The background of the cover is an abstract, textured composition. It features a dense, overlapping pattern of rectangular and irregular shapes in various shades of blue, teal, and yellow, set against a dark, almost black base. The overall effect is reminiscent of a marbled paper or a complex, layered fabric. The colors are vibrant and contrast sharply with the dark background.

International Rights Guide

FRANKFURT 2021

 PRINCETON
UNIVERSITY
PRESS

A Note from the Senior International Rights Manager

With Frankfurt Book Fair 2021 around the corner, we are delighted to introduce our friends and publishing partners around the world to some of PUP's new titles for Fall 2021! While sadly we will miss seeing you in person again at FBF, through this guide and fantastic collection of video introductions, we still hope to excite you with what we have on offer.

We are thrilled to pre-announce from our Spring 22 list, *Restarting the Future*. In this follow-up to *Capitalism Without Capital*, authors Haskel and Westlake show how the growing pains of a new economics model, one based on the intangible, explain the state we're in—and how to fix it! Also in economics, Diane Coyle's latest book, *Cogs and Monsters*, explores how and why economics needs to change to help solve the world's crises.

In the humanities, Kyle Harper's new book, *Plagues Upon the Earth*, is epic in scale and incredibly timely as it sweeps through the long history of humankind and its germs. We also have a wonderful selection of philosophy titles, including the latest from Steven Nadler and Lawrence Shapiro, *When Bad Thinking Happens to Good People*.

Among the many highlights in science, *Spark* looks at the history and science of electricity and its intrinsic biological connection, while *The Genetic Lottery* offers a provocative and timely case for how the science of genetics can help create an equal society.

Amongst all of these gems, don't miss the latest additions to our *Ancient Wisdom for Modern Readers* and *Pedia* series—the collections are beautiful and make perfect gifts!

As I mentioned, many of the authors featured in this guide have also prepared a short video introduction to their book. Just click on the  links to hear further insight into the books from the authors themselves!

We hope you enjoy!

Rebecca Bengoechea
Senior International Rights Manager



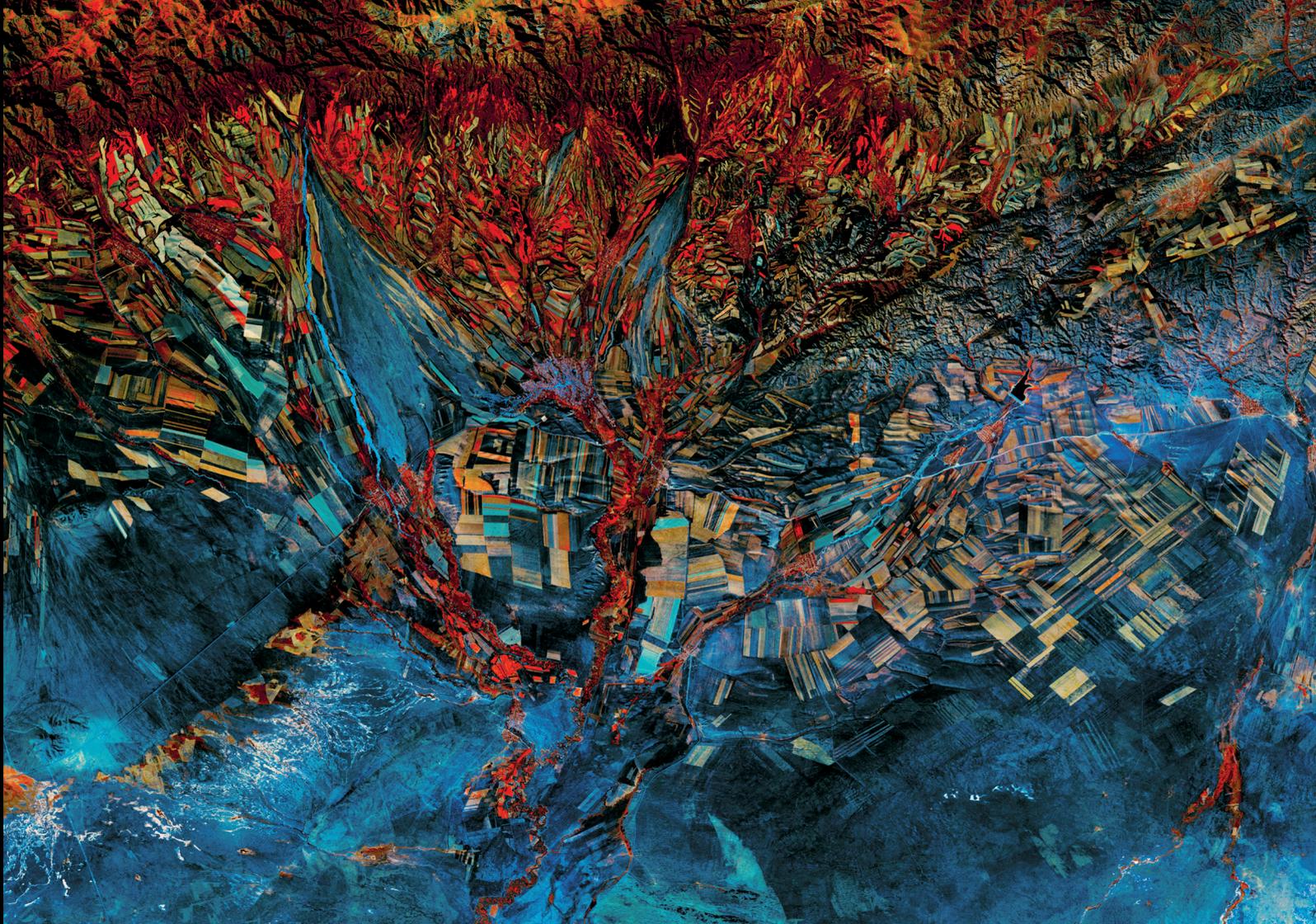
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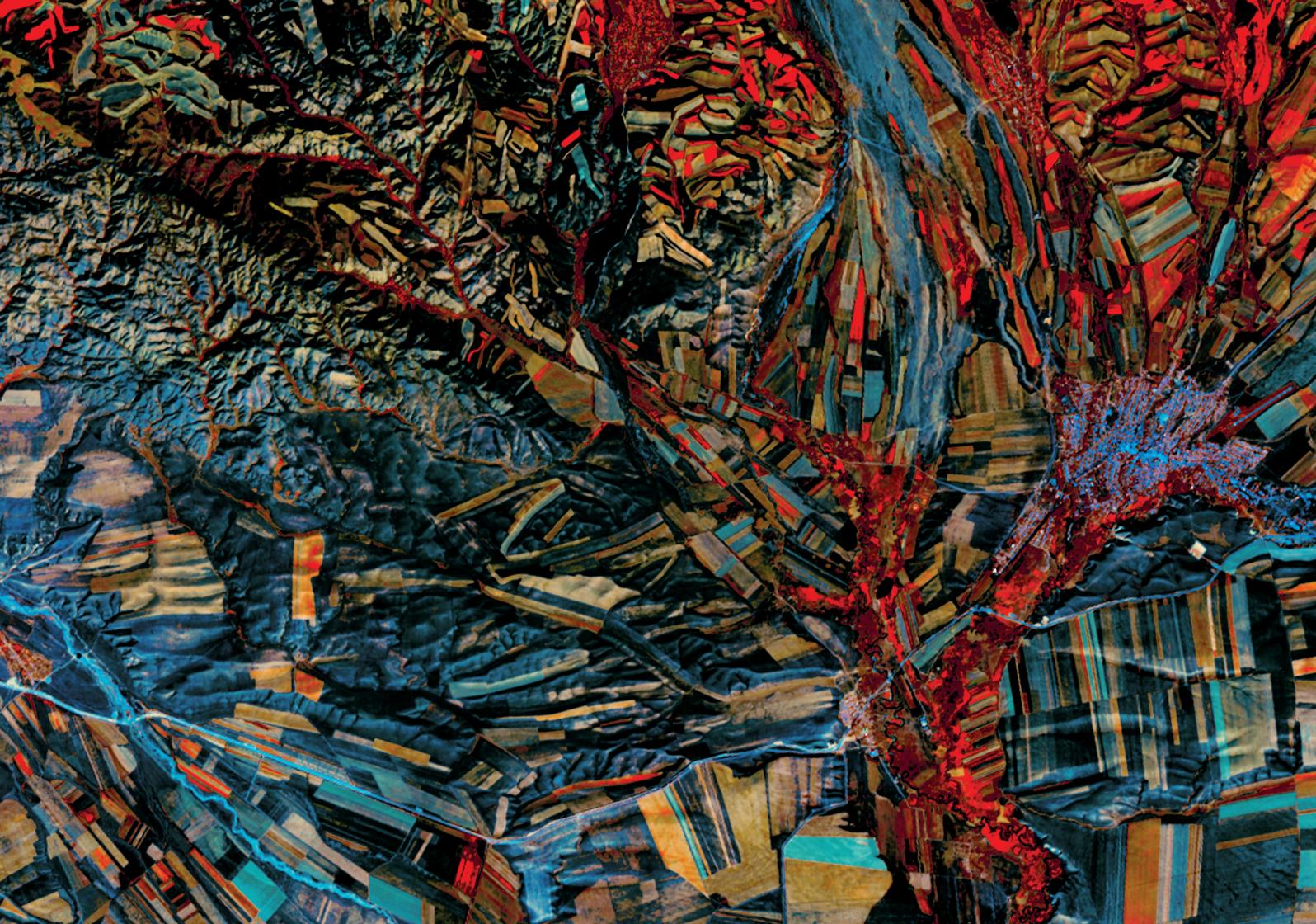


