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INTERNATIONAL RIGHTS GUIDE

GUADALAJARA 2019

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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

Estimadas colegas,

¡Tenemos el gran gusto de participar en la Feria Internacional del Libro para presentarles nuestro más reciente catálogo, especialmente diseñado para el mercado iberoamericano con su sección "FIL Highlights"!

La difusión de ideas a nivel global forma parte de nuestra misión y hemos hecho una selección de títulos abarcando las áreas de las ciencias, ciencias sociales y humanidades. Algunas obras que deseamos resaltar son *Deaths of Despair and the Future of Capitalism*, de Anne Case y el destacado premio nobel Angus Deaton; un estudio filosófico de la inteligencia artificial con la obra *Artificial You*, de Susan Schneider; y una introducción al mundo de física de reconocido científico británico Jim Al Khalili en *The World According to Physics*. Esperamos que esta selección les resulte de interés.

¡Les deseamos una excelente feria!

Rebecca Bengoechea
International Rights Manager

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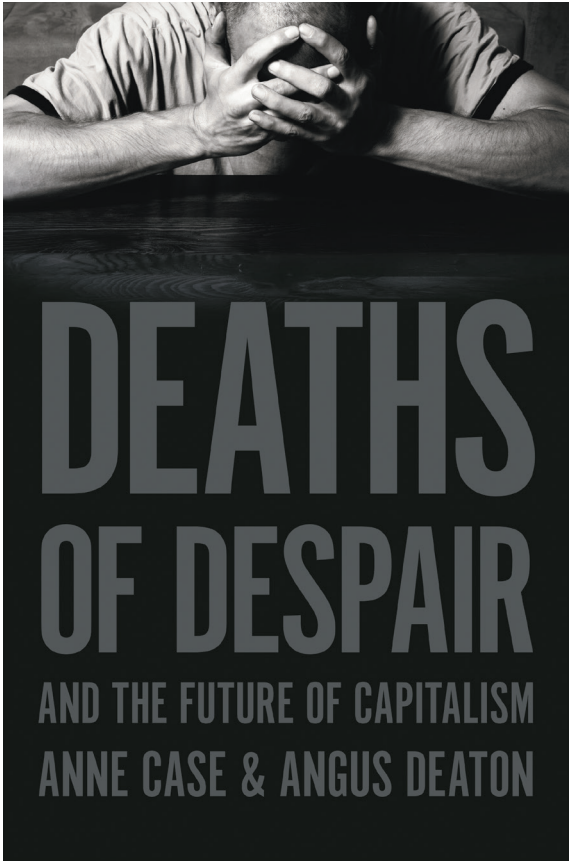


PRINCETON UNIVERSITY PRESS

From economist Anne Case and Nobel Prize winner Angus Deaton, a groundbreaking account of how the flaws in capitalism are fatal for America's working class

Deaths of Despair and the Future of Capitalism paints a troubling portrait of the American dream in decline. For the white working class, today's America has become a land of broken families and few prospects. Anne Case and Angus Deaton, known for first sounding the alarm about deaths of despair, explain the overwhelming surge in these deaths and shed light on the social and economic forces that are making life harder for the working class.

"With stunning data analysis, close observation, and smoldering urgency, Case and Deaton show why mounting deaths of despair are not only a public health disaster but also an indictment of the metastasizing stratification that is undermining working-class America."

—David Autor, Massachusetts Institute of Technology

ANNE CASE is the Alexander Stewart 1886 Professor of Economics and Public Affairs Emeritus at Princeton University.

ANGUS DEATON is the Dwight D. Eisenhower Professor of Economics and International Affairs Emeritus at Princeton University and Presidential Professor of Economics at the University of Southern California.

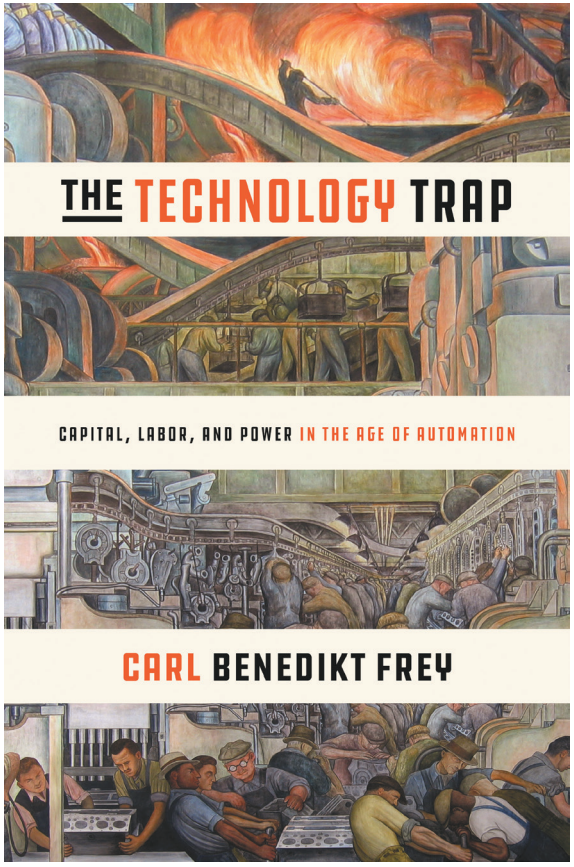
Why It Will Sell

Eye-opening, interdisciplinary exploration from two highly respected experts; Deaton is the 2015 Nobel Laureate for Economics.

Deaton's previous book translated into 20 languages.

Final PDF: December
Editor: Joe Jackson
288 pages. 26 b/w illus. 2 maps.
Chinese Simplified (CITIC) rights sold

ECONOMICS | SOCIOLOGY



PRINCETON UNIVERSITY PRESS

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.

"*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, author of* The Square and the Tower

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.
Twitter @carlbfrey

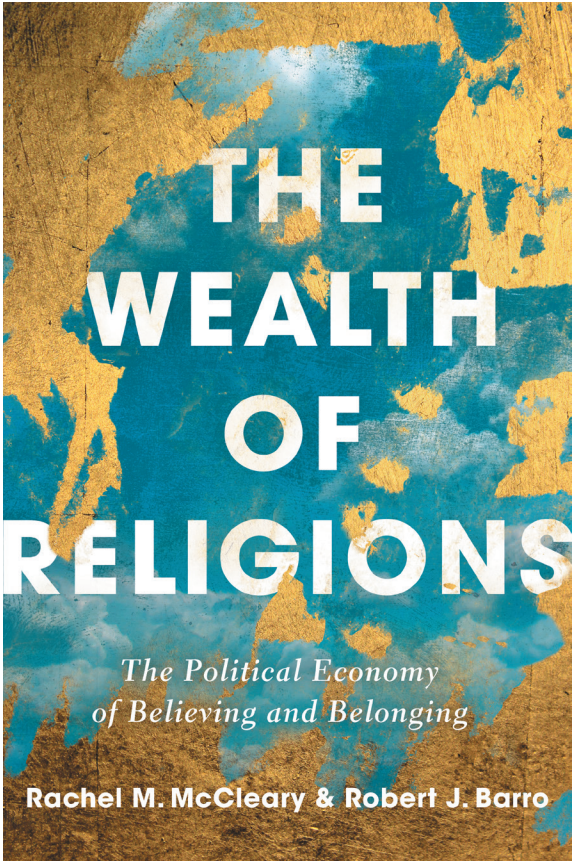
Why It Will Sell

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.

Published: June 2019
Editor: Sarah Caro
480 pages. 22 b/w illus. 2 tables.
Chinese Simplified (Ginkgo), Chinese Complex (Gusa), Korean (Eco-Livre), Italian (Franco Angeli), Japanese (Nikkei BP) rights sold

ECONOMICS



PRINCETON UNIVERSITY PRESS

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.

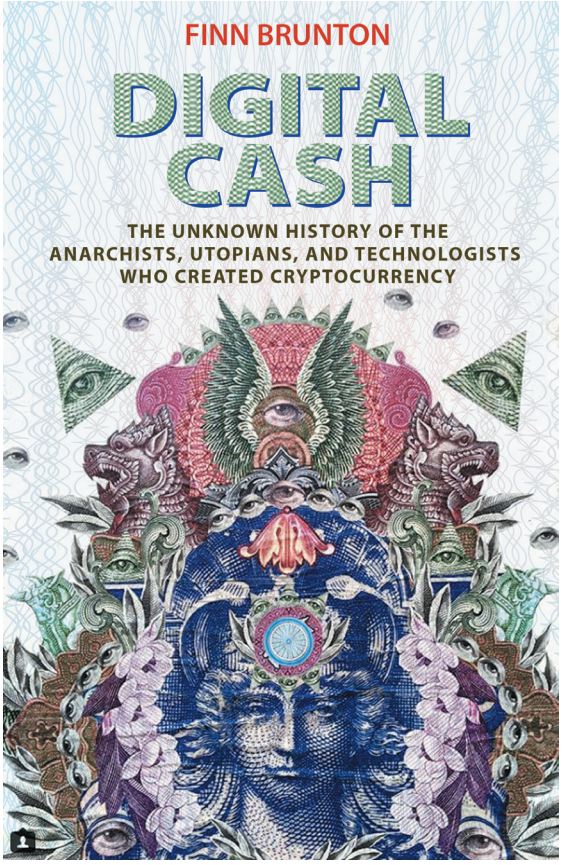
Why It Will Sell

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.

