



PRINCETON UNIVERSITY PRESS

International Rights Guide

GUADALAJARA 2018

Estimados colegas,

Por primera vez en su historia, Princeton University Press tiene el gusto en participar en la Feria Internacional del Libro de Guadalajara con el fin de acercarse a Iberoamérica y reforzar sus lazos en la región.

Dado el carácter global de nuestro fondo editorial, hasta la fecha hemos establecido relaciones sólidas y duraderas con un gran número de editoriales tanto en España como en Latinoamérica y esperamos que las novedades incluidas dentro de nuestro catálogo y los títulos que hemos seleccionado para ustedes les resulten de interés.

¡Les deseamos una excelente feria!

Inés, Rebecca y Emma



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Social Science



Final PDF: January 2019
Editor: Sarah Caro
288 pages. 19 b/w illus.

CULTURAL STUDIES

Why It Will Sell

A short, smart, accessible and engaging read

Author, using case studies from around the world, cleverly and lightly illuminates a phenomenon that helps us understand not only contemporary culture and society but politics too

An exploration of cuteness and its immense hold on us, from emojis and fluffy puppies to its more uncanny, subversive expressions

Cuteness has taken the planet by storm. But what does “cute” mean, as a sensibility and style? In *The Power of Cute*, Simon May provides nuanced and surprising answers.

“We think we have power over cute things—but maybe the boot is on the other foot, and cute things manipulate us. *The Power of Cute* considers the notion that when we find things or people cute, ambivalence is in the air: on the one hand, cute things are infantile and unthreatening, on the other hand, uncanny or unsettling. This intelligent and thought-provoking book carves new ground.”

—*Simon Blackburn, author of Mirror, Mirror*



Final PDF: March 2019
Editor: Sarah Caro
408 pages. 80 b/w illus. 8 tables.

ECONOMICS | POLITICS

Why It Will Sell

This final book by Tony Atkinson, to be published posthumously, draws on data from across 60 countries to better understand the true nature of poverty

Tackles how best to measure poverty in a meaningful way

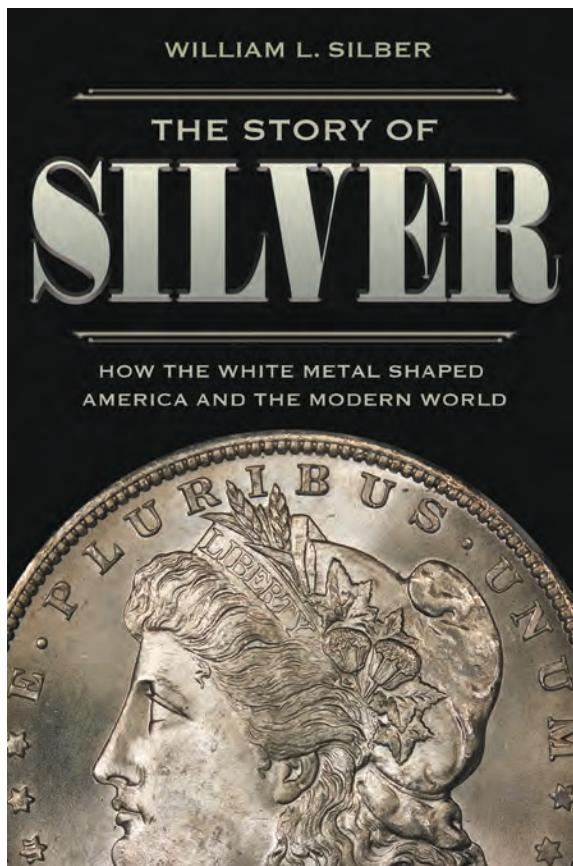
The final book from a towering pioneer in the study of poverty and inequality—a critically important examination of poverty around the world

In this, his final book, economist Anthony Atkinson, one of the world’s great social scientists and a pioneer in the study of poverty and inequality, offers an inspiring analysis of a central question: What is poverty and how much of it is there around the globe? The result is an essential contribution to efforts to alleviate poverty around the world.

Praise for Anthony Atkinson:

“In many ways [Atkinson is] the father of modern inequality research.”

—*Paul Krugman, New York Times*



 PRINCETON UNIVERSITY PRESS

How silver influenced two hundred years of world history, and why it matters today

This is the story of silver's transformation from soft money during the nineteenth century to hard asset today. Silver has been the preferred shelter against government defaults, political instability, and inflation for most people in the world because it is cheaper than gold. This book explains how powerful figures, up to and including Warren Buffett, have come under silver's thrall, and how its history guides economic and political decisions in the twenty-first century.

"Enlightening as well as fun to read, William Silber's *The Story of Silver* reminds us that the economic history of the world is inseparable from the history of this precious metal. As Silber recounts, politicians and business leaders, idealists and scoundrels have long found it irresistible."

—Robert J. Shiller, Nobel Laureate in Economics



WILLIAM L. SILBER is the Marcus Nadler Professor of Finance and Economics at New York University's Stern School of Business.

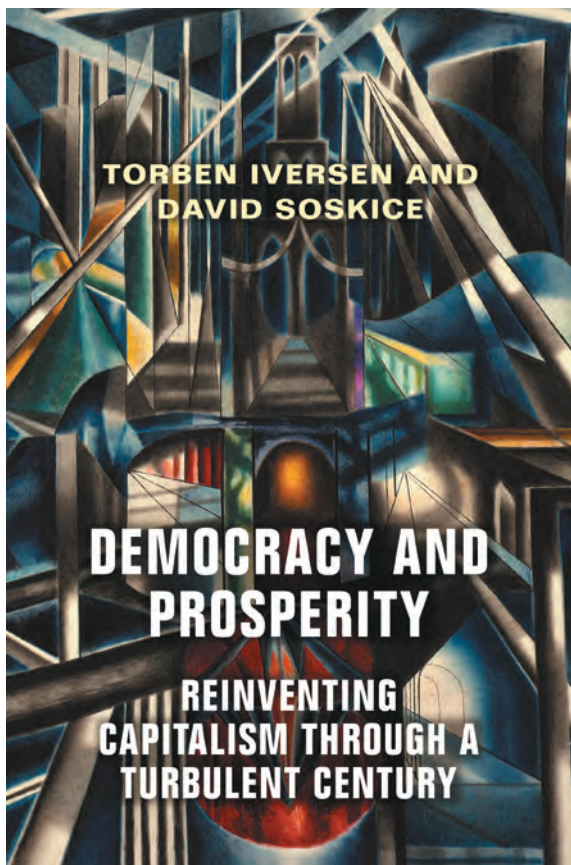
Why It Will Sell

This is the first book to reveal the vital role silver has played in shaping politics and economics in the modern world, with advice for investors on including silver in their portfolios

Tells the fascinating story of the world's second-most precious metal, explaining how it transformed from a commonly used currency to a hard asset today

Final PDF: Available
Editor: Peter Dougherty
328 pages. 22 b/w illus.
Chinese simplified & Chinese complex rights sold

POPULAR ECONOMICS | HISTORY



A groundbreaking new historical analysis of how global capitalism and advanced democracies mutually support each other

It is a widespread view that democracy and the advanced nation-state are in crisis, weakened by globalization and undermined by global capitalism, in turn explaining rising inequality and mounting populism. This book, written by two of the world's leading political economists, argues this view is wrong: advanced democracies are resilient, and their enduring historical relationship with capitalism has been mutually beneficial.

“Democracy and Prosperity is a tour de force that is certain to anchor debates on global capitalism for the foreseeable future. With their characteristic verve, Iversen and Soskice make a bold, brave, and lucid argument about a foundational topic—and offer grounds for unexpected optimism.”

—*Cathie Jo Martin, coauthor of The Political Construction of Business Interests*



TORBEN IVERSEN is the Harold Hinchings Burbank Professor of Political Economy at Harvard University.

DAVID SOSKICE is School Professor and Professor of Political Science and Economics at the London School of Economics.

Why It Will Sell

A major and timely work that will shape discussions about democracy, globalization, and capitalism for years to come. Controversial but thoughtful, argues that democratic states are much stronger and more prosperous than they appear.

Final PDF: Available
Editor: Eric Crahan
360 pages. 32 b/w illus. 15 tables.

POLITICS | ECONOMICS



Love, Money & Parenting

HOW ECONOMICS EXPLAINS
THE WAY WE RAISE OUR KIDS

Matthias Doepke & Fabrizio Zilibotti

 PRINCETON UNIVERSITY PRESS

An international and historical look at how parenting choices change in the face of economic inequality

Parents everywhere want their children to be happy and do well. Yet how parents seek to achieve this ambition varies enormously. For instance, American and Chinese parents are increasingly authoritative and authoritarian, whereas Scandinavian parents tend to be more permissive. Why? *Love, Money, and Parenting* investigates how economic forces and growing inequality shape how parents raise their children.

“*Love, Money, and Parenting* presents a fascinating, insightful analysis of the origins and consequences of different parenting styles over time and place. Doepke and Zilibotti explain how and why parents shape child preferences and skills to adapt their offspring to the anticipated social and economic realities facing them as adults. The authors creatively use basic economic theory to integrate and interpret a vast body of evidence from multiple disciplines.”

—*James J. Heckman, Nobel Laureate in Economics*



MATTHIAS DOEPKE is professor of economics at Northwestern University.

FABRIZIO ZILIBOTTI is the Tuntex Professor of International and Development Economics at Yale University.

Why It Will Sell

Explores the key challenge facing all parents: how to raise their children in a way that will maximize their happiness and opportunities in later life

Includes analysis from Europe, China and Japan, and the US

Combines latest research with personal experience and anecdotes in an accessible, lively style

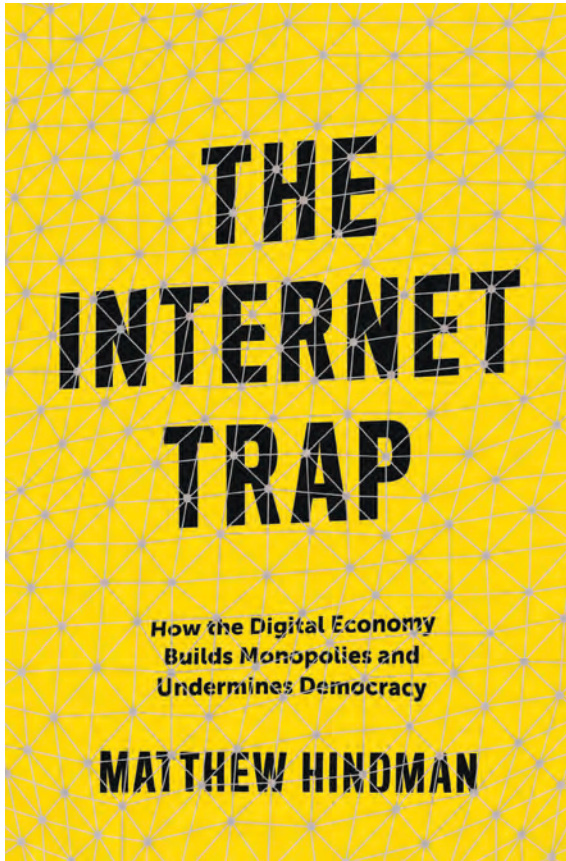
Final PDF: Available

Editor: Sarah Caro

384 pages. 46 b/w illus. 4 tables.

Chinese simplified rights sold

POPULAR ECONOMICS



A book that challenges everything you thought you knew about the online economy

The internet was supposed to fragment audiences and make media monopolies impossible. Instead, behemoths like Google and Facebook now dominate the time we spend online—and grab all the profits from the attention economy. *The Internet Trap* explains how this happened. This provocative and timely book sheds light on the stunning rise of the digital giants and the online struggles of nearly everyone else.

“You may think you understand the internet, but chances are you don’t. It’s not what you thought, nor what you hoped. Read this book. Then make your friends read it, too.”

—Michael J. Copps, former commissioner of the Federal Communications Commission

“*The Internet Trap* is the sole book to explain why media firms are dying from a lack of web traffic, what this means for politics and the public—and what firms can do to fight back. It teems with elegant writing, shrewd insights, real-world examples, and wit.”

—Kenneth Cukier, senior editor of The Economist



MATTHEW HINDMAN is associate professor of media and public affairs at George Washington University.

