New

The Curse of Cash
Kenneth S. Rogoff

“Rogoff is always worth listening to…. Where Rogoff is on very solid ground is when he says the process of weaning us further off cash should begin with the abolition of high-denomination notes.”
—David Smith, Sunday Times

“Kenneth Rogoff sets out a compelling and wide-ranging argument for weaning our economies off paper money.”
—Ben S. Bernanke, former chairman of the U.S. Federal Reserve

The world is drowning in cash—and it’s making us poorer and less safe. In The Curse of Cash, Kenneth Rogoff, one of the world’s leading economists, makes a persuasive and fascinating case for an idea that until recently would have seemed outlandish: getting rid of most paper money.

Even as people in advanced economies are using less paper money, there is more cash in circulation—a record $1.4 trillion in U.S. dollars alone, or $4,200 for every American, mostly in $100 bills. And the United States is hardly exceptional. So what is all that cash being used for? The answer is simple: a large part is feeding tax evasion, corruption, terrorism, the drug trade, human trafficking, and the rest of a massive global underground economy.

While phasing out the bulk of paper money will hardly solve the world’s problems, it would be a significant step toward addressing a surprising number of very big ones. Provocative, engaging, and backed by compelling original arguments and evidence, The Curse of Cash is certain to spark widespread debate.

2016. 296 pages. 22 line illus. 7 tables.
Cl: 978-0-691-17213-2 $29.95 | £22.95

cover artwork Shutterstock, featured on the cover of The Financial Diaries: How American Families Cope in a World of Uncertainty by Jonathan Morduch and Rachel Schneider (see page 3).
Forthcoming

Economics for the Common Good      
Jean Tirole

Translated by Steven Rendall

“Jean Tirole is that rare exception, a Nobel laureate who believes he has a social responsibility to talk clearly and responsibly about the topics on the minds of noneconomists.”

—Olivier Blanchard, former Chief Economist of the International Monetary Fund

When Jean Tirole won the 2014 Nobel Prize in Economics, he suddenly found himself being stopped in the street by complete strangers and asked to comment on issues of the day, no matter how distant from his own areas of research. His transformation from academic economist to public intellectual prompted him to reflect further on the role economists and their discipline play in society. The result is Economics for the Common Good, a passionate manifesto for a world in which economics, far from being a “dismal science,” is a positive force for the common good.

Economists are rewarded for writing technical papers in scholarly journals, not joining in public debates. But Tirole says we urgently need economists to engage with the many challenges facing society, helping to identify our key objectives and the tools needed to meet them.

To show how economics can help us realize the common good, Tirole shares his insights on a broad array of questions affecting our everyday lives and the future of our society, including global warming, unemployment, the post-2008 global financial order, the Euro crisis, the digital revolution, innovation, and the proper balance between the free market and regulation.

Providing a rich account of how economics can benefit everyone, Economics for the Common Good sets a new agenda for the role of economics in society.

July 2017. 584 pages. 21 line illus. 5 tables.

Cl: 978-0-691-17516-4 $29.95 | £22.95

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The Theory of Corporate Finance      
Jean Tirole

“A magnificent new book…. [I]t has a plausible claim to be the first truly comprehensive overview of corporate finance by an economist.”

—Economist

2006. 656 pages. 138 line illus. 25 tables.

Cl: 978-0-691-12556-5 $99.95 | £74.95

Honorable Mention, 2006 Award for Best Professional/Scholarly Book in Finance and Economics, Association of American Publishers
Forthcoming

**Happiness for All?**
Unequal Hopes and Lives in Pursuit of the American Dream
Carol Graham

“Carol Graham takes the study of the new inequality one step deeper. She tells what it means from the perspective of those who suffer from it, as she explores, from many different angles, how it affects Americans’ sense of well-being, and their place within the American dream. This is a very important book, on the deepest social problem facing the United States today.”
—George Akerlof, Nobel Laureate in Economics

“Carol Graham uses well-being measures to bring new insights to the divisions that are threatening America.”
—Angus Deaton, Nobel Laureate in Economics

The Declaration of Independence states that all people are endowed with certain unalienable rights, and among these is the right to the pursuit of happiness. But is happiness equally available to everyone in America today? How about elsewhere in the world?

