Letter from the Editor

It is with great pleasure that, on behalf of my colleagues at Princeton University Press, I introduce the sociology catalog for 2017. The books in this catalog exemplify the quality of scholarship that we prize, and they reflect the interdisciplinary approach that we take to publishing. This is an exciting time for the field of sociology at the Press.

There are a few titles in this year’s catalog that I want to briefly highlight. In *Bit by Bit*, Matthew Salganik delivers an essential guide to mastering the key principles of doing social research in the fast-evolving digital age. Kosuke Imai’s *Quantitative Social Science* is a practical introduction to data analysis and statistics written especially for undergraduates and beginning graduate students. *Uneasy Street* by Rachel Sherman draws on rare in-depth interviews with affluent New Yorkers to examine their lifestyle choices and their understanding of privilege. Richard Ocejo’s *Masters of Craft* looks at the renaissance of four traditional low-status manual labor occupations: bartending, distilling, barbering, and butchering. And finally, I’d like to introduce two new series: The Princeton Series in Global and Comparative Sociology, edited by Andreas Wimmer, and The Princeton Studies in Contemporary China, edited by Yu Xie.

But there are many other authors and subjects inside that are not to be missed, including Clayton Childress on the creation, production, and reception of a novel, Cynthia Miller-Idriss on the commercialization of extremist ideologies, Robert Wuthnow on middle-class respectability in nineteenth century America, and John O’Brien’s portrait of a group of boys as they navigate the complexities of being both American teenagers and good Muslims.

We look forward to continuing to share this intellectually engaging journey with you. Thank you for your support.

Meagan Levinson
Senior Editor, Sociology & Psychology
Forthcoming

**Bit by Bit**
Social Research in the Digital Age
Matthew J. Salganik

In just the past several years, we have witnessed the birth and rapid spread of social media, mobile phones, and numerous other digital marvels. In addition to changing how we live, these tools enable us to collect and process data about human behavior on a scale never before imaginable, offering entirely new approaches to core questions about social behavior. *Bit by Bit* is the key to unlocking these powerful methods—a landmark book that will fundamentally change how the next generation of social scientists and data scientists explores the world around us.

*Bit by Bit* is the essential guide to mastering the key principles of doing social research in this fast-evolving digital age. In this comprehensive yet accessible book, Matthew Salganik explains how the digital revolution is transforming how social scientists observe behavior, ask questions, run experiments, and engage in mass collaborations. He provides a wealth of real-world examples throughout, and also lays out a principles-based approach to handling ethical challenges in the era of social media.

*Bit by Bit* is an invaluable resource for social scientists who want to harness the research potential of big data and a must-read for data scientists interested in applying the lessons of social science to tomorrow’s technologies.

December 2017. 360 pages. 21 halftones. 58 line illus. 28 tables. 2 maps.
Cl: 978-0-691-15864-8 $35.00 | £27.95

“This book is a gem—a rare combination of a highly accessible and engaging writing style coupled with an introduction to advanced computational methods for collecting and analyzing observational and experimental data.”
—Michael Macy, Cornell University

Forthcoming

**Uneasy Street**
The Anxieties of Affluence
Rachel Sherman

“[A] remarkable look inside the world of affluence…. This book skillfully advances our understanding of social class and makes an important contribution to the sociology of money.”
—Viviana A. Zelizer, author of *Economic Lives*

From TV’s “real housewives” to *The Wolf of Wall Street*, our popular culture portrays the wealthy as materialistic and entitled. But what do we really know about those who live on “easy street”? In this penetrating book, Rachel Sherman draws on rare in-depth interviews that she conducted with fifty affluent New Yorkers—including hedge fund financiers and corporate lawyers, professors and artists, and stay-at-home mothers—to examine their lifestyle choices and their understanding of privilege. Sherman upends images of wealthy people as invested only in accruing and displaying social advantages for themselves and their children. Instead, these liberal elites, who believe in diversity and meritocracy, feel conflicted about their position in a highly unequal society.