Eleanor Smith
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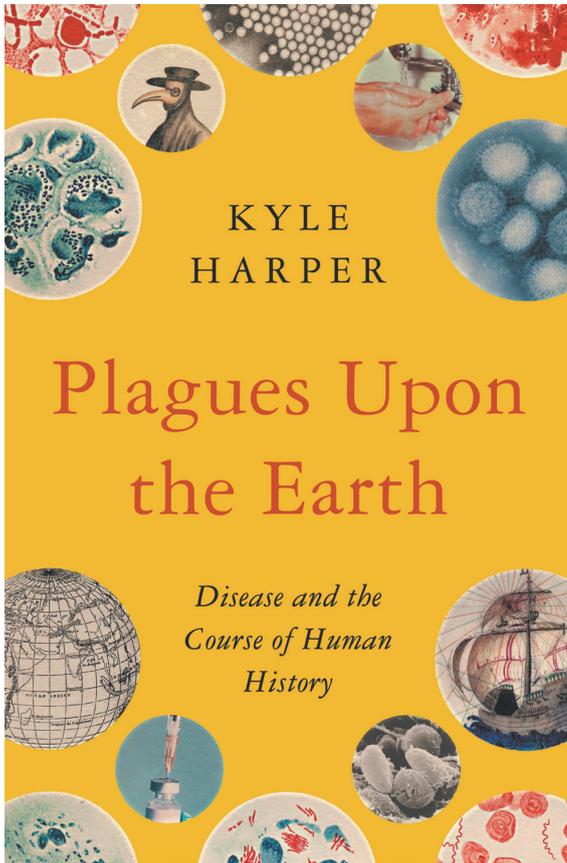
Contents

- I Humanities
- II Science
- 19 Social Science
- 25 Also Available





Humanities



▶ Video Introduction

A sweeping germ's-eye view of history from human origins to global pandemics

Plagues upon the Earth is a monumental history of humans and their germs. Weaving together a grand narrative of global history with insights from cutting-edge genetics, Kyle Harper explains why humanity's uniquely dangerous disease pool is rooted deep in our evolutionary past, and why its growth is accelerated by technological progress. He shows that the story of disease is entangled with the history of slavery, colonialism, and capitalism, and reveals the enduring effects of historical plagues in patterns of wealth, health, power, and inequality. He also tells the story of humanity's escape from infectious disease—a triumph that makes life as we know it possible, yet destabilizes the environment and fosters new diseases.

“What a magnificent accomplishment! . . .

Readable, global, and provocative, this book speaks to the human condition itself.”

—Elizabeth A. Fenn, Pulitzer Prize winner and author of *Pox Americana: The Great Smallpox Epidemic of 1775–82*



Kyle Harper is professor of classics and letters at the University of Oklahoma. His books include *The Fate of Rome* and *From Shame to Sin*. Website kyleharper.net Twitter @Oklahomaharper

Why It Will Sell

Definitive history of the role disease has played in shaping human history, drawing on latest genetic evidence

Shows how the current Covid pandemic is reflective of deeper patterns in human civilization

Harper wonderfully weaves science, economics, and history into a compelling narrative

Published: October 2021
Editor: Rob Tempio
704 pages. 45 b/w illus. 20 maps.
Chinese Simplified rights sold
History | Science

THE INVENTION OF INTERNATIONAL ORDER

Remaking Europe after Napoleon

GLENDA SLUGA



▶ Video Introduction

The story of the women, financiers, and other unsung figures who helped to shape the post-Napoleonic global order

Monumental in scope, this groundbreaking book chronicles the European women and men who embraced the promise of a new kind of politics in the aftermath of the Napoleonic wars, and whose often paradoxical contributions to modern diplomacy and international politics still resonate today.

“Wonderfully rich and nuanced. Sluga explores the complex and often contradictory ways in which novel practices of diplomacy and peacemaking in the period after Napoleon were socially and transnationally embedded, and shows how the gendered boundaries of modern international politics were affecting whose voices and views were heard.”

—Andrew Hurrell, author of *On Global Order: Power, Values, and the Constitution of International Society*



Glenda Sluga is professor of international history and capitalism at the European University Institute, Florence, and Kathleen Fitzpatrick Laureate Fellow and professor of international history at the University of Sydney.

Why It Will Sell

A fresh perspective on a well-studied period at the dawn of the modern global order, centering those people excluded from the traditional narrative

Includes a lively cast of characters who each exerted influence outside the political sphere

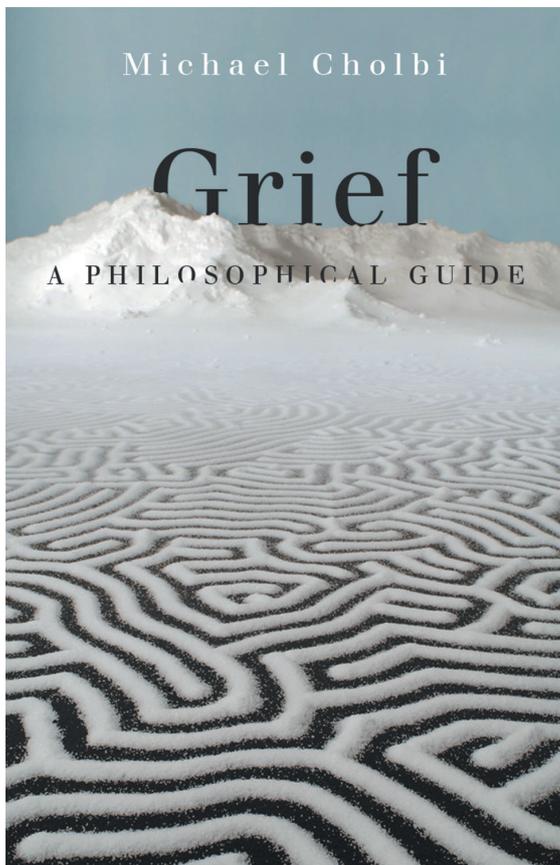
Tells forgotten stories of those who influenced and shaped the ideals of better-known figureheads

Published: November 2021

Editor: Priya Nelson

392 pages. 34 b/w illus. 5 maps.

History



 Video Introduction

An engaging and illuminating exploration of grief—and why, despite its intense pain, it can also help us grow

Experiencing grief at the death of a person we love or who matters to us—as universal as it is painful—is central to the human condition. Surprisingly, however, philosophers have rarely examined grief in any depth. In *Grief*, Michael Cholbi presents a groundbreaking philosophical exploration of this complex emotional event, offering valuable new insights about what grief is, whom we grieve, and how grief can ultimately lead us to a richer self-understanding and a fuller realization of our humanity.

“A clever, deeply touching book, *Grief* adds to the growing canon of important, thoughtful writing on this inevitable stage of life that we all need to understand and learn more about. Taking a new, philosophical perspective, Michael Cholbi invites us to think in a way that is accessible but serious—we are all philosophers after all.”

—Juliet Rosenfeld, author of *The State of Disbelief: A Story of Death, Love, and Forgetting*



Michael Cholbi is Chair in Philosophy at the University of Edinburgh. He has written and edited many books. He is the founder of the International Association for the Philosophy of Death and Dying (IAPDD). Twitter @MichaelCholbi

Why It Will Sell

Brief and accessibly written

A new all-encompassing philosophical theory of grief, a subject of timeless interest

The author is one of the world's foremost experts on the philosophy of death

A powerful and thoughtful exploration of the experience of grief, its role in our lives, its paradox, and its importance

Published: November 2021

Editor: Matt Rohal
232 pages.

Philosophy

Something is seriously wrong. An alarming number of citizens, in America and around the world, are embracing crazy, even dangerous ideas.

When Bad Thinking Happens to Good People

How Philosophy Can Save Us from Ourselves

Steven Nadler and Lawrence Shapiro

▶ Video Introduction

Why the tools of philosophy offer a powerful antidote to today's epidemic of irrationality

There is an epidemic of bad thinking in the world today. An alarming number of people are embracing crazy, even dangerous ideas. Worse, bad thinking drives bad acting. In this book, Steven Nadler and Lawrence Shapiro argue that the best antidote for bad thinking is the wisdom, insights, and practical skills of philosophy. *When Bad Thinking Happens to Good People* provides an engaging tour through the basic principles of logic, argument, evidence, and probability that can make all of us more reasonable and responsible citizens.

“People believe all sorts of weird and harmful things. Stop thinking of them as stupid or evil. Instead, follow Nadler and Shapiro in looking at the problem as a matter of responsible thinking and ethical duty. Not just on the part of others, but on yours as well.”
—Massimo Pigliucci, author of *How to Be a Stoic: Using Ancient Philosophy to Live a Modern Life*



Steven Nadler is the William H. Hay II Professor of Philosophy at the University of Wisconsin.

