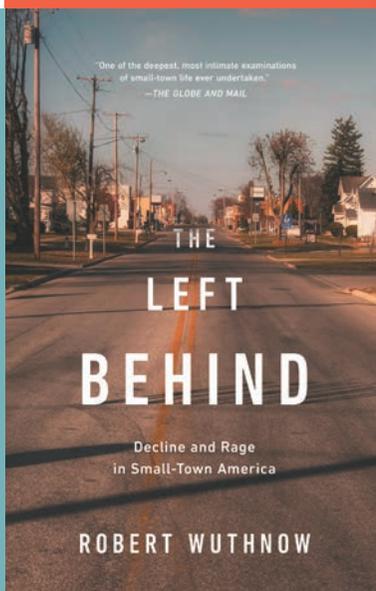
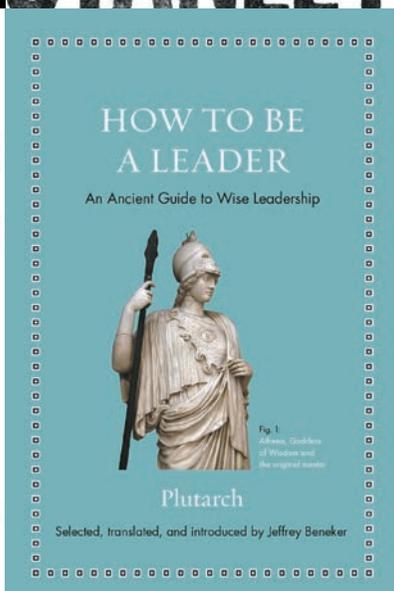
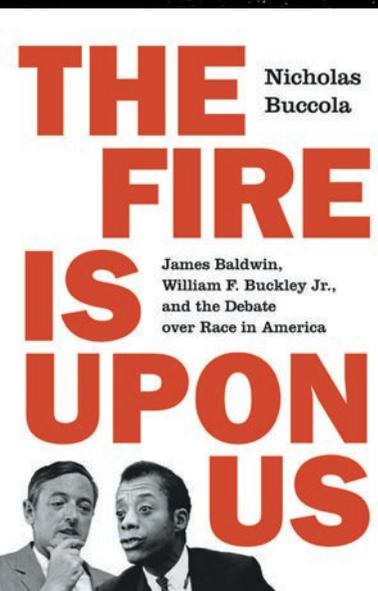
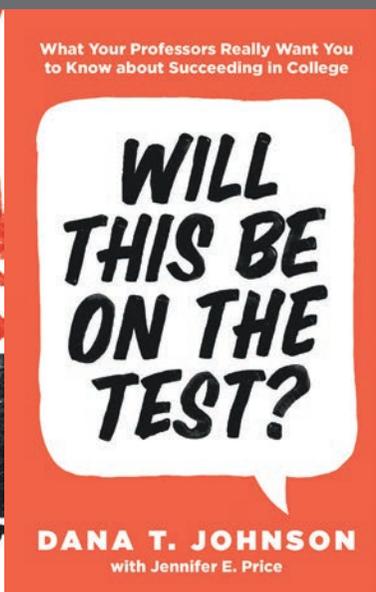
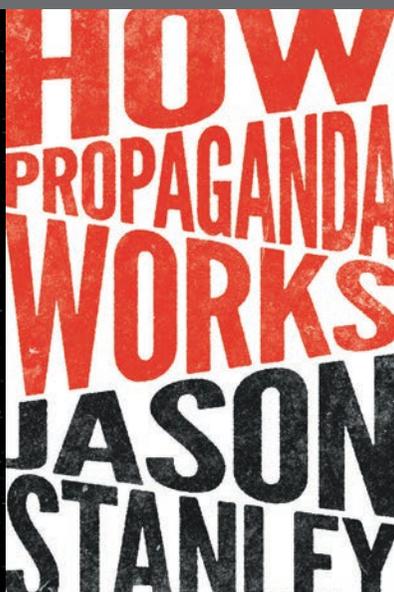
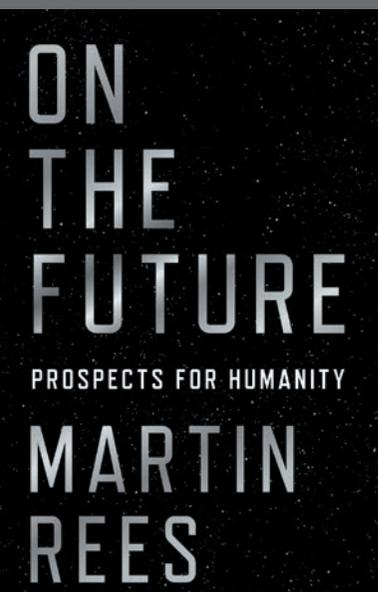
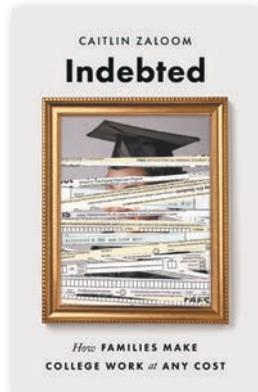
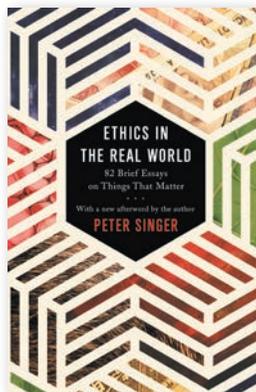
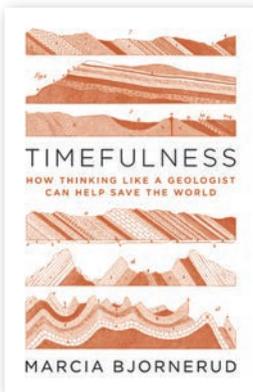
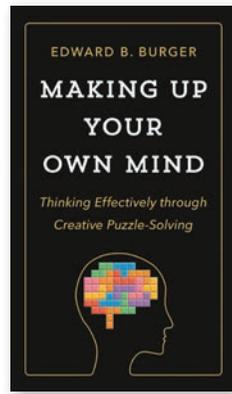
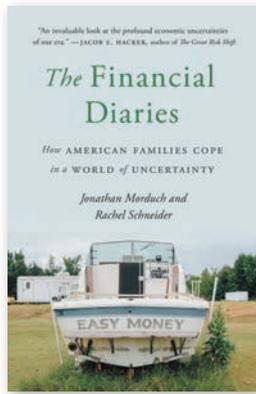
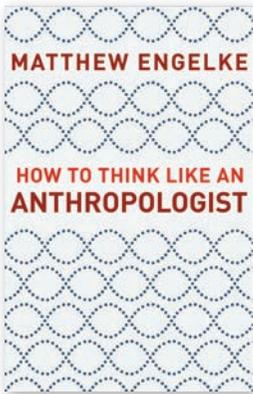


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DANA T. JOHNSON taught for many years at the College of William and Mary, where she twice won the Simon Prize for Excellence in the Teaching of Mathematics, and has three decades of experience teaching college freshmen. She lives in Williamsburg, Virginia.

JENNIFER E. PRICE is a biologist who has much experience teaching online as well as traditional college courses. She lives in Palmyra, Virginia.

