Princeton University Press brings scholarly ideas to the world.

We publish peer-reviewed books that connect authors and readers across spheres of knowledge to advance and enrich the global conversation.

We embrace the highest standards of scholarship, inclusivity, and diversity in our publishing.

In keeping with Princeton University’s commitment to serve the nation and the world, we publish for scholars, students, and engaged readers everywhere.
A Note from the International Rights Manager

With PUP’s aim to bring scholarly ideas to the world, licensing the translation rights to our books is a vital aspect of our publishing mission. We are therefore delighted to share here a new selection of books with publishers at Beijing International Book Fair, where we are privileged to meet with some of our most important publishing partners. Following BIBF, we will meet with our key publishing partners in Tokyo. Our selection of books in this rights guide was made with the specific interests of Chinese and Japanese publishers in mind, and we hope you will be as excited to read them as we are.

We are excited to bring you an early look at the new book from Nobel Laureate Angus Deaton and his co-author Anne Case, *Deaths of Despair and the Future of Capitalism*. In the fields of science and mathematics this season, we have a fantastic set of offerings exploring everything from the philosophy of AI in *Artificial You* by Susan Schneider and revolutionary new frontiers of science and medicine in Sonia Contera’s *Nano Comes to Life*, to the fun and beautiful art of linear optimization in *Opt Art*. Highlights from our Humanities list include the first comprehensive look at the menopause from prehistory to today in Susan Mattern’s *The Slow Moon Climbs* and *Michelangelo, God’s Architect*, the untold story of the artist’s final decades from the world’s foremost expert, William E. Wallace.

Please do take a look through this curated selection, and of course our complete seasonal catalogue available on our website, and we hope you enjoy!

Rebecca Bengoechea
International Rights Manager
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The flaws in capitalism that are fatal for America’s working class

In America today, deaths of despair—from suicide, drug overdose, and alcoholism—are on the rise among working-class whites. Life expectancy in the United States as a whole has now fallen for three years in a row, a drastic trend unique among wealthy nations and not seen since the great flu pandemic of 1918. Anne Case and Angus Deaton, known for first sounding the alarm about deaths of despair, shed light on the social and economic forces that make life harder for those without a college degree. They explain why, for those with less education, who used to prosper in America, capitalism is no longer delivering.

This book charts a way forward, providing policy solutions that can rein in capitalism’s excesses and make it work for everyone.
Leading economists propose solutions to the problems of globalization

Globalization has expanded economic opportunities throughout the world, but it has also left many people feeling dispossessed, disenfranchised, and angry. Luís Catão and Maurice Obstfeld bring together some of today’s top economists to assess the benefits, costs, and daunting policy challenges of globalization. This timely and accessible book combines incisive analyses of the anatomy of globalization with innovative and practical policy ideas that can help to make it work better for everyone.

“Bringing together leading experts who lay out the key issues we face today, Meeting Globalization’s Challenges offers a nuanced, insightful, and balanced exploration that will serve as an invaluable reference.”

—Pinelopi Goldberg, Chief Economist, World Bank Group, and Elihu Professor of Economics, Yale University

Why It Will Sell

Featuring essays from Daron Acemoglu, Anne Krueger, Jeffrey Frieden, François Bourguignon, Paul Krugman, Dani Rodrik, Angus Deaton, Martin Wolf, and Larry Summers, as well as a foreword from Christine Lagarde.

Seeks to provide reasoned and measured arguments in a frank, honest and ambitious debate.

LUÍS A. V. CATÃO is associate professor in the Lisbon School of Economics and Management at the University of Lisbon.

MAURICE OBSTFELD is the Class of 1958 Professor of Economics at the University of California, Berkeley.
MARKETS, STATE, AND PEOPLE
ECONOMICS FOR PUBLIC POLICY
DIANE COYLE

A textbook that examines how societies reach decisions about the use and allocation of economic resources

While economic research emphasizes the importance of governmental institutions for growth and progress, conventional public policy textbooks tend to focus on macroeconomic policies and on tax-and-spend decisions. Markets, State, and People stresses the basics of welfare economics and the interplay between individual and collective choices. It fills a gap by showing how economic theory relates to current policy questions, with a look at incentives, institutions, and efficiency. How should resources in society be allocated for the most economically efficient outcomes, and how does this sit with society’s sense of fairness?