Published: May 2019
Editor: Joe Jackson
216 pages. 5 b/w illus. 2 tables.
Japanese (Keio University Press), Romanian (Humanitas) rights sold

ECONOMICS | RELIGION



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

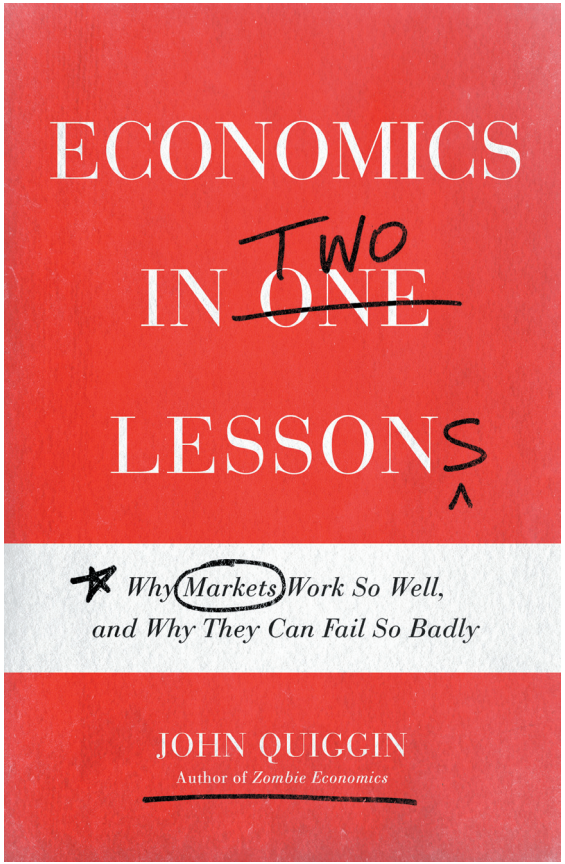
Incredibly timely history of digital cash as Bitcoin and others become genuine rivals to traditional financial system.

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.

Published: June 2019
Editor: Eric Crahan
272 pages.
Chinese Complex (Gusa Press), Korean (Eco-Livre) rights sold

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

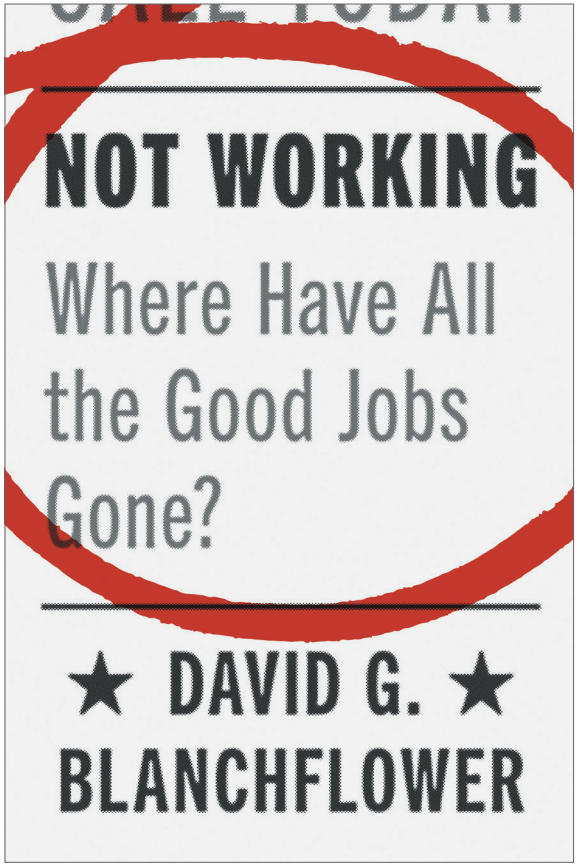
Offers a simple and clearly-stated counterpoint to Henry Hazlitt's classic text, and argues for government intervention in markets for the good of society.

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.

Published: April 2019
Editor: Sarah Caro
408 pages. 6 b/w illus. 4 tables.
Japanese (Misuzu Shobo), Chinese Simplified (Ginkgo) rights sold

ECONOMICS



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

"In this thought-provoking study of the functioning—and malfunctioning—of the labor market, David Blanchflower presents a powerful analysis of one of the most important issues facing our society today: the quest for good jobs. This is a book that will be of interest to economists and policymakers around the world."

—*Mohamed A. El-Erian, author of* The Only Game in Town: Central Banks, Instability, and Avoiding the Next Collapse

DAVID G. BLANCHFLOWER is the Bruce V. Rauner Professor of Economics at Dartmouth College, professor of economics at the University of Stirling, and a research associate at the National Bureau of Economic Research.
Twitter @D_Blanchflower

Why It Will Sell

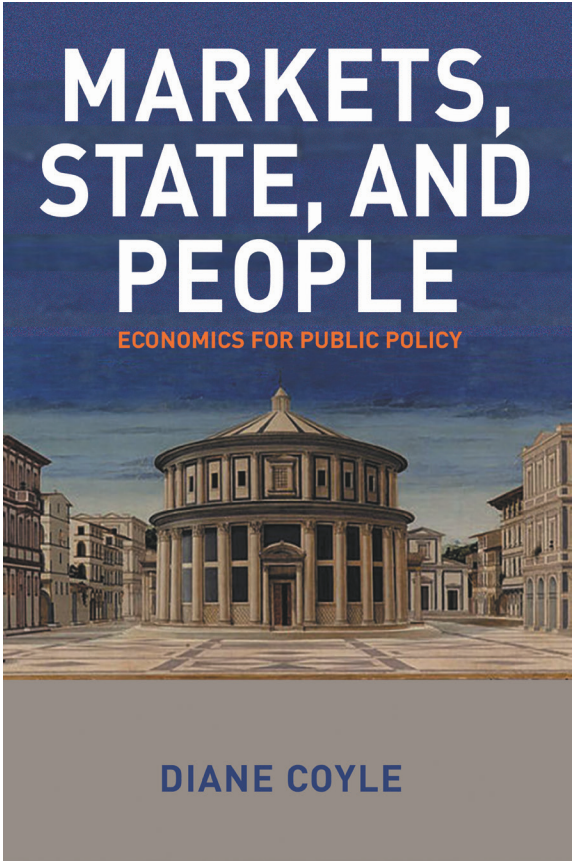
Colourful and passionate look at the hidden problems in the labour market and the ties between unhappiness and unemployment.

Explores how economists and policymakers can better address the problem.

Global in scope with analysis and examples from around the world, including Latin America.

Published: June 2019
Editor: Joe Jackson
456 pages. 32 b/w illus. 21 tables.

ECONOMICS | POLITICAL SCIENCE



PRINCETON UNIVERSITY PRESS

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?

"Integrating economic theory into social and political contexts, this is the textbook on public policy that students need. A pleasure to use."

—Paul Collier, University of Oxford

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.
Twitter @DianeCoyle1859

Why It Will Sell

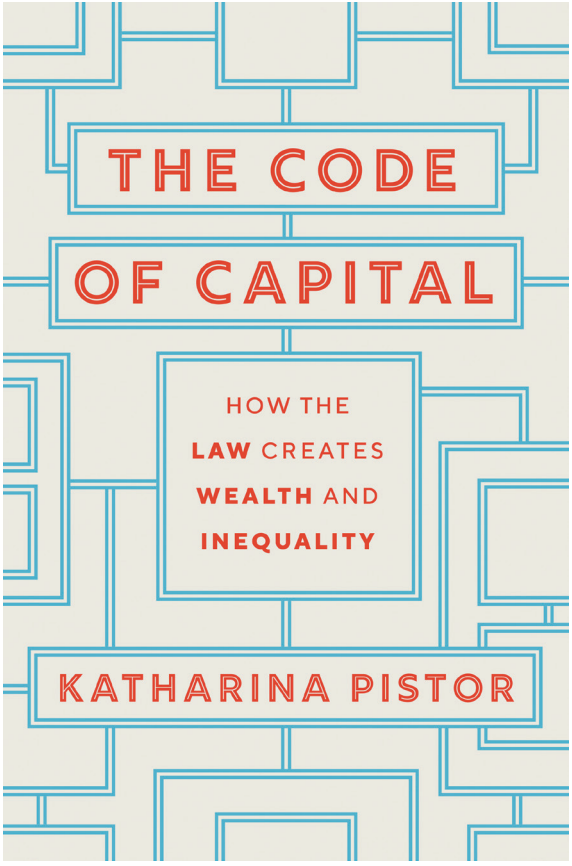
New and fresh approach to the field of public economics.

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: Available
Editor: Sarah Caro
376 pages. 66 b/w illus. 19 tables.
Japanese (Minerva Shobo), Chinese Simplified (CITIC) rights sold

ECONOMICS | PUBLIC POLICY



PRINCETON UNIVERSITY PRESS

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*.

