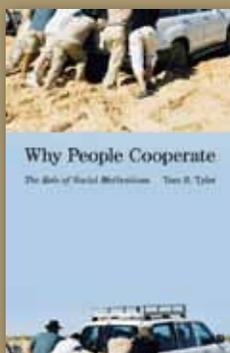
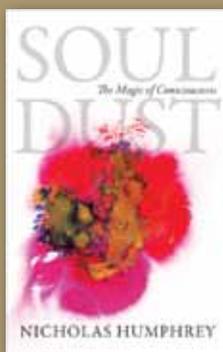
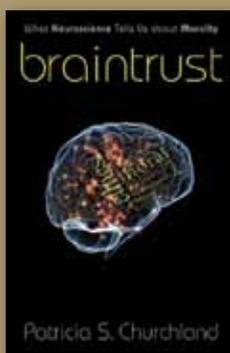


Cognitive Science  
2011



# contents

- 1 general interest
- 4 psychology
- 5 social science
- 8 philosophy
- 10 biology
- 11 best of the backlist
- 13 index/order form



## A Message from the Editor

It is with great pleasure that, on behalf of my colleagues at Princeton University Press, I introduce our inaugural cognitive science catalog. The books here exemplify the quality of scholarship that we prize, and reflect the interdisciplinary approach that we take to publishing. Indeed, cognitive science—an interdisciplinary field connecting research within the humanities, social science, and science—is a natural fit for the Press.

As demonstrated in the following pages, our cognitive science publishing includes work from psychologists and neuroscientists, philosophers of mind, evolutionary biologists, and social scientists of all stripes. This catalog highlights recent and forthcoming books by established and diverse voices such as Max Bazerman and Ann Tenbrunsel, Patricia Churchland, Nicholas Humphrey, Michael Corballis, Paul Thagard, Louise Barrett, and Thomas Seeley, as well as the newcomer Robert Kurzban, whom Steven Pinker calls “one of the best evolutionary psychologists of his generation.” Also featured here are important classic works by authors such as Frans de Waal, Jean-Pierre Changeux, Richard Gregory, Richard Thaler, Robert Shiller, Peter Singer, and Thomas Henry Huxley. Unifying all of these authors and books, past and present, is an effort to provide a clearer understanding of the relationship between the brain, the mind, individual behavior, social interaction, and social institutions.

We believe that this catalog heralds a bright future for our cognitive science program, and we hope that within these pages you will find books and ideas that inspire and enlighten. We look forward to sharing this intellectual journey with you, and thank you for your support.

**Eric I. Schwartz, Ph.D.**

Editor, Sociology & Cognitive Science

FORTHCOMING

## Blind Spots

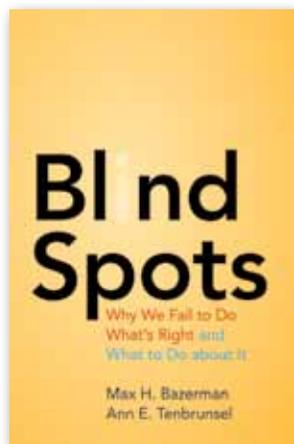
Why We Fail to Do What's Right and What to Do about It

Max H. Bazerman & Ann E. Tenbrunsel

When confronted with an ethical dilemma, most of us like to think we would stand up for our principles. But we are not as ethical as we think we are. In *Blind Spots*, leading business ethicists Max Bazerman and Ann Tenbrunsel examine the ways we overestimate our ability to do what is right and how we act unethically without meaning to. From the collapse of Enron and corruption in the tobacco industry, to sales of the defective Ford Pinto and the downfall of Bernard Madoff, the authors investigate the nature of ethical failures in the business world and beyond, and illustrate how we can become more ethical, bridging the gap between who we are and who we want to be.

Suggesting innovative individual and group tactics for improving human judgment, *Blind Spots* shows us how to secure a place for ethics in our workplaces, institutions, and daily lives.

