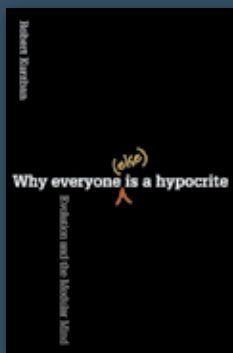
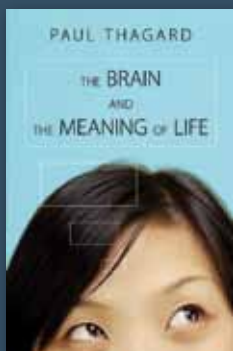


# Cognitive Science 2012



# contents

- 1 general interest
- 4 psychology
- 5 social science
- 7 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 the 2012 cognitive science catalog. The books in this catalog exemplify the quality of scholarship that we prize. They reflect the genuinely interdisciplinary approach that we take to developing our publishing programs, and to this end, cognitive science—an interdisciplinary field connecting research within the humanities, social science, and science—is a natural representation of the mission of the Press.

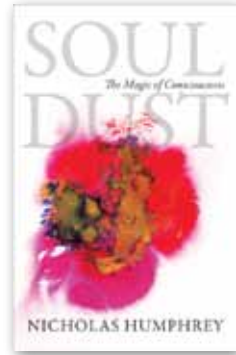
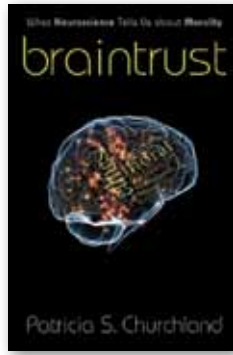
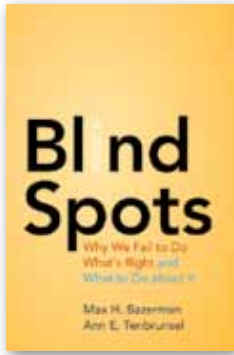
As demonstrated in the following pages, our cognitive science publishing reflects the state-of-the-art of the field, and includes work by psychologists and neuroscientists, philosophers of mind, evolutionary biologists, and social scientists of all stripes. The catalog highlights recent and forthcoming books by Max H. Bazerman and Ann E. Tenbrunsel, Patricia S. Churchland, Nicholas Humphrey, Michael C. Corballis, Robert Kurzban, Enrico Coen, and Samuel Bowles and Herbert Gintis, among others. We are proud to make available in paperback Paul Thagard's acclaimed *The Brain and the Meaning of Life*, George A. Akerlof and Rachel E. Kranton's important *Identity Economics*, and Peter Singer's classic *The Expanding Circle*. We also use this opportunity to draw your attention to significant earlier works published by the Press by authors such as Louise Barrett, Robin Dunbar, Frans de Waal, Jean-Pierre Changeux, Richard L. Gregory, Richard H. Thaler, Robert J. Shiller, 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.

This catalog is indicative of the bright future for the Princeton University Press cognitive science program and we hope that within these pages you find books and ideas that will 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

Cover: Composite illustration by Marcella Engel Roberts



NEW

## Blind Spots

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

Max H. Bazerman & Ann E. Tenbrunsel

"One explanation for what happened at *News of the World* can be found in a new book called *Blind Spots*. Its authors Max Bazerman and Ann Tenbrunsel look at how businesses, from Ford to Enron to subprime mortgage lenders, can end up mired in ethical disaster. But rather than discuss such choices as coolly calculated trade-offs between right and wrong, they look at how people actually make decisions—under pressure from shareholders, bosses and colleagues, up against tight deadlines and often worried about their careers, or even whether their contracts are going to be renewed."

—Aditya Chakraborty, *Guardian*

Max H. Bazerman is the Jesse Isidor Straus Professor of Business Administration at 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.

2011. 208 pages. 10 line illus.

Cl: 978-0-691-14750-5 \$24.95 | £16.95

NEW

## Braintrust

What Neuroscience Tells Us about  
Morality

Patricia S. Churchland

"Patricia Churchland makes a compelling case that morality is woven into our brains, anchored in the neurobiology of attachment and bonding.... This smart, lucid and often entertaining book will give any curious mind a good overview of how the brain learns to distinguish right from wrong."

—Ferris Jabr, *New Scientist*

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

2011. 288 pages. 1 halftone. 11 line illus.

Cl: 978-0-691-13703-2 \$24.95 | £16.95

NEW

## Soul Dust

The Magic of Consciousness

Nicholas Humphrey

"[E]loquent.... Scientists are often accused these days of overlooking the awe and wonder of the world, so it's exciting when a philosopher puts that magic at the very heart of a scientific hypothesis."

—Matt Ridley, *Wall Street Journal*

"Nicholas Humphrey's new book about consciousness is seductive—early 1960s, 'Mad Men' seductive. His writing is ... elegant, and hypnotic."

