at the Zicklin Center for Business Ethics Research at the Wharton School of the University of Pennsylvania.

MARCH

978-0-691-17594-2 **Paper \$19.95T**

978-0-691-16830-2 Cloth 2015

336 pages. 25 line illus. 6 x 9.

One of the Financial Times's Best Books in Economics 2015

POPULAR ECONOMICS | CURRENT AFFAIRS

## Between Debt and the Devil

Money, Credit, and Fixing Global Finance

ADAIR TURNER

With a new afterword by the author

Adair Turner became chairman of Britain's Financial Services Authority just as the global financial crisis struck in 2008, and he played a leading role in redesigning global financial regulation. In this eye-opening book, he sets the record straight about what really caused the crisis. It didn't happen because banks are too big to fail—our addiction to private debt is to blame. *Between Debt and the Devil* shows why we need to reject the assumptions that private credit is essential to growth and that fiat money is inevitably dangerous. Each has its advantages, and each creates risks that public policy must consciously balance.

"A masterwork! Insightful . . . and persuasive."—Paul Volcker, former chairman of the U.S. Federal Reserve

"This is the most penetrating analysis of the inherent imperfections of our financial system to appear since the crash of 2008. It will and should provoke extensive debates about the policies needed to avoid future crises."—George Soros

"Turner's fresh and deep insights into our financial system come with the expertise of an insider. *Between Debt and the Devil* is a landmark in monetary economics, with profound implications for policy reform."—Joseph E. Stiglitz, Nobel Laureate in Economics

"Extensively researched and well-written."—Edward Chancellor, *Wall Street Journal*

MARCH

978-0-691-17598-0 Paper \$17.95†

978-0-691-16964-4 Cloth 2015

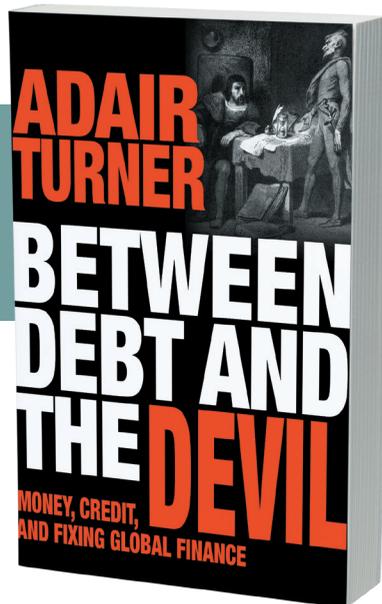
320 pages. 19 line illus. 5 x 8.

One of the Financial Times's Best Books in Economics 2015

One of the Independent's Best Economics Books of 2015

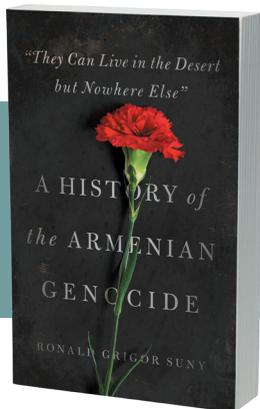
One of Bloomberg Businessweek's Best Books of 2015

POPULAR ECONOMICS | FINANCE



*An acclaimed account of why our addiction to debt is the root of global financial woes*

**Adair Turner** is chairman of the Institute for New Economic Thinking and the author of *Economics after the Crisis*.



## “They Can Live in the Desert but Nowhere Else”

A History of the Armenian Genocide

RONALD GRIGOR SUNY

Starting in early 1915, the Ottoman Turks began deporting and killing hundreds of thousands of Armenians in the first major genocide of the twentieth century. By the end of the First World War, the number of Armenians in what would become Turkey had been reduced by 90 percent—more than a million people. A century later, the Armenian Genocide remains controversial but relatively unknown. In this definitive narrative history, Ronald Suny cuts through nationalist myths, propaganda, and denial to provide an unmatched account of when, how, and why the atrocities of 1915–16 were committed.

“If you read one book about the 1915 genocide, make this it.”—Tony Barber, *Financial Times*

**Ronald Grigor Suny** is the William H. Sewell Jr. Distinguished University Professor of History at the University of Michigan and Senior Researcher at the National Research University–Higher School of Economics in St. Petersburg.

MAY

978-0-691-17596-6 **Paper \$22.95**T

978-0-691-14730-7 Cloth 2015

520 pages. 25 halftones. 5 maps. 6 x 9.

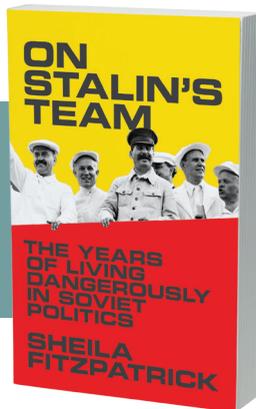
Human Rights and Crimes against Humanity  
Eric D. Weitz, Series Editor

One of the Financial Times’s Best Books in History 2015

One of the Financial Times’s Summer Books of 2015

HISTORY

**82 Paperbacks**



## On Stalin’s Team

The Years of Living Dangerously in Soviet Politics

SHEILA FITZPATRICK

Stalin was the unchallenged dictator of the Soviet Union for so long that most historians have dismissed the officials surrounding him as mere yes-men and political window dressing. *On Stalin’s Team* overturns this view, revealing that behind Stalin was a group of loyal men who formed a remarkably effective team with him from the late 1920s until his death in 1953. Drawing on extensive original research, Sheila Fitzpatrick provides the first in-depth account of this inner circle and their families.

“A superb group portrait of the dictator’s closest lieutenants at a pivotal moment in history.”—Joshua Rubenstein, *Wall Street Journal*

“[A] superbly researched, intelligent book.”  
—Donald Rayfield, *Guardian*

**Sheila Fitzpatrick** is professor of history at the University of Sydney and Distinguished Service Professor Emerita at the University of Chicago.

JUNE

978-0-691-17577-5 **Paper \$22.95**T

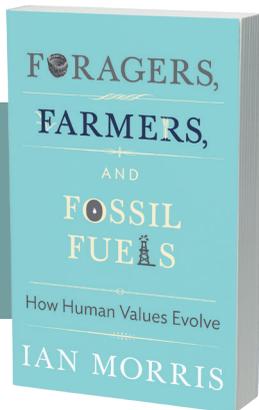
978-0-691-14533-4 Cloth 2015

400 pages. 30 halftones. 6 x 9.

2015 Silver Winner in History, ForeWord Reviews’s  
INDIEFAB Book of the Year Awards

Not for sale in Australia and New Zealand

HISTORY



## Foragers, Farmers, and Fossil Fuels

How Human Values Evolve

IAN MORRIS

Most people in the world today think democracy and gender equality are good, and that violence and wealth inequality are bad. But most people who lived during the ten thousand years before the nineteenth century thought just the opposite. Drawing on archaeology, anthropology, biology, and history, Ian Morris explains why.

“Excellent and thought-provoking. . . . More important, by putting forth a bold, clearly formulated hypothesis, Morris has done a great service to the budding field of scientific history.”—Peter Turchin, *Science*

“A provocative explanation for the evolution and divergence of ethical values. . . . In the hands of this talented writer and thinker, [this] material becomes an engaging intellectual adventure.”—*Kirkus*

**Ian Morris** is professor of classics and a fellow of the Stanford Archaeology Center at Stanford University.

JUNE

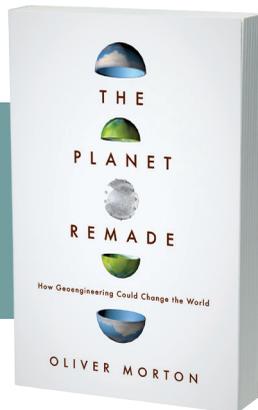
978-0-691-17589-8 **Paper \$19.95T**

978-0-691-16039-9 Cloth 2015

400 pages. 2 halftones. 28 line illus. 2 tables. 6 maps. 5 ½ x 8 ½.

The University Center for Human Values Series  
Charles R. Beitz, Series Editor

HISTORY



## The Planet Remade

How Geoengineering Could Change the World

OLIVER MORTON

The risks of global warming are pressing and potentially vast. There is an urgent need to rethink our response to the crisis. To meet that need, a small but increasingly influential group of scientists is exploring proposals for planned human intervention in the climate system. These are the technologies of geoengineering and, as Oliver Morton argues in *The Planet Remade*, it would be as irresponsible to ignore them as it would be foolish to see them as a simple solution to the problem.

“If you are going to read one book on climate engineering, it should be *The Planet Remade*.”

—Jane C. S. Long, *Nature*

**Oliver Morton** is briefings editor at the *Economist*, and his writing has appeared in the *New Yorker* and other publications.

MAY

978-0-691-17590-4 **Paper \$16.95T**

978-0-691-14825-0 Cloth 2015

440 pages. 1 halftone. 6 x 9.

One of the Independent's 6 Best Books in Nature 2015

One of the Guardian's Best Books of 2015

One of the Guardian's Best Science Books of 2015

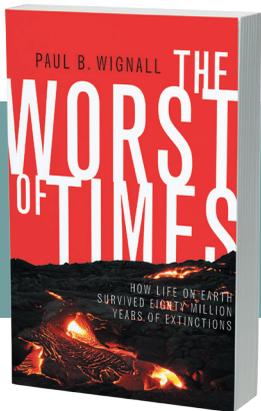
One of LinkedIn's Best Business Books of 2015

Shortlisted for the Royal Society Insight Investment Science Book Prize 2016

Longlisted for the 2015 Samuel Johnson Prize for Nonfiction

Not for sale in the Commonwealth (except Canada)

POPULAR SCIENCE | NATURE



## The Worst of Times

How Life on Earth Survived  
Eighty Million Years of Extinctions

PAUL B. WIGNALL

Two hundred sixty million years ago, life on Earth suffered wave after wave of cataclysmic extinctions, with the worst wiping out nearly every species on the planet. *The Worst of Times* delves into the mystery behind these extinctions and sheds light on the fateful role the primeval supercontinent, known as Pangea, may have played in causing these global catastrophes.

