

 PRINCETON
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INTERNATIONAL
RIGHTS GUIDE
LONDON 2019

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**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

Welcome to Princeton's rights guide for the 2019 London Book Fair! It is our pleasure to share here a selection of PUP's forthcoming titles with our publishing partners around the world. Our timely selection of titles this spring touch on the pulse of current debates and global issues and we hope there will be something of interest for everybody.

Our rights guide is bursting with offerings from the social sciences and economics this fair. This year sees the publication of the eagerly anticipated new book by Robert Shiller, *Narrative Economics*, which brings us a new theory of economic change. On the topic of technology and economics, we have two titles which are already generating lots of interest, *The Technology Trap* and *Digital Cash*, while among others Yael Tamir's *Why Nationalism* and *A Lot of People Are Saying* by Russell Muirhead and Nancy Rosenblum tackle some of the world's current political issues.

In our humanities section, Justin E. H. Smith's *Irrationality* takes a timely look at the idea of unreason while on a lighter counterpoint, I am also delighted to see two more additions to our *Ancient Wisdom for the Modern Reader* series. *How to Keep Your Cool* and *How to Think About War* offer some sage advice for our times from the classic thinkers Seneca and Thucydides.

From the sciences, we have a pair of titles on two of the world's most fascinating species, the honey bee and the butterfly, with much to learn from them about the conservation of our world. Looking further afield, *More Things in the Heavens* shows us how the often overlooked field of infrared astronomy is expanding our view of the universe.

Enjoy!

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International Rights Manager



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COVER COMING SOON

Narrative Economics

Robert J. Shiller

HOW IDEAS GO VIRAL AND
INFLUENCE ECONOMIC EVENTS

From Nobel Prize-winning economist and *New York Times* bestselling author Robert Shiller, a new way to think about how popular stories help drive economic events

In this groundbreaking book, Nobel Prize-winning economist and *New York Times* bestselling author Robert Shiller offers a new way to think about the economy and economic change. Using a rich array of historical examples and data, Shiller argues that studying popular stories that affect individual and collective economic behavior—what he calls “narrative economics”—has the potential to vastly improve our ability to predict, prepare for, and lessen the damage of financial crises, recessions, depressions, and other major economic events.

“This is a fascinating and important book, written in an engaging style and packed with intriguing examples.”

—*Diane Coyle, University of Cambridge*



ROBERT J. SHILLER is Sterling Professor of Economics at Yale University and a regular contributor to the *New York Times*.

Twitter @RobertJShiller

Why It Will Sell

Explains how popular stories go viral and contribute to major economic events such as booms and crashes.

Introduces a new way of thinking about, and guiding, economic change to the field.

Author a nobel prize winner who's previous work has been translated into 30 languages.

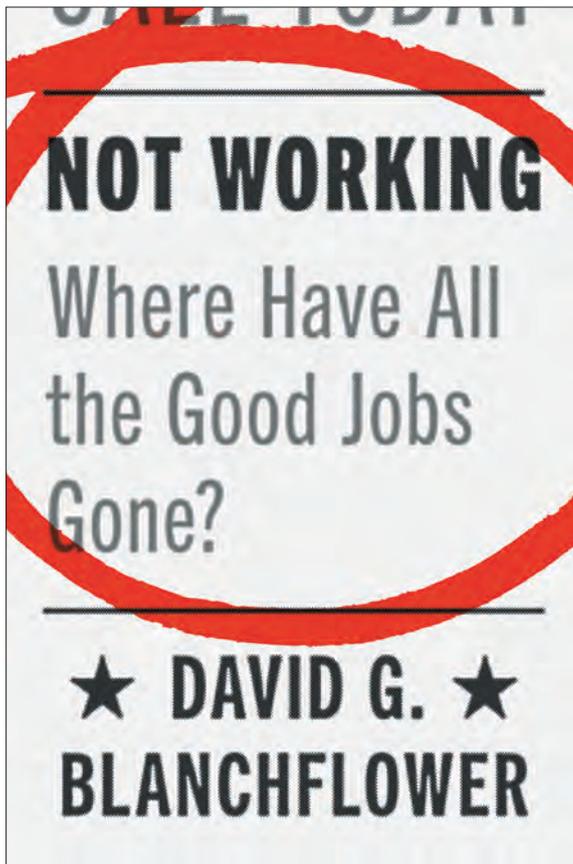
Book builds on Shiller's 2017 presidential address to the American Economics Association.

Final PDF: June 2019

Editor: Peter Dougherty

288 pages. 20 b/w illus.

ECONOMICS | FINANCE



A candid assessment of why the job market is not as healthy we think

Don't trust low unemployment numbers as proof that the labor market is doing fine—it isn't. *Not Working* is about those who can't find full-time work at a decent wage—the underemployed—and how their plight is contributing to widespread despair, a worsening drug epidemic, and the unchecked rise of right-wing populism.

Standard economic measures are often blind to these forgotten workers, which is why Blanchflower practices the “economics of walking about”—seeing for himself how ordinary people are faring under the recovery, and taking seriously what they say and do. *Not Working* is his candid report on how the young and the less skilled are among the worst casualties of underemployment, how immigrants are taking the blame, and how the epidemic of unhappiness and self-destruction will continue to spread unless we deal with it.



DAVID G. BLANCHFLOWER is the Bruce V. Rauner Professor of Economics at Dartmouth College and a research associate at the National Bureau of Economic Research. He is the coauthor of *The Wage Curve*.
[Twitter @D_Blanchflower](#)

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.

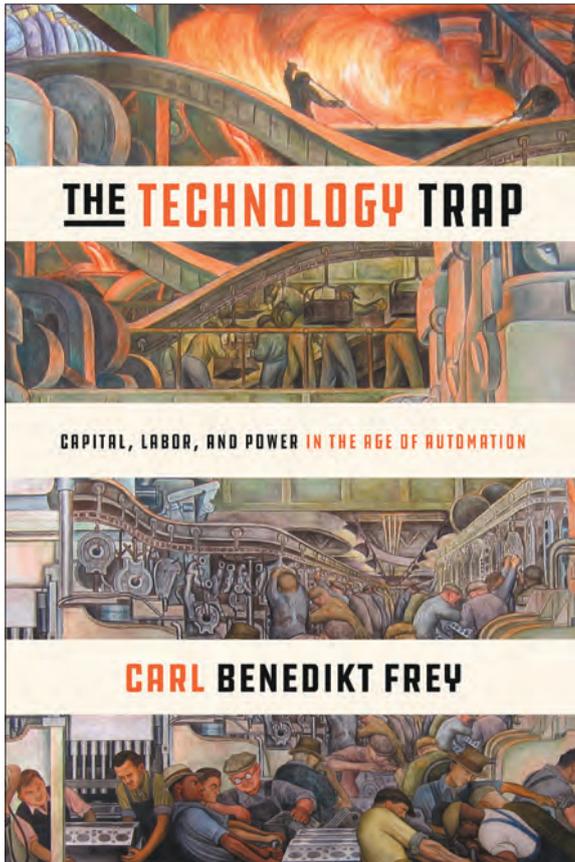
Global in scope with analysis and examples from around the world.

Final PDF: March 2019

Editor: Joe Jackson

424 pages. 32 b/w illus. 21 tables.

ECONOMICS | POLITICS



How the history of technological revolutions can help us better understand economic and political polarization in the age of automation

From the Industrial Revolution to the age of artificial intelligence, *The Technology Trap* takes a sweeping look at the history of technological progress and how it has radically shifted the distribution of economic and political power among society's members.

“Will machines equipped with artificial intelligence render the human race redundant? Is work as we know it about to end? *The Technology Trap* draws on the experiences of the first and second Industrial Revolutions, and the first Computer Revolution, to answer some of the burning questions of our time. Frey's key point—that technological disruption of the labor market is usually painful in the short run, whatever innovation's long-run benefits—is of vital importance to voters and policymakers alike.”

—Niall Ferguson, Hoover Institution, Stanford University

CARL BENEDIKT FREY is the Oxford Martin Citi Fellow and codirector of the Oxford Martin Programme on Technology and Employment at the Oxford Martin School, University of Oxford. He is also a senior fellow at the Institute for New Economic Thinking at Oxford and in the Department of Economic History at Lund University.

Twitter @carlbfrey

Why It Will Sell

Highly original take on an issue central to all our lives, and those of generations to come; AI, automation, and the future of work.

Argues that to thrive in the future, we need to ensure the benefits of automation are shared equally throughout society.

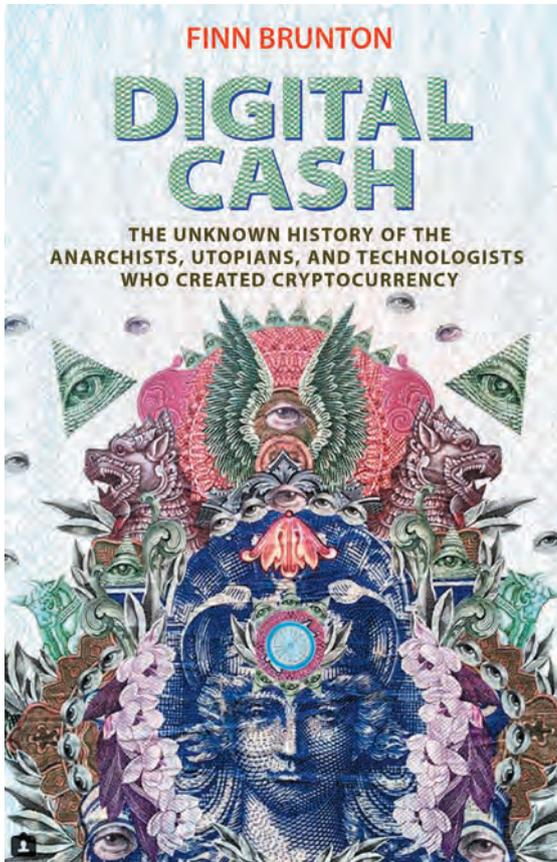
Unique in both its historical context and policy considerations for the future.

Final PDF: March 2019

Editor: Sarah Caro

480 pages. 22 b/w illus. 2 tables.
Chinese Simplified & Korean rights sold

ECONOMICS



 PRINCETON UNIVERSITY PRESS

The fascinating untold story of digital cash and its creators—from experiments in the 1970s to the mania over Bitcoin and other cryptocurrencies

Bitcoin may appear to be a revolutionary form of digital cash without precedent or prehistory. In fact, it is only the best-known recent experiment in a long line of similar efforts going back to the 1970s. Filled with marvelous characters, stories, and ideas, *Digital Cash* is an engaging and accessible account of the strange origins and remarkable technologies behind today's cryptocurrency explosion.

