



# International Rights Guide

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BEIJING 2023



PRINCETON  
UNIVERSITY  
PRESS



## A Note from the Senior International Rights Manager

Welcome to Princeton University Press's 2023 rights guide for Beijing! We are delighted to introduce our friends and publishing partners in China to some of PUP's new titles for autumn 2023.

Across the humanities, sciences and social sciences, we hope there's something for everyone! Among the many humanities highlights, Nancy Steinhardt's new book *Yuan* brilliantly surveys and explores the architecture of the Yuan dynasty for the first time, bringing together decades of research and field work. Also perfect for Chinese readers, Tristan Brown's *Laws of the Land* offers a new perspective on the longstanding role of fengshui in Chinese public life. And of course, we have the latest additions to our ever-popular *Ancient Wisdom for Modern Readers* series—the collection is beautiful and perfect for gift-giving!

In the sciences, Stephen Porder's *Elemental* guides the reader across the diverse landscapes of Earth to reveal, incredibly, how humans, plants and even microbes have used essential elements to shape life on our planet. We're also given an enticing glimpse into the neuroscience of magic and how magicians trick our brains in spectacular and jaw-dropping ways, in Jordi Camí and Luis M. Martínez's *The Illusionist Brain*. Finally, we have superb new offerings across the social sciences. Do take a look at Guido's Alfani's *As Gods Among Men*, which explores the super-rich throughout history and their role in society, in a tale still hugely relevant for our times, as well as Bryan Penprase & Noah Pickus' reimagining of higher education around the world in *The New Global Universities*.

Many of the authors featured in this guide have also prepared a short video introduction to their book. Just click the links on each page, or ask the Bardon Agency to send directly, if you would like to gain further insight into the books from the authors themselves!

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*Senior International Rights Manager*



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### China (Complex & Simplified)

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# Humanities

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## Yuan

Chinese Architecture in a Mongol Empire

Nancy Shatzman Steinhardt



Video Introduction

## A monumental illustrated survey of the architecture of thirteenth- and fourteenth-century China

The Yuan dynasty endured for a century, leaving behind an architectural legacy without equal, from palaces, temples, and pagodas to pavilions, tombs, and stages. Drawing on Steinhardt's groundbreaking textual research in numerous languages as well as her pioneering fieldwork at sites across East Asia, *Yuan* will become the standard reference on this critical period of cultural and artistic exchange.

"With a half century of study and fieldwork behind her, Steinhardt has put to rest many questions about the architecture of Mongol-ruled China. The work of a seasoned scholar, this book will remain a much-welcomed resource for anyone seeking to understand what until now had been an elusive subject."

—Ronald G. Knapp, author of *Chinese Houses: The Architectural Heritage of a Nation*



**Nancy Shatzman Steinhardt** is professor of East Asian art and curator of Chinese art at the University of Pennsylvania.

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### Why It Will Sell

First book to explore Yuan architecture in its entirety, articulating Mongol aesthetic and impact in China for the first time

Based on decades of textual research, excavated materials and field work by a leading and distinguished scholar

Covers a uniquely wide range of architectural styles

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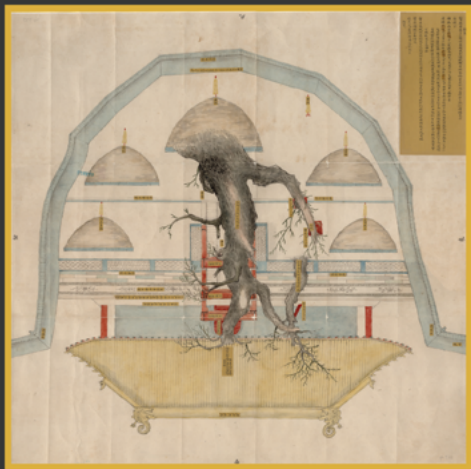
Published: January 2024

Editor: Michelle Komie

344 pages. 264 color illus.

Architecture

TRISTAN G. BROWN



# Laws of the Land

## Fengshui and the State in Qing Dynasty China

## A groundbreaking history of fengshui's roles in public life and law during China's last imperial dynasty

Today the term fengshui, which literally means “wind and water,” is recognized around the world. Yet few know exactly what it means, let alone its fascinating history. In *Laws of the Land*, Tristan Brown tells the story of the important roles—especially legal ones—played by fengshui in Chinese society during China's last imperial dynasty, the Manchu Qing (1644–1912).

“A rare look into the intersection of state power and cosmic power in Qing China, *Laws of the Land* demonstrates how this intersection was intentional and vital to the survival of the empire. Breaking from the Orientalist and imperialist denigrations of fengshui as a superstition, this meticulously researched book argues that the persistence of fengshui resulted from its mutual constitution with Qing law itself.”

—He Bian, Princeton University



**Tristan G. Brown** is assistant professor of history at the Massachusetts Institute of Technology.

### Why It Will Sell

Draws on a broad range of archival sources to explore the longstanding role of fengshui in Chinese public life

Offers a revisionist perspective on the history of Chinese law, politics and religion

A novel argument around the principles that guided Chinese industrialization and the development of the legal system of the Qing dynasty

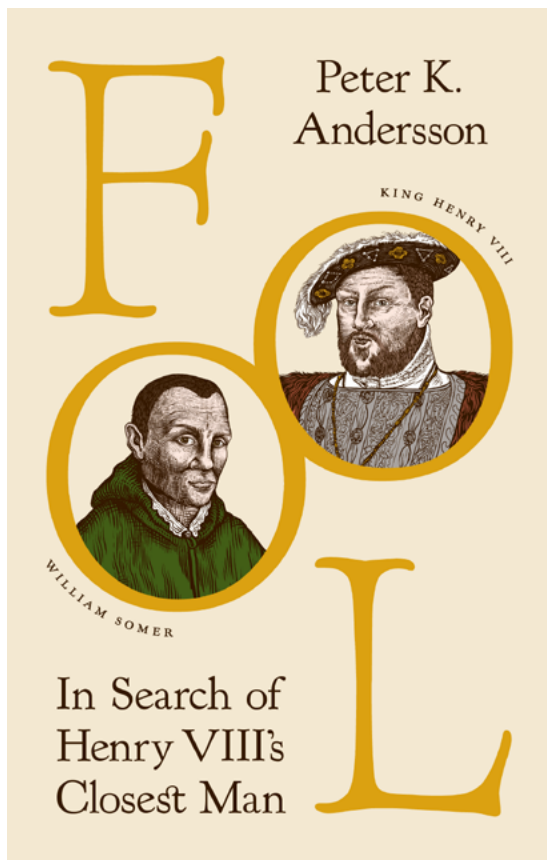
Published: December 2023

Editor: Priya Nelson

356 pages. 34 b/w illus.