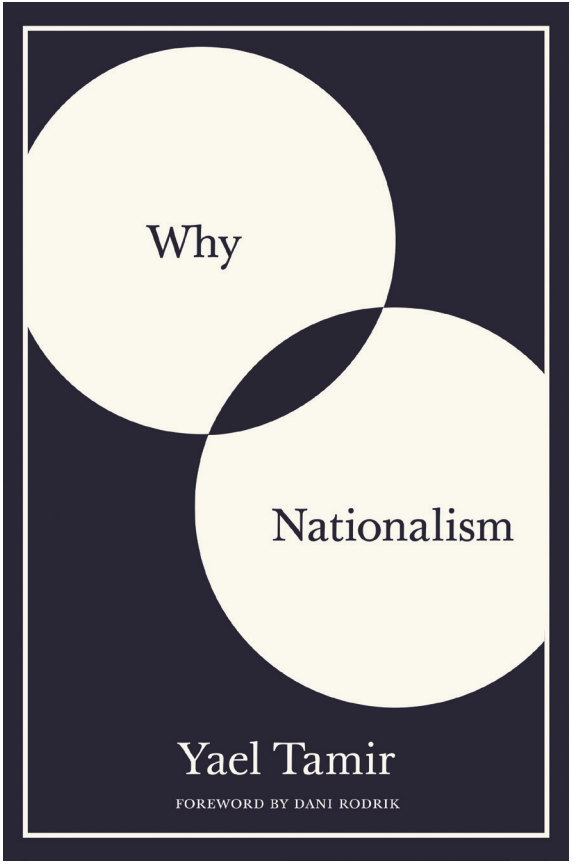
Why It Will Sell

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.

Published: May 2019
Editor: Joe Jackson
320 pages.
Korean (Bookie), Chinese Simplified (CITIC), Chinese Complex (Locus), German (Suhrkamp) rights sold

ECONOMICS | LAW



PRINCETON UNIVERSITY PRESS

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. In *Why Nationalism*, she explains why it is more important than ever for the Left to recognize these qualities of nationalism, to reclaim it from right-wing extremists, and to redirect its power to progressive ends.

"A book for our times, *Why Nationalism* is carefully argued and fiercely written."

—*Michael Walzer, author of* A Foreign Policy for the Left

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.

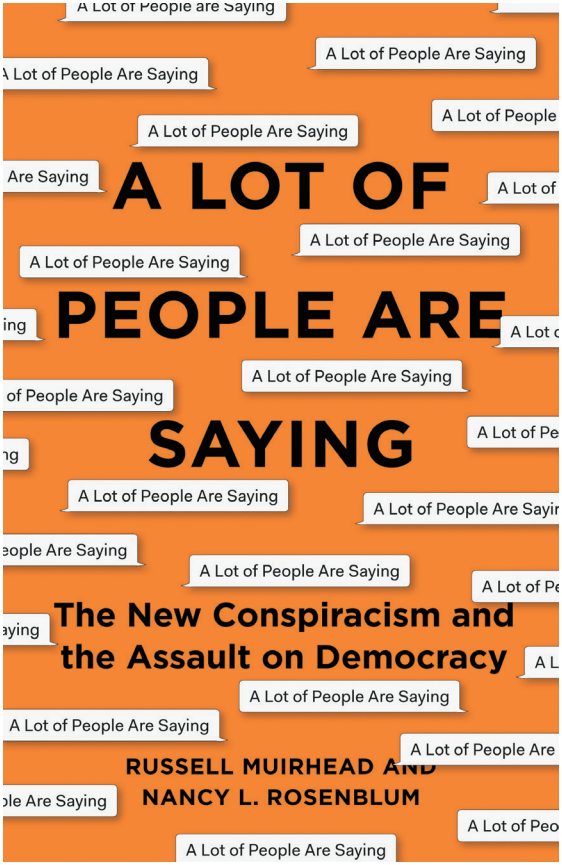
Why It Will Sell

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.
Italian (EGEA), Japanese (Hakusuisha), Chinese Complex (Humanities) rights sold

POLITICAL SCIENCE | 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, how it undermines democracy, and what needs to be done to resist it.

"Muirhead and Rosenblum have pointed out something genuinely new and disturbing.... [T]his is a book worth reading."

—*Jesse Singal,* New York Magazine's Intelligencer

"Timely and insightful."

—*Lee Drutman,* Washington Monthly

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

Published: April 2019
Editor: Rob Tempio
232 pages.

POLITICAL SCIENCE | PHILOSOPHY

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.

Published: April 2019
Editor: Bridget Flannery-McCoy
280 pages. 1 b/w illus. 1 table.

POLITICAL SCIENCE | LAW

Humanities

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Walter Scheidel

15 **Digging Up Armageddon**
Eric H. Cline

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Susan Schneider

17 **The Slow Moon Climbs**
Susan P. Mattern

18 **Michelangelo, God's Architect**
William E. Wallace

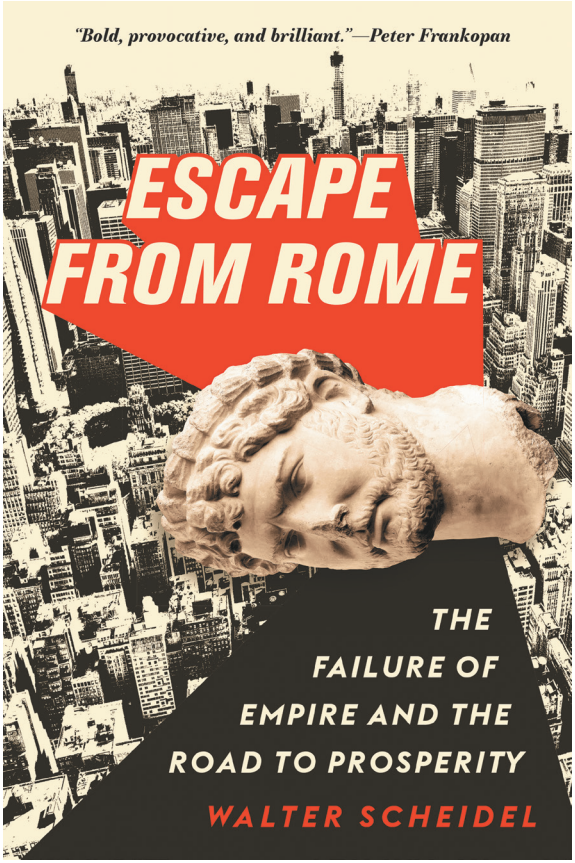
19 **The Secular Enlightenment**
Margaret C. Jacob

20 **Our Great Purpose**
Ryan Patrick Hanley

21 **The World Philosophy Made**
Scott Soames

22 **Irrationality**
Justin E. H. Smith

23 **On Mercy**
Malcolm Bull



PRINCETON UNIVERSITY PRESS

The gripping story of how the end of the Roman Empire was the beginning of the modern world

The fall of the Roman Empire has long been considered one of the greatest disasters in history. But in this groundbreaking book, Walter Scheidel argues that Rome's dramatic collapse was actually the best thing that ever happened, clearing the path for Europe's economic rise and the creation of the modern age. Ranging across the entire premodern world, *Escape from Rome* offers new answers to some of the biggest questions in history: Why did the Roman Empire appear? Why did nothing like it ever return to Europe? And, above all, why did Europeans come to dominate the world?

"*Escape from Rome* presents a fascinating account of why modernity appeared first in western Europe—it was precisely the failure of the Roman project and not its legacy that allowed the emergence of a decentralized and competitive system that became the ultimate platform for modern economic growth."

—*Francis Fukuyama, author of* The End of History and the Last Man

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.
Twitter @WalterScheidel

Why It Will Sell

Major new history of the rise of the West and how, counterintuitively, it can be traced back to the Fall of the Roman Empire.

Author's previous book sold into 12 languages.

Widely applicable and includes cross-comparisons with other empires.

Published: October 2019
Editor: Rob Tempio
696 pages. 29 b/w illus.
5 tables. 36 maps.
Chinese Simplified (Ginkgo) rights sold

HISTORY | CLASSICS

PRINCETON UNIVERSITY PRESS

A vivid portrait of the early years of biblical archaeology from the acclaimed author of *1177 B.C.: The Year Civilization Collapsed*

In 1925, James Henry Breasted, famed Egyptologist and director of the Oriental Institute at the University of Chicago, sent a team of archaeologists to the Holy Land to excavate the ancient site of Megiddo. Their excavations made headlines around the world. *Digging Up Armageddon* brings to life one of the most important archaeological expeditions ever undertaken, describing the site and what was found there, and providing an up-close look at the internal workings of a dig in the early years of biblical archaeology.

"*Digging Up Armageddon* is a riveting account of the search for Solomon's lost city in the years prior to World War II. Eric Cline, who himself excavated for many years at Megiddo, adds a human dimension to the archaeology by interweaving the fascinating personal stories behind these exciting discoveries."