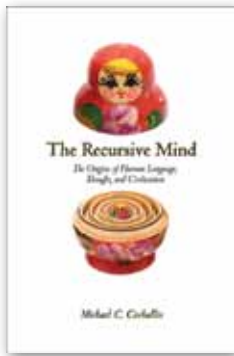
—Alison Gopnik, *New York Times Book Review*

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

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)



NEW

## The Recursive Mind

The Origins of Human Language,  
Thought, and Civilization

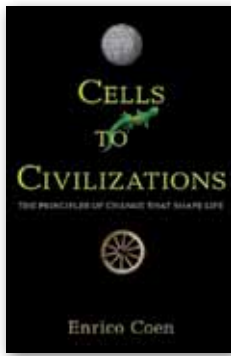
Michael C. Corballis

"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

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

2011. 304 pages. 6 halftones. 9 line illus. 2 maps.  
Cl: 978-0-691-14547-1     \$29.95 | £20.95



FORTHCOMING PAPERBACK

## Why Everyone (Else) Is a Hypocrite

Evolution and the Modular Mind

Robert Kurzban

"Using humour and anecdotes, [Kurzban] reveals how conflict between the modules of the mind leads to contradictory beliefs, vacillating behaviours, broken moral boundaries and inflated egos. He argues that we should think of ourselves not as 'I' but as 'we'—a collection of interacting systems that are in constant conflict."  
—*Nature*

Robert Kurzban is associate professor of psychology and founder of the Pennsylvania Laboratory for Experimental Evolutionary Psychology at the University of Pennsylvania.

June 2012. 288 pages. 2 halftones. 1 line illus.  
Pa: 978-0-691-15439-8     \$18.95 | £12.95  
Cl: 978-0-691-14674-4     \$27.95 | £19.95

FORTHCOMING

## Cells to Civilizations

The Principles of Change That Shape Life

Enrico Coen

"This is a charming, clever, and thought-provoking book. With examples and metaphor, the book advances the idea that the same basic principles operate in evolution, development, learning, and culture."  
—Stephen C. Stearns, Yale University

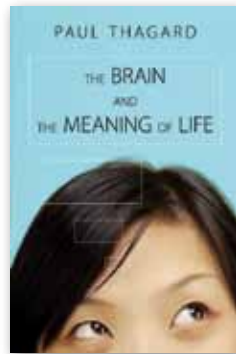
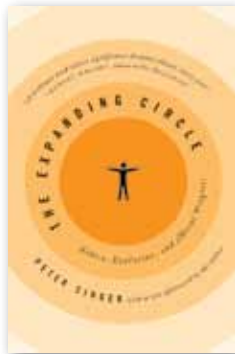
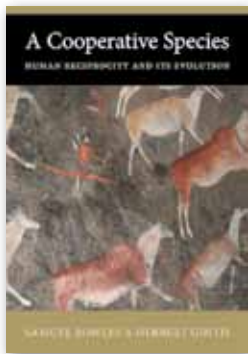
A compelling investigation into the relationships between our biological past and cultural progress, *Cells to Civilizations* presents a remarkable story of living change.

Enrico Coen is a plant molecular geneticist based at the John Innes Centre in Norwich, United Kingdom.

June 2012. 312 pages. 20 color illus. 81 halftones. 9 line illus.  
Cl: 978-0-691-14967-7     \$29.95 | £20.95

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

2 • general interest



NEW

## A Cooperative Species

Human Reciprocity and Its Evolution

Samuel Bowles & Herbert Gintis

"In *A Cooperative Species*, economists Samuel Bowles and Herbert Gintis update their ideas on the evolutionary origins of altruism. Containing new data and analysis, their book is a sustained and detailed argument for how genes and culture have together shaped our ability to cooperate.... By presenting clear models that are tied tightly to empirically derived parameters, Bowles and Gintis encourage much-needed debate on the origins of human cooperation."

—Peter Richerson, *Nature*

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.

2011. 280 pages. 39 line illus. 24 tables.  
Cl: 978-0-691-15125-0 \$35.00 | £24.95

NEW PAPERBACK

With a new afterword by the author

## The Expanding Circle

Ethics, Evolution, and Moral Progress

Peter Singer

"Singer's theory of the expanding circle remains an enormously insightful concept, which reconciles the existence of human nature with political and moral progress. It was also way ahead of its time.... It's wonderful to see this insightful book made available to a new generation of readers and scholars."

—Steven Pinker, author of *The Blank Slate* and *The Stuff of Thought*

Peter Singer is the Ira W. DeCamp Professor of Bioethics in the University Center for Human Values at Princeton University and Laureate Professor at the University of Melbourne.

2011. 232 pages.  
Pa: 978-0-691-15069-7 \$17.95 | £12.50

FORTHCOMING PAPERBACK

## The Brain and the Meaning of Life

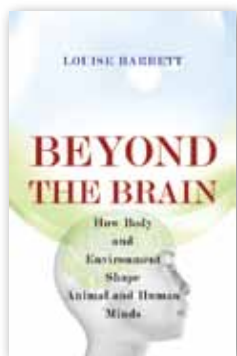
Paul Thagard

"[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 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?... 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 and director of the cognitive science program at the University of Waterloo, Canada.

March 2012. 296 pages. 12 line illus.  
Pa: 978-0-691-15440-4 \$19.95 | £13.95  
Cl: 978-0-691-14272-2 \$30.95 | £21.95



NEW

## Beyond the Brain

How Body and Environment Shape  
Animal and Human Minds

**Louise Barrett**

"A delight to read, this very ambitious book furnishes a fresh perspective on animal behavior. Barrett synthesizes a broad literature from fields as diverse as ethology, ecological psychology, artificial intelligence, robotics, and philosophy, and masterfully weaves the different strands together into an iconoclastic but coherent view of cognitive behavior. A reader could not wish for a clearer guide into this new field."

—Carel van Schaik, Anthropological Institute and Museum, University of Zürich

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

2011. 288 pages. 14 line illus.  
Cl: 978-0-691-12644-9 \$29.95 | £20.95

## Why People Cooperate

The Role of Social Motivations

**Tom R. Tyler**

"[A] new direction for the social sciences."  
—Jeffrey J. Rachlinski, Cornell Law School

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

## Winning

Reflections on an American Obsession

**Francesco Duina**

"Duina's excellent new perspective on chasing the American dream offers much to reflect on."  
—*Choice*

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



NEW

## Depression in Japan

Psychiatric Cures for a Society in Distress  
**Junko Kitanaka**

"In this beautifully nuanced book, Kitanaka documents the burgeoning of Japanese depression over the past decade. In portraying this phenomenon, she deftly draws readers into the intertwined worlds of pressure-cooker work environments, individuals suffering deep malaise who are frequently suicidal, and the compassionate but at times conflicted practice of Japanese psychiatry."