4 tables. 1 map.

History | Asian Studies



▶ Video Introduction

## The first biography of Henry VIII's court fool William Somer, one of the most intriguing figures of the Tudor age

In some portraits of Henry VIII there appears another, striking figure—a gaunt and morose-looking man with a shaved head and, in one case, a monkey on his shoulder. This is William or “Will” Somer, the king’s fool, a celebrated wit who reportedly could raise Henry’s spirits and spent many hours with him, often alone. Looking beyond stereotypes of the man in motley, *Fool* reveals a little-known world, surprising and disturbing, when comedy was something crueler and more unpleasant than we like to think.

“*Fool* brings to life a neglected figure and provides a fascinating account of the role of the Renaissance court fool. An important book that is also a page-turner, *Fool* restores Somer to his rightful place at the heart of the Tudor court.”

—Elizabeth Norton, author of *The Hidden Lives of Tudor Women*



**Peter K. Andersson** is senior lecturer in history at Örebro University in Sweden. He is the author of *Streetlife in Late Victorian London* and *Silent History*.

### Why It Will Sell

The very first biography of a court fool, showing how a commoner became a central figure in Henry VIII's court

Separates myth from reality by thematically piecing together evidence from archival, artistic and literary sources

Provides fascinating broader insights into Tudor court life, as well as Renaissance attitudes to disability, humour and servants of royalty

Published: September 2023

Editor: Ben Tate

224 pages. 10 b/w illus.

Biology | History

COLIN ELLIOTT



THE PLAGUE THAT SHOOK  
*the* ROMAN WORLD

▶ Video Introduction

A wide-ranging and dramatic account of the Antonine plague, the mysterious disease that struck the Roman Empire at its pinnacle

In the middle of the second century AD, Rome was at its prosperous and powerful apex. Then, apparently out of nowhere, a sudden sickness struck the legions and laid waste to cities, including Rome itself. This fast-spreading disease, now known as the Antonine plague, may have been history's first pandemic. Soon after its arrival, the Empire began its downward trajectory toward decline and fall. In *Pox Romana*, historian Colin Elliott offers a comprehensive, wide-ranging account of this pivotal moment in Roman history.

“A gripping detective story, Colin Elliott’s brilliant reconstruction of the causes and consequences of the world’s first true pandemic is a landmark achievement—and a warning for the present.”

—Walter Scheidel, author of *Escape from Rome*



Colin Elliott is associate professor of history at Indiana University and the author of *Economic Theory and the Roman Monetary Economy*.

#### Why It Will Sell

An engaging and gripping account of one of the first recorded pandemics and how it changed the ancient world forever

Offers insights into the human experience of the pandemic, from the doctors treating it to those using it for political gain

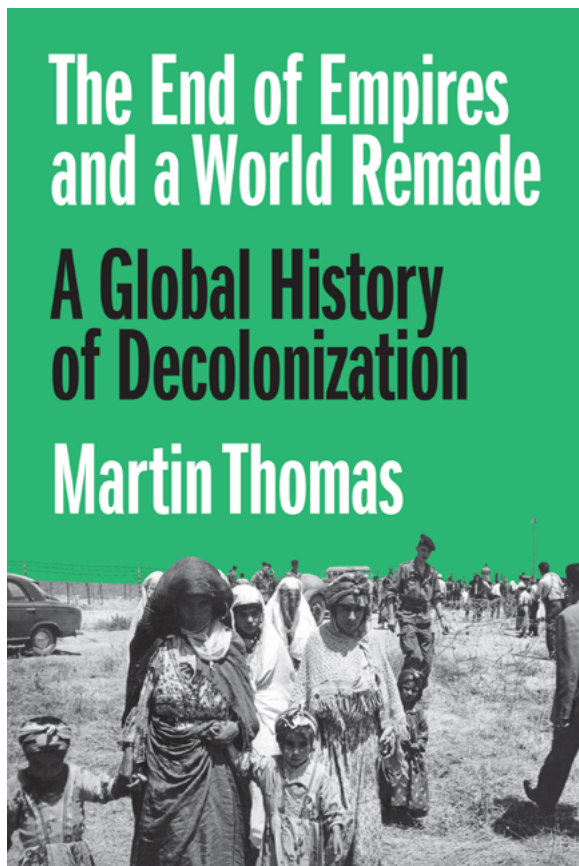
Explores the social, political, and economic world of Ancient Rome, and seeks to answer one of history's greatest unsolved mysteries

Published: February 2024

Editor: Rob Tempio

328 pages. 26 b/w illus. 4 maps.

History | Ancient History



▶ Video Introduction

A capacious history of decolonization, from the decline of empires to the era of globalization

In this expansive history, Martin Thomas tells the story of decolonization and its intrinsic link to globalization. He traces the connections between these two transformative processes: the end of formal empire and the acceleration of global integration, market reorganization, cultural exchange, and migration. Decolonization stands alongside the great world wars as the most transformative event of twentieth-century history. In *The End of Empires and a World Remade*, Thomas offers a masterful analysis of the greatest process of state-making (and empire-unmaking) in modern history.

“Thomas provides a fundamental rethinking of decolonization, drawing on his encyclopedic mastery of the literature and his own archival work and expertise to produce a global history that is certain to become a classic. The scholarship is nothing short of magisterial.”

—Tarak Barkawi, author of *Soldiers of Empire*



**Martin Thomas** is professor of imperial history and director of the Centre for Histories of Violence and Conflict at the University of Exeter.