—*Jodi Magness, author of* Masada: From Jewish Revolt to Modern Myth

ERIC H. CLINE is professor of classics and anthropology and director of the Capitol Archaeological Institute at George Washington University. His many books include *Three Stones Make a Wall* and *1177 B.C.* **Twitter @digkabri**

Why It Will Sell

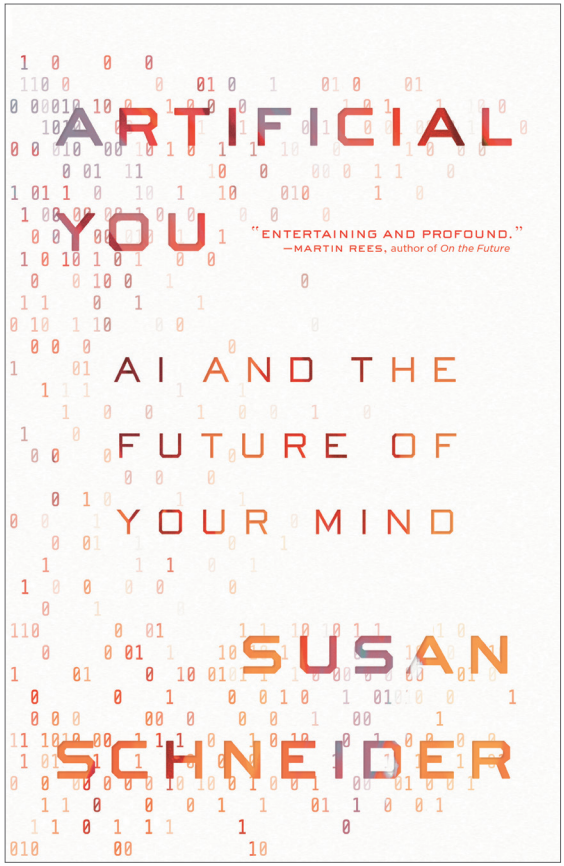
First full-length history of the search for the site of biblical Armageddon.

Draws on the author's own experience digging at the site for almost 20 years, as well as a treasure-trove of letters and diaries bringing the stories to life.

Author's previous books translated into 19 languages.

Final PDF: December
Editor: Rob Tempio
496 pages. 51 b/w illus. 3 tables. 2 maps.

ARCHAEOLOGY



PRINCETON UNIVERSITY PRESS

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

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.

Why It Will Sell

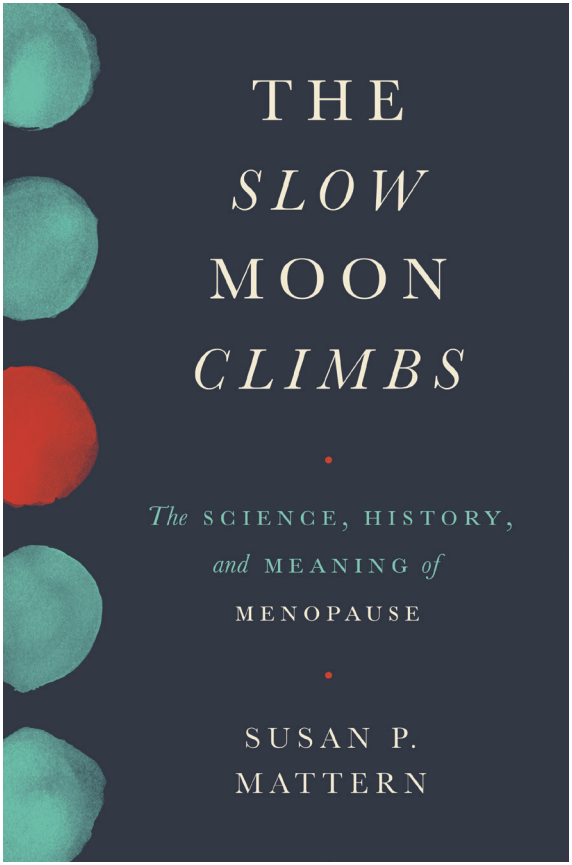
Original and important in-depth exploration into the philosophical questions surrounding AI, robot consciousness, biotechnology and the future of humanity.

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**.

Published: October 2019
Editor: Matt Rohal
192 pages. 9 b/w illus.
Chinese Simplified, Chinese Complex (Acropolis) rights sold

PHILOSOPHY | COGNITIVE SCIENCE | COMPUTER SCIENCE



PRINCETON UNIVERSITY PRESS

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

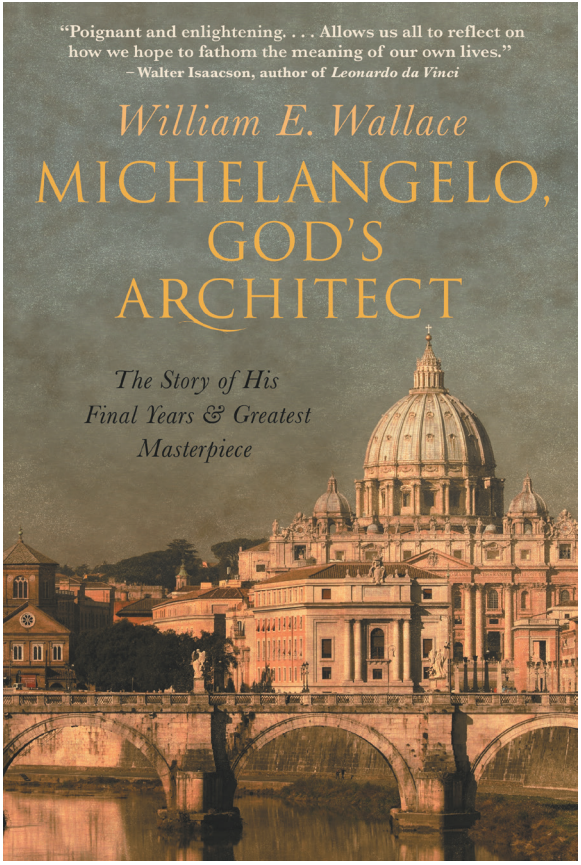
Truly comprehensive history of essential and unique role menopause has played in human history; its evolution, its positive part in development of civilization, and different meanings it has had in different cultures and times.

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.

Published: October 2019
Editor: Rob Tempio
480 pages. 5 b/w illus.
Korean (Eco-Livre) rights sold

HISTORY | WOMEN'S STUDIES



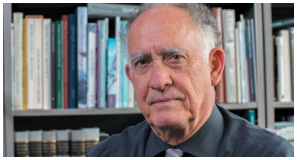
PRINCETON UNIVERSITY PRESS

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

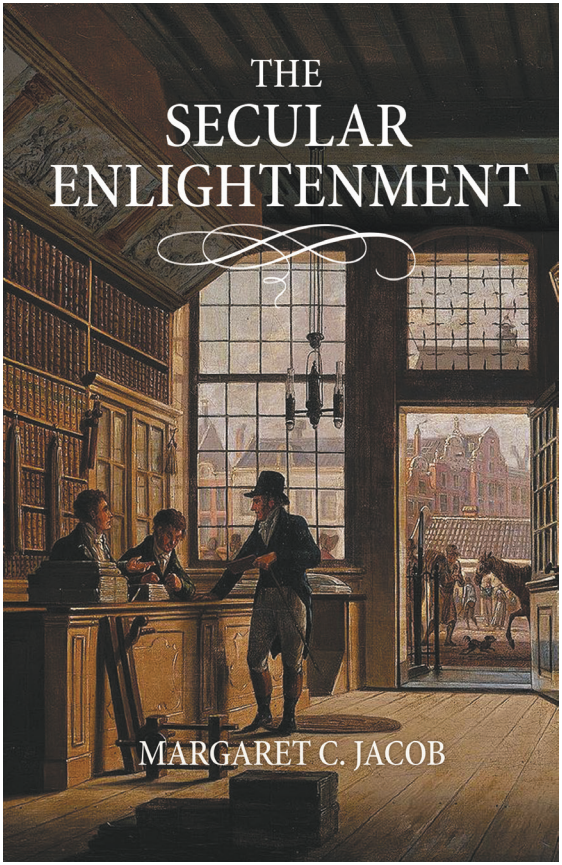
Offers a new and vibrant story of the renowned artist with captivating prose that combines art history, history, and biography.

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.

Published: November 2019
Editor: Michelle Komie
328 pages. 62 color + 33 b/w illus.

ART | BIOGRAPHY



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*.

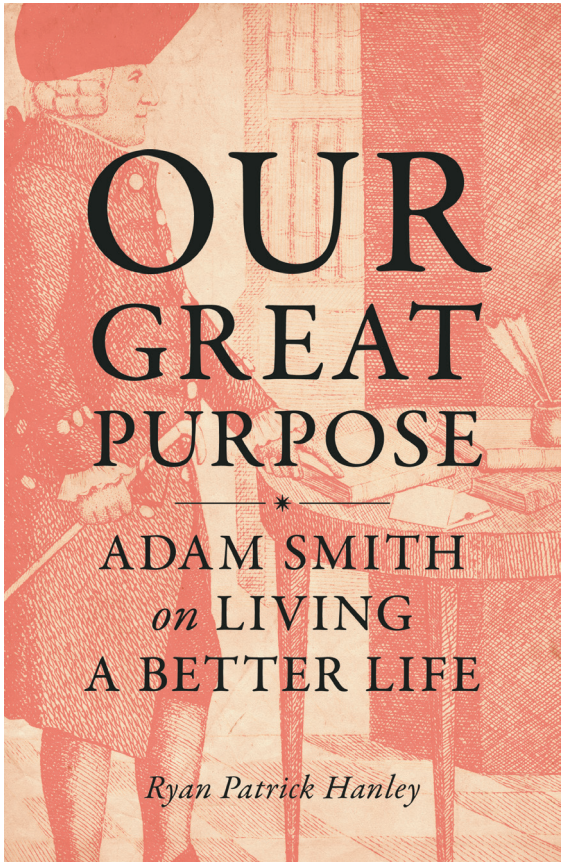
Why It Will Sell

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

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
360 pages. 13 b/w illus.
Chinese Simplified (Social Sciences Academic Press) rights sold



PRINCETON UNIVERSITY PRESS

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

"Smith, as Ryan Patrick Hanley understands well, was a modern heir to the great classical search for the good life, as much a student of the soul as of modern commercial society. In translating him for our times, Hanley offers 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*.