—Margaret Lock, author of *Twice Dead: Organ Transplants and the Reinvention of Death*

Junko Kitanaka is an associate professor in the Department of Human Sciences at Keio University, Tokyo.

2011. 264 pages. 5 halftones. 1 line illus.  
Pa: 978-0-691-14205-0 \$29.95 | £20.95  
Cl: 978-0-691-14204-3 \$75.00 | £52.00

NEW

## Group Problem Solving

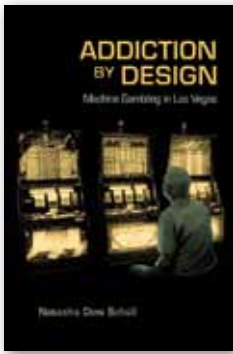
**Patrick R. Laughlin**

"Humans solve problems in groups. For almost one hundred years, psychologists have conducted studies of group problem solving, and in this book, Patrick Laughlin reviews the results of these efforts."

—Earl Hunt, University of Washington

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

2011. 176 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

## Addiction by Design

Machine Gambling in Las Vegas

Natasha Dow Schüll

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

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

May 2012. 368 pages. 29 halftones.  
Cl: 978-0-691-12755-2 \$35.00 | £24.95

NEW

## A Behavioral Theory of Elections

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

"In this pathbreaking book, the authors provide the analytical foundations for a new behavioral theory of political participation."

—Stephen Ansolabehere, Harvard University

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.

2011. 272 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

FORTHCOMING

## Ethics in an Age of Terror and Genocide

Identity and Moral Choice

Kristen Renwick Monroe

"This is an excellent, compelling, and persuasive book. The interviews, in particular, constitute a priceless resource and are a phenomenal contribution to our understanding of individual variance, societal pressure, and the tremendous burden of fully accepting freedom in moral choice."

—Rose McDermott, Brown University

Kristen Renwick Monroe is professor of political science at the University of California, Irvine.

December 2011. 456 pages. 3 tables.  
Pa: 978-0-691-15143-4 \$35.00 | £24.95  
Cl: 978-0-691-15137-3 \$75.00 | £52.00

NEW PAPERBACK

Winner of the 2010 Distinguished Book Award, Society for the Scientific Study of Religion

One of *Choice's* Outstanding Academic Titles for 2010

## Religious Experience Reconsidered

A Building-Block Approach to the Study of Religion and Other Special Things

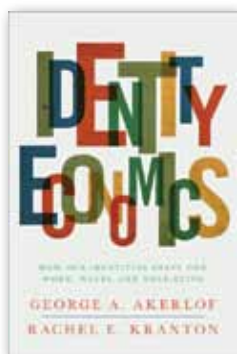
Ann Taves

"Taves' masterful work shows us the way between the extremes of particularism and the errors of decontextualized essentialist analyses of experiences deemed religious."

—Patrick McNamara, Institute for the Biocultural Study of Religion

Ann Taves is professor of religious studies at the University of California, Santa Barbara.

2011. 232 pages. 7 line illus. 7 tables.  
Pa: 978-0-691-14088-9 \$22.95 | £15.95  
Cl: 978-0-691-14087-2 \$35.00 | £24.95



NEW PAPERBACK

## Identity Economics

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

**George A. Akerlof & Rachel E. Kranton**

"[A]n important new book.... Professor Akerlof and Rachel Kranton have invented *Identity Economics*."

—Daniel Finkelstein, *Times*

George A. Akerlof is the Koshland Professor of Economics at the University of California, Berkeley. Rachel E. Kranton is professor of economics at Duke University.

2011. 192 pages. 1 halftone. 1 line illus.  
Pa: 978-0-691-15255-4 \$16.95 | £11.95  
Cl: 978-0-691-14648-5 \$24.95 | £16.95

NEW PAPERBACK

## 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.

2011. 272 pages. 6 tables.  
Pa: 978-0-691-15256-1 \$19.95 | £13.95  
Cl: 978-0-691-14489-4 \$24.95 | £16.95

## Diversity and Complexity

**Scott E. Page**

"At once clear and precise, Page not only makes a persuasive case for the advantages of diversity in biological, ecological, and social systems alike, but also provides the reader with the analytical tools necessary to engage real-world debates in a rational, even quantitative manner."

—Duncan J. Watts, author of *Small Worlds: The Dynamics of Networks between Order and Randomness*

*Primers in Complex Systems*

2010. 304 pages. 19 line illus. 26 tables.  
Pa: 978-0-691-13767-4 \$19.95 | £13.95

## Cultivating Conscience

How Good Laws Make Good People

**Lynn Stout**

"This book proves that if we care about effective laws and civilized society, the powers of conscience are simply too important for us to ignore."

