



International Rights Guide

LONDON 2024

A Note from the Senior International Rights Manager

We are delighted to once again present a selection of our new titles, ready for Spring 2024. We invite you to browse Princeton University Press's latest rights guide here and hope you enjoy!

Our London guide has something for everyone. Michael Cook brings us the monumental, once-in-a-generation chronicle, *A History of the Muslim World*, tracing Islam's journey over 1000 years, while the charming graphic adaptation of our bestselling book *1177 B.C.* from Eric Cline and Glynis Fawkes introduces readers of all ages to one of history's greatest mysteries. Among our fascinating philosophy titles, Samir Chopra's *Anxiety* helps us to no longer feel anxious about being anxious!

In science, readers of Ed Yong and Merlin Sheldrake will be interested in *Molds, Mushrooms, and Medicines* and the story of the often-mysterious roles that fungi plays both within our bodies and outside. Amongst our social science titles, globally renowned authors Urs Gasser and Viktor Mayer-Schönberger explore how essential it is not to lose human decision-making in the age of AI in *Guardrails*, while Jisung Park highlights the 'hidden' economic costs of climate change already affecting our world today in *Slow Burn*.

And, of course, don't forget two of our huge lead titles, *AI Needs You* and *The Divine Economy*, which were launched at Frankfurt but are publishing this spring. Verity Harding was named as one of TIME100's most influential people in AI, and her first book is already starting to generate a lot of buzz!

A special feature of our guide as always—do click the links on each page to explore the short intro videos from our authors!

Rebecca Bengoechea
Senior International Rights Manager



Rebecca Bengoechea
Senior International Rights Manager
rebecca_bengoechea@
press.princeton.edu



Emma Morgan
International Rights Manager
emma_morgan@
press.princeton.edu

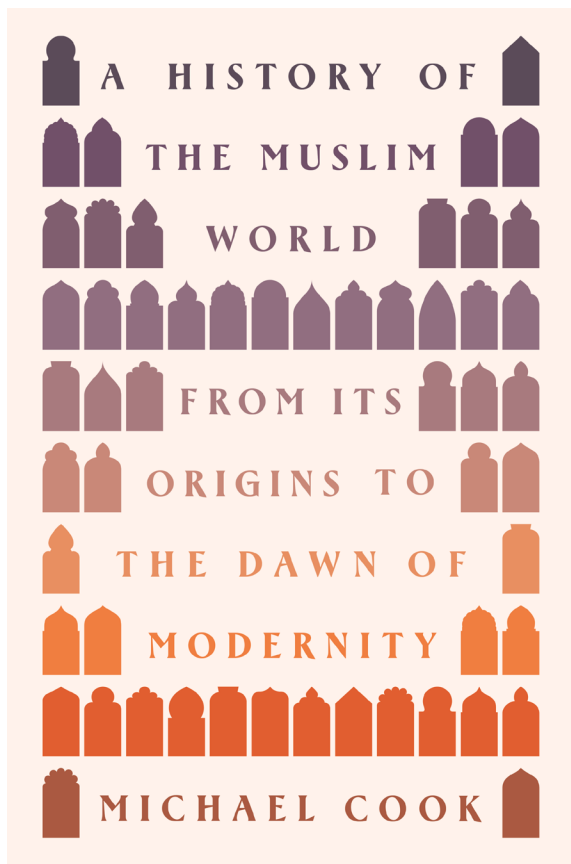


Eleanor Smith
International Rights Executive
eleanor_smith@
press.princeton.edu

Contents

- I Humanities
- II Science
- 17 Social Science
- 23 Also Available

Humanities



▶ Video Introduction

A panoramic history of the Muslim world from the age of the Prophet Muhammad to the birth of the modern era

This book describes and explains the major events, personalities, conflicts, and convergences that have shaped the history of the Muslim world. The body of the book takes readers from the origins of Islam to the eve of the nineteenth century, and an epilogue continues the story to the present day.

Michael Cook thus provides a broad history of a civilization remarkable for both its unity and diversity.

A History of the Muslim World contains numerous primary-source quotations that expose the reader to a variety of acutely insightful voices from the Muslim past.

“Michael Cook has written a masterpiece that will inform and inspire generations of readers. Seldom has the history of the Muslim world been told so well.”

—Roy P. Mottahedeh, Harvard University



Michael Cook is Professor of Near Eastern Studies at Princeton University. His books include *Ancient Religions, Modern Politics* (Princeton), *A Brief History of the Human Race*, and *The Koran: A Very Short Introduction*.