April 2011. 216 pages. 10 line illus.  
Cl: 978-0-691-14750-5 \$24.95 | £16.95



Max H. Bazerman is the Jesse Isidor Straus Professor of Business Administration at the Harvard Business School. Ann E. Tenbrunsel is the Rex and Alice A. Martin Professor of Business Ethics at the Mendoza College of Business, University of Notre Dame.

FORTHCOMING

## Why Everyone (Else) Is a Hypocrite

Evolution and the Modular Mind

Robert Kurzban

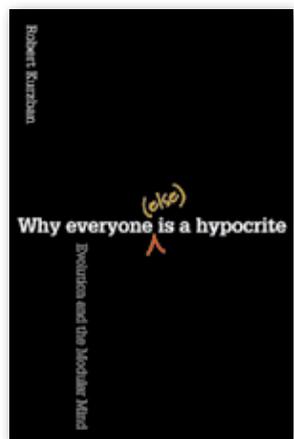
"In this amazing book, Robert Kurzban carries out a brilliantly thought-provoking conversation with himself that made me think hard—and laugh out loud. Using clever examples and a revolutionary scientific approach, he shows that contradiction is truly a fundamental human experience. No wonder, then, that I wanted to share this book with my friends—but I also wanted to keep it for myself! If you don't read this book, you'll be left wondering what everybody (else) is talking about."

—James H. Fowler, coauthor of *Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives*

We're all hypocrites. Why? Hypocrisy is the natural state of the human mind.

In clear language, full of wit and rich in examples, Kurzban explains the roots and implications of our inconsistent minds, and why it is perfectly natural to believe that everyone *else* is a hypocrite.

February 2011. 288 pages. 2 halftones. 1 line illus.  
Cl: 978-0-691-14674-4 \$27.95 | £19.95



Robert Kurzban is associate professor of psychology at the University of Pennsylvania.

To receive notices about new books, subscribe for email at [press.princeton.edu/subscribe](http://press.princeton.edu/subscribe)

[press.princeton.edu](http://press.princeton.edu)

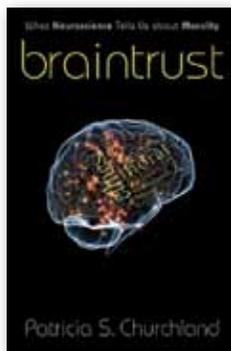
general interest • 1

FORTHCOMING

## Braintrust

What Neuroscience Tells Us about Morality

Patricia S. Churchland



What is morality? Where does it come from? And why do most of us heed its call most of the time? In *Braintrust*, neurophilosophy pioneer Patricia Churchland argues that morality originates in the biology of the brain. She describes the “neuro-

biological platform of bonding” that, modified by evolutionary pressures and cultural values, has led to human styles of moral behavior. The result is a provocative genealogy of morals that asks us to reevaluate the priority given to religion, absolute rules, and pure reason in accounting for the basis of morality.

Patricia Churchland is professor emerita of philosophy at the University of California, San Diego, and an adjunct professor at the Salk Institute.

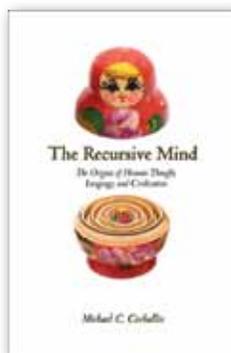
April 2011. 264 pages. 1 halftone. 12 line illus.  
 Cl: 978-0-691-13703-2 \$24.95 | £16.95

FORTHCOMING

## The Recursive Mind

The Origins of Human Thought, Language, and Civilization

Michael C. Corballis



“This is a wonderful book by an expert writer. Corballis tracks the importance of recursion in the context of language, theory of mind, and mental time travel, and concludes that its emergence explains much about how we became human. He proposes a novel answer to an enduring mystery. This book is a significant achievement.”

—Thomas Suddendorf, University of Queensland

*The Recursive Mind* challenges the commonly held notion that language is what makes us uniquely human. In this compelling book, Michael Corballis argues that what distinguishes us in the animal kingdom is our capacity for recursion: the ability to embed our thoughts within other thoughts.