Twitter @MattHindman

Why It Will Sell

This book reveals the major impact of online news sources for democracy and the market economy

Uses new, up-to-the-minute data on webpage traffic and website lifespan

The book’s argument will appeal to audiences outside academia, with practical applications for how people can understand the world of online news

Published: September 2018
Editor: Eric Crahan
256 pages. 7 b/w illus. 5 tables.

MEDIA STUDIES | PUBLIC POLICY



 PRINCETON UNIVERSITY PRESS

A comprehensive look at the world of illicit trade

Recent technology has changed the fundamentals of trade, in both legitimate and illegal economies. In the past three decades, the most advanced forms of illicit trade have broken with all historical precedents and now operate as if on steroids, tied to computers and social media. Demonstrating that illicit trade is a business the global community cannot afford to ignore and must work together to address, *Dark Commerce* considers diverse ways of responding to this increasing challenge.

“*Dark Commerce* tells a gripping tale of how the exponential growth of illicit trade is risking human and planetary well-being. Shelley documents the mechanisms of illicit trade and helps us understand how it is causing an explosion in environmental crime and contributing to the world’s sixth extinction. Revealing the sordid underbelly of a globalized trading system, this book is a must-read for all who are concerned with our collective future.”

—Frances Beinecke, former president of the Natural Resources Defense Council

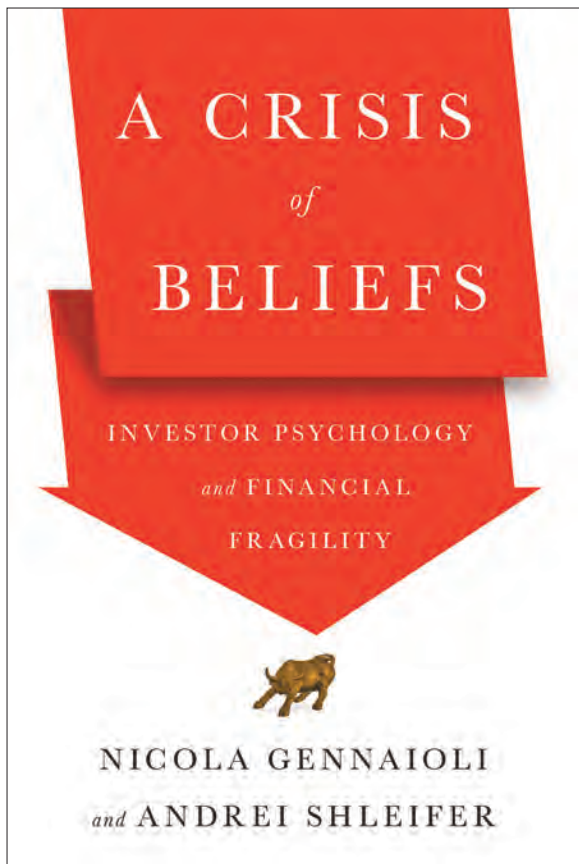


LOUISE I. SHELLEY is the Omer L. and Nancy Hirst Professor of Public Policy and University Professor at George Mason University’s Scharr School of Policy and Government, and founder and director of its Terrorism, Transnational Crime and Corruption Center. [Twitter @ShelleyTraCCC](#)

Why It Will Sell

Louise Shelley has a prominent and growing public presence in international policy and academic circles, and is regarded as one of the field’s foremost experts. Shows how the underground economy of illicit trade impacts our environment and economy

Final PDF: Available
Editor: Eric Crahan
376 pages. 2 b/w illus. 2 tables.
Chinese complex rights sold



How investor expectations move markets and the economy

The collapse of Lehman Brothers in September 2008 caught markets and regulators by surprise. Although the government rushed to rescue other financial institutions from a similar fate after Lehman, it could not prevent the deepest recession in postwar history. *A Crisis of Beliefs* makes us rethink the financial crisis and the nature of economic risk. In this authoritative and comprehensive book, two of today's most insightful economists reveal how our beliefs shape financial markets, lead to expansions of credit and leverage, and expose the economy to major risks.

"This brilliant book builds on a psychological idea to offer both an alternative to rational expectations and an interpretation of the financial crisis. It will be a milestone in the history of behavioral economics."

—*Daniel Kahneman, winner of the 2002 Nobel Prize in economics, author of Thinking, Fast and Slow*



NICOLA GENNAIOLI is professor of finance at Bocconi University in Italy.

ANDREI SHLEIFER is professor of economics at Harvard University.

Why It Will Sell

Authoritative and comprehensive new take on the financial crisis and explanation on how psychological factors affect the economy

Timely reflections following the 10 year anniversary of Lehman Brothers filing for bankruptcy

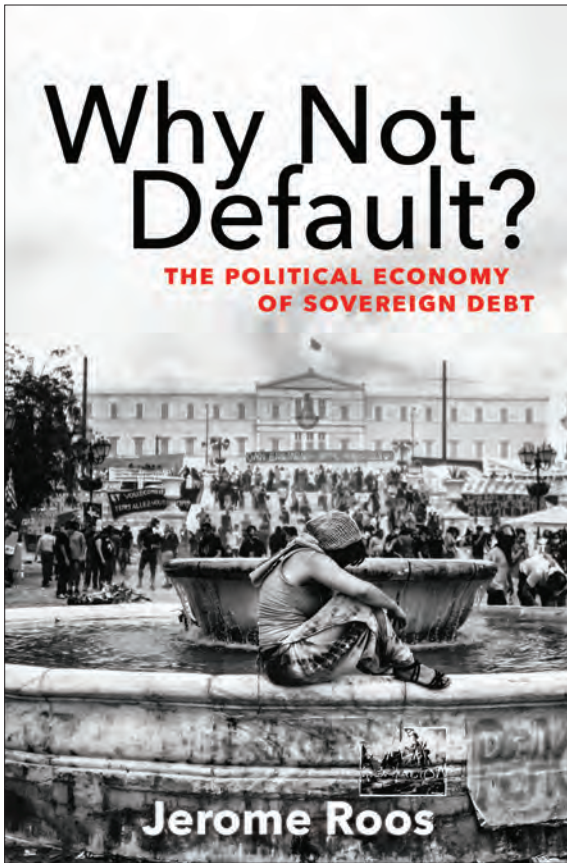
Published: August 2018

Editor: Joe Jackson

264 pages. 20 b/w illus.

Chinese simplified & Japanese rights sold

POPULAR ECONOMICS | FINANCE



 PRINCETON UNIVERSITY PRESS

How creditors came to wield unprecedented power over heavily indebted countries—and the dangers this poses to democracy

The European debt crisis has rekindled long-standing debates about the power of finance and the fraught relationship between capitalism and democracy in a globalized world. *Why Not Default?* unravels a striking puzzle at the heart of these debates—why, despite frequent crises and the immense costs of repayment, do so many heavily indebted countries continue to service their international debts?

“This is a fascinating and timely book! It gives us a whole new perspective on the global debt crises since the 1980s. To understand why countries grind through under duress and the power of finance, we need to understand why struggling borrowers don’t give up. Why do have-less countries continue to borrow despite the massive transfers to have-more countries and investors? This book offers brilliant insights.”

—*Jeremy Adelman, Princeton University*



JEROME ROOS is an LSE Fellow in International Political Economy at the London School of Economics.

Why It Will Sell

A broad history of national bankruptcy over the 19th and 20th centuries, showing how policy and practice have evolved in the light of the growing influence of big finance

Interdisciplinary approach with research and theoretical insights from political economy, international relations and political sociology

Global in scope with analysis of USA, Mexico, Argentina and Germany as example case studies

Final PDF: Available

Editor: Sarah Caro

416 pages. 90 b/w illus. 14 tables.

FINANCE | INTERNATIONAL RELATIONS

WHEN ALL ELSE FAILS

THE ETHICS OF RESISTANCE TO STATE INJUSTICE

JASON BRENNAN

Why you have the right to resist unjust government

The economist Albert O. Hirschman famously argued that citizens of democracies have only three possible responses to injustice or wrongdoing by their governments: we may leave, complain, or comply. But in *When All Else Fails*, Jason Brennan argues that there is a fourth option. When governments violate our rights, we may resist. We may even have a moral duty to do so.

For centuries, almost everyone has believed that we must allow the government and its representatives to act without interference, no matter how they behave. But Brennan makes the case that we have no duty to allow the state or its agents to commit injustice. We have every right to react with acts of “uncivil disobedience.”

“A superb book. Brennan clearly and convincingly defends the radical idea that ordinary citizens may use force against injustice perpetrated by government officials, just as they would against fellow citizens.”

—*Christopher Heath Wellman, Washington University in St. Louis*



JASON BRENNAN is the Robert J. and Elizabeth Flanagan Family Professor of Strategy, Economics, Ethics, and Public Policy at Georgetown University's McDonough School of Business.

Why It Will Sell

Provocative and timely exploration of the right to resist unjust state authority

Speaks to contemporary issues such as police brutality, domestic spying, violations of constitutional rights

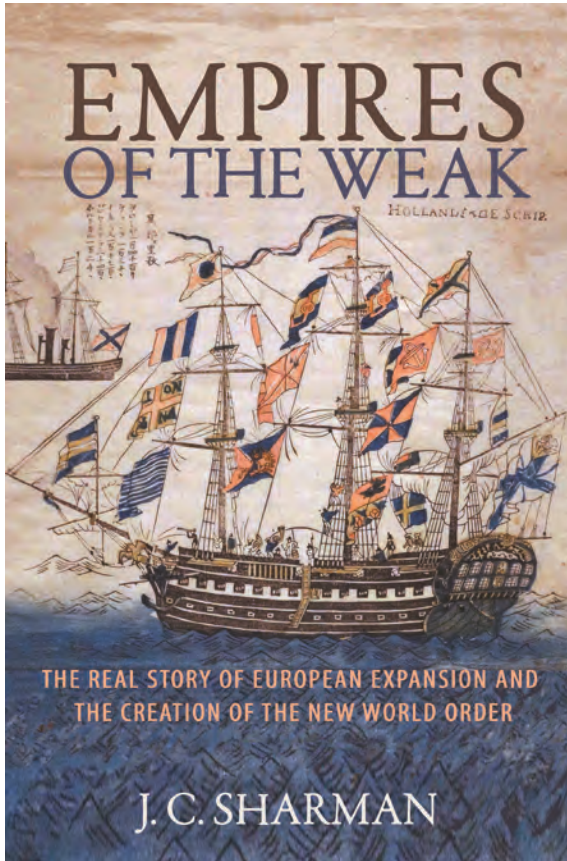
Author's previous book *Against Democracy* licensed into 9 languages

Final PDF: Available
Editor: Rob Tempio
288 pages.
Italian rights sold

POLITICAL THEORY

Humanities

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J. C. Sharman
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Brian Stanley
- 18 ***The Tale of Genji***
Melissa McCormick
- 19 **Becoming George Orwell**
John Rodden
- 20 **The Birth of Modern Belief**
Ethan H. Shagan
- 21 **How to Be a Friend**
Marcus Tullius Cicero
- 21 **How to Be Free**
Epictetus



 PRINCETON UNIVERSITY PRESS

How the rise of the West was a temporary exception to the predominant world order

What accounts for the rise of the state, the creation of the first global system, and the dominance of the West? The conventional answer asserts that superior technology, tactics, and institutions forged by Darwinian military competition gave Europeans a decisive advantage in war over other civilizations from 1500 onward. In contrast, *Empires of the Weak* argues that Europeans actually had no general military superiority in the early modern era. J. C. Sharman demonstrates that the rise of the West was an exception in the prevailing world order.

“*Empires of the Weak* presents a clear, wide-ranging rebuttal to the idea that European military superiority after 1500 was decisive in Europe’s global expansion. The notion of seeing the nineteenth century not as a grand culmination of European victory but as a short period of exception before the return of business as usual in a multicentered world order is brilliant. This book should make a big impact.”

—Barry Buzan, *London School of Economics*



J. C. SHARMAN is the Sir Patrick Sheehy Professor of International Relations in the Department of Politics and International Studies at the University of Cambridge and a fellow of King’s College.