—Marshal Zeringue, *Campaign for the American Reader blog*

2010. 320 pages. 3 line illus.  
Cl: 978-0-691-13995-1 \$27.95 | £19.95

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

Revised Edition

With a new foreword by Daniel C. Dennett

## The Company of Strangers

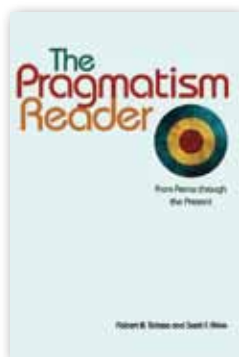
A Natural History of Economic Life

**Paul Seabright**

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

—Howard Davies, *Times Higher Education*

2010. 400 pages. 6 halftones. 2 line illus.  
Pa: 978-0-691-14646-1 \$19.95 | £13.95



NEW

## The Pragmatism Reader

From Peirce through the Present

Edited by Robert B. Talisse & Scott F. Aikin

"With an excellent selection of papers by all the classical pragmatists and a very well judged collection of pieces by more recent philosophers sympathetic to pragmatism, this superb volume provides material for a successful course on pragmatism and also offers readers a fascinating overview of its varieties."

—Christopher Hookway, University of Sheffield

*The Pragmatism Reader* is the essential anthology of this important philosophical movement.

Robert B. Talisse is professor of philosophy at Vanderbilt University. Scott F. Aikin is senior lecturer in philosophy at Vanderbilt.

2011. 504 pages.

Pa: 978-0-691-13706-3

\$35.00 | £24.95

Cl: 978-0-691-13705-6

\$90.00 | £62.00

FORTHCOMING

## When Is True Belief Knowledge?

Richard Foley

"Going against the grain, Foley argues that knowledge does not require justified belief and that the pedigree of a true belief has nothing to do with whether it counts as knowledge. His impressive defense of this view is a singular achievement. He shows that his account can easily accommodate cases that might appear problematic, and that it offers more intuitive explanations for a variety of epistemic phenomena than available alternatives. Beautifully written, carefully argued, and a pleasure to read, this book will be required reading for everyone in epistemology."

—Hilary Kornblith, University of Massachusetts, Amherst

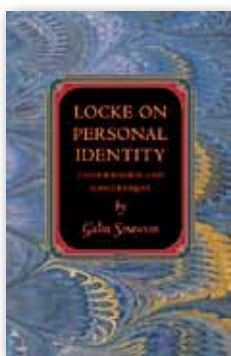
Richard Foley is professor of philosophy and vice chancellor for strategic planning at New York University.

*Princeton Monographs in Philosophy*

July 2012. 120 pages.

Cl: 978-0-691-15472-5

\$35.00 | £24.95



NEW

## Locke on Personal Identity

Consciousness and Concernment

Galen Strawson

"Galen Strawson proposes an original and provocative interpretation of Locke's treatment of personal identity. Strawson makes his case with characteristic depth, insight, ingenuity, and clarity. This engagingly written work should be of great interest to historians of modern philosophy and to all philosophers working on personal identity."

—Don Garrett, New York University

Clearly and vigorously argued, this is an important contribution both to the history of philosophy and to the contemporary philosophy of personal identity.

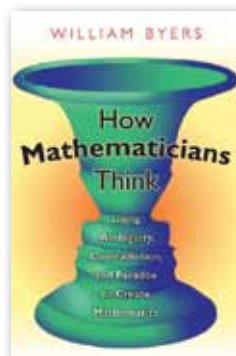
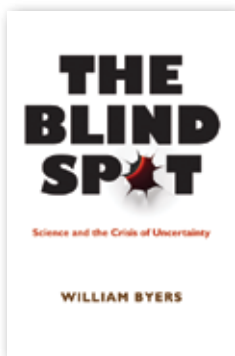
Galen Strawson taught philosophy at the University of Oxford for twenty years.

*Princeton Monographs in Philosophy*

2011. 280 pages. 4 line illus.

Cl: 978-0-691-14757-4

\$39.50 | £27.95



NEW

## Knowing Full Well

Ernest Sosa

"*Knowing Full Well* is one of the most significant contributions to epistemology in the last twenty years. This is a brilliant book."

—Ram Neta, University of North Carolina, Chapel Hill

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

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

*Soochow University Lectures in Philosophy*

2011. 176 pages.

Cl: 978-0-691-14397-2     \$29.95 | £20.95

NEW

## The Blind Spot

Science and the Crisis of Uncertainty

William Byers

"A passionate, informed manifesto that takes aim at our culture's reigning myth of scientific certainty. Byers would like to debunk that myth, and put in its place a science of wonder that freely acknowledges its 'blind spot'—a metaphor for all that remains inherently and irreducibly unknowable, ambiguous, and mysterious.... *The Blind Spot* is an important book for our time, part of a necessary and pressing debate about how to think, and live, within limits both certain and otherwise."

—Alex Good, *Quill & Quire*

2011. 224 pages. 2 halftones. 3 line illus.

Cl: 978-0-691-14684-3     \$24.95 | £16.95

### Also by William Byers

Winner of the 2007 Best Sci-Tech Book in Mathematics, *Library Journal*

One of *Choice's* Outstanding Academic Titles for 2007

## How Mathematicians Think

Using Ambiguity, Contradiction, and Paradox to Create Mathematics

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

—Donal O'Shea, *Nature*

"[A] brilliant and easily accessible book on the creative foundations of math and psychology."

—Ernest Rossi, *Psychological Perspectives*

William Byers is professor emeritus of mathematics and statistics at Concordia University in Montreal.

2010. 424 pages. 6 halftones. 48 line illus.

Pa: 978-0-691-14599-0     \$24.95 | £16.95

Cl: 978-0-691-12738-5     \$45.00 | £30.95

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



FORTHCOMING PAPERBACK  
**Thinking of Others**  
 On the Talent for Metaphor  
**Ted Cohen**

"This is really philosophy at its best: clearly written and free from jargon, sophisticated yet unpretentious, and highly engaging."

—Jeanette Bicknell, *Philosophy in Review*

Ted Cohen is professor of philosophy at the University of Chicago.