Michael C. Corballis is professor emeritus of psychology at the University of Auckland in New Zealand.

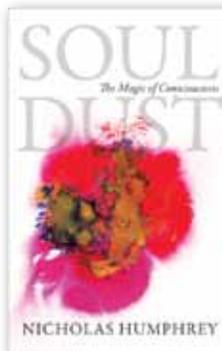
June 2011. 288 pages. 6 halftones. 9 line illus. 2 maps.  
 Cl: 978-0-691-14547-1 \$29.95 | £20.95

FORTHCOMING

## Soul Dust

The Magic of Consciousness

Nicholas Humphrey



How is consciousness possible? What biological purpose does it serve? And why do we value it so highly? In *Soul Dust*, the psychologist Nicholas Humphrey, a leading figure in consciousness research, proposes a startling new theory. Consciousness, he

argues, is nothing less than a magical-mystery show that we stage for ourselves inside our own heads. This self-made show lights up the world for us and makes us feel special and transcendent. Thus consciousness paves the way for spirituality, and allows us, as human beings, to reap the rewards, and anxieties, of living in what Humphrey calls the “soul niche.”

Nicholas Humphrey has held posts at Oxford and Cambridge universities, and is now professor emeritus of psychology at the London School of Economics.

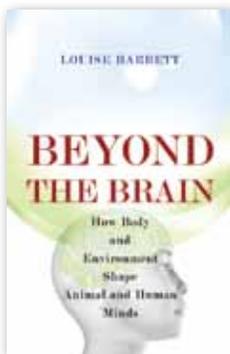
March 2011. 256 pages. 17 halftones. 1 table.  
 Cl: 978-0-691-13862-6 \$24.95 | £16.95  
 Not for sale in the Commonwealth (except Canada)

FORTHCOMING

## Beyond the Brain

How Body and Environment Shape  
Animal and Human Minds

Louise Barrett



When a chimpanzee stockpiles rocks as weapons or when a frog sends out mating calls, we might easily assume these animals know their own motivations—that they use the same psychological mechanisms that we do. But as *Beyond the Brain* indicates, this is

a dangerous assumption because animals have different evolutionary trajectories, ecological niches, and physical attributes. How do these differences influence animal thinking and behavior? Removing our human-centered spectacles, Louise Barrett investigates the mind and brain and offers an alternative approach for understanding animal and human cognition.

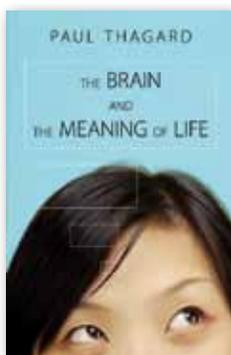
Louise Barrett is a professor in the psychology department at the University of Lethbridge.

May 2011. 248 pages. 15 line illus.  
Cl: 978-0-691-12644-9 \$29.95 | £20.95

NEW

## The Brain and the Meaning of Life

Paul Thagard



“[Thagard] offers a tightly reasoned, often humorous, and original contribution to the emerging practice of applying science to areas heretofore the province of philosophers, theologians, ethicists, and politicians: What is reality and how can we know

it? Are mind and brain one or two? What is the source of the sense of self? What is love? What is the difference between right and wrong, and how can we know it? What is the most legitimate form of government? What is the meaning of life, and how can we find happiness in it? Thagard employs the latest tools and findings of science in his attempts to answer these (and additional) questions.”  
—Michael Shermer, *Science*

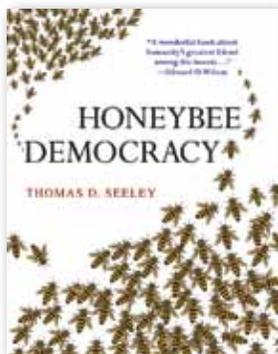
Paul Thagard is professor of philosophy, psychology, and computer science at the University of Waterloo, Canada.