September 2017. 320 pages.
Cl: 978-0-691-16550-9 $29.95 | £24.95
New
The Sum of Small Things
A Theory of the Aspirational Class
Elizabeth Currid-Halkett
“Eschewing mockery and polemics, The Sum of Small Things challenges readers to think hard about culture and consumption in a postscarcity economy.”
—Virginia Postrel, author of The Power of Glamour
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, wearing organic cotton shirts, and listening to the Serial podcast. They use their purchasing power to hire nannies and housekeepers, to cultivate their children’s growth, and to practice yoga and Pilates. 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.
2017. 272 pages. 9 line illus. 17 tables.
Cl: 978-0-691-16273-7 $29.95 | £24.95

New
Masters of Craft
Old Jobs in the New Urban Economy
Richard E. Ocejo
“[A] powerful lens into two of the most powerful forces in society today: the gentrification of our cities and the transformation of work.”
—Richard Florida, University of Toronto, author of The Rise of the Creative Class
In today’s new economy—in which “good” jobs are typically knowledge or technology based—many well-educated and culturally savvy young men are instead choosing to pursue traditionally low-status manual labor occupations as careers. Masters of Craft looks at the renaissance of four such trades: bartending, distilling, barbering, and butchering. Richard Ocejo takes you into the lives and workplaces of these people to examine how they are transforming these once-undesirable jobs into “cool” and highly specialized upscale occupational niches.
2017. 368 pages. 15 halftones.
Cl: 978-0-691-16549-3 $29.95 | £24.95

New in Paperback
Upscaling Downtown
From Bowery Saloons to Cocktail Bars in New York City
Richard E. Ocejo
2017. 272 pages. 9 halftones. 8 line illus. 1 map.
Pb: 978-0-691-17631-4 $22.95 | £18.95
Cl: 978-0-691-15516-6 $35.00 | £27.95

New
Quantitative Social Science
An Introduction
Kosuke Imai
“Kosuke Imai has produced a superb hands-on introduction to modern quantitative methods in the social sciences. Placing practical data analysis front and center, this book is bound to become a standard reference in the field of quantitative social science.”
—Alberto Abadie, Massachusetts Institute of Technology
Quantitative analysis is an increasingly essential skill for social science research, yet students in the social sciences and related areas typically receive little training in it—or if they do, they usually end up in statistics classes that offer few insights into their field. This textbook is a practical introduction to data analysis and statistics written especially for undergraduates and beginning graduate students in the social sciences and allied fields, such as economics, sociology, public policy, and data science. Quantitative Social Science engages directly with empirical analysis, showing students how to analyze data using the R programming language and to interpret the results.
2017. 440 pages. 14 color illus. 9 halftones. 77 line illus.
Pb: 978-0-691-17546-1 $49.50 | £41.95
Cl: 978-0-691-16703-9 $95.00 | £79.95

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2017. 440 pages. 14 color illus. 9 halftones. 77 line illus.
Pb: 978-0-691-17546-1 $49.50 | £41.95
Cl: 978-0-691-16703-9 $95.00 | £79.95
New in Paperback

The Battle for Yellowstone
Morality and the Sacred Roots of Environmental Conflict
Justin Farrell

“[A]n extraordinarily rich, well-argued, and compelling book that breaks new ground both in theories of culture and scholarship on the far right. The Extreme Gone Mainstream is a model for future research.”
—Kathleen M. Blee, author of Inside Organized Racism

New

A Fraught Embrace
The Romance and Reality of AIDS Altruism in Africa
Ann Swidler & Susan Cotts Watkins

“This splendid account of development aid explores how reality confronts donors’ dreams of effective altruism and recipients’ dreams of a better life.”
—Angus Deaton, Nobel Laureate in Economics

Contested Tastes
Foie Gras and the Politics of Food
Michaela DeSoucey

 “[A] masterful analysis of the political battles over foie gras…. In this compelling, balanced, and graceful account, DeSoucey captures the passions of contending worldviews and reminds us that morality is found in every bite.”
—Gary Alan Fine, author of Kitchens: The Culture of Restaurant Work