“This book is both wise and far-ranging. If I was teaching an introductory public policy course, this would be the economics that I would adopt.”
—Edward Glaeser, Harvard University

DIANE COYLE is the inaugural Bennett Professor of Public Policy at the University of Cambridge. She is a member of the UK Council of Economic Advisers and the Natural Capital Committee, as well as a Fellow of the Office for National Statistics. Twitter @DianeCoyle1859

Why It Will Sell
New and fresh approach to the field of public economics.
Combines classical theory with fresh insights from field of political economics, and aims to give the field a real-world relevance.
High profile author, whose previous books have been translated into over 10 languages.

Final PDF: October 2019
Editor: Sarah Caro
368 pages. 66 b/w illus. 19 tables.
ECONOMICS | PUBLIC POLICY
An authoritative textbook based on the legendary economics course taught at the University of Chicago

Price theory is a powerful analytical toolkit for measuring, explaining, and predicting human behavior in the marketplace. This incisive textbook provides an essential introduction to the subject, offering a diverse array of practical methods that empower students to learn by doing. Based on Economics 301, the legendary PhD course taught at the University of Chicago, the book emphasizes the importance of applying price theory in order to master its concepts.

“A tremendous resource. This comprehensive and innovative book brings together in one great package the Chicago way of thinking about price theory.”
—Douglas A. Irwin, author of Free Trade under Fire

SONIA JAFFE is a research economist at Microsoft.
ROBERT MINTON is a PhD student in business economics at Harvard Business School.
CASEY B. MULLIGAN is professor of economics at the University of Chicago.
KEVIN M. MURPHY is the George J. Stigler Distinguished Service Professor of Economics at the University of Chicago's Booth School of Business.

Why It Will Sell
Comprehensive new text for study of price theory.
Textbook aimed at PhD level course in economics.
Includes exercises and problem sets following each chapter to allow for practical applications of the concepts, and will be accompanied by a video series of lectures by Kevin Murphy and Gary Becker.

Final PDF: Available
Editor: Joe Jackson
248 pages. 102 b/w illus.
How cutting-edge economics can improve decision-making methods for doctors

Although uncertainty is a common element of patient care, it has largely been overlooked in research on evidence-based medicine. Patient Care under Uncertainty strives to correct this glaring omission. Applying the tools of economics to medical decision making, Charles Manski shows how uncertainty influences every stage, from risk analysis to treatment, and how this can be reasonably confronted.

“Medicine has made spectacular advances, but its techniques for approving and selecting treatments remain locked in statistical and experimental design methods developed in the first decades of the twentieth century. In this book, Manski gives an accessible, practical explanation for why failures to confront the ambiguities of treatment decisions harm patients. He describes how modern statistical decision theory, including his own contributions, can save lives if incorporated into medical training. . . . This is a must-read for those who take the Hippocratic Oath seriously.”

—Daniel McFadden, Nobel Laureate in Economics

CHARLES F. MANSKI is Board of Trustees Professor of Economics at Northwestern University.

Why It Will Sell

Engaging, accessible, and thought-provoking book that questions some of the accepted “truths” in medicine that are rarely debated.

Discusses cutting-edge economic and statistical methods.

In-depth examples illustrate theoretical concepts and references, and explore particular issues in more detail.

Cross disciplinary and broadly applicable across different healthcare systems.

Final PDF: Available

Editor: Joe Jackson

184 pages. 4 tables.
How the founding of the business corporation led to Europe’s domination of global trade for more than three centuries

Before the seventeenth century, trade across Eurasia was mostly conducted in short segments along the Silk Route and Indian Ocean. Business was organized in family firms, merchant networks, and state-owned enterprises, and dominated by Chinese, Indian, and Arabic traders. However, around 1600 the first two joint-stock corporations, the English and Dutch East India Companies, were established. Going the Distance tells the story of overland and maritime trade without Europeans, of European Cape Route trade without corporations, and of how new, large-scale, and impersonal organizations arose in Europe to control long-distance trade for more than three centuries.