“A fascinating and important book that addresses big questions about cryptocurrency: What is money? How can virtual things have lasting value? And what does the explosion of cryptocurrency mean for the global economy? I can't think of another book on the subject that accomplishes so much in such a concise and readable way.”

—*Nathan Ensmenger, author of The Computer Boys Take Over*



FINN BRUNTON is assistant professor in the Department of Media, Culture, and Communication at New York University. He is the author of *Spam: A Shadow History of the Internet*.

Why It Will Sell

Incredibly timely history of digital cash as Bitcoin and others become genuine rivals to traditional financial system.

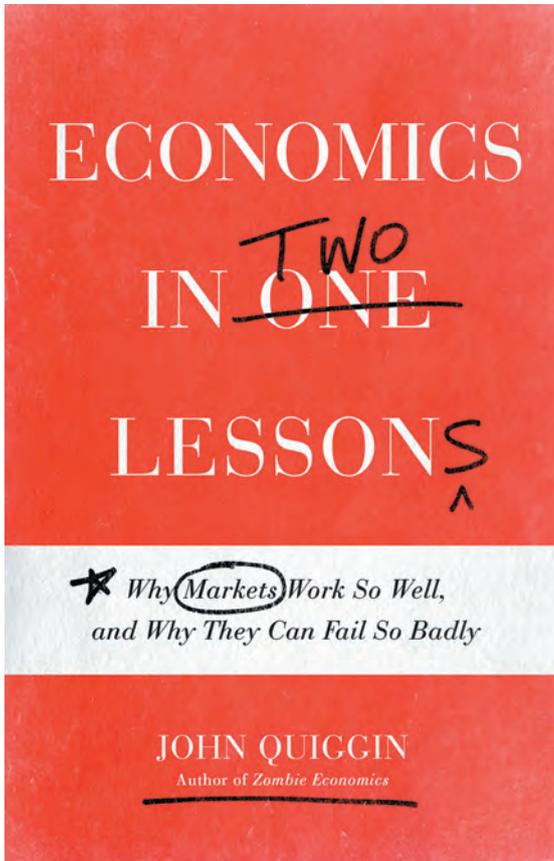
Tells the fascinating stories of the hackers, anarchists, libertarians, and paranoids that created various cryptocurrencies.

Author's previous titles translated into Japanese, Polish, and Korean.

Final PDF: March 2019

Editor: Eric Crahan
272 pages.

ECONOMICS |
SCIENCE & TECHNOLOGY STUDIES



 PRINCETON UNIVERSITY PRESS

A masterful introduction to the key ideas behind the successes—and failures—of free-market economics

Since 1946, Henry Hazlitt's bestselling *Economics in One Lesson* has popularized the belief that economics can be boiled down to one simple lesson: market prices represent the true cost of everything. But one-lesson economics tells only half the story. It can explain why markets often work so well, but it can't explain why they often fail so badly—or what we should do when they stumble. As Nobel Prize-winning economist Paul Samuelson quipped, "When someone preaches 'Economics in one lesson,' I advise: Go back for the second lesson." In *Economics in Two Lessons*, John Quiggin teaches both lessons, offering a masterful introduction to the key ideas behind the successes—and failures—of free markets.

"A brilliant book. People often try to write for readers who know no economics, but they rarely succeed. This book is an exception."

—Roger Backhouse, author of *The Ordinary Business of Life: A History of Economics from the Ancient World to the Twenty-First Century*



JOHN QUIGGIN is the President's Senior Fellow in Economics at the University of Queensland in Brisbane, Australia.

Twitter @JohnQuiggin

Why It Will Sell

Offers a simple and clearly-stated counterpoint to Henry Hazlitt's classic text, and argues for government intervention in markets for the good of society.

Author has a committed following through his books and his blogs; johnquiggin.com and his previous book was translated into 9 languages.

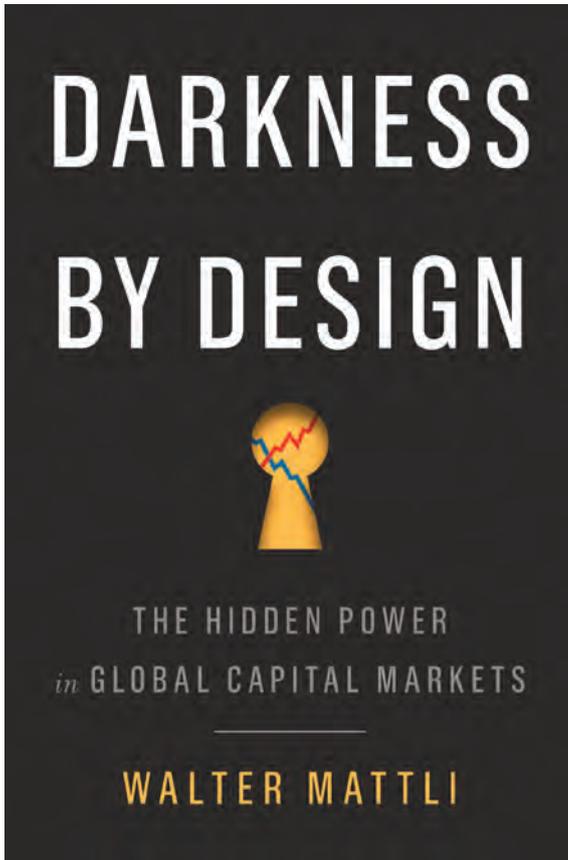
Clear and engaging writing style.

Final PDF: Available

Editor: Sarah Caro

408 pages. 6 b/w illus. 4 tables.

ECONOMICS



 PRINCETON UNIVERSITY PRESS

An exposé of fragmented trading platforms, poor governance, and exploitative practices in today's capital markets

Capital markets have undergone a dramatic transformation in the past two decades. Algorithmic high-speed supercomputing has replaced traditional floor trading and human market makers, while centralized exchanges that once ensured fairness and transparency have fragmented into a dizzying array of competing exchanges and trading platforms. *Darkness by Design* exposes the unseen perils of market fragmentation and “dark” markets, some of which are deliberately designed to enable the transfer of wealth from the weak to the powerful.

“Walter Mattli’s excellent book looks at the technological revolution that led to the fragmentation of today’s security exchanges and trading floors. Innovations such as algorithmic trading and dark pools present significant challenges to market participants on issues ranging from efficiency and transparency to fairness and investor protection. Mattli’s brilliant analysis is an eye-opener.”

—*Effi Benmelech, Northwestern University*



WALTER MATTLI is professor of international political economy and a fellow of St. John’s College, University of Oxford. His books include *The New Global Rulers* and *The Politics of Global Regulation*.

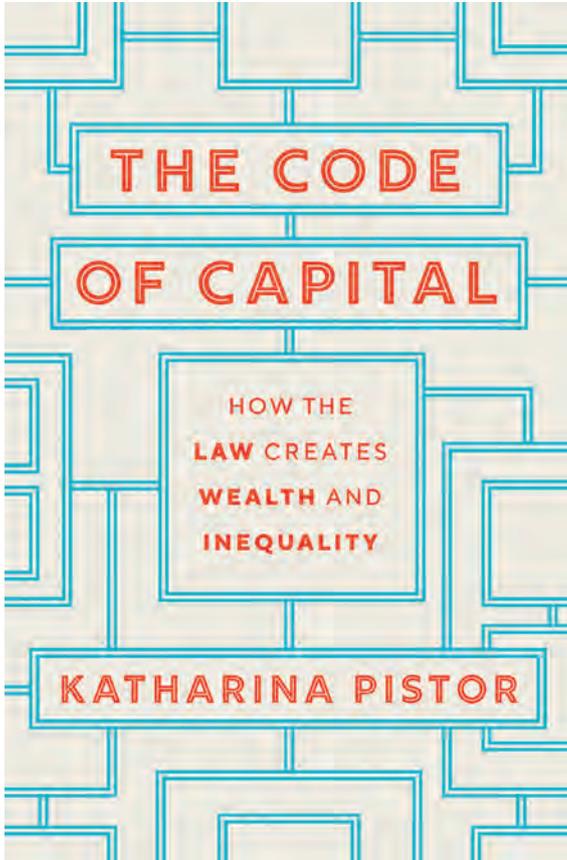
Why It Will Sell

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.

Final PDF: Available
Editor: Bridget Flannery-McCoy
264 pages. 17 b/w illus. 13 tables.

POLITICS | ECONOMICS | LAW



A compelling explanation of how the law shapes the distribution of wealth

Capital is the defining feature of modern economies, yet most people have no idea where it actually comes from. What is it, exactly, that transforms mere wealth into an asset that automatically creates more wealth? *The Code of Capital* explains how capital is created behind closed doors in the offices of private attorneys, and why this little-known fact is one of the biggest reasons for the widening wealth gap between the holders of capital and everybody else.

“This is a fascinating book that demonstrates how the rights of capital have been entrenched in the international legal system. *The Code of Capital* opens the way for a thoughtful discussion about the treaties on capital flows and privileges that need to be rewritten. A must-read.”

—*Thomas Piketty, author of Capital in the Twenty-First Century*



KATHARINA PISTOR is the Edwin B. Parker Professor of Comparative Law and director of the Center on Global Legal Transformation at Columbia Law School. She is the coauthor of *Law and Capitalism*.

Why It Will Sell

Offers a significant step forward in the general discussion on inequality.

With an interdisciplinary and global approach, it explains how the way in which capital is created through the legal system engenders inequality.

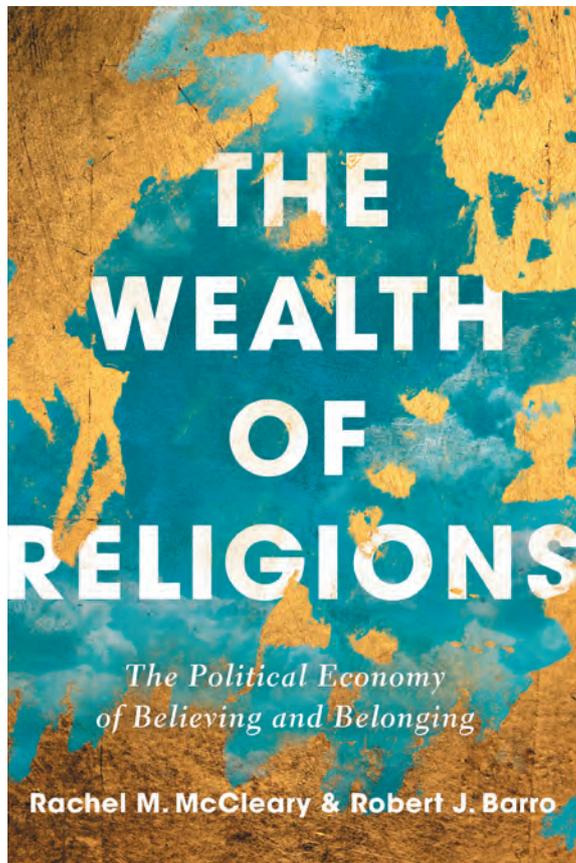
Author's previous book translated into Chinese and Portuguese.