“[A] great example of scientific sleuthing.”  
—*Publishers Weekly*

“Wignall does a wonderful job of describing the mass extinctions from the Middle Permian through the Jurassic. His personal contributions to this field have been influential, and it is great fun to read about the subject through his eyes and the experiences of his research team.”—Jonathan Payne, Stanford University

“This is a story well told.”—Michael J. Benton, author of *The History of Life: A Very Short Introduction*

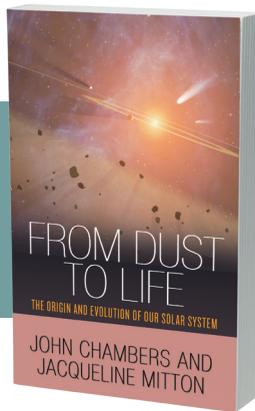
**Paul B. Wignall** is professor of paleoenvironments at the University of Leeds.

MAY

978-0-691-17602-4 **Paper \$19.95T**  
978-0-691-14209-8 Cloth 2015  
240 pages. 16 color illus. 2 halftones.  
11 line illus. 5 ½ x 8 ½.

POPULAR SCIENCE | EARTH SCIENCE

84 Paperbacks



## From Dust to Life

The Origin and Evolution of Our Solar System

JOHN CHAMBERS &  
JACQUELINE MITTON

With a new afterword by the authors

The birth and evolution of our solar system is a tantalizing mystery that may one day provide answers to the question of human origins. *From Dust to Life* tells the remarkable story of how the celestial objects that make up the solar system originated from common beginnings billions of years ago, and how scientists and philosophers have sought to unravel this mystery for centuries, gradually piecing together the clues that enabled them to deduce the solar system's layout, its age, and the most likely way it formed.

“A stellar read.”—*Nature*

“[This book] provides a truly comprehensive overview of our solar system's origins and is written in plain, jargon-free language.”—Marcus Chown, *New Scientist*

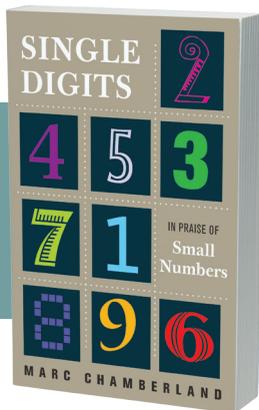
“Incredibly thorough and detailed, yet very accessible to non-scientists too... A compelling overview of the evolution of the Solar System.”  
—Katia Moskvitch, *BBC Sky at Night*

**John Chambers** is a planetary scientist in the Department of Terrestrial Magnetism at the Carnegie Institution for Science. **Jacqueline Mitton** is a writer, editor, and media consultant in astronomy.

MAY

978-0-691-17570-6 **Paper \$22.95T**  
978-0-691-14522-8 Cloth 2013  
320 pages. 41 halftones. 19 line illus. 7 tables. 6 x 9.

POPULAR SCIENCE | ASTRONOMY



## Single Digits

In Praise of Small Numbers

MARC CHAMBERLAND

In *Single Digits*, Marc Chamberland takes readers on a fascinating exploration of small numbers, from one to nine, looking at their history, applications, and connections to various areas of mathematics, including number theory, geometry, chaos theory, numerical analysis, and mathematical physics. Appealing to high school and college students, professional mathematicians, and those mesmerized by patterns, this book shows that single digits offer a plethora of possibilities that readers can count on.

“Fascinating. . . Chamberland offers enticing explanations that will leave readers hungry to know more. This wonderful book never loses its focus or momentum.”—*Publishers Weekly*

“To put it simply, this book is a delight. Chamberland has assembled a fascinating collection of vignettes, each tied to a digit from one to nine, that inform, entertain, and intrigue.”—*Choice*

**Marc Chamberland** is professor of mathematics and natural sciences at Grinnell College. He is the creator of the YouTube channel *Tipping Point Math*, which strives to make mathematics accessible to everyone.

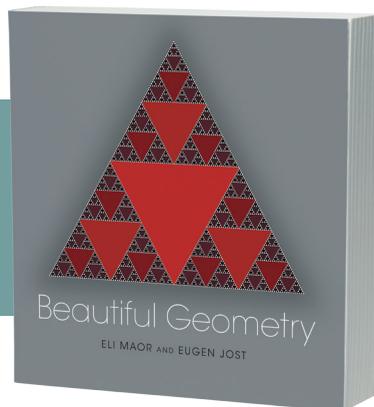
JUNE

978-0-691-17569-0 **Paper \$17.95T**

978-0-691-16114-3 Cloth 2015

240 pages. 24 halftones. 93 line illus. 18 tables. 6 x 9.

POPULAR MATHEMATICS



## Beautiful Geometry

ELI MAOR & EUGEN JOST

If you've ever thought that mathematics and art don't mix, this stunning visual history of geometry will change your mind. As much a work of art as a book about mathematics, *Beautiful Geometry* presents more than sixty exquisite color plates illustrating a wide range of geometric patterns and theorems, accompanied by brief accounts of the fascinating history and people behind each.

“Visually stunning.”—*Mathematics Today*

“A book that stimulates the mind as well as the eye.”  
—*Scientific American*

“A beautiful book that is as delightful to see as to read. Once you start you are compelled to read the next subject, and the next, and the next.”

—*Zentralblatt MATH*

**Eli Maor** is the author of *To Infinity and Beyond, e: The Story of a Number*, *Trigonometric Delights*, *Venus in Transit*, and *The Pythagorean Theorem: A 4,000-Year History* (all Princeton) and has taught the history of mathematics at Loyola University Chicago. **Eugen Jost** is a well-known Swiss artist whose work is strongly influenced by mathematics.

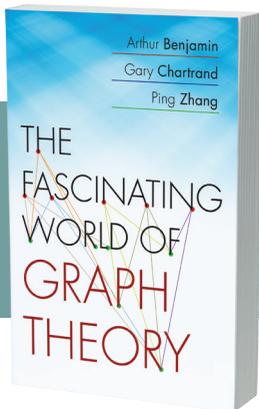
APRIL

978-0-691-17588-1 **Paper \$22.95T**

978-0-691-15099-4 Cloth 2013

208 pages. 66 color illus. 64 line illus. 9 x 9 1/2.

POPULAR MATHEMATICS



## The Fascinating World of Graph Theory

ARTHUR BENJAMIN, GARY CHARTRAND  
& PING ZHANG

Graph theory goes back several centuries and revolves around the study of graphs—mathematical structures showing relations between objects. With applications in biology, computer science, transportation science, and other areas, graph theory encompasses some of the most beautiful formulas in mathematics—and some of its most famous problems. An eye-opening journey into the world of graphs, this book offers exciting problem-solving possibilities for mathematics and beyond.

“Deftly written and dynamic.... *The Fascinating World of Graph Theory* is an aptly named book, able to present a wide variety of central topics in graph theory, including the history behind them ... in a lively and entertaining manner.... A superb example of approachable mathematical writing.”—*SIAM Review*

**Arthur Benjamin** is professor of mathematics at Harvey Mudd College. **Gary Chartrand** is professor emeritus of mathematics at Western Michigan University. **Ping Zhang** is professor of mathematics at Western Michigan University.

JUNE

978-0-691-17563-8 **Paper \$19.95T**

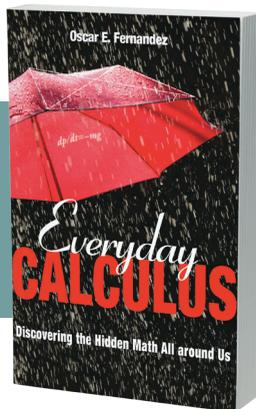
978-0-691-16381-9 Cloth 2014

344 pages. 300 line illus. 6 x 9.

One of Choice's Outstanding Academic Titles for 2015

POPULAR MATHEMATICS

86 Paperbacks



## Everyday Calculus

Discovering the Hidden Math All around Us

OSCAR E. FERNANDEZ

With a new preface by the author

Calculus. For some of us, the word conjures up memories of ten-pound textbooks and visions of tedious abstract equations. And yet, in reality, calculus is fun and accessible, and surrounds us everywhere we go. In *Everyday Calculus*, Oscar Fernandez demonstrates that calculus can be used to explore practically any aspect of our lives, including the most effective number of hours to sleep and the fastest route to get to work. Whether you're new to mathematics or already a curious math enthusiast, *Everyday Calculus* will convince even die-hard skeptics to view this area of math in a whole new way.

“Written in a bright conversational tone, [*Everyday Calculus*] wonderfully integrates calculus into everyday life.”—*Guardian*

“Fernandez's witty, delightful approach makes for a winning introduction to the wonderland of math behind the scenes of everyday life.”—*Publishers Weekly*

**Oscar E. Fernandez** is assistant professor of mathematics at Wellesley College. He is the author of *The Calculus of Happiness* (see page 39).

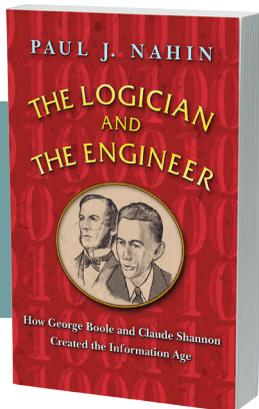
MARCH

978-0-691-17575-1 **Paper \$17.95T**

978-0-691-15755-9 Cloth 2014

168 pages. 47 line illus. 1 table. 6 x 9.

POPULAR MATHEMATICS



## The Logician and the Engineer

How George Boole and Claude Shannon Created the Information Age

PAUL J. NAHIN

In *The Logician and the Engineer*, Paul Nahin combines engaging problems and a colorful historical narrative to tell the remarkable story of how two men in different eras—mathematician and philosopher George Boole and electrical engineer and pioneering information theorist Claude Shannon—advanced Boolean logic and became founding fathers of the electronic communications age. Nahin takes readers from fundamental concepts to a deeper and more sophisticated understanding of modern digital machines, in order to explore computing and its possible limitations in the twenty-first century and beyond.

“Paul J. Nahin really knows how to tell a good story. . . . *The Logician and the Engineer* is truly a gem.”  
—*New York Journal of Books*

“Meshing logic problems with the stories of two extraordinary men . . . Paul Nahin fashions a tale of innovation and discovery.”—*Nature*

**Paul J. Nahin** is professor emeritus of electrical engineering at the University of New Hampshire (see page 93 for another book by Paul J. Nahin).