February 2018. 288 pages. 16 color illus.
Cl: 978-0-691-17020-6 $29.95 | £24.95

Forthcoming

The Extreme Gone Mainstream
Commercialization and Far Right Youth Culture in Germany
Cynthia Miller-Idriss

“The past decade has witnessed a steady increase in far right politics, social movements, and extremist violence in Europe. Scholars and policymakers have struggled to understand the causes and dynamics that have made the far right so appealing to so many people—in other words, that have made the extreme more mainstream. In this book, Cynthia Miller-Idriss examines how extremist ideologies have entered mainstream German culture through commercialized products and clothing laced with extremist, anti-Semitic, racist, and nationalist coded symbols and references.

February 2018. 168 pages. 1 line illus. 3 tables.
Cl: 978-0-691-15869-3 $35.00 | £27.95

Forthcoming

Seeing the World
How U.S. Universities Make Knowledge in a Global Era
Mitchell L. Stevens, Cynthia Miller-Idriss & Seteney Shami

“[C]ombines impressive ambition and empirical depth with a powerful comparative approach.”
—Jason Owen-Smith, University of Michigan

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Cl: 978-0-691-16038-2 $35.00 | £27.95

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Under the Cover
The Creation, Production, and Reception of a Novel
Clayton Childress

“[T]he richest biography of a book—from womb to tomb, so to speak—that we are likely to see.”
—Wendy Griswold, author of American Guides

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Cl: 978-0-691-16038-2 $35.00 | £27.95

New in Paperback

The Battle for Yellowstone
Morality and the Sacred Roots of Environmental Conflict
Justin Farrell

2017. 314 pages. 52 halftones. 31 line illus. 6 tables.
Pa: 978-0-691-17630-7 $26.95 | £21.95
Cl: 978-0-691-16434-2 $39.50 | £32.95
Forthcoming
American Misfits and the Making of Middle-Class Respectability
Robert Wuthnow

“American Misfits is filled with colorful anecdotes, lively characters, and sharp social analysis. One of America’s leading sociologists, Robert Wuthnow shows that respectability is rarely about respecting others but rather about identifying others to malign for their deficiencies and offenses.”
—Leigh Eric Schmidt, Washington University in St. Louis
September 2017. 352 pages. 24 halftones.
Cl: 978-0-691-17686-4 $29.95 | £22.95

Rough Country
How Texas Became America’s Most Powerful Bible-Belt State
Robert Wuthnow

2016. 664 pages. 23 halftones.
Pa: 978-0-691-16930-9 $29.95 | £24.95
Cl: 978-0-691-15989-8 $39.50 | £32.95
Winner of the 2014 Coral Horton Tullis Memorial Prize, Texas State Historical Association

Beyond the Beat
Musicians Building Community in Nashville
Daniel B. Cornfield

“[A]n encouraging take on creativity in the wake of digital disruption.”
—Ken Paulson, president of the First Amendment Center
2015. 232 pages. 5 line illus. 2 tables.
Cl: 978-0-691-16073-3 $35.00 | £27.95
Shortlisted for the 2016 ASAP Book Prize, Association for the Study of the Arts of the Present

Forthcoming
Reputation
What It Is and Why It Matters
Gloria Origgi
Translated by Stephen Holmes & Noga Arikha

“This is a truly original, highly insightful, and highly readable book on a vital yet largely unexplored question…. This is not a book, but the birth of a branch of applied knowledge.”
—Nassim Nicholas Taleb
December 2017. 296 pages. 2 halftones.
5 line illus.
Cl: 978-0-691-17535-5 $29.95 | £24.95

Houses for a New World
Builders and Buyers in American Suburbs, 1945–1965
Barbara Miller Lane

2015. 320 pages. 224 halftones.
Cl: 978-0-691-16761-9 $49.95 | £41.95
Winner of the 2016 PROSE Award in Architecture & Urban Planning, Association of American Publishers

The End of American Childhood
A History of Parenting from Life on the Frontier to the Managed Child
Paula S. Fass