Why It Will Sell

Lively, engaging style and accessible to non-specialist readers

Uniquely brings together the latest research in international relations, politics, and history

Global in scope looking at Asia and Africa as well as the West

An original contribution to a well-established debate over the role of Europe in the world order

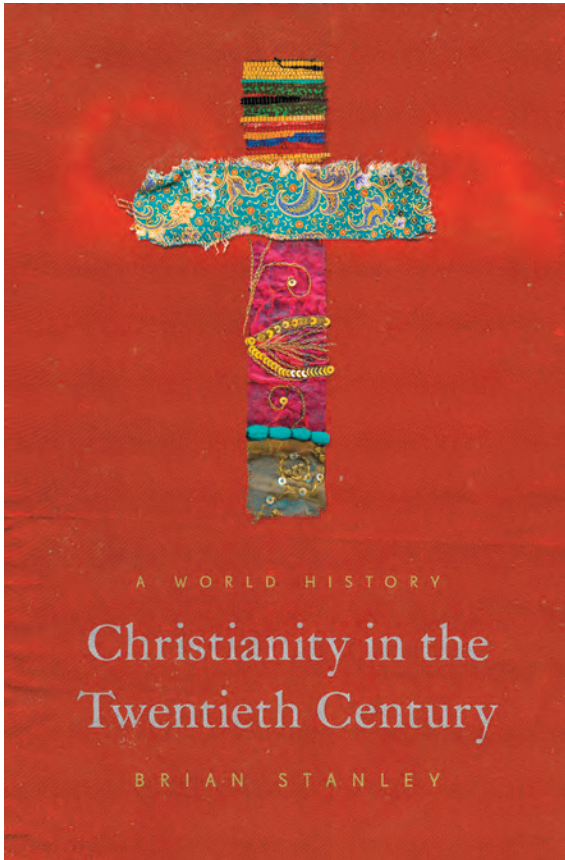
Final PDF: Available

Editor: Sarah Caro

216 pages.

Chinese simplified rights sold

HISTORY | INTERNATIONAL RELATIONS



A history of unparalleled scope that charts the global transformation of Christianity during an age of profound political and cultural change

Christianity in the Twentieth Century charts the transformation of one of the world's great religions during an age marked by world wars, genocide, nationalism, decolonization, and powerful ideological currents, many of them hostile to Christianity. Written by a leading scholar of world Christianity, this book traces how Christianity evolved from a religion defined by the culture and politics of Europe to the expanding polycentric and multicultural faith it is today—one whose growing popular support is strongest in sub-Saharan Africa, Latin America, China, and some other parts of Asia.

“An absolutely superb book. *Christianity in the Twentieth Century* succeeds admirably in illuminating an extremely complex historical phenomenon.”

—Mark A. Noll, author of *The New Shape of World Christianity: How American Experience Reflects Global Faith*



BRIAN STANLEY is professor of world Christianity at the University of Edinburgh. His books include *The Global Diffusion of Evangelicalism: The Age of Billy Graham and John Stott* and *The World Missionary Conference, Edinburgh 1910*.

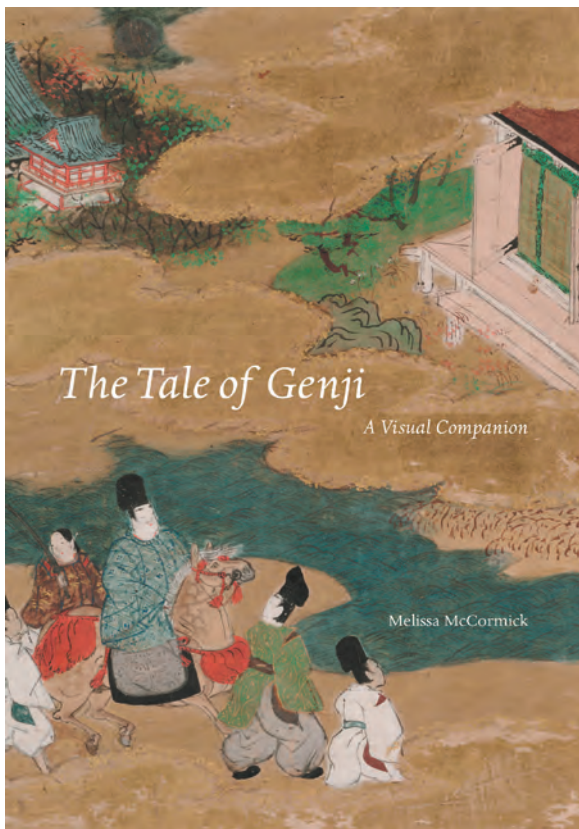
Why It Will Sell

Transnational examination of modern Christianity, drawing on the latest scholarship

Why Christianity has less to fear from secularism than from prejudice within

Published: June 2018
Editor: Ben Tate
504 pages.

RELIGION | HISTORY



An illustrated guide to one of the most enduring masterworks of world literature

Written in the eleventh century by the Japanese noblewoman Murasaki Shikibu, *The Tale of Genji* is a masterpiece of prose and poetry that is widely considered the world's first novel. Melissa McCormick provides a unique companion to Murasaki's tale that combines discussions of all fifty-four of its chapters with paintings and calligraphy from the *Genji Album* (1510) in the Harvard Art Museums, the oldest dated set of *Genji* illustrations known to exist.

“Almost from the moment of its creation in the eleventh century, Murasaki Shikibu's *Tale of Genji* has inspired visual artists. Now Melissa McCormick has brought forth a compelling and beautiful edition of the *Genji Album*, the oldest complete suite of illustrations of this masterpiece of world literature. This is an achievement to be celebrated and savored by anyone who has ever been touched by Murasaki's genius.”

—*Stephen Greenblatt, author of The Rise and Fall of Adam and Eve*



MELISSA MCCORMICK is Professor of Japanese Art and Culture and Harvard College Professor at Harvard University.

Why It Will Sell

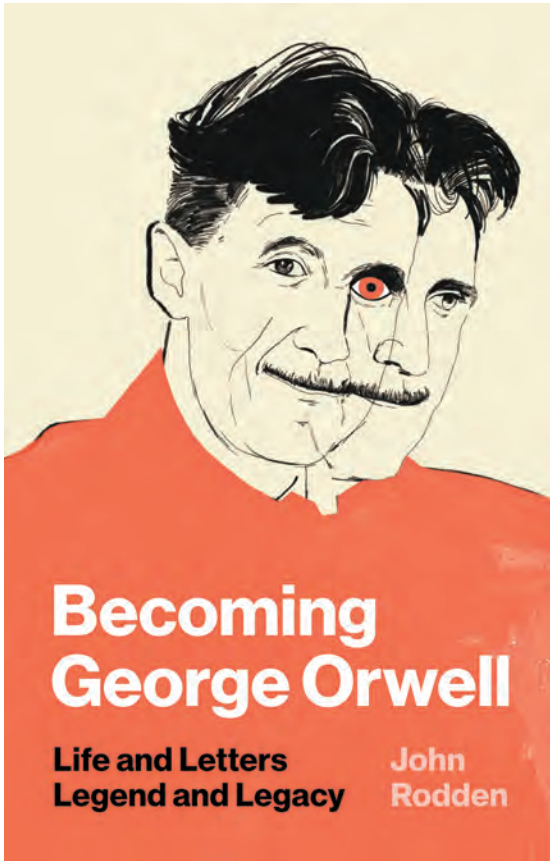
First book in any language to pair the important contemporary scroll paintings for *The Tale of Genji* alongside an explanation of the text

Using images to guide readers through the narrative, the book makes the lengthy, complex *Tale* accessible to the general reader

Offers a new approach to understanding a masterpiece, as well as the historical reception of one of the world's most significant works of literature

Final PDF: Available
Editor: Michelle Komie
288 pages. 224 color illus.

ART | LITERATURE



The remarkable transformation of Orwell from journeyman writer to towering icon

Is George Orwell the most influential writer who ever lived? Yes, according to John Rodden's provocative book about the transformation of a man into a myth. Rodden does not argue that Orwell was the most distinguished man of letters of the last century, nor even the leading novelist of his generation, let alone the greatest imaginative writer of English prose fiction. Yet his influence since his death at midcentury is incomparable. No writer has aroused so much controversy or contributed so many incessantly quoted words and phrases to our cultural lexicon, from "Big Brother" and "doublethink" to "thoughtcrime" and "Newspeak." *Becoming George Orwell* is a pathbreaking tour de force that charts the astonishing passage of a litterateur into a legend.

"Rodden's timely and important book is clearly written, briskly paced, and very informative—a significant contribution to Orwell studies. Engaging from start to finish, *Becoming George Orwell* is an outstanding piece of critical and scholarly work."

—William E. Cain, coeditor of *The Norton Anthology of Theory and Criticism*



JOHN RODDEN has taught at the University of Virginia and the University of Texas at Austin.

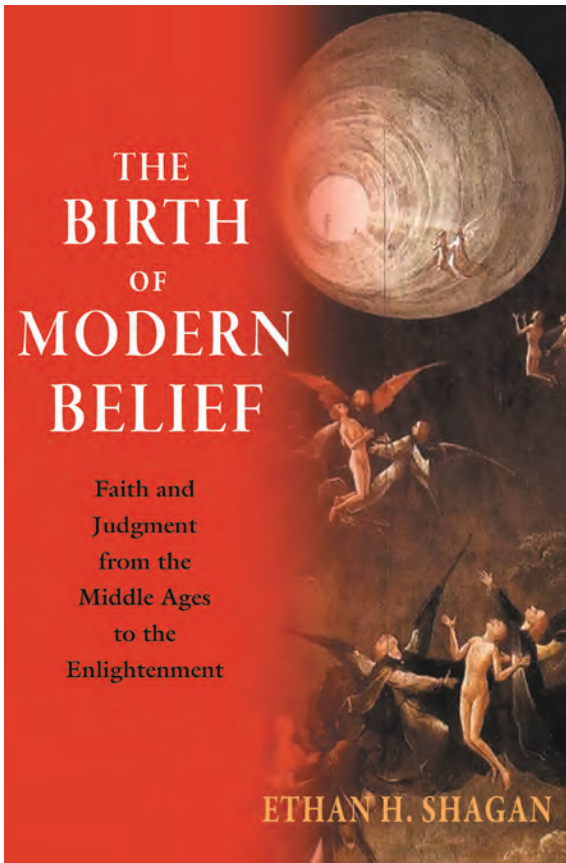
Why It Will Sell

Engaging, reflection of the short life and long afterlife of George Orwell, from one the world's preeminent Orwell scholars
Highlights many fascinating ironies of Orwell's life and reputation

Of the moment, Rodden brings the story of Orwell's legacy up to the present date with the Trump administration and the return of 1984 to the bestseller lists

Final PDF: January 2019
Editor: Ben Tate
264 pages. 15 b/w illus.

BIOGRAPHY | LITERATURE



An illuminating history of how religious belief lost its uncontested status in the West

This landmark book traces the history of belief in the Christian West from the Middle Ages to the Enlightenment, revealing for the first time how a distinctively modern category of belief came into being. Ethan Shagan focuses not on what people believed, which is the normal concern of Reformation history, but on the more fundamental question of what people took belief to be.

“This is a stunning piece of scholarship—from beginning to end, it is an intellectual ride that never loses pace. Shagan’s treatment of the multivalent nature of belief is compelling and provocative.”

—Bruce Gordon, author of *John Calvin’s “Institutes of the Christian Religion”*

“Ethan Shagan has written a marvelous and splendidly bracing book.”

—Anthony Grafton, author of *Worlds Made by Words: Scholarship and Community in the Modern West*



ETHAN H. SHAGAN is professor of history at the University of California, Berkeley. He is the author of *The Rule of Moderation* and *Popular Politics and the English Reformation*.

Why It Will Sell

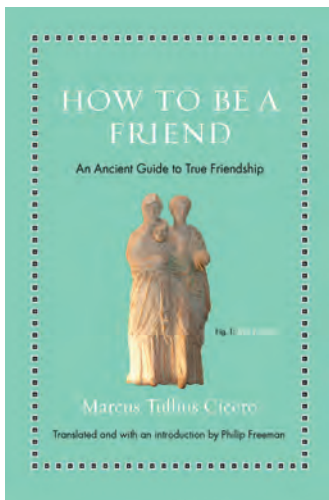
Shows how the idea of “belief”—how we understand belief in God, in science, in facts, or anything else—is not a stable concept but arose at a particular point in history

Offers a new perspective on the history of religion

Reframes Reformation history as a struggle over what it means to believe

Final PDF: Available
Editor: Eric Crahan
408 pages. 4 b/w illus.