“Bookstores stock their shelves with scads of books on how to get into college, but scarce few on succeeding once there. Read *Will This Be on the Test?* and be prepared for clear, useful, and straightforward advice, so you can be prepared for success in your college career.”
—Jeffrey Durso-Finley, director of college counseling, Lawrenceville School

The essential survival guide for students who are new to college academics

Will This Be on the Test? *What Your Professors Really Want You to Know about Succeeding in College*

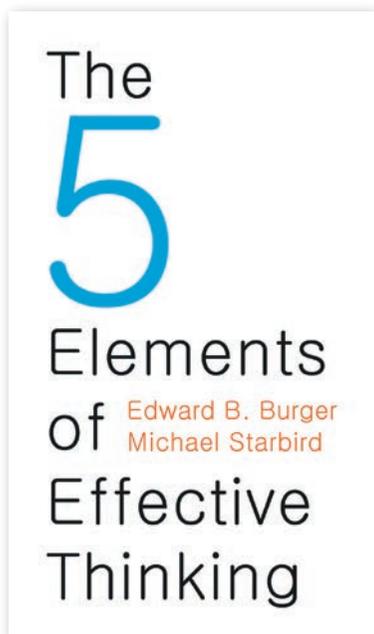
Dana T. Johnson
With Jennifer E. Price

Getting into college takes plenty of hard work, but knowing what your professors expect of you once you get there can be even harder. *Will This Be on the Test?* is the essential survival guide for high-school students making the transition to college academics. In this entertaining and informative book, Dana Johnson shares wisdom and wit gleaned from her decades of experience as an award-winning teacher in the freshman classroom—lessons that will continue to serve you long after college graduation.

Johnson offers invaluable insights into how college academics differ from high school. She reveals how to maximize what you learn and develop good relationships with your professors, while explaining how you fit into the learning environment of college academics. Answering the questions that many new college students don't think to ask, Johnson provides tactical tips on getting the most out of office hours, e-mailing your professor appropriately, and optimizing your performance on assignments and exams. She gives practical advice on using the syllabus to your advantage, knowing what to call your instructors, and making sure you're not violating the academic ethics code. The book also offers invaluable advice about online courses and guidance for parents who want to help their children succeed.

No matter what year you are in college, *Will This Be on the Test?* shows you how to work with your professors to get the grades, experience, and recommendations you need to thrive in the classroom and beyond.

2019. 200 pages. 33 b/w illus.
Paperback 9780691179537 \$19.95
E-book 9780691189451



2012. 168 pages. 1 b/w illus.
Hardback 9780691156668 \$19.95
E-book 9781400844562

Winner of the Silver Medal in Self-Help, Independent Publisher Book Awards

Simple but powerful strategies for increasing your success by improving your thinking

The 5 Elements of Effective Thinking

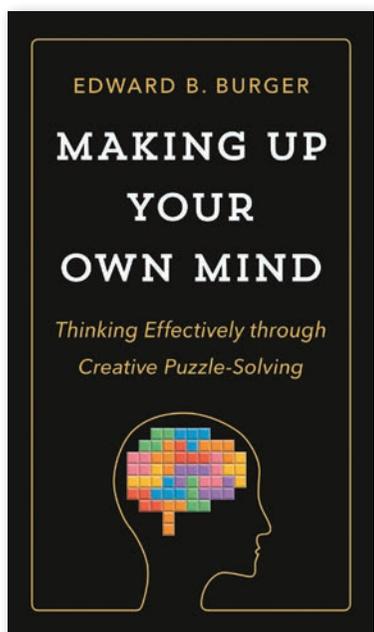
Edward B. Burger & Michael Starbird

“The authors aim to teach readers how to expand their intellectual and creative capacity by adopting habits that train the mind to see beyond the surface level of ideas in order to find innovative ways to solve problems.”

—Catherine A. Cardno, *Education Week*

The 5 Elements of Effective Thinking presents practical, lively, and inspiring ways for you to become more successful through better thinking. Filled with engaging examples that unlock truths about thinking in every walk of life, this book is written for all who want to reach their fullest potential. To share thinking stories, go to: 5elementsofthinking.wordpress.com

EDWARD BURGER, president of Southwestern University, and **MICHAEL STARBIRD**, University Distinguished Teaching Professor of Mathematics at The University of Texas at Austin, are devoted to educating students and lifelong learners.



2018. 136 pages. 35 b/w illus.
Hardback 9780691182780 \$19.95
E-book 9780691188881

 PRINCETON
AUDIO

How you can become better at solving real-world problems by learning creative puzzle-solving skills

Making Up Your Own Mind *Thinking Effectively through Creative Puzzle-Solving*

Edward B. Burger

“We often claim that education should not just teach facts; it should help us learn how to think clearly. *Making Up Your Own Mind* is a book that takes that goal seriously. It is brilliantly constructed, clearly written, and fun.”—William C. Powers Jr., former president of the University of Texas, Austin

We solve countless problems—big and small—every day. With so much practice, why do we often have trouble making simple decisions? In this enlightening and entertaining book, Edward Burger shows how we can become far better at solving real-world problems by learning creative puzzle-solving skills using simple, effective thinking techniques.

EDWARD B. BURGER is the president of Southwestern University, a mathematics professor, and a leading teacher on thinking, innovation, and creativity.

A letter from Edward Burger, author of *Making Up Your Own Mind* and co-author, with Michael Starbird, of *5 Elements of Effective Thinking*

TO ME, TEACHING IS ALL ABOUT INVITING our students to become better versions of themselves and providing them with practical footholds to flourish in a complex and chaotic world with an ever-growing list of digital distractions. In such a noisy and chaotic climate, where do we foster the peaceful practices of mindful reflection and creative thought?

That question has been with me over my 35-year career as a teacher. So four years ago I decided to try something completely different: Create a curriculum that instead of short-term content had only life-changing goals. I developed a course whose sole purpose is to empower students to learn practices of the mind to think more effectively, be more open to diverse perspectives, hold greater empathy, make wiser decisions, and live a more thoughtful and balanced life.

These elements of effective thinking were taught through a series of mind-bending and entertaining puzzles of various types. The practices include the art of creating questions, learning by effectively failing, understanding at a deeper level, and following the flow of ideas to see things in a different way and create new ideas. I informally call my class the *Seinfeld* of the curriculum: It's about *nothing* and yet attempts to teach *everything*. It's about growing rather than just knowing.

Making Up Your Own Mind offers the mindful pathways of this course. Students practice elements of effective thinking by engaging with these puzzles to better prepare them for the puzzles of any discipline, while also preparing them to deal with puzzles (and problems) encountered throughout their lives. Over the years, students have found this approach to be a joyful way to realize greater success in their future courses and a powerful way to build greater confidence in their abilities to generate original and creative ideas and make wise and thoughtful decisions.

Every aspect of this book is designed to challenge and provoke thought. Even the mirror-printed chapter, which at first is frustrating and annoying to my students, later becomes a place of mindful pride: students discover how to see something from an entirely different perspective—which is a metaphor for the entire course. I have seen students triumphantly overcome the challenges of some of the more daunting puzzles, and go on to use their amplified thinking throughout their undergraduate careers and beyond.

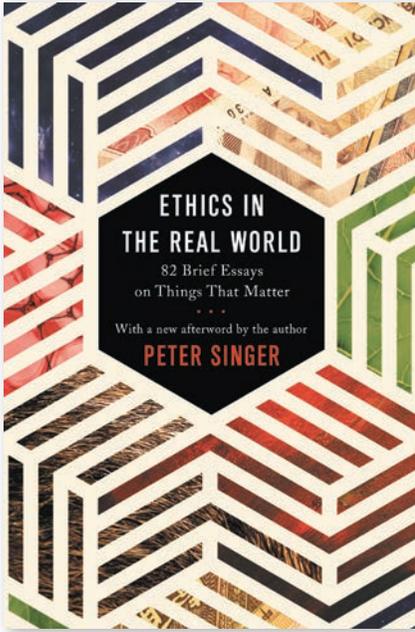
This material can stand alone as its own first-year course or can be incorporated to enhance and uplift the thinking practices within the context of any subject (or ideally all subjects) from the humanities, social sciences, natural sciences, and the fine arts. I hope this material will uplift the life of the mind for you and your students as much as it has for me and my students.