June 2017. 248 pages. 20 line illus. 12 tables.
Cl: 978-0-691-16946-0 $29.95 | £22.95

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Forthcoming

**The Great Leveler**
Violence and the History of Inequality from the Stone Age to the Twenty-First Century
Walter Scheidel

“Walter Scheidel’s analysis of what really reduces inequality is provocative, but he makes the case with reason, evidence, and style.”
—Steven Pinker, author of *The Better Angels of Our Nature*

“Brilliant, erudite, and chock-full of historical detail, *The Great Leveler* has a powerful message.”
—Branko Milanovic, author of *Global Inequality*

Are mass violence and catastrophes the only forces that can seriously decrease economic inequality? To judge by thousands of years of history, the answer is yes. Tracing the global history of inequality from the Stone Age to today, Walter Scheidel shows that inequality never dies peacefully. Periods of increased equality are usually born of carnage and disaster and are generally short-lived, disappearing with the return of peace and stability. *The Great Leveler* is the first book to chart the crucial role of violent shocks in reducing inequality over the full sweep of human history around the world.

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

2016. 520 pages. 45 line illus. 
Cl: 978-0-691-16502-8 $35.00 | £24.95

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Forthcoming

**Beating the Odds**
Jump-Starting Developing Countries
Justin Yifu Lin & Célestin Monga

“This powerful book brings encouraging news to developing countries. A nation does not have to be developed to achieve economic growth.”
—Edmund Phelps, Nobel Laureate in Economics

Contrary to conventional wisdom, countries that ignite a process of rapid economic growth almost always do so while lacking what experts say are the essential preconditions for development, such as good infrastructure and institutions. In *Beating the Odds*, two of the world’s leading development economists begin with this paradox to explain what is wrong with mainstream development thinking—and to offer a practical blueprint for moving poor countries out of the low-income trap regardless of their circumstances.

June 2017. 392 pages. 1 halftone. 22 line illus. 19 tables.
Cl: 978-0-691-17605-5 $35.00 | £24.95

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Forthcoming

**The Quest for Prosperity**
How Developing Economies Can Take Off
Justin Yifu Lin

With a new preface by the author

2014. 360 pages. 2 line illus.
Pa: 978-0-691-16356-7 $19.95 | £14.95
Cl: 978-0-691-15589-0 $27.95 | £19.95

The Declaration of Independence states that all people are endowed with certain unalienable rights, and that among these is the pursuit of happiness. But is happiness equally available to everyone in America today? How about elsewhere in the world? Carol Graham draws on cutting-edge research linking income inequality with well-being to show how the widening prosperity gap has led to rising inequality in people’s beliefs, hopes, and aspirations.

June 2017. 248 pages. 20 line illus. 12 tables.
Cl: 978-0-691-16946-0 $29.95 | £22.95
Forthcoming

Adaptive Markets
Financial Evolution at the Speed of Thought
Andrew W. Lo

“Andrew Lo combines wonderfully broad scholarship and a delightfully instructive style to present dramatically new perspectives on how markets work and how they can be regulated more effectively.”
—Simon A. Levin, Princeton University

Half of all Americans have money in the stock market, yet economists can’t agree on whether investors and markets are rational and efficient, as modern financial theory assumes, or irrational and inefficient, as behavioral economists believe—and as financial bubbles, crashes, and crises suggest. This is one of the biggest debates in economics and the value or futility of investment management and financial regulation hang on the outcome. In this groundbreaking book, Andrew Lo cuts through this debate with a new framework, the Adaptive Markets Hypothesis, in which rationality and irrationality coexist.