HISTORY | RELIGION



Published: October 2018. 208 pages.
German rights sold

CLASSICS | PHILOSOPHY

Why It Will Sell

A refreshing, much needed take on what the meaning of true friendship is in this social media age

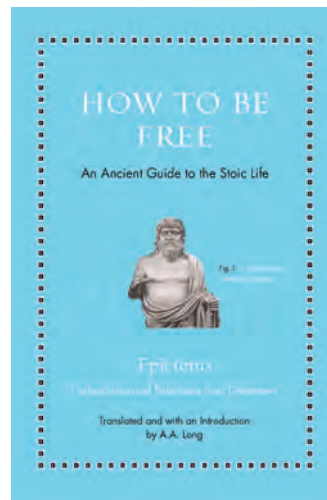
Provides advice on the value of friendship, how it makes life worth living, how tell friends from flatterers, its reciprocal nature, the different kinds of friendship, and how true friendship demands honesty

A splendid new translation of one of the greatest books on friendship ever written

An honest and eloquent guide to finding and treasuring true friends, *How to Be a Friend* speaks as powerfully today as when it was first written.

“Cicero’s indispensable dialogue, presented here in a lively new translation, is one of the most important treatments of friendship in the ancient world—and not only the ancient world. Cicero balances a poignant picture of the deep love of genuine friends with a shrewd analysis of practical and political relationships. This work illuminates friendship today and highlights the changes that, like everything with a history, it has undergone with time.”

—*Alexander Nehamas, author of On Friendship*



Published: October 2018. 232 pages.
Greek, Turkish & German rights sold

CLASSICS | PHILOSOPHY

Why It Will Sell

Clear and illuminating introduction to Epictetus’s life and his Stoic notions of freedom, and how they are applicable today

Unique and useful glossary of keywords and concepts

A superb new edition of Epictetus’s famed handbook on Stoicism—translated by one of the world’s leading authorities on Stoic philosophy

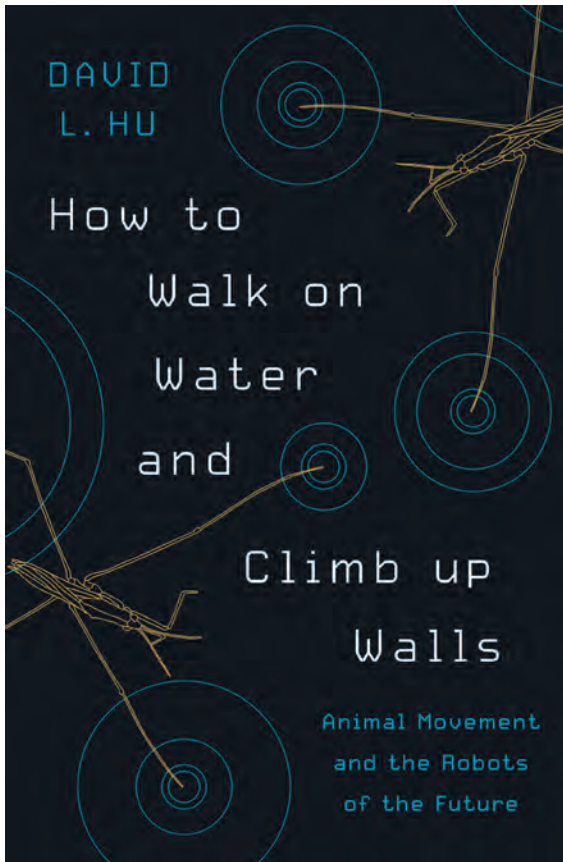
In *How to Be Free*, A. A. Long—one of the world’s leading authorities on Stoicism and a pioneer in its remarkable contemporary revival—provides a superb new edition of Epictetus’s celebrated guide to the Stoic philosophy of life (the *Encheiridion*) along with a selection of related reflections in his *Discourses*.

“There really isn’t anything else out there quite like this book. A. A. Long, one of the most respected scholars of Stoicism, has produced a fresh, accessible translation of Epictetus’s famous manual, with an introduction that makes the philosopher’s wisdom, and Stoicism more generally, accessible to all.”

—*Massimo Pigliucci, author of How to Be a Stoic*

Sciences

- 24 **How to Walk on Water and Climb up Walls**
David L. Hu
- 25 **Timefulness**
Marcia Bjornerud
- 26 **Innate**
Kevin J. Mitchell
- 27 **Millions, Billions, Zillions**
Brian W. Kernighan
- 28 **Prime Suspects**
Andrew Granville & Jennifer Granville
- 29 **How to Fall Slower Than Gravity**
Paul J. Nahin
- 30 **The Travel Diaries of Albert Einstein**
Albert Einstein



Discovering the secrets of animal movement and what they can teach us

Insects walk on water, snakes slither, and fish swim. Animals move with astounding grace, speed, and versatility; how do they do it, and what can we learn from them? In *How to Walk on Water and Climb up Walls*, David Hu takes readers on an accessible, wondrous journey into the world of animal motion. From basement labs at MIT to the rain forests of Panama, Hu shows how animals have adapted and evolved to traverse their environments, taking advantage of physical laws with results that are startling and ingenious.

“With infectious enthusiasm and curiosity, David Hu asks why natural selection may have favored one design over another. From flying snakes to the eyelashes of giraffes, he sees mechanical challenges everywhere, and his crazy experiments help us understand how animals dry their bodies, move, pee, and eat.”

—*Frans de Waal, author of Are We Smart Enough to Know How Smart Animals Are?*



DAVID L. HU is associate professor of mechanical engineering and biology and adjunct professor of physics at Georgia Institute of Technology.
Twitter @drdavidhu

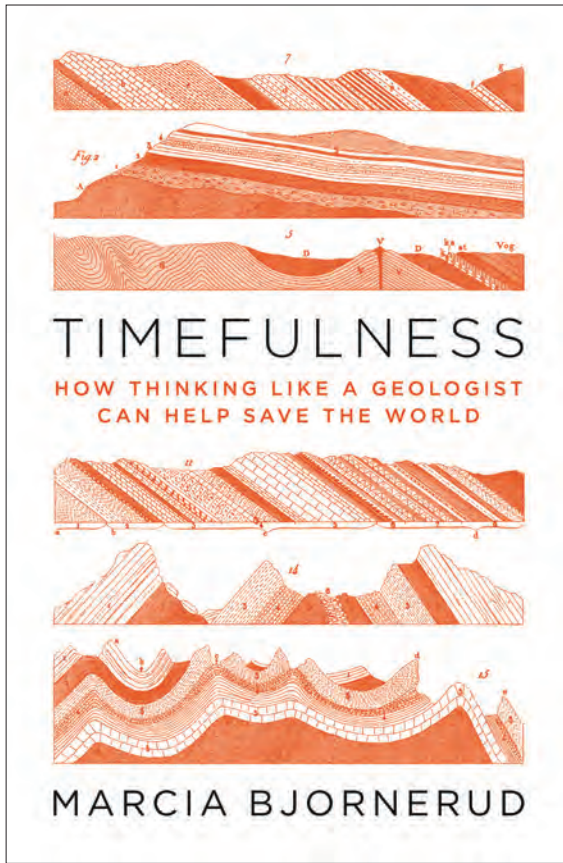
Why It Will Sell

How biology is inspiring the design of new and useful robots
Vivid storytelling; taking readers into the field to see how discoveries were made

Based on interviews with 15 scientists, and author's research
Author has won an IgNobel Prize and has featured in international media

Final PDF: Available
Editor: Alison Kalett
240 pages. 12 color + 33 b/w illus.
Chinese simplified & Korean rights sold

POPULAR SCIENCE



Why an awareness of Earth's temporal rhythms is critical to our planetary survival

Few of us have any conception of the enormous timescales in our planet's long history, and this narrow perspective underlies many of the environmental problems we are creating for ourselves. Our everyday lives are shaped by processes that vastly predate us, and our habits will in turn have consequences that will outlast us by generations. *Timefulness* reveals how knowing the rhythms of Earth's deep past and conceiving of time as a geologist does can give us the perspective we need for a more sustainable future.

"Bjornerud gives lyrical voice to the rocks that tell the story of our wondrous planet. Engaging and eloquent, *Timefulness* reminds us that the present is only a link between past and future, a reality too often forgotten in the modern world's obsession with the here and now."

—*Ruth DeFries, author of The Big Ratchet: How Humanity Thrives in the Face of Natural Crisis*



MARCIA BJORNERUD is professor of geology and environmental studies at Lawrence University. She is the author of *Reading the Rocks: The Autobiography of the Earth*.

Why It Will Sell

How ability to think on inter-generational timescales is crucial to fixing problems from systemic poverty to climate change

Reclaims intellectual value of geology, and the contributions of marginalized scientists

Exceptionally elegant, clear, and personal writing

Published: September 2018

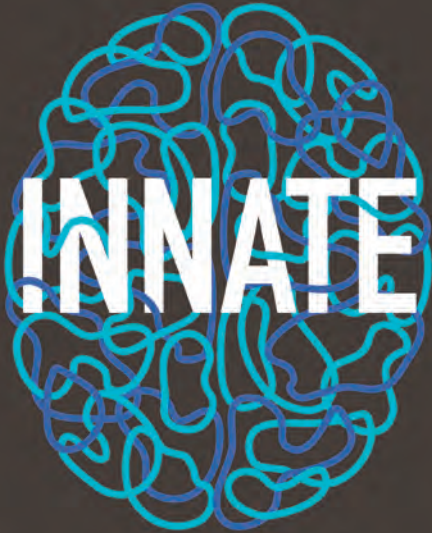
Editor: Jessica Yao

224 pages. 12 b/w illus.

Chinese simplified rights sold

POPULAR SCIENCE | EARTH SCIENCE

KEVIN J. MITCHELL



How the Wiring of Our Brains
Shapes Who We Are

 PRINCETON UNIVERSITY PRESS

A leading neuroscientist explains why your personal traits are more innate than you think

What makes you the way you are—and what makes each of us different from everyone else? In *Innate*, leading neuroscientist and popular science blogger Kevin Mitchell traces human diversity and individual differences to their deepest level: in the wiring of our brains. Deftly guiding us through important new research, including his own groundbreaking work, he explains how variations in the way our brains develop before birth strongly influence our psychology and behavior throughout our lives, shaping our personality, intelligence, sexuality, and even the way we perceive the world.

“Nature versus nurture is a centuries’ old distinction, but neuroscience and genetics are taking us to a new level of sophistication in understanding it. We are going beyond the realization that nature and nurture are inextricable, and are now gaining insights about what nature contributes and how it makes nurture possible. Mitchell’s book is a new landmark in this debate.”