2010. 296 pages. 12 line illus.  
Cl: 978-0-691-14272-2 \$29.95 | £20.95

NEW

## Honeybee Democracy

Thomas D. Seeley



“*Honeybee Democracy* is a sheer delight. Seeley, a superb scientist and a gifted communicator, shares fascinating learning and lessons from his splendid work with these remarkable insects. His enthusiasm is infectious and he persuasively shows that there is a great deal humans can gain from studying swarm smarts. I love this book and recommend it highly.”

—Michael J. Maiboussin, author of *Think Twice: Harnessing the Power of Counterintuition*

An impressive exploration of animal behavior, *Honeybee Democracy* shows that decision-making groups, whether honeybee or human, can be smarter than even the smartest individuals in them.

Thomas D. Seeley is professor of biology at Cornell University and a passionate beekeeper.

2010. 280 pages. 30 color illus. 30 halftones. 26 line illus. 1 table.  
Cl: 978-0-691-14721-5 \$29.95 | £20.95

FORTHCOMING

## Group Problem Solving

Patrick R. Laughlin

“There is no better person to write this book than Patrick Laughlin. His work on group problem solving over the past four decades has been some of the most insightful and thorough research ever conducted on this topic. This excellent book will find a prominent place on my bookshelf.”

—R. Scott Tindale, Loyola University, Chicago

Experimental research by social and cognitive psychologists has established that cooperative groups solve a wide range of problems better than the average individual. This comprehensive textbook—the first of its kind in decades—presents important theories and experimental research about group problem solving.

Patrick R. Laughlin is professor emeritus of psychology at the University of Illinois, Urbana-Champaign.

March 2011. 168 pages. 28 line illus. 24 tables.  
Pa: 978-0-691-14791-8 \$29.95 | £20.95  
Cl: 978-0-691-14790-1 \$75.00 | £52.00

FORTHCOMING

## A Cooperative Species

Human Reciprocity and Its Evolution

Samuel Bowles & Herbert Gintis

Using experimental, archaeological, genetic, and ethnographic data to calibrate models of the coevolution of genes and culture as well as prehistoric warfare and other forms of group competition, *A Cooperative Species* provides a compelling and novel account of how humans came to be moral and cooperative.

Samuel Bowles heads the Behavioral Sciences Program at the Santa Fe Institute and teaches economics at the University of Siena. Herbert Gintis holds faculty positions at the Santa Fe Institute, Central European University, and the University of Siena.

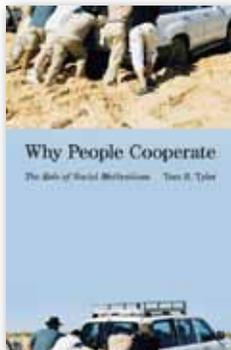
June 2011. 349 pages. 48 line illus. 23 tables. 2 maps.  
Cl: 978-0-691-15125-0 \$35.00 | £24.95

NEW

## Why People Cooperate

The Role of Social Motivations

Tom R. Tyler



“*Why People Cooperate* provides nothing less than a new direction for the social sciences. Tyler gathers a wide array of disparate phenomena—morality, emotions, norms, attitudes, legitimacy, self-esteem, and trust—under a single theoretical umbrella.

The book provides convincing evidence that these phenomena can produce cooperative workers and citizens because they affect the innate human desire to associate in positive ways with each other.”

—Jeffrey J. Rachlinski, Cornell Law School

Tom R. Tyler is University Professor and Chair of the Psychology Department at New York University.

2010. 232 pages. 3 line illus. 14 tables.  
Cl: 978-0-691-14690-4 \$35.00 | £24.95

Winner of the 2008 Grawemeyer Award for Ideas Improving World Order, University of Louisville

Winner of the 2006 Woodrow Wilson Foundation Award, American Political Science Association

Winner of the 2006 Robert E. Lane Award, Division of Political Psychology, American Political Science Association

## Expert Political Judgment

How Good Is It? How Can We Know?