RON HARRIS is professor of legal history and former dean of law at Tel Aviv University. He is the author of Industrializing English Law.

Why It Will Sell
Offers a new angle on a topic of perennial interest, the explosive economic growth of European countries between 1500-1700 and why it happened.

Comparative approach looking at the organizational forms that were used in four major civilizations: Chinese, Indian, Middle Eastern, and Western European.

Provides a first of its kind survey of Eurasian long-distance trade and the way the various organizational forms dealt with these challenges.
Why It Will Sell

Original and important in-depth exploration into the philosophical questions surrounding AI, robot consciousness, biotechnology and the future of humanity. Clear, engaging, imaginative and cutting edge writing on a very timely subject. Author has a fantastic profile, both scholarly and for the popular media including a TEDx talk.

Final PDF: Available
Editor: Matt Rohal
192 pages. 9 b/w illus.

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A sober-minded philosophical exploration of what AI can and cannot achieve

Humans may not be Earth’s most intelligent species for much longer: the world champions of chess, Go, and Jeopardy! are now all AIs. Given the rapid pace of progress in AI, many predict that it could advance to human-level intelligence within the next several decades. From there, it could quickly outpace human intelligence. What do these developments mean for the future of the mind?

“This riveting book is both entertaining and profound: it presents a humane perspective on AI, a topic that has attracted too much naive hype and scaremongering. Classic philosophical problems of the self, the mind, and consciousness will soon—through transformative advances in AI—become crucial to practical ethics and individual choices. Schneider offers sophisticated insights on what is perhaps the number one long-term challenge confronting humanity.”

—Martin Rees, author of On the Future: Prospects for Humanity

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SUSAN SCHNEIDER is the NASA/Baruch Blumberg Chair at the Library of Congress and the director of the AI, Mind and Society Group at the University of Connecticut.
The nanotechnology revolution that will transform human health and longevity

*Nano Comes to Life* opens a window onto the nanoscale—the infinitesimal realm of proteins and DNA where physics and cellular and molecular biology meet—and introduces readers to the rapidly evolving nanotechnologies that are allowing us to manipulate the very building blocks of life. Sonia Contera gives an insider’s perspective on this new frontier, revealing how nanotechnology enables a new kind of multidisciplinary science that is poised to give us control over our own biology, our health, and our lives.

“Your body is built and maintained by molecular nanomachines, and the future of medicine will depend on our ability to work in the nanoscale realm. *Nano Comes to Life* tells the story of progress and the path forward. The prospects are amazing.”

—K. Eric Drexler, author of Radical Abundance: How a Revolution in Nanotechnology Will Change Civilization

SONIA CONTERA is professor of biological physics in the Department of Physics at the University of Oxford. Twitter @SONIACONTERA

Why It Will Sell
Explores revolutionary new frontiers of science and medicine.
Introduces readers to the rapidly evolving science that is giving humans access to, and potentially control of, their own biology.
Global perspective from an author with connections to Spain, Japan, the UK, Korea, Russia, Brazil among others.
Author a dynamic leading researcher in this interdisciplinary field.

First Proof: August 2019
Editor: Ingrid Gnerlich
240 pages. 12 color + 11 b/w illus.
Why the social character of scientific knowledge makes it trustworthy

Do doctors really know what they are talking about when they tell us vaccines are safe? Should we take climate experts at their word when they warn us about the perils of global warming? Why should we trust science when our own politicians don’t? In this landmark book, Naomi Oreskes offers a bold and compelling defense of science, revealing why the social character of scientific knowledge is its greatest strength—and the greatest reason we can trust it.

“How do we get to the truth? How do we safeguard scientific knowledge (and ourselves) from those whose interests are threatened by it? With her trailblazing work on climate denial and much else, Naomi Oreskes offers essential perspective on these questions. She tackles them head-on in this clear, utterly compelling book.”