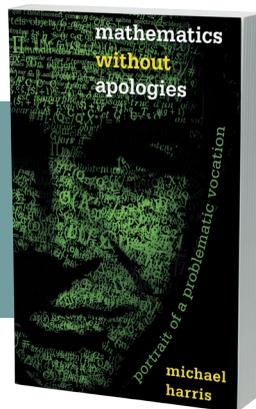
APRIL

978-0-691-17600-0 **Paper \$17.95T**

978-0-691-15100-7 Cloth 2012

248 pages. 2 halftones. 41 line illus. 25 tables. 6 x 9.

POPULAR MATHEMATICS | POPULAR SCIENCE



## Mathematics without Apologies

Portrait of a Problematic Vocation

MICHAEL HARRIS

With a new preface by the author

What do pure mathematicians do, and why do they do it? Looking beyond the conventional answers—for the sake of truth, beauty, and practical applications—this book offers an eclectic panorama of the lives and values and hopes and fears of mathematicians in the twenty-first century. Drawing on his personal experiences and obsessions as well as the thoughts and opinions of other mathematicians, Michael Harris reveals the charisma and romance of mathematics, as well as its darker side.

“A wry and insightful look at what being a pure mathematician is all about, as seen from the inside.”—Steven Strogatz, *Physics Today*

“A kaleidoscope of philosophical, sociological, historical and literary perspectives on what mathematicians do, and why.”—Amir Alexander, *Nature*

**Michael Harris** is professor of mathematics at the Université Paris Diderot and Columbia University.

JUNE

978-0-691-17583-6 **Paper \$22.95T**

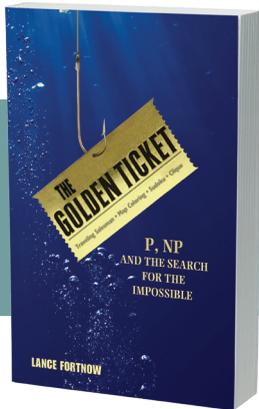
978-0-691-15423-7 Cloth 2014

464 pages. 16 halftones. 34 line illus. 6 x 9.

One of Choice's Outstanding Academic Titles for 2015

Winner of the 2016 PROSE Award in Mathematics, Association of American Publishers

POPULAR MATHEMATICS



## The Golden Ticket

P, NP, and the Search for the Impossible

LANCE FORTNOW

The P-NP problem is the most important open problem in computer science, if not all of mathematics. Simply stated, it asks whether every problem whose solution can be quickly checked by computer can also be quickly solved by computer. *The Golden Ticket* provides a nontechnical introduction to P-NP, its rich history, and its algorithmic implications for everything we do with computers and beyond.

“You will love this book. It’s completely accessible and captures the thrill, potential, and heartbreak of an edgy mathematical problem in terms that nonmathematicians will appreciate.”—Vint Cerf, Internet pioneer

“To postulate that  $P \neq NP$ , as Fortnow does, is to allow for a world of mystery, difficulty, and frustration—but also of discovery and inquiry, of pleasures pleasingly delayed.”—Alexander Nazaryan, *New Yorker*

**Lance Fortnow** is professor and chair of the School of Computer Science at Georgia Institute of Technology.

MARCH

978-0-691-17578-2 **Paper \$17.95T**

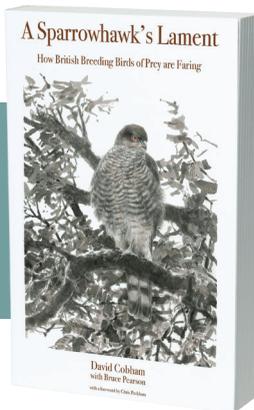
978-0-691-15649-1 Cloth 2013

192 pages. 41 halftones. 41 line illus. 6 x 9.

One of Amazon.com’s Best Science Books of 2013

One of Choice’s Outstanding Academic Titles for 2013

POPULAR MATHEMATICS | COMPUTER SCIENCE



## A Sparrowhawk's Lament

How British Breeding Birds of Prey Are Faring

DAVID COBHAM WITH BRUCE PEARSON

With a foreword by Chris Packham

Britain is home to fifteen species of breeding birds of prey, from the hedgerow-hopping Sparrowhawk to the breathtaking White-tailed Eagle. In this handsomely illustrated book, acclaimed British filmmaker and naturalist David Cobham offers unique and deeply personal insights into Britain’s birds of prey and how they are faring today.

“Engrossing, entertaining and covering a vast range of subjects, this is a highly recommended read.”—Matt Merritt, *Birdwatching Magazine*

“Engaging reading. The book will remain a firm favourite with those, like me, for whom these are special birds.”—Mike Toms, *BBC Wildlife Magazine*

**David Cobham** is a renowned British film and television producer and director, notable for such films as *The Goshawk*, *The Vanishing Hedgerows* and *Tarka the Otter*. **Bruce Pearson** is the author and illustrator of *Troubled Waters: Trailing the Albatross, an Artist's Journey*; *Birdscape*; and *An Artist on Migration*.

MAY

978-0-691-17572-0 **Paper \$19.95T**

978-0-691-15764-1 Cloth 2014

256 pages. 80 line illus. 6 x 8 ½.

One of the Independent’s Best Nature Books for 2014

Distributed by Princeton University Press

NATURAL HISTORY | BIRDS



# The Process Matters

Engaging and Equipping People for Success

JOEL BROCKNER

We do business in a results-oriented world. Our focus on growth is laudable for its clarity, but it is not only what we accomplish that matters but also how we accomplish it. In *The Process Matters*, Joel Brockner shows that managers must reach those ends in the right ways—with input, consistency, and accountability—if they want to effectively lead and manage in their organizations. Brockner discusses what goes into the right process, how it leads to better outcomes, and how to overcome obstacles along the way. He demonstrates that a high-quality process often costs little and may not even require a great deal of time; and in light of these facts considers the puzzling question of why good business practice doesn't happen more often. Brockner draws from various real-life workplace examples and factors in a wide swath of studies to examine the ways that managers can bring out the best in their people. Relevant to anyone who is in a managerial position—from the CEO on down—*The Process Matters* proves that seemingly simple differences in process can go a long way.

“One of the world’s leading experts on organizational life shows us how to promote fairness and make change happen. With rigorous data and real examples, *The Process Matters* delivers insights that are both accessible and actionable.”—Adam Grant, Wharton School, University of Pennsylvania and author of *Give and Take*

“While many books have identified how to achieve optimal results in the workplace, *The Process Matters* smartly focuses on creating the most functional, efficient, and dynamic processes from the start. A must-read!”—Marshall Goldsmith, Thinkers50 Top Ten Global Business Thinker and executive coach

MAY

978-0-691-17567-6 **Paper \$18.95**T

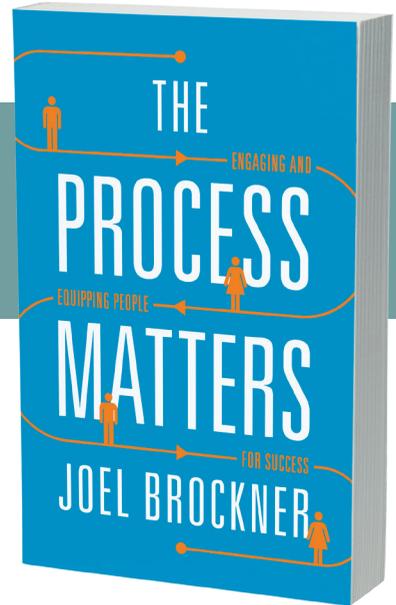
978-0-691-16505-9 Cloth 2015

352 pages. 3 line illus. 2 tables. 5 ½ x 8 ½.

Winner of the 2016 Bronze Medal in Operations Management/Lean/Continuous Improvement, Axiom Business Book Awards

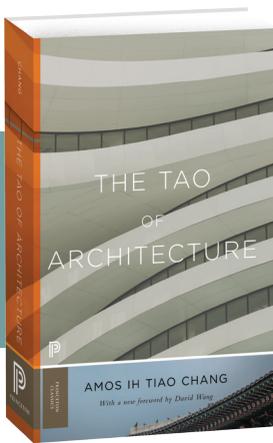
Honorable Mention for the 2016 PROSE Award in Business, Finance & Management, Association of American Publishers

BUSINESS | PSYCHOLOGY



*How the right business practices lead to the best results*

**Joel Brockner** is the Phillip Hettleman Professor of Business at Columbia Business School.



## The Tao of Architecture

AMOS IH TIAO CHANG

With a new foreword by David Wang

Frank Lloyd Wright first noted the affinity between modern Western architecture and the philosophy of the ancient Chinese writer Laotzu. In this classic work, Amos Ih Tiao Chang expands on that idea, developing the parallel with the aid of architectural drawings and Chinese paintings. Now with a new foreword by David Wang, this book reveals the vitality of intangible, or negative, elements. Chang writes that these qualities make architectonic forms “come alive, become human, naturally harmonize with one another, and enable us to experience them with human sensibility.” *The Tao of Architecture* continues to be essential reading for understanding the intersection between architecture and philosophy.

“An extremely captivating and thought-provoking essay.”—*Artibus Asiae*

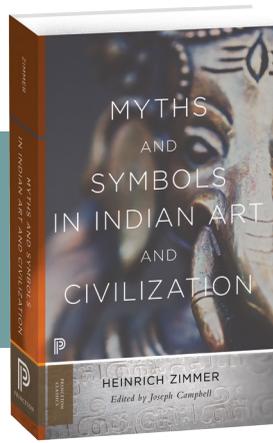
“The measure of Dr. Chang’s achievement is [in] its broad vision and insight. . . . In sum, [this book] wonderfully repays the intense and difficult reading it demands.”—Alan Gowans, *Art Bulletin*

**Amos Ih Tiao Chang** (1916–98) was professor of architecture at Kansas State University. **David Wang** is professor of architecture in the School of Design and Construction at Washington State University.

APRIL

978-0-691-17571-3 **Paper \$12.95T**  
88 pages. 4 halftones. 5 ½ x 8 ½.

ARCHITECTURE | PHILOSOPHY



## Myths and Symbols in Indian Art and Civilization

HEINRICH ZIMMER

Edited by Joseph Campbell

A landmark work that demystifies the rich tradition of Indian art, *Myths and Symbols in Indian Art and Civilization* analyzes key motifs found in legend, myth, and folklore taken directly from the Sanskrit. It provides a comprehensive introduction to visual thinking and picture reading in Indian art and thought. Ultimately, the book shows that profound Hindu and Buddhist intuitions on the riddles of life and death are universally recognizable.