An ambitious new answer to fundamental questions in economics, Adaptive Markets is essential reading for anyone who wants to know how markets really work.

May 2017. 512 pages. 32 color illus. 7 line illus. 9 tables.
Cl: 978-0-691-13514-4 $37.50 | £28.95

New

Game of Loans
The Rhetoric and Reality of Student Debt
Beth Akers & Matthew M. Chingos

“Higher education is essential to our nation’s future, so how do we pay for it? Game of Loans tackles that urgent question—and it does so brilliantly. With lucid prose and crisp analysis, Beth Akers and Matthew Chingos puncture myths, reveal facts, and chart a sensible course forward. This book is a game-changer, and it should be required reading for everyone interested in higher education and public policy.”
—Christopher L. Eisgruber, president of Princeton University

College tuition and student debt levels have been rising at an alarming pace for at least two decades. These trends, coupled with an economy weakened by a major recession, have raised serious questions about whether we are headed for a major crisis, with borrowers defaulting on their loans in unprecedented numbers and taxpayers being forced to foot the bill. Game of Loans draws on new evidence to explain why such fears are misplaced—and how the popular myth of a looming crisis has obscured the real problems facing student lending in America.

The William G. Bowen Memorial Series in Higher Education
2016. 192 pages. 25 line illus. 7 tables.
Cl: 978-0-691-16715-2 $26.95 | £19.95

Forthcoming

The Financial Diaries
How American Families Cope in a World of Uncertainty
Jonathan Morduch & Rachel Schneider

“[P]rovides a useful framework for readers looking to understand why working-class families feel uneasy with their financial situations.”
—Elisabeth Jacobs, Washington Center for Equitable Growth

Deep within the American Dream lies the belief that hard work and steady saving will ensure a comfortable retirement and a better life for one’s children. But in a nation experiencing unprecedented prosperity, even for many families who seem to be doing everything right, this ideal is still out of reach. In The Financial Diaries, Jonathan Morduch and Rachel Schneider draw on the groundbreaking U.S. Financial Diaries, which follow the lives of 235 low- and middle-income families as they navigate through a year. Morduch and Schneider challenge popular assumptions about how Americans earn, spend, borrow, and save—and they identify the true causes of distress and inequality for many working Americans.

The Financial Diaries presents an unparalleled inside look at the economic stresses of today’s families and offers powerful, fresh ideas for solving them.

April 2017. 240 pages. 14 line illus.
Cl: 978-0-691-17298-9 $27.95 | £19.95
Forthcoming
The End of Theory
Financial Crises, the Failure of Economics, and the Sweep of Human Interaction
Richard Bookstaber

“This impressive book ties together important insights from several disciplines—from science and philosophy to literature—and applies them to questions of financial stability and economic modeling. Bookstaber offers readers a great deal of useful information about the 2008 financial crisis.”
—Blake LeBaron, Brandeis University

Our economy may have recovered from the Great Recession—but not our economics. In The End of Theory, Richard Bookstaber, one of the world’s leading risk managers, discusses why the human condition and the radical uncertainty of our world renders the standard economic model—and the theory behind it—useless for dealing with financial crises. What model should replace it? None. At least not any version we’ve been using for the past two hundred years. Instead, Bookstaber argues for a new approach called agent-based economics, one that takes as a starting point the fact that we are humans, not the optimizing automatons that standard economics assumes we are.

New
A Culture of Growth
The Origins of the Modern Economy
Joel Mokyr

“Many great minds have written many great books about why Europe spearheaded technological progress and economic growth in the past three centuries. Joel Mokyr has joined their ranks with admirable verve, erudition, and originality.”
—Daron Acemoglu, coauthor of Why Nations Fail

During the late eighteenth century, innovations in Europe triggered the Industrial Revolution and the sustained economic progress that spread across the globe. While much has been made of the details of the Industrial Revolution, what remains a mystery is why it took place at all. Why did this revolution begin in the West and not elsewhere, and why did it continue, leading to today’s unprecedented prosperity? In this groundbreaking book, celebrated economic historian Joel Mokyr argues that a culture of growth specific to early modern Europe and the European Enlightenment laid the foundations for the scientific advances and pioneering inventions that would instigate explosive technological and economic development.