Final PDF: Available

Editor: Joe Jackson

304 pages.

ECONOMICS | LAW



How religious beliefs and practices can influence the wealth of nations

Which countries grow faster economically—those with strong beliefs in heaven and hell or those with weak beliefs in them? Does religious participation matter? Why do some countries experience secularization while others are religiously vibrant? In *The Wealth of Religions*, Rachel McCleary and Robert Barro draw on their long record of pioneering research to examine these and many other aspects of the economics of religion.

“This truly impressive book demonstrates how religion and the wealth of nations are intimately linked. Rachel McCleary and Robert Barro present pathbreaking empirical research in a way that makes for an enjoyable read. A must-read for everyone with an interest in the role of religion in society in past and present.”

—*Sascha O. Becker, University of Warwick*



RACHEL M. MCCLEARY is lecturer in the Department of Economics at Harvard University.

ROBERT J. BARRO is the Paul M. Warburg Professor of Economics at Harvard.

Why It Will Sell

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.

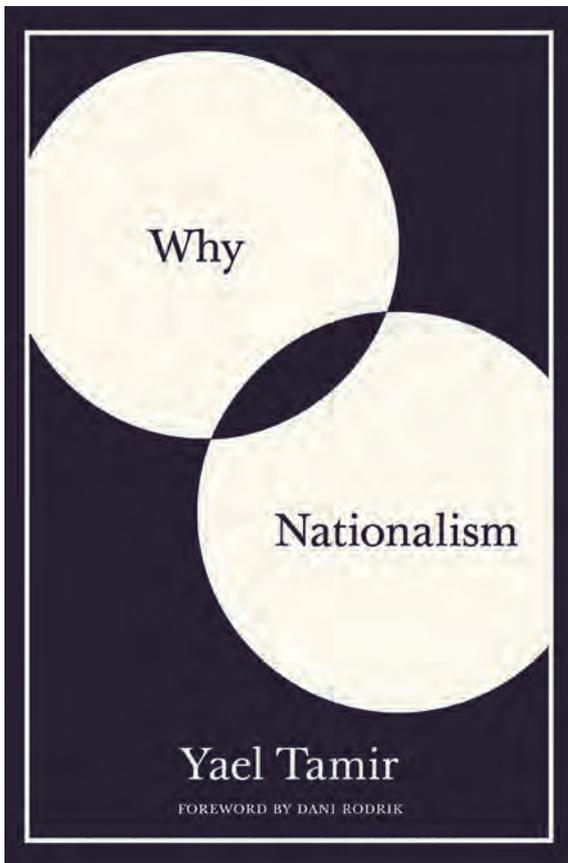
Authors' previous work translated into multiple languages.

Final PDF: Available

Editor: Joe Jackson

160 pages. 5 b/w illus. 2 tables.

ECONOMICS | RELIGION



Why nationalism is a permanent political force—and how it can be harnessed once again for liberal ends

Around the world today, nationalism is back—and it's often deeply troubling. Populist politicians exploit nationalism for authoritarian, chauvinistic, racist, and xenophobic purposes, reinforcing the view that it is fundamentally reactionary and antidemocratic. But Yael (Yuli) Tamir makes a passionate argument for a very different kind of nationalism—one that revives its participatory, creative, and egalitarian virtues, answers many of the problems caused by neoliberalism and hyperglobalism, and is essential to democracy at its best.

"[Tamir] pits nationalism against globalism and finds the former preferable. . . . Not a defense of Trumpian politics but a measured explanation of why the American populace was so receptive to both Donald Trump and Bernie Sanders."

—Kirkus



Yael (Yuli) Tamir is president of Shenkar College of Engineering and Design and adjunct professor at the Blavatnik School of Government at the University of Oxford.

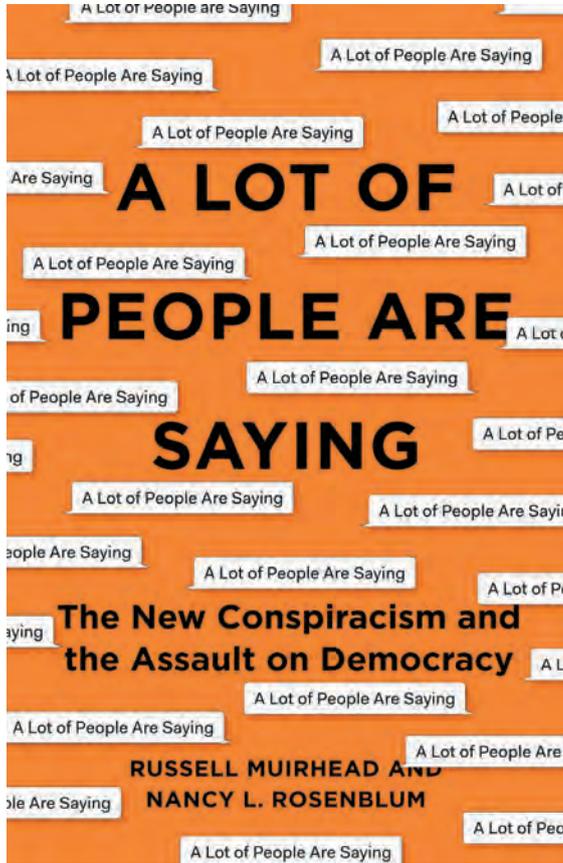
Why It Will Sell

A novel and provocative defense of civil and responsible nationalism and how it can be constructive.

Provides a compelling historical narrative of the ways neoliberalism and hyperglobalism allowed the right to co-opt nationalism, with a diagnosis of one of the major sources of global political discontent.

Published: February 2019
Editor: Rob Tempio
224 pages. 7 b/w illus. 1 table.
Author retains Hebrew rights

POLITICS | PHILOSOPHY



 PRINCETON UNIVERSITY PRESS

How the new conspiracists are undermining democracy—and what can be done about it

Conspiracy theories are as old as politics. But conspiracists today have introduced something new—conspiracy without theory. And the new conspiracism has moved from the fringes to the heart of government with the election of Donald Trump. In *A Lot of People Are Saying*, Russell Muirhead and Nancy Rosenblum show how the new conspiracism differs from classic conspiracy theory, why so few officials speak truth to conspiracy, and what needs to be done to resist it.

“If there is one industry that has increased its productivity in recent years, it is the manufacture and marketing of conspiracies. Russell Muirhead and Nancy Rosenblum brilliantly analyze how this happened and why it is a problem for our democracy—and also our capacity to build and sustain community. *A Lot of People Are Saying* offers a bracing diagnosis and thoughtful remedies. It’s time, they insist, to speak truth to conspiracy.”

—E. J. Dionne Jr., *coauthor of One Nation After Trump*



RUSSELL MUIRHEAD is the Robert Clements Professor of Democracy and Politics at Dartmouth College.

NANCY L. ROSENBLUM is the Senator Joseph Clark Research Professor of Ethics in Politics and Government at Harvard University.

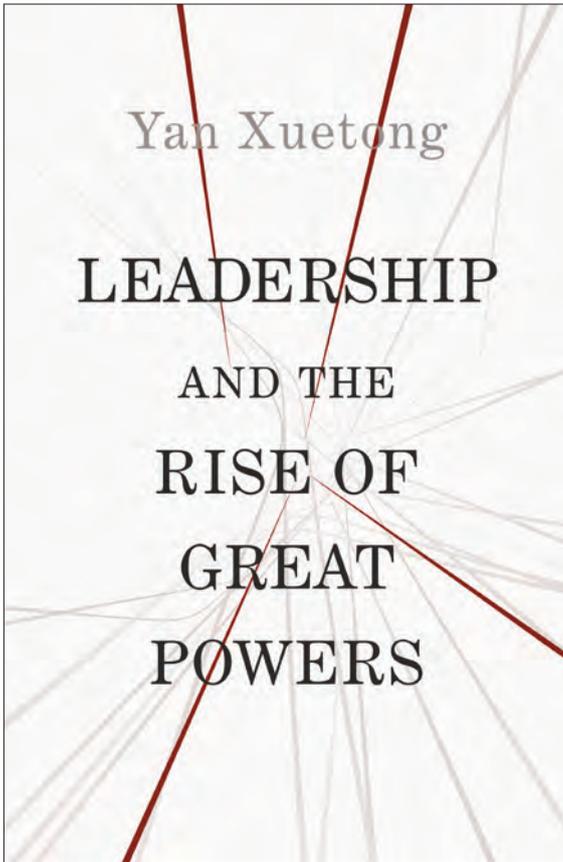
Why It Will Sell

Identifies a new type of conspiracism which aims not to explain, but to undermine and sow dissent and doubt.

Filled with an abundance of examples, this is the first book to examine the ways this new conspiratorial mindset is being deployed as a clear political strategy.

Final PDF: Available
Editor: Rob Tempio
232 pages.

POLITICS | PHILOSOPHY



 PRINCETON UNIVERSITY PRESS

A leading foreign policy thinker uses Chinese political theory to explain why some powers rise as others decline and what this means for the international order

While work in international relations has closely examined the decline of great powers, not much attention has been paid to the question of their rise. The upward trajectory of China is a particularly puzzling case. Borrowing ideas of political determinism from ancient Chinese philosophers, *Leadership and the Rise of Great Powers* explains China's expanding influence by presenting a moral-realist theory that attributes the rise and fall of nations to political leadership.

"Yan Xuetong has been prominent in rethinking realist international relations theory in the light of classical Chinese political philosophy. In this important new book, he shows us what realist theory and world history look like from a Chinese perspective. A welcome and often challenging corrective to Eurocentric orthodoxies."

—Barry Buzan, *emeritus professor, London School of Economics*



YAN XUETONG is professor of political science and dean of the Institute of International Relations at Tsinghua University in Beijing. His many books include *Ancient Chinese Thought, Modern Chinese Power* (Princeton).