Why It Will Sell

An unparalleled comprehensive history of Islam, covering its social, cultural and political journey over 1000 years

Traces the formation and collapse of Muslim states, from the Middle East to Indonesia, alongside major cultural shifts throughout Muslim history

A sweeping once-in-a-generation chronicle from a preeminent scholar of Islamic history

Published: May 2024

Editor: Priya Nelson

960 pages. 29 maps.

Arabic rights licensed.

History | Middle East Studies

They Called It Peace

Worlds of Imperial Violence

Lauren Benton



▶ Video Introduction

A sweeping account of how small wars shaped global order in the age of empires

Imperial conquest and colonization depended on pervasive raiding, slaving, and plunder. European empires amassed global power by asserting a right to use unilateral force at their discretion. *They Called It Peace* is a panoramic history of how these routines of violence remapped the contours of empire and reordered the world from the fifteenth to the twentieth centuries.

“With characteristic lucidity, subtlety, and grace, Lauren Benton highlights how the boundary between private violence and public war was perpetually blurred and renegotiated across the imperial world. *They Called It Peace* demonstrates that small wars have had outsized consequences for world order both in the past and enduringly into the present.”

—David Armitage, author of *Civil Wars: A History in Ideas*



Lauren Benton is Professor of History at Yale University and recipient of the Toynbee Prize for significant contributions to global history. Her books include *A Search for Sovereignty* and (with Lisa Ford) *Rage for Order*.

Why It Will Sell

A new history of violence and empire that explains why wars escalate

Global book, covering Asia to America, and spanning over 500 years of history

A masterful critique of how empire lives on in our contemporary world, such as the War on Terror and Ukraine

Published: February 2024

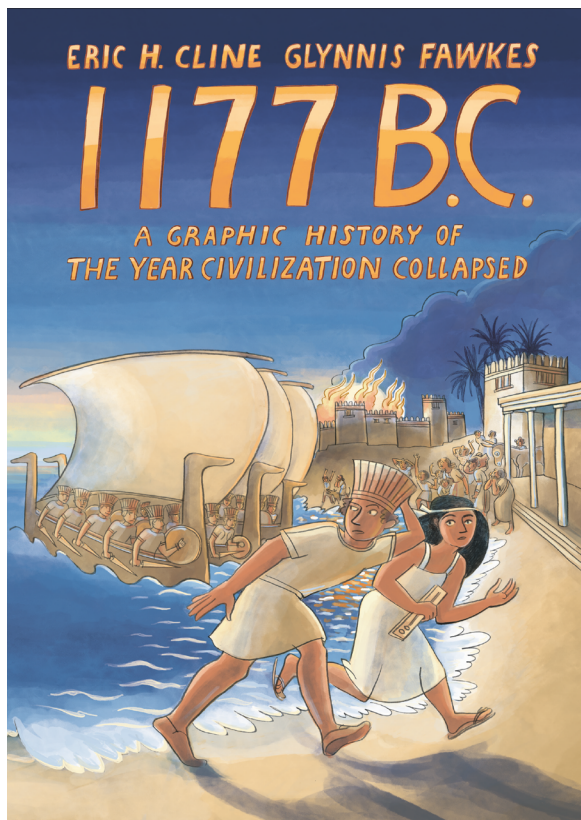
Editor: Priya Nelson

304 pages. 8 b/w illus.

4 maps.

Complex Chinese rights licensed, French and German rights retained by author

History



▶ Video Introduction

A beautiful, full-color graphic version of Eric Cline's bestselling *1177 B.C.*, adapted by award-winning author-illustrator Glynnis Fawkes

1177 B.C. tells the story of one of history's greatest mysteries: what caused the ancient civilizations of the Aegean and Eastern Mediterranean to collapse more than three thousand years ago, bringing the Late Bronze Age to an abrupt end? In this vivid and captivating full-color graphic adaptation of the landmark book, author-illustrator Glynnis Fawkes invites us to follow two young friends living in the aftermath of the cataclysm as they unravel why it happened—and reveal important lessons for today's interconnected and vulnerable world.

"The collapse of Bronze Age civilization is one of the most crucial and complex events in human history. By guiding us through the maze of theories with intellectual clout and charming, humorous graphic art, Cline and Fawkes have pioneered a dazzling new way of bringing archaeology and ancient history to readers of all ages."