Lawrence Shapiro is the Berent Enç Professor of Philosophy at the University of Wisconsin–Madison.

Why It Will Sell

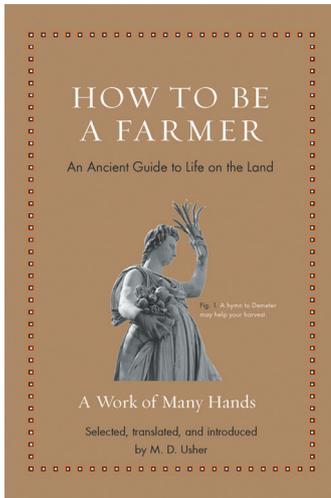
Short, accessible guide to basic philosophical principles and tools that can be used in everyday life

Timely, essential reading for a modern era of polarization and extreme opinions as it explores the responsibility we all have to be rational and reasonable members of society

Both authors' previous books have been widely translated

Published: August 2021
Editor: Rob Tempio
240 pages. 1 b/w illus.

Philosophy



▶ Video Introduction

Published: October 2021
272 pages.

Classics | Nature

Why It Will Sell

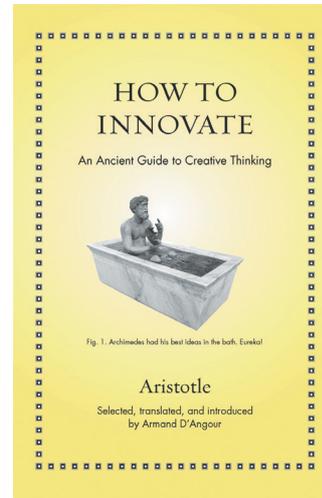
Offers insight into the timeless charms of rural life at a time when many people have pondered leaving city life and going 'back to the land'

Draws on Greek and Roman sources, and features everything from poetry to practical advice on farming and rural living

A delightful anthology of classical Greek and Roman writings celebrating country living—ranging from a philosophy of compost to hymns to the gods of agriculture

An inspiring antidote to the digital age, *How to Be a Farmer* evokes the beauty and bounty of nature with a rich mixture of philosophy, practical advice, history, and humor. Together, these timeless reflections on what the Greeks called *boukolika* and the Romans *res rusticae* provide an entertaining and enlightening guide to a more meaningful and sustainable way of life.

“Plowing through Usher’s sparkling, brilliant, funny, and illuminating selections in *How to Be a Farmer* is no chore. It is a romp!”
—James C. Scott, author of *Against the Grain: A Deep History of the Earliest States*



▶ Video Introduction

Published: October 2021
168 pages.

Classics | Business

Why It Will Sell

Will appeal to readers interested in ancient wisdom, business and leadership studies

This illuminating volume shows how the Ancient Greeks thought about creativity, change and innovation

Part of the Ancient Wisdom for Modern Readers series

What we can learn about fostering innovation and creative thinking from some of the most inventive people of all times—the ancient Greeks

From the true story of Archimedes’s famous “Eureka!” moment, to Aristotle’s thoughts on physical change and political innovation, to accounts of how disruption and competition drove invention in Greek warfare and the visual arts, *How to Innovate* is filled with valuable insights about how change happens—and how to bring it about.

“There is an unfathomable mystery at the heart of innovation. But the ancient Greeks knew how to analyze it better than anyone, and this book explains its principles with novel and unprecedented clarity. Anyone interested in innovating should read it.”
—Satoshi Nakamoto, cryptocurrency innovator

A City Is Not a Computer: Other Urban Intelligences Shannon Mattern



▶ Video Introduction

A bold reassessment of “smart cities” that reveals what is lost when we conceive of our urban spaces as computers

Computational models of urbanism—smart cities that use data-driven planning and algorithmic administration—promise to deliver new urban efficiencies and conveniences. Yet these models limit our understanding of what we can know about a city. *A City Is Not a Computer* reveals how cities encompass myriad forms of local and indigenous intelligences and knowledge institutions, arguing that these resources are a vital supplement and corrective to increasingly prevalent algorithmic models.

“Mattern offers a radically new perspective on the city as information and our modes of engagement with it. This stunning book presents a set of ideas that will continue to have a profound effect on scholarship and practice.”

—Daniel A. Barber, author of *Modern Architecture and Climate: Design before Air Conditioning*



Shannon Mattern is professor of anthropology at the New School for Social Research. Website wordsinspace.net Instagram @atlas.sounds Twitter @shannonmattern

Why It Will Sell

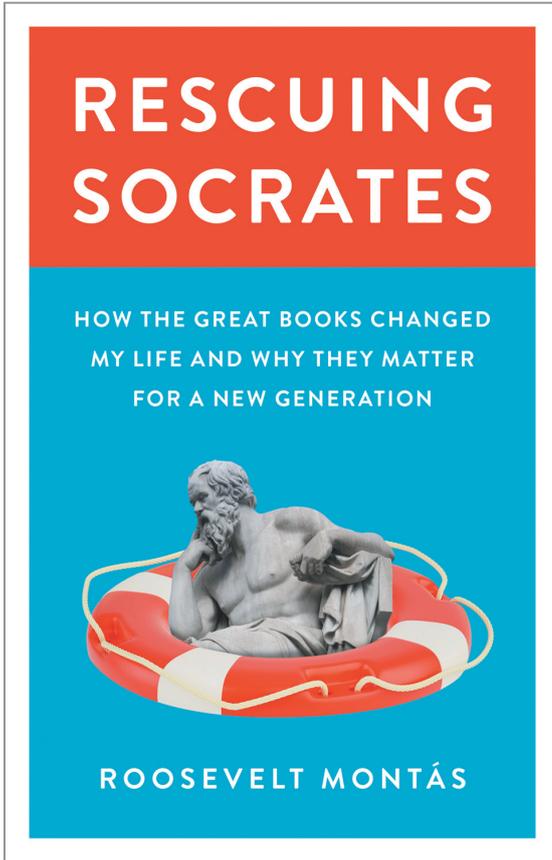
Timely subject, with issues of technology and urban planning never more relevant

First book to integrate the topics of architecture, media studies, urban design, information and data science and more into one interdisciplinary argument

International in scope, featuring cities from around the world from Madrid, to Mumbai, London to Rio de Janeiro

Published: August 2021
Editor: Michelle Komie
200 pages. 47 b/w illus.

Urban Studies | Anthropology



▶ Video Introduction

A Dominican-born academic tells the story of how the Great Books transformed his life—and why they have the power to speak to people of all backgrounds

Weaving together memoir and literary reflection, *Rescuing Socrates* describes how four authors—Plato, Augustine, Freud, and Gandhi—had a profound impact on Roosevelt Montás’s life. In doing so, the book drives home what it’s like to experience a liberal education—and why it can still remake lives.

“This moving book is both a cry from the heart and a battle cry. It is the most convincing case yet made for liberal education as a gift to young people and indispensable for democracy. If every president, trustee, dean, and professor (of any subject) were to read it—really read it—hope and purpose would be restored to our colleges and universities and to all the students they serve.”
—Andrew Delbanco, president of the Teagle Foundation and author of *College: What It Was, Is, and Should Be*



Roosevelt Montás is senior lecturer at Columbia University’s Center for American Studies and director of its Freedom and Citizenship Program.
Twitter @rooseveltmontas

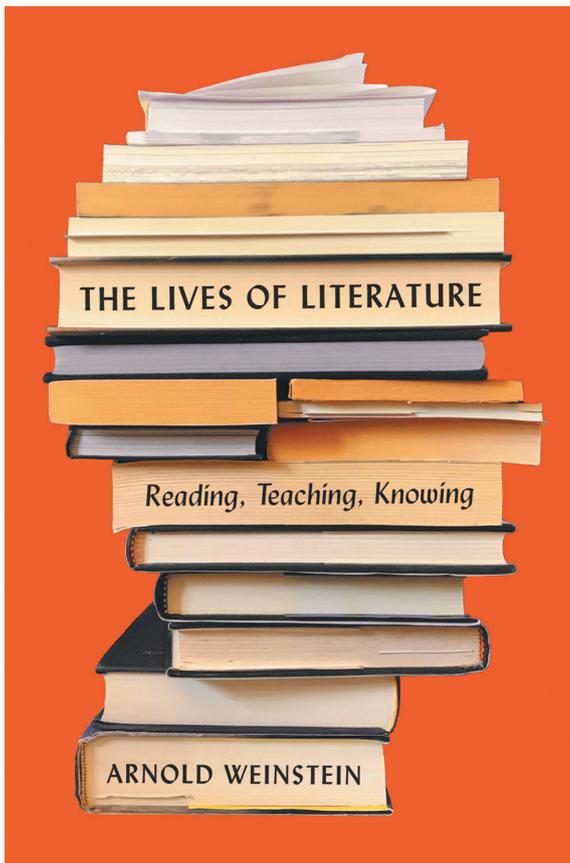
Why It Will Sell

Masterful merging of personal memoir and professional analysis

A personal exploration of the value and impact of a liberal education from the perspective of an educator

Offers a thought-provoking argument about the importance of four classic texts often presented to students

Published: November 2021
Editor: Peter Dougherty
256 pages.
Korean language rights sold
Education | Memoir



▶ Video Introduction

Mixing passion and humor, a personal work of literary criticism that demonstrates how the greatest books illuminate our lives

Why do we read literature? For Arnold Weinstein, the answer is clear: literature allows us to become someone else. Literature changes us by giving us intimate access to an astonishing variety of other lives, experiences, and places across the ages. Reflecting on a lifetime of reading, teaching, and writing, *The Lives of Literature* explores, with passion, humor, and whirring intellect, a professor's life, the thrills and traps of teaching, and, most of all, the power of literature to lead us to a deeper understanding of ourselves and the worlds we inhabit.