Philip E. Tetlock



“Tetlock uses science and policy to brilliantly explore what constitutes good judgment in predicting future events and to examine why experts are often wrong in their forecasts.”  
—*Choice*

2006. 352 pages. 39 line illus. 7 tables.  
Pa: 978-0-691-12871-9 \$26.95 | £18.95

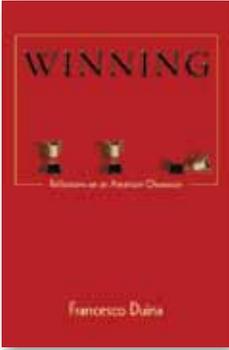
Read newsworthy and lively commentary on our new blog at [press.princeton.edu/blog](http://press.princeton.edu/blog)

NEW

## Winning

Reflections on an American Obsession

Francesco Duina



*“Winning offers a penetrating journey into our competitive spirit. It challenges our everyday assumptions about the good life and how we pursue, but seldom attain, happiness. Arguing that much needs to change about the American mind-set, this book will interest anyone willing to step back and reflect on what has clearly become a national obsession.”*

—Emil M. Dabora, Harvard Management Company

Primarily concerned with our shared obsessions about winning and losing, *Winning* proposes a new mind-set for how we can pursue our dreams, and, in a more satisfying way, find our proper place in the world.

Francesco Duina is associate professor and chair of the Sociology Department at Bates College, and visiting professor at the International Center for Business and Politics, Copenhagen Business School.

2010. 248 pages. 9 line illus. 3 tables.  
 Cl: 978-0-691-14706-2 \$32.50 | £22.95

FORTHCOMING

## A Behavioral Theory of Elections

Jonathan Bendor, Daniel Diermeier,  
David A. Siegel & Michael M. Ting

Most theories of elections assume that voters and political actors are fully rational. While these formulations produce many insights, they also generate anomalies—most famously, about turnout. The rise of behavioral economics has posed new challenges to the premise of rationality. This groundbreaking book provides a behavioral theory of elections based on the notion that all actors—politicians as well as voters—are only boundedly rational.

Jonathan Bendor is the Walter and Elise Haas Professor of Political Economics and Organizations at Stanford University. Daniel Diermeier is the IBM Professor of Regulation and Competitive Practice and professor of managerial economics and decision sciences at Northwestern University. David A. Siegel is assistant professor of political science at Florida State University. Michael M. Ting is associate professor of political science and public affairs at Columbia University.

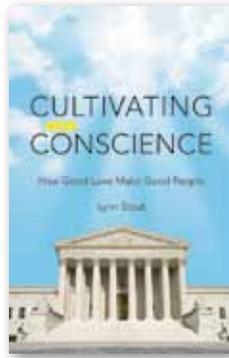
March 2011. 264 pages. 36 line illus. 21 tables.  
 Pa: 978-0-691-13507-6 \$29.95 | £20.95  
 Cl: 978-0-691-13506-9 \$70.00 | £48.95

NEW

## Cultivating Conscience

How Good Laws Make Good People

Lynn Stout



Contemporary law and public policy often treat human beings as selfish creatures who respond only to punishments and rewards. Yet every day, we behave unselfishly—few of us mug the elderly or steal the paper from our neighbor’s yard, and many of us go out of our way

to help strangers. We nevertheless overlook our own good behavior and fixate on the bad things people do and how we can stop them. In this pathbreaking book, acclaimed law and economics scholar Lynn Stout argues that this focus neglects the crucial role our better impulses could play in society. Rather than lean on the power of greed to shape laws and human behavior, Stout contends that we should rely on the force of conscience.

Lynn Stout is the Paul Hastings Professor of Corporate and Securities Law at the UCLA School of Law.

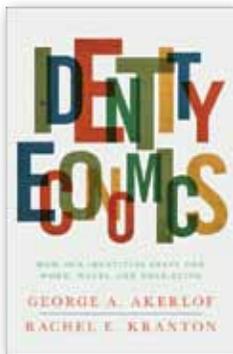
2010. 320 pages. 3 line illus.  
 Cl: 978-0-691-13995-1 \$29.95 | £19.95

NEW

## Identity Economics

How Our Identities Shape Our Work, Wages, and Well-Being

George A. Akerlof & Rachel E. Kranton



“Akerlof ... and Kranton ... explore the links between our identities and the everyday decisions we make about earning and spending money.”