—Edith Hall, author of *Aristotle's Way*



Eric H. Cline is professor of classics and anthropology at George Washington University. His many books include *1177 B.C.* (Princeton). **Glynnis Fawkes** is the author-illustrator of *Charlotte Brontë before Jane Eyre* and *Persephone's Garden*, and her comics have appeared on the website of *The New Yorker*.

Why It Will Sell

The original *1177 B.C.*, sold over 200,000 copies and was sold in 18 languages

An accessible retelling that brings Cline's original 'perfect storm' argument to life

Fawkes is an experienced archaeologist and illustrator, with a unique style

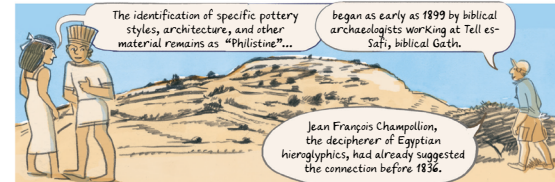
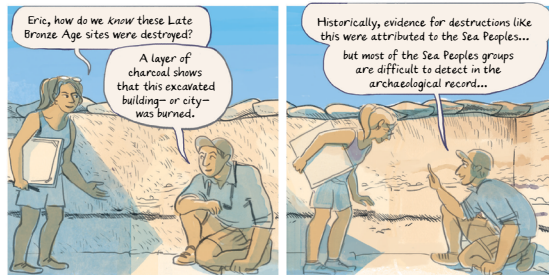
Published: April 2024

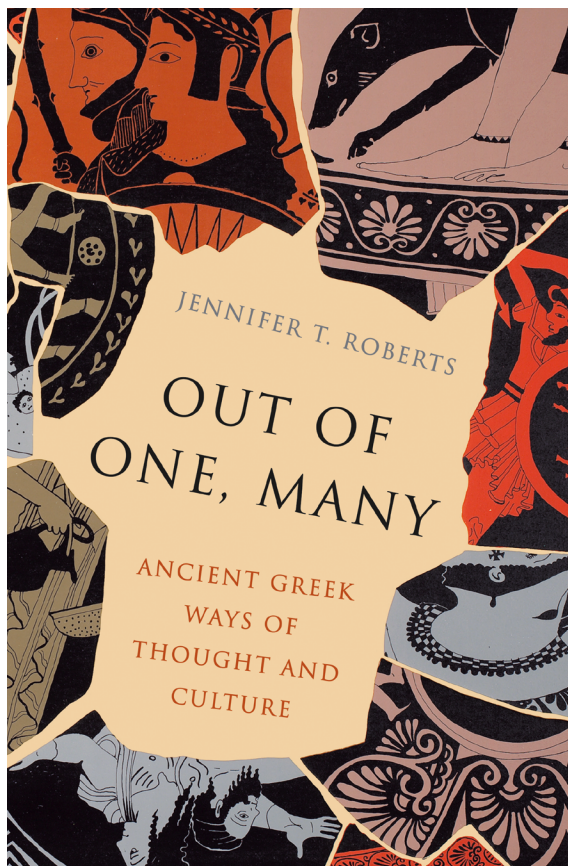
Editor: Rob Tempio

256 pages. 242 color illus.

Portuguese (Portugal) rights licensed

Graphic Narratives | History | Archaeology





▶ Video Introduction

A sweeping new account of ancient Greek culture and its remarkable diversity

Out of One, Many is an accessible and lively introduction to the Greeks and their ways of living and thinking. In this fresh and witty exploration of the thought, culture, society, and history of the Greeks, Jennifer Roberts traces not only the common values that united them across the seas and the centuries, but also the enormous diversity in their ideas and beliefs. The result is a rich, wide-ranging, and compelling history of a fascinating and profoundly influential culture in all its complexity—and the myriad ways, good and bad, it continues to shape us today.

“Jennifer Roberts, a renowned historian of ancient Greece, extends her purview to the maximum in this book. The quick and the dead, the free and the enslaved, male and female, human and superhuman—all are treated here, accessibly, with the scholarship and attention they merit. An enthralling read from start to finish.”

—Paul Cartledge, author of *Thebes*



Jennifer T. Roberts is professor of classics and history at CCNY and CUNY Graduate Center. Her many books include *The Plague of War*, *Herodotus*, and *Athens on Trial* (Princeton).