“If novels are your life companions, this book will not only tell you why they matter so much—it will make your reading richer, deeper, more attentive, and more urgent.”
—Marianne Hirsch, author of *The Generation of Postmemory: Writing and Visual Culture After the Holocaust*



Arnold Weinstein is the Edna and Richard Salomon Distinguished Professor of Comparative Literature at Brown University.

Why It Will Sell

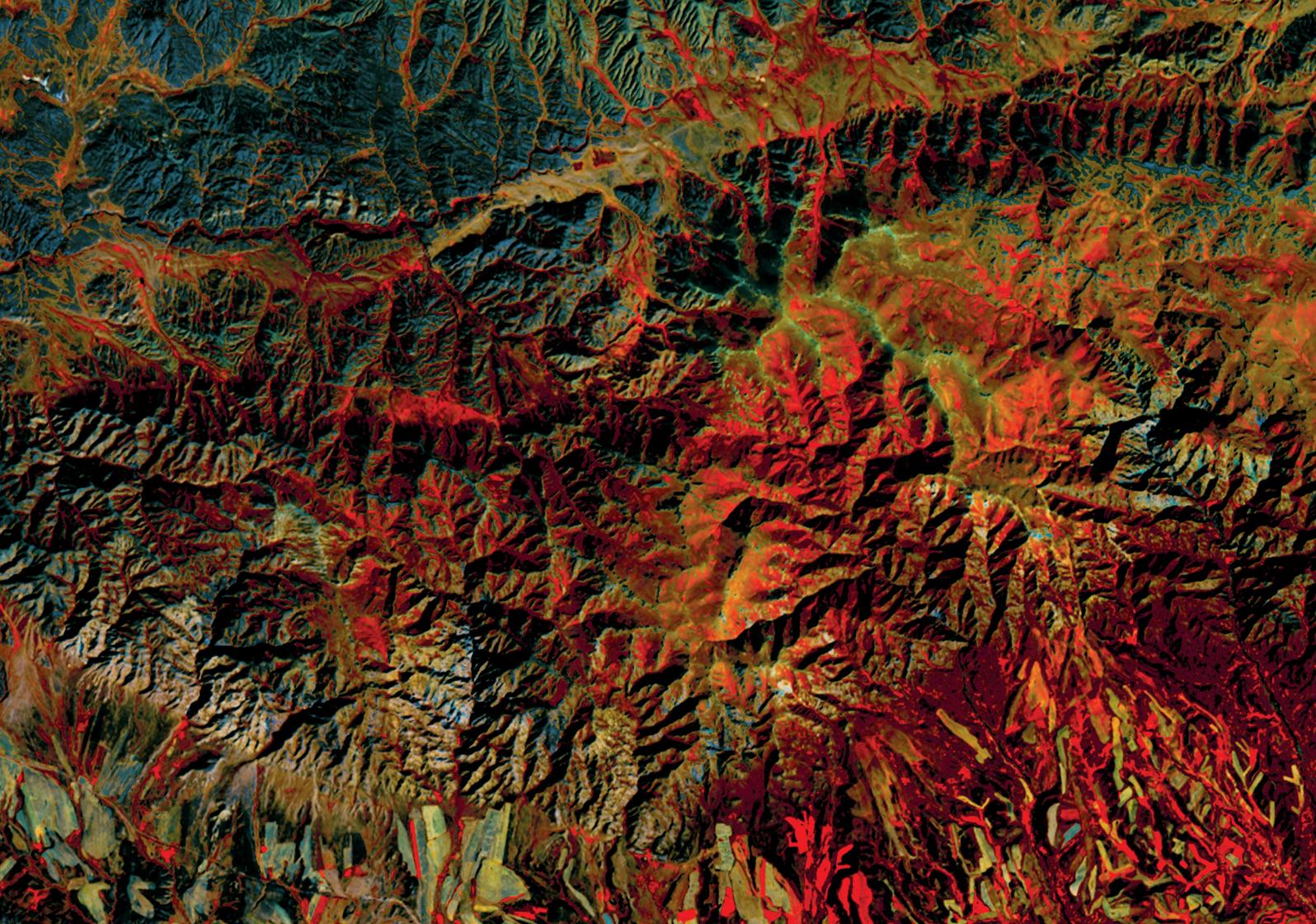
A personal, reflective look at the author's lifetime of engaging with literature as a reader, student, and educator

Offers insight into personal values and knowledge one can gain from studying classic works of world literature including Sophocles, Shakespeare, Kafka, Twain, and many more

Differentiates itself from other defenses of literature by focusing more on its power to disrupt, reshape and impart knowledge

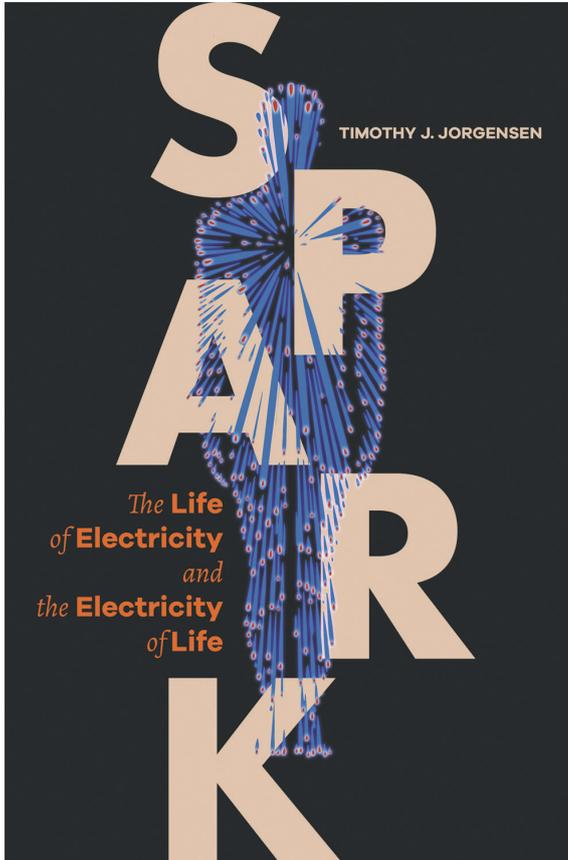
Published: November 2021
Editor: Anne Savarese
352 pages. 3 b/w illus.

Literature





Science



▶ Video Introduction

A fresh look at electricity and its powerful role in life on Earth

When we think of electricity, we likely imagine the energy humming inside our home appliances or lighting up our electronic devices—or perhaps we envision the lightning-streaked clouds of a stormy sky. But electricity is more than an external source of power, heat, or illumination. Life at its essence is nothing if not electrical. The story of how we came to understand electricity’s essential role in all life is rooted in our observations of its influences on the body—influences governed by the body’s central nervous system. *Spark* explains the science of electricity from this fresh, biological perspective.

“Ranging from lightning to puffer fish and beyond, this engrossing and innovative book describes electricity’s connection with biology and tells the exciting stories of the people who revealed our present-day understanding of this mysterious substance.”

—Roger C. Barr, coauthor of *Bioelectricity: A Quantitative Approach*



Timothy J. Jorgensen is professor of radiation medicine and director of the Health Physics Graduate Program at Georgetown University.
Twitter @Tim_Jorgensen

Why It Will Sell

Page-turning read, filled with riveting stories of how we came to our current understanding

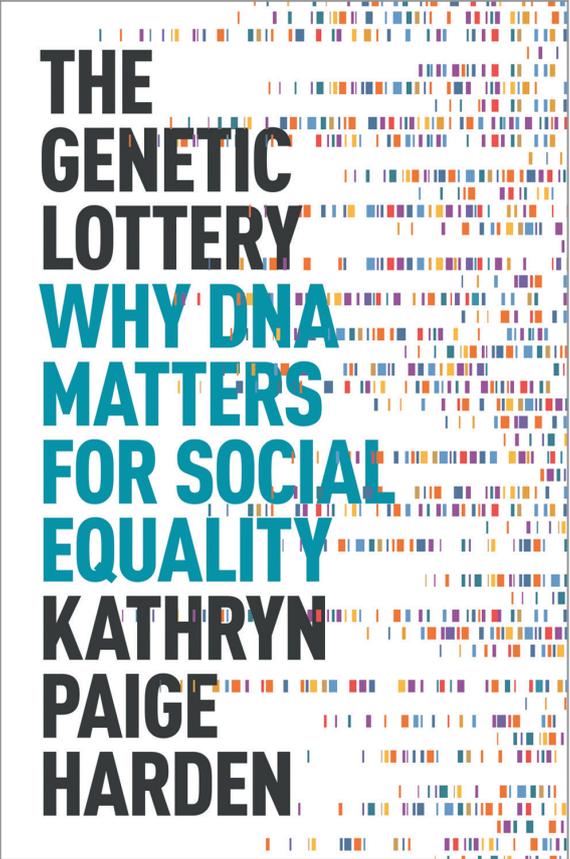
Introduces the science of electricity to a popular audience, cleverly blending it with the history of electricity and neurobiology

Story told from a new perspective, showing how our bodies use electricity and how discoveries about electricity were made in the pursuit of understanding our own nervous systems

Published: November 2021

Editor: Ingrid Gnerlich
456 pages. 26 b/w illus.