New
The Nobel Factor
The Prize in Economics, Social Democracy, and the Market Turn
Avner Offer & Gabriel Söderberg

“Using the Nobel Prize in Economics as their prism, Offer and Söderberg present a refreshingly unapologetic, deeply critical analysis of the ideological turn to market fundamentalism that was propelled by the selection of prizewinners.”
—Bo Rothstein, University of Oxford

Economic theory may be speculative, but its impact is powerful and real. Since the 1970s, it has been closely associated with a sweeping change around the world—the “market turn.” This is what Avner Offer and Gabriel Söderberg call the rise of market liberalism, a movement that, seeking to replace social democracy, holds up buying and selling as the norm for human relations and society. Our confidence in markets comes from economics, and our confidence in economics is underpinned by the Nobel Prize in Economics, which was first awarded in 1969. Was it a coincidence that the market turn and the prize began at the same time?

May 2017. 232 pages. 10 line illus.
Cl: 978-0-691-16901-9 $29.95 | £22.95

2016. 400 pages. 1 line illus.
Cl: 978-0-691-16688-3 $35.00 | £24.95

2016. 344 pages. 2 halftones. 29 line illus.
1 table.
Cl: 978-0-691-16603-2 $35.00 | £24.95
Forthcoming
The First Serious Optimist
A. C. Pigou and the Birth of Welfare Economics
Ian Kumekawa

The First Serious Optimist is an intellectual biography of the British economist A. C. Pigou (1877–1959), a founder of welfare economics and one of the twentieth century’s most important and original thinkers. Though long overshadowed by his intellectual rival John Maynard Keynes, Pigou was instrumental in focusing economics on the public welfare. Drawing from a wealth of archival sources, Ian Kumekawa tells how Pigou reshaped the way the public thinks about the economic role of government.

June 2017. 352 pages. 6 halftones.
Cl: 978-0-691-16348-2 $35.00 | £24.95

New
The Euro and the Battle of Ideas
Markus K. Brunnermeier, Harold James & Jean-Pierre Landau

“The advent of the Euro is a singular event in monetary history. This is the best and most important book so far on an experiment with profound economic and geopolitical implications.”

—Lawrence H. Summers, former Secretary of the U.S. Treasury

Why is Europe’s great monetary endeavor, the Euro, in trouble? A string of economic difficulties in Greece, Ireland, Spain, Italy, and other Eurozone nations has left observers wondering whether the currency union can survive. In this book, Markus Brunnermeier, Harold James, and Jean-Pierre Landau argue that the core problem with the Euro lies in the philosophical differences between the founding countries of the Eurozone, particularly Germany and France. But the authors also show how these seemingly incompatible differences can be reconciled to ensure Europe’s survival. Weaving together economic analysis and historical reflection, The Euro and the Battle of Ideas provides a forensic investigation and a road map for Europe’s future.

2016. 484 pages. 20 line illus.
Cl: 978-0-691-17081-7 $19.95 | £14.95

Winner of the 2007 Bronze Award in Finance/Investment/Economics, Independent Publisher
Shortlisted for the 2006 Business Book of the Year Award, Financial Times/Goldman Sachs

Forthcoming
Cents and Sensibility
What Economics Can Learn from the Humanities
Gary Saul Morson & Morton Schapiro

“This highly original book makes a significant contribution to current debates in higher education. At a time when the sciences and humanities appear to be rivals, Morson and Schapiro propose mutually beneficial cooperation between them. Cents and Sensibility makes the case that economics can learn from the insights of a central field in the humanities, literary studies; at the same time, the book offers a new, thought-provoking approach to literature.”