Why It Will Sell

This book is a charming all-in-one guide for understanding ancient Greek culture, from its myths, to its poets, to its politicians

Shows how the Greeks, despite a common language and geography, were truly diverse

Highlights the role of women and gender, not merely as an add-on, but as an essential element to understanding Greek culture

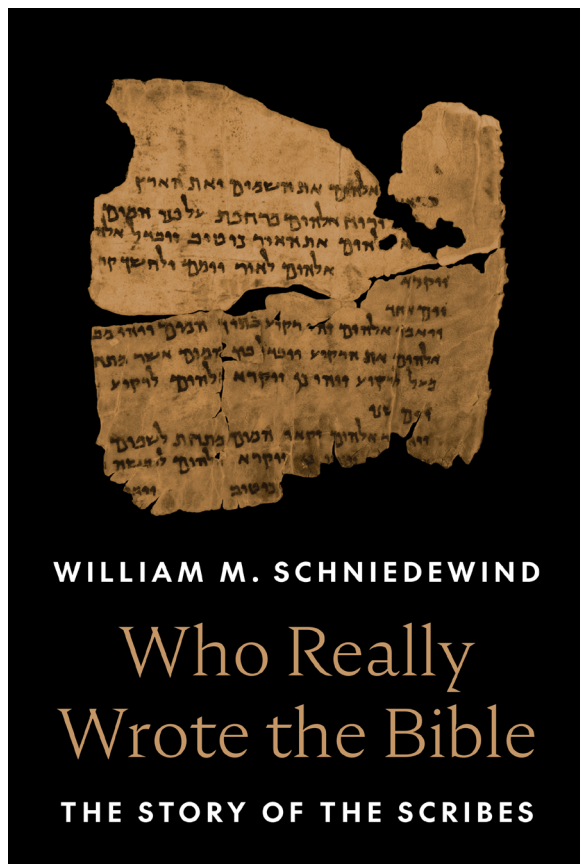
Published: May 2024

Editor: Rob Tempio

464 pages. 24 b/w illus. 1 map.

All rights available

Ancient History | Classics



A groundbreaking new account of the writing of the Hebrew Bible

Who wrote the Bible? Its books have no bylines. Although the Hebrew Bible rarely speaks of its authors, people have been fascinated by the question of its authorship since ancient times. In *Who Really Wrote the Bible*, William Schniedewind offers a bold new answer: the Bible was not written by a single author, or by a series of single authors, but by communities of scribes.

“Scribes, not authors; communities, not individuals; apprenticeships, not schools. Schniedewind systematically dispels ideas that have long inhibited our understanding of the scribes behind the Bible. With his inimitable command over both textual evidence and material culture, Schniedewind offers fresh insight into many puzzles, including who (really) wrote the Bible.”

—Sara Milstein, author of *Making a Case: The Practical Roots of Biblical Law*



William M. Schniedewind is professor of biblical studies at the UCLA. He is the author of *How the Bible Became a Book*, *A Social History of Hebrew*, *The Finger of the Scribe* and other books.

Why It Will Sell

Introduces readers to the cutting edge of Biblical scholarship

The author brings in new archaeological evidence and research to illuminate the lives of the pre-Hellenistic scribes and their communities

Peppered with sketches and illustrations of Biblical archaeological digs

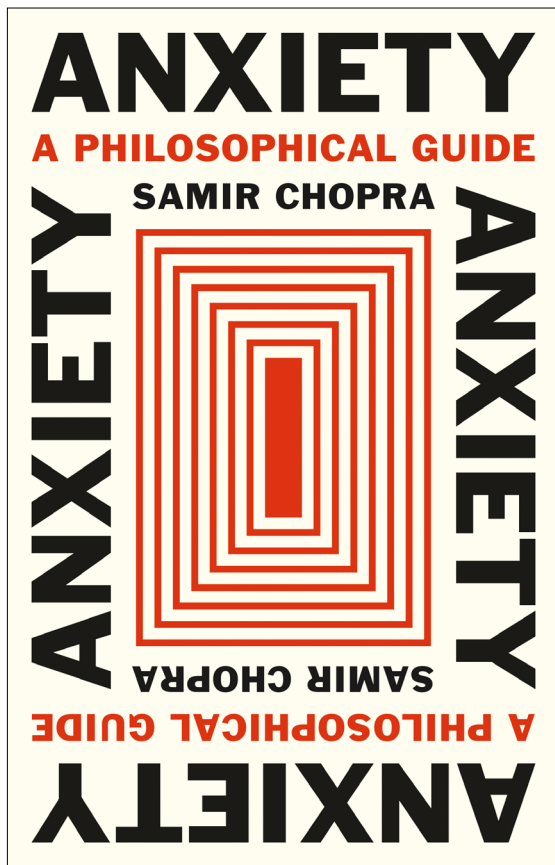
Published: June 2024

Editor: Fred Appel

360 pages. 51 b/w illus.