— Naomi Klein, author of No Is Not Enough and This Changes Everything

NAOMI ORESKES is professor of the history of science and affiliated professor of Earth and planetary sciences at Harvard University. Her books include The Collapse of Western Civilization and Merchants of Doubt. Twitter @NaomiOreskes

Why It Will Sell
Lively and timely new argument for trust in science’s conclusions at a time of increasing disdain for academia, experts, and evidence. Persuasive and accessible defense of science from one of the world’s leading historians of science. Uses relevant historical and everyday examples, from continental drift to birth control.

Final PDF: Available
Editor: Alison Kalett
352 pages. 2 b/w illus. 1 table.
A new look at the first few seconds after the Big Bang—and how research into these moments continues to revolutionize our understanding of our universe

Scientists in the past few decades have made crucial discoveries about how our cosmos evolved over the past 13.8 billion years. But there remains a critical gap in our knowledge: we still know very little about what happened in the first seconds after the Big Bang. At the Edge of Time focuses on what we have recently learned and are still striving to understand about this most essential and mysterious period of time at the beginning of cosmic history.

“What a journey, from the very birth of the universe to its ultimate future. In accessible fashion, Hooper’s book does a great job explaining the fundamental laws of physics and showing how they play out in cosmic evolution.”

—Sean Carroll, author of Something Deeply Hidden: Quantum Worlds and the Emergence of Spacetime

DAN HOOPER is a senior scientist and the head of the Theoretical Astrophysics Group at the Fermi National Accelerator Laboratory and a professor of astronomy and astrophysics at the University of Chicago. Twitter @DanHooperAstro

Why It Will Sell
Elegantly written, accessible book.
Author appeared in high profile media and publications such as BBC and New Scientist.
First book on the topic in many years since Weinberg’s The First Three Minutes.
Broadly addresses central mysteries in cosmology, posing provocative questions.

Final PDF: Available
Editor: Jessica Yao
248 pages. 11 b/w illus.
An illustrated mini-encyclopedia of fungal lore, from John Cage and Terrence McKenna to mushroom sex and fairy rings

Fungipedia presents a delightful A–Z treasury of mushroom lore. With more than 180 entries—on topics as varied as *Alice in Wonderland*, chestnut blight, medicinal mushrooms, poisonings, Santa Claus, and waxy caps—this collection will transport both general readers and specialists into the remarkable universe of fungi. With charming drawings by artist and illustrator Amy Jean Porter, *Fungipedia* offers a treasure trove of scientific and cultural information.

“With whimsy, wisdom, and deep knowledge, abetted by Amy Porter’s thoroughly charming drawings, Lawrence Millman has conjured the most interesting, readable, and useful fungus book ever. His introduction, full of art and mirth, is the best essay I have read on this mysterious kingdom.”

—Robert Michael Pyle, author of *Mariposa Road* and *Magdalena Mountain*
A lavishly illustrated celebration of these glorious animals—and a poignant lament for their future

Elephants are among the most beloved of all creatures. Their behavior can seem almost human, from their complex social interactions to their need to mourn their dead. They are also among the most persecuted of animals, subjected to untold cruelty at the hands of humans through the ages. In this stunningly illustrated book, Errol Fuller provides a rich and moving portrait of elephants, exploring their natural history, the legends that have grown up around them, their unique place in art and literature, and their urgent need for protection today.

“In this fascinating, informative, and beautifully illustrated book, Errol Fuller traces the cultural and historic significance of elephants while also presenting them in their evolutionary context. A thoroughly enjoyable read.”

—Lucy Bates, University of Sussex

**ERROL FULLER** is an acclaimed writer and painter and a world authority on animal extinction and the curiosities of natural history. His many books include the award-winning *Extinct Birds*.

**Why It Will Sell**
Brilliant, comprehensive, and sweeping look at the elephant, it’s natural history and evolution, from prehistory to the present, as well as their cultural impact and significance.

Timely ode highlighting the importance of elephants as they face competition for resources, and threats from poachers and to their habitats.