Why It Will Sell

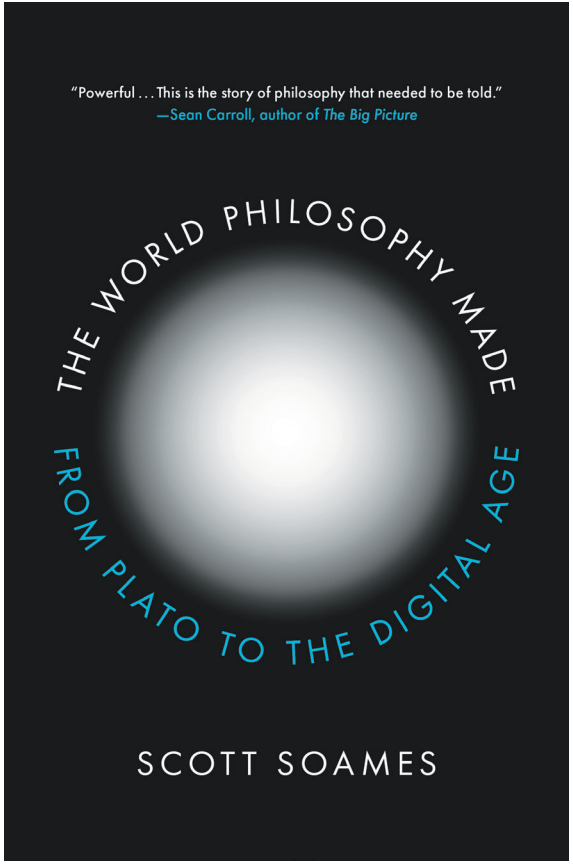
A wonderfully acessible and thematically organized introduction to Adam Smith's moral philosophy.

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.

Published: September 2019
Editor: Rob Tempio
176 pages.

PHILOSOPHY | ECONOMICS



PRINCETON UNIVERSITY PRESS

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."

—*Sean 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.

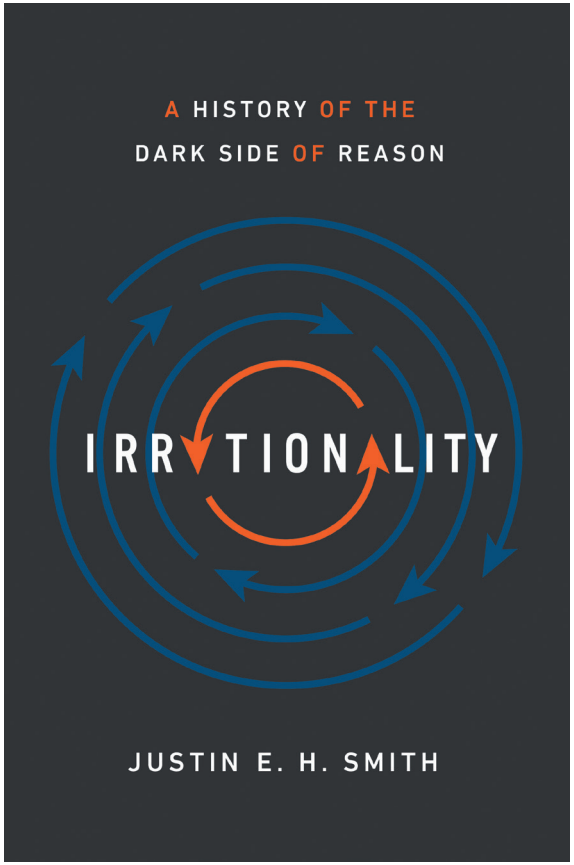
Why It Will Sell

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.

Published: November 2019
Editor: Rob Tempio
464 pages. 13 b/w illus. 1 table.
Chinese Simplified rights sold



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 scheme 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

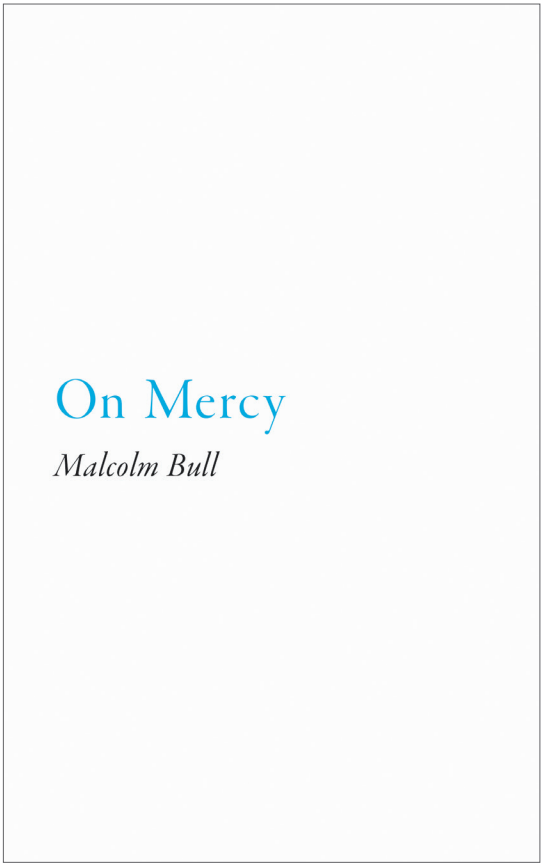
History of irrationality and the ever present role it has played in our lives and the history of the modern world.

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 deep and original thinker.

Published: April 2019
Editor: Rob Tempio
344 pages. 1 b/w illus.
Chinese Simplified (CITIC), Italian (Ponte alle Grazie) rights sold

PHILOSOPHY | HISTORY



PRINCETON UNIVERSITY PRESS

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.

Published: May 2019
Editor: Ben Tate
208 pages.

PHILOSOPHY | POLITICAL THEORY

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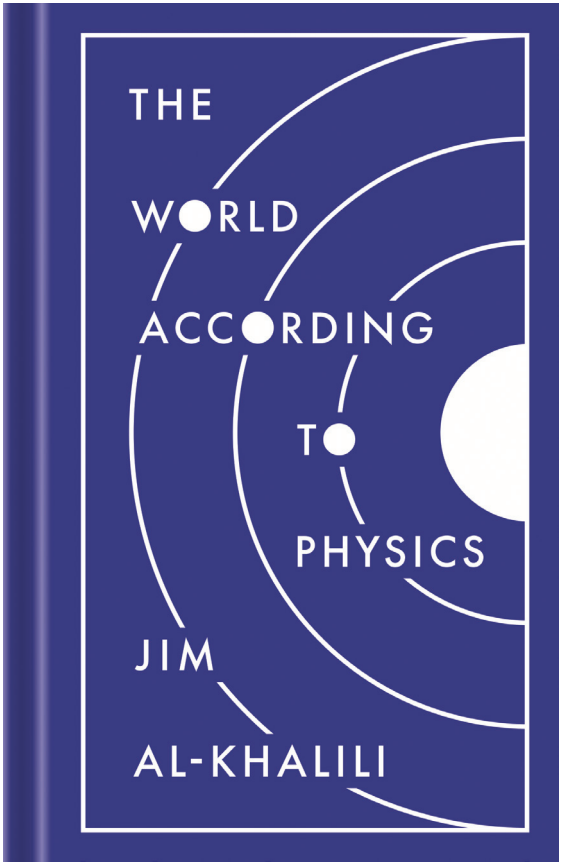


PRINCETON UNIVERSITY PRESS

Quantum physicist, *New York Times* bestselling author, and BBC host Jim Al-Khalili offers a fascinating and illuminating look at what physics reveals about the world

Shining a light on the most profound insights revealed by modern physics, Jim Al-Khalili invites us all to understand what this crucially important science tells us about the universe and the nature of reality itself.

"So much science packed into such a tiny package! Jim Al-Khalili manages to give an accessible overview of an enormous amount of modern physics, without it ever feeling rushed. This book will be enjoyed by anyone who wants a glimpse of how modern physicists are thinking about some of the hardest problems in the universe."