*Princeton Monographs in Philosophy*

April 2012. 104 pages.

Pa: 978-0-691-15446-6 \$19.95 | £13.95

Cl: 978-0-691-13746-9 \$30.95 | £21.95

NEW PAPERBACK  
**Surviving Death**  
**Mark Johnston**

"[P]lucked with illuminating philosophical reflection on the question of what we are, and what it is for us to persist over time."

—Thomas Nagel, *Times Literary Supplement*

"This outstanding book presents original and indeed brave views on a broad range of issues that are of compelling significance not only to philosophers but also to thinking people more generally.... The book is also superbly written."

—Michael Forster, University of Chicago

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

*Carl G. Hempel Lecture Series*

2011. 408 pages. 2 line illus.

Pa: 978-0-691-13013-2 \$24.95 | £16.95

Cl: 978-0-691-13012-5 \$45.00 | £30.95

FORTHCOMING PAPERBACK  
**Meaning in Life and Why It Matters**  
**Susan Wolf**

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

"Susan Wolf is one of the clearest, most thoughtful, and most incisively elegant writers in contemporary ethics. She has an uncanny knack for putting her finger on important points and expressing them in ways that capture the imagination. In this book, she develops her ideas about meaningfulness in life with considerable subtlety, creating a work of genuine depth and importance."

—John Martin Fischer, University of California, Riverside

Susan Wolf is the Edna J. Koury Professor of Philosophy at the University of North Carolina, Chapel Hill.

*University Center for Human Values*

April 2012. 168 pages.

Pa: 978-0-691-15450-3 \$19.95 | £13.95

Cl: 978-0-691-14524-2 \$25.95 | £17.95

**What Is Meaning?**  
**Scott Soames**

"This is an outstanding book, probably the best philosophy book I have read this year."

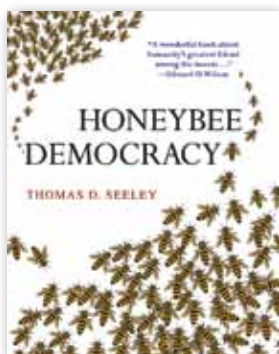
—Anthony Everett, *Notre Dame Philosophical Reviews*

*Soochow University Lectures in Philosophy*

2010. 144 pages. 30 line illus.

Cl: 978-0-691-14640-9 \$29.95 | £20.95

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



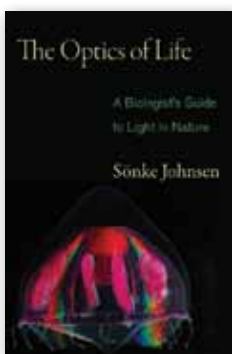
## Honeybee Democracy

Thomas D. Seeley

"[S]plendid."  
—John Whitfield, *Nature*

"[E]ngaging and fascinating."  
—*Science*

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



## FORTHCOMING

### The Optics of Life

A Biologist's Guide to Light in Nature

Sönke Johnsen

"This is a gem of a book."  
—Edith A. Widder, Ocean Research and Conservation Association

*The Optics of Life* introduces the fundamentals of optics to biologists and nonphysicists, giving them the tools they need to successfully incorporate optical measurements and principles into their research.

Sönke Johnsen is associate professor of biology at Duke University.

January 2012. 376 pages. 8 color illus. 24 halftones. 90 line illus. 7 tables.  
Pa: 978-0-691-13991-3 \$45.00 | £30.95  
Cl: 978-0-691-13990-6 \$99.50 | £69.95



*Princeton Shorts are brief, but influential selections drawn from groundbreaking Princeton University Press titles. Produced exclusively in e-book format, they are selected with the firm belief that while the original publication remains an important and enduring work, sometimes we can all benefit from a quick take on a topic worthy of a longer book. For more information and a complete list of books in the series, please visit <http://press.princeton.edu/PrincetonShorts>*

### The Five Habits of Highly Effective Honeybees (and What We Can Learn from Them)

from *Honeybee Democracy*  
Thomas D. Seeley



Studies of animal behavior have often been invoked to help explain and even guide human behavior. Think of Pavlov and his dogs or Goodall and her chimps. But, as these examples indicate, the tendency has been to focus on "higher," more cognitively developed, and thus, it is thought, more intelligent creatures than mindless, robotic insects. Not so! Learn here

how honeybees work together to form a collective intelligence and even how they make decisions democratically. The wizzzzdum of crowds indeed! Here are five habits of effective groups that we can learn from these clever honeybees.

\$1.99 | £1.50

Available from online bookstores

### ALSO AVAILABLE

#### The Second Great Contraction

from *This Time Is Different*

Carmen M. Reinhart & Kenneth S. Rogoff

\$4.99 | £3.99

#### The Future of Fossil Fuels

from *Hubbert's Peak*

Kenneth S. Deffeyes

\$1.99 | £1.50

#### On Reading

from *Walden*

Henry David Thoreau

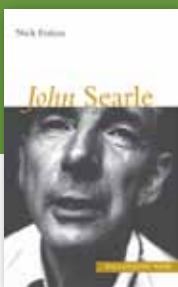
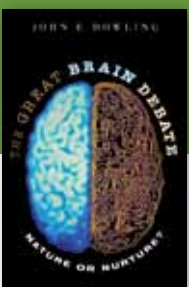
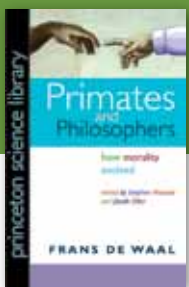
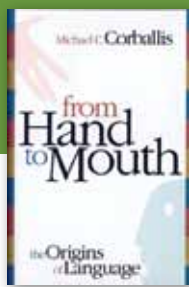
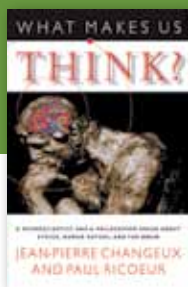
\$0.99 | £0.75