—Thomas Pavel, author of The Lives of the Novel

Economists often act as if their methods explain all human behavior. But in Cents and Sensibility, an eminent literary critic and a leading economist make the case that the humanities, especially the study of literature, offer economists ways to make their models more realistic, their predictions more accurate, and their policies more effective and just.

Original, provocative, and inspiring, Cents and Sensibility brings economics back to its place in the human conversation.

June 2017. 344 pages.
Cl: 978-0-691-17668-0 $29.95 | £22.95

New in Paperback
The Box
How the Shipping Container Made the World Smaller and the World Economy Bigger
Second Edition
Marc Levinson

With a new chapter by the author

2016. 544 pages. 1 halftone. 1 line illus. 6 tables.
Pa: 978-0-691-17081-7 $19.95 | £14.95

Winner of the 2007 Bronze Award in Finance/Investment/Economics, Independent Publisher

2006 Business Book of the Year Award, Financial Times/Goldman Sachs

June 2017. 344 pages.
Cl: 978-0-691-17668-0 $29.95 | £22.95
New
Failing in the Field
What We Can Learn When Field Research Goes Wrong
Dean Karlan & Jacob Appel

“Winston Churchill described success as ‘stumbling from failure to failure with no loss of enthusiasm.’ That certainly describes my own career. This book not only tells researchers and policymakers like me that we are not alone, it also tells us what we can learn from our mistakes. A great read.” —Christopher Blattman, University of Chicago

All across the social sciences, from development economics to political science departments, researchers are going into the field to collect data and learn about the world. While much has been gained from the successes of randomized controlled trials, stories of failed projects often do not get told. In Failing in the Field, Dean Karlan and Jacob Appel delve into the common causes of failure in field research, so that researchers might avoid similar pitfalls in future work. Cracking open the taboo subject of the stumbles that can take place in the implementation of research studies, Failing in the Field is a valuable “how-not-to” handbook for conducting fieldwork and running randomized controlled trials in development settings.

2016. 176 pages. 2 line illus. Cilt: 978-0-691-16189-1 $29.95 | £22.95

New
“Keep the Damned Women Out”
The Struggle for Coeducation
Nancy Weiss Malkiel

“A thoroughly researched, grace-fully written, unusually compre-hensive account of an important historical transformation.” —Nannerl O. Keohane, president emeritus of Wellesley College and Duke University

The William G. Bowen Memorial Series in Higher Education

2016. 688 pages. 43 halftones. 1 line illus. 11 tables. Cilt: 978-0-691-17299-6 $35.00 | £24.95

New in Paperback
The Mystery of the Invisible Hand
A Henry Spearman Mystery
Marshall Jevons

“Like Freakonomics, this proves that the much-dreaded ‘econ’ can provide useful entertainment.” —Booklist (starred review)


Forthcoming in Paperback
The Rise and Fall of American Growth
The U.S. Standard of Living since the Civil War
Robert J. Gordon

“[A] magisterial combination of deep technological history, vivid portraits of daily life over the past six generations and careful economic analysis…. [It] will challenge your views about the future; [and] it will definitely transform how you see the past.” —Paul Krugman, New York Times Book Review

“[A] masterpiece.” —Martin Wolf, Financial Times

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? 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.

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

May 2017. 784 pages. 96 line illus. 32 tables. Pa: 978-0-691-17580-5 $24.95 | £18.95 Cilt: 978-0-691-14772-7 $39.95 | £29.95

A New York Times Bestseller

6 • general interest
Forthcoming in Paperback

Between Debt and the Devil
Money, Credit, and Fixing Global Finance
Adair Turner
With a new afterword by the author

“[A]n overdue challenge to a taboo against monetary finance held sacred for too long.”
—Giles Wilkes, Financial Times

“[T]he most penetrating analysis of the inherent imperfections of our financial system to appear since the crash of 2008.”
—George Soros

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. Turner explains why public policy needs to manage the growth and allocation of credit creation, and why debt needs to be taxed as a form of economic pollution.