Thoughtfully yours,

EDWARD BURGER

President and Professor
Southwestern University





PETER SINGER is the Ira W. DeCamp Professor of Bioethics in the University Center for Human Values at Princeton University and Laureate Professor at the University of Melbourne. He first became well known internationally in 1975 with the publication of *Animal Liberation*. His other books include *How Are We to Live?*, *The Ethics of What We Eat* (with Jim Mason), and *The Most Good You Can Do*. He divides his time between Princeton and Melbourne.

Provocative essays on real-world ethical questions from the world's most influential philosopher

Ethics in the Real World *82 Brief Essays on Things That Matter* Peter Singer

Peter Singer is often described as the world's most influential philosopher. He is also one of its most controversial. The author of important books such as *Animal Liberation*, *Practical Ethics*, *Rethinking Life and Death*, and *The Life You Can Save*, he helped launch the animal rights and effective altruism movements and contributed to the development of bioethics. Now, in *Ethics in the Real World*, Singer shows that he is also a master at dissecting important current events in a few hundred words.

In this book of brief essays, he applies his controversial ways of thinking to issues like climate change, extreme poverty, animals, abortion, euthanasia, human genetic selection, sports doping, the sale of kidneys, the ethics of high-priced art, and ways of increasing happiness. Singer asks whether chimpanzees are people, smoking should be outlawed, or consensual sex between adult siblings should be decriminalized, and he reiterates his case against the idea that all human life is sacred, applying his arguments to some recent cases in the news. In addition, he explores, in an easily accessible form, some of the deepest philosophical questions, such as whether anything really matters and what is the value of the pale blue dot that is our planet. The collection also includes some more personal reflections, like Singer's thoughts on one of his favorite activities, surfing, and an unusual suggestion for starting a family conversation over a holiday feast.

Now with a new afterword by the author, this provocative and original book will challenge—and possibly change—your beliefs about many real-world ethical questions.

2017. 376 pages.
Paperback 9780691178479 \$17.95
Hardback 9780691172477 \$27.95
E-book 9781400888733

Longlisted for the PEN/Diamonstein-Spielvogel Award for the Art of the Essay, Pen American Center

An excerpt from *Ethics in the Real World* by Peter Singer

ARE WE READY FOR A “MORALITY PILL?”

Last October, in Foshan, China, a 2-year-old girl was run over by a van. The driver did not stop. Over the next seven minutes, more than a dozen people walked or bicycled past the injured child. A second truck ran over her. Eventually, a woman pulled her to the side, and her mother arrived. The child died in a hospital. The entire scene was captured on video and caused an uproar when it was shown by a television station and posted online. A similar event occurred in London in 2004, as have others, far from the lens of a video camera.

Yet people can, and often do, behave in very different ways.

A news search for the words “hero saves” will routinely turn up stories of bystanders braving oncoming trains, swift currents and raging fires to save strangers from harm. Acts of extreme kindness, responsibility and compassion are, like their opposites, nearly universal.

Why are some people prepared to risk their lives to help a stranger when others won’t even stop to dial an emergency number?

“In his new book, *Ethics in the Real World*, Mr. Singer picks up the topics of animal rights and poverty amelioration and runs quite far with them. . . . This book is interesting because it offers a chance to witness this influential thinker grapple with more offbeat questions.”

—Dwight Garner, *New York Times*

“A terrific recent book . . . that wrestles with how much we should donate to charity, and whether wearing a \$10,000 watch is a sign of good taste, or of shallow narcissism.”

—Nicholas Kristof, *New York Times*

“Perhaps more than any modern philosopher, Peter Singer has focused on the question of how to live a better life. If you want a philosophy that can directly alleviate human and animal suffering, read this wonderful book.”

—Sam Harris, author of the *New York Times* bestsellers *The End of Faith*, *The Moral Landscape*, and *Waking Up*

“Could well inspire conversations—and arguments—that deepen and complicate the crucial moral and ethical issues that Singer presents.”

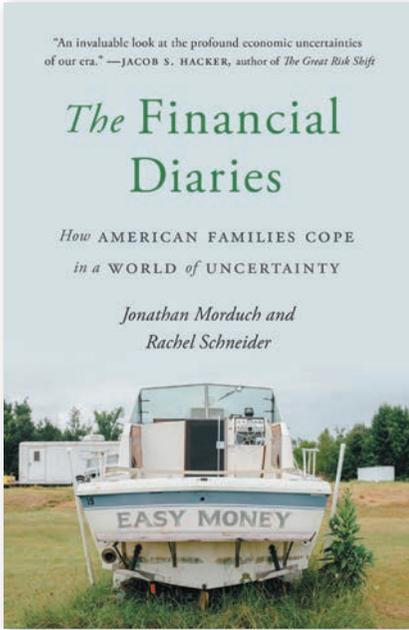
—*Kirkus*

“Peter Singer, one of the world’s best-known and most significant philosophers, addresses some profoundly important issues in this book. He presents the issues and arguments with a lucidity, accessibility, and sharpness reminiscent of Bertrand Russell, another philosopher who sought to have a serious social impact. *Ethics in the Real World* will undoubtedly be a force for the good.”

—Bart Schultz, University of Chicago

“Peter Singer is among the most vital moral voices of our time. He urges us to confront not only the question of what we should not do, but also the harder and larger questions of what we should do, and how much we owe to others.”

—Larissa MacFarquhar, author of *Strangers Drowning: Grappling with Impossible Idealism, Drastic Choices, and the Overpowering Urge to Help*



What the financial diaries of working-class families reveal about economic stresses, and what policies might reduce them

The Financial Diaries
How American Families Cope in a World of Uncertainty

Jonathan Morduch & Rachel Schneider

“[A] groundbreaking study.”
—Richard Eisenberg, *Forbes.com*

The ideal of the American Dream seems increasingly out of reach, even for families who are trying to do everything right. To find out why, the authors followed 235 low- and middle-income families as they navigated a year of ups and downs. Through the groundbreaking US Financial Diaries project, we meet real people, from a casino dealer to a street vendor to a tax preparer, who open up their lives and reveal a world of financial uncertainty. For these families, even limited financial success requires imaginative—and often costly—coping strategies: forming saving clubs, borrowing from relatives, and strategizing about skipping bills. *The Financial Diaries* challenges popular assumptions about how Americans earn, spend, borrow, and save.

2018. 256 pages. 14 b/w illus.
Paperback 9780691183145 \$16.95
Hardback 9780691172989 \$27.95
E-book 9781400884599

Winner of the Silver Medal in Economics, Axiom Business Book Awards

JONATHAN MORDUCH is professor of public policy and economics at the New York University Wagner Graduate School of Public Service. He is the coauthor of *Portfolios of the Poor* (Princeton), among other books.

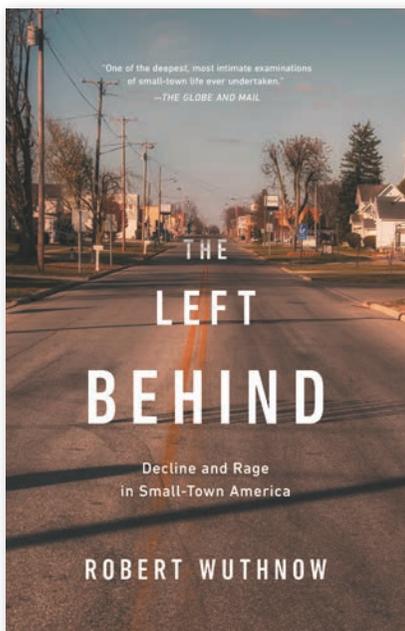
RACHEL SCHNEIDER is the Omidyar Network Entrepreneur-in-Residence at the Aspen Institute and a senior advisor at the Center for Financial Services Innovation.