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#### Why It Will Sell

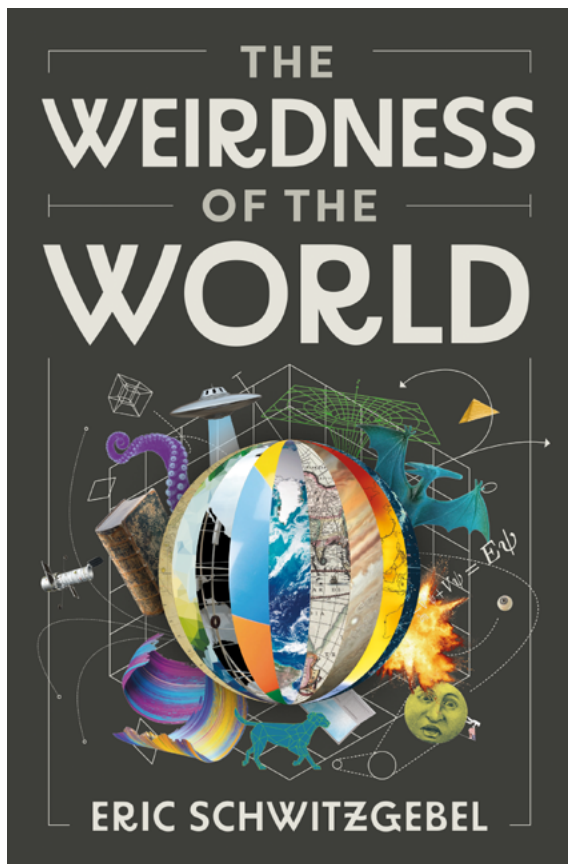
Offers a novel argument about the inter-dependent relationship between decolonization and globalization, and how it has led to the current inequalities of our world order

A sweeping analytical history that synthesises the field and offers original archival research

Global examples and case studies from Latin America, Asia and Europe

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Published: March 2024  
Editor: Priya Nelson  
608 pages. 12 b/w illus. 9 maps.  
History



▶ Video Introduction

How all philosophical explanations of human consciousness and the fundamental structure of the cosmos are bizarre—and why that’s a good thing

Do we live inside a simulated reality or a pocket universe embedded in a larger structure about which we know virtually nothing? Is consciousness a purely physical matter, or might it require something extra, something nonphysical? According to the philosopher Eric Schwitzgebel, it’s hard to say. In *The Weirdness of the World*, Schwitzgebel argues that the answers to these fundamental questions lie beyond our powers of comprehension. We can be certain only that the truth—whatever it is—is weird.

“This book will do the great service of helping people face up to all the ways the universe confounds our expectations.”

—Sean Carroll, author of *The Biggest Ideas in the Universe*



**Eric Schwitzgebel** is professor of philosophy at the University of California, Riverside.

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### Why It Will Sell

Deep philosophical exploration of the mystery of consciousness and the cosmos

Puts forward the author’s ‘universal bizarreness theory,’ that any explanation of the world and universe will be inherently weird

Accessibly written, humorous, and includes custom illustrations

Author is a rising star in his field, and writes for popular media and his blog *The Splintered Mind*

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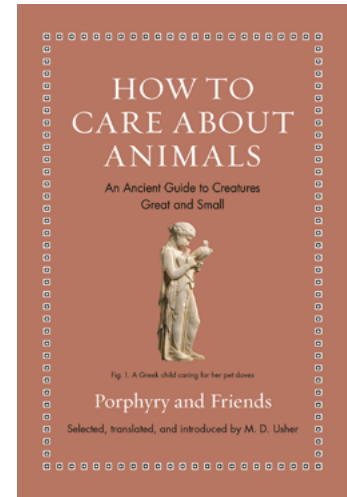
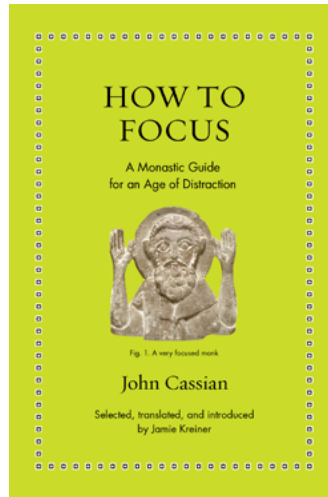
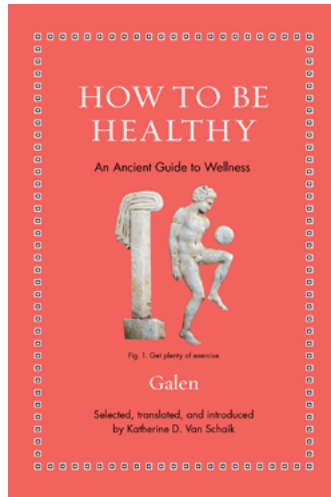
Published: January 2024

Editor: Matt Rohal

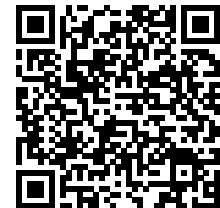
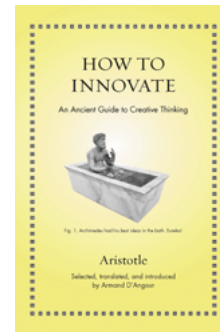
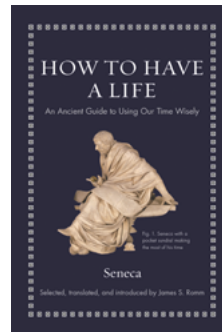
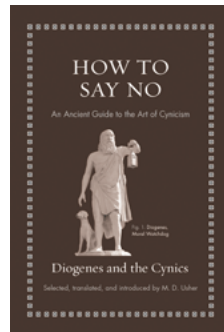
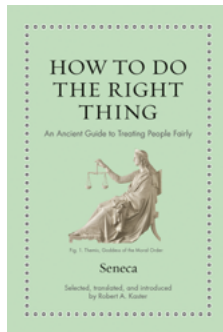
360 pages. 17 b/w illus. 1 table.