“Zimmer moves among [the myths of India] unhurriedly, with a respect that amounts to devotion. Gradually his comments bring to light the universal meanings beneath the archaic exterior.”—*New York Times*

“The Indian material offered is of the best quality: the language in which it is presented is imaginative, figurative, poetic, vigorous.”—W. Norman Brown

**Heinrich Zimmer** (1890–1943) was a historian of South Asian art. **Joseph Campbell** (1904–1987) was the author of many books on comparative mythology, including *The Hero with a Thousand Faces* and *The Masks of God*.

APRIL

978-0-691-17604-8 **Paper \$17.95T**  
304 pages. 5 ½ x 8 ½.

ART | MYTHOLOGY | ASIAN STUDIES

## Twelve Who Ruled

The Year of Terror in the French Revolution

R. R. PALMER

With a foreword by Isser Woloch

The Reign of Terror continues to fascinate scholars as one of the bloodiest periods in French history, when the Committee of Public Safety strove to defend the first Republic from its many enemies, creating a climate of fear and suspicion in revolutionary France. R. R. Palmer's fascinating narrative follows the Committee's deputies individually and collectively, recounting and assessing their tumultuous struggles in Paris and their repressive missions in the provinces. A foreword by Isser Woloch explains why this book remains an enduring classic in French revolutionary studies.

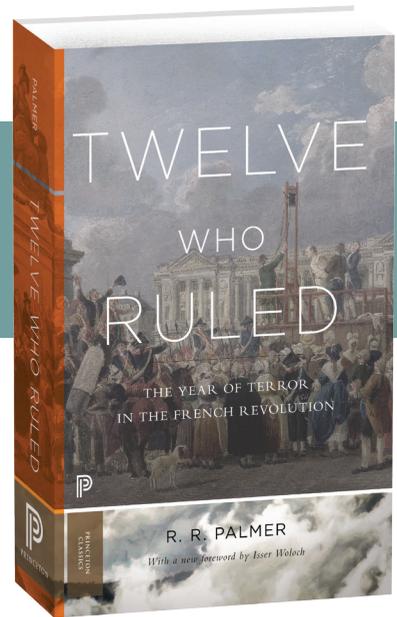
"Excellently documented. . . . [O]ne of the best pictures that has ever been put together of the twelve men who made up [the] Committee of Public Safety. . . . There is fine scholarship here."—*New York Times*

"An excellent book on the administration of France by the great Committee of Public Safety. . . . [Palmer] has made the members of the Committee living characters and the events of the period real occurrences."—*American Political Science Review*

APRIL

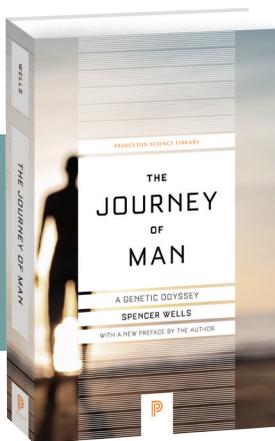
978-0-691-17592-8 **Paper \$24.95T**  
448 pages. 10 halftones. 2 maps. 5 ½ x 8 ½.

EUROPEAN HISTORY



*A timeless history of the French Revolution's Reign of Terror*

**R. R. Palmer** (1909–2002) was professor emeritus of history at Yale University and a guest scholar at the Institute for Advanced Study in Princeton. He taught at Princeton University from 1936–1963. He was the author of many books, including the two-volume *The Age of the Democratic Revolution* (Princeton), the first volume of which won the Bancroft Prize in 1960, and the translator of *The Coming of the French Revolution* by Georges Lefebvre. **Isser Woloch** is the Moore Collegiate Professor Emeritus of History at Columbia University.



## The Journey of Man

A Genetic Odyssey

SPENCER WELLS

With a new preface by the author

Around 200,000 years ago, a man lived in Africa. Every person alive today is descended from him. How did this real-life Adam become the father of us all? Spencer Wells reveals how developments in the cutting-edge science of population genetics have made it possible to create a family tree for the whole of humanity. Informed by this new science, *The Journey of Man* is replete with astonishing information. Wells takes the reader on an enthralling, epic tour through the history and development of early humankind—giving us definitive answers to centuries-old questions.

*“The Journey of Man is fascinating and oozes charm. . . . [It] is packed with important insights into our history and our relationships with each other.”*  
—Chris Lavers, *Guardian*

*“The Journey of Man is the best account available of the story of human origins and dispersals.”*  
—Colin Renfrew, *Times Higher Education Supplement*

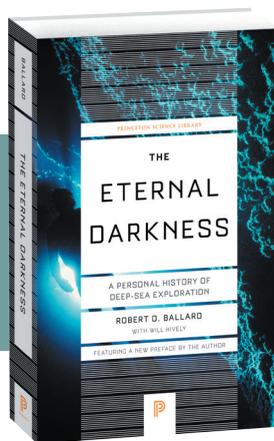
**Spencer Wells** is an entrepreneur and an adjunct professor at the University of Texas.

APRIL

978-0-691-17601-7 **Paper \$16.95T**  
240 pages. 54 halftones. 3 maps. 5 ½ x 8 ½.

Not for sale in the Commonwealth (except Canada) and the European Union

POPULAR SCIENCE | BIOLOGY



## The Eternal Darkness

A Personal History of Deep-Sea Exploration

ROBERT D. BALLARD

With Will Hively

Featuring a new preface by the author

Until a few decades ago, the ocean depths were almost as mysterious and inaccessible as outer space. One of the great scientific and archaeological feats of our time has been to finally cast light on the “eternal darkness” of the deep sea. This is the story of that achievement, told by the man who has done more than any other person to make it possible: Robert Ballard.

*“An excellent book. . . . It is impossible to put down.”*—Richard Shelton, *Times Literary Supplement*

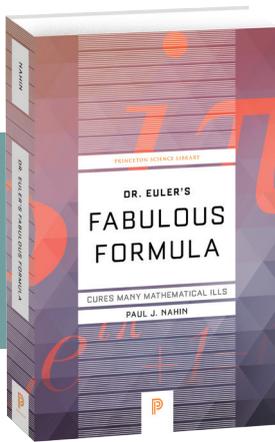
*“Bob Ballard, building on the early work of Jacques Cousteau, is the preeminent pioneer in truly deep sea exploration and here is the fascinating, gripping story that only he is qualified to tell.”*  
—Walter Cronkite

**Robert D. Ballard, PhD**, is president of Ocean Exploration Trust, director of the Center for Ocean Exploration, professor of oceanography at the Graduate School of Oceanography at the University of Rhode Island, and the author of several bestselling books.

APRIL

978-0-691-17562-1 **Paper \$24.95T**  
400 pages. 100 halftones. 5 ½ x 8 ½.

POPULAR SCIENCE | OCEANOGRAPHY



## Dr. Euler's Fabulous Formula

Cures Many Mathematical Ills

PAUL J. NAHIN

In the mid-eighteenth century, Swiss-born mathematician Leonhard Euler developed a formula so innovative and complex that it continues to inspire research, discussion, and even the occasional limerick. *Dr. Euler's Fabulous Formula* shares the fascinating story of this groundbreaking formula—long regarded as the gold standard for mathematical beauty—and shows why it still lies at the heart of complex number theory.

“Nahin includes gems from all over mathematics, ranging from engineering applications to beautiful pure-mathematical identities. . . . It would be good to have more books like this.”—Timothy Gowers, *Nature*

“It is very difficult to sum up the greatness of Euler. . . . This excellent book goes a long way to explaining the kind of mathematician he really was.”—Steve Humble, *Mathematics Today*

“What a treasure of a book this is! . . . This book is a marvelous tribute to Euler's genius and those who built upon it.”—Henry Ricardo, *MAA Reviews*

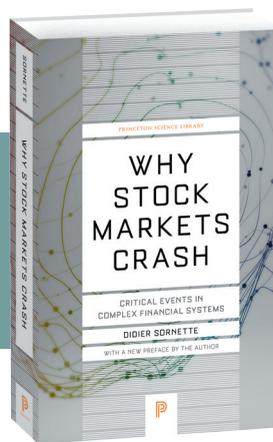
**Paul J. Nahin** is the author of many bestselling popular-math books. He is professor emeritus of electrical engineering at the University of New Hampshire (see page 87 for another book by Paul J. Nahin).

APRIL

978-0-691-17591-1 **Paper \$22.95T**  
416 pages. 77 line illus. 2 halftones. 5 ½ x 8 ½.

POPULAR MATHEMATICS | POPULAR SCIENCE

PRESS.PRINCETON.EDU



## Why Stock Markets Crash

Critical Events in Complex Financial Systems

DIDIER SORNETTE

With a new preface by the author

The scientific study of complex systems has transformed a wide range of disciplines in recent years, enabling researchers in both the natural and social sciences to model and predict phenomena as diverse as earthquakes, global warming, demographic patterns, and the failure of materials. In this book, Didier Sornette boldly applies his varied experience in these areas to propose a simple, general theory of how, why, and when stock markets crash. Any investor or investment professional who seeks a genuine understanding of looming financial disasters should read this highly original study of the exciting and sometimes fearsome—but no longer quite so unfathomable—world of stock markets.

“Fascinating, and mind-expanding, reading.”  
—Robert Shiller, author of *Irrational Exuberance*

“Didier Sornette's insights into why markets behave as they do are fresh, productive, and provocative.”  
—Richard N. Foster, director, McKinsey & Company

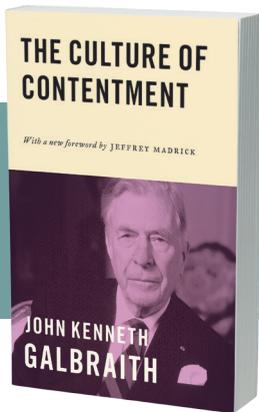
**Didier Sornette** is professor of entrepreneurial risks at the Swiss Federal Institute of Technology, director of the Financial Crisis Observatory at ETH Zurich, and professor of finance at the Swiss Finance Institute in Geneva.