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

© Sebastian Nevols

JIM AL-KHALILI is professor of physics at the University of Surrey. He is one of Britain's best-known science communicators and has written numerous books. **Twitter @jimalkhalili**

Why It Will Sell

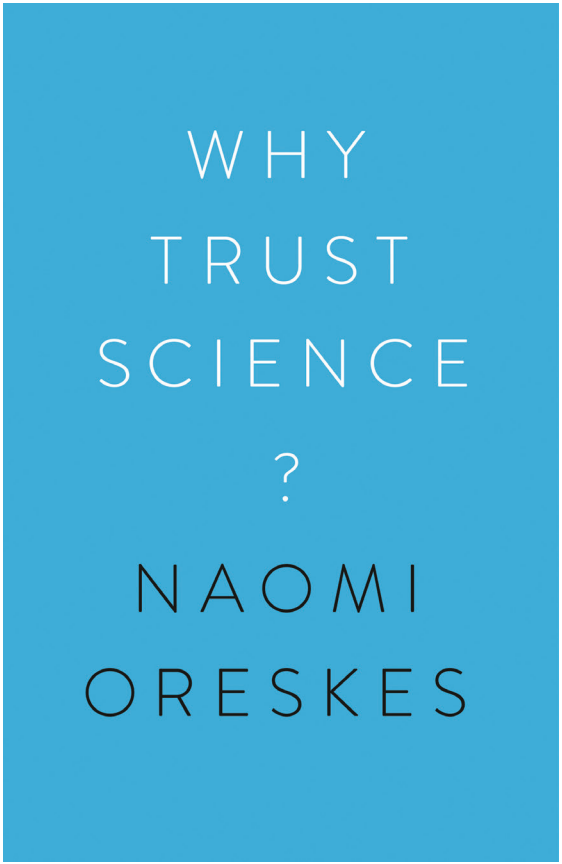
Gentle introduction to some of most profound and fundamental ideas in modern physics, from world-renowned science communicator.

An inviting, approachable and compelling book, aiming to draw more people to science.

Al-Khalili's popular science books have been translated into over 20 languages.

Final PDF: December 2019
Editor: Ingrid Gnerlich
320 pages. 6 b/w illus.

SCIENCE | PHYSICS



PRINCETON UNIVERSITY PRESS

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

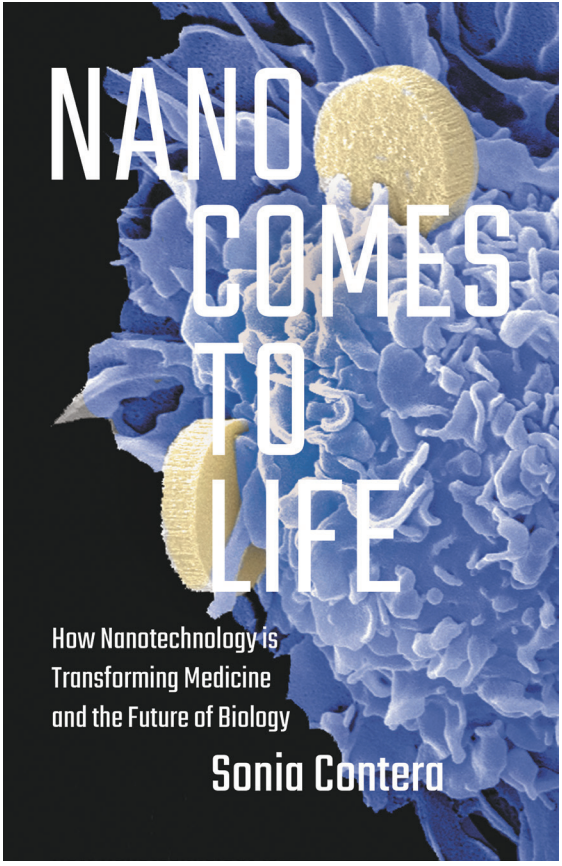
Lively and timely new argument for trust in science's conclusions at a time of increasing disdain for academia, experts, and evidence.

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.

Published: October 2019
Editor: Alison Kalett
376 pages. 2 b/w illus. 1 table.

HISTORY OF SCIENCE | POLITICAL SCIENCE



PRINCETON UNIVERSITY PRESS

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.

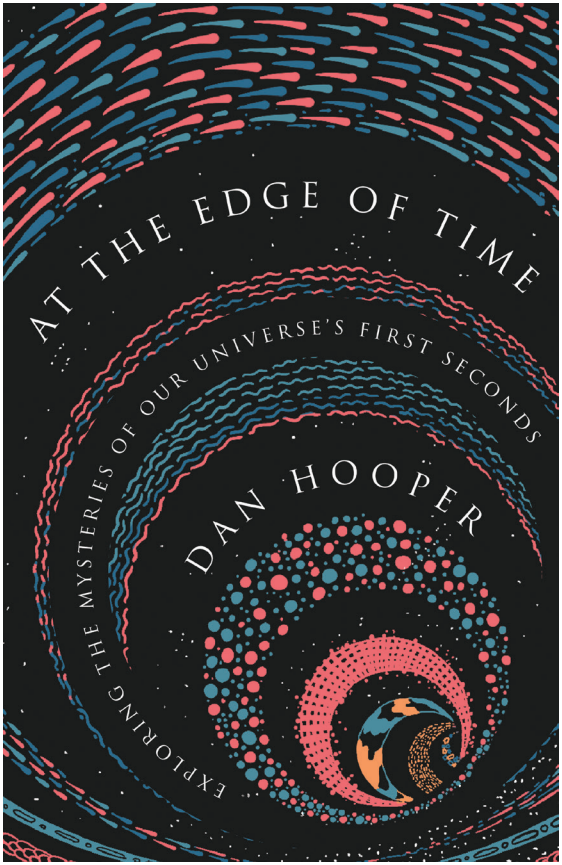
Introduces readers to the rapidly evolving science that is giving humans access to, and potentially control of, their own biology.

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.

Published: November 2019
Editor: Ingrid Gnerlich
240 pages. 12 color + 11 b/w illus.
Chinese Simplified (CITIC) rights sold

PHYSICS | BIOLOGY



PRINCETON UNIVERSITY PRESS

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.

"A riveting tour of modern cosmology told by one of its savviest guides, Hooper's book takes us on a journey from our universe's formerly inscrutable past to mesmerizing possible scenarios in its far future. A fascinating story that is to be savored."

—*Brian Keating, author of* Losing the Nobel Prize: A Story of Cosmology, Ambition, and the Perils of Science's Highest Honor

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 since Weinberg's *The First Three Minutes*.

Broadly addresses central mysteries in cosmology.

Published: November 2019
Editor: Jessica Yao
248 pages. 11 b/w illus.
Chinese Simplified (CITIC) rights sold

POPULAR SCIENCE | ASTRONOMY

PRINCETON UNIVERSITY PRESS

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.

"This little book is big fun."

—*Michael Pollan*

"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

LAWRENCE MILLMAN is a mycologist and author of numerous books.

AMY JEAN PORTER is an artist, illustrator, and naturalist.

Why It Will Sell

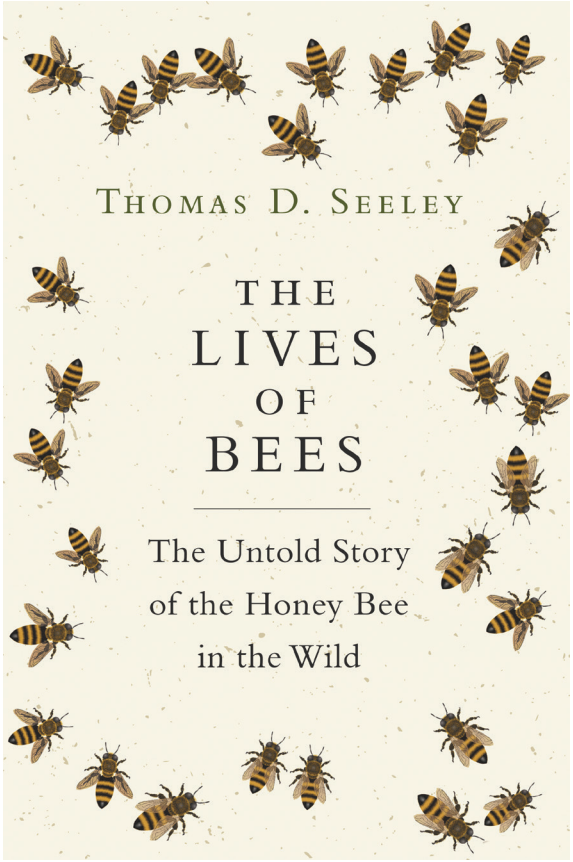
Brightly written with an anecdotal humorous style, and presented in a beautiful small-format package.

Meant to captivate and inspire, through a marvelous mix of scientific information and cultural lore.

Author's decades of experience and research underpin the whimsical, brief entries with useful and insightful information on various species.

Published: October 2019
Editor: Robert Kirk
200 pages. 51 b/w illus.

NATURE



PRINCETON UNIVERSITY PRESS

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

Magesterial book by the world authority on honey bees.