—*Steven Pinker, Johnstone Professor of Psychology, Harvard University*



KEVIN J. MITCHELL is associate professor at the Smurfit Institute of Genetics and the Institute of Neuroscience at Trinity College Dublin. He runs a popular blog, *Wiring the Brain*.
[Twitter @WiringtheBrain](#)

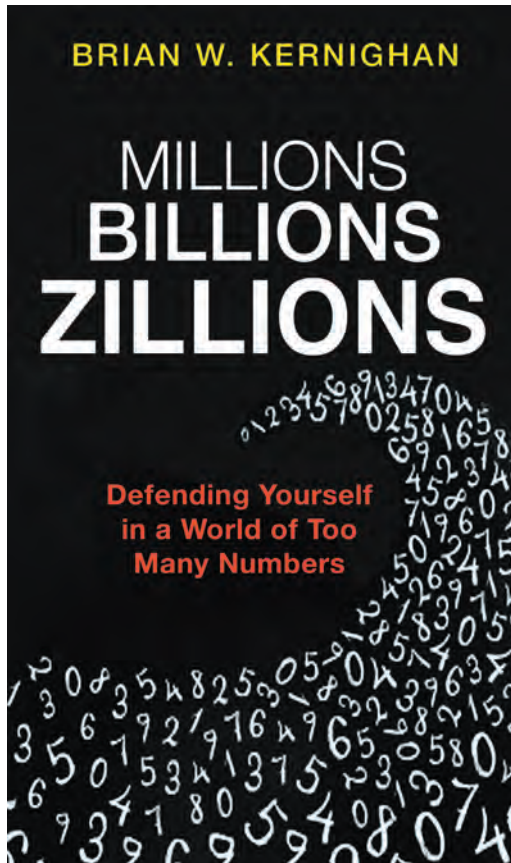
Why It Will Sell

Drawing on the latest research in genetics and neuroscience, offers a new way to understand the origins of individual differences in personality and behavior

Provocative and controversial, author builds on the ideas of Pinker; and goes much further to show precisely how biology shapes us

Published: September 2018
Editor: Alison Kalett
304 pages. 40 b/w illus.
Chinese simplified rights sold

POPULAR SCIENCE | NEUROSCIENCE |
PSYCHOLOGY



An essential guide to recognizing bogus numbers and misleading data

Numbers are impressive, intimidating, confusing, and often deliberately deceptive, especially when they're really big. The media loves to report on millions, billions, and trillions, but frequently makes basic mistakes or presents such numbers in misleading ways. And misunderstanding numbers can have serious consequences, since they can deceive us in many of our most important decisions, including how to vote, what to buy, and whether to make a financial investment. In this short, accessible, enlightening, and entertaining book, leading computer scientist Brian Kernighan teaches anyone—even diehard math-phobes—how to demystify the numbers that assault us every day.

“The indispensable guide to numerical trickery, deception, and flimflam!”

—*Harry Lewis, coauthor of Blown to Bits: Your Life, Liberty, and Happiness after the Digital Explosion*



BRIAN W. KERNIGHAN is professor of computer science at Princeton University. His many books include *Understanding the Digital World* (Princeton).

Why It Will Sell

Using just simple arithmetic and estimation, it is intended for anyone curious about what large numbers really mean

A timely book in an age when we are bombarded by very large numbers

Teaches us how to methodically estimate to determine if a number makes sense

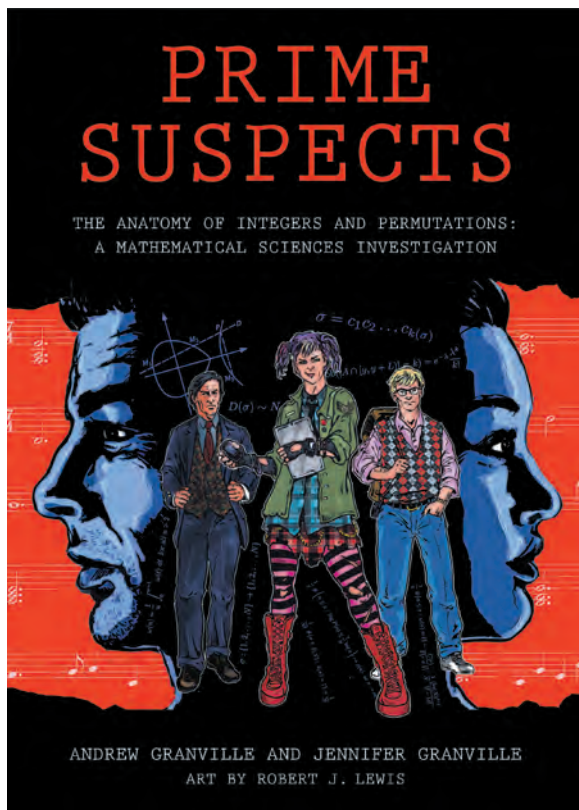
Final PDF: Available

Editor: Vickie Kearn

176 pages. 30 b/w illus.

Chinese simplified rights sold

POPULAR MATHEMATICS



An outrageous graphic novel that investigates key concepts in mathematics

Prime Suspects is a graphic novel that takes you on a voyage of forensic discovery, exploring some of the most fundamental ideas in mathematics. Travel with Detective von Neumann as he leaves no clue unturned, from shepherds' huts in the Pyrenees to secret societies in the cafés of Paris, from the hidden codes in the music of the stones to the grisly discoveries in Finite Fields. Tremble at the ferocity of the believers in deep and rigid abstraction. Feel the pain as you work with our young heroine, Emmy Germain, as she blazes a trail for women in mathematical research and learns from Professor Gauss, the greatest forensic detective of them all.

"*Prime Suspects* is unlike any mathematics book I've ever seen. Alongside stunning illustrations and playful cameos, the reader will find a probing discussion of some fascinating (and still largely unexplained) analogies between the distribution and decomposition of integers and permutations."

—Matt Baker, *Georgia Institute of Technology*



ANDREW GRANVILLE is the Canada Research Chair in Number Theory at the University of Montreal and professor of mathematics at University College London.

JENNIFER GRANVILLE is an award-winning producer, screenwriter, and director.

Why It Will Sell

Originally written as a play, this unique graphic novel teaches in a fun and entertaining way

Even contains original research developed by the author

Features cameos from famous mathematicians throughout

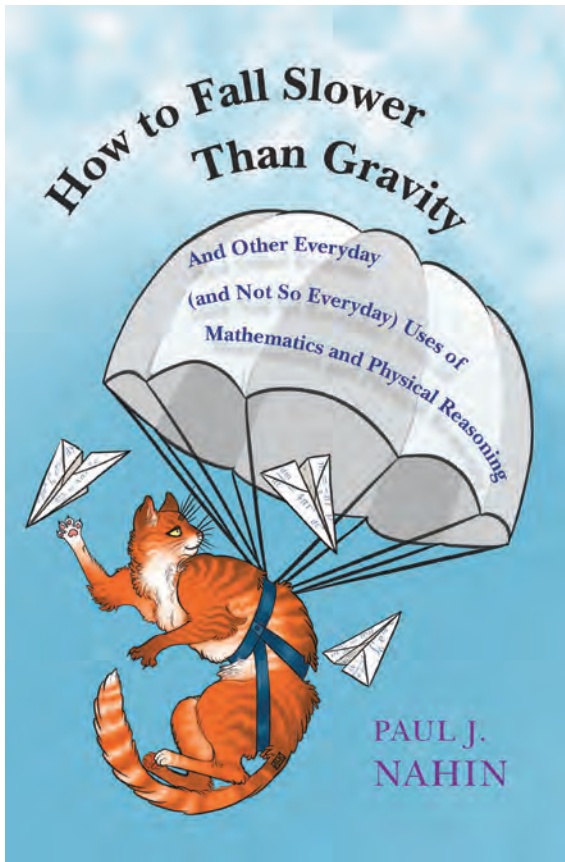
Exciting collaboration with art of Robert Lewis

Final PDF: January 2019

Editor: Vickie Kearn

200 pages.

POPULAR MATHEMATICS | GRAPHIC NOVELS



 PRINCETON UNIVERSITY PRESS

An engaging collection of intriguing problems that shows you how to think like a mathematical physicist

Paul Nahin is a master at explaining odd phenomena through straightforward mathematics. In this collection of twenty-six intriguing problems, he explores how mathematical physicists think. Always entertaining, the problems range from ancient catapult conundrums to the puzzling physics of a very peculiar kind of glass called NASTYGLASS. Nahin's goal is always to guide readers—who will need only to have studied advanced high school math and physics—in expanding their mathematical thinking to make sense of the curiosities of the physical world.

“A fascinating tour de force of a variety of problems covering pure and applied mathematics, physics, and engineering that will keep your mind busy for days. You'll encounter lots of surprises, a healthy dose of challenging math, and many historical episodes told here for the first time. Highly recommended!”

—*Eli Maor, author of To Infinity and Beyond*



PAUL J. NAHIN is the author of many popular math books. He is professor emeritus of electrical engineering at the University of New Hampshire. He received the 2017 Chandler Davis Prize for Excellence in Expository Writing in Mathematics.

Why It Will Sell

The author walks the reader through engaging, mind-bending examples

Draws from theoretical and esoteric problems to teach readers how to think like a mathematical physicist

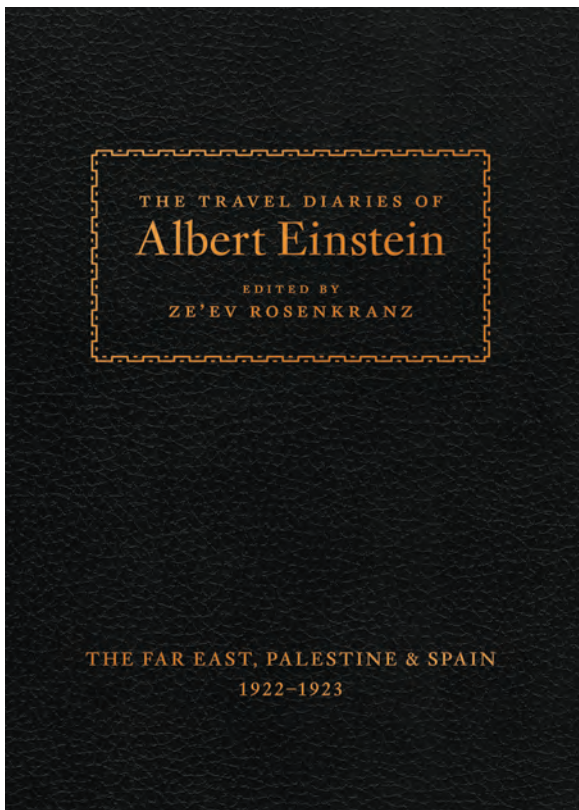
Author's previous titles have been licensed in 9 languages

Final PDF: Available

Editor: Vickie Kearn

320 pages. 62 b/w illus. 4 tables.

POPULAR MATHEMATICS

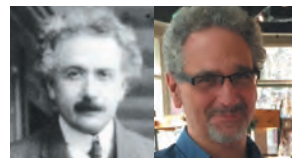


The first publication of Einstein's travel diary to the Far East and Middle East

In the fall of 1922, Albert Einstein, along with his then-wife, Elsa Einstein, embarked on a five-and-a-half-month voyage to the Far East and Middle East, regions that the renowned physicist had never visited before. Einstein's lengthy itinerary consisted of stops in Hong Kong and Singapore, two brief stays in China, a six-week whirlwind lecture tour of Japan, a twelve-day tour of Palestine, and a three-week visit to Spain. This handsome edition makes available, for the first time, the complete journal that Einstein kept on this momentous journey.

"This is the very first book that offers concentrated and comprehensive discussions about Einstein's 1922–1923 trip to East Asia, Palestine, and Spain. None of Einstein's biographies so far have provided a clear, substantial discussion concerning Einstein's visit to East Asia. Meticulously documented, this invaluable book fills an important gap in our understanding of Einstein's life."

—*Danian Hu, author of China and Albert Einstein*



ALBERT EINSTEIN Born 1879–died 1955.

ZE'EV ROSENKRANZ is senior editor and assistant director of the Einstein Papers Project at the California Institute of Technology.

Why It Will Sell

This is the first publication of Einstein's 1922–23 travel diary to Japan, Spain, China, and Palestine

Contains letters, postcards, speeches, and articles by Einstein

Published: May 2018

Editor: Al Bertrand

384 pages. 30 b/w illus.