#### On Victory and Defeat

from *On War*

Carl von Clausewitz

\$2.99 | £1.99



## Human Evolutionary Psychology

**Louise Barrett, Robin Dunbar & John Lycett**

2002. 448 pages. 75 line illus.  
Pa: 978-0-691-09622-3 \$62.95  
For sale only in the U.S. and Canada

With a new preface by  
Vernon B. Mountcastle

## Neuronal Man

The Biology of Mind

**Jean-Pierre Changeux**

Translated by Laurence Garey

"[E]xplores the fascinating question of how the human brain, similar in so many ways to the brains of less developed species, is able to accomplish so much more."

—Richard Restak, *Washington Post Book World*

Princeton Science Library

1997. 368 pages. 80 illus.  
Pa: 978-0-691-02666-4 \$37.50 | £26.95

One of *Choice's* Outstanding Academic Titles for 1995

## Conversations on Mind, Matter, and Mathematics

**Jean-Pierre Changeux & Alain Connes**

Edited and translated by  
M. B. DeBevoise

1998. 272 pages. 31 halftones. 3 line illus.  
3 tables.  
Pa: 978-0-691-00405-1 \$31.95 | £21.95

One of *Choice's* Outstanding Academic Titles for 2001

## What Makes Us Think?

A Neuroscientist and a Philosopher Argue about Ethics, Human Nature, and the Brain

**Jean-Pierre Changeux & Paul Ricoeur**

Translated by M. B. DeBevoise

"These two amazing minds at work make for a fascinating look at the who, what, and how of thought."

—*Booklist*

2002. 352 pages. 16 halftones. 16 line illus.  
Pa: 978-0-691-09285-0 \$30.95 | £21.95

## From Hand to Mouth

The Origins of Language

**Michael C. Corballis**

"Provocative.... The gestural theory makes for a captivating story."

—Emily Eakin, *New York Times*

2003. 272 pages. 13 color illus. 5 tables.  
Pa: 978-0-691-11673-0 \$25.95 | £17.95

NOW AVAILABLE IN  
PAPERBACK

## The Mind's Provisions

A Critique of Cognitivism

**Vincent Descombes**

Translated by  
Stephen Adam Schwartz

*New French Thought*

2010. 304 pages.  
Pa: 978-0-691-14666-9 \$28.95 | £19.95

## Primates and Philosophers

How Morality Evolved

**Frans de Waal**

Edited by Stephen Macedo & Josiah Ober

"De Waal ... demonstrates through his empirical work with primates the evolutionary basis for ethics."

—*Publishers Weekly*

Princeton Science Library

2009. 232 pages. 9 halftones. 3 tables.  
Pa: 978-0-691-14129-9 \$15.95 | £10.95

## The Great Brain Debate

Nature or Nurture?

**John E. Dowling**

"[A]n enjoyable primer on some of the most exciting areas of neuroscience research today."

—A. K. Prashanth, *Times Higher Education Supplement*

*Science Essentials*

2007. 200 pages. 1 halftone. 45 line illus.  
Pa: 978-0-691-13310-2 \$20.95 | £14.95

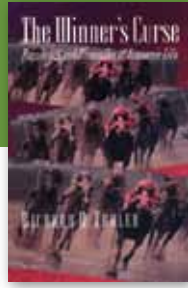
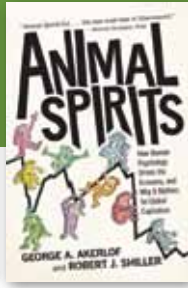
## John Searle

**Nick Fotion**

*Philosophy Now*

2001. 224 pages.  
Pa: 978-0-691-05712-5 \$30.95  
For sale only in North, Central, and South America, the Caribbean, and the Philippines

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



## Why Men Won't Ask for Directions

The Seductions of Sociobiology

Richard C. Francis

"Interesting, engagingly written, and important."

—James L. Gould, Princeton University

2005. 352 pages. 15 line illus. 3 tables.  
Pa: 978-0-691-12405-6 \$26.95 | £18.95

## Fifth Edition Eye and Brain

The Psychology of Seeing

Richard L. Gregory

"An excellent introduction to the psychology of vision."

—Steven M. Kastenbaum, *Science Books & Films*

Princeton Science Library  
Princeton Classic Editions

2004. 296 pages. 21 halftones. 33 color illus. 78 line illus.

Pa: 978-0-691-04837-6 \$28.95

For sale only in the U.S., Canada, and Mexico

Winner of the 2002 Robert K. Merton Professional Award, Science, Knowledge, and Technology Section, American Sociological Association

## The Fate of Knowledge

Helen E. Longino

2001. 248 pages. 5 tables.

Pa: 978-0-691-08876-1 \$29.95 | £20.95

## Second Edition Irrational Exuberance

Robert J. Shiller

2005. 336 pages. 9 line illus. 4 tables.  
Cl: 978-0-691-12335-6 \$39.95 | £27.95

Co-Winner of the 2010 Robert Lane Award, Political Psychology Section, American Political Science Association  
Winner of the 2009 Paul A. Samuelson Award, TIAA-CREF Institute

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

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

—John Lanchester, *New Yorker*

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

Winner of the 1993 Award for Best Professional/Scholarly Book in the History of Science, Association of American Publishers

## Conceptual Revolutions

Paul Thagard

1992. 310 pages.  
Pa: 978-0-691-02490-5 \$42.00 | £28.95

## The Winner's Curse

Paradoxes and Anomalies of Economic Life

Richard H. Thaler

1994. 240 pages.  
Pa: 978-0-691-01934-5 \$29.95 | £20.95

## Memory

The Key to Consciousness

Richard F. Thompson & Stephen A. Madigan

"[An] entertaining review of the current science of memory."