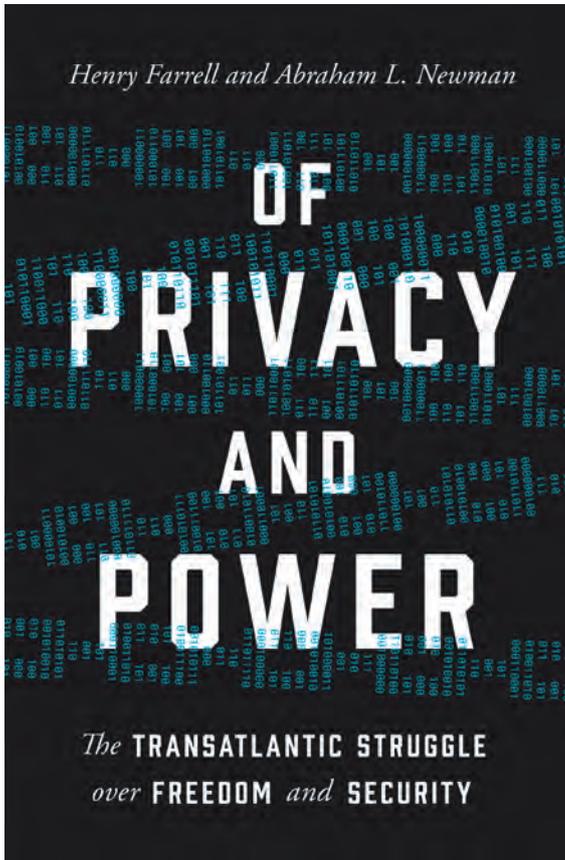
Why It Will Sell

Offers a systematic theory of leadership and an analysis of how rising powers displace those already established.

Proposes a new approach that can be applied broadly across the fields of international relations and in public policy.

Final PDF: Available
Editor: Bridget Flannery-McCoy
280 pages. 7 b/w illus. 4 tables.

POLITICS | POLITICAL THEORY



 PRINCETON UNIVERSITY PRESS

How disputes over privacy and security have shaped the relationship between the European Union and the United States and what this means for the future

The first serious study of how the politics of surveillance has been transformed, *Of Privacy and Power* offers a fresh view of the role of information and power in a world of economic interdependence.

“Showcasing a ‘new interdependence’ framework, *Of Privacy and Power* analyzes how overlaps in the rules governing global information flows create power asymmetries that destabilize domestic policy bargains. The result is an understanding of the world where stable equilibria are rare, and distinctions between the national and the international are erased. This book delivers a politics of scale that gives researchers a useful structure for studying the international political economy as an integrated but unstable system.”

—Mark Blyth, *Brown University*



HENRY FARRELL is professor of political science and international affairs at George Washington University.

Twitter @henryfarrell

ABRAHAM L. NEWMAN is professor of government in the Edmund A. Walsh School of Foreign Service at Georgetown University.

Twitter @ANewman_forward

Why It Will Sell

Comprehensive, with sweeping implications for the future of global governance, international relations, and international politics.

Looks at the different approaches taken post-2001 by the US and EU.

Final PDF: Available

Editor: Bridget Flannery-McCoy
248 pages. 6 b/w illus. 1 table.

POLITICS |
SCIENCE & TECHNOLOGY STUDIES

**RIGHTS AS
WEAPONS:
INSTRUMENTS
OF CONFLICT,
TOOLS OF
POWER
CLIFFORD BOB**

 PRINCETON UNIVERSITY PRESS

An in-depth look at the historic and strategic deployment of rights in political conflicts throughout the world

Rights are usually viewed as defensive concepts representing mankind's highest aspirations to protect the vulnerable and uplift the downtrodden. But since the Enlightenment, political combatants have also used rights belligerently, to batter despised communities, demolish existing institutions, and smash opposing ideas. Delving into a range of historical and contemporary conflicts from all areas of the globe, *Rights as Weapons* focuses on the underexamined ways in which the powerful wield rights as aggressive weapons against the weak.

"In this lucid and compelling account of historical and contemporary human rights struggles, Clifford Bob offers an entirely new lens for understanding how rights have been deployed to advance political objectives. Through an array of cases and adopting a realist perspective, he conceptualizes the different ways rights are being weaponized. A fantastic book."

—*Neve Gordon, coauthor of The Human Right to Dominate*



CLIFFORD BOB is professor and chair of political science at Duquesne University. His previous books include *The Marketing of Rebellion*, *The Global Right Wing and the Clash of World Politics*, and *The International Struggle for New Human Rights*.
[Twitter @cliffordbob](#)

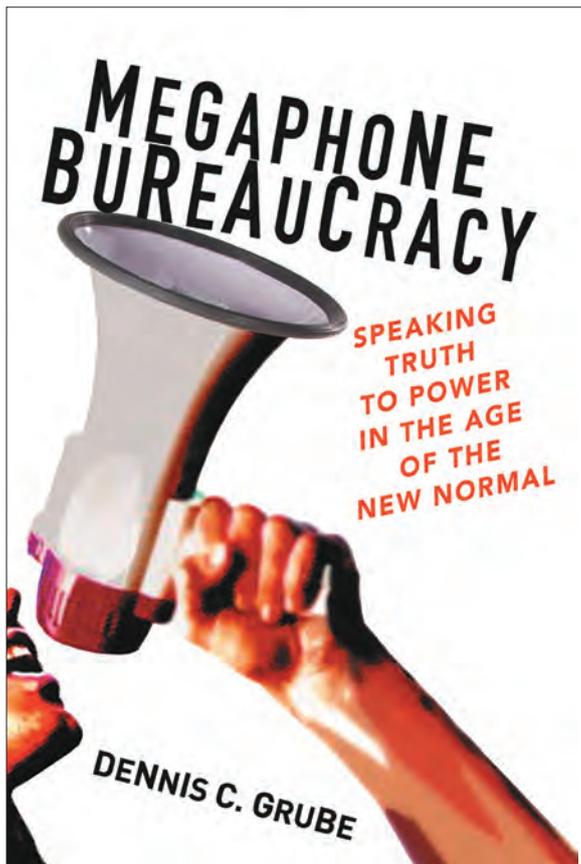
Why It Will Sell

A crucial and contrarian perspective on the role that human rights play in political conflict. International examples drawn throughout.

Looks at the idea that rights can be weapons used to camouflage ulterior motives, break rival coalitions, attack policies, and fray societies.

Final PDF: Available
Editor: Bridget Flannery-McCoy
280 pages. 1 b/w illus. 1 table.

POLITICS | LAW



A revealing look at how today's bureaucrats are finding their public voice in the era of 24-hour media

Once relegated to the anonymous back rooms of democratic debate, our bureaucratic leaders are increasingly having to govern under the scrutiny of a 24-hour news cycle, hyperpartisan political oversight, and a restless populace that is increasingly distrustful of the people who govern them. *Megaphone Bureaucracy* reveals how today's civil servants are finding a voice of their own as they join elected politicians on the public stage and jockey for advantage in the persuasion game of modern governance.

"Vivid, topical, and well-researched. Grube's analysis raises important issues about leadership in executive government in the age of transparency and the respective roles of political and administrative officeholders in providing that leadership."

—Paul 't Hart, *Utrecht University*



DENNIS C. GRUBE is lecturer in public policy at the University of Cambridge. A former political speechwriter, he is the author of *Prime Ministers and Rhetorical Governance* and *At the Margins of Victorian Britain*.

Why It Will Sell

Timely and vivid exploration of the challenges of government in the age of social media and 24-hour public scrutiny.

Written in an engaging and accessible style, reflecting the author's first career as a speech writer.

Suggests practical strategies for success.

Final PDF: Available

Editor: Sarah Caro

232 pages. 5 b/w illus. 4 tables.

POLITICS

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COVER COMING SOON

A World Divided

Eric D. Weitz

THE GLOBAL STRUGGLE FOR
HUMAN RIGHTS IN THE AGE OF
NATION-STATES

A global history of human rights in a world of nation-states that grant rights to some while denying them to others

Once dominated by vast empires, the world is now divided into close to 200 independent countries with laws and constitutions proclaiming human rights—a transformation that suggests that nations and human rights inevitably developed together. But the reality is far more problematic, as Eric Weitz shows in this compelling global history of the fate of human rights in a world of nation-states.

“In this eye-opening study, Eric Weitz contends that there is no separating the history of human rights from the liberating but exclusionary quests for citizenship and nationhood that have powered modern history—and which often turn violent. Needless to say, the pertinence of Weitz’s lesson today is clear.”

—*Samuel Moyn, author of Not Enough: Human Rights in an Unequal World*



ERIC D. WEITZ is Distinguished Professor of History at City College and the Graduate Center, City University of New York.

Why It Will Sell

Offers a global history of the nation-state and its relationship to human rights.

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.

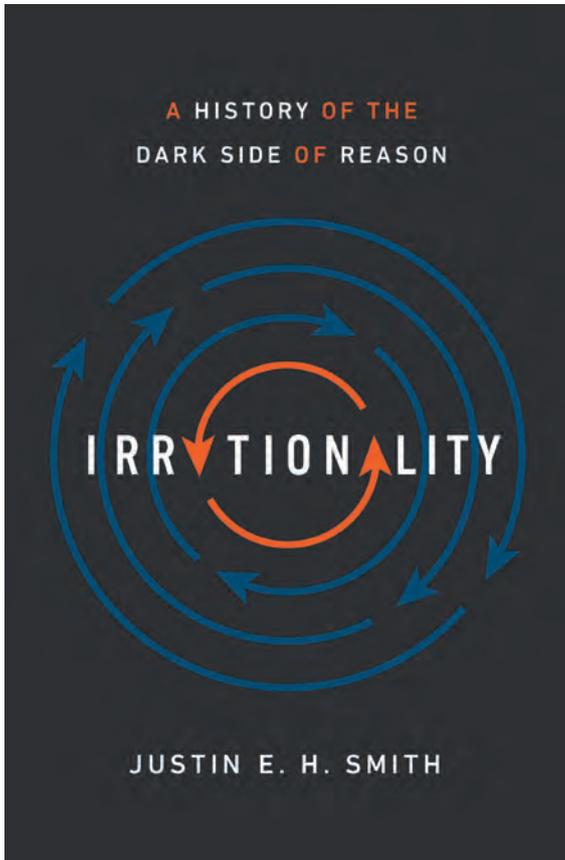
Author’s previous work translated into six languages.

Final PDF: May 2019

Editor: Eric Crahan

544 pages. 12 color + 34 b/w
illus. 2 tables. 22 maps.

HISTORY | POLITICS



 PRINCETON UNIVERSITY PRESS

A fascinating history that reveals the ways in which the pursuit of rationality often leads to an explosion of irrationality

Rich and ambitious, *Irrationality* ranges across philosophy, politics, and current events. Challenging conventional thinking about logic, natural reason, dreams, art and science, pseudoscience, the Enlightenment, the internet, jokes and lies, and death, the book shows how history reveals that any triumph of reason is temporary and reversible, and that rational schemes, notably including many from Silicon Valley, often result in their polar opposite. Illuminating unreason at a moment when the world appears to have gone mad again, *Irrationality* is fascinating, provocative, and timely.