An excerpt from *The Financial Diaries*

AN OCTOBER DAY

The afternoon was perfect—75 degrees and clear, not too hot and not too cold. But Becky Moore was complaining about the weather. This was the kind of weather she said was “killer” on her husband Jeremy’s paycheck. Jeremy, 38, worked full-time as a mechanic, repairing long-haul trucks on the evening shift at a service center on the interstate north of their Ohio town, earning a commission for each truck he fixed. Their children were still at school when Jeremy—usually dressed in a pair of Levi’s, a western shirt, and steel-toed boots—pulled his pickup out of the driveway to get to work by 2:00 pm. The children, and sometimes Becky, were fast asleep by the time Jeremy got back after midnight.

Jeremy’s biggest paychecks came during the hot weeks of summer, when the tar bubbles on the roads and the pavement is too hot to walk on with bare feet. The heat burns out truck tires, and Jeremy spent most of his summer shifts patching them. Icy chills weaken batteries and alternators, and the winter months brought big paychecks too. But during the fall and spring, Jeremy’s take-home pay could be as low as \$600 for two weeks of full-time work. The mechanics on the day shift kept busier, and Jeremy complained that there often wasn’t much left to do when he arrived at 2. Some mild-weather days, Jeremy had only one truck to work on during his entire eight-hour shift. For Becky, 34, the uncertainty of that weighed heavily, and it was only October. “I’m thinking that two weeks from now it will be crap,” she said, imagining Jeremy’s next paycheck.



ROBERT WUTHNOW is the Gerhard R. Andlinger '52 Professor of Social Sciences at Princeton University. His many books include *Small-Town America* and *Remaking the Heartland* (both Princeton).

“Writing with empathy . . . the author reflects on the factors shaping rural life—from the importance of faith to the stability and familiarity of life in town to the importance of ritual events (barn dances, etc.), stories, and symbols—as well as pressing problems (brain drain, teen pregnancy, drugs, lack of good jobs) and concerns over moral decline (abortion and homosexuality). . . . A superb, authoritative sociology book.”

—*Kirkus Reviews*

“Wuthnow cogently confronts the question: Why are so many of the people living in small-town America filled with rage? Instead of condemning, he listens. In this highly accessible, instructive book, Wuthnow reminds readers why the so-called American Dream is closely connected to the politics of place.”

—Nancy Isenberg, author of *White Trash: The 400-Year Untold History of Class in America*

How a fraying social fabric is fueling the outrage of rural Americans

The Left Behind

Decline and Rage in Small-Town America

Robert Wuthnow

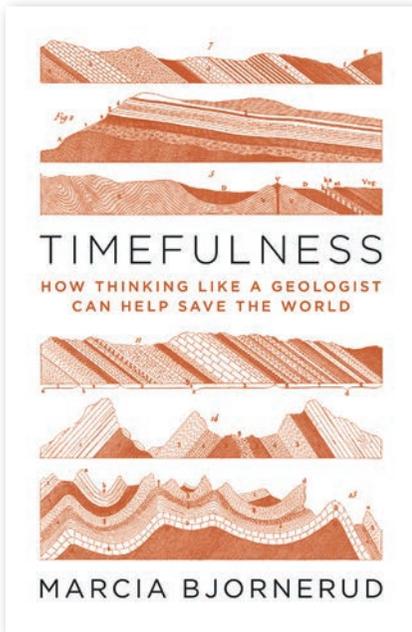
What is fueling rural America’s outrage toward the federal government? Why did rural Americans vote overwhelmingly for Donald Trump? And is there a more nuanced explanation for the growing rural-urban divide? Drawing on more than a decade of research and hundreds of interviews, Robert Wuthnow brings us into America’s small towns, farms, and rural communities to paint a rich portrait of the moral order—the interactions, loyalties, obligations, and identities—underpinning this critical segment of the nation. Wuthnow demonstrates that to truly understand rural Americans’ anger, their culture must be explored more fully, and he shows that rural America’s fury stems less from economic concerns than from the perception that Washington is distant from and yet threatening to the social fabric of small towns. Moving beyond simplistic depictions of America’s heartland, *The Left Behind* offers a clearer picture of how this important population will influence the nation’s political future.

2019. 208 pages.

Paperback 9780691191669 \$15.95

Hardback 9780691177663 \$24.95

E-book 9780691195155



MARCIA BJORNERUD is professor of geology and environmental studies at Lawrence University. She is the author of *Reading the Rocks: The Autobiography of the Earth* and a contributing writer for *Elements*, the *New Yorker's* science and technology blog. She lives in Appleton, Wisconsin.

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

Timefulness *How Thinking Like a Geologist Can Help Save the World* Marcia Bjornerud

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. The passage of nine days, which is how long a drop of water typically stays in Earth's atmosphere, is something we can easily grasp. But spans of hundreds of years—the time a molecule of carbon dioxide resides in the atmosphere—approach the limits of our comprehension. Our everyday lives are shaped by processes that vastly predate us, and our habits will in turn have consequences that will outlast us by generations. *Timefulness* reveals how knowing the rhythms of Earth's deep past and conceiving of time as a geologist does can give us the perspective we need for a more sustainable future.

Marcia Bjornerud shows how geologists chart the planet's past, explaining how we can determine the pace of solid Earth processes such as mountain building and erosion and comparing them with the more unstable rhythms of the oceans and atmosphere. These overlapping rates of change in the Earth system—some fast, some slow—demand a poly-temporal worldview, one that Bjornerud calls “timefulness.” She explains why timefulness is vital in the Anthropocene, this human epoch of accelerating planetary change, and proposes sensible solutions for building a more time-literate society.

This compelling book presents a new way of thinking about our place in time, enabling us to make decisions on multigenerational timescales. The lifespan of Earth may seem unfathomable compared to the brevity of human existence, but this view of time denies our deep roots in Earth's history—and the magnitude of our effects on the planet.

2020. 224 pages. 12 b/w illus.
Paperback 9780691202631 \$16.95
Hardback 9780691181202 \$24.95
E-book 9780691184531

An excerpt from *Timefulness* by Marcia Bjornerud

As a geologist and professor I speak and write rather cavalierly about eras and eons. One of the courses I routinely teach is “History of Earth and Life,” a survey of the 4.5-billion-year saga of the entire planet—in a 10-week trimester. But as a human, and more specifically as a daughter, mother, and widow, I struggle like everyone else to look Time honestly in the face. That is, I admit to some time hypocrisy.

Antipathy toward time clouds personal and collective thinking. The now risible “Y2K” crisis that threatened to cripple global computer systems and the world economy at the turn of the millennium was caused by programmers in the 1960s and ‘70s who apparently didn’t really think the year 2000 would ever arrive. Over the past decade, Botox treatments and plastic surgery have come to be viewed as healthy boosts to self-esteem rather than what they really are: evidence that we fear and loathe our time-iness. Our natural aversion to death is amplified in a culture that casts Time as an enemy and does everything it can to deny its passage. As Woody Allen said: “Americans believe death is optional.”

Dr. Marcia Bjornerud of Lawrence University is the 2019 recipient of the NAGT James H. Shea Award. This prestigious award is given annually to individuals for exceptional contributions in the form of writing and/or editing of Earth science materials that are of interest to the general public and/or teachers of Earth science.

Finalist for the 2019 *Los Angeles Times* Book Prize in Science and Technology

Longlisted for the 2019 PEN/E. O. Wilson Prize for Literary Science Writing, PEN American Center

“In this trenchant study, Bjornerud calls for a new geological literacy to instill deeper knowledge of planetary rhythms and processes.”

—Barbara Kiser, *Nature*

“*Timefulness* is a delightful and interesting read. The author’s cadence and the illustrator’s aforementioned figures made me feel as though I was having a glass of wine with a friend who was explaining geologic history while sketching on a napkin.”

—David R. Wunsch, *Science*

“One of the most important books of recent times.”