—*New York Times*

“The authors make a compelling case that the group with

which individuals identify shapes their decisions about schooling, work, savings, investment, and retirement. This paradigm offers better ways of understanding the consequences of public policies and business practices.”

—*Barron's*

George A. Akerlof is the Koshland Professor of Economics at the University of California, Berkeley, and 2001 Nobel Laureate in Economics. Rachel E. Kranton is Professor of Economics at Duke University.

2010. 200 pages. 1 halftone. 1 line illus.  
Cl: 978-0-691-14648-5 \$24.95 | £16.95

NEW PAPERBACK

Co-Winner of the 2010 Robert Lane Award, Political Psychology Section, American Political Science Association  
Co-Winner of the 2010 Silver Medal Axiom Business Book Award in Entrepreneurship, Jenkins Group, Inc.

Winner of the 2009 Paul A. Samuelson Award, TIAA-CREF  
Shortlisted for the 2009 *Financial Times*/Goldman Sachs Business Book of the Year Award

Winner of the 2009 getAbstract International Book Award  
Winner of the 2009 Finance Book of the Year, China Business News

One of the “Books of the Year” for 2009, *Financial Times*

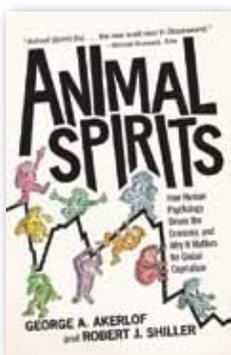
One of the “Favorite Financial-Crisis Books” for 2009, *Bloomberg.com*

With a new preface by the authors

## Animal Spirits

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

George A. Akerlof & Robert J. Shiller



“A truly innovative and bold work... [T]he authors’ focus on the psychological aspect of economics is incredibly important.”

—Michael Mandel, *BusinessWeek*

George A. Akerlof is the Daniel E. Koshland Sr. Distinguished

Professor of Economics at the University of California, Berkeley. Robert J. Shiller is the Arthur M. Okun Professor of Economics at Yale University.

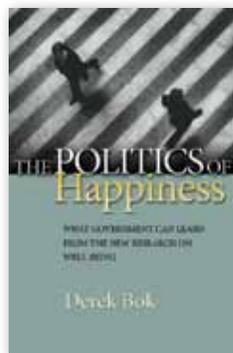
2010. 264 pages. 1 table.  
Pa: 978-0-691-14592-1 \$16.95 | £9.95  
Cl: 978-0-691-14233-3 \$24.95 | £16.95

NEW

## The Politics of Happiness

What Government Can Learn from the New Research on Well-Being

Derek Bok



“Compelling.”

—David Brooks, *New York Times*

“With his clear analysis and outside-the-box ideas, Bok encourages thoughtful consideration of what we should want for ourselves and expect from our government.”

—Sarah Halzack, *Washington Post*

Derek Bok is the 300th Anniversary Research Professor at Harvard University.

2010. 272 pages. 6 tables.  
Cl: 978-0-691-14489-4 \$24.95 | £16.95

NEW

## Life among the Anthros and Other Essays

Clifford Geertz

Edited by Fred Inglis



"To read this collection is to be reminded how much we have learned from Clifford Geertz, this trailblazer in cultural anthropology and interpretive social science."

—Charles Taylor, McGill University

Clifford Geertz was professor emeritus in the School of Social Science at the Institute for Advanced Study in Princeton. Fred Inglis is Honorary Professor of Cultural History at the University of Warwick.

2010. 280 pages.

Cl: 978-0-691-14358-3 \$29.95 | £20.95

NEW—REVISED EDITION

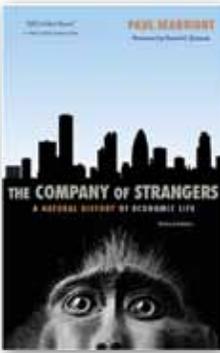
One of *Strategy & Business's* Best Business Books for 2004  
Short-listed for the 2005 British Academy Book Prize

With a new foreword by Daniel C. Dennett

## The Company of Strangers

A Natural History of Economic Life

Paul Seabright



"[A] brilliant book."