APRIL

978-0-691-17595-9 **Paper \$22.95T**  
448 pages. 21 tables. 10 halftones. 155 line illus. 5 ½ x 8 ½.

BUSINESS | INVESTMENT | POPULAR SCIENCE

Princeton Science Library 93



## The Culture of Contentment

JOHN KENNETH GALBRAITH

With a new foreword by Jeffrey Madrick

The world has become increasingly separated into the haves and have-nots. In *The Culture of Contentment*, renowned economist John Kenneth Galbraith shows how a contented class—not the privileged few but the socially and economically advantaged majority—defend their comfortable status at a cost. Middle-class voting against regulation and increased taxation that would remedy pressing social ills has created a culture of immediate gratification, leading to complacency and hampering long-term progress. Only economic disaster, military action, or the eruption of an angry underclass seem capable of changing the status quo. A groundbreaking critique, *The Culture of Contentment* shows how the complacent majority captures the political process and determines economic policy.

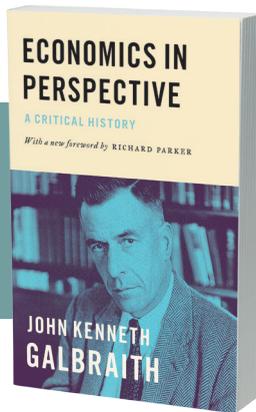
“Thought-provoking.”—*Kirkus*

“Given the recent resurgence of interest in income inequality, *The Culture of Contentment* will appeal to a broad audience.”—Steven Pressman, editor of *The Legacy of John Kenneth Galbraith*

MAY

978-0-691-17165-4 **Paper \$22.95S**  
224 pages. 5 ½ x 8 ½.

ECONOMICS



## Economics in Perspective

A Critical History

JOHN KENNETH GALBRAITH

With a new foreword by Richard Parker

In *Economics in Perspective*, renowned economist John Kenneth Galbraith presents a compelling and accessible history of economic ideas, from Aristotle through the twentieth century. Examining theories of the past that have a continuing modern resonance, he shows that economics is not a timeless, objective science, but is continually evolving as it is shaped by specific times and places. From Adam Smith's theories during the Industrial Revolution to those of John Maynard Keynes after the Great Depression, Galbraith demonstrates that if economic ideas are to remain relevant, they must continually adapt to the world they inhabit. A lively examination of economic thought in historical context, *Economics in Perspective* shows how the field has evolved across the centuries.

“Another classic by Galbraith.”—*Library Journal*

“*Economics in Perspective* is a finely crafted, witty, and widely accessible tour of economic thought from Aristotle to the modern day.”—Richard Parker, Harvard Kennedy School

MAY

978-0-691-17164-7 **Paper \$24.95S**  
464 pages. 5 ½ x 8 ½.

ECONOMICS

# Money

Whence It Came, Where It Went

JOHN KENNETH GALBRAITH

With a new foreword by James K. Galbraith

Money is nothing more than what is commonly exchanged for goods or services, so why has understanding it become so complicated? In *Money*, renowned economist John Kenneth Galbraith cuts through the confusions surrounding the subject to present a compelling and accessible account of a topic that affects us all. He tells the fascinating story of money, the key factors that shaped its development, and the lessons that can be learned from its history. He describes the creation and evolution of monetary systems and explains how finance, credit, and banks work in the global economy. Galbraith also shows that, when it comes to money, nothing is truly new—least of all inflation and fraud.

“With characteristic wit and clarity [Galbraith] suggests that while good money may indeed be driven out by the bad, it is political suicide to assume that the suckers left holding the bad will take it lying down.... [T]here is no more current, more judicious, or more entertaining a perspective.”—*Kirkus*

“Lively.”—*Library Journal*

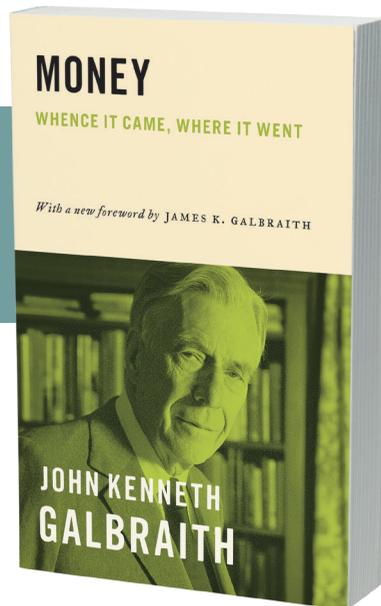
“No American writer has done more to comfort the afflicted and afflict the comfortable than John Kenneth Galbraith.”—*USA Today*

MAY

978-0-691-17166-1 **Paper \$26.95S**

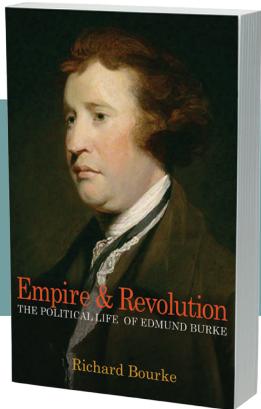
496 pages. 5 ½ x 8 ½.

ECONOMICS



*A fascinating and accessible history of money from an acclaimed economist and writer*

**John Kenneth Galbraith** (1908–2006) was one of the most influential economists of the twentieth century. He was professor of economics at Harvard University and served as U.S. ambassador to India during the Kennedy administration. He wrote more than fifty books, including *American Capitalism*, *The Affluent Society*, and *The New Industrial State* (Princeton).



## Empire and Revolution

The Political Life of Edmund Burke

RICHARD BOURKE

Edmund Burke (1730–97) lived during one of the most extraordinary periods of world history. He grappled with the significance of the British Empire in India, fought for reconciliation with the American colonies, and was a vocal critic of national policy during three European wars. He also advocated reform in Britain and became a central protagonist in the great debate on the French Revolution. Drawing on the complete range of printed and manuscript sources, *Empire and Revolution* offers a vivid reconstruction of the major concerns of this outstanding statesman, orator, and philosopher.

“Bourke’s *Empire and Revolution* is the finest of intellectual portraits ... the definitive account of a life in ideas and politics.”—Gavin Jacobson, *Financial Times*

“A truly outstanding achievement.”—Seamus Deane, *Literary Review*

**Richard Bourke** is professor in the history of political thought and codirector of the Centre for the Study of the History of Political Thought at Queen Mary University of London.

MAY

978-0-691-17565-2 **Paper \$29.95S**

978-0-691-14511-2 Cloth 2015

1032 pages. 9 halftones. 1 table. 2 maps. 6 x 9.

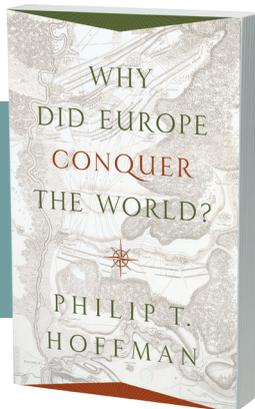
One of the Guardian’s Best Books of 2015

One of the Spectator’s 2015 Books of the Year

One of the Irish Times’s 2015 Readers’ Books of the Year

BIOGRAPHY | INTELLECTUAL HISTORY

96 Paperbacks



## Why Did Europe Conquer the World?

PHILIP T. HOFFMAN

Between 1492 and 1914, Europeans conquered 84 percent of the globe. But why did Europe establish global dominance, when for centuries the Chinese, Japanese, Ottomans, and South Asians were far more advanced? In *Why Did Europe Conquer the World?*, Philip Hoffman demonstrates that conventional explanations—such as geography, epidemic disease, and the Industrial Revolution—fail to provide answers. Arguing instead for the pivotal role of economic and political history, Hoffman shows that if certain variables had been different, Europe would have been eclipsed, and another power could have become master of the world.

“Brilliant.”—Edward Rothstein, *Wall Street Journal*

“Big-picture economic history at its best.”  
—Barry Eichengreen, *Bloomberg Businessweek*

**Philip T. Hoffman** is professor of business economics and professor of history at the California Institute of Technology.

FEBRUARY

978-0-691-17584-3 **Paper \$19.95S**

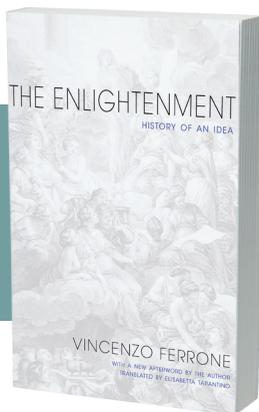
978-0-691-13970-8 Cloth 2015

288 pages. 3 halftones. 6 line illus. 15 tables. 6 maps. 6 x 9.

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

One of Bloomberg Businessweek’s Best Books of 2015

HISTORY | ECONOMICS



## The Enlightenment

History of an Idea

VINCENZO FERRONE

With an afterword by the author  
Translated by Elisabetta Tarantino

In this concise and powerful book, one of the world's leading historians of the Enlightenment provides a bracing and clarifying new interpretation of this watershed period. Arguing that philosophical and historical interpretations of the era have long been hopelessly confused, Vincenzo Ferrone makes the case that it is only by separating these views and taking an approach grounded in social and cultural history that we can begin to grasp what the Enlightenment was—and why it is still relevant today.

“Compelling.”—*New Republic*

“This book shines. A fine and concise work by a highly respected scholar.”—Darrin M. McMahon, author of *Enemies of the Enlightenment*

**Vincenzo Ferrone** is professor of modern history at the University of Turin. He has been a visiting scholar at the Collège de France and at the Institute for Advanced Study in Princeton.

MARCH

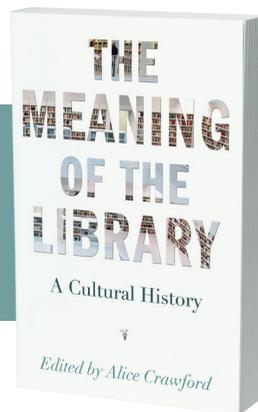
978-0-691-17576-8 Paper \$22.95S

978-0-691-16145-7 Cloth 2015

232 pages. 6 x 9.

The translation of this work has been funded by SEPS—Segretariato Europeo per le Pubblicazioni Scientifiche.