Hebrew rights retained
Czech, Romanian, French,
Russian, Japanese, Chinese simplified & Turkish rights sold

HISTORY OF SCIENCE | POPULAR SCIENCE

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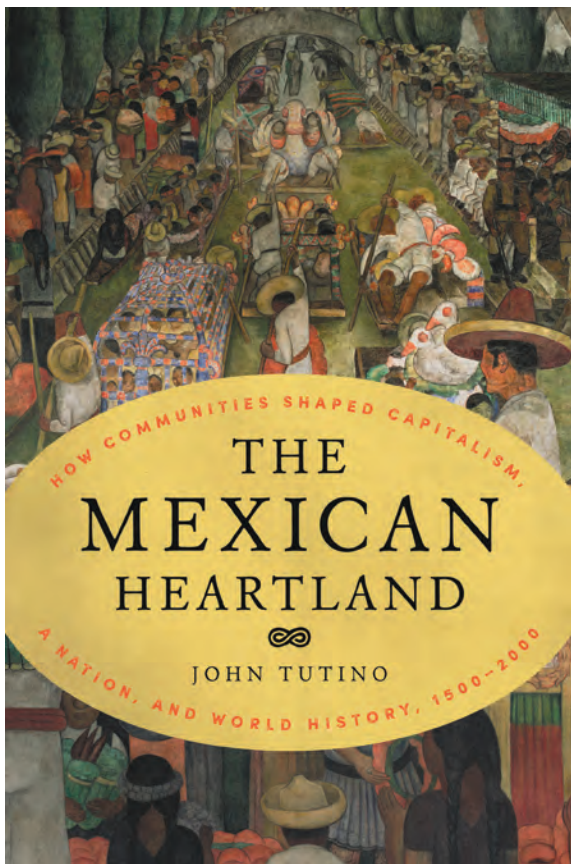
Andrew James Hamilton

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Despina Stratigakos

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Anurag Agrawal



 PRINCETON UNIVERSITY PRESS

A major new history of capitalism from the perspective of the indigenous peoples of Mexico, who sustained and resisted it for centuries

A masterful work of scholarship, *The Mexican Heartland* is the story of how landed communities and families around Mexico City sustained silver capitalism, challenged industrial capitalism—and now struggle under globalizing urban capitalism.

“In this local history of global capitalism, Tutino’s Braudelian vision brings the Mexican heartland to life, a small place that changed world history. Taking us through five hundred years of history—from Moctezuma to Vicente Fox—the book excels at showing how the interactions of imperial conquerors, peasants, nation-building bureaucrats, capitalists, and workers created the revolution of capitalism, and how, at the same time, the least powerful often succeeded in maintaining surprising degrees of local autonomy. A must-read for anyone interested in the history of capitalism.”

—*Sven Beckert, author of Empire of Cotton: A Global History*



JOHN TUTINO is professor of history and international affairs and director of the Americas Initiative at Georgetown University.

Why It Will Sell

Spanning 500 years, offers an important rethinking of the history of global capitalism and its roots in 16th-century Americas

Ground-up history, told through the eyes of rural communities in Mexican heartland

Discusses ideas of major works; Sven Beckert’s *Empire of Cotton* and Piketty

Published: 2017

Editor: Eric Crahan

512 pages. 32 b/w illus. 17 tables. 17 maps.

WORLD HISTORY

JOHN TUTINO

From Insurrection to Revolution in Mexico

Social Bases of Agrarian Violence, 1750-1940



Why do rural poor people rebel? And how may their rebellion lead to revolution? To examine these questions, John Tutino explores the origins of the first mass insurrection of the modern era in Mexico, led by Father Hidalgo in 1810, and asks why it failed to ignite a major social transformation. He then probes why the peasant revolts led by Emiliano Zapata and others after 1910 exploded into social revolution. Integrating history and comparative social theory, he traces the changing ways of rural life during two centuries: poor families often endured worsening poverty, but when peasant villagers were stripped of autonomy and when estate residents lost security, they became outraged and often rebellious.

“For students of Mexican history, of agrarian history and peasant mobilization, and of social revolution, this is an important book. Original in its conception and masterfully executed, this comparative social history of Mexican regions over the course of almost two centuries addresses the fundamental question of why and when peasants rebel.”

—*Evelyn Hu-DeHart*



JOHN TUTINO is professor of history and international affairs and director of the Americas Initiative at Georgetown University. His books include *Making a New World* and *The Mexican Heartland* (Princeton).

Why It Will Sell

Classic text from a leading expert in the field

Ambitious in scope and drawing on original research

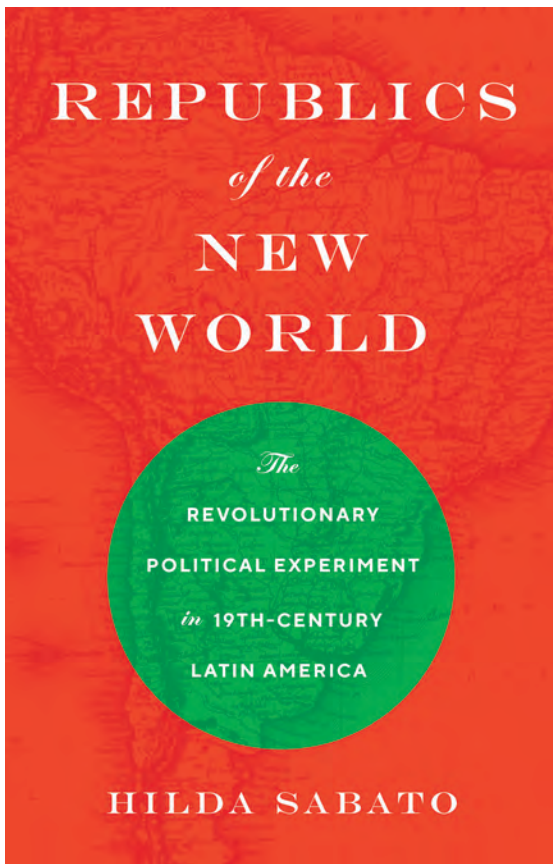
Brings together primary evidence with theory to make an original contribution to the field of historical sociology

Published: 1989

448 pages.

Previously translated into Spanish

HISTORY | LATIN AMERICAN STUDIES



A sweeping history of Latin American republicanism in the nineteenth century

By the 1820s, after three centuries under imperial rule, the former Spanish territories of Latin America had shaken off their colonial bonds and founded independent republics. In committing themselves to republicanism, they embarked on a political experiment of an unprecedented scale outside the newly formed United States. In this book, Hilda Sabato provides a sweeping history of republicanism in nineteenth-century Latin America, one that spans the entire region and places the Spanish American experience within a broader global perspective.

“Sabato offers a powerful antidote to what endures as the static image of nineteenth-century Latin America as a land of caudillos and authoritarianism, political apathy and backwardness. She proves to those who are interested in the global history of democracy that they ignore the Latin American experience at their peril.”

—*Erika Pani, Colegio de México*



HILDA SABATO is head researcher at the National Scientific and Technical Research Council (CONICET) in Argentina and former professor of history at the University of Buenos Aires.

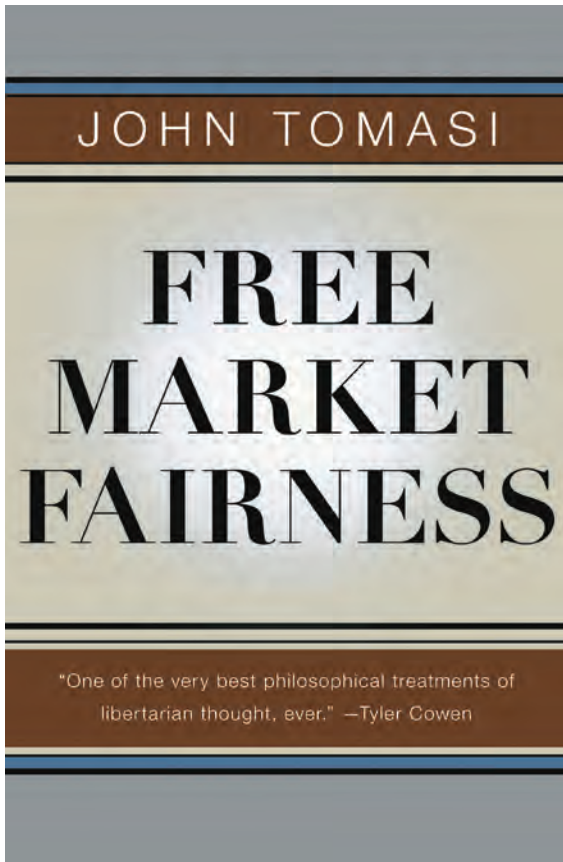
Why It Will Sell

Short, punchy, foundational book from one of the foremost scholars in Latin America, offering a fresh new perspective to previous U.S. and European scholarship

Tells radically new story of the emergence of republics in Latin America's 19th century, putting Republicanism in a much needed global context

Published: 2018
Editor: Eric Crahan
240 pages. 3 maps.

HISTORY | LATIN AMERICAN STUDIES



 PRINCETON UNIVERSITY PRESS

A provocative new vision of free market capitalism that achieves liberal ends by libertarian means

Can libertarians care about social justice? In *Free Market Fairness*, John Tomasi argues that they can and should. Drawing simultaneously on moral insights from defenders of economic liberty such as F. A. Hayek and advocates of social justice such as John Rawls, Tomasi presents a new theory of liberal justice. This theory, free market fairness, is committed to both limited government and the material betterment of the poor.

“This book provides an original defense of classical liberalism. Tomasi argues that the high liberal conception of free and equal moral persons requires robust economic liberties as a condition of individual independence and self-authorship, while also justifying social supports for the less advantaged. *Free Market Fairness* is an important contribution to liberal thought.”

—*Samuel Freeman, University of Pennsylvania*



JOHN TOMASI is professor of political science at Brown University, where he is also the founder and director of Brown's Political Theory Project.

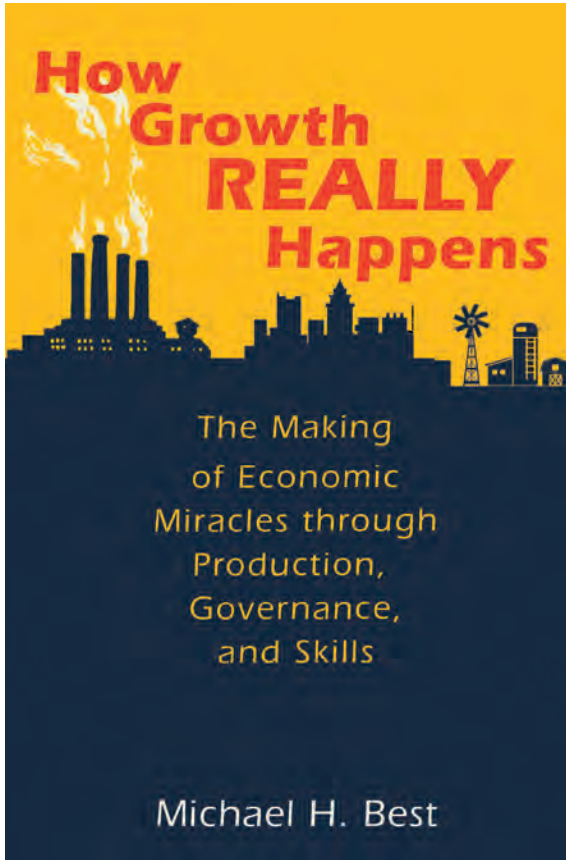
Why It Will Sell

Provocative and vigorously argued, *Free Market Fairness* offers a bold new way of thinking about politics, economics, and justice—one that will challenge readers on both the left and right

Author has strong connections to Latin America. He has featured in Latin American media and been invited to advise President Piñera's government in Chile

Published: 2013
Editor: Rob Tempio
384 pages. 3 tables.
Chinese simplified rights sold

POLITICAL THEORY | PHILOSOPHY



A groundbreaking study that shows how countries can create innovative, production-based economies for the twenty-first century

Achieving economic growth is one of today's key challenges. In this groundbreaking book, Michael Best argues that to understand how successful growth happens we need an economic framework that focuses on production, enterprise, and governance. Accessible and engaging, *How Growth Really Happens* is required reading for anyone who wants to advance today's crucial debates about industrial policy, free trade, outsourcing, and the future of work.

"In *How Growth Really Happens*, Michael Best consolidates a lifetime of research and wisdom on alleged 'miracles' of rapid economic growth. The result is a masterful synthesis of historical case studies with the evolving theoretical conceptions of often-neglected economic thinkers. Strongly recommended."

—Gavin Wright, professor emeritus, Stanford University



MICHAEL H. BEST is professor emeritus of economics at the University of Massachusetts, Lowell, where he was codirector of the Center for Industrial Competitiveness. He has participated in development projects with the United Nations, the World Bank, and governments in more than twenty countries.