Science



**THE
GENETIC
LOTTERY**
**WHY DNA
MATTERS
FOR SOCIAL
EQUALITY**
**KATHRYN
PAIGE
HARDEN**

▶ Video Introduction

A provocative and timely case for how the science of genetics can help create a more just and equal society

In *The Genetic Lottery*, Kathryn Paige Harden introduces readers to the latest genetic science, dismantling dangerous ideas about racial superiority and challenging us to grapple with what equality really means in a world where people are born different. Weaving together personal stories with scientific evidence, Harden shows why our refusal to recognize the power of DNA perpetuates the myth of meritocracy, and argues that we must acknowledge the role of genetic luck if we are ever to create a fair society.

“This brilliant book is without a doubt the very best exposition on our genes, how they influence quite literally everything about us, and why this means we should care more, not less, about the societal structures in which we live.”

—Angela Duckworth, author of *Grit*



Kathryn Paige Harden is professor of clinical psychology at the University of Texas at Austin, where she is director of the Developmental Behavior Genetics Lab and codirector of the Texas Twin Project. Twitter @kph3k

Why It Will Sell

This unique book is the first to really consider how genetic data can be applied for a more egalitarian and progressive system

Author explains complicated topics with skill, using metaphors and examples from popular culture in an engaging, conversational tone

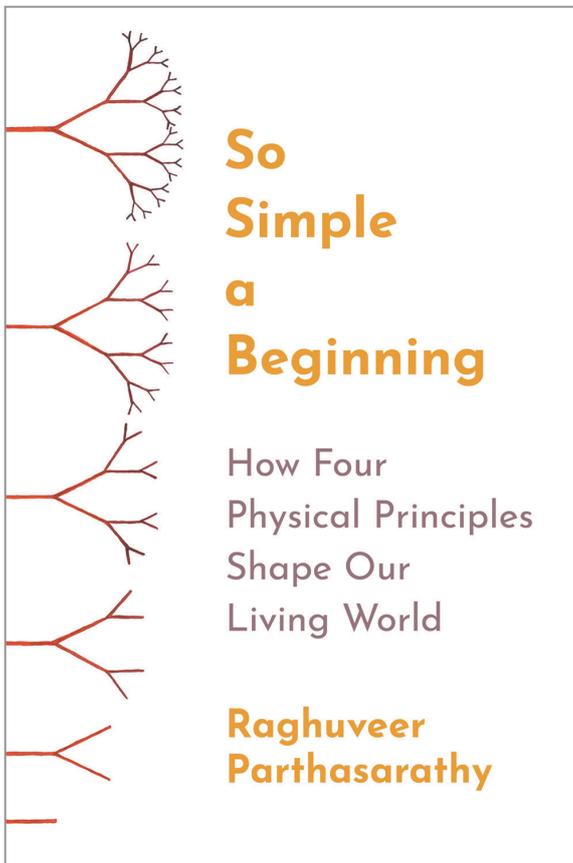
Author is a foremost expert on cutting-edge behavioral genetics

Published: September 2021

Editor: Alison Kalett

312 pages. 22 b/w illus.

Science



▶ Video Introduction

A biophysicist reveals the hidden unity behind nature's breathtaking complexity

The form and function of a sprinting cheetah are quite unlike those of a rooted tree. A human being is very different from a bacterium or a zebra. The living world is a realm of dazzling variety, yet a shared set of physical principles shapes the forms and behaviors of every creature in it. *So Simple a Beginning* shows how the emerging new science of biophysics is transforming our understanding of life on Earth and enabling potentially lifesaving but controversial technologies such as gene editing, artificial organ growth, and ecosystem engineering.

Featuring dozens of original watercolors and drawings by the author, this sweeping tour of biophysics offers astonishing new perspectives on how the wonders of life can arise from so simple a beginning.



Raghuv​eer Parthasarathy is the Alec and Kay Keith Professor of Physics at the University of Oregon, where he is a member of the Institute of Molecular Biology and the Materials Science Institute. Website eightenthelephant.com Twitter @RParthasarathy7

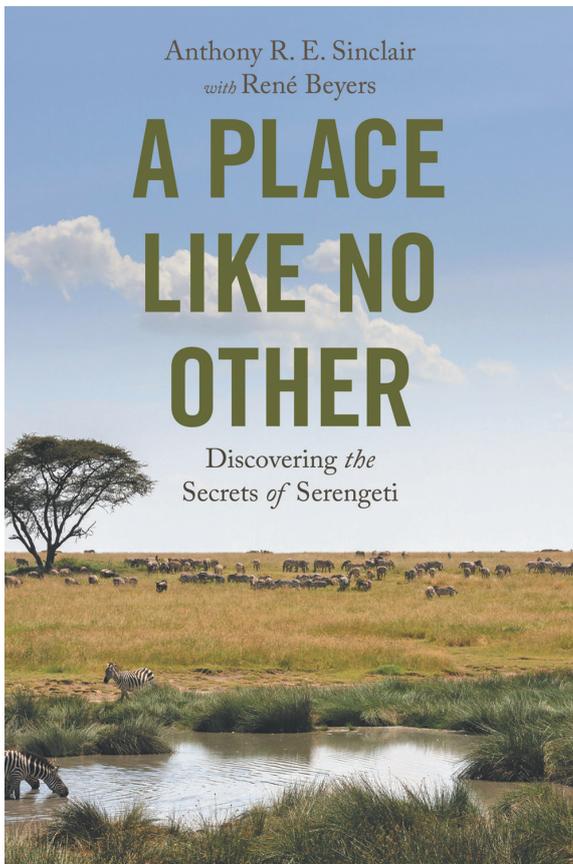
Why It Will Sell

Breaks down the complexity, variety and wonder of life into four key principles, and shows how these principles build life and make it run at every scale

Clearly and charmingly written to explain complex and innovative ideas

Explains the new and emerging field of biophysics, its limits and its future

Published: January 2022
Editor: Ingrid Gnerlich
320 pages. 119 color illus. 1 table.
Science



▶ Video Introduction

From famed zoologist Anthony Sinclair, an account of his decades-long quest to understand one of Earth's most spectacular ecosystems

With its rich biodiversity, astounding wildlife, and breathtaking animal migrations, Serengeti is like no other ecosystem on the planet. *A Place like No Other* is Anthony Sinclair's firsthand account of how he and other scientists discovered the biological principles that regulate life in Serengeti and how they rule all of the natural world.

“When it comes to understanding the hidden workings of Serengeti, Anthony Sinclair is a scientist like no other. Thanks to his rich and authoritative account of more than a half century of research, we all get to see the majestic Serengeti through expert and loving eyes.”

—Sean B. Carroll, author of *The Serengeti Rules* and *A Series of Fortunate Events*



Anthony R. E. Sinclair is professor emeritus of zoology at the University of British Columbia.

René Beyers is a research associate in the Department of Zoology at the University of British Columbia.
Twitter @ReneBeyers

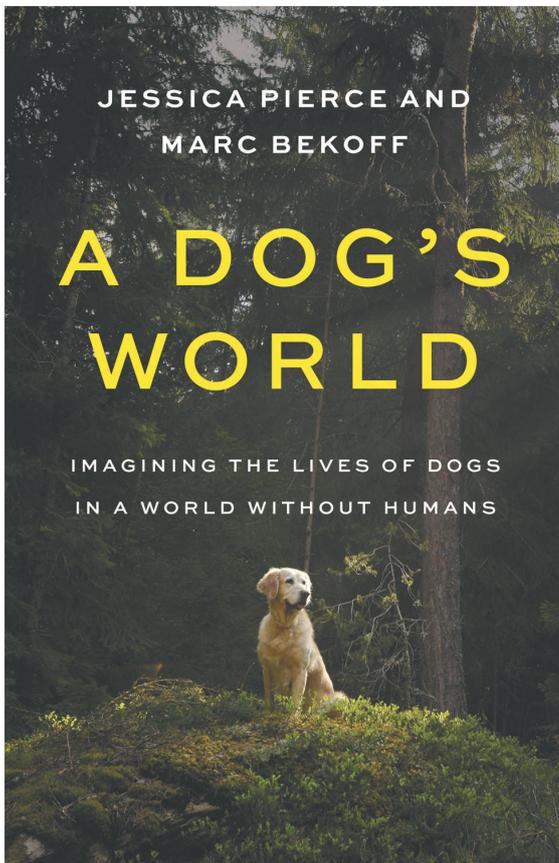
Why It Will Sell

A personal and thought-provoking story of the author's lifetime of work, which has helped explain the complex systems at work in the Serengeti

A timely look at the problems facing the Serengeti today, its relevance to other ecosystems, and the future

Published: October 2021
Editor: Alison Kalett
304 pages. 47 b/w illus.