“No philosopher alive today writes with as much wit, voice, and erudition as Justin Smith. *Irrationality* is a masterpiece: an urgent warning that no grand design of perfect rationality can provide the solution to the depravity of this political moment.”

—*Yascha Mounk, author of The People vs. Democracy: Why Our Freedom Is in Danger and How to Save It*



JUSTIN E. H. SMITH is professor of the history and philosophy of science at the University of Paris 7—Denis Diderot. He is an editor at large of *Cabinet Magazine*. [Twitter @jehsmith](#)

Why It Will Sell

History of irrationality and the ever present role it has played in our lives and the history of the modern world.

A timely book which speaks to our own seemingly unique form of irrationality; e.g. the anti-vaccination movement and climate change deniers.

Historical and philosophical take from a remarkably deep and original thinker.

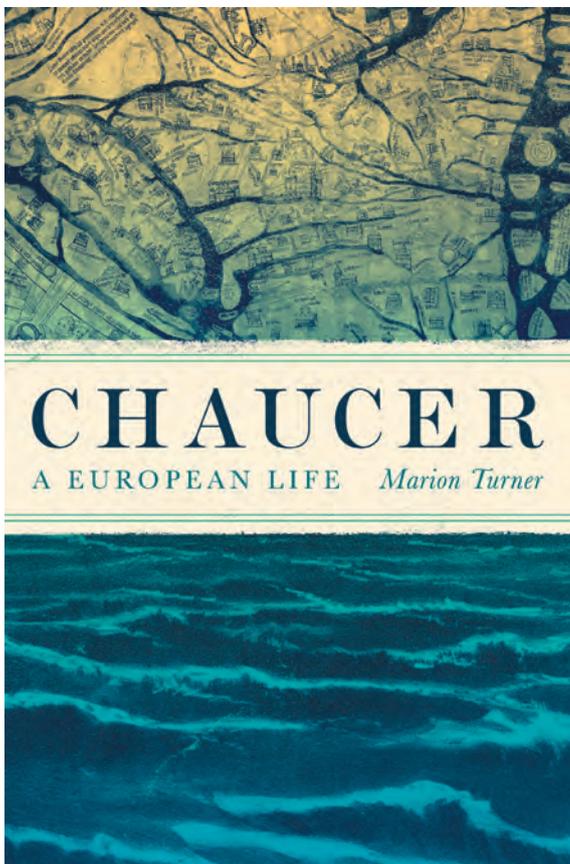
Final PDF: Available

Editor: Rob Tempio

344 pages. 1 b/w illus.

Chinese Simplified rights sold

PHILOSOPHY | HISTORY



 PRINCETON UNIVERSITY PRESS

A groundbreaking biography that recreates the cosmopolitan world in which a wine merchant's son became one of the most celebrated of all English poets

More than any other canonical English writer, Geoffrey Chaucer lived and worked at the centre of political life—yet his poems are anything but conventional. Edgy, complicated, and often dark, they reflect a conflicted world, and their astonishing diversity and innovative language earned Chaucer renown as the father of English literature. Marion Turner, however, reveals him as a great *European* writer and thinker. She reconstructs in unprecedented detail the cosmopolitan world of Chaucer's adventurous life, focusing on the places and spaces that fired his imagination.

“Marion Turner’s ambitious biography is significantly different from others of Chaucer. Its focus on place enables Turner to explore Chaucer’s national and international political and cultural background in more detail than ever before.”

—Helen Cooper, *University of Cambridge*



MARION TURNER is associate professor of English at Jesus College, University of Oxford.

Why It Will Sell

Original biography of a major intellectual figure, that brings new insights and fresh thematic structure to the subject.

Emphasises Chaucer’s engagement with commerce, culture and politics of his time, and reveals his experiences across the whole of Europe.

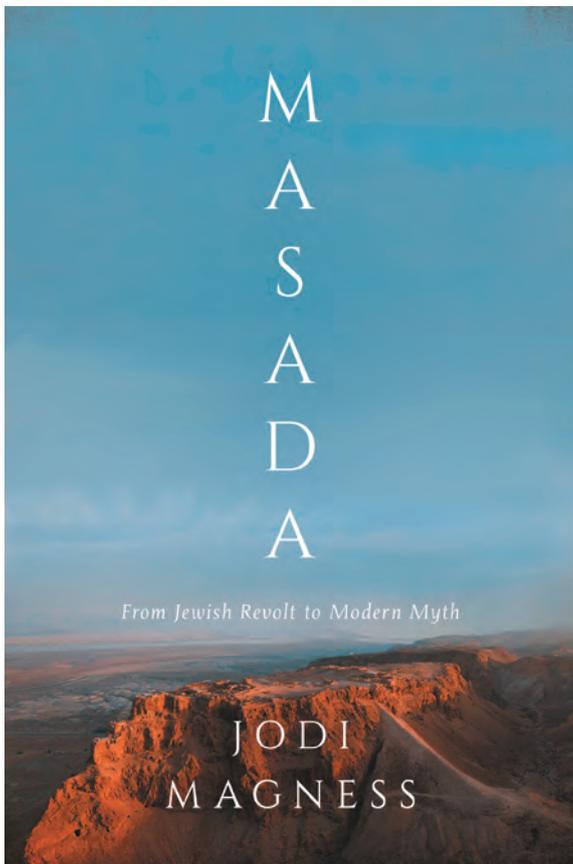
Written in an easy and accessible manner by an up-and-coming brilliant scholar.

Final PDF: Available

Editor: Ben Tate

624 pages. 19 color + 2 b/w illus. 3 maps.

BIOGRAPHY | LITERATURE



 PRINCETON UNIVERSITY PRESS

A new account of the famous site and story of the last stand of a group of Jewish rebels who held out against the Roman Empire

Two thousand years ago, 967 Jewish men, women, and children—the last holdouts of the revolt against Rome following the fall of Jerusalem and the destruction of the Second Temple—reportedly took their own lives rather than surrender to the Roman army. This dramatic event, which took place on top of Masada, a barren and windswept mountain overlooking the Dead Sea, spawned a powerful story of Jewish resistance that came to symbolize the embattled modern State of Israel. The first extensive archaeological excavations of Masada began in the 1960s, and today the site draws visitors from around the world. And yet, because the mass suicide was recorded by only one ancient author—the Jewish historian Josephus—some scholars question if the event ever took place.

“A triumph of scholarship and accessibility.”

—*Guy MacLean Rogers, author of Alexander: The Ambiguity of Greatness*



JODI MAGNESS is the Kenan Distinguished Professor for Teaching Excellence in Early Judaism in the Department of Religious Studies at the University of North Carolina, Chapel Hill.

Why It Will Sell

A gripping narrative that tells the story of Masada in the context of the history and fate of the Jews under Roman rule.

Author an archaeologist who has personally excavated the site.

Fresh new account of the event which captured the collective Jewish imagination, and its impact on culture throughout history.

Final PDF: Available

Editor: Rob Tempio

312 pages. 8 color + 38 b/w illus.
2 maps.

HISTORY | CLASSICS | JEWISH STUDIES

On Mercy

Malcolm Bull

Is mercy more important than justice?

Since antiquity, mercy has been regarded as a virtue. The power of monarchs was legitimated by their acts of clemency, their mercy demonstrating their divine nature. Yet by the end of the eighteenth century, mercy had become “an injustice committed against society . . . a manifest vice.” Mercy was exiled from political life. How did this happen? An important contribution to contemporary political philosophy from an inventive thinker, *On Mercy* makes a persuasive case for returning this neglected virtue to the heart of political thought.

“In this thoughtful and highly original study, Malcolm Bull develops a vision of social life as dependent on humans’ willingness to exercise mercy. He shows how this novel approach can serve as a corrective to the traditional excessive focus on the state and on justice, which has been characteristic of some recent political thinking, and how it throws unexpected light on a wide variety of pressing issues in politics.”

—*Raymond Geuss, author of Changing the Subject: Philosophy from Socrates to Adorno*

MALCOLM BULL is Professor of Art and the History of Ideas at the University of Oxford and a Senior Associate Research Fellow of Christ Church, Oxford. He is the author of books on Vico and Nietzsche.

Why It Will Sell

First book to take up the intellectual history of mercy and make a case for its supremacy over justice in modern society.

Extended reflection upon the shift in attitudes to mercy over the centuries.

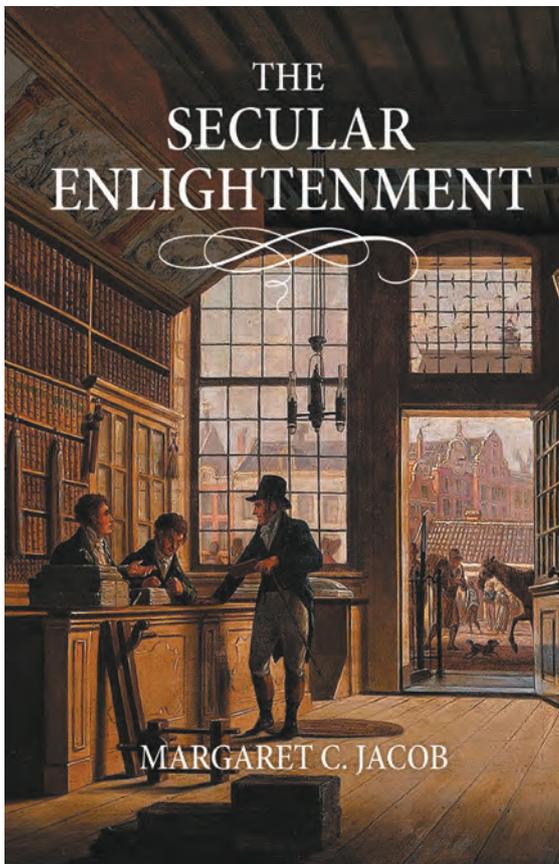
Short and punchy, the author is widely celebrated for his original writing and accessible style.

Final PDF: Available

Editor: Ben Tate

208 pages.

PHILOSOPHY | POLITICAL THEORY



 PRINCETON UNIVERSITY PRESS

A major new history of how the Enlightenment transformed people's everyday lives

The Secular Enlightenment is a panoramic account of the radical ways that life began to change for ordinary people in the age of Locke, Voltaire, and Rousseau. In this landmark book, familiar Enlightenment figures share places with voices that have remained largely unheard until now, from freethinkers and freemasons to French materialists, anticlerical Catholics, pantheists, pornographers, readers, and travelers.

“Sweeping, original, and erudite. Jacob’s lucidly written book exhibits a command of the source materials that few scholars can ever hope to aspire to, let alone attain.”