—Martin Wolf, *Financial Times*

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

—Howard Davies, *Times Higher Education*

Paul Seabright is professor of economics at the Toulouse School of Economics.

2010. 368 pages. 6 halftones. 2 line illus.

Pa: 978-0-691-14646-1 \$19.95 | £13.95

NEW

## Diversity and Complexity

Scott E. Page

"Page engagingly seduces readers into rather deep ideas in complex systems, including sophisticated mathematical formulas, by using a relaxed style with lots of examples."

—Simon A. Levin, Princeton University

This book provides an introduction to the role of diversity in complex adaptive systems. A complex system—such as an economy or a tropical ecosystem—consists of interacting adaptive entities that produce dynamic patterns and structures. Diversity plays a different role in a complex system than it does in an equilibrium system. In complex adaptive systems, diversity makes fundamental contributions to system performance.

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

*Primers in Complex Systems*

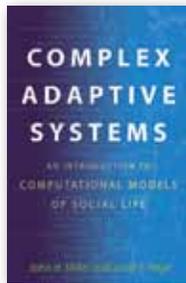
2010. 304 pages. 19 line illus. 26 tables.

Pa: 978-0-691-13767-4 \$19.95 | £13.95

## Complex Adaptive Systems

An Introduction to Computational Models of Social Life

John H. Miller & Scott E. Page



"Miller and Page have written an orientation to this field that is a model of motivation and insight, making clear the underlying thinking and illustrating it by varied and thoughtful examples. It conveys with remarkable clarity the essentials of the complex systems approach to the embarking researcher."

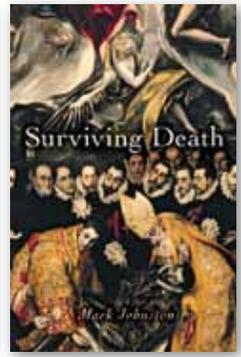
—Kenneth J. Arrow, Nobel Prize-winning economist

*Princeton Studies in Complexity*

2007. 288 pages. 18 halftones. 16 line illus. 42 tables.

Pa: 978-0-691-12702-6 \$29.95 | £20.95

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NEW

## What Is Meaning? Scott Soames

"In this short book, Scott Soames makes a major contribution to the general theory of meaning. Along the way he provides a beautiful, concise critical account of several previous attempts to formulate such a theory. *What Is Meaning?* will be required reading for serious researchers in philosophical and linguistic semantics. It will also serve as a brief introduction to the theory of meaning for students in both fields."

—Gilbert Harman, Princeton University

Scott Soames is professor of philosophy at the University of Southern California.

*Soochow University Lectures in Philosophy*

2010. 144 pages. 30 line illus.  
Cl: 978-0-691-14640-9 \$29.95 | £20.95

## Also by Scott Soames

NEW

## Philosophy of Language

"This is a very fine overview of philosophy of language from the late nineteenth century to the present. It discusses all the important issues with great lucidity. The treatment of technical material so as to make it accessible to the uninitiated is masterful. In short, this is an absolutely first-rate book. I have no doubt that it will be very widely read."

—Jeffrey King, Rutgers University

*Princeton Foundations of Contemporary Philosophy*

2010. 200 pages. 4 line illus.  
Cl: 978-0-691-13866-4 \$21.95 | £14.95

FORTHCOMING

## Knowing Full Well Ernest Sosa

"This is a brilliant book."

—Ram Neta, University of North Carolina,  
Chapel Hill

In this book, Ernest Sosa explains the nature of knowledge through an approach originated by him years ago, known as virtue epistemology. Here he provides the first comprehensive account of his views on epistemic normativity as a form of performance normativity.

Ernest Sosa is the Board of Governors Professor of Philosophy at Rutgers University.