Final PDF: Available
Editor: Robert Kirk
288 pages. 202 color illus.
A comprehensive look at four of the most famous problems in mathematics

*Tales of Impossibility* recounts the intriguing story of the renowned problems of antiquity, four of the most famous and studied questions in the history of mathematics. First posed by the ancient Greeks, these compass and straightedge problems—squaring the circle, trisecting an angle, doubling the cube, and inscribing regular polygons in a circle—have served as ever-present muses for mathematicians for more than two millennia. David Richeson follows the trail of these problems to show that ultimately their proofs—demonstrating the impossibility of solving them using only a compass and straightedge—depended on and resulted in the growth of mathematics.

“This engaging and well-written book covers more ground than previous books on the classical improbability problems. Numerous historical asides add to the enjoyment of this work. Highly recommended!”

—*Eli Maor, author of Music by the Numbers*

**DAVID S. RICHESON** is professor of mathematics at Dickinson College and editor of *Math Horizons.*

Twitter @divbyzero

**Why It Will Sell**

Readers will learn more about the mathematicians behind these four problems, discovering that scholars sometimes even work on problems with the goal of proving them unsolvable.

Author has a committed following through his books and his blog: *Division by Zero.*

Author’s previous book has been translated into Japanese, Chinese Simplified, Portuguese, and Korean.

Final PDF: Available

Editor: Susannah Shoemaker

456 pages. 163 b/w illus. 5 tables.

**MATHEMATICS**
Ten amazing curves personally selected by one of today’s most important math writers

Curves for the Mathematically Curious is a rigorous and enriching mathematical experience for anyone interested in curves, and the book is designed so that readers who choose can follow the details with pencil and paper. Every curve has a story worth telling.

“Julian Havil enlivens the mathematics of curves with historical context and charming anecdotes, from Galileo’s quest for the engineering principle of the arch to Picasso’s curvaceous drawing of a dog.”
—Lynn Gamwell, author of Mathematics and Art: A Cultural History

“A delightful collection of plane curves with engaging historical commentary. The curves range from classical to neoclassical to modern. Some are mainly of theoretical interest, but many have practical applications. All are fascinating.”
—Avner Ash, coauthor of Elliptic Tales: Curves, Counting, and Number Theory

Why It Will Sell
A biography of ten curves, outlining their use, history, importance and modern relevance.
Engagingly written and insightful, each chapter provides little known facts and surprises about a curve, a new application, or the person and story behind it.
Author’s previous titles translated into Chinese simplified, Japanese, Korean, German and Portuguese.

Final PDF: Available
Editor: Susannah Shoemaker
280 pages. 125 b/w illus.

JULIAN HAVIL is the author of John Napier; The Irrationals; Impossible? Surprising Solutions to Counterintuitive Conundrums; and Nonplussed! Mathematical Proof of Implausible Ideas (all Princeton).

MATHEMATICS
A fun and stunningly illustrated introduction to the art of linear optimization

Linear optimization is a powerful modeling method for discovering the best solution to a problem among a set of available alternatives. It is one of today’s most important branches of mathematics and computer science—and also a surprisingly rich medium for creating breathtaking works of art. *Opt Art* takes readers on an entertaining tour of linear optimization and its applications, showing along the way how it can be used to design visual art.

“*Opt Art* is a book of Bosch’s personal explorations of optimization techniques to develop geometric art patterns. Reading it, I felt like he was sharing his secrets of how to use the power of computing to discover new ideas and create new art.”

—Erik D. Demaine, coauthor of *Games, Puzzles, and Computation*

**ROBERT BOSCH** is professor of mathematics at Oberlin College and an award-winning writer and artist. Visit dominoartwork.com for more of Bosch’s mathematical art. Twitter @baabbaash

Why It Will Sell

Uses art to generate deeper interest in mathematics.

Each chapter begins with a problem or puzzle, and shows how solution can be derived using various art methods and mediums, including 3D printing and carving.

Style of writing and mathematics incorporated in the book are accessible to the general reader.