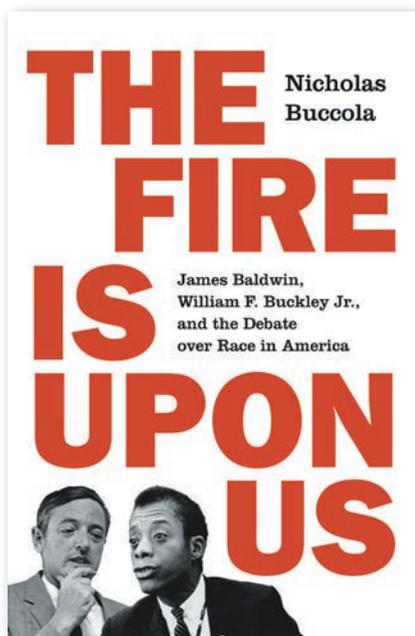
—Marcus Smith, host, *BYU Radio’s Constant Wonder*

“Bjornerud argues that if we all can change the way we view our world and our place in it, adopting an approach grounded in ‘timefulness,’ we’ll be able to create a more sustainable future not just for ourselves and the next generation but for many generations to come.”

—Sarah Rothbard, *Zócalo Public Square*

“[*Timefulness* is] a profound meditation on the richness, depth and entanglements of geologic time . . . elegantly condensing the landmark tomes of geology, from James Hutton’s *Theory of the Earth* . . . to John McPhee’s *Annals of the Former World*.”

—Robert M. Thorson, *Wall Street Journal*



NICHOLAS BUCCOLA is the author of *The Political Thought of Frederick Douglass* and the editor of *The Essential Douglass* and *Abraham Lincoln and Liberal Democracy*. His work has appeared in the *New York Times*, *Salon*, and many other publications. He is the Elizabeth and Morris Glicksman Chair in Political Science at Linfield College in McMinnville, Oregon, and lives in Portland.

“Nicholas Buccola’s *The Fire Is upon Us* is a riveting, expansive companion text to a historic debate that swept the nation. . . . Following the men’s journeys with meticulous detail, Buccola’s biographical/historical/political hybrid proffers valuable insights for the current day.”

—*Foreword Reviews*

“A study of two acclaimed American thinkers on opposite sides of the political spectrum that underscores the enormous race and class divisions in 1960s America, many of which still exist today. . . . An elucidating work that makes effective use of comparison and contrast.”

—*Kirkus Reviews*

How the clash between the civil rights firebrand and the father of modern conservatism continues to illuminate America’s racial divide

The Fire is Upon Us
James Baldwin, William F. Buckley, and the Debate over Race in America
 Nicholas Buccola

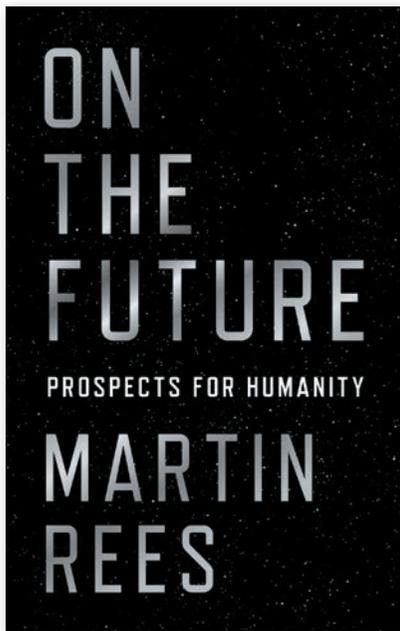
On February 18, 1965, an overflowing crowd packed the Cambridge Union in Cambridge, England, to witness a historic televised debate between James Baldwin, the leading literary voice of the civil rights movement, and William F. Buckley Jr., a fierce critic of the movement and America’s most influential conservative intellectual. The topic was “the American dream is at the expense of the American Negro,” and no one who has seen the debate can soon forget it. Nicholas Buccola’s *The Fire Is upon Us* is the first book to tell the full story of the event, the radically different paths that led Baldwin and Buckley to it, the controversies that followed, and how the debate and the decades-long clash between the men continues to illuminate America’s racial divide today.

Born in New York City only fifteen months apart, the Harlem-raised Baldwin and the privileged Buckley could not have been more different, but they both rose to the height of American intellectual life during the civil rights movement. By the time they met in Cambridge, Buckley was determined to sound the alarm about a man he considered an “eloquent menace.” For his part, Baldwin viewed Buckley as a deluded reactionary whose popularity revealed the sickness of the American soul. The stage was set for an epic confrontation that pitted Baldwin’s call for a moral revolution in race relations against Buckley’s unabashed elitism and implicit commitment to white supremacy.

A remarkable story of race and the American dream, *The Fire Is upon Us* reveals the deep roots and lasting legacy of a conflict that continues to haunt our politics.

2019. 496 pages 23 b/w illus.
 Hardback 9780691181547 \$29.95
 E-book 9780691197395





MARTIN REES is Astronomer Royal, and has been Master of Trinity College and Director of the Institute of Astronomy at Cambridge University. His books include *Our Cosmic Habitat* (Princeton), *Just Six Numbers*, and *Our Final Hour* (published in the UK as *Our Final Century*).

“*On the Future*, by a leading senior scientist and written in a charming and crystalline style, provides the kind of wisdom humanity most needs to make our way on through the twenty-first century.”

—Edward O. Wilson, Harvard University

“[E]ncourages the reader to think beyond the new norms of diminished and collapsing expectations. . . . This is less a book than a set of goggles that provides the reader a glimpse of a wider spectrum of possibility than would otherwise be visible.”

—Scott McLemee, *Inside Higher Education*

“[I]n this readable and thought-provoking book, Martin Rees shows the challenges we and our planet face—and why scientists need to engage citizens in the choices that are made.”

—Shirley M. Malcom, director of education and human resources programs at the American Association for the Advancement of Science

A provocative and inspiring look at the future of humanity and science from world-renowned scientist and bestselling author Martin Rees

On the Future

Prospects for Humanity

Martin Rees

Humanity has reached a critical moment. Our world is unsettled and rapidly changing, and we face existential risks over the next century. Various outcomes—good and bad—are possible. Yet our approach to the future is characterized by short-term thinking, polarizing debates, alarmist rhetoric, and pessimism. In this short, exhilarating book, renowned scientist and bestselling author Martin Rees argues that humanity’s prospects depend on our taking a very different approach to planning for tomorrow.

The future of humanity is bound to the future of science and hinges on how successfully we harness technological advances to address our challenges. If we are to use science to solve our problems while avoiding its dystopian risks, we must think rationally, globally, collectively, and optimistically about the long term. Advances in biotechnology, cybertechnology, robotics, and artificial intelligence—if pursued and applied wisely—could empower us to boost the developing and developed world and overcome the threats humanity faces on Earth, from climate change to nuclear war. At the same time, further advances in space science will allow humans to explore the solar system and beyond with robots and AI. But there is no “Plan B” for Earth—no viable alternative within reach if we do not care for our home planet.

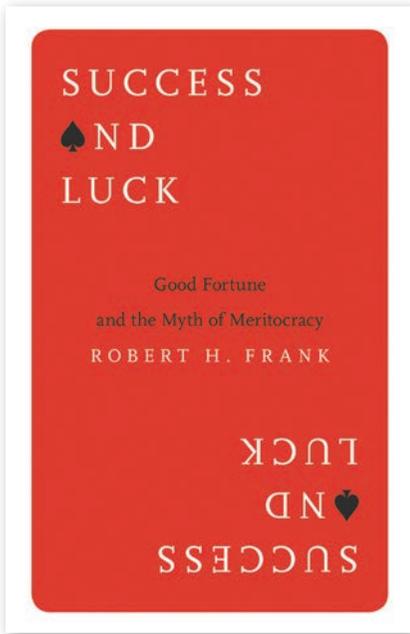
Rich with fascinating insights into cutting-edge science and technology, this accessible book will captivate anyone who wants to understand the critical issues that will define the future of humanity on Earth and beyond.