“[W]orthwhile and enlightening…. [C]omes to some persuasively tough conclusions.”
—Daniel Akst, Wall Street Journal
November 2017. 352 pages. 23 halftones.
Pa: 978-0-691-17820-2 $19.95 | £14.95
Cl: 978-0-691-16257-7 $29.95 | £24.95
New

Trans
Gender and Race in an Age of Unsettled Identities
Rogers Brubaker

“Pacy and stimulating.”
—Marina Benjamin, New Statesman

“Smart and timely…. [A] must-read for anybody interested in the questions ‘Who am I?’ and ‘Who are you?’”
—Susan Stryker, author of Transgender History

2016. 256 pages. Cl: 978-0-691-17235-4 $24.95 | £19.95

Making a Good Life
An Ethnography of Nature, Ethics, and Reproduction
Katharine Dow

“Dow’s magnificent work sets a new course for the future of reproductive studies.”
—Sarah Franklin, University of Cambridge

2016. 248 pages. 3 halftones. 1 map. Pa: 978-0-691-17175-3 $27.95 | £22.95 Cl: 978-0-691-16748-0 $70.00 | £58.95

Affordable Housing in New York
The People, Places, and Policies That Transformed a City
Edited by Nicholas Dagen Bloom & Matthew Gordon Lasner

2015. 336 pages. 106 color illus. 142 halftones. 1 map. Cl: 978-0-691-16781-7 $39.95 | £32.95

The Work of the Dead
A Cultural History of Mortal Remains
Thomas W. Laqueur


Forthcoming in Paperback

American Zoo
A Sociological Safari
David Grazian

“Inspiring. [Grazian] makes the reader repeatedly reflect on whether there might be better ways of educating the public and contributing to wildlife conservation.”
—Matthew Cobb, New Scientist

“(A) model of how to do and write up an ethnographic study.”
—Jack Katz, American Journal of Sociology


New in Paperback

Strangers No More
Immigration and the Challenges of Integration in North America and Western Europe
Richard Alba & Nancy Foner

“[M]eticulously researched, and insightfully analyzed.”
—Peggy Levitt, Contemporary Sociology

2017. 336 pages. 5 line illus. 15 tables. Pa: 978-0-691-17620-8 $24.95 | £19.95 Cl: 978-0-691-16107-5 $35.00 | £27.95 Honorable Mention for the 2017 ENMISA Distinguished Book Award, Ethnicity, Nationalism, and Migration Section the International Studies Association
New
On the Move
Changing Mechanisms of Mexico-U.S. Migration
Filiz Garip
“Rich in new empirical research and sweeping in its scope, this brilliant book revolutionizes our understanding of this important migration flow.”
—Mary Waters, Harvard University

Princeton Analytical Sociology Series
Damon Centola, Karen S. Cook & Peter Hedström, Series Editors
2016. 312 pages. 9 halftones. 16 line illus. 5 tables. 4 maps.
Cl: 978-0-691-16106-8 $39.95 | £32.95

New in Paperback
The Hero’s Fight
African Americans in West Baltimore and the Shadow of the State
Patricia Fernández-Kelly
With a new preface by the author
2016. 440 pages. 10 line illus. 2 tables.
Pa: 978-0-691-17305-4 $27.95 | £22.95
Cl: 978-0-691-16284-3 $35.00 | £27.95

New
The House of Government
A Saga of the Russian Revolution
Yuri Slezkine
“Few books are truly visionary, but The House of Government earns this description.”
—Jay Parini, author of The Last Station
2017. 1096 pages. 397 halftones. 8 maps.
Cl: 978-0-691-17694-9 $39.95 | £29.95

New in Paperback
The Shape of the New
Four Big Ideas and How They Made the Modern World
Scott L. Montgomery & Daniel Chirot
With a new preface by the authors
2016. 512 pages.
Pa: 978-0-691-17319-1 $18.95 | £14.95
Cl: 978-0-691-15064-2 $35.00 | £27.95
One of the New York Times’s 100 Notable Books of 2015
One of Bloomberg Businessweek’s Best Books of 2015