Philosophy

# New in the Ancient Wisdom for Modern Readers series



ALSO AVAILABLE



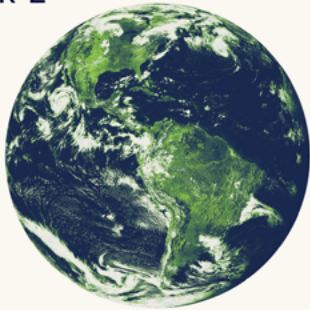
Scan here to see more titles in the series

# Science

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# Elemental

HOW FIVE  
ELEMENTS  
CHANGED  
EARTH'S PAST  
AND WILL  
SHAPE OUR  
FUTURE



Stephen Porder

▶ Video Introduction

An ecologist explores how life itself shapes Earth using the elemental constituents we all share

*Elemental* reveals how microbes, plants, and people used the fundamental building blocks of life to alter the climate, and with it, the trajectory of life on Earth in the past, present, and future. Blending conversational storytelling with the latest science, Porder takes us deep into the Amazon, across fresh lava flows in Hawaii, and to the cornfields of the American Midwest to illuminate a potential path to sustainability, informed by the constraints imposed by life's essential elements and the four-billion-year history of life on Earth.

“*Elemental* is both a history of life and a glimpse into the future. Stephen Porder offers a fascinating new perspective on why the planet's in trouble and what we can do about it.”

—Elizabeth Kolbert, author of *The Sixth Extinction*



**Stephen Porder** is associate provost for sustainability and professor of ecology, evolution, and organismal biology at Brown University. He is also a fellow in the Institute at Brown for Environment and Society.

## Why It Will Sell

Mixes engaging and accessible storytelling with the latest science to explore the Earth's history, and the history of life

Guides the reader through Earth's diverse landscapes, from volcanic to tropical environments

Offers insight into how human life is both a part of the Earth's wider story, and a rare departure from the norm


Published: September 2023

Editor: Alison Kalett

240 pages. 15 b/w illus.

Nature | Science

# HOW WE AGE



## THE SCIENCE OF LONGEVITY

### COLEEN T. MURPHY

## How recent breakthroughs in longevity research offer clues about human aging

All of us would like to live longer, or to slow the debilitating effects of age. In *How We Age*, Coleen Murphy shows how recent research on longevity and aging may be bringing us closer to this goal. Written with clarity and wit, *How We Age* provides a guide to the science: what we know about aging, how we know what we know, and what we can do with this new knowledge.

“Everyone ages, and everyone thinks about it. It’s almost impossible to separate the scientific study of aging from our all-too-human hopes and wishes. But that’s exactly what Coleen Murphy accomplishes in this masterful book. It lays out what we really know, what is elusive, and what we might be on the verge of discovering.”

—Sean Carroll, author of *The Biggest Ideas in the Universe: Space, Time, and Motion*



**Coleen T. Murphy** is professor of genomics and molecular biology at Princeton University. She is director of Princeton’s Glenn Foundation for Research on Aging and director of the Simons Collaboration on Plasticity in the Aging Brain.

### Why It Will Sell

Distills the latest developments in the science of longevity, including the future of age-prevention technologies

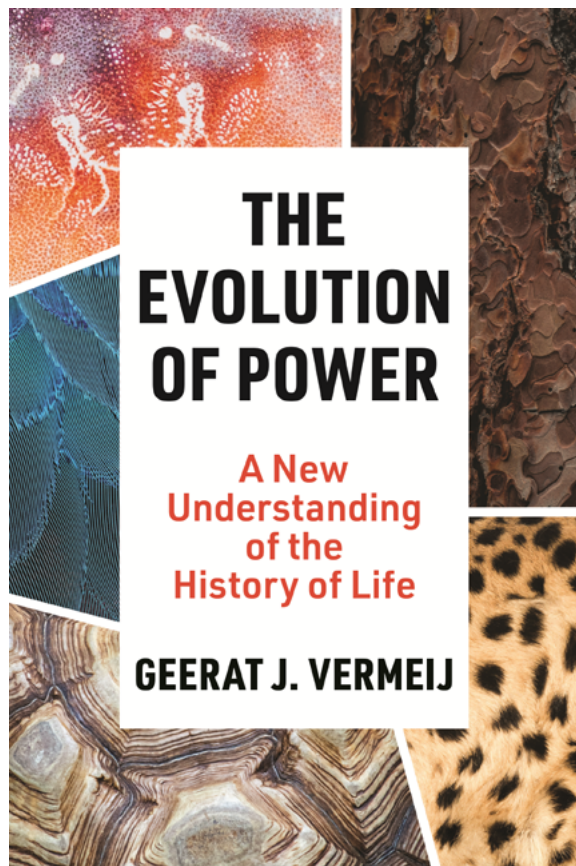
Delves deeper into the science of aging, beyond simply what to eat or how to exercise

Written by a leading scholar in the molecular mechanisms of aging, and includes research from her own lab

Published: November 2023

Editor: Alison Kalett  
464 pages. 7 b/w illus.

Biology



▶ Video Introduction

## A sweeping new account of the role of power in the evolution of all life on Earth

Power has many dimensions, from individual attributes such as strength and speed to the collective advantages of groups. *The Evolution of Power* takes readers on a breathtaking journey across history and the natural world, revealing how the concept of power unifies a vast range of phenomena in the evolution of life—and how natural selection has placed humanity and the planet itself on a trajectory of ever-increasing power. A masterful work by one of today's most innovative and forward-thinking naturalists, *The Evolution of Power* offers a new understanding of our place in the grand sweep of evolutionary history.

“*The Evolution of Power* is a staggering illustration of evolutionary thinking as the gift that keeps giving. Vermeij shows how we can unite and expand our knowledge of the world through an understanding of power, affirming our human dignity precisely because we are at one with the rest of life rather than unique products of evolution.”

—Michael Ruse, author of *Why We Hate*



**Geerat J. Vermeij** is Distinguished Professor of Earth and Planetary Sciences at the University of California, Davis. He is a member of the American Academy of Arts and Sciences and the National Academy of Sciences.