2018. 272 pages.

Hardback 9780691180441 \$18.95

E-book 9780691184401





ROBERT H. FRANK is the H. J. Louis Professor of Management and Professor of Economics at Cornell University’s Johnson School of Management. He has been an Economic View columnist for the *New York Times* for more than a decade and his books include *The Winner-Take-All Society* (with Philip J. Cook), *The Economic Naturalist*, *The Darwin Economy* (Princeton), and *Principles of Economics* (with Ben S. Bernanke).

“What makes *Success and Luck* different is that Frank connects the importance of luck in determining personal economic success with a set of larger policy recommendations.”

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Success and Luck

Good Fortune and the Myth of Meritocracy

Robert H. Frank

How important is luck in economic success? No question more reliably divides conservatives from liberals. As conservatives correctly observe, people who amass great fortunes are almost always talented and hardworking. But liberals are also correct to note that countless others have those same qualities yet never earn much. In recent years, social scientists have discovered that chance plays a much larger role in important life outcomes than most people imagine.

In *Success and Luck*, bestselling author and *New York Times* economics columnist Robert Frank explores the surprising implications of those findings to show why the rich underestimate the importance of luck in success—and why that hurts everyone, even the wealthy.

2017. 208 pages. 16 b/w illus. 2 tables.

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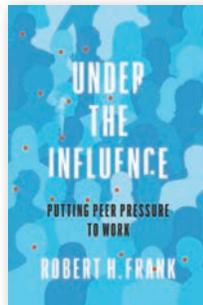
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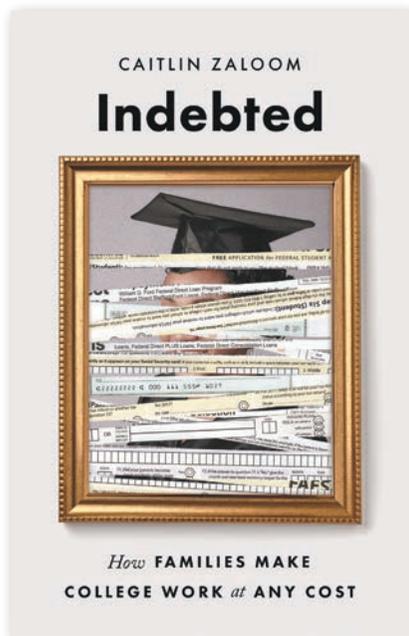
Under the Influence
Putting Peer Pressure to Work
Robert H. Frank

2020. 312 pages. 32 b/w illus. 2 tables.

Hardback 9780691193083 \$27.95

E-book 9780691198828

 PRINCETON
AUDIO



CAITLIN ZALOOM is associate professor of social and cultural analysis at New York University. She is a founding editor of *Public Books* and the author of *Out of the Pits: Traders and Technology from Chicago to London*. She lives in New York City.

“Indebted, which is based on groundbreaking research on the financial lives of middle-class families, provides an intimate view of how the struggle to pay for college has transformed the American experience. It’s required reading for everyone concerned about the costs of higher education—students, parents, and policymakers alike.”

—Arne Duncan, managing partner at Emerson Collective, former US Secretary of Education, and author of *How Schools Work*

“A great new book. . . . It has come to be the case that . . . literally the definition of being middle class is sending your kid to college when you can’t afford to. . . . Think about the psychic toll that this fundamental paradox is taking on the nation. . . . It’s insanity cascading up and down the system. That’s the status quo we have. And that’s exactly what Caitlin Zaloom explains so well.”

—Chris Hayes, *Why Is This Happening* podcast

How the financial pressures of paying for college affect the lives and well-being of middle-class families

Indebted

How Families Make College Work at Any Cost

Caitlin Zaloom

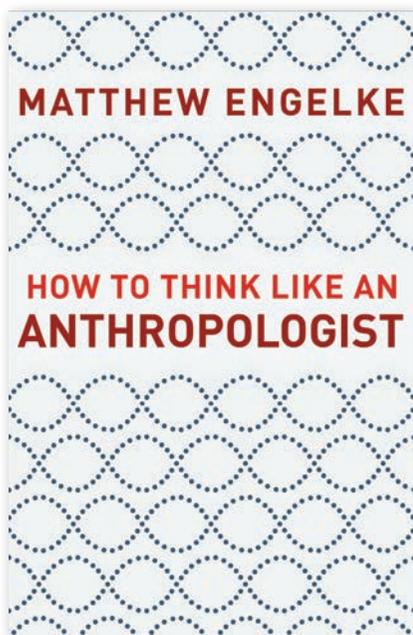
The struggle to pay for college is one of the defining features of middle-class life in America today. At kitchen tables all across the country, parents agonize over whether to burden their children with loans or to sacrifice their own financial security by taking out a second mortgage or draining their retirement savings.

Caitlin Zaloom gained the confidence of numerous parents and their college-age children, who talked candidly with her about stressful and intensely personal financial matters that are usually kept private. In this remarkable book, Zaloom describes the profound moral conflicts for parents as they try to honor what they see as their highest parental duty—providing their children with opportunity—and shows how parents and students alike are forced to take on enormous debts and gamble on an investment that might not pay off. What emerges is a troubling portrait of an American middle class fettered by the “student finance complex”—the bewildering labyrinth of government-sponsored institutions, profit-seeking firms, and university offices that collect information on household earnings and assets, assess family needs, and decide who is eligible for aid and who is not.

Superbly written and unflinchingly honest, *Indebted* breaks through the culture of silence surrounding the student debt crisis, revealing the unspoken costs of sending our kids to college.

2019. 280 pages. 4 b/w illus.
Hardback 9780691164311 \$29.95
E-book 9780691195421

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AUDIO



From an award-winning anthropologist, a lively, accessible, and irreverent introduction to the field

How to Think Like an Anthropologist

Matthew Engelke

What is anthropology? What can it tell us about the world? Why, in short, does it matter? For well over a century, cultural anthropologists have circled the globe, from Papua New Guinea to California, uncovering surprising insights about how humans organize their lives and articulate their values. In the process, anthropology has done more than any other discipline to reveal what culture means and why it matters. By weaving together examples and theories from around the world, Matthew Engelke provides a lively, accessible, and at times irreverent introduction to anthropology, covering a wide range of classic and contemporary approaches, subjects, and anthropologists. Presenting memorable cases, he encourages readers to think deeply about key concepts that anthropologists use to make sense of the world. Along the way, he shows how anthropology helps us understand other cultures and points of view—but also how, in the process, it reveals something about ourselves and our own cultures, too.

MATTHEW ENGELKE is an anthropologist at Columbia University, where he directs the Institute for Religion, Culture, and Public Life.

2019. 336 pages.
 Paperback 9780691193137 \$16.95
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“An excellent overview of the debates and issues that have shaped this hugely influential social science. . . . Using an eclectic range of examples, including ‘bridewealth’ in modern China and the role of social values in *Downton Abbey*, [Engelke] shows how anthropology reveals both the limits of common sense and the universal lessons that can be drawn from communities everywhere.”

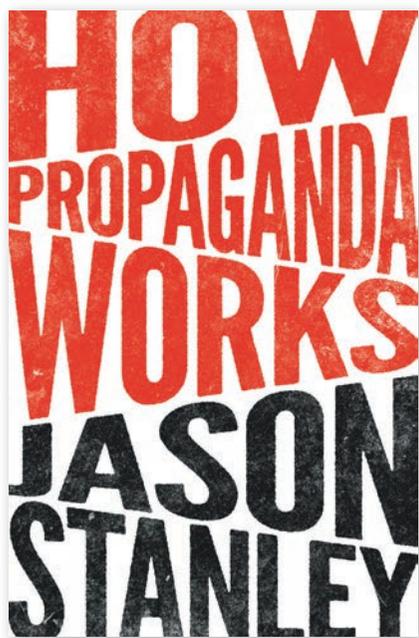
—P. D. Smith, *The Guardian*

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—James Ryerson, *New York Times Book Review*

“I love what Engelke does in this book. . . . [He] achieves his goal with crystal-clear writing, and occasional humor, too.”