New in Paperback
In Harm’s Way
The Dynamics of Urban Violence
Javier Auyero & Maria Fernanda Berti
“[A]n innovative, well-theorized approach to urban violence in the contemporary era.”
—Philippe Bourgois, author of In Search of Respect
2016. 264 pages. 30 halftones.
Pa: 978-0-691-17303-0 $24.95 | £19.95
Cl: 978-0-691-16477-9 $35.00 | £27.95

New
I Hear My People Singing
Voices of African American Princeton
Kathryn Watterson
With a foreword by Cornel West
“An extraordinary and most necessary book.”
—Nell Irvin Painter, author of The History of White People
2017. 376 pages. 58 halftones.
Cl: 978-0-691-17645-1 $29.95 | £24.95
Forthcoming
Designing San Francisco
Art, Land, and Urban Renewal in the City by the Bay
Alison Isenberg

“Essential reading for anyone interested in the politics of architecture, landscape architecture, and urban design.”
—Dolores Hayden, Yale University, author of The Power of Place

September 2017. 436 pages. 43 color + 115 b/w illus.
Cl: 978-0-691-17254-5 $37.50 | £31.95

New
Getting Respect
Responding to Stigma and Discrimination in the United States, Brazil, and Israel
Michèle Lamont, Graziella Moraes Silva, Jessica S. Welburn, Joshua Guetzkow, Nissim Mizrachi, Hanna Herzog & Elisa Reis

“A stunningly successful comparative analysis of stigmatization and discrimination.”
—James Mahoney, Northwestern University

2016. 400 pages. 15 tables.
Cl: 978-0-691-16707-7 $39.95 | £32.95

Michèle Lamont (co-author), Winner of the 2017 Erasmus Prize, Praemium Erasmianum Foundation

New in Paperback
Madness in Civilization
A Cultural History of Insanity, from the Bible to Freud, from the Madhouse to Modern Medicine
Andrew Scull

2016. 432 pages. 120 color & B&W illus.
Pa: 978-0-691-17344-3 $24.95
Cl: 978-0-691-16615-5 $39.50

For sale only in the United States and Canada

One of the New York Post’s Favorite Books of 2015
One of Kirkus Reviews’ Best Nonfiction Books of 2015 in History

The Brooklyn Nobody Knows
An Urban Walking Guide
William B. Helmreich

“Helmreich’s chatty Baedeker is a hefty, multifaceted deep dive into New York’s popular and most populous borough.”
—Sam Roberts, New York Times

Bill Helmreich walked every block of New York City—6,000 miles in all—to write the award-winning The New York Nobody Knows. Now he has re.walked Brooklyn—some 816 miles—to write this one-of-a-kind walking guide to the city’s hottest borough. Drawing on hundreds of conversations he had with residents during his block-by-block journeys, The Brooklyn Nobody Knows captures the heart and soul of a diverse, booming, and constantly changing borough that defines cool around the world. The guide covers every one of Brooklyn’s forty-four neighborhoods, from Greenpoint to Coney Island.

2016. 424 pages. 49 halftones. 45 maps.
Pa: 978-0-691-16682-7 $24.95 | £19.95

The New York Nobody Knows
Walking 6,000 Miles in the City
William B. Helmreich

2015. 480 pages. 30 halftones. 6 maps.
Pa: 978-0-691-16970-5 $19.95 | £14.95
Winner of the 2015 Award for Outstanding Achievement in Book Writing, The Guides Association of New York City
New Series

PRINCETON SERIES IN GLOBAL AND COMPARATIVE SOCIOLOGY
Andreas Wimmer, series editor

Over the past several decades, “globalization” and “internationalization” have become new areas of focus in the social sciences. Many sociologists are no longer content with focusing on a single society as if it were an autonomous social unit, but are keen to explore processes that affect societies across the globe or that can only be understood through systematic comparisons across them. The Princeton Series in Global and Comparative Sociology, edited by Andreas Wimmer, aims to create a home for books that dare to compare across countries and continents. It welcomes projects written in all macro-comparative traditions in sociology and neighboring disciplines.