### Why It Will Sell

New and provocative argument that evolution at all scales can be understood through the physical concept of power

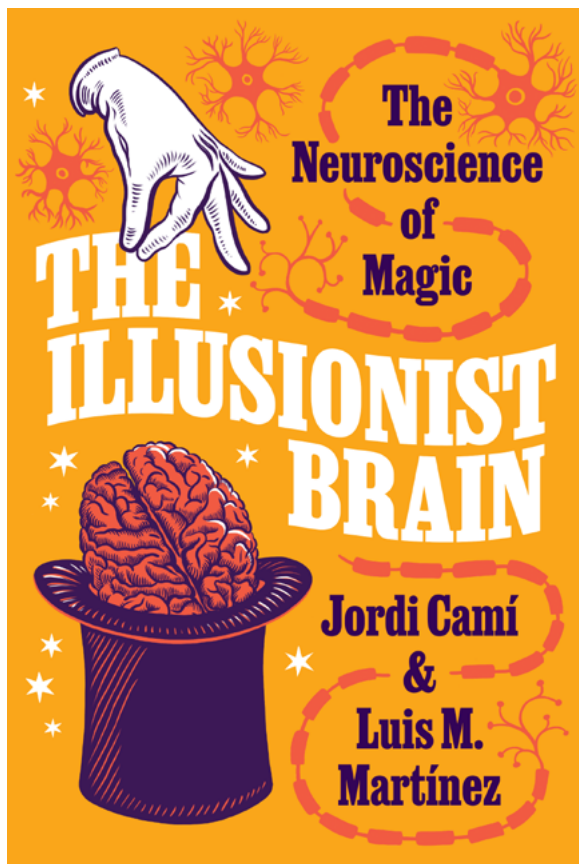
Offers an innovative, integrative analysis of the history of life on Earth

Author is a highly respected scholar; this title builds on his prior books, each illuminating biological processes through the lens of various human concepts

Published: November 2023

Editor: Alison Kalett  
264 pages. 3 tables.

Science | Social Science



▶ Video Introduction

## How magicians exploit the natural functioning of our brains to astonish and amaze us

How do magicians make us see the impossible? *The Illusionist Brain* takes you on an unforgettable journey through the inner workings of the human mind, revealing how magicians achieve their spectacular and seemingly impossible effects by interfering with your cognitive processes. Along the way, this lively and informative book provides a guided tour of modern neuroscience, using magic as a lens for understanding the unconscious and automatic functioning of our brains. *The Illusionist Brain* draws on the latest findings in neuroscience to explain how magic deceives us, surprises us, and amazes us, and demonstrates how illusionists skillfully “hack” our brains to alter how we perceive things and influence what we imagine.



**Jordi Camí** is a medical doctor and professor of pharmacology at Pompeu Fabra University. He is a member of the Spanish Society of Illusionism. **Luis M. Martínez** is a neuroscientist at the Spanish National Research Council at the Institute of Neuroscience.

### Why It Will Sell

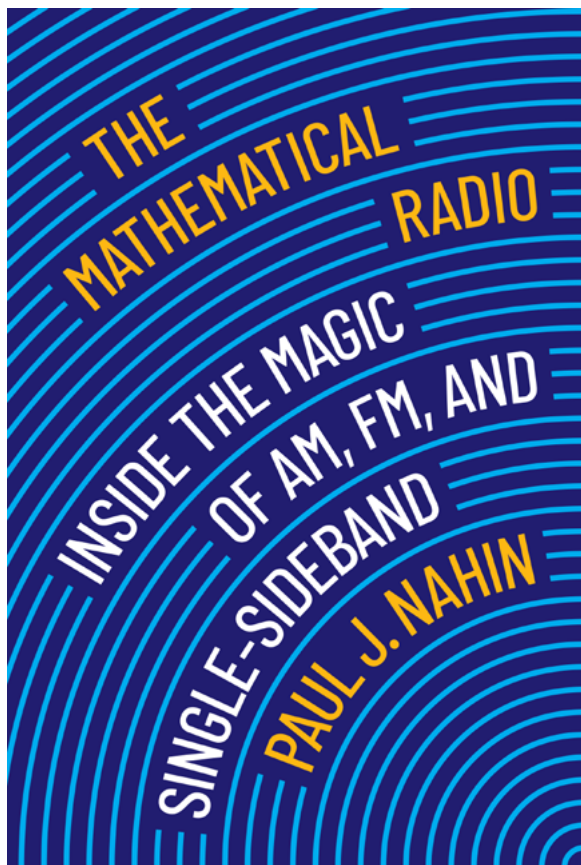
Explores the ways in which magic tricks work around our brain's unconscious processes to alter how we perceive things and change our perspectives

Written in an accessible, engaging style, and features QR codes to videos of various tricks being performed

Published: June 2022

Editor: Hallie Stebbins  
248 pages. 17 b/w illus.  
17 QR codes. Spanish rights retained by author.

Science | Magic



## How a modern radio works, told through mathematics, history, and selected puzzles

The modern radio is a wonder, and behind that magic is mathematics. In *The Mathematical Radio*, Paul Nahin explains how radios work, deploying mathematics and historical discussion, accompanied by a steady stream of intriguing puzzles for math buffs to ponder. Beginning with oscillators and circuits, moving on to AM, FM, and single-sideband radio. Nahin focuses on the elegant mathematics underlying radio technology rather than the engineering. He explores and explains more than a century of key developments, placing them in historical and technological context.

Nahin describes in fascinating detail the mathematical underpinnings of a technology we use daily. Readers need only a familiarity with advanced high school-level math to follow Nahin's mathematical discussions. Readers will come away with a new appreciation for the beauty of even the most useful mathematics.

**Paul J. Nahin** is emeritus professor of electrical engineering at the University of New Hampshire. He is the author of *In Pursuit of Zeta-3*; and *How to Fall Slower Than Gravity* (both Princeton).