—Darrin M. McMahon, author of *Happiness: A History*

“Jacob is concerned with the social history of the Enlightenment—with how it was experienced, and not just by its luminaries.”

—John H. Zammito, *Rice University*



MARGARET C. JACOB is Distinguished Professor of History at the University of California, Los Angeles. Her many books include *The Radical Enlightenment* and *The First Knowledge Economy*.

Why It Will Sell

Fascinating account of the many ways people began to live lives devoid of religion—a truly radical break with the previous millennium.

Jacob is a major figure in the history of the enlightenment, and this book is the capstone and synthesis of her previous work.

Author previously translated into multiple languages.

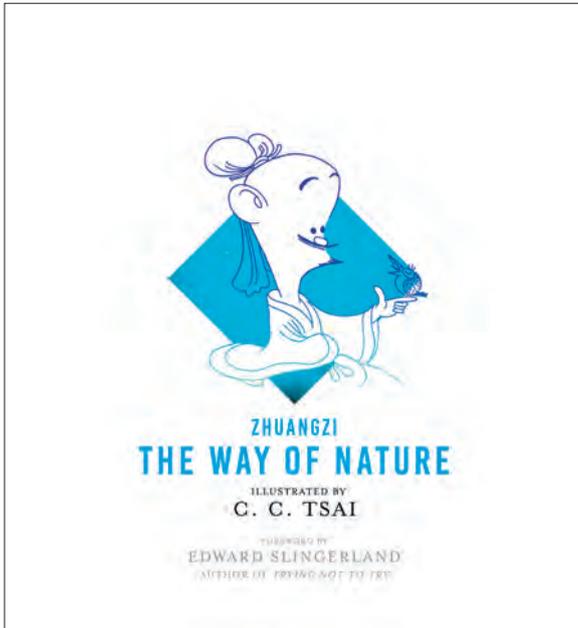
Published February 2019

Editor: Rob Tempio

352 pages. 13 b/w illus.

Chinese Simplified rights sold

HISTORY | PHILOSOPHY



A delightfully illustrated selection of the great Daoist writings of Zhuangzi by bestselling cartoonist C. C. Tsai

C. C. Tsai is one of Asia's most popular cartoonists, and his editions of the Chinese classics have sold more than 40 million copies in over twenty languages. This volume presents Tsai's delightful graphic adaptation of the profound and humorous Daoist writings of Zhuangzi, some of the most popular and influential in the history of Asian philosophy and culture.

A marvelous introduction to a timeless classic, this book also features an illuminating foreword by Edward Slingerland. The text is skillfully translated by Brian Bruya, who also provides an introduction.

"[C. C. Tsai's] books are awe-inspiring. His line is elegant; his characters are sharply drawn; his humor is sly and appropriate; and his subject is profound. This is cartooning of the highest order."

—Larry Gonick, *author of The Cartoon History of the Universe*



C. C. TSAI is one of Asia's most beloved illustrators.

BRIAN BRUYA is professor of philosophy at Eastern Michigan University.

EDWARD SLINGERLAND is professor of Asian studies at the University of British Columbia.

Why It Will Sell

New and expanded edition of classic Daoist text.

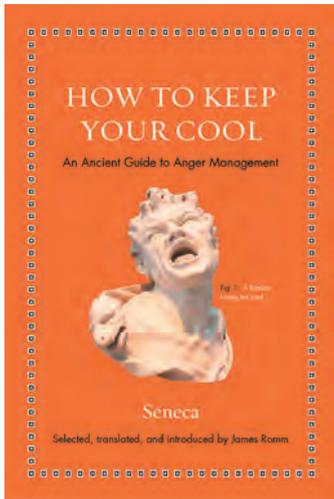
Zhuangzi offers us one of the more fun classical Chinese philosophy texts, emphasizing spontaneity and a go-with-the-flow spirit.

Final PDF: March 2019

Editor: Rob Tempio

256 pages. 233 b/w illus. 1 map. Chinese Simplified, Japanese, Italian & Spanish rights retained by author

PHILOSOPHY | RELIGION |
GRAPHIC NARRATIVES



Published February 2019
240 pages.
Spanish, Greek & Korean rights sold
PHILOSOPHY

Why It Will Sell

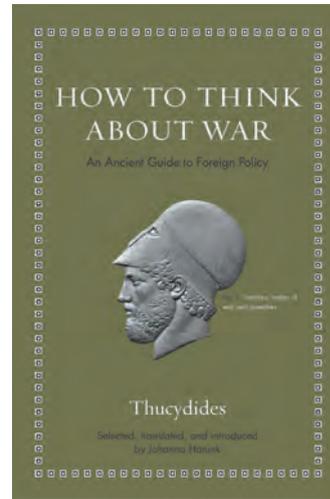
Part of our successful *Ancient Wisdom for Modern Readers* series, along with *How to Think About War*.
Beautifully translated.
Speaks to our present moment of political anger as Seneca writes from a tumultuous period in Roman history.

Timeless wisdom on controlling anger in personal life and politics from the Roman Stoic philosopher and statesman Seneca

In his essay “On Anger” (*De Ira*), the Roman Stoic thinker Seneca (c. 4 BC–65 AD) argues that anger is the most destructive passion: “No plague has cost the human race more dear.” This was proved by his own life, which he barely preserved under one wrathful emperor, Caligula, and lost under a second, Nero. This splendid new translation of essential selections from “On Anger,” presented with an enlightening introduction and the original Latin on facing pages, offers readers a timeless guide to avoiding and managing anger.

“Few have written more eloquently and profoundly on the perils of anger than Seneca and few have translated him better than James Romm.”

—Ryan Holiday, coauthor of
The Daily Stoic



Published February 2019
336 pages. 2 maps.
Korean & Greek rights sold
PHILOSOPHY | HISTORY

Why It Will Sell

Classic work rendered accessible and relevant by a rising star in the field of ancient history.
Selections focused on the complex, difficult, and sometimes disastrous decisions to go to war.
Places the work in its historical context.

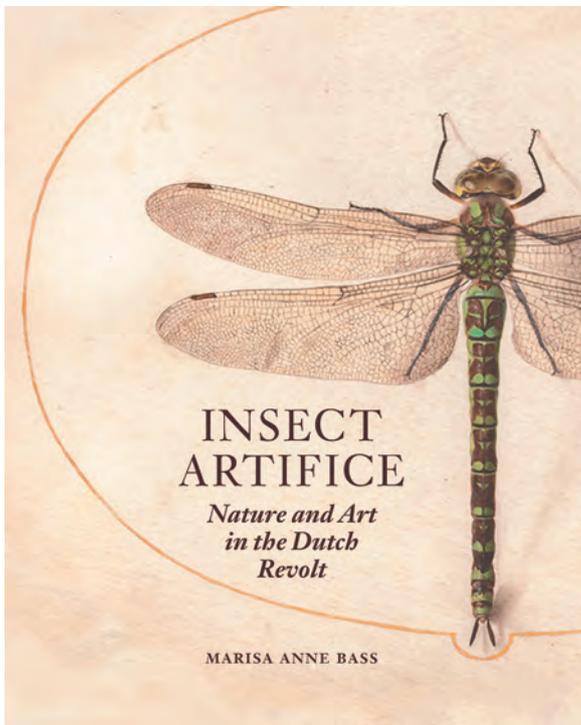
Twitter @johannahan

An accessible modern translation of essential speeches from Thucydides’s *History* that takes readers to the heart of his profound insights on diplomacy, foreign policy, and war

For nearly 2,500 years, students, politicians, political thinkers, and military leaders have read the eloquent and shrewd speeches in Thucydides’s *History of the Peloponnesian War* for profound insights into military conflict, diplomacy, and the behavior of people and countries in times of crisis. *How to Think about War* presents the most influential and compelling of these speeches in an elegant new translation by classicist Johanna Hanink.

“Essential reading for anyone who wishes to know how great military powers fall, democracies implode, and empires end.”

—Bryan Doerries, author of
The Theater of War



How the nature illustrations of a Renaissance polymath reflect his turbulent age

This pathbreaking and stunningly illustrated book recovers the intersections between natural history, politics, art, and philosophy in the late sixteenth-century Low Countries. *Insect Artifice* explores the moment when the seismic forces of the Dutch Revolt wreaked havoc on the region's creative and intellectual community, compelling its members to seek solace in intimate exchanges of art and knowledge. At its center is a neglected treasure of the late Renaissance: the *Four Elements* manuscripts of Joris Hoefnagel (1542–1600), a learned Netherlandish merchant, miniaturist, and itinerant draftsman who turned to the study of nature in this era of political and spiritual upheaval. Presented here for the first time are more than eighty pages in color facsimile of Hoefnagel's encyclopedic masterwork.

"An astonishing achievement. Bass turns a study of images and manuscripts into a new and exciting way to write a life. *Insect Artifice* is a superb and magical book."

—Anthony Grafton, author of *Worlds Made by Words*



MARISA ANNE BASS is assistant professor of the history of art at Yale University. She is the author of *Jan Gossart and the Invention of Netherlandish Antiquity* (Princeton).

Why It Will Sell

Study of a remarkable Flemish artist, and his extraordinary and exquisite subject matter.

Author is a rising star in the field.

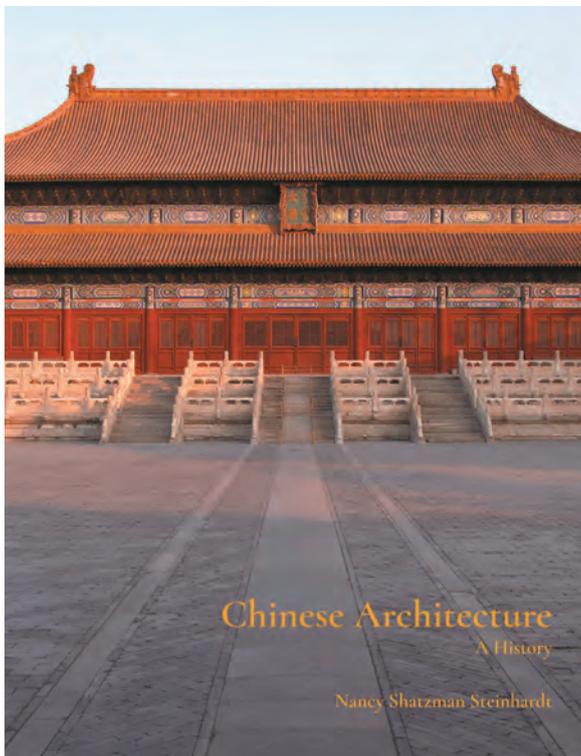
Reproduces rare, little-published materials from Hoefnagel.

Final PDF: Available

Editor: Michelle Komie

312 pages. 192 color illus.