Science | Ecology



▶ Video Introduction

From two of the world's leading authorities on dogs, an imaginative journey into a future of dogs without people

What would happen to dogs if humans simply disappeared? Would dogs be able to survive on their own without us? *A Dog's World* imagines a posthuman future for dogs, revealing how dogs would survive—and possibly even thrive—and explaining how this new and revolutionary perspective can guide how we interact with dogs now.

“Jessica Pierce and Marc Bekoff are in top form in *A Dog's World* as they explore the fate of dogs on a planet from which people have suddenly vanished. The genius of this book lies in the way it reveals how fact-based knowledge can lead to a richer, deeper understanding of the unique talents and abilities of our fellow creatures. This is a perfect read as we attempt to sort out the COVID-19 pandemic's legacy.”

—Mark Derr, author of *Dog's Best Friend*



Jessica Pierce is a faculty affiliate at the Center for Bioethics and Humanities at the University of Colorado Anschutz Medical School. Website jessicapierce.net

Marc Bekoff is professor emeritus of ecology and evolutionary biology at the University of Colorado Boulder.

Website marcbekoff.com

Twitter [@MarcBekoff](https://twitter.com/MarcBekoff)

Why It Will Sell

Authors' previous works have been translated into over 20 languages

A work of speculative biology that explores the relationship between humans and dogs

Published: October 2021

Editor: Alison Kalett

240 pages. 17 b/w illus.

Italian language rights sold

Science | Nature



▶ Video Introduction

Published: September 2021
152 pages. 43 b/w illus.

Nature

Why It Will Sell

Engaging prose which captivates and inspires as it introduces readers to a mix of scientific information and cultural lore on trees around the world

The latest addition in our 'Pedia' series, following *Fungipedia*, *Flo-rapedia*, *Birdpedia* and of course *Dinopedia*

A captivating A–Z treasury for the tree hugger in all of us

Treepedia is an entertaining and fact-filled illustrated compendium of tree lore. Featuring nearly 100 entries—on topics ranging from tree ecology and conservation to the role of trees in religion, literature, art, and movies—this enticing collection is a celebration of all things arboreal. With enchanting illustrations by Maren Westfall, *Treepedia* is a fun and informative book that is guaranteed to inspire anyone who has ever enjoyed a walk in the woods.

“I am astounded at the breadth of information covered in such a relatively short volume, and the illustrations are beautiful, with excellent attention to detail.”
—Brett A. Huggett, Bates College



▶ Video Introduction

Published: November 2021
216 pages. 50 b/w illus.

Nature

Why It Will Sell

Beautifully illustrated and wide-ranging encyclopedia

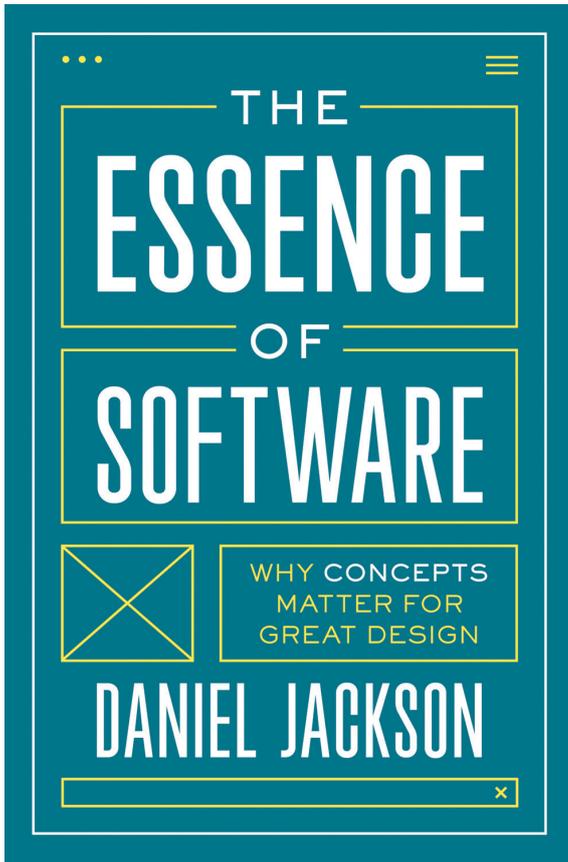
Explores everything from dinosaur social habits to the lives of those who discovered them

Accessibly and engagingly written for dinosaur lovers of all ages

An illuminating and entertaining collection of dinosaur facts, from A to Z

Dinopedia is an illustrated, pocket-friendly encyclopedia of all things dinosaurian. Featuring dozens of entries on topics ranging from hadrosaur nesting colonies to modern fossil hunters and paleontologists such as Halszka Osmólska and Paul Sereno, this amazing A–Z compendium is brimming with facts about these thrilling, complex, and sophisticated animals.

With a wealth of original illustrations by the author, *Dinopedia* is an informative and entertaining collection of lore for the dinosaur lover in all of us.



▶ Video Introduction

A revolutionary concept-based approach to thinking about, designing, and interacting with software

The Essence of Software introduces a theory of software design that gives new answers to old questions. Daniel Jackson explains that a software system should be viewed as a collection of interacting concepts, breaking the functionality into manageable parts and providing a new framework for thinking about design. Through this radical and original perspective, Jackson lays out a practical and coherent path, accessible to anyone—from strategist and marketer to UX designer, architect, or programmer—for making software that is empowering, dependable, and a delight to use.

“A provocative rethinking of software development as a design discipline.... Taking a truly human-centered approach, with many rich examples, Jackson offers us the tools to rethink how we design software to be more usable and useful.”

—Elizabeth Churchill, Director of User Experience, Google

Daniel Jackson is professor of computer science at the Massachusetts Institute of Technology, and an associate director of the MIT Computer Science and Artificial Intelligence Laboratory. He is the author of *Software Abstractions* and *Portraits of Resilience*.

Why It Will Sell

In a fresh approach, Jackson introduces a new foundational idea which can be immediately implemented to help produce better, more user-friendly software

Conversational in tone and filled with an abundance of examples drawn from popular software programs, from Adobe to Zoom

Illustrates how a true understanding of the concepts behind software can produce better design

Will appeal to a broad audience

Published: November 2021
Editor: Hallie Stebbins
328 pages. 84 b/w illus.

Computer Science



Social Science

RESTARTING THE FUTURE



How to Fix the Intangible Economy

JONATHAN HASKEL
STIAN WESTLAKE

▶ Video Introduction

Radical ideas for restoring prosperity in today's intangible economy

The past two decades have witnessed sluggish economic growth, mounting inequality, dysfunctional competition, and a host of other ills that have left people wondering what has happened to the future they were promised. *Restarting the Future* reveals how these problems arise from a failure to develop the institutions demanded by an economy now reliant on intangible capital such as ideas, relationships, brands, and knowledge.

Drawing on Haskel and Westlake's experience at the forefront of finance and economic policymaking, *Restarting the Future* sets out a host of radical but practical solutions that can lead us into the future the world had hoped for.



Jonathan Haskel is professor of economics at Imperial College Business School and an external member of the Monetary Policy Committee of the Bank of England. Twitter @haskelecon

Stian Westlake is chief executive of the Royal Statistical Society. Twitter @stianwestlake

Why It Will Sell

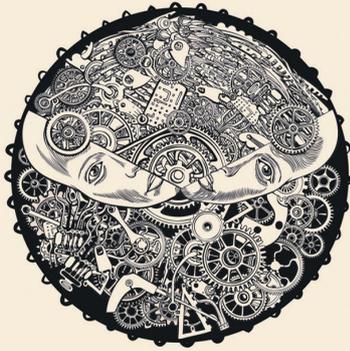
Follow-up to the hugely successful *Capitalism Without Capital*, which was translated into 12 languages

Timely and important book on how the growing pains of a new economic model, based on the intangible, explains the state we're in—and how to fix it!

Published: March 2022
Editor: Hannah Paul
304 pages. 33 b/w illus.

Economics

COGS AND MONSTERS



WHAT ECONOMICS IS,
AND WHAT IT SHOULD BE
DIANE COYLE

▶ Video Introduction

How economics needs to change to keep pace with the twenty-first century and the digital economy

Digital technology, big data, big tech, machine learning, and AI are revolutionizing both the tools of economics and the phenomena it seeks to measure, understand, and shape. In *Cogs and Monsters*, Diane Coyle explores the enormous problems—but also opportunities—facing economics today if it is to respond effectively to these dizzying changes and help policymakers solve the world’s crises, from pandemic recovery and inequality to slow growth and the climate emergency.