HISTORY | PHILOSOPHY



## The Meaning of the Library

A Cultural History

EDITED BY ALICE CRAWFORD

From Greek and Roman times to the digital era, the library has remained central to knowledge, scholarship, and the imagination. *The Meaning of the Library* is a generously illustrated examination of this key institution of Western culture. Tracing what the library has meant since its beginning, examining how its significance has shifted, and pondering its importance in the twenty-first century, notable contributors—including the Librarian of Congress and the former executive director of the HathiTrust—present a cultural history of the library.

“As a history and an assessment of an inestimable resource and a force for good in the world, *The Meaning of the Library* is a timely and thought-provoking compilation.”—Patricia Craig, *Independent*

“Each essay is excellently written and researched; each new perspective illuminates a different fact in great and mind-expanding detail. . . . Bibliophiles, especially, will love [*The Meaning of the Library*] as it focuses attention on the deeper importance book collections hold.”—Gretchen Wagner, *San Francisco Book Review*

**Alice Crawford** is digital humanities research librarian at the University of St Andrews Library in Scotland.

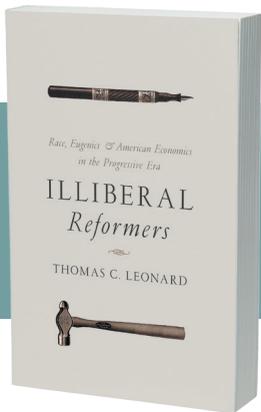
MARCH

978-0-691-17574-4 Paper \$19.95S

978-0-691-16639-1 Cloth 2015

352 pages. 26 color illus. 6 halftones. 6 x 9.

LITERATURE | HISTORY



## Illiberal Reformers

Race, Eugenics, and American Economics in the Progressive Era

THOMAS C. LEONARD

In *Illiberal Reformers*, Thomas Leonard reexamines the economic progressives whose ideas and reform agenda underwrote the Progressive Era dismantling of laissez-faire and the creation of the regulatory welfare state, which, they believed, would humanize and rationalize industrial capitalism. Leonard meticulously reconstructs the influence of Darwinism, racial science, and eugenics on scholars and activists of the late nineteenth and early twentieth centuries, revealing a reform community deeply ambivalent about America's poor. *Illiberal Reformers* shows that the intellectual champions of the regulatory welfare state proposed using it not to help those they portrayed as hereditary inferiors but to exclude them.

"*Illiberal Reformers* is the perfect title for this slim but vital account of the perils of intellectual arrogance in dealing with explosive social issues."—David Oshinsky, *New York Times Book Review*

"Excellent."—Tyler Cowen, *Marginal Revolution*

**Thomas C. Leonard** is research scholar in the Council of the Humanities at Princeton University, where he is also lecturer in the Department of Economics.

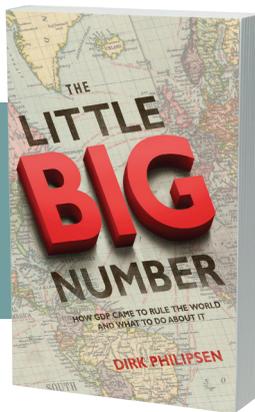
FEBRUARY

978-0-691-17586-7 **Paper \$19.95S**

978-0-691-16959-0 Cloth 2015

264 pages. 6 x 9.

POPULAR ECONOMICS | AMERICAN HISTORY



## The Little Big Number

How GDP Came to Rule the World and What to Do about It

DIRK PHILIPSEN

In one lifetime, GDP, or Gross Domestic Product, has ballooned from a narrow economic tool into a global article of faith. As *The Little Big Number* demonstrates, this spells trouble. While economies and cultures measure their performance by it, GDP ignores central facts such as quality, costs, or purpose. It only measures output: more cars, more accidents; more extraction, more pollution—all count as success. Sustainability and quality of life are overlooked. Losses don't count. The world can no longer afford GDP rule—GDP ignores real development. Dirk Philipsen demonstrates how the history of GDP reveals unique opportunities to fashion smarter goals and measures.

"Anyone who wants to understand our economy's weaknesses—and how to make them better—needs to read this book."—Annie Leonard, author of *The Story of Stuff* and executive director of Greenpeace USA

**Dirk Philipsen** is a German- and American-trained professor of economic history at the Sanford School of Public Policy and a senior fellow at the Kenan Institute for Ethics, both at Duke University.

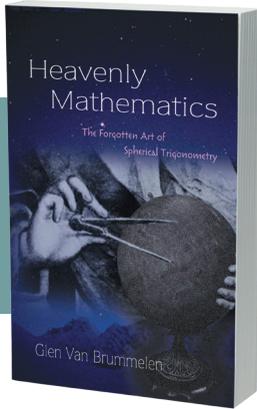
MAY

978-0-691-17593-5 **Paper \$19.95S**

978-0-691-16652-0 Cloth 2015

416 pages. 2 halftones. 9 line illus. 3 tables. 6 x 9.

POPULAR ECONOMICS | PUBLIC POLICY



## Heavenly Mathematics

The Forgotten Art of Spherical Trigonometry

GLEN VAN BRUMMELEN

*Heavenly Mathematics* traces the rich history of spherical trigonometry, revealing how the cultures of classical Greece, medieval Islam, and the modern West used this forgotten art to chart the heavens and the Earth. Exploring this exquisite branch of mathematics, Glen Van Brummelen conveys the sheer beauty of spherical trigonometry, providing readers with a new appreciation of its elegant proofs and often surprising conclusions. *Heavenly Mathematics* is illustrated throughout with stunning historical images and informative drawings and diagrams.

“*Heavenly Mathematics* is heavenly, is mathematics, and is so much more: history, astronomy, geography, and navigation, replete with historical illustrations, elegant diagrams, and charming anecdotes.”—David J. Helfand, president of the American Astronomical Society

**Glen Van Brummelen** is coordinator of mathematics at Quest University Canada and former president of the Canadian Society for History and Philosophy of Mathematics.

APRIL

978-0-691-17599-7 **Paper \$19.95S**

978-0-691-14892-2 Cloth 2012

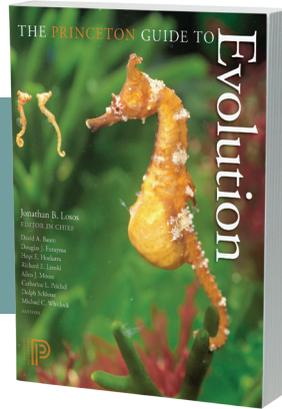
216 pages. 11 color plates. 30 halftones. 93 line illus. 6 x 9.

One of Choice's Outstanding Academic Titles for 2013

Shortlisted for the 2013 Neumann Book Prize, British Society for the History of Mathematics

POPULAR MATHEMATICS | HISTORY OF SCIENCE

PRESS.PRINCETON.EDU



## The Princeton Guide to Evolution

JONATHAN B. LOSOS, EDITOR IN CHIEF

David A. Baum, Douglas J. Futuyma, Hopi E. Hoekstra, Richard E. Lenski, Allen J. Moore, Catherine L. Peichel, Dolph Schluter & Michael C. Whitlock, editors

*The Princeton Guide to Evolution* is a comprehensive, concise, and authoritative reference to the major subjects and key concepts in evolutionary biology, from genes to mass extinctions. Edited by a distinguished team of evolutionary biologists, with contributions from leading researchers, the guide contains more than one hundred clear, accurate, and up-to-date articles on the most important topics in evolution.

“I recommend it to everyone who has questions (and answers) about evolution.”—Marvalee H. Wake, *Reports of the National Center for Science Education*

“A fascinating tour-de-force through the multifaceted ideas and facts of one of the most important scientific fields.”—Christoph Oberprieler, *Journal of Plant Physiology*

**Jonathan B. Losos** is the Monique and Philip Lehner Professor for the Study of Latin America and professor of organismic and evolutionary biology at Harvard University.

MARCH

978-0-691-17587-4 **Paper \$55.00S**

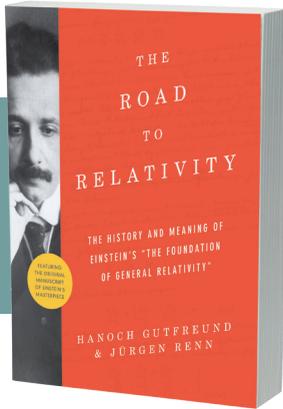
978-0-691-14977-6 Cloth 2013

928 pages. 16 color illus. 23 tables. 4 halftones.

97 line illus. 8 x 10.

REFERENCE | EVOLUTION

Paperbacks 99



## The Road to Relativity

The History and Meaning of Einstein's  
"The Foundation of General Relativity"

Featuring the Original Manuscript of  
Einstein's Masterpiece

HANOCH GUTFREUND & JÜRGEN RENN

With a foreword by John Stachel

This richly annotated facsimile edition of "The Foundation of General Relativity" introduces a new generation of readers to Albert Einstein's theory of gravitation. Written in 1915, this remarkable document is a watershed in the history of physics and an enduring testament to the elegance and precision of Einstein's thought. Presented here is a beautiful facsimile of Einstein's original handwritten manuscript, along with its English translation and an insightful page-by-page commentary that places the work in historical and scientific context.

"[Gutfreund and Renn] remind us of the charm a manuscript affords: rare glimpses into the working process of a great mind."—*New Scientist*

**Hanoach Gutfreund** is professor emeritus of theoretical physics at the Hebrew University of Jerusalem, where he is also the academic director of the Albert Einstein Archives. **Jürgen Renn** is a director at the Max Planck Institute for the History of Science in Berlin.

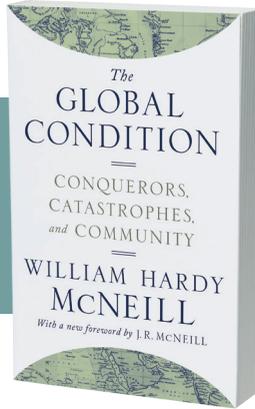
MARCH

978-0-691-17581-2 **Paper \$22.95S**

978-0-691-16253-9 Cloth 2015

264 pages. 41 line illus. 100 halftones. 8 x 10.

HISTORY OF SCIENCE | PHYSICS



## The Global Condition

Conquerors, Catastrophes, and Community

WILLIAM HARDY McNEILL

With a new foreword by J. R. McNeill

*The Global Condition* is a classic work for understanding the grand sweep of world history in brief compass. Now with a new foreword by J. R. McNeill, this book brings together two of William Hardy McNeill's books and an essay. *The Human Condition* provides a provocative interpretation of history as a competition of parasites, both biological and human; *The Great Frontier* questions the notion of "frontier freedom" through an examination of European expansion; and the concluding essay speculates on the role of catastrophe in our lives.