Final PDF: Available

Editor: Susannah Shoemaker

200 pages. 22 color + 143 b/w illus. 4 tables.
20 The Slow Moon Climbs  
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21 Michelangelo, God’s Architect  
   William E. Wallace
22 From Peoples into Nations  
   John Connelly
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24 Our Great Purpose  
   Ryan Patrick Hanley
25 The World Philosophy Made  
   Scott Soames
26 How to Think about God  
   Cicero
26 How to Be a Leader  
   Plutarch
The first comprehensive look at menopause from prehistory to today

Are the ways we look at menopause all wrong? Historian Susan Mattern says yes, and The Slow Moon Climbs reveals just how wrong we have been. Taking readers from the rainforests of Paraguay to the streets of Tokyo, Mattern draws on historical, scientific, and cultural research to reveal how our perceptions of menopause developed from prehistory to today. For most of human history, people had no word for menopause and did not view it as a medical condition. Rather, in traditional foraging and agrarian societies, it was a transition to another important life stage. This book, then, introduces new ways of understanding life beyond fertility.

“In The Slow Moon Climbs, Mattern dispels old myths about menopause and illuminates the evolutionary, social, and personal advantages of a long-misunderstood natural phase of life: freedom from fertility. This is an important book, filled with vivid examples, scientific realities, and new insights.”

—Adrienne Mayor, author of The Amazons

SUSAN P. MATTERN is Distinguished Research Professor of History at the University of Georgia.

Why It Will Sell

Truly comprehensive history of essential and unique role menopause has played in human history; its evolution, its positive part in development of civilization, and different meanings it has had in different cultures and times. Puts menopause in context; includes pop science, anthropology, evolutionary, as well as cultural and women’s history angles. Says it is an essential stage in life, and not a problem as our medicalized understanding leads us to believe.

Final PDF: Available
Editor: Rob Tempio
480 pages. 5 b/w illus.

HISTORY | WOMEN’S STUDIES
The untold story of Michelangelo’s final decades—and his transformation into one of the greatest architects of the Italian Renaissance

Michelangelo, God’s Architect is the first book to tell the full story of Michelangelo’s final two decades, when the peerless artist refashioned himself into the master architect of St. Peter’s Basilica and other major buildings. Leading Michelangelo expert William Wallace sheds new light on this least familiar part of Michelangelo’s biography, revealing a creative genius who was also a skilled engineer and enterprising businessman.

“William Wallace has produced a book that is poignant and enlightening. By looking at Michelangelo’s life from the perspective of his later years, Wallace offers a reflection on the artist’s sense of his legacy, mission, and the God’s work he was meant to do. This book not only helps us understand Michelangelo and his work on St. Peter’s Basilica, it allows us all to reflect on how we hope to fathom the meaning of our own lives.”

—Walter Isaacson, author of Leonardo da Vinci

WILLIAM E. WALLACE is the Barbara Murphy Bryant Distinguished Professor of Art History at Washington University in St. Louis.

Why It Will Sell

Offers a new and vibrant story of the renowned artist with captivating prose that combines art history, history, and biography. Author is the world’s foremost scholar on Michelangelo with 8 previous books on the artist; he advised the Vatican on the restoration of the Sistine Chapel, and is currently consulting on upcoming Michelangelo TV series.

Much to learn here about second careers, the life-sustaining value of work, and reinvention.
A sweeping narrative history of Eastern Europe from the late eighteenth century to today

In the 1780s, the Habsburg monarch Joseph II decreed that henceforth German would be the language of his realm. His intention was to forge a unified state from his vast and disparate possessions, but his action had the opposite effect, catalyzing the emergence of competing nationalisms among his Hungarian, Czech, and other subjects, who feared that their languages and cultures would be lost. In this sweeping narrative history of Eastern Europe since the late eighteenth century, John Connelly connects the stories of the region’s diverse peoples, telling how, at a profound level, they have a shared understanding of the past.

“From Peoples into Nations is a consistently interesting and lively narrative from a terrific and highly engaging writer. Connelly does much more than just tell the story of the making of contemporary Eastern Europe. He is a master at helping us understand events through his interpretations.”

—Norman M. Naimark, author of Genocide: A World History

JOHN CONNELLY is professor of history and director of the Institute for East European, Eurasian, and Slavic Studies at the University of California, Berkeley.

