New
Phishing for Phools
The Economics of Manipulation and Deception
George A. Akerlof & Robert J. Shiller
“This fun but serious book tells how the standard story about free markets often gets it wrong. Indeed, Akerlof and Shiller suggest that we should drop the view of markets as generally benign institutions. The argument is laid out with the help of fascinating anecdotes, the language is conversational, and the book is easy to read.”
—Dani Rodrik, author of The Globalization Paradox

How to Clone a Mammoth
The Science of De-Extinction
Beth Shapiro
“[A] fascinating book…. A great popular science title, and one that makes it clear that a future you may have imagined is already underway.”
—Library Journal, starred review

“Phishing for Phools is a coherent and highly plausible explanation of why markets—although usually beneficial—can lead to undesirable outcomes. The book takes an intriguing approach and gives many interesting examples.”
—Diane Coyle, author of GDP: A Brief but Affectionate History

Ever since Adam Smith, the central teaching of economics has been that free markets provide us with material well-being, as if by an invisible hand. In Phishing for Phools, Nobel Prize–winning economists George Akerlof and Robert Shiller deliver a fundamental challenge to this insight, arguing that markets harm as well as help us.

Cl: 978-0-691-16831-9 $24.95 | £16.95

2015. 256 pages. 16 color illus. 2 halftones. 9 line illus.
Cl: 978-0-691-15705-4 $24.95 | £16.95
One of Flavorwire’s 10 Must-Read Academic Books for 2015

Cover image courtesy of iStock; image featured on the cover of Eye and Brain by Richard L. Gregory (page 9). Book jacket designed by Michael Boland.
New
The Future of the Brain: Essays by the World’s Leading Neuroscientists
Edited by Gary Marcus & Jeremy Freeman
“Dispatches from the scientific minds at the forefront of the quest to map and understand the myriad neural connections that constitute evolution’s most curious creation, the essays that make up The Future of the Brain serve as great primers in topics scientific and logistical: from memory and consciousness to the computer modeling of neural complexities to big-data analysis.”
—Bob Grant, Scientist

“A book called The Future of the Brain: Essays by the World’s Leading Neuroscientists cannot have modest ambitions. The editors and authors of this collection of essays do not disappoint on that score, taking a broad, well-informed view of recent and potential advances in neuroscience and their implications for the field.”
—Sandra Aamodt, Nature Neuroscience
2015. 312 pages. 9 color illus. 2 halftones. 18 line illus.
Cl: 978-0-691-16276-8 $24.95 | £16.95

New
Looking Inside the Brain: The Power of Neuroimaging
Denis Le Bihan
Translated by Teresa Lavender Fagan
“Who better to lead us into the technological wonderland of in vivo brain imaging than Denis Le Bihan, pioneer of diffusion magnetic resonance imaging (dMRI)? [A] densely factual narrative.”
—Barbara Kiser, Nature
“Le Bihan’s book, which is packed with photographs and witty asides, is an accessible explanation of a complex, technological topic.”
—Library Journal
“[L]ooking Inside the Brain introduces readers to basic neuroanatomy and sets out to explain how neuroimaging has helped scientists better understand human emotion, cognitive faculties, and neurological illnesses, including cancer and psychiatric disorders…. Besides the historical accounts of these technologies, the real value of this work is the author’s forward-looking predictions regarding the future of these technologies and their continued evolution.”
—Choice
2015. 216 pages. 59 color illus. 20 line illus.
Cl: 978-0-691-16061-0 $29.95 | £19.95

New
How Do You Feel?: An Interoceptive Moment with Your Neurobiological Self
A. D. (Bud) Craig
“This fascinating book is truly a must-read for anyone interested in the biological underpinnings of human perception. Craig integrates evidence from neuroscience, psychology, and psychiatry to present new insights into how our brains enable us to experience the range of sensations and mental states known as feelings. Readers won’t just learn about captivatingly novel findings, but will enormously enjoy the sheer elegance of Craig’s thought.”
—Nikos K. Logothetis, Max Planck Institute for Biological Cybernetics
“In this provocative and deeply creative book, Craig shares his journey of scientific discovery to reveal an insight that is both simple and sweeping: the nervous system contains a sensory pathway that is built for regulating homeostasis, and it functions as a fundamental, organizing feature of the mind…. After reading this book, you will think differently about the nature of consciousness, and, ultimately, what it means to be human.”
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—Christopher Miles Coope, Philosophical Quarterly

“Lucid, witty, and beautifully written, this book is a pleasure to read. While providing an introduction to moral philosophy, it also presents engaging portraits of some of the greatest moral philosophers…. and it makes the case for the relevance to ethics of the new experimental moral psychology.”
—Kwame Anthony Appiah, author of The Honor Code


One of Choice’s Outstanding Academic Titles for 2014
Honorable Mention, 2015 PROSE Award in Philosophy, Association of American Publishers

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A Neuroscientific View of the Zombie Brain
Timothy Verstynen & Bradley Voytek

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2014. 272 pages. 16 line illus. Cl: 978-0-691-15728-3 $19.95 | £13.95
Winner of the 2015 PROSE Award in Biomedicine & Neuroscience, Association of American Publishers

The Hidden Agenda of the Political Mind
How Self-Interest Shapes Our Opinions and Why We Won’t Admit It
Jason Weeden & Robert Kurzban

“[A]n unusually witty and engaging academic book.”
—Ethan Epstein, National Journal

“The Hidden Agenda of the Political Mind is provocative and often persuasive…. Weeden and Kurzban remind us that self-interest is a complicated concept.”
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The New Era of Networked Science
Michael Nielsen

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—Jonathan Bodnar, Library Journal

2014. 272 pages. 6 halftones. 8 line illus. Pa: 978-0-691-16019-1 $19.95 | £13.95 Cl: 978-0-691-14890-8 $24.95 | £16.95

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With the collaboration of Tony Woolfson

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C. G. Jung (1875–1961) was a preeminent thinker of the modern era. In seeking to establish an interdisciplinary science of analytical psychology, he studied psychiatry, religion, mysticism, literature, physics, biology, education, and criminology. He introduced the concepts of extraversion and introversion, and terms such as complex, archetype, individuation, and the collective unconscious. He stressed the primacy of finding meaning in our lives.

2015. 376 pages.
Cl: 978-0-691-15559-3 $29.95 | £19.95

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**The Question of Psychological Types**
The Correspondence of C. G. Jung and Hans Schmid-Guisan, 1915–1916
C. G. Jung & Hans Schmid-Guisan
Correspondence edited by John Beebe & Ernst Falzeder
Translated by Ernst Falzeder

“The English text is a pleasure to read, with plenty of clarifying notes. Readers will enjoy the informality of the exchange, its intellectual depth, and the humanity of Jung and Schmid-Guisan. This important addition to the history of modern psychology will engage and inform interested nonspecialists.”
—E. James Lieberman, *Library Journal*

“We now have the opportunity to read and study this very significant correspondence with the addition of the excellent introduction and annotations which the co-editors have produced and have our knowledge and understanding of Jung’s psychological types greatly deepened, expanded and enriched.”
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With a new foreword by the author

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Helen Margetts, Peter John, Scott Hale & Taha Yasseri

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