“Diane Coyle is one of the world’s most perceptive thinkers and writers on the role of economics in solving today’s problems. *Cogs and Monsters* explains, compellingly and lucidly, why economics, while far from perfect, matters more than ever, not just to our economies but to our societies.”
—Andy Haldane, Chief Economist at the Bank of England



Diane Coyle is the Bennett Professor of Public Policy at the University of Cambridge. Twitter @DianeCoyle1859

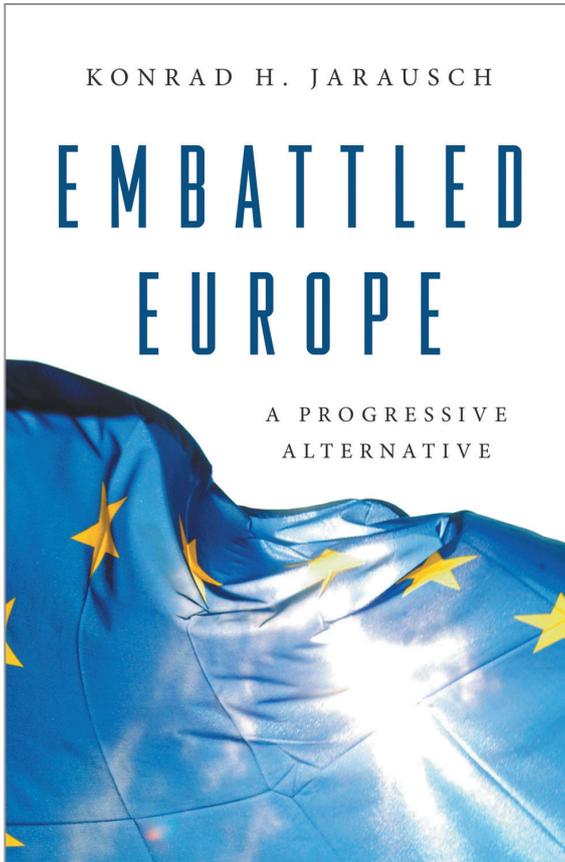
Why It Will Sell

Drawing on her work from the past decade, Coyle encourages economists to think about the world we want and how they could and should do better in order to make a positive contribution to society

Timely and relevant as the world faces the fallout of the pandemic

Author is a well-known communicator, writing for international outlets from the *Financial Times* to *Project Syndicate*

Published: October 2021
Editor: Hannah Paul
272 pages. 4 b/w illus.
Chinese Simplified, Korean rights sold
Economics



▶ Video Introduction

A bracing corrective to predictions of the European Union's decline, by a leading historian of modern Europe

Is the European Union in decline? Recent history has led many observers to argue that the EU's best days are behind it. But in *Embattled Europe*, renowned European historian Konrad Jarausch counters the prevailing pessimistic narrative of European obsolescence with a rousing yet realistic defense of the continent—one grounded in a fresh account of its post-1989 history and an intimate understanding of its twentieth-century horrors.

“Embattled Europe is a spirited and insightful defense of the European model that shows why it offers a progressive alternative for liberal democracies—and why America can learn from the successes and failures of the European Union and individual European countries since 1989.”

—Mary Nolan, author of *The Transatlantic Century: Europe and America, 1890–2010*



Konrad H. Jarausch is the Lurcy Professor of European Civilization at the University of North Carolina, Chapel Hill. His many books include *Out of Ashes* and *Broken Lives*.

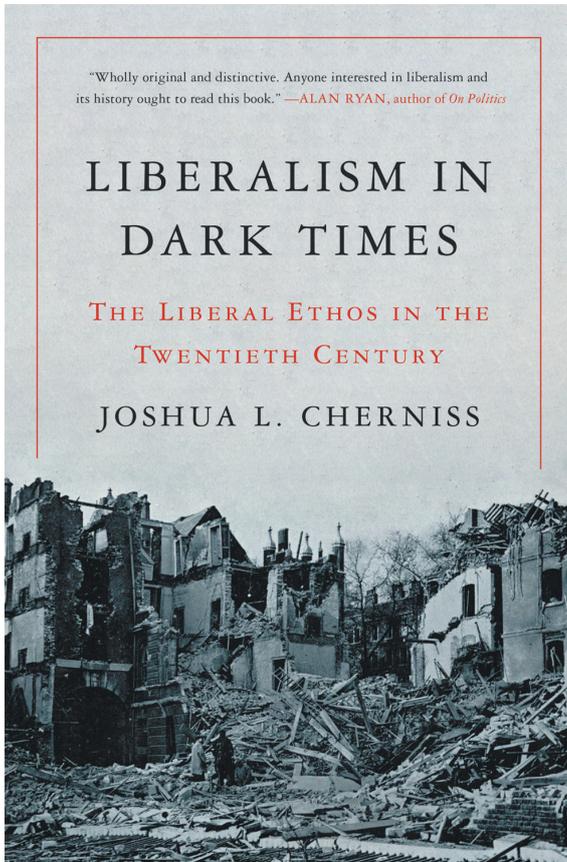
Why It Will Sell

A timely, clear-eyed and vibrant story of Europe post-1989, highlighting both the successes and challenges of the European model

Draws on Europe's recent history to argue for its continued value and strength, offering a defense to recent criticisms

Author is one of the most renowned scholars of 20th-century Europe and has been previously translated

Published: September 2021
Editor: Priya Nelson
344 pages. 14 b/w illus. 7 maps.
Politics | History



▶ Video Introduction

A timely defense of liberalism that draws vital lessons from its greatest midcentury proponents

Today, liberalism faces threats from across the political spectrum. While right-wing populists and leftist purists righteously violate liberal norms, theorists of liberalism seem to have little to say. In *Liberalism in Dark Times*, Joshua Cherniss issues a rousing defense of the liberal tradition, drawing on a neglected strand of liberal thought.

“In this beautifully written book, Joshua Cherniss draws on the history of liberalism to make a compelling and timely argument. Today, when liberalism faces an existential crisis, and people are being drawn to political extremes, liberals should not abandon their political ethos to embrace the tactics of their illiberal adversaries. Rather, they should learn from thinkers like Niebuhr, Camus, Aron, and Berlin, who advocated a ‘tempered liberalism’ during a crisis that was not all that different from our own.”

—Helena Rosenblatt, author of *The Lost History of Liberalism*



Joshua L. Cherniss is associate professor of government at Georgetown University and the author of *A Mind and Its Time*. Twitter @JoshuaCherniss

Why It Will Sell

Explores how liberalism can endure times of political turmoil, and can even be used in times of crisis as a defense against dangerous ideologies

Draws on the work of some of the 20th century’s most prominent liberal thinkers and philosophers such as Weber, Camus, and Berlin

Combines the intellectual history and the counter-narrative of the concept of liberalism

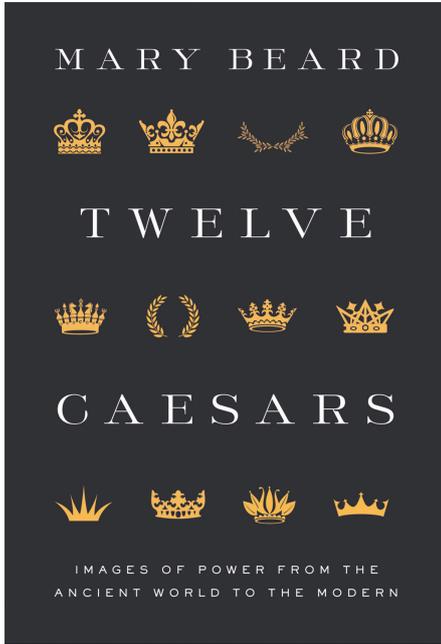
Published: October 2021
Editor: Rob Tempio
328 pages.

Philosophy | Politics



An aerial photograph of a rugged, mountainous landscape. The terrain is characterized by deep blue and teal rock formations, interspersed with patches of red and orange. The lighting creates strong shadows and highlights, emphasizing the texture and depth of the rock surfaces. A white rectangular box is centered over the image, containing the text "Also Available" and a small orange horizontal line below it.