March 2017. 320 pages. 19 line illus.
Pa: 978-0-691-17598-0 $17.95 | £13.95
Cl: 978-0-691-16964-4 $29.95 | £22.95

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

The Little Big Number
How GDP Came to Rule the World and What to Do about It
Dirk Philipsen

“Philipsen argues that not only is GDP a flawed statistic in need of replacing—but the whole notion of open-ended economic growth needs to go, too.”
—Kevin Hartnett, Boston Globe

May 2017. 416 pages. 2 halftones. 9 line illus. 3 tables.
Pa: 978-0-691-17593-5 $19.95 | £14.95
Cl: 978-0-691-16652-0 $29.95 | £22.95

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

Europe’s Orphan
The Future of the Euro and the Politics of Debt
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

“A highly intelligent, thought-provoking book, to be read by anyone who follows contemporary macroeconomic policy.”
—Tyler Cowen, Marginal Revolution

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. Sandbu shows how the eurozone’s self-inflicted financial calamities and economic decline resulted from a toxic cocktail of unforced policy errors by bankers, politicians, and bureaucrats; the unhealthy coziness between finance and governments; and, above all, an extreme unwillingness to restructure debt.

March 2017. 336 pages. 25 line illus.
Pa: 978-0-691-17594-2 $19.95 | £14.95
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One of Forbes Magazine’s Best Books of 2013
One of Bloomberg Businessweek’s Best Books of 2013
Longlisted for the 2013 Book of the Year Award, Financial Times/ Goldman Sachs Honorable Mention, 2013 PROSE Award in Economics, Association of American Publishers

The Great Escape
Health, Wealth, and the Origins of Inequality
Angus Deaton

2015. 376 pages. 50 line illus.
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One of Bloomberg Businessweek’s Best Books of 2013
Longlisted for the 2013 Book of the Year Award, Financial Times/ Goldman Sachs Honorable Mention, 2013 PROSE Award in Economics, Association of American Publishers

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Cl: 978-0-691-16830-2 $29.95 | £22.95

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

press.princeton.edu
Forthcoming in Paperback
The Globalization of Inequality
François Bourguignon
Translated by Thomas Scott-Railton
With a new preface by the author
“Globalization has unleashed powerful forces: some wonderful, some worrying. This book can take you beyond the clichés to an understanding of what is going on and what can be done about it.”
—Sir Paul Collier, Prospect
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.

February 2017. 224 pages. 3 line illus. 2 tables.
Pa: 978-0-691-17564-5 $18.95 | £14.95
Cl: 978-0-691-16052-8 $27.95 | £19.95
One of the Financial Times’s Best Books in Economics 2015
One of the Financial Times’s Summer Books of 2015

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The Rise and Fall of Classical Greece
Josiah Ober
“Superb.”
—Armand Marie Leroi, New York Times
The Princeton History of the Ancient World
2016. 448 pages. 1 halftone. 14 line illus.
18 tables. 9 maps.
Pa: 978-0-691-17314-6 $18.95 | £14.95
Cl: 978-0-691-14091-9 $35.00 | £24.95

New
Money Changes Everything
How Finance Made Civilization Possible
William N. Goetzmann
“(C)onvincingly makes the case that finance is a change-maker of change-makers.”
—Pietra Rivoli, Financial Times
“It is a fascinating thesis, brilliantly illuminated by scores of vivid examples, generously illustrated with a wealth of pictures, comprehensive in its geographical and temporal scope, and in my view almost entirely convincing.”
—Felix Martin, New York Times Book Review
In the aftermath of recent financial crises, it’s easy to see finance as a wrecking ball: something that destroys fortunes and jobs, and undermines governments and banks. In Money Changes Everything, leading financial historian William Goetzmann argues the exact opposite—that the development of finance has made the growth of civilizations possible. Goetzmann explains that finance is a time machine, a technology that allows us to move value forward and backward through time; and that this innovation has changed the very way we think about and plan for the future.