All rights available

Religion | Jewish Studies



▶ Video Introduction

How philosophy can teach us to be less anxious about being anxious by understanding that it's an essential part of being human

Today, anxiety is usually thought of as a pathology, the most diagnosed and medicated of all psychological disorders. In *Anxiety*, Samir Chopra explores valuable insights about anxiety offered by ancient and modern philosophies. Blending memoir and philosophy, he also tells how serious anxiety has affected his own life—and how philosophy has helped him cope with it.

“The best book about being anxious since Søren Kierkegaard’s *On the Concept of Anxiety*. Chopra has given us the definitive philosophical account of anxiety—in original, enormously readable, and exhilarating prose. Who knew we could read about anxiety with such pleasure? You might actually discover, as Chopra shows, that every time you’re stressed out, you’re brushing against the possibility of real freedom.”

—Clancy Martin, author of *How Not to Kill Yourself: A Portrait of the Suicidal Mind*



Samir Chopra is a philosophical counselor and professor emeritus of philosophy at Brooklyn College and the Graduate Center of the CUNY. His books include *Shyam Benegal*, *A Legal Theory for Autonomous Artificial Agents*, and *Eye on Cricket*.

Why It Will Sell

Drawing powerfully on his personal experience, the author demonstrates how philosophical thinking can help us accept anxiety

Surveys a range of approaches to anxiety from Buddhism and Existentialism to Critical Theory and Psychoanalysis

The author writes clearly and beautifully and has written for popular audiences before

Published: March 2024

Editor: Rob Tempio

208 pages.

All rights available

Philosophy | Self-Help

What Does It Mean
to Create a Child?

Begetting

Mara van der Lugt

An investigation of what it means to have children—morally, philosophically and emotionally

“Do you want to have children?” is a question we routinely ask each other. But what does it mean to create a child? Is this decision always justified? Does anyone really have the moral right to create another person? In *Begetting*, Mara van der Lugt attempts to fill in the moral background of procreation. Drawing on both philosophy and popular culture, van der Lugt does not provide a definitive answer on the morality of having a child; instead, she helps us find the right questions to ask.

“This is a valuable and deeply engaging book, which fills an important gap between the extensive and increasingly ingrown philosophical literature on the ethics of procreation and the equally esoteric discussion of the subject on antinatalist websites and social media.”

—David Wasserman, coauthor of *Debating Procreation*

Mara van der Lugt is lecturer in philosophy at the University of St Andrews, where she specializes in early modern intellectual history and philosophy. She is the author of *Dark Matters* (Princeton).

Why It Will Sell

A thoughtful and reflective exploration of the assumptions and beliefs that dominate our decisions to have children

Probing consideration of the value and ethics of procreation, offering balance and nuance to a debate that evokes strong emotion

Timely and relevant to the current moment, considering the impact of issues such as climate change on people's decisions to procreate

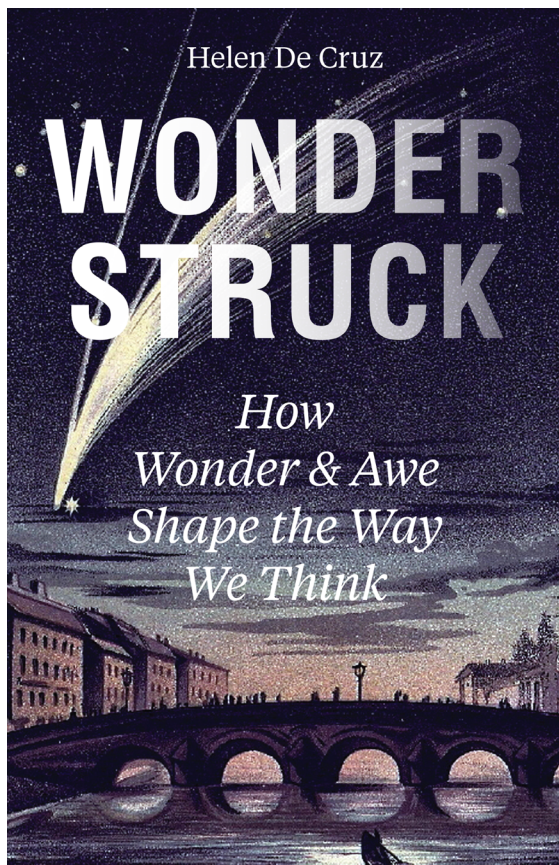
Published: April 2024

Editor: Ben Tate

272 pages. 23 color + 10 b/w illus.