—Anne Harding, *Lancet*

*Science Essentials*

2007. 288 pages. 20 halftones. 30 line illus. 8 tables.  
Pa: 978-0-691-13311-9 \$24.95 | £16.95

## Do Animals Think?

Clive D. L. Wynne

2006. 288 pages. 15 halftones. 1 line illus.  
Pa: 978-0-691-12636-4 \$25.95 | £17.95

With a foreword by Michael C. Jensen

## Moral Markets

The Critical Role of Values in the Economy

Edited by Paul J. Zak

2008. 408 pages. 12 halftones. 12 line illus. 7 tables.  
Pa: 978-0-691-13523-6 \$31.95 | £21.95



Connect with us on Twitter @princetonupress & Facebook @PrincetonUniversityPress

QTY.	ISBN	Author: Title	Page	Price	UK Price	QTY.	ISBN	Author: Title	Page	Price	UK Price
__Pa:	15255-4	<b>Akerlof/Kranton:</b> Identity Economics	6	\$16.95	£11.95	__Pa:	13013-2	<b>Johnston:</b> Surviving Death	9	\$24.95	£16.95
__Cl:	14648-5			24.95	16.95	__Cl:	13012-5			45.00	30.95
__Pa:	14592-1	<b>Akerlof/Shiller:</b> Animal Spirits	12	16.95	9.95	__Pa:	14205-0	<b>Kitanaka:</b> Depression in Japan	4	29.95	20.95
__Cl:	14233-3			24.95	16.95	__Cl:	14204-3			75.00	52.00
__Cl:	12644-9	<b>Barrett:</b> Beyond the Brain	4	29.95	20.95	__Pa:	15439-8	<b>Kurzban:</b> Why Everyone (Else) Is	2	18.95	12.95
__Pa:	09622-3	<b>Barrett, et al.:</b> Human Evolutionary	11	62.95		__Cl:	14674-4			27.95	19.95
__Cl:	14750-5	<b>Bazerman/Tenbrunsel:</b> Blind Spots	1	24.95	16.95	__Pa:	14791-8	<b>Laughlin:</b> Group Problem Solving	4	29.95	20.95
__Pa:	13507-6	<b>Bendor, et al.:</b> Behavioral Theory	5	29.95	20.95	__Cl:	14790-1			75.00	52.00
__Cl:	13506-9			70.00	48.95	__Pa:	08876-1	<b>Longino:</b> Fate of <i>Knowledge</i>	12	29.95	20.95
__Pa:	15256-1	<b>Bok:</b> Politics of Happiness	6	19.95	13.95	__Pa:	15143-4	<b>Monroe:</b> Ethics in an Age of Terror	5	35.00	24.95
__Cl:	14489-4			24.95	16.95	__Cl:	15137-3			75.00	52.00
__Cl:	15125-0	<b>Bowles/Gintis:</b> Cooperative Species	3	35.00	24.95	__Pa:	13767-4	<b>Page:</b> Diversity and Complexity	6	19.95	13.95
__Cl:	14684-3	<b>Byers:</b> Blind Spot	8	24.95	16.95	__Cl:	12755-2	<b>Schüll:</b> Addiction by Design	5	35.00	24.95
__Pa:	14599-0	<b>Byers:</b> How Mathematicians Think	8	24.95	16.95	__Pa:	14646-1	<b>Seabright:</b> Company of Strangers	6	19.95	13.95
__Cl:	12738-5			45.00	30.95	__Cl:	14721-5	<b>Seeley:</b> Honeybee Democracy	10	29.95	20.95
__Pa:	02666-4	<b>Changeux:</b> Neuronal Man	11	37.50	26.95	__Cl:	12335-6	<b>Shiller:</b> Irrational Exuberance	12	39.95	27.95
__Pa:	00405-1	<b>Changeux/Connes:</b> Conversations	11	31.95	21.95	__Pa:	15069-7	<b>Singer:</b> Expanding Circle	3	17.95	12.50
__Pa:	09285-0	<b>Changeux/Ricoeur:</b> What Makes Us	11	30.95	21.95	__Cl:	14640-9	<b>Soames:</b> What Is Meaning?	9	29.95	20.95
__Cl:	13703-2	<b>Churchland:</b> Braintrust	1	24.95	16.95	__Cl:	14397-2	<b>Sosa:</b> Knowing Full Well	8	29.95	20.95
__Cl:	14967-7	<b>Coen:</b> From Cells to Civilizations	2	29.95	20.95	__Cl:	13995-1	<b>Stout:</b> Cultivating Conscience	6	27.95	19.95
__Pa:	15446-6	<b>Cohen:</b> Thinking of Others	9	19.95	13.95	__Cl:	14757-4	<b>Strawson:</b> Locke on Personal	7	39.50	27.95
__Cl:	13746-9			30.95	21.95	__Pa:	13706-3	<b>Talisse/Aikin:</b> Pragmatism Reader	7	35.00	24.95
__Pa:	11673-0	<b>Corballis:</b> From Hand to Mouth	11	25.95	17.95	__Cl:	13705-6			90.00	62.00
__Cl:	14547-1	<b>Corballis:</b> Recursive Mind	2	29.95	20.95	__Pa:	14088-9	<b>Taves:</b> Religious Experience	5	22.95	15.95
__Pa:	14129-9	<b>de Waal:</b> Primates and Philosophers	11	15.95	10.95	__Cl:	14087-2			35.00	24.95
__Pa:	14666-9	<b>Descombes:</b> Mind's Provisions	11	28.95	19.95	__Pa:	15440-4	<b>Thagard:</b> Brain and the Meaning	3	19.95	13.95
__Pa:	13310-2	<b>Dowling:</b> Great Brain Debate	11	20.95	14.95	__Cl:	14272-2			30.95	21.95
__Cl:	14706-2	<b>Duina:</b> Winning	4	32.50	22.95	__Pa:	02490-5	<b>Thagard:</b> Conceptual Revolutions	12	42.00	28.95
__Cl:	15472-5	<b>Foley:</b> When Is True Belief	7	35.00	24.95	__Pa:	01934-5	<b>Thaler:</b> Winner's Curse	12	29.95	20.95
__Pa:	05712-5	<b>Fotion:</b> John Searle	11	30.95		__Pa:	13311-9	<b>Thompson/Madigan:</b> Memory	12	24.95	16.95
__Pa:	12405-6	<b>Francis:</b> Why Men Won't Ask	12	26.95	18.95	__Cl:	14690-4	<b>Tyler:</b> Why People Cooperate	4	35.00	24.95
__Pa:	04837-6	<b>Gregory:</b> Eye and Brain	12	28.95		__Pa:	15450-3	<b>Wolf:</b> Meaning in Life and Why It	9	19.95	13.95
__Cl:	13862-6	<b>Humphrey:</b> Soul Dust	1	24.95	16.95	__Cl:	14524-2			25.95	17.95
__Pa:	13991-3	<b>Johnsen:</b> Optics of Life	10	45.00	30.95	__Pa:	12636-4	<b>Wynne:</b> Do Animals Think?	12	25.95	17.95
__Cl:	13990-6			99.50	69.95	__Pa:	13523-6	<b>Zak:</b> Moral Markets	12	31.95	21.95