—Barbara J. King, NPR



JASON STANLEY is the Jacob Urowsky Professor of Philosophy at Yale University. He is the author of *Knowledge and Practical Interests*, *Language in Context*, and *Know How*.

“Provides valuable insights into an important and timely subject.”

—Michiko Kakutani, *New York Times Book Review*

“*How Propaganda Works* deserves huge praise and should be read by anyone who cares about politics and language.”

—*The National*

“Jason Stanley’s *How Propaganda Works* is a novel and significant contribution that should revitalize political philosophy.”

—Noam Chomsky

“Filled with compelling examples, this book examines what propaganda is and what threat bad propaganda poses for democracy. The case it makes—which is conceptual, normative, historical, and empirical—is persuasive and provocative.”

—Tommie Shelby, author of *We Who Are Dark*

How propaganda undermines democracy and why we need to pay attention

How Propaganda Works

Jason Stanley

Our democracy today is fraught with political campaigns, lobbyists, liberal media, and Fox News commentators, all using language to influence the way we think and reason about public issues. Even so, many of us believe that propaganda and manipulation aren’t problems for us—not in the way they were for the totalitarian societies of the mid-twentieth century. In *How Propaganda Works*, Jason Stanley demonstrates that more attention needs to be paid. He examines how propaganda operates subtly, how it undermines democracy—particularly the ideals of democratic deliberation and equality—and how it has damaged democracies of the past.

Focusing on the shortcomings of liberal democratic states, Stanley provides a historically grounded introduction to democratic political theory as a window into the misuse of democratic vocabulary for propaganda’s selfish purposes. He lays out historical examples, such as the restructuring of the US public school system at the turn of the twentieth century, to explore how the language of democracy is sometimes used to mask an undemocratic reality. Drawing from a range of sources, including feminist theory, critical race theory, epistemology, formal semantics, educational theory, and social and cognitive psychology, he explains how the manipulative and hypocritical declaration of flawed beliefs and ideologies arises from and perpetuates inequalities in society, such as the racial injustices that commonly occur in the United States.

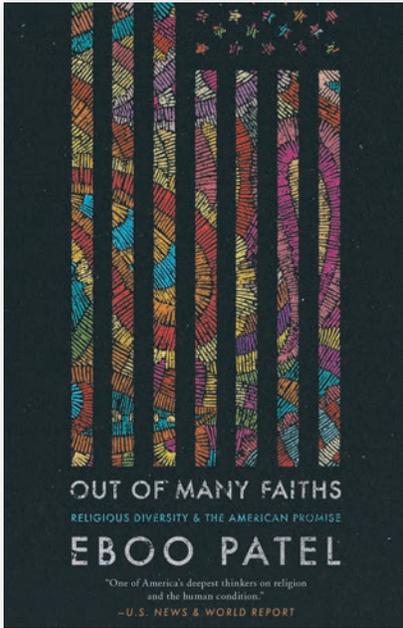
How Propaganda Works shows that an understanding of propaganda and its mechanisms is essential for the preservation and protection of liberal democracies everywhere.

2016. 376 pages.

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Winner of the PROSE Award in Philosophy, Association of American Publishers



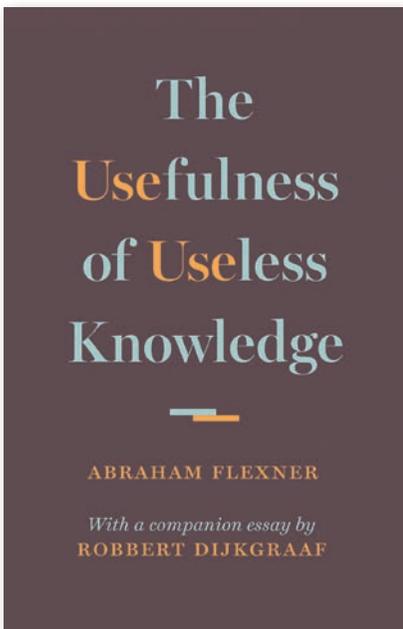
2019. 240 pages. 1 b/w illus.
 Paperback 9780691196817 \$17.95
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 Our Compelling Interests

Out of Many Faiths *Religious Diversity and the American Promise* Eboo Patel

“Eboo Patel is a true hero of the interfaith movement of America and, at a critical time in our national history, he continues his active work building bridges between cultures and religions.”—Ambassador Akbar Ahmed, American University, Washington, DC

America is the most religiously devout country in the Western world and the most religiously diverse nation on the planet. In today’s volatile climate of religious conflict, prejudice, and distrust, how do we affirm the principle that the American promise is deeply intertwined with how each of us engages with people of different faiths and beliefs? Eboo Patel, former faith adviser to Barack Obama and named one of America’s best leaders by *U.S. News & World Report*, provides answers to this timely and consequential question.

EBOO PATEL is founder and president of Interfaith Youth Core, a nonprofit organization that promotes interfaith leadership on college campuses. He is the author of *Interfaith Leadership*; *Sacred Ground*; and *Acts of Faith*.



2017. 104 pages.
 Hardback 9780691174761 \$9.95
 E-book 9781400884629

The Usefulness of Useless Knowledge Abraham Flexner With a companion essay by Robbert Dijkgraaf

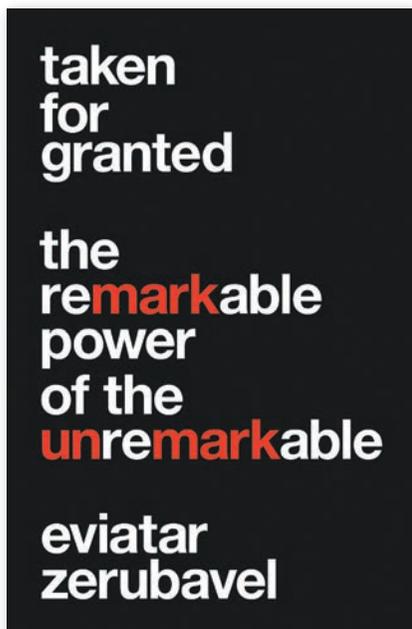
“*The Usefulness of Useless Knowledge* is excellent. Dijkgraaf’s essay is a remarkable piece of writing that eloquently puts Flexner’s essay in historical context, revealing the influence of his vision on the twentieth century and reevaluating it in the light of the twenty-first.”

—Carlo Rovelli, author of *Seven Brief Lessons on Physics*

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

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

ROBBERT DIJKGRAAF, a mathematical physicist who specializes in string theory, is director and Leon Levy Professor at the Institute for Advanced Study. A distinguished public policy adviser and passionate advocate for science and the arts, he is also the cochair of the InterAcademy Council, and former president of the Royal Netherlands Academy of Arts and Sciences.



March 2020. 160 pages. 7 b/w illus.
 Paperback 9780691202433 \$14.95
 Hardback 9780691177366 \$19.95
 E-book 9781400889464

Taken for Granted
The Remarkable Power of the Unremarkable

Eviatar Zerubavel

How the words we use—and don't use—reinforce dominant cultural norms

Why is the term “openly gay” so widely used but “openly straight” is not? What are the unspoken assumptions behind terms like “male nurse,” “working mom,” and “white trash”? Offering a revealing and provocative look at the word choices we make every day without even realizing it, *Taken for Granted* exposes the subtly encoded ways we talk about race, gender, sexual orientation, religion, social status, and more.