ART | NATURAL HISTORY



An unprecedented survey of the origins and evolution of Chinese architecture, from the last millennia BCE to today

In this beautifully illustrated book, Nancy Shatzman Steinhardt presents the first fully comprehensive survey of Chinese architecture in any language. With rich political and historical context, Steinhardt covers forty centuries of architecture, from the genesis of Chinese building through to the twenty-first century and the challenges of urban expansion and globalism.

“*Chinese Architecture* is a milestone in the field. This authoritative and lucid book represents the best scholarship today on the history of Chinese architecture in any language. The comprehensiveness of its scope and depth is unmatched and it sets the standard for how the history of Chinese architecture should be taught and studied.”

—Wei-Cheng Lin, *University of Chicago*



NANCY SHATZMAN STEINHARDT is professor of East Asian art and curator of Chinese art at the University of Pennsylvania. She has written, edited, or translated ten books.

Why It Will Sell

First book in any language to provide a comprehensive history of Chinese architecture from the 6th Century BCE to the present.

Combines synthesis with argument-driven new research from a leading scholar.

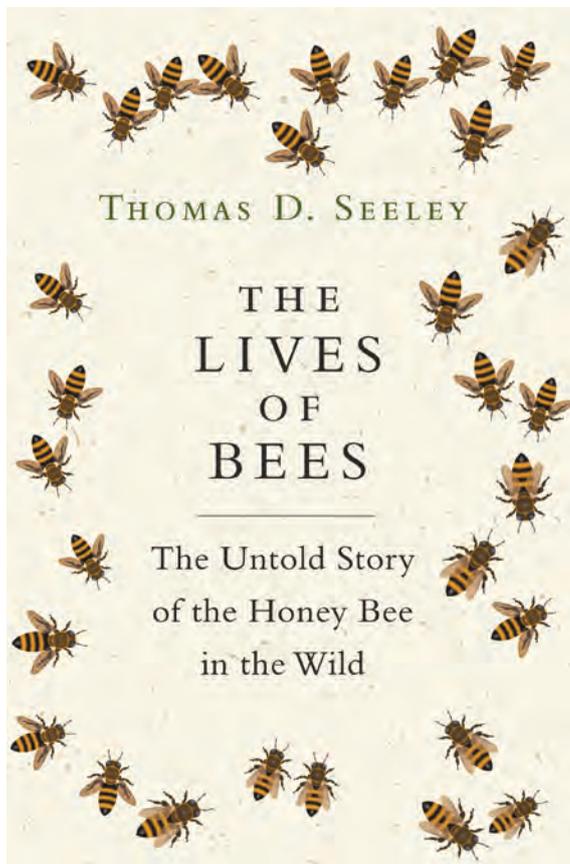
Truly global approach, addressing the impact of Chinese architecture and building technology beyond its borders and vice versa.

Final PDF: Available
Editor: Michelle Komie
400 pages. 253 color + 110 b/w illus.

ARCHITECTURE | EAST ASIAN STUDIES

Science & Mathematics

- 36 **The Lives of Bees**
Thomas D. Seeley
- 37 **The Last Butterflies**
Nick Haddad
- 38 **More Things in the Heavens**
Michael Werner & Peter Eisenhardt
- 39 **No Shadow of a Doubt**
Daniel Kennefick
- 40 **Calculus Simplified**
Oscar E. Fernandez



How the lives of wild honey bees offer vital lessons for saving the world's managed bee colonies

Humans have kept honey bees in hives for millennia, yet only in recent decades have biologists begun to investigate how these industrious insects live in the wild. *The Lives of Bees* is Thomas Seeley's captivating story of what scientists are learning about the behavior, social life, and survival strategies of honey bees living outside the beekeeper's hive—and how wild honey bees may hold the key to reversing the alarming die-off of the planet's managed honey bee populations.

"Thomas Seeley is the great detective of the bee world, unearthing clues that make this fascinating creature even more compelling. This is science at its most congenial!"

—*Bill McKibben, author of Falter: Has the Human Game Begun to Play Itself Out?*

"*The Lives of Bees* is an absorbing, meticulous, and important book, exploring an unseen corner of the natural world."

—*Hannah Nordhaus, author of The Beekeeper's Lament*



THOMAS D. SEELEY is the Horace White Professor in Biology at Cornell University. He is the author of *Following the Wild Bees*, *Honeybee Democracy*, and *Honeybee Ecology* (all Princeton) as well as *The Wisdom of the Hive*.

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.

Author's previous books translated into multiple languages.

Final PDF: Available

Editor: Alison Kalett

376 pages. 72 color + 38 b/w illus.

Italian rights sold

NATURAL HISTORY

THE LAST BUTTERFLIES

A SCIENTIST'S QUEST
TO SAVE A RARE AND
VANISHING CREATURE

NICK
HADDAD



 PRINCETON UNIVERSITY PRESS

A remarkable look at the rarest butterflies, how global changes threaten their existence, and how we can bring them back from near-extinction

Most of us have heard of such popular butterflies as the Monarch or Painted Lady. But what about the Fender's Blue? Or the St. Francis' Satyr? Because of their extreme rarity, these butterflies are not well-known, yet they are remarkable species with important lessons to teach us. *The Last Butterflies* spotlights the rarest of these creatures—some numbering no more than what can be held in one hand. Drawing from his own first-hand experiences, Nick Haddad explores the challenges of tracking these vanishing butterflies, why they are disappearing, and why they are worth saving.

"*The Last Butterflies* tells the story of six rare insects and the specific challenges they face. But its lessons are broader than that. The book offers case studies in how conservation efforts can succeed and—just as significantly—how they can fail."

—*Elizabeth Kolbert, author of The Sixth Extinction*



NICK HADDAD is a professor and senior terrestrial ecologist in the Department of Integrative Biology and the W. K. Kellogg Biological Station at Michigan State University.

Twitter @nickmhaddad

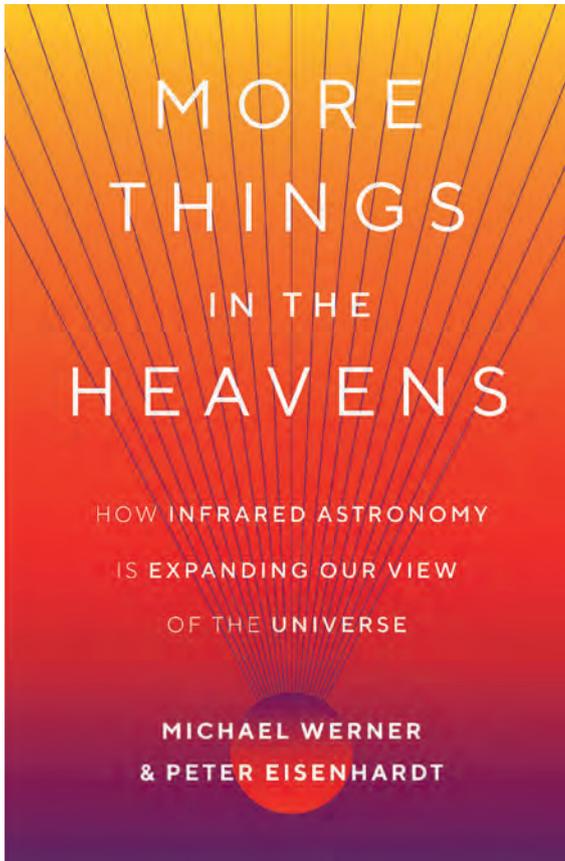
Why It Will Sell

Authoritative first hand account of author's own research and experiences studying the world's rarest butterflies.

Explores the broader implications and teaches us about biodiversity, global change, and conservation more broadly.

Final PDF: March 2019
Editor: Alison Kalett
280 pages. 16 color + 7 b/w illus.

POPULAR SCIENCE | NATURAL HISTORY



 PRINCETON UNIVERSITY PRESS

A sweeping tour of the infrared universe as seen through the eyes of NASA's Spitzer Space Telescope

Astronomers have been studying the heavens for thousands of years, but until recently much of the cosmos has been invisible to the human eye. Launched in 2003, the Spitzer Space Telescope has brought the infrared universe into focus as never before. Michael Werner and Peter Eisenhardt are among the scientists who worked for decades to bring this historic mission to life. Here is their inside story of how Spitzer continues to carry out cutting-edge infrared astronomy to help answer fundamental questions that have intrigued humankind for time immemorial.

“The Spitzer Space Telescope opened up a new window on the cosmos, yielding new perspectives and crucial insights into the genesis of planets, stars, and galaxies. Werner and Eisenhardt, two leading scientists who each committed decades to the project, describe these discoveries.”

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



MICHAEL WERNER is a senior research scientist at the NASA Jet Propulsion Laboratory, California Institute of Technology.

PETER EISENHARDT is a senior research scientist at the Jet Propulsion Laboratory.

Why It Will Sell

Accessible exploration of an overlooked area of astronomy.

First book to describe the science of Spitzer—the infrared counterpart of the Hubble Space Telescope.

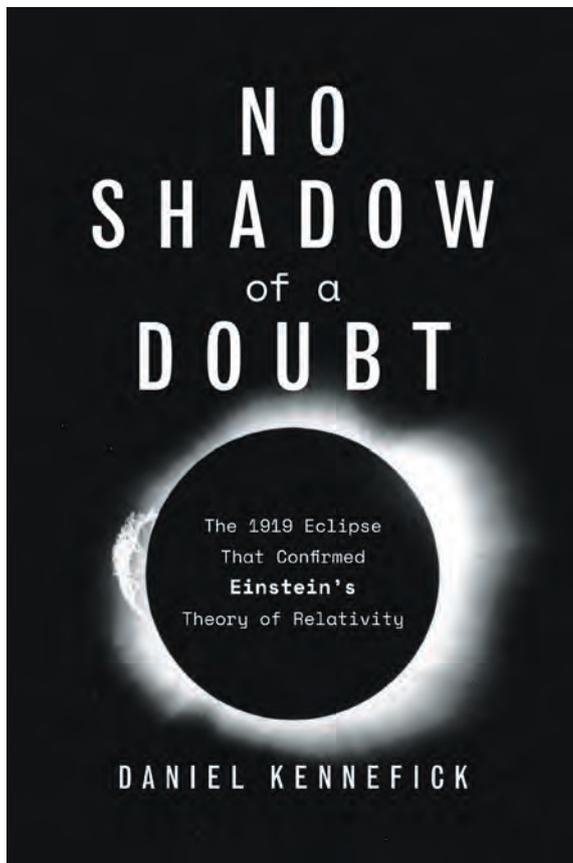
Features stunning colour images of visible and infrared universe.

Final PDF: April 2019

Editor: Jessica Yao

282 pages. 104 color + 13 b/w illus.