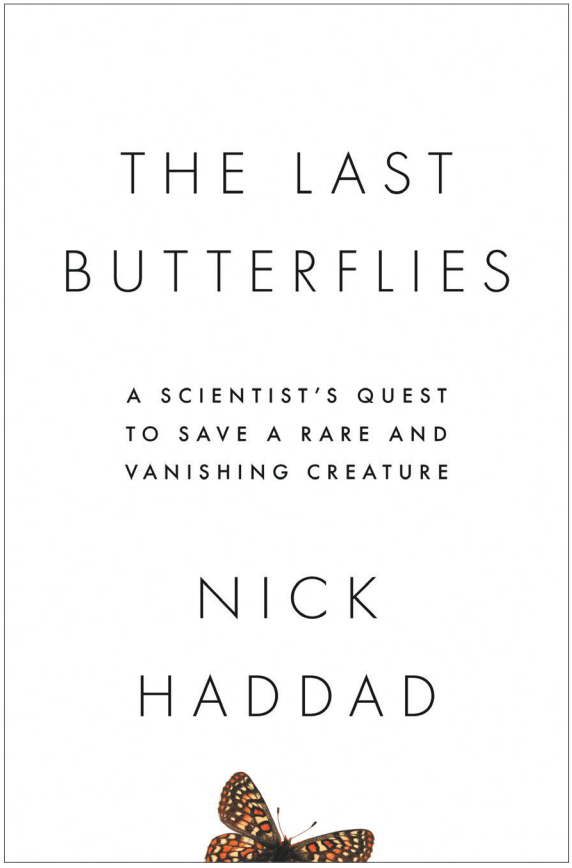
Untold story of how honey bees live in the wild.

Lively and accessible storytelling with rich discussion of bee biology.

Author's previous books translated into multiple languages.

Published: May 2019
Editor: Alison Kalett
376 pages. 72 color + 38 b/w illus.
Italian (Edizioni Montaonda), French (Editions Biotope), Korean (Eco-Livre) rights sold

NATURAL HISTORY



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

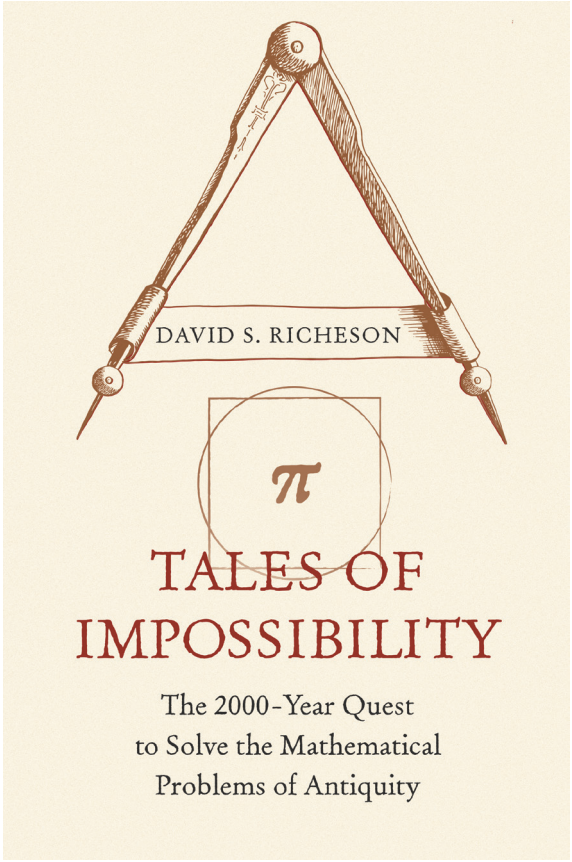
Why It Will Sell

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.

Published: June 2019
Editor: Alison Kalett
264 pages. 16 color + 7 b/w illus.
Korean (Eco-Livre) rights sold

POPULAR SCIENCE | NATURAL HISTORY



PRINCETON UNIVERSITY PRESS

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

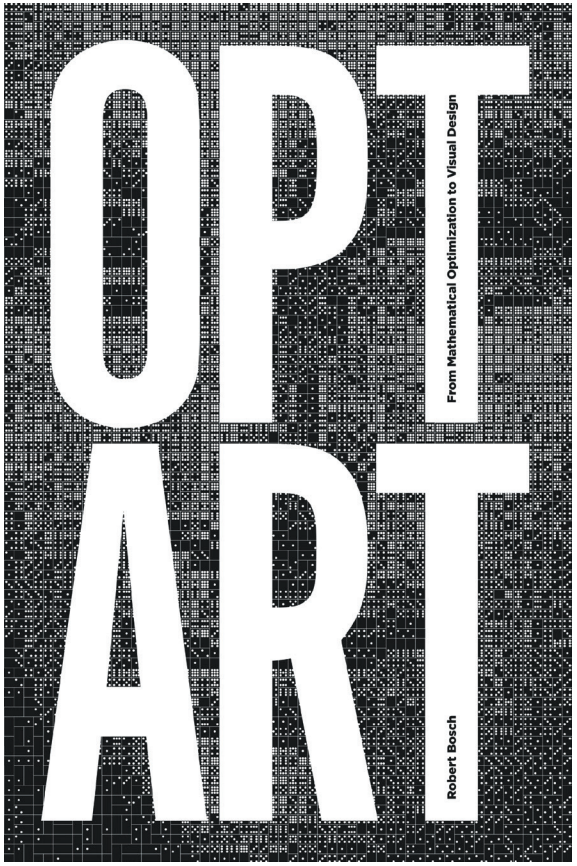
Why It Will Sell

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.

Published: October 2019
Editor: Susannah Shoemaker
456 pages. 163 b/w illus. 5 tables.
Chinese Simplified (Turing Book) rights sold



PRINCETON UNIVERSITY PRESS

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

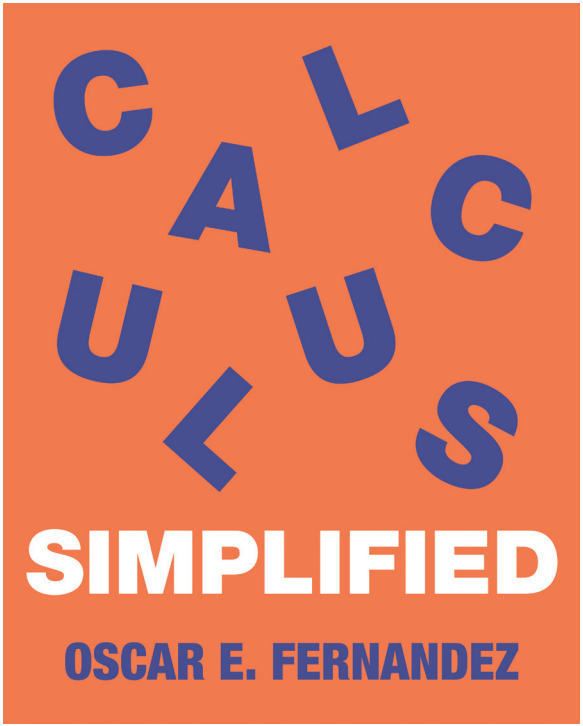
Uses art to generate deeper interest in mathematics.

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.

Published: November 2019
Editor: Susannah Shoemaker
200 pages. 22 color + 143 b/w illus. 4 tables.

MATHEMATICS | ART



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 intuative how-to guide for learning calculus with no prior knowedge required.

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

Supported by lots of supplemental material online.

Published: June 2019
Editor: Susannah Shoemaker
272 pages. 121 color illus.
Korean (Freelec), Chinese Simplified (Posts & Telecom Press) rights sold

MATHEMATICS

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Amy C. Offner

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John Tutino

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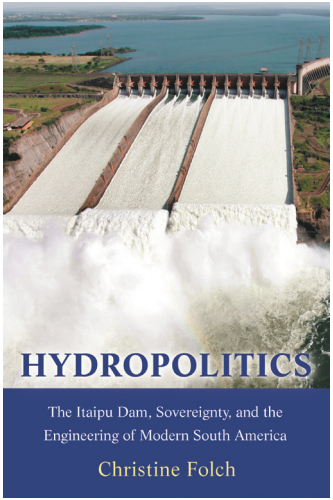
John Tutino



Published: September 2019
272 pages. 12 b/w illus. 5 tables. 3 maps.

ANTHROPOLOGY

Timely enthography of the major hydroelectric dam as treaty governing its operation nears expiry.

Draws on interviews with workers and decision-makers, examining the politics and fraught debates over the dam's future and its significance to the future of the region.

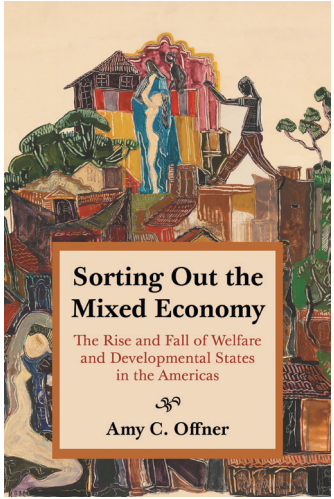
Written in an engaging style.

An in-depth look at the people and institutions connected with the Itaipu Dam, the world's biggest producer of renewable energy

Looking at the fraught political discussions about the future of the world's single largest producer of renewable energy, *Hydropolitics* explores how this massive public works project touches the lives of all who are linked to it.