Why It Will Sell

A fresh perspective on growth using case studies from the Americas, Asia, and Europe
Unique and authoritative combination of economic theory and industrial policy

Engaging and accessibly written

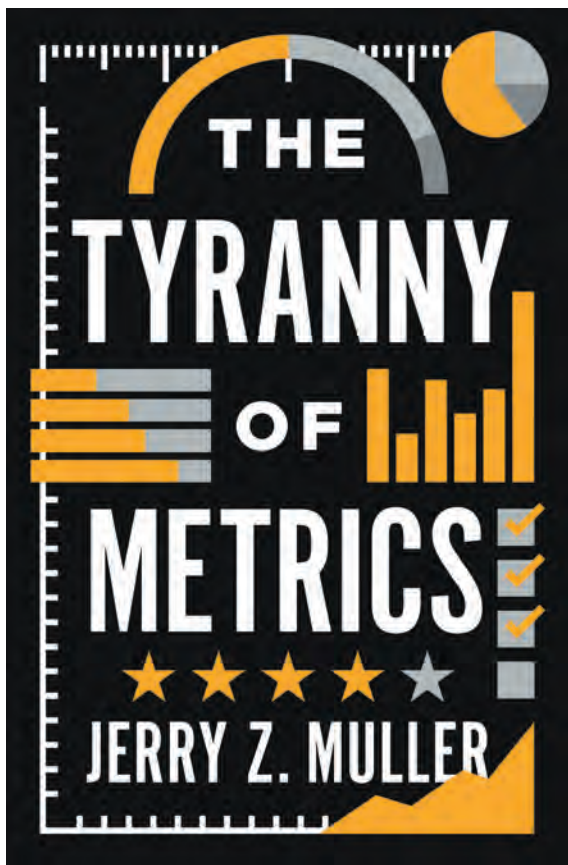
Published: 2018

Editor: Sarah Caro

320 pages. 32 b/w illus. 7 tables.
1 map.

Hungarian rights sold

ECONOMICS | PUBLIC POLICY



 PRINCETON UNIVERSITY PRESS

How the obsession with quantifying human performance threatens education, medicine, business, government—and the quality of our lives

Today, organizations of all kinds are ruled by the belief that the path to success is quantifying human performance, publicizing the results, and dividing up the rewards based on the numbers. But in our zeal to instill the evaluation process with scientific rigor, we've gone from measuring performance to fixating on measuring itself—and this tyranny of metrics now threatens the quality of our organizations and lives. In this brief, accessible, and powerful book, Jerry Muller uncovers the damage metrics are causing and shows how we can begin to fix the problem.

“Mercilessly exposes the downside of the cult of measurement and managerialism.”

—Economist

“Muller delivers a riposte to bean counters everywhere with this trenchant study of our fixation with performance metrics.”

—Barbara Kiser, *Nature*



JERRY Z. MULLER is professor of history at the Catholic University of America and the author of many books, including *The Mind and the Market* and *Capitalism and the Jews* (Princeton).
[Twitter @jerryzmuller](#)

Why It Will Sell

Essential reading for those in business, education, medicine, finance, government, the police and the military, foreign aid and anyone who wants to challenge the way metrics run our lives
Compact and accessibly written

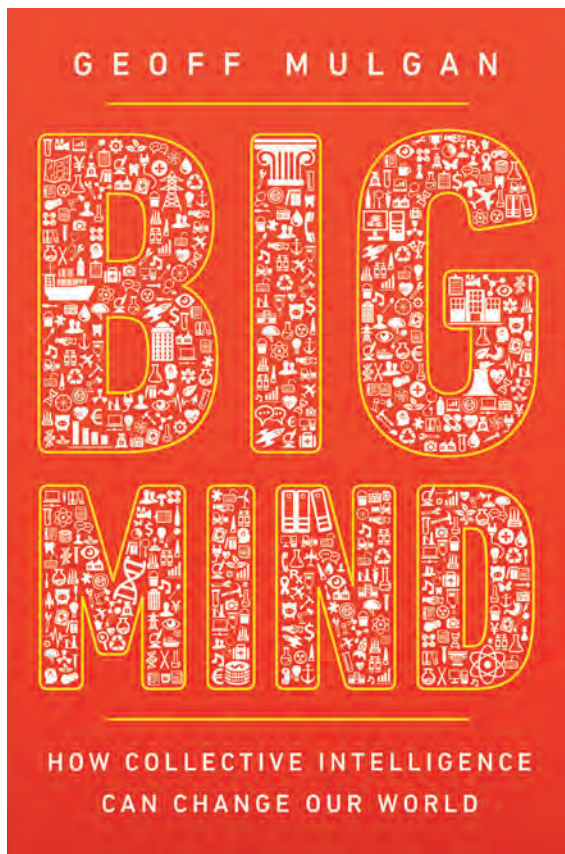
Published: 2018

Editor: Peter Dougherty

240 pages.

French, Italian, Czech, Russian, Korean, Japanese, Turkish, Chinese simplified & complex rights sold

ECONOMICS | POLITICS



 PRINCETON UNIVERSITY PRESS

How collective intelligence can transform business, government, and our everyday lives

A new field of collective intelligence has emerged in the last few years, prompted by a wave of digital technologies that make it possible for organizations and societies to think at large scale. This “bigger mind”—human and machine capabilities working together—has the potential to solve the great challenges of our time. So why do smart technologies not automatically lead to smart results? Gathering insights from diverse fields, including philosophy, computer science, and biology, *Big Mind* reveals how collective intelligence can guide corporations, governments, universities, and societies to make the most of human brains and digital technologies.

“This important work provides a sophisticated analysis of the various human and computational forms of collective intelligence. Mulgan demonstrates in a powerful way how such collective intelligence can be mobilized to deal effectively and wisely with the most urgent problems on the planet.”

—Howard Gardner, author of *Multiple Intelligences*



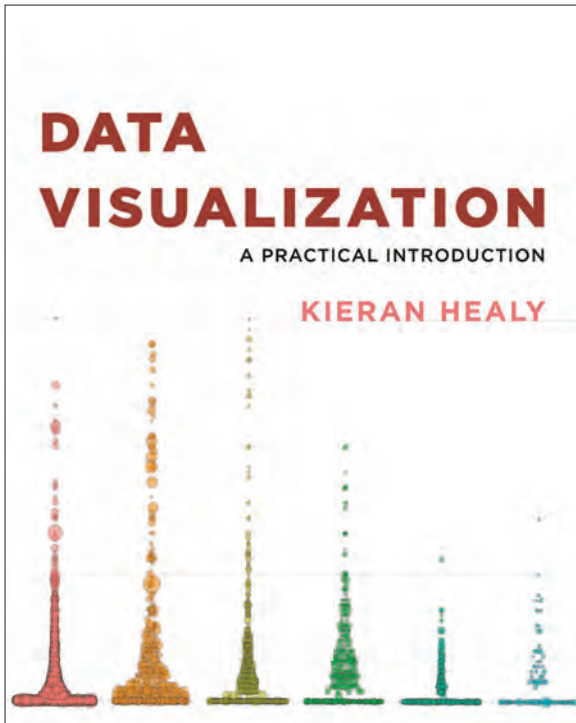
GEOFF MULGAN is chief executive of Nesta, the UK’s National Endowment for Science, Technology and the Arts, and a senior visiting scholar at Harvard University’s Ash Center. He was director of the Prime Minister’s Strategy Unit and head of policy under Tony Blair.

Why It Will Sell

Author’s previous book translated into 4 languages
Describes how intelligence can be harnessed to solve the major challenges of our time—climate, population, stagnation, resources

Published: 2017
Editor: Sarah Caro
280 pages. 5 b/w illus.
Hungarian, Korean, Italian & Chinese simplified rights sold

POPULAR ECONOMICS | PUBLIC POLICY



An accessible primer on how to create effective graphics from data

This book provides students and researchers a hands-on introduction to the principles and practice of data visualization. It explains what makes some graphs succeed while others fail, how to make high-quality figures from data using powerful and reproducible methods, and how to think about data visualization in an honest and effective way.

“Finally! A data visualization guide that is simultaneously practical and elegant. Healy combines the beauty and insight of Tufte with the concrete helpfulness of Stack Exchange. *Data Visualization* is brimming with insights into how quantitative analysts can use visualization as a tool for understanding and communication. A must-read for anyone who works with data.”

—Elizabeth Bruch, *University of Michigan*



KIERAN HEALY is associate professor of sociology at Duke University. He is the author of *Last Best Gifts: Altruism and the Market for Human Blood and Organs*.

Why It Will Sell

Hands-on accessible introduction to the principles and practice of looking at and presenting data, perfect for self-study

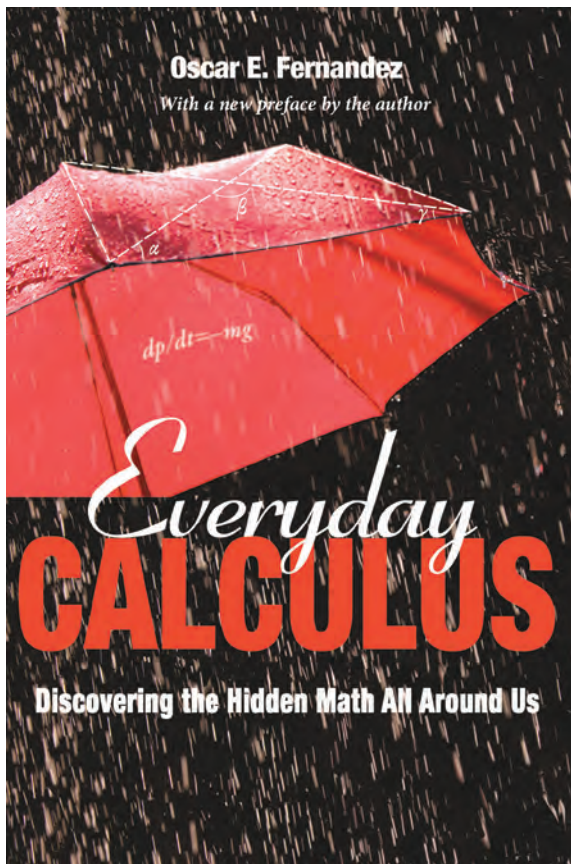
Teaches not only how to create effective visualisations but also how to think about and evaluate them

Topic is cutting edge and broadly applicable from the social sciences, to the hard sciences, to law

Final PDF: Available

Editor: Meagan Levinson
296 pages. 185 color illus.

SOCIAL SCIENCE



 PRINCETON UNIVERSITY PRESS

A fun look at calculus in our everyday lives

Calculus. For some of us, the word conjures up memories of ten-pound textbooks and visions of tedious abstract equations. And yet, in reality, calculus is fun and accessible, and surrounds us everywhere we go. In *Everyday Calculus*, Oscar Fernandez demonstrates that calculus can be used to explore practically any aspect of our lives, including the most effective number of hours to sleep and the fastest route to get to work. Throughout, Fernandez presents straightforward concepts, and no prior mathematical knowledge is required. *Everyday Calculus* will convince even die-hard skeptics to view this area of math in a whole new way.

“*Everyday Calculus* tracks a day in the life of mathematician Oscar Fernandez, from his morning cup of joe to his night out at the theater, and lets us see the world the way he does: written in equations, the language of nature. He gently guides the reader through the basics of derivatives and integrals, revealing the hidden connections lurking just beneath the surface of our daily lives.”

—Jennifer Ouellette, author of *The Calculus Diaries*



OSCAR E. FERNANDEZ is assistant professor of mathematics at Wellesley College. He is the author of *The Calculus of Happiness* (Princeton).

Why It Will Sell

Uses relatable anecdotes to illustrate key mathematical concepts like differentials, optimization, and limits

Appealing, clear, and humorous

Invites readers to view the world through a mathematician's eyes whether surveying water drops in the shower or finding the best seat in a movie theater

Published: 2017

Editor: Vickie Kearn

168 pages. 47 b/w illus. 1 table.

Korean, Japanese & Portuguese (Brazil) rights sold

POPULAR MATHEMATICS

The Usefulness of Useless Knowledge

ABRAHAM FLEXNER

With a companion essay by
ROBERT DIJKGRAAF

A short, provocative book about why “useless” science often leads to humanity’s greatest technological breakthroughs

A forty-year tightening of funding for scientific research has meant that resources are increasingly directed toward applied or practical outcomes. In such a scenario, it makes sense to focus on the most identifiable and urgent problems, right? Actually, it doesn't. In his classic essay “The Usefulness of Useless Knowledge,” Abraham Flexner describes a great paradox of scientific research. The search for answers to deep questions, motivated solely by curiosity and without concern for applications, often leads not only to the greatest scientific discoveries but also to the most revolutionary technological breakthroughs.