Also
Available



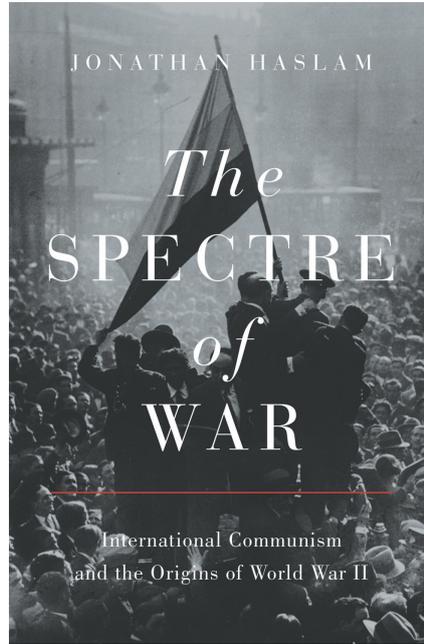
Published: October 2021 (384 pages)  Video

Why It Will Sell

Innovative book exploring the variety of images of Roman emperors and their impact on visual arts and culture from Ancient Rome to the present day

Author has been widely translated before

Chinese Complex, Chinese Simplified, Dutch, German, Italian, Japanese, Portuguese (Brazil), Russian, Spanish, Turkish rights sold



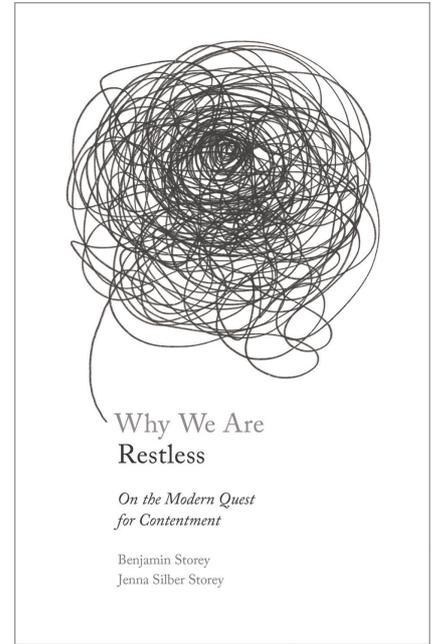
Published: May 2021 (504 pages)  Video

Why It Will Sell

Breaks new ground in arguing that fear of communism was a more important factor in the origins of World War II than previously believed

International in focus including chapters on Germany, Spain, Russia, and Japan

Korean rights sold



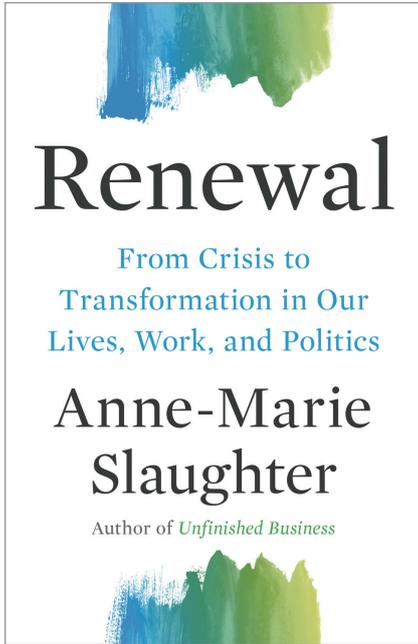
Published: April 2021 (264 pages)  Video

Why It Will Sell

Unlike many books on happiness, this book questions our endless pursuit of it and our failure to achieve contentment

Explores differing answers four philosophers offered to help face a world of restlessness and considers how we can learn from them

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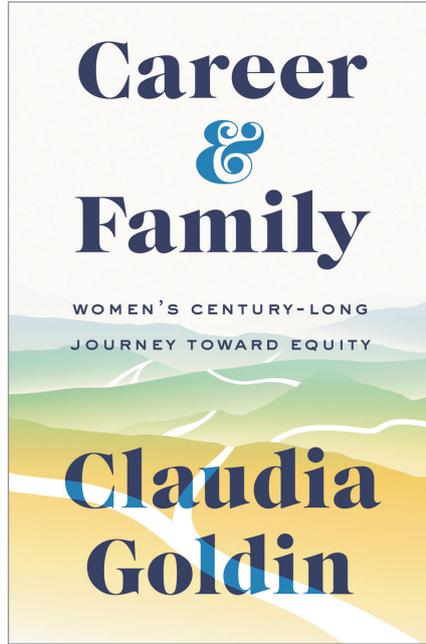
Published: September 2021 (224 pages)  Video

Why It Will Sell

Latest book from the author who is a leading figure in politics, academia and business

Memoir meets manifesto, this book weaves together personal narrative and the latest social science research

Forward-looking, nuanced and contemplative, offering prescriptions for the future



Published: October 2021 (344 pages)  Video

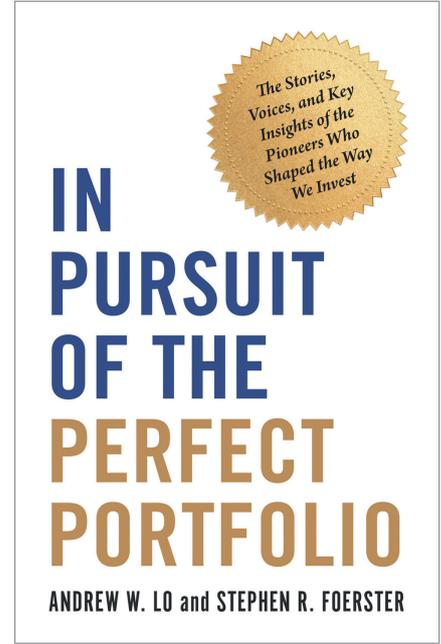
Why It Will Sell

Author a renowned and influential economist

This is a major, long-awaited book that builds on decades of research from Goldin's career

Timely examination of the gender pay-gap and unequal distribution of labor in the home

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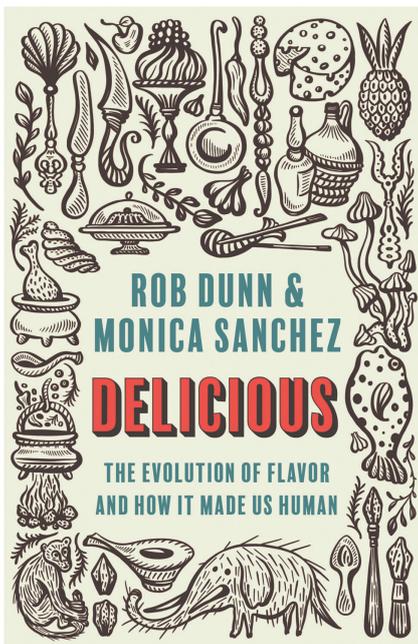
Published: August 2021 (416 pages)  Video

Why It Will Sell

Introduces readers to ten key high-profile figures who shaped the field of investment strategy

Offers insight into the often-confusing world of investments, and answers key questions about diversification, balancing risks, timing, and more

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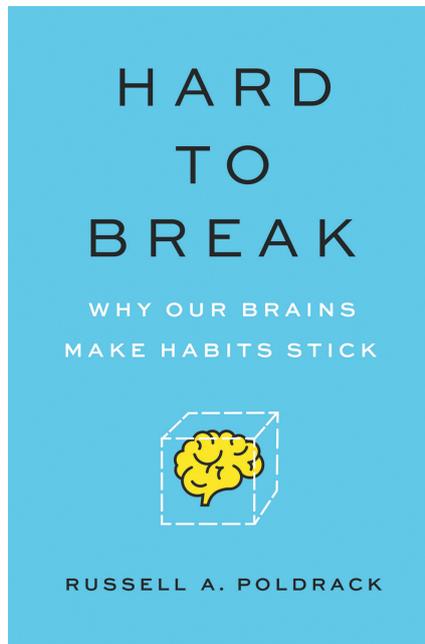
Published: March 2021 (304 pages)  Video

Why It Will Sell

A new story that hasn't been told before, of the evolution of flavor and its role in human evolution

Covers stories of the biology, culture and history of around 25 different foods and drinks from around the world

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Published: May 2021 (232 pages)  Video

Why It Will Sell

Gives a unique perspective, this book is the first to explore the neuroscience of habits and why behavior is so hard to change

Author, a leading neuroscientist, explains what neuroscience can tell us about habit making, what it can't, and how we know

Chinese Simplified, Japanese, Korean, Polish, Turkish rights sold



Published: June 2021 (224 pages)  Video

Why It Will Sell

First trade book to take the readers inside an emerging revolution

Filled with fascinating examples that capture the imagination; from sweaters that adjust their thickness, to coastlines that leverage the natural forces of the ocean to rebuild themselves

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Index

City Is Not a Computer, 7
Dog's World, 16
Place like No Other, 15
Aristotle, 6
Beard, 26
Career and Family, 27
Cherniss, 23
Cholbi, 4
Cogs and Monsters, 21
Coyle, 21
Delicious, 28
Dinopedia, 17
Dunn & Sanchez, 28
Embattled Europe, 22
Goldin, 27
Grief, 4
Hard to Break, 28
Harden, 13
Harper, 2
Haskel & Westlake, 20
Haslam, 26

How to Be a Farmer, 6
How to Innovate, 6
In Pursuit of the Perfect Portfolio, 27
Jackson, 6
Jarausach, 22
Jorgensen, 12
Liberalism in Dark Times, 23
Lo & Foerster, 27
Maloof, 17
Mattern, 7
Montás, 8
Nadler & Shapiro, 5
Naish, 17
Parthasarathy, 14
Pierce & Bekoff, 16
Plagues upon the Earth, 2
Poldrack, 28
Renewal, 27
Rescuing Socrates, 8
Restarting the Future, 20
Sinclair, 15

Slaughter, 27
Sluga, 3
So Simple a Beginning, 14
Spark, 12
Storey & Storey, 26
Essence of Software, 18
Genetic Lottery, 13
Invention of International Order, 3
Lives of Literature, 9
Spectre of War, 26
Things Fall Together, 28
Tibbits, 28
Treepedia, 17
Twelve Caesars, 26
Usher, 6
Weinstein, 9
When Bad Thinking Happens to Good People, 5
Why We Are Restless, 26