ASTRONOMY



 PRINCETON UNIVERSITY PRESS

On their 100th anniversary, the story of the extraordinary scientific expeditions that ushered in the era of relativity

In 1919, British scientists led extraordinary expeditions to Brazil and Africa to test Albert Einstein's revolutionary new theory of general relativity. The result ushered in a new era and made Einstein a global celebrity by confirming his dramatic prediction that the path of light rays would be bent by gravity. Today, Einstein's theory is scientific fact. Yet the effort to "weigh light" by measuring the gravitational deflection of starlight during the May 29, 1919, solar eclipse has become clouded by myth and skepticism. In *No Shadow of a Doubt*, Daniel Kennefick offers the most comprehensive and authoritative account of how expedition scientists overcame war, bad weather, and equipment problems to make the experiment a triumphant success.

"Full of revealing discoveries, this delightful and engaging book is indispensable reading."

—*Diana K. Buchwald, director of The Einstein Papers Project*



DANIEL KENNEFICK is associate professor of physics at the University of Arkansas, Fayetteville. He is the author of *Traveling at the Speed of Thought: Einstein and the Quest for Gravitational Waves* and a coauthor of *An Einstein Encyclopedia* (both Princeton).

Why It Will Sell

Engaging narrative account of the expedition that confirmed the theory of general relativity.

Author currently consulting on forthcoming IMAX film about Einstein.

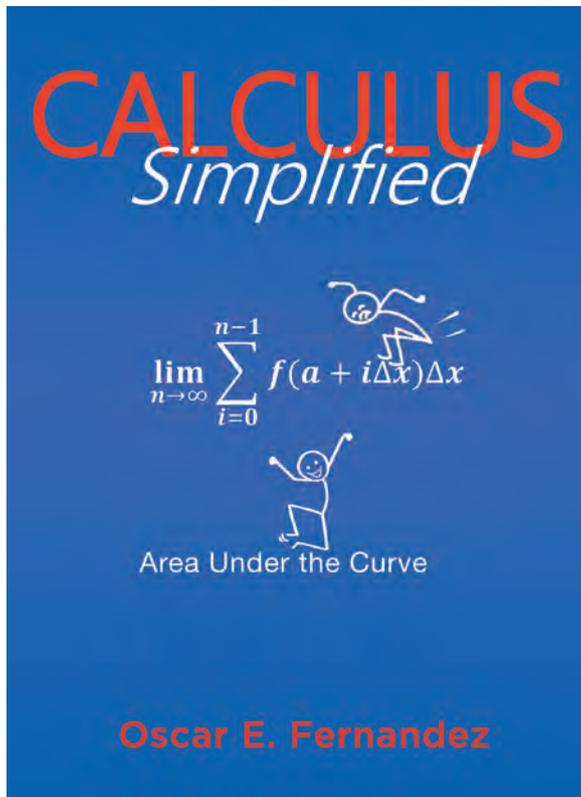
Author's previous work translated into Chinese simplified and Japanese.

Final PDF: Available

Editor: Eric Crahan

416 pages. 25 b/w illus.

HISTORY OF SCIENCE | PHYSICS



An accessible, streamlined, and user-friendly approach to calculus

Calculus is a beautiful subject that most of us learn from calculus professors, textbooks, or supplementary texts. Each of these resources has strengths but also weaknesses. In *Calculus Simplified*, Oscar Fernandez combines the strengths and omits the weaknesses, resulting in a “Goldilocks approach” to learning calculus: just the right level of detail, the right depth of insights, and the flexibility to customize your calculus adventure.

“This reader-friendly book is specifically designed for first-year calculus students. Fernandez writes in a welcoming style and the text is neither repetitive nor jargon-laden. With a strong presentation, well-chosen examples, and useful exercises, he does a marvelous job distilling the subject down to the essentials.”

—David R. Dorman, Middlebury College

“A brilliant, mind-easing, mind-straightening, and mind-empowering companion guide.”

—James Tanton, Mathematical Association of America and Global Math Project



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

Why It Will Sell

Clear and intuitive how-to guide for learning calculus with no prior knowledge required.

Interactive, offering over 100 solved problems and 300 exercises to try from all walks of life.

Supported by lots of supplemental material online.

Final PDF: March 2019

Editor: Vickie Kearn
256 pages. 121 b/w illus.

MATHEMATICS

Also Available

**42 How to Walk on Water
and Climb up Walls**

David L. Hu

42 Timefulness

Marcia Bjornerud

43 Prime Suspects

Andrew Granville & Jennifer Granville

43 The Power of Cute

Simon May

44 The Story of Silver

William L. Silber

44 Empires of the Weak

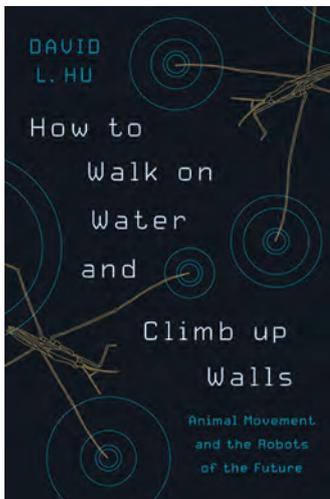
J. C. Sharman

45 Measuring Poverty around the World

Anthony B. Atkinson

45 When All Else Fails

Jason Brennan



Published: November 2018
240 pages. 12 color + 33 b/w illus.
Chinese Simplified, Chinese Complex,
Japanese & Korean rights sold

POPULAR SCIENCE

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.

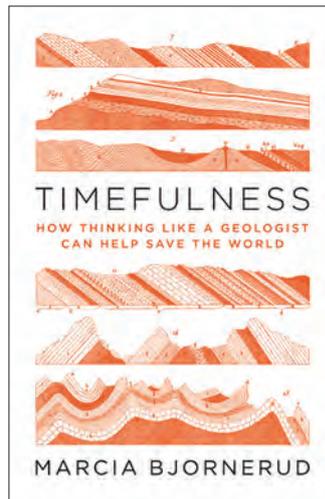
Twitter @drdavidhu

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

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?*



Published: September 2018
224 pages. 12 b/w illus.
Chinese Simplified rights sold

POPULAR SCIENCE | EARTH SCIENCE

Why It Will Sell

Shows how the ability to think on intergenerational timescales is crucial to fixing problems such as systemic poverty, climate change, and natural hazards.

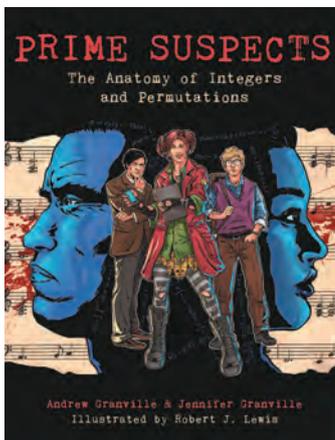
Reclaims the intellectual value of geology and the contributions of marginalized scientists.

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. *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*



August 2019
200 pages. 181 color + 1 b/w illus.

POPULAR MATHEMATICS | GRAPHIC NOVELS

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 the art of Robert Lewis.

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. 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.

“The reader gets hooked on reading more and more about the mystery of primes and permutations. *Prime Suspects* presents some real mathematics in such a fresh and novel way!”

—*Kaisa Matomäki, University of Turku, Finland*



Final PDF: Available
256 pages. 19 b/w illus.
Japanese rights sold

PHILOSOPHY | CULTURAL STUDIES

Why It Will Sell

A short, smart, accessible, and engaging read.

Author cleverly and lightly illuminates a phenomenon that helps us understand not only contemporary culture and society but politics too.

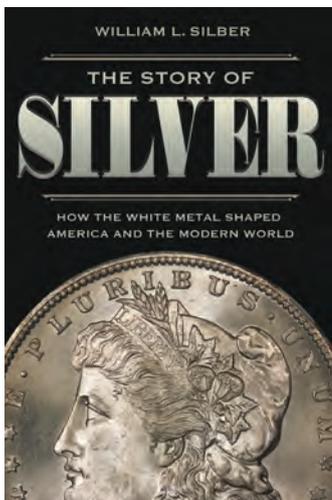
Uses case studies from all over the world and every aspect of contemporary life.

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? Is it all infantile fluff, or is there something more uncanny and even menacing going on? In *The Power of Cute*, Simon May provides nuanced and surprising answers.

“In *The Power of Cute*, Simon May explores the most fascinating effect of cuteness—namely that moment in which what seemed at first to be merely adorable and perhaps heartwarming tips over into something strange, unsettling, and alien.”

—*Christy Wampole, Princeton University*



Published: February 2019
328 pages. 22 b/w illus.
Chinese Simplified & Chinese
Complex rights sold
POPULAR ECONOMICS | HISTORY

Why It Will Sell

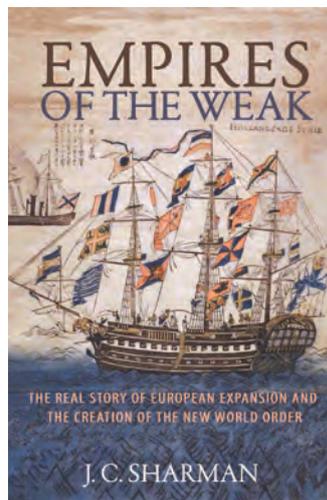
This is the first book to reveal the vital role silver has played in shaping politics and economics in the modern world, with advice for investors on including silver in their portfolios.

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, and how manipulations of the white metal by American president Franklin D. Roosevelt during the 1930s and by the richest man in the world, Texas oil baron Nelson Bunker Hunt, during the 1970s altered the course of American and world history.

"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*



Published: February 2019
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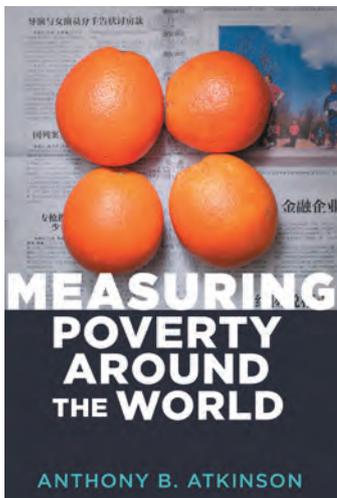
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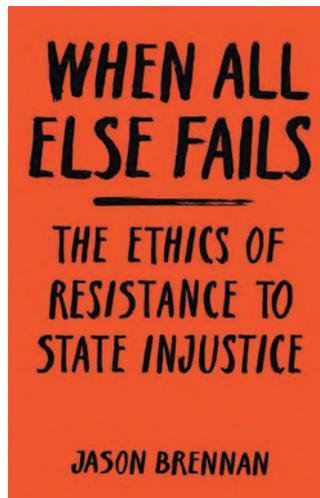
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