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### Why It Will Sell

Author has been widely translated

First book to explain the mathematics of classical analog radio for a non-specialist readership

Readable narrative style with historical details, showing the application of mathematics to engineering and technology

Engages more advanced readers with 'challenge problems,' with solutions at the back of the book

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Published: January 2024

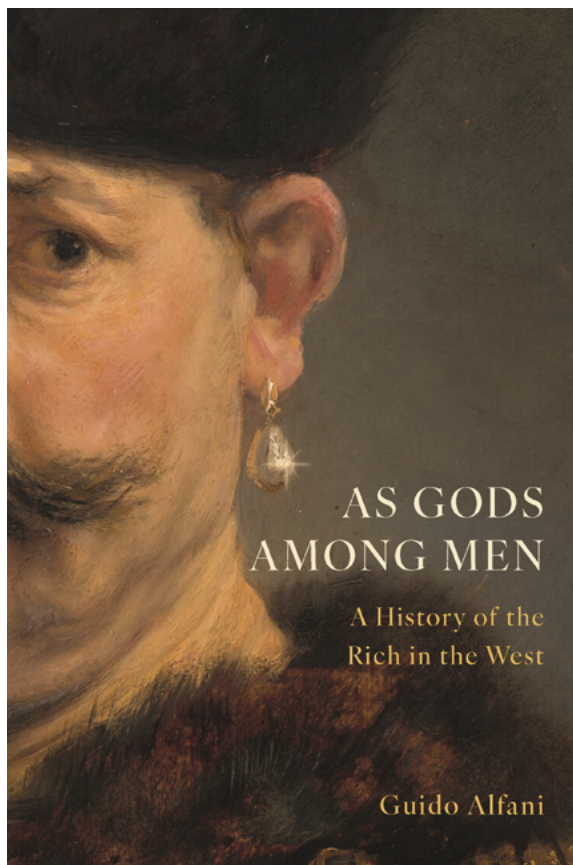
Editor: Diana Gillooly

320 pages. 119 b/w illus.

Mathematics

# Social Sciences

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▶ Video Introduction

How the rich and the super-rich throughout Western history accumulated their wealth, behaved (or misbehaved) and helped (or didn't help) their communities in times of crisis

The rich have always fascinated, sometimes in problematic ways. Medieval thinkers feared that the super-rich would act 'as gods among men'; much more recently Thomas Piketty made wealth central to discussions of inequality. In this book, Guido Alfani offers a history of the rich and super-rich in the West, examining who they were, how they accumulated their wealth and what role they played in society.

"Guido Alfani has, more than anyone, expanded our knowledge of inequality trends to encompass preindustrial times. In this masterly book, he offers an insightful long-run perspective and fascinating lessons for the future. A must-read!"

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



**Guido Alfani** is professor of economic history at Bocconi University, Milan. He is the author of *Calamities and the Economy in Renaissance Italy* and the coauthor of *The Lion's Share*.

### Why It Will Sell

Uses case studies of figures from the Medici banking family of Renaissance Florence to Bill Gates

Argues that the modern rich and super-rich have proven less willing than many of their historical counterparts to contribute to the common good, and explores what this may mean for society

Data-rich survey that charts the power and the fragility of the wealthy from medieval to modern times

Published: December 2023  
Editor: Hannah Paul  
432 pages. 11 b/w illus. 5 tables.  
Italian rights licensed.

History | Economics

# How the development of legal and financial institutions transformed Britain into the world's first capitalist country

Modern capitalism emerged in England in the eighteenth century and ushered in the Industrial Revolution, though scholars have long debated why. Some attribute the causes to technological change while others point to the Protestant ethic, liberal ideas, and cultural change. *The Wealth of a Nation* reveals the crucial developments in legal and financial institutions in the seven-teenth and eighteenth centuries that help to explain this dramatic transformation.

“Offering a powerful rethinking of one of the core questions of human history, Hodgson bridges the divide between economics and history in a dazzling display of historical detail and theoretical reflection. A must-read for anyone interested in economic history.”

—Sven Beckert, author of *Empire of Cotton*



**Geoffrey M. Hodgson** is professor emeritus in management at Loughborough University London and editor-in-chief of the *Journal of Institutional Economics*.

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## Why It Will Sell

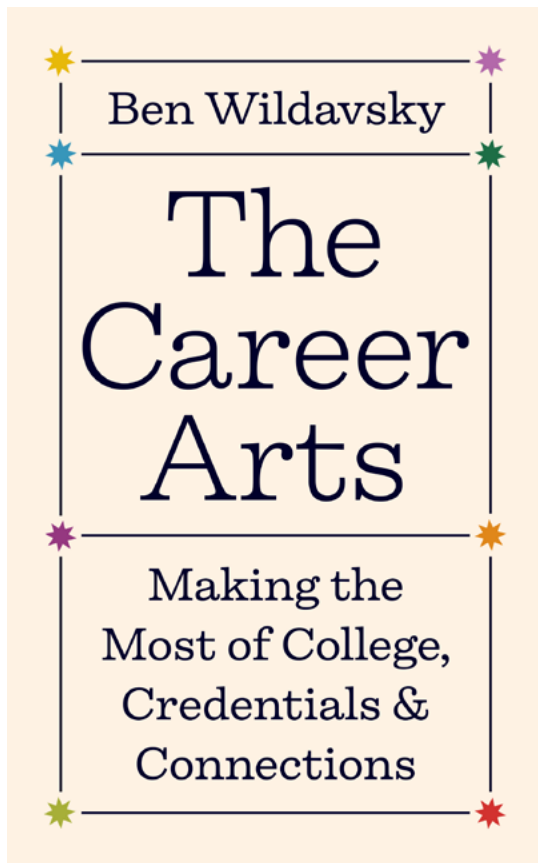
Offers a new explanation of the British Industrial Revolution and the emergence of modern capitalism, and its causes

Presents a fresh perspective on the evolution of institutions which, alongside crucial external pressures such as war, helped capitalism thrive

Hodgson is the author of 18 books, and has been widely translated

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Published: September 2023  
Editor: Joe Jackson  
304 pages. 11 b/w illus. 5 tables.  
History | Economics



▶ Video Introduction

A persuasive case for building career success through broad education, targeted skills, and social capital

*The Career Arts* provides a corrective to the widespread and misleading notion that there is a direct trade-off between going to college and acquiring practical job skills. Ben Wildavsky cuts through the noise and anxiety surrounding this issue to offer sensible, clear-eyed guidance for anyone who is making decisions about education and career preparation with a view to getting ahead in the workforce.