*Soochow University Lectures in Philosophy*

February 2011. 168 pages.  
Cl: 978-0-691-14397-2 \$29.95 | £20.95

## Surviving Death

Mark Johnston

"This is a major and highly original work of philosophy that culminates in a fascinating argument that, without making any supernatural assumptions, one can literally survive bodily death. The book is elegantly written and the promise of a breathtaking conclusion pulls the reader along."

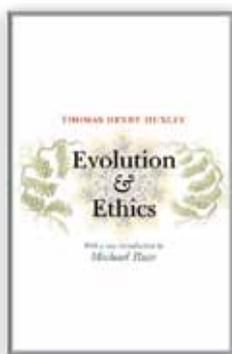
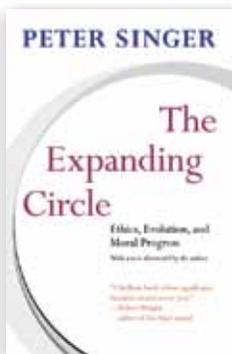
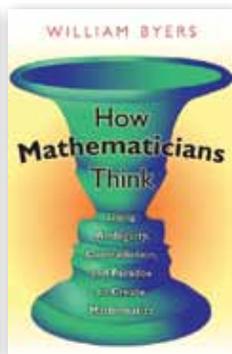
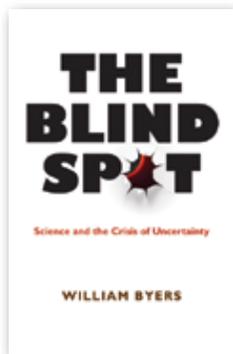
—Alex Byrne, Massachusetts Institute of  
Technology

Mark Johnston is the Walter Cerf Professor of Philosophy at Princeton University.

*Carl G. Hempel Lecture Series*

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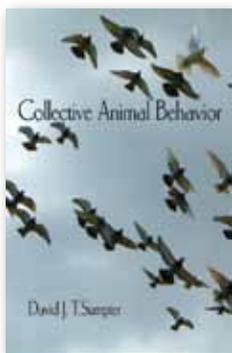
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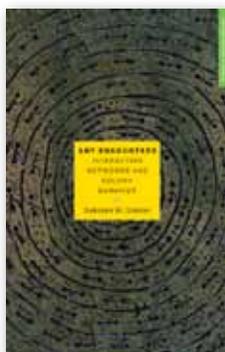
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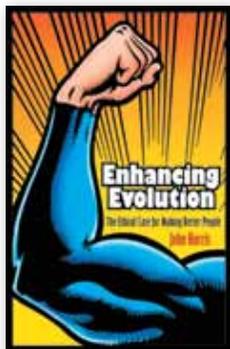
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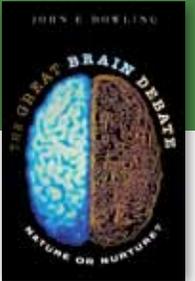
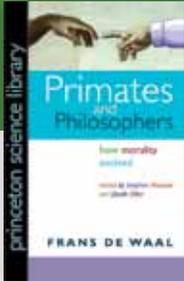
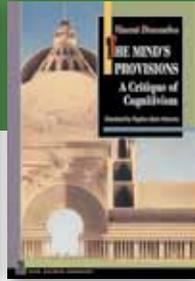
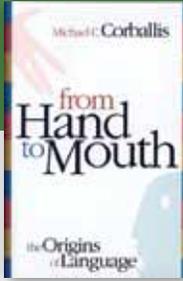
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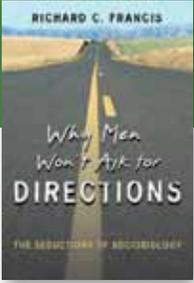
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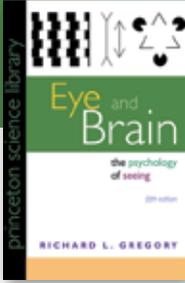


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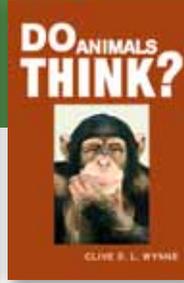
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