"*Hydropolitics* is a lively account of the political maneuvering that led to the construction and operation of the planet's largest generator of hydroelectricity. It speaks to urgent questions in environmental anthropology while advancing conversations in political and legal anthropology around sovereignty and social theories of the state."

—*Caroline Schuster, Australian National University*



Published: September 2019
400 pages. 22 b/w illus. 2 tables. 4 maps.

HISTORY | POLITICS | LATIN AMERICAN STUDIES

Exciting new post-war history offering a fresh perspective from a rising star in the field.

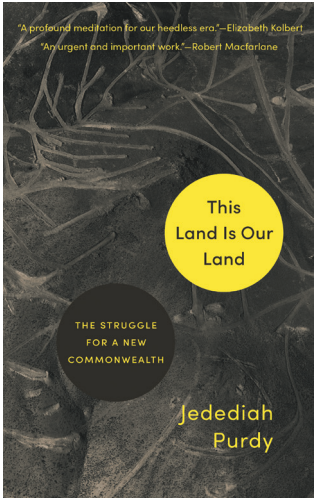
Traces how US advisors experimented with new capitalist development models in post-war Latin America before the practices were brought back to the US.

The untold story of how U.S. development efforts in postwar Latin America helped lead to the dismantling of the U.S. welfare state

In this groundbreaking book, Amy Offner brings readers to Colombia and back, showing the entanglement of American societies and the contradictory promises of midcentury statebuilding.

"A most welcome addition to our understanding of public policy in the United States and Colombia, *Sorting Out the Mixed Economy* shows the deep links between economic and social policy since the mid-twentieth century and also helps to explain the cruel erosion of the welfare state."

—*Victor Bulmer-Thomas, University College London*



Published: September 2019
200 pages.

POLITICS | ENVIRONMENTAL STUDIES

Beautifully written meditations on the interactions of environment and cultual identity, throughout history and in the modern day.

A timely call for a new relationship to the world around us, and to each other.

From one of our finest writers and leading environmental thinkers, a powerful book about how the land we share divides us—and how it could unite us

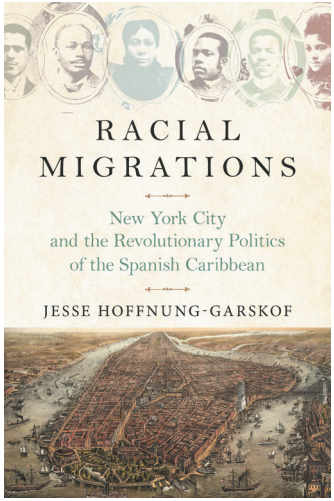
In this brief, powerful, timely, and hopeful book, Jedediah Purdy, one of our finest writers and leading environmental thinkers, explores how we might begin to heal our fractured and contentious relationship with the land and with each other.

"*This Land Is Our Land* is moving, unsettling, and, ultimately, inspiring—a profound meditation for our heedless era."

—*Elizabeth Kolbert, Pulitzer Prize–winning author of* The Sixth Extinction: An Unnatural History

"This is a Thoreauvian call to wake up.... Don't just read this book—*think* with it."

—*Laura Dassow Walls, author of* Henry David Thoreau: A Life



Published: May 2019
408 pages. 20 b/w illus.

AMERICAN HISTORY | LATIN AMERICAN STUDIES | AFRICAN AMERICAN STUDIES

An engaging and vivid portrait of lesser-known revolutionary figures who migrated from Cuba and Puerto Rico to New York in the 19th Century.

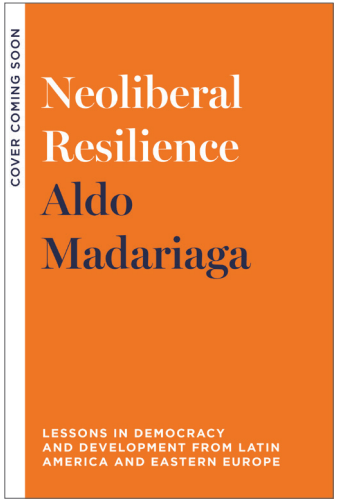
Tells the remarkable story of the people helping to organize one of the great freedom struggles of the 19th century from the segregated tenements of New York.

The gripping history of Afro-Latino migrants who conspired to overthrow a colonial monarchy, end slavery, and secure full citizenship in their homelands

A model of transnational and comparative research, *Racial Migrations* reveals the complexities of race-making within migrant communities and the power of small groups of immigrants to transform their home societies.

"Following carefully a 'printed trail of clues' produced by a remarkable group of radicals of African descent, from Cuba and Puerto Rico to the United States, Hoffnung-Garskof offers a rich reconstruction of a vibrant and little-known world of black activism and intellectual production.... *Racial Migrations* is beautifully written."

—*Alejandro de la Fuente, Harvard University*



First Proofs: March 2020
208 pages. 9 b/w illus. 38 tables.

POLITICAL SCIENCE

New global perspective from Chilean author on neoliberalism and its development in the past 40 years.

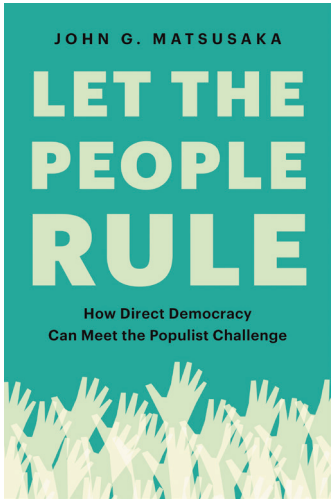
Analyses the development of regions previously understudied in this area: Argentina, Chile, Estonia and Poland.

An exploration of the factors behind neoliberalism's resilience in developing economies and what this could mean for democracy's future

A comparative exploration of political economics at the peripheries of global capitalism, *Neoliberal Resilience* investigates the tensions between neoliberalism's longevity and democracy's gradual decline.

"A significant contribution to the field of comparative political economy, *Neoliberal Resilience* tackles the crucial question of the strength of neoliberal economic regimes despite hard times. Madariaga persuasively and innovatively shows that ideas and institutions cannot completely account for such outcomes and that social actors and politics are key. This is a fascinating read."

—*Eduardo Silva, author of* Neoliberalism in Latin America



Final PDF: November 2019
312 pages. 29 b/w illus. 9 tables.

POLITICAL SCIENCE

Author has a unique perspective, with experience in economics, politics and law.

Timely and topical, as countries around the world are experiencing democratic crises.

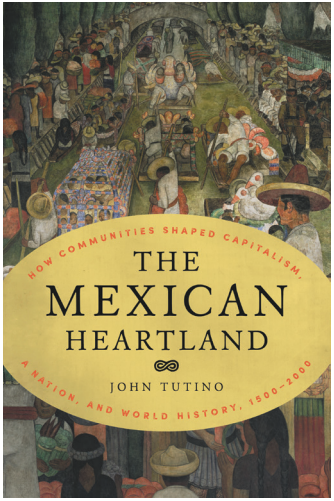
Accessibly-written, the book makes a compelling case for direct democracy and provides a new perspective on the rise of populism.

How referendums can diffuse populist tensions by putting power back into the hands of the people

With a crisis of representation hobbling democracies across the globe, *Let the People Rule* offers important new ideas about the crucial role the referendum can play in the future of government.

"John Matsusaka, America's leading scholar of direct democracy, makes a powerful case to the world: Don't dismiss today's critics of democracy. Engage them in the work of enhancing the democratic power of regular citizens everywhere. This is a great book."

—*Joe Mathews, copresident of the Global Forum on Modern Direct Democracy*



Published: November 2017
512 pages. 32 b/w illus. 17 tables. 17 maps.

WORLD HISTORY

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

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

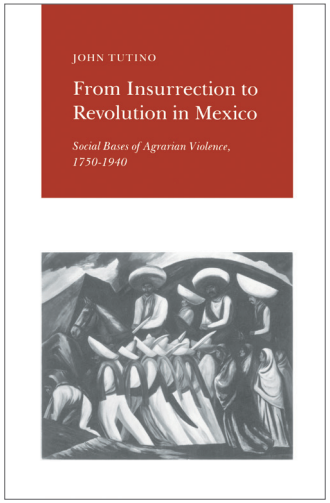
Discusses ideas of major works; Sven Beckert's *Empire of Cotton* and Piketty.

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

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

"In this local history of global capitalism, Tutino's Braudelian vision brings the Mexican heartland to life, a small place that changed world history. . . . A must-read for anyone interested in the history of capitalism."

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



Published: 1989
448 pages.

HISTORY | LATIN AMERICAN STUDIES

Classic text from a leading expert in the field.

Ambitious in scope and drawing on original research.

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

Previously translated into Spanish (now available again)

Why do rural poor people rebel? And how may their rebellion lead to revolution? To examine these questions, John Tutino explores the origins of the first mass insurrection of the modem era in Mexico, led by Father Hidalgo in 1810, and asks why it failed to ignite a major social transformation. He then probes why the peasant revolts led by Emiliano Zapata and others after 1910 exploded into social revolution. Integrating history and comparative social theory, he traces the changing ways of rural life during two centuries.

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

—*Evelyn Hu-DeHart*

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