“Ben Wildavsky challenges us to see the supposed dichotomies between education and training, degrees and certificates, and learning and careers as what they are: false choices that hide the broad ground where each contributes to the other. This is a must-read for learners of all ages.”

—Ted Mitchell, president of the American Council on Education and former US Under Secretary of Education



**Ben Wildavsky** is a visiting scholar at the University of Virginia's School of Education and Human Development. He is the award-winning author of *The Great Brain Race* (Princeton).

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#### Why It Will Sell

Offers an invaluable guide to the secrets of finding success in a career after academic study

Makes a case for the importance of developing skills beyond simply excelling in academia, and explores strategies for how to do this successfully

Draws on real-world examples and interviews with students, educators and career professionals

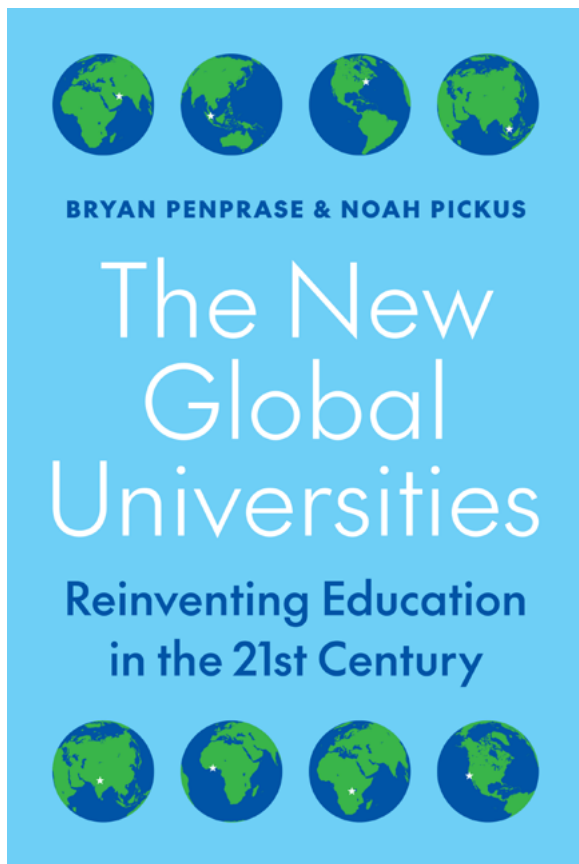
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Published: November 2023

Editor: Matt Rohal

176 pages.

Education



▶ Video Introduction

▶ Video Introduction

Reimagining higher education around the world: lessons from the creation of eight new colleges and universities in Africa, Asia, the Middle East, and North America

Higher education is perpetually in crisis, buffeted by increasing costs and a perceived lack of return on investment, campus culture that is criticized for stifling debate on controversial topics, and a growing sense that the liberal arts are outmoded and irrelevant. Some observers even put higher education on the brink of death. *The New Global Universities* offers a counterargument, telling the story of educational leaders who have chosen not to give up on higher education but to reimagine it. The book chronicles the development and launch of eight innovative colleges and universities in Africa, Asia, the Middle East, and North America, describing the combination of intellectual courage, entrepreneurial audacity, and adaptive leadership needed to invent educational institutions today.



**Bryan Penprase** is vice president for sponsored research and external academic relations at Soka University of America.

**Noah Pickus** is associate provost at Duke University and dean for academic strategy at Duke Kunshan University.

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### Why It Will Sell

Impressive geographical breadth, with examples of institutions from East Asia to the Middle East. Showcases a re-imagining of liberal arts institutions, and the lessons we can learn from their experiences.

Relevant for both business and education leaders seeking to learn how to foster innovation and change.

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Published: December 2023  
Editor: Bridget Flannery-McCoy  
352 pages.  
Education

# Political Rumors

Why We Accept  
Misinformation and  
How to Fight It

ADAM J. BERINSKY

## Why debunked political rumors persist and how to combat them

Political rumors and misinformation pollute the political landscape. This is not a recent phenomenon; before the currently rampant and unfounded rumors about a stolen election and vote-rigging, there were other rumors that continued to spread even after they were thoroughly debunked, including doubts about 9/11 (an “inside job”) and the furor over President Obama’s birthplace and birth certificate. Berinsky shows that a tendency toward conspiratorial thinking and vehement partisan attachment fuel belief in rumors. Yet the reach of rumors is wide, and Berinsky argues that in fighting misinformation, it is as important to target the undecided and the uncertain as it is the true believers.

“It is requisite reading for anyone who hopes to understand and address what has become a defining challenge of the twenty-first century.”

—James N. Druckman, Northwestern University



**Adam J. Berinsky** is the Mitsui Professor of Political Science at MIT and the founding director of the MIT Political Experiments Research Lab.

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### Why It Will Sell

Argues that it is not only conspiracy theorists who are susceptible to rumor, but that efforts to correct misinformation must also focus on the uncertain and undecided

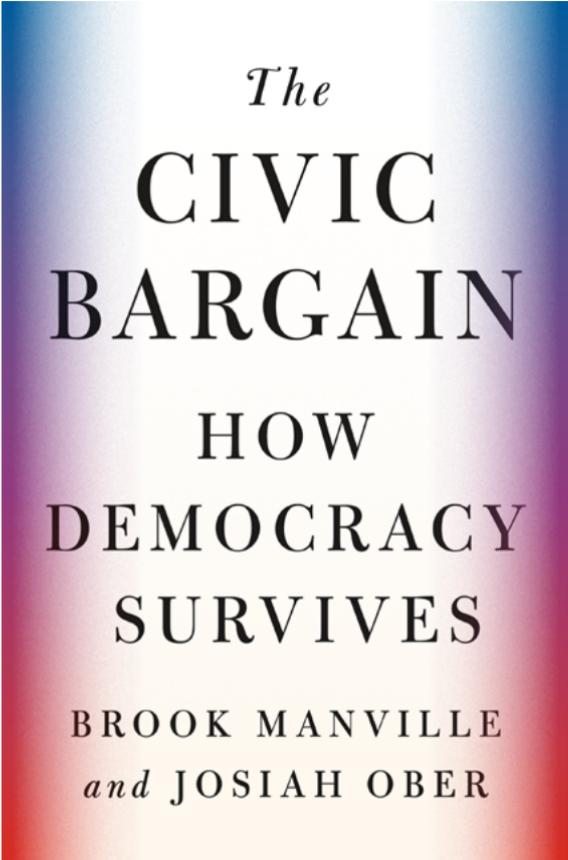
Draws on an original survey and data from experiments to provide a troubling picture of how vulnerable we can be to rumor and misinformation