Princeton's ISBN prefix is 978-0-691-



Many of the books in this catalog are now being made available as ebook editions that can be purchased from online booksellers. For more information, please visit our Web site at [press.princeton.edu](http://press.princeton.edu).

**U.S. & CANADA****SEND ORDERS TO**

Princeton University Press  
 c/o California/Princeton Fulfillment Services, Inc.  
 1445 Lower Ferry Road  
 Ewing, New Jersey 08618

**ORDER TOLL-FREE**

Telephone **1-800-777-4726**  
 (8:30 a.m. – 7:00 p.m., EST, weekdays)  
 FAX **1-800-999-1958** (24 hours)  
**orders@cpfsinc.com**

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

**SALES TAX**

\*NJ 7%; CA 8.25%; MN 6.88%; Canada GST 5%;  
 Shipping charges to NJ: Add 7% sales tax. Princeton University Press remits GST to Revenue Canada. Your books will be shipped from inside Canada and you will not be assessed Canada Post's border handling fee.

**SHIPPING & HANDLING**

\*\*Please add \$4.00 for the first book and \$1.00 for each additional book.

*Please allow 3 weeks for shipping; publication dates of new books are identified and they will be shipped as soon as they are available.*

BOOKS SUBTOTAL \_\_\_\_\_

Sales tax subtotal\* \_\_\_\_\_

Shipping and handling\*\* \_\_\_\_\_

**TOTAL** \_\_\_\_\_

**PAYMENT METHOD**

Enclosed please find my check made payable to:  
 California/Princeton Fulfillment Services

Please charge my:  Visa  MasterCard

*California/Princeton Fulfillment Services, Inc. does not accept American Express.*

**SEND MY ORDER TO**

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Bookstores may order using the contact information above or may contact Princeton University Press's sales department:

609 258 4877 (phone)

609 258 1335 (fax)

[sales@press.princeton.edu](mailto:sales@press.princeton.edu)

**U.K., EUROPE, AFRICA & the MIDDLE EAST****POST ORDERS TO**

Princeton University Press  
 c/o John Wiley & Sons, Ltd.  
 European Distribution Centre  
 New Era Estate  
 Oldlands Way, Bognor Regis  
 West Sussex, PO22 9NQ United Kingdom

**PHONE ORDERS**

Telephone Dial-Free (UK only) **0800 243407**  
 (Overseas orders) **+44 1243 843294**  
 FAX **+44 (0) 1243 843296**  
**cs-books@wiley.com**

BOOKS SUBTOTAL \_\_\_\_\_

Please add the following to your order to cover delivery of your books:\*

Surface Mail	Air Mail	
£3.70	n/a	UK _____
£5.35/€7.00	£12.75/€16.80	Europe _____
£7.75/\$13.95	£14.95/\$26.95**	ROW _____

**TOTAL** \_\_\_\_\_

*\*Delivery time is dependent on country of destination. Delivery will be arranged by John Wiley & Sons Ltd. Alternatively, you may collect your orders by prior arrangement. We can also quote for delivery by courier (please email [cs-books@wiley.co.uk](mailto:cs-books@wiley.co.uk) for details).*

*\*\*Dollar cost applies to Rest of World (ROW) for those customers invoiced in dollars.*

**PAYMENT METHOD**

Enclosed please find my cheque made payable to: John Wiley & Sons

Please charge my:

Visa  MasterCard  American Express

Credit Card # \_\_\_\_\_

Card Security Code \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Telephone \_\_\_\_\_

**BILLING ADDRESS** (if different)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Prices are subject to change without notice.