Forthcoming

The Paradox of Vulnerability
States, Nationalism, and the Financial Crisis
John L. Campbell & John A. Hall

“This excellent book delivers an unprecedented analysis of the reaction of small countries in Europe to the financial crisis of 2007–08…. Will become a major reference point for many years to come.”
—Francesco Duina, Bates College

Why are small and culturally homogeneous nation-states in the advanced capitalist world so prosperous? Examining how Denmark, Ireland, and Switzerland managed the 2008 financial crisis, The Paradox of Vulnerability shows that this is not an accident. John Campbell and John Hall argue that a prolonged sense of vulnerability within both the state and the nation encourages the development of institutions that enable decision makers to act together quickly in order to survive, especially during a crisis.

February 2018. 306 pages. 7 line illus. 1 table.
Pa: 978-0-691-17848-6 $19.95 | £14.95
Winner of a 2008 Lannan Notable Book Award, Lannan Foundation

Forthcoming

Nation Building
Why Some Countries Come Together While Others Fall Apart
Andreas Wimmer

“Wimmer stands among the most solid and convincing of macrocomparative researchers, and he is as close to the ideal of an impartial social scientist as one can find. His theories of nation building are a revelation.”
—Randall Collins, University of Pennsylvania

Nation Building presents bold new answers to an age-old question. Why is national integration achieved in some diverse countries, while others are destabilized by political inequality between ethnic groups, contentious politics, or even separatism and ethnic war? Traversing centuries and continents from early nineteenth-century Europe and Asia to Africa from the turn of the twenty-first century to today, Andreas Wimmer delves into the slow-moving forces that encourage political alliances to stretch across ethnic divides and build national unity.

February 2018. 344 pages. 18 line illus. 44 tables.
Cl: 978-0-691-17738-0 $39.95 | £32.95

Politics

Getting Tough
Welfare and Imprisonment in 1970s America
Julilly Kohler-Hausmann

“[G]roundbreaking…. Getting Tough transforms the way we view the late twentieth-century United States.”
—Elizabeth Hinton, author of From the War on Poverty to the War on Crime

Politics and Society in Modern America
William Chafe, Gary Gerstle, Linda Gordon & Julian Zeilzer, Series Editors
2017. 306 pages. 7 line illus.
Cl: 978-0-691-17452-5 $35.00 | £27.95

Democracy Incorporated
Managed Democracy and the Specter of Inverted Totalitarianism
Sheldon S. Wolin
With a new introduction by Chris Hedges
October 2017. 376 pages.
Pa: 978-0-691-17848-6 $19.95 | £14.95
Winner of a 2008 Lannan Notable Book Award, Lannan Foundation

Politics and Vision
Continuity and Innovation in Western Political Thought
Sheldon S. Wolin
Expanded Edition
With a new foreword by Wendy Brown
Princeton Classics
2016. 792 pages.
Pa: 978-0-691-17405-1 $24.95 | £19.95

New
Read My Lips
Why Americans Are Proud to Pay Taxes
Vanessa S. Williamson
“[N]eatly upends the view of US citizens as reluctant taxpayers.”
—Karen Shook, Times Higher Education
2017. 304 pages. 8 line illus. 1 table.
Cl: 978-0-691-17455-6 $29.95 | £24.95

New in Paperback
ISIS
A History
Fawaz A. Gerges
With a new preface by the author
“[Q]uite simply the definitive book on the group by a very smart, well-informed guide to the region, superbly researched, well-written and intelligent throughout.”
—Fareed Zakaria, CNN
2017. 392 pages.
Pa: 978-0-691-17579-9 $17.95 | £14.95
Cl: 978-0-691-17000-8 $27.95 | £22.95
One of Kirkus Reviews’ Best Nonfiction Books of 2016

Forthcoming
Expert Political Judgment
How Good Is It? How Can We Know?
New Edition
Philip E. Tetlock
With a new preface by the author
 “[A] landmark in both content and style of argument.”
—Daniel Kahneman, Princeton University, Nobel Laureate in Economics
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