Why It Will Sell
The first authoritative history of central and eastern Europe from mid 19th century to the present; how nationhood has shaped this history and shared experience.
Lively, accessible writing and filled with fantastic stories.
A new history of the rise of nationalism and national self-assertion in the region during late 19th and 20th centuries.
How the latest cutting-edge science offers a fuller picture of life in Rome and antiquity

This groundbreaking book provides the first comprehensive look at how the latest advances in the sciences are transforming our understanding of ancient Roman history. Walter Scheidel brings together leading historians, anthropologists, and geneticists at the cutting edge of their fields, who explore novel types of evidence that enable us to reconstruct the realities of life in the Roman world.

“The Science of Roman History is a very timely book. With state-of-the-art contributions by scholars who are leaders in their respective fields, it describes how the integration of natural and human archives is changing the entire historical enterprise. I highly recommend that all historians read this important contribution.”

—J. G. Manning, author of The Last Pharaohs

WALTER SCHEIDEL is the Dickason Professor in the Humanities, Professor of Classics and History, and a Kennedy-Grossman Fellow in Human Biology at Stanford University.

Why It Will Sell

Edited by Walter Scheidel, one of most innovative Roman historians of his generation.

Covers climate change, forensic evidence from botanical, animal, and skeletal remains, and population genetics and demography.

Situates scientific evidence about alongside textual and archaeological evidence.

Final PDF: Available
Editor: Rob Tempio
280 pages. 23 b/w illus. 7 tables. 3 maps.

ANCIENT HISTORY | ARCHAEOLOGY
Invaluable wisdom on living a good life from the founder of modern economics

Adam Smith is best known today as the founder of modern economics, but he was also an uncommonly brilliant philosopher who was especially interested in the perennial question of how to live a good life. Our Great Purpose is a short and illuminating guide to Smith’s incomparable wisdom on how to live well, written by one of today’s leading Smith scholars.

“A brilliant and original way to encounter Adam Smith—a book that will still be read in fifty years.”
—David Warsh, author of Economic Principals: Masters and Mavericks of Modern Economics

“A gem of a book, a guide to a great thinker that is full of insights about the practical pursuit of living well.”
—Darrin M. McMahon, author of Happiness: A History

Ryan Patrick Hanley is professor of political science at Boston College. He is the author of Adam Smith and the Character of Virtue and the editor of Adam Smith: His Life, Thought, and Legacy (Princeton).

Why It Will Sell
A wonderfully accessible and thematically organized introduction to Adam Smith’s moral philosophy.
Provides guidance on how to live by drawing on 28 quotations from Smith’s writings.
Shines light on Adam Smith’s moral thinking as well as better known economic thinking.

Final PDF: Available
Editor: Rob Tempio
176 pages.

PHILOSOPHY | ECONOMICS
How philosophy transformed human knowledge and the world we live in

Philosophical investigation is the root of all human knowledge. Developing new concepts, reinterpreting old truths, and reconceptualizing fundamental questions, philosophy has progressed—and driven human progress—for more than two millennia. In short, we live in a world philosophy made. In this concise history of philosophy’s world-shaping impact, Scott Soames demonstrates that the modern world—including its science, technology, and politics—simply would not be possible without the accomplishments of philosophy.

“Philosophy is everywhere, so much so that we don’t always notice it, or how it affects us. Scott Soames makes a powerful case that philosophy has not devolved into abstractions suited only for the ivory tower. Rather, it continues to vibrantly and crucially interact with our intellectual concerns and our everyday lives. This is the story of philosophy that needed to be told.”

—Sebastian Carroll, author of The Big Picture: On the Origins of Life, Meaning, and the Universe Itself

SCOTT SOAMES is Distinguished Professor of Philosophy at the University of Southern California and a member of the American Academy of Arts and Sciences.

Why It Will Sell

Sweeping history of Western philosophy, highlighting major figures and movements in science, from Plato to Turing.

Shows how philosophical ideas have underpinned scientific advances, as well as contributing to many other subjects from physics to political philosophy, computer science to economics.

Answer to criticism of philosophy as circular or never answering questions.