“Flexner and Dijkgraaf argue that basic research—driven by curiosity, freedom, and imagination—is a proven and essential seed for the revolutionary technologies that fuel the economy, transform society, and provide solutions for the world’s problems.”

—Eric Schmidt, Executive Chairman of Alphabet Inc.

ABRAHAM FLEXNER

(1866–1959) was the founding director of the Institute for Advanced Study.

ROBERT DIJKGRAAF is director and Leon Levy Professor at the Institute for Advanced Study. He is also the cochair of the InterAcademy Council, a global alliance of science academies, and former president of the Royal Netherlands Academy of Arts and Sciences.

Why It Will Sell

A short, provocative book about why “useless” science leads to humanity’s greatest technological breakthroughs

Flexner’s previous books were translated into Spanish, French, Japanese, Chinese simplified, Russian, and Czech while Dijkgraaf’s previous book was translated into Dutch

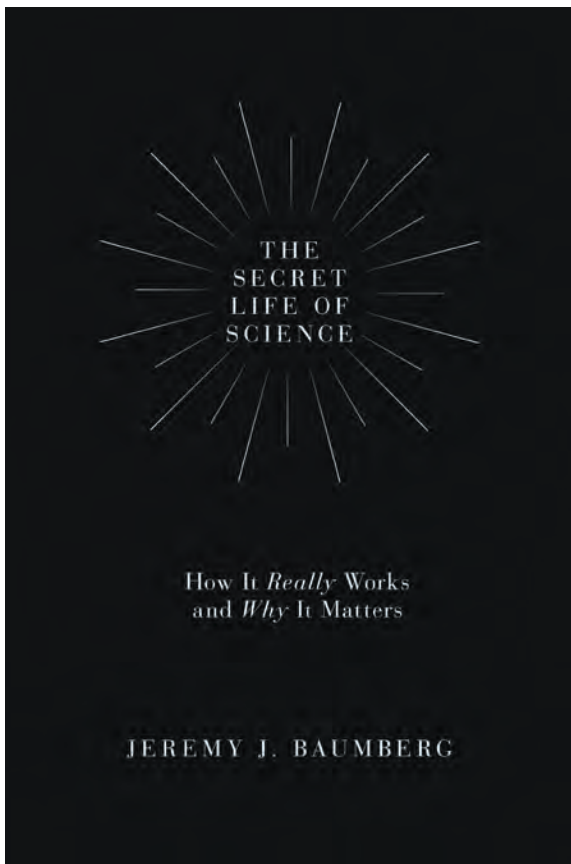
Published: 2017

Editor: Jessica Yao

104 pages.

Korean, Turkish & Chinese simplified rights sold

POPULAR SCIENCE



A revealing and provocative look at the current state of global science

We take the advance of science as given. But how does science really work? Is the scientific enterprise truly as healthy as we tend to think? How does the system itself shape what scientists do? *The Secret Life of Science* takes a clear-eyed and provocative look at the current state of global science, shedding light on a cutthroat and tightly tensioned enterprise that even scientists themselves often don't fully understand.

“A uniquely original analysis of how the global scientific research ecosystem works. Baumberg divides researchers into ‘simplifiers’ and ‘constructors’ rather than the traditional ‘pure’ and ‘applied’ labels, and supports his findings with much fascinating data on emerging trends in the global science enterprise. He accurately describes how the publish-or-perish climate of research is just one of the many competitive challenges facing academic scientists on the long road to tenure.”

—*Tony Hey, chief data scientist, Rutherford Appleton Laboratory, Science and Technology Facilities Council*



JEREMY J. BAUMBERG is professor of nanotechnology and photonics in the Cavendish Laboratory at the University of Cambridge. He is the coauthor of *Microcavities*.

Why It Will Sell

How to understand & influence modern science

A must-read for aspiring scientists

From a leading nanoscientist, winner of 2017 Faraday Medal, Institute of Physics Young Medal (2013) and a Fellow of the Royal Society

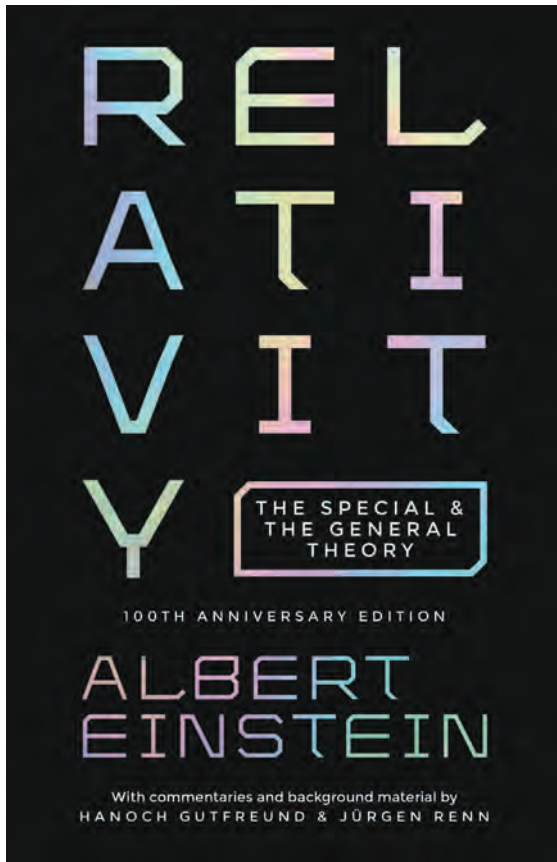
Published: 2018

Editor: Ingrid Gnerlich

248 pages. 41 b/w illus.

Vietnamese, Turkish & Chinese simplified rights sold

POPULAR SCIENCE



A handsome annotated edition of Einstein's celebrated book on relativity

After completing the final version of his general theory of relativity in November 1915, Albert Einstein wrote *Relativity*. Intended for a popular audience, the book remains one of the most lucid explanations of the special and general theories ever written. This edition of Einstein's celebrated book features an authoritative English translation of the text along with commentaries by Hanoch Gutfreund and Jürgen Renn that examine the evolution of Einstein's thinking and cast his ideas in a modern context.

"This new edition of Einstein's popular presentation of both special and general relativity is a joy to read. Over the past hundred years, relativity has been brought to the public in many forms—magazines, books, documentaries—but there's nothing quite like being guided through one of the most profound scientific insights of all time by the master himself."

—Brian Greene, *Columbia University*



HANOCH GUTFREUND is professor emeritus of theoretical physics at the Hebrew University of Jerusalem, where he is also the academic director of the Albert Einstein Archives.

JÜRGEN RENN is a director at the Max Planck Institute for the History of Science in Berlin.

Why It Will Sell

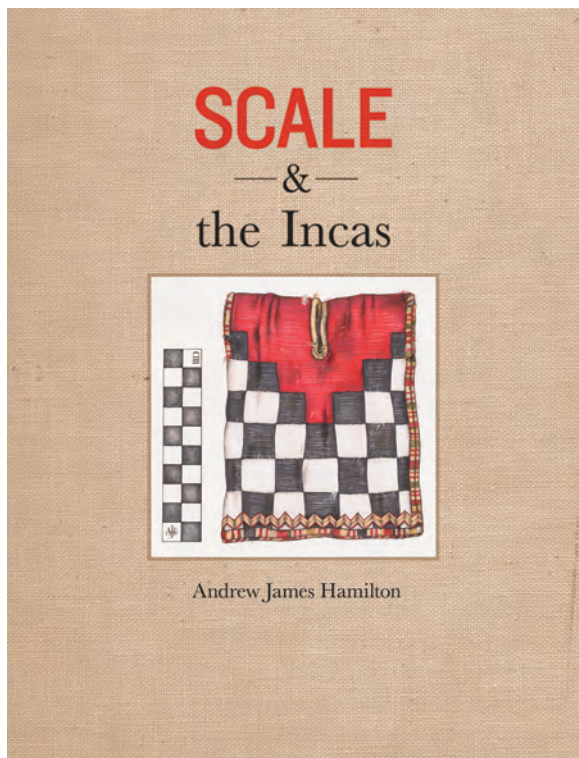
Offers commentary from two of the world's leading experts on Einstein, adding clarity and historical perspective to Einstein's words

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POPULAR SCIENCE | PHYSICS



A groundbreaking work on how the topic of scale provides an entirely new understanding of Inca material culture

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—*Joanne Pillsbury, Metropolitan Museum of Art*



ANDREW JAMES HAMILTON is a lecturer in the Department of Art and Archaeology at Princeton University.

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ART | ARCHITECTURE

Where Are the Women Architects?

Despina Stratigakos



A provocative search for the missing women in the profession

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—Lori A. Brown, *Syracuse University School of Architecture*



DESPINA STRATIGAKOS is associate professor and interim chair of architecture at the University at Buffalo, State University of New York. She is the author of *Hitler at Home* and *A Woman's Berlin*.

Why It Will Sell

Provocative examination of the past, current, and potential future roles of women in the profession

Accessible, frank, and lively

Explores how a new generation is fighting back in novel ways that are grabbing headlines and bring about much-needed change

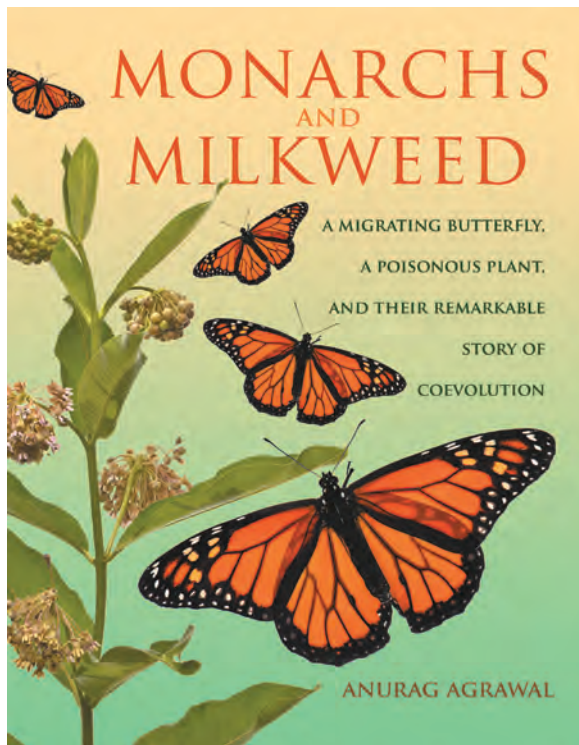
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Editor: Michelle Komie

128 pages. 15 b/w illus.

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ARCHITECTURE



The fascinating and complex evolutionary relationship of the monarch butterfly and the milkweed plant

Monarch butterflies are one of nature's most recognizable creatures, known for their bright colors and epic annual migration from the United States and Canada to Mexico. Yet there is much more to the monarch than its distinctive presence and mythic journeying. In *Monarchs and Milkweed*, Anurag Agrawal presents a vivid investigation into how the monarch butterfly has evolved closely alongside the milkweed—a toxic plant named for the sticky white substance emitted when its leaves are damaged—and how this inextricable and intimate relationship has been like an arms race over the millennia, a battle of exploitation and defense between two fascinating species.

“Monarch butterflies are a familiar sight, but they have a hidden life of astonishing, beautiful complexity. In *Monarchs and Milkweed*, Anurag Agrawal offers an unprecedented tour of the lives of these insects, based on cutting-edge research into their evolution.”

—*Carl Zimmer, coauthor of Evolution: Making Sense of Life*



ANURAG AGRAWAL is a professor in the Department of Ecology and Evolutionary Biology and the Department of Entomology at Cornell University.

Why It Will Sell

Tells the story of one of the most important and fascinating evolutionary relationships in nature

Recounts major discoveries made over the past century in botany, entomology, chemistry, ecology, and evolutionary biology, as well as author's own pioneering research

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Editor: Alison Kalett
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POPULAR SCIENCE | NATURAL HISTORY



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