2016. 594 pages. 51 halftones. 9 line illus.
Cl: 978-0-691-14378-1 $35.00 | £24.95

New
Money Changes Everything
How Finance Made Civilization Possible
William N. Goetzmann
“(C)onvincingly makes the case that finance is a change-maker of change-makers.”
—Pietra Rivoli, Financial Times
“It is a fascinating thesis, brilliantly illuminated by scores of vivid examples, generously illustrated with a wealth of pictures, comprehensive in its geographical and temporal scope, and in my view almost entirely convincing.”
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2016. 594 pages. 51 halftones. 9 line illus.
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Foragers, Farmers, and Fossil Fuels
How Human Values Evolve
Ian Morris
Edited and with an introduction by Stephen Macedo
With commentary by Richard Seaord, Jonathan D. Spence, Christine M. Korsgaard & Margaret Atwood
The University Center for Human Values Series
Charles R. Beitz, Series Editor
June 2017. 400 pages. 2 halftones. 28 line illus.
2 tables. 6 maps.
Pa: 978-0-691-17589-8 $19.95 | £14.95
Cl: 978-0-691-16039-9 $29.95 | £22.95

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Foragers, Farmers, and Fossil Fuels
How Human Values Evolve
Ian Morris
Edited and with an introduction by Stephen Macedo
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2 tables. 6 maps.
Pa: 978-0-691-17589-8 $19.95 | £14.95
Cl: 978-0-691-16039-9 $29.95 | £22.95
Forthcoming in Paperback

The Process Matters
Engaging and Equipping People for Success
Joel Brockner

“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

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 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.

May 2017. 352 pages. 3 line illus. 2 tables.
Pa: 978-0-691-17567-6 $18.95 | £14.95
Cl: 978-0-691-16505-9 $27.95 | £19.95
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

New

Taxing the Rich
A History of Fiscal Fairness in the United States and Europe
Kenneth Scheve & David Stasavage

“These findings run counter to a popular narrative. Recall that in 2012, Mitt Romney said that in a democracy, a candidate who offers tax breaks to the less well-off at the expense of the rich will win mass support ‘no matter what.’ That claim does not appear to be supported by the historical record.”
—Robert J. Shiller, New York Times

In today’s social climate of acknowledged and growing inequality, why are there not greater efforts to tax the rich? In this wide-ranging and provocative book, Kenneth Scheve and David Stasavage ask when and why countries tax their wealthiest citizens—and their answers may surprise you. Taxing the Rich draws on unparalleled evidence from twenty countries over the last two centuries to provide the broadest and most in-depth history of progressive taxation available. Scheve and Stasavage provide the most detailed examination to date of when taxes have been levied against the rich and when they haven’t.

Copublished with the Russell Sage Foundation
2016. 282 pages. 20 line illus. 3 tables.
Cl: 978-0-691-16545-5 $29.95 | £22.95

Forthcoming in Paperback

Money
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“Just as Thorstein Veblen captured his time with the phrase ‘conspicuous consumption,’ Elizabeth Currid-Halkett nails the contemporary rise of a subtler but no less materialist inconspicuous consumption. This book is a must-read for anyone who wants to understand modern cities or culture today.”
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In today’s world, the leisure class has been replaced by a new elite. Highly educated and defined by cultural capital rather than income bracket, these individuals earnestly buy organic, carry NPR tote bags, and breast-feed their babies. They care about discreet, inconspicuous consumption—like eating free-range chicken and heirloom tomatoes, wearing organic cotton shirts and TOMS shoes, and listening to the Serial podcast. In The Sum of Small Things, Elizabeth Currid-Halkett dubs this segment of society “the Aspirational Class” and discusses how, through deft decisions about education, health, parenting, and retirement, the Aspirational Class reproduces wealth and upward mobility, deepening the ever-wider class divide.

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