Final PDF: August
Editor: Rob Tempio
464 pages. 13 b/w illus. 1 table.
A vivid and accessible new translation of Cicero’s influential Stoic writings on the divine

In How to Think about God, Philip Freeman presents vivid new translations of Cicero’s On the Nature of the Gods and The Dream of Scipio. In these brief works, Cicero offers a Stoic view of belief, divinity, and human immortality, giving eloquent expression to the religious ideas of one of the most popular schools of Roman and Greek philosophy.

“How to Think about God should be essential reading for anyone interested in ancient belief.... Freeman’s translations allow modern readers to experience the grandeur of this vision, which still inspires awe.”

—Donald Robertson, author of How to Think Like a Roman Emperor: The Stoic Philosophy of Marcus Aurelius

Timeless advice on how to be a successful leader in any field

The ancient biographer and essayist Plutarch thought deeply about the leadership qualities of the eminent Greeks and Romans he profiled in his famous—and massive—Lives, including politicians and generals such as Pericles, Alexander the Great, Julius Caesar, and Mark Antony. Luckily for us, Plutarch distilled what he learned about wise leadership in a handful of essays, which are filled with essential lessons for experienced and aspiring leaders in any field today. In How to Be a Leader, Jeffrey Beneker presents the most important of these essays.

“These writings of Plutarch are surprisingly relevant to political life in twenty-first-century democracies and deserve to be better known. How to Be a Leader brings these works to modern readers in an accessible way.”

—Timothy Duff, University of Reading
Also Available

28 A World Divided
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   Finn Brunton

29 Darkness by Design
   Walter Mattli

29 The Wealth of Religions
   Rachel M. McCleary & Robert J. Barro

29 The Lives of Bees
   Thomas D. Seeley
**A World Divided**
Eric D. Weitz
Published: June 2019 (456 pages)
Why It Will Sell
- Helps explain current crisis situations around the globe, for example the volume of refugees and rise of right-wing nationalism, and argues for the continual advance of human rights protections at the international level.
- Spanish (Turner Libros) language rights sold

**Digital Cash**
Finn Brunton
Published: June 2019 (272 pages)
Why It Will Sell
- Incredibly timely history of digital cash as Bitcoin and others become genuine rivals to traditional financial system.
- Tells the fascinating stories of the hackers, anarchists, libertarians, and paranoids that created various cryptocurrencies.
- Chinese Complex (Gusa Press) rights sold

**Why It Will Sell**
- Colourful and passionate look at the hidden problems in the labour market and the ties between unhappiness and unemployment.
- Explores how economists and policymakers can better address the problem.
- Global in scope with analysis and examples from around the world.

**Global in Scope with Analysis and Examples from Around the World**
- Help explain current crisis situations around the globe, for example the volume of refugees and rise of right-wing nationalism, and argues for the continual advance of human rights protections at the international level.
- Spanish (Turner Libros) language rights sold
**Darkness by Design**

The Hidden Power in Global Capital Markets

*Walter Mattli*

Published: April 2019 (264 pages)

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Why today’s markets are largely unmanaged, ungoverned, and riddled with conflicts of interest; this book is a call to action to restore oversight.

Drawing on interviews with economists globally, this book has immediate real-world implications and reaches across fields of political economy, international law, and finance.

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**The Wealth of Religions**

The Political Economy of Believing and Belonging

*Rachel M. McCleary & Robert J. Barro*

Published: May 2019 (216 pages)

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Fascinating and broad look at religion and society from an economic perspective; how religion affects economies and vice versa.

Features authors’ groundbreaking work over 15 years, alongside related research which has helped define the economics of religion.

Japanese (Keio University Press) rights sold

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**The Lives of Bees**

The Untold Story of the Honey Bee in the Wild

*Thomas D. Seeley*

Published: May 2019 (376 pages)

**Why It Will Sell**

Magisterial book by the world authority on honey bees.

Untold story of how honey bees live in the wild.

Lively and accessible storytelling with rich discussion of bee biology.

Italian (Edizioni Montana), French (Editions Biotope), and Korean (Eco-Livre) rights sold
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