"A remarkable tour de force. . . . An elegant, intelligent and scholarly essay."—J. H. Hexter, *New York Times Book Review*

"A brilliant new interpretation of world history."  
—David Graber, *Los Angeles Times Book Review*

**William H. McNeill** (1917–2016) was professor emeritus of history at the University of Chicago. His books include *The Pursuit of Truth*. **J. R. McNeill** is professor of history at Georgetown University. He is the author of *Something New Under the Sun*.

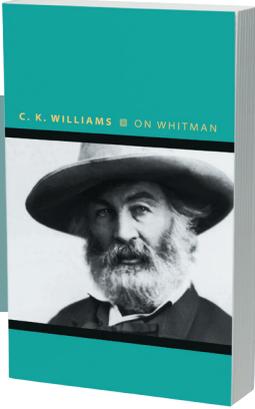
MARCH

978-0-691-17414-3 **Paper \$22.95S**

232 pages.

EUROPEAN HISTORY | WORLD HISTORY |  
COMPARATIVE HISTORY

100 Paperbacks



## On Whitman

C. K. WILLIAMS

In this book, Pulitzer Prize–winning poet C. K. Williams sets aside the mass of biography and literary criticism that has accumulated around Walt Whitman and attempts to go back to *Leaves of Grass* as he first encountered it—to explore why Whitman’s epic “continues to inspire and sometimes daunt” him. The result is a personal reassessment and appreciation of one master poet by another, as well as an unconventional and brilliant introduction to Whitman. Beautifully written and rich with insight, this is a book that refreshes our ability to see Whitman in all his power.

“A winning book. . . . Enlightening and often moving.”—Helen Vendler, *New York Times Book Review*

“*On Whitman* is an admirable homage to a poet without whom C. K. Williams himself would not write as he does.”—Stephen Burt, *New Republic*

“This is the exuberant, true book of a poet, of two poets: a personal, illuminating, and beautiful demonstration of the truest reading.”—Robert Pinsky

**C. K. Williams** (1936–2015) won the Pulitzer Prize, the National Book Award, the National Book Critics Circle Award, and the Ruth Lilly Poetry Prize. He taught creative writing and translation at Princeton University.

FEBRUARY

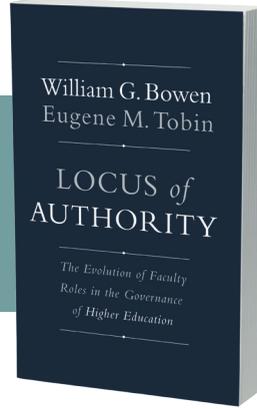
978-0-691-17610-9 **Paper \$14.95S**

978-0-691-14472-6 Cloth 2010  
208 pages. 4 ½ x 7.

Writers on Writers

LITERATURE | POETRY

PRESS.PRINCETON.EDU



## Locus of Authority

The Evolution of Faculty Roles in the Governance of Higher Education

WILLIAM G. BOWEN & EUGENE M. TOBIN

Do higher education institutions have what it takes to reform effectively from within? *Locus of Authority* argues that every issue facing today’s colleges and universities, from stagnant degree completion rates to worrisome cost increases, is exacerbated by a century-old system of governance that desperately requires change. The authors show that the consequences of not addressing college and university governance are more than the nation can afford.

“[*Locus of Authority*] is extremely thoughtful and detailed in regard to all aspects of a crisis long neglected, and indispensable reading for both sides of the divide.”—*Chronicle of Higher Education*

**William G. Bowen** is president emeritus of the Andrew W. Mellon Foundation and Princeton University. He is also founding chairman of the not-for-profit organization ITHAKA. **Eugene M. Tobin** is senior program officer for higher education and scholarship in the humanities at the Andrew W. Mellon Foundation and former president of Hamilton College.

JUNE

978-0-691-17566-9 **Paper \$19.95S**

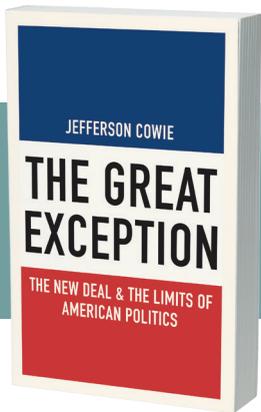
978-0-691-16642-1 Cloth 2015  
400 pages. 2 line illus. 5 ½ x 8 ½.

Copublished with **I T H A K A**

Winner of the 2016 PROSE Award in Education Theory, Association of American Publishers

EDUCATION | PUBLIC POLICY

Paperbacks 101



## The Great Exception

The New Deal and the Limits of American Politics

JEFFERSON COWIE

Where does the New Deal fit in the big picture of American history? What does it mean for us today? What happened to the economic equality it once engendered? In *The Great Exception*, Jefferson Cowie provides new answers to these important questions.

“One of the year’s most important political books.”  
—E. J. Dionne Jr., *Washington Post*

“Jefferson Cowie offers a grand interpretation of the road blocks to change. . . . A rich survey, studded with insights culled from a generation of scholarship.”—Michael Kazin, *Bookforum*

“Cowie—like the best work of the mid-century historian Richard Hofstadter, whom he frequently cites—has written not so much a work of American history as a brilliant meditation about a central dilemma of American history.”—*In These Times*

**Jefferson Cowie** is the James G. Stahlman Professor of History at Vanderbilt University. He is the author of *Stayin’ Alive: The 1970s and the Last Days of the Working Class*.

MAY

978-0-691-17573-7 **Paper \$19.95S**

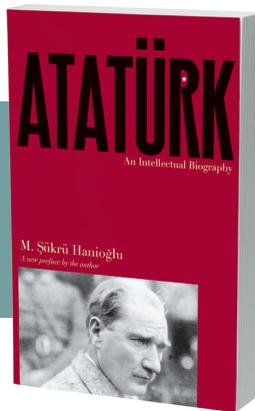
978-0-691-14380-4 **Cloth 2015**

288 pages. 10 halftones. 3 line illus. 5 ½ x 8 ½.

Politics and Society in Modern America  
William Chafe, Gary Gerstle, Linda Gordon, and  
Julian Zelizer, Series Editors

AMERICAN HISTORY | AMERICAN POLITICS

102 **Paperbacks**



## Atatürk

An Intellectual Biography

M. ŞÜKRÜ HANIOĞLU

With a new preface by the author

When Mustafa Kemal Atatürk became the first president of Turkey in 1923, he set about transforming his country into a secular republic where nationalism sanctified by science—and by the personality cult Atatürk created around himself—would reign supreme as the new religion. Now with a new preface, this book provides the first in-depth look at the intellectual life of the Turkish Republic’s founder. In doing so, it puts him in the historical context of his turbulent age and explores the uneasy transition from the late Ottoman imperial order to the modern Turkish state through his life and ideas.

“Fresh and concise.”—*New Yorker*

“A significant achievement, and indispensable for anyone seeking to understand the roots of modern Turkey.”—*Times Higher Education*

“Atatürk does not lack for biographers, most of whose books are adulatory, but none has so thoroughly brought to life the ideological climate that molded the man as has Hanioğlu.”—*Foreign Affairs*

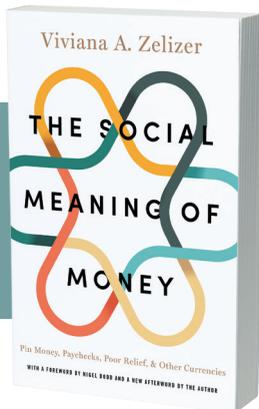
**M. Şükrü Hanioğlu** is the Garrett Professor in Foreign Affairs in the Department of Near Eastern Studies at Princeton University.

MARCH

978-0-691-17582-9 **Paper \$19.95S**

296 pages. 16 halftones. 4 tables. 5 ½ x 8 ½.

MIDDLE EAST STUDIES | BIOGRAPHY |  
EUROPEAN HISTORY



## The Social Meaning of Money

Pin Money, Paychecks, Poor Relief, and Other Currencies

VIVIANA A. ZELIZER

With a foreword by Nigel Dodd and a new afterword by the author

A dollar is a dollar—or so most of us believe. Indeed, it is part of the ideology of our time that money is a single, impersonal instrument that impoverishes social life by reducing relations to cold, hard cash. After all, it's just money. Or is it? Distinguished social scientist and prize-winning author Viviana Zelizer argues against this conventional wisdom. She shows how people have invented their own forms of currency, earmarking money in ways that baffle market theorists, incorporating funds into webs of friendship and family relations, and otherwise varying the process by which spending and saving takes place.

“Interesting and informative.... Money is a medium of exchange. But that is only the beginning.”

—John Kenneth Galbraith, *New York Times Book Review*

“Zelizer has a genius for detecting hidden order in everyday practices.”—Charles Tilly, author of *Credit and Blame*

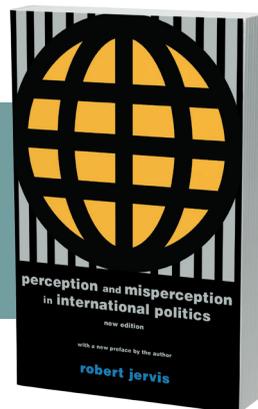
**Viviana A. Zelizer** is the Lloyd Cotsen '50 Professor of Sociology at Princeton University.

MAY

978-0-691-17603-1 **Paper \$24.95S**  
304 pages. 5 ½ x 8 ½.

SOCIOLOGY | ECONOMICS

PRESS.PRINCETON.EDU



## Perception and Misperception in International Politics

New Edition

ROBERT JERVIS

With a new preface by the author

Since its original publication in 1976, *Perception and Misperception in International Politics* has become a landmark book in its field, hailed by the *New York Times* as “the seminal statement of principles underlying political psychology.” This new edition includes an extensive preface by the author reflecting on the book’s lasting impact and legacy, particularly in the application of cognitive psychology to political decision making, and brings that analysis up to date by discussing the relevant psychological research over the past forty years.