EVIATAR ZERUBAVEL is Board of Governors and Distinguished Professor of Sociology at Rutgers University. His many books include *Social Mindscape: An Invitation to Cognitive Sociology*, *The Elephant in the Room: Silence and Denial in Everyday Life*, and *Ancestors and Relatives: Genealogy, Identity, and Community*. He lives in East Brunswick, New Jersey.



January 2020. 368 pages.
 Paperback 9780691197142 \$24.95
 Hardback 9780691160078 \$35.00
 E-book 9781400889624

Perfect Me
Beauty as an Ethical Ideal

Heather Widdows

“Convincingly argues that the pressures on women to appear thinner, younger and firmer are stronger than ever.”—Amanda Hess, *New York Times*

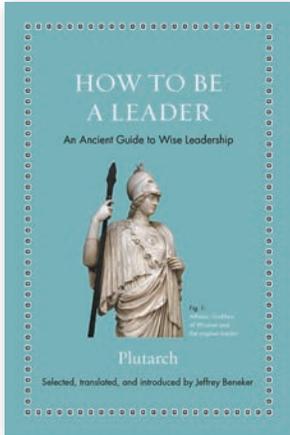
“A scholarly work that is urgently relevant to the current cultural moment.”
 —Meagan Garber, *The Atlantic*

The demand to be beautiful is increasingly important in today's visual and virtual culture. Rightly or wrongly, being perfect has become an ethical ideal to live by, and according to which we judge ourselves good or bad, a success or a failure. *Perfect Me* explores the changing nature of the beauty ideal, showing how it is more dominant, more demanding, and more global than ever before.

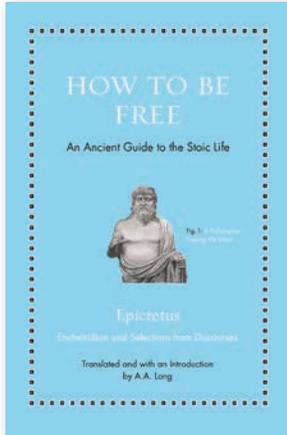
HEATHER WIDDOWS is the John Ferguson Professor of Global Ethics in the Department of Philosophy at the University of Birmingham. Her books include *Global Ethics*, *The Connected Self*, and *The Moral Vision of Iris Murdoch*.

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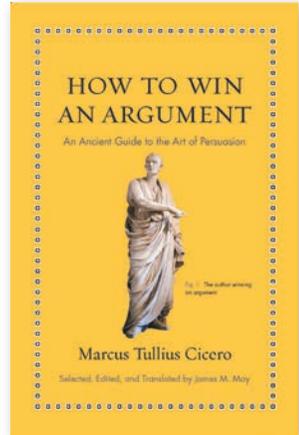
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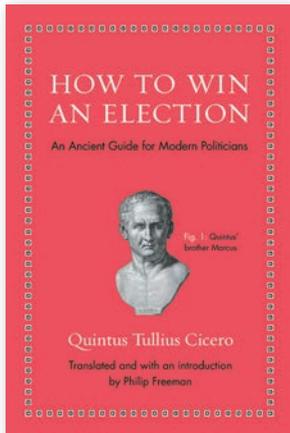
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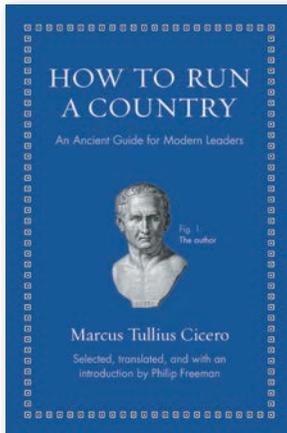
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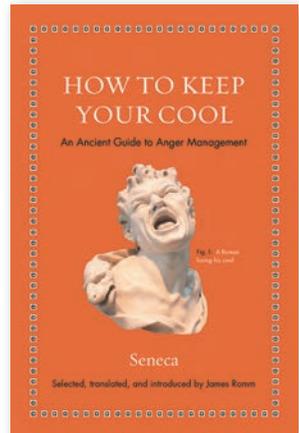
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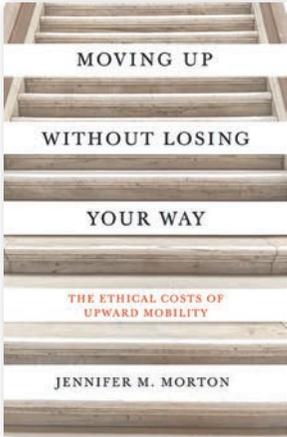
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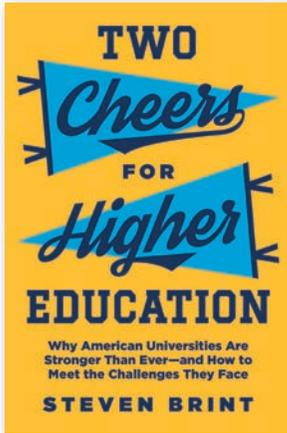


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2019. 192 pages.
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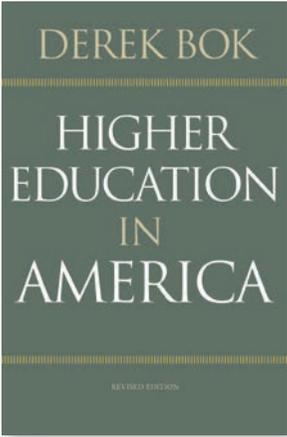


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Keith E. Whittington

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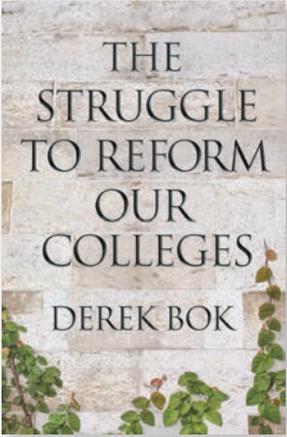
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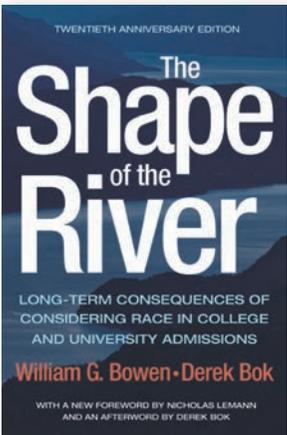
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INDEX

- 5 Elements of Effective Thinking, 2
Bjornerud, 8
Bok, 20
Bowen, 20
Brint, 19
Buccola, 10
Burger, 2
Cicero, Marcus Tullius, 18
Cicero, Quintus Tullius, 18
Engelke, 14
Epictetus, 18
Ethics in the Real World, 4
Financial Diaries, 6
Fire Is upon Us, 10
Flexner, 16
Frank, 12
Higher Education in America, 20
How Propaganda Works, 15
How to Be a Leader, 18
How to Be Free, 18
How to Keep Your Cool, 18
How to Run a Country, 18
How to Think Like an Anthropologist, 14
How to Win an Argument, 18
How to Win an Election, 18
Indebted, 13
Johnson, 1
Making Up Your Own Mind, 2
Morduch & Schneider, 6
Morton, 19
Moving Up without Losing Your Way, 19
On the Future, 11
Out of Many Faiths, 16
Patel, 16
Perfect Me, 17
Plutarch, 18
Rees, 11
Seneca, 18
Shape of the River, 20
Singer, 4
Speak Freely, 19
Stanley, 15
Starbird, 2
Struggle to Reform Our Colleges, 20
Success and Luck, 12
Taken for Granted, 17
The Left Behind, 7
Timefulness, 8
Two Cheers for Higher Education, 19
Under the Influence, 12
Usefulness of Useless Knowledge, 16
Whittington, 19
Widdows, 17
Will This Be on the Test?, 1
Wuthnow, 7
Zaloom, 13
Zerubavel, 17

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Perfect Me (Widdows)

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The Left Behind (Wuthnow)

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