Provides strategies for recognizing and challenging these rumors

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Published: August 2023  
Editor: Bridget Flannery-McCoy  
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Political Science



*The*  
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BARGAIN**  
**HOW  
DEMOCRACY  
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—David Stasavage, author of *The Decline and Rise of Democracy: A Global History from Antiquity to Today*



**Brook Manville** is an independent consultant who writes about politics, democracy, technology, and business. **Josiah Ober** is a professor at Stanford University and Senior Fellow at the Hoover Institute.

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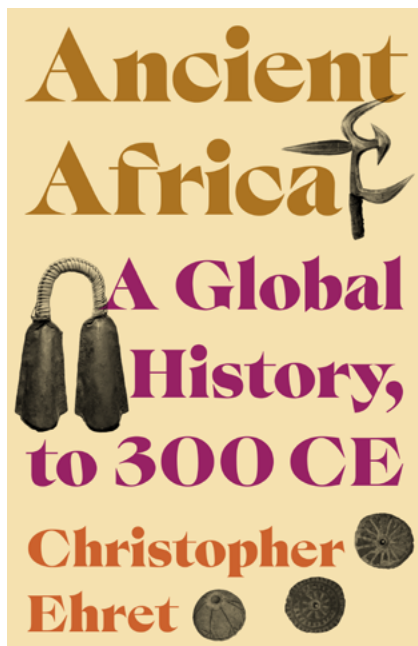
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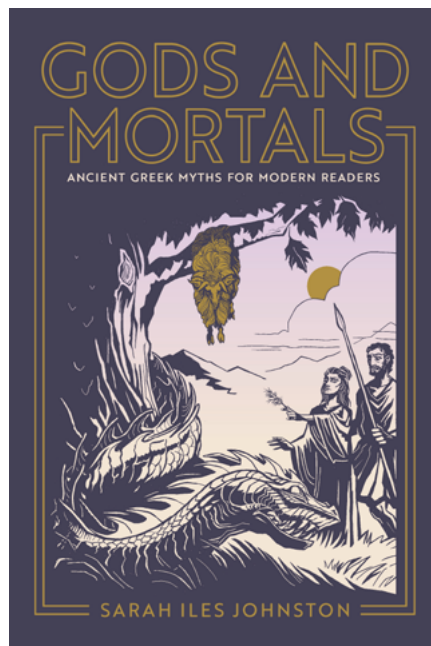


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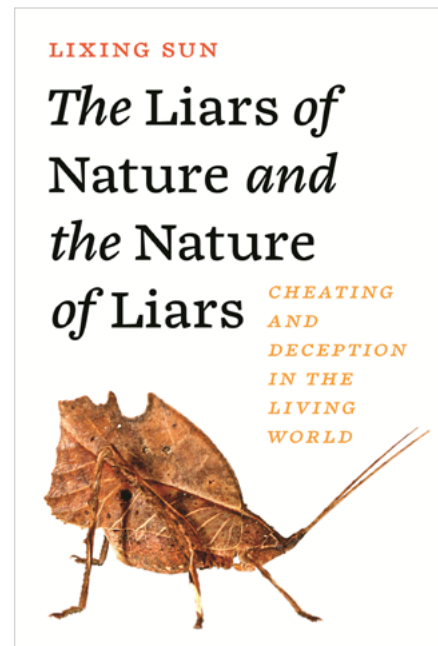
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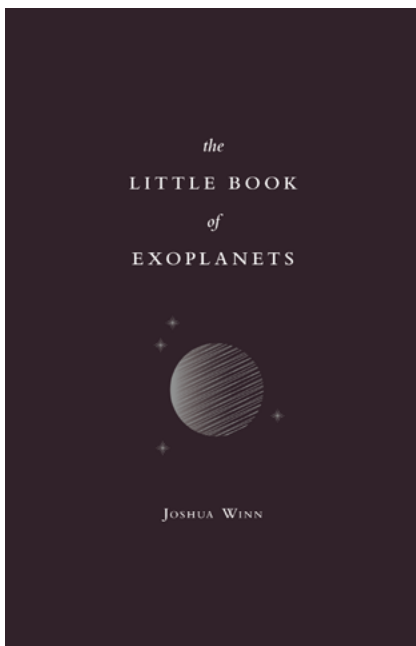
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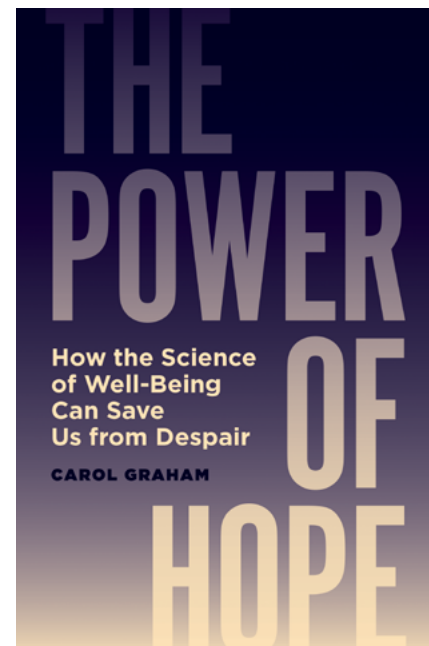
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