“The best statement of the psychological position in the literature on international politics. Highly readable, informative, and thought-provoking.”—*Library Journal*

“This exceptional book is a landmark in the study of cognitive processes in government foreign policy decision making.”—*Contemporary Psychology*

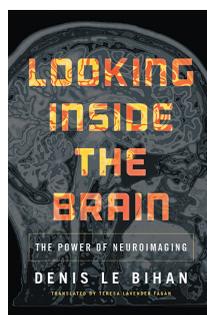
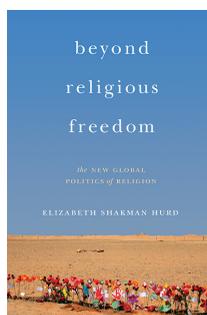
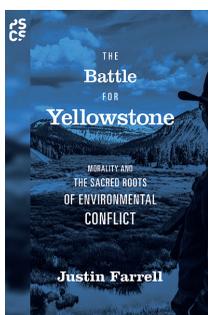
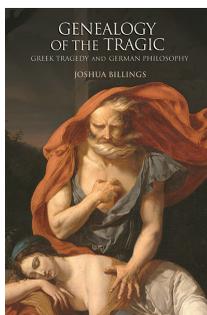
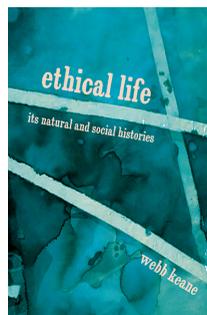
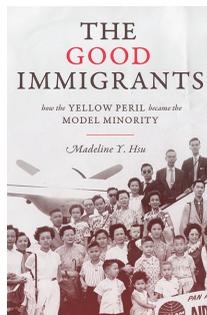
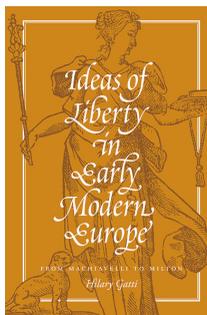
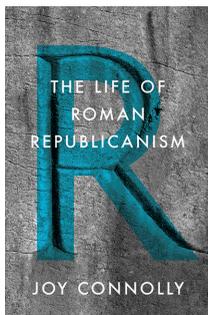
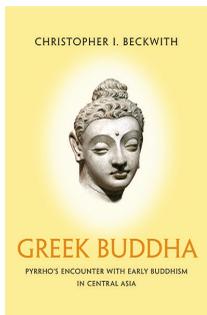
**Robert Jervis** is the Adlai E. Stevenson Professor of International Politics at Columbia University. His books include *How Statesmen Think* (see page 126) and *System Effects* (both Princeton).

MAY

978-0-691-17585-0 **Paper \$29.95S**  
464 pages. 6 x 9.

POLITICAL SCIENCE | INTERNATIONAL RELATIONS |  
PSYCHOLOGY

Paperbacks 103



**White Backlash: Immigration, Race, and American Politics**

Marisa Abrajano & Zoltan L. Hajnal  
\$19.95X 978-0-691-17619-2

**Strangers No More: Immigration and the Challenges of Integration in North America and Western Europe**

Richard Alba & Nancy Foner  
\$24.95X 978-0-691-17620-8

**Homeric Effects in Vergil's Narrative**

Alessandro Barchiesi  
Translated by Ilaria Marchesi & Matt Fox  
\$19.95X 978-0-691-17612-3

**Greek Buddha: Pyrrho's Encounter with Early Buddhism in Central Asia**

Christopher I. Beckwith  
\$24.95X 978-0-691-17632-1

**Genealogy of the Tragic: Greek Tragedy and German Philosophy**

Joshua Billings  
\$29.95X 978-0-691-17636-9

**The Life of Roman Republicanism**

Joy Connolly  
\$27.95X 978-0-691-17637-6

**The Battle for Yellowstone: Morality and the Sacred Roots of Environmental Conflict**

Justin Farrell  
\$26.95S 978-0-691-17630-7

**Ideas of Liberty in Early Modern Europe: From Machiavelli to Milton**

Hilary Gatti  
\$22.95X 978-0-691-17611-6

**Don't Blame Us: Suburban Liberals and the Transformation of the Democratic Party**

Lily Geismer  
\$27.95X 978-0-691-17623-9

**What's Divine about Divine Law?: Early Perspectives**

Christine Hayes  
\$27.95X 978-0-691-17625-3

**The Good Immigrants: How the Yellow Peril Became the Model Minority**

Madeline Y. Hsu  
\$26.95X 978-0-691-17621-5

**Beyond Religious Freedom: The New Global Politics of Religion**

Elizabeth Shakman Hurd  
\$22.95X 978-0-691-17622-2

**From England to France: Felony and Exile in the High Middle Ages**

William Chester Jordan  
\$22.95X 978-0-691-17614-7

**Ethical Life: Its Natural and Social Histories**

Webb Keane  
\$22.95X 978-0-691-17626-0

**The Birth of Hedonism: The Cyrenaic Philosophers and Pleasure as a Way of Life**

Kurt Lampe  
\$27.95X 978-0-691-17638-3

**Democratic Reason: Politics, Collective Intelligence, and the Rule of the Many**

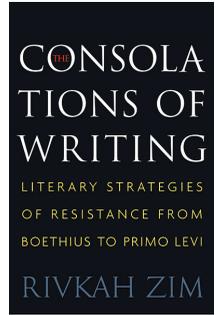
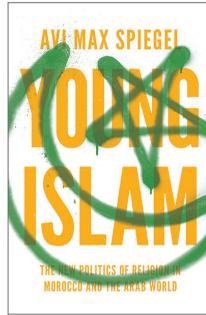
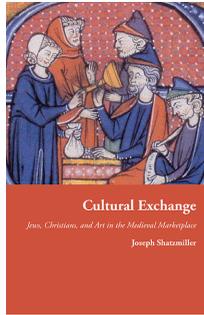
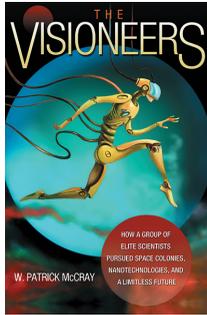
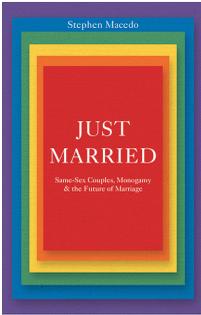
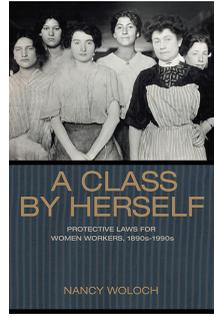
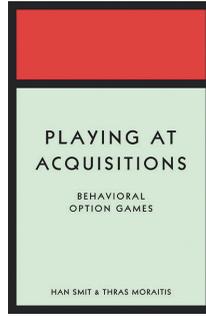
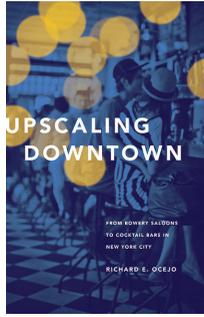
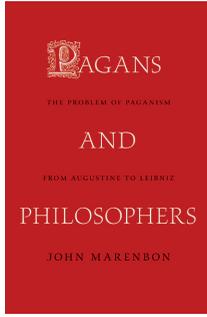
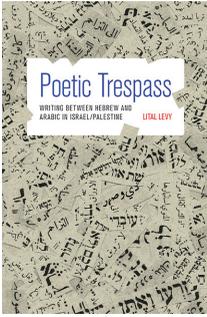
Hélène Landemore  
\$24.95X 978-0-691-17639-0

**Looking Inside the Brain: The Power of Neuroimaging**

Denis Le Bihan  
Translated by Teresa Lavender Fagan  
\$22.95X 978-0-691-17607-9

**American Insecurity: Why Our Economic Fears Lead to Political Inaction**

Adam Seth Levine  
\$23.95X 978-0-691-17624-6



**Poetic Trespass: Writing between Hebrew and Arabic in Israel/Palestine**  
Lital Levy  
\$24.95X 978-0-691-17609-3

**Just Married: Same-Sex Couples, Monogamy, and the Future of Marriage**  
Stephen Macedo  
\$23.95X 978-0-691-17633-8

**Pagans and Philosophers: The Problem of Paganism from Augustine to Leibniz**  
John Marenbon  
\$24.95X 978-0-691-17608-6

**The Visioneers: How a Group of Elite Scientists Pursued Space Colonies, Nanotechnologies, and a Limitless Future**  
W. Patrick McCray  
\$24.95X 978-0-691-17629-1

**Human Nature & Jewish Thought: Judaism's Case for Why Persons Matter**  
Alan L. Mittleman  
\$19.95X 978-0-691-17627-7

**Upscaling Downtown: From Bowery Saloons to Cocktail Bars in New York City**  
Richard E. Ocejdo  
\$22.95X 978-0-691-17631-4

**The New Deal: A Global History**  
Kiran Klaus Patel  
\$27.95X 978-0-691-17615-4

**Cultures in Motion**  
Edited by Daniel T. Rodgers, Bhavani Raman & Helmut Reimitz  
\$27.95X 978-0-691-17617-8

**Cultural Exchange: Jews, Christians, and Art in the Medieval Marketplace**  
Joseph Shatzmiller  
\$19.95X 978-0-691-17618-5

**Playing at Acquisitions: Behavioral Option Games**  
Han Smit & Thras Moraitis  
\$24.95X 978-0-691-17641-3

**Nature, Human Nature, and Human Difference: Race in Early Modern Philosophy**  
Justin E. H. Smith  
\$24.95X 978-0-691-17634-5

**Analytic Philosophy in America: And Other Historical and Contemporary Essays**  
Scott Soames  
\$29.95X 978-0-691-17640-6

**Young Islam: The New Politics of Religion in Morocco and the Arab World**  
Avi Max Spiegel  
\$24.95X 978-0-691-17628-4

**Philosophy before the Greeks: The Pursuit of Truth in Ancient Babylonia**  
Marc Van De Mieroop  
\$24.95X 978-0-691-17635-2

**A Class by Herself: Protective Laws for Women Workers, 1890s-1990s**  
Nancy Woloch  
\$26.95X 978-0-691-17616-1

**The Consolations of Writing: Literary Strategies of Resistance from Boethius to Primo Levi**  
Rivkah Zim  
\$24.95X 978-0-691-17613-0