All rights available

Philosophy



▶ Video Introduction

A philosopher explores the transformative role of wonder and awe in an uncertain world

Wonder and awe lie at the heart of life's most profound questions. *Wonderstruck* shows how these emotions respond to our fundamental need to make sense of ourselves and everything around us, and how they enable us to engage with the world as if we are experiencing it for the first time.

"In Helen De Cruz's extraordinarily rich and deep dive into awe and wonder, you will learn of their philosophical treatments, their role in magic and religion, their place in evolution, and how we can reclaim these two states so vital to our imagination and adaptation in the twenty-first century. This elegant book is filled with wonder-inspiring insights, awe-filled observations and cultural histories, and beauty. Read this book and you will look at the world around you with more wonder and awe."

—Dacher Keltner, author of *Awe: The New Science of Everyday Wonder and How It Can Transform Your Life*



Helen De Cruz is professor of philosophy at Saint Louis University. She is the author of *Religious Disagreement* and (with Johan De Smedt) *A Natural History of Natural Theology* and the editor and illustrator of *Philosophy Illustrated*.

Why It Will Sell

A wide-ranging approach that shows the primacy of awe and wonder in philosophy, science, magic, evolutionary biology, and religion

For readers looking for meaningful engagement with the work of philosophical figures from Plato to Sartre

Offers insight into how to cultivate joy, hope, and resilience

Published: March 2024

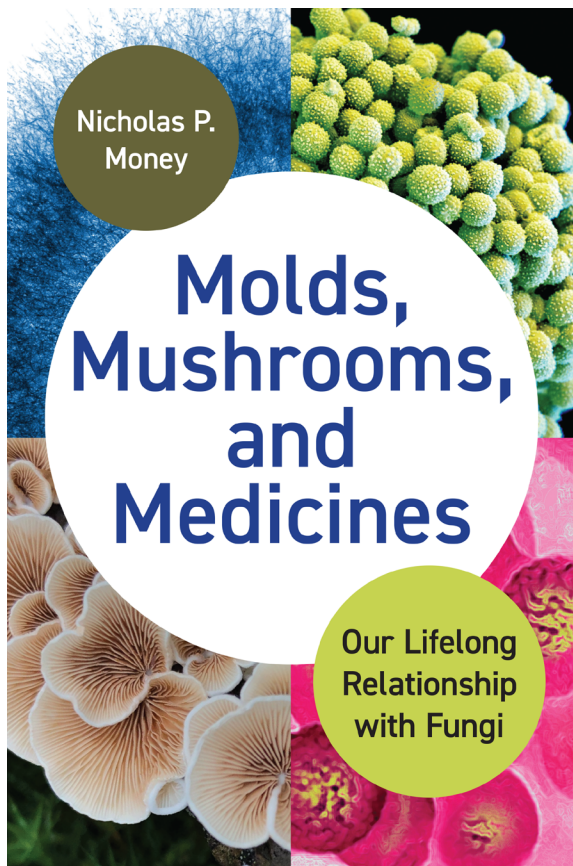
Editor: Rob Tempio

232 pages. 8 b/w illus. 1 table.

All rights available

Philosophy

Science



▶ Video Introduction

The hidden role of fungi inside and all around us

From beneficial yeasts that aid digestion to toxic molds that cause disease, we are constantly navigating a world filled with fungi. *Molds, Mushrooms, and Medicines* explores the amazing ways fungi interact with our bodies, showing how our health and well-being depend on an immense ecosystem of yeasts and molds inside and all around us.

Nicholas Money takes readers on a guided tour of a marvelous unseen realm, describing how our immune systems are engaged in continuous conversation with the teeming mycobiome inside the body, and how we can fall prey to serious and even life-threatening infections when this peaceful coexistence is disturbed.

“An amazing tour of the world of fungi—a realm that is more entwined with the lives of humans than we realize.”

—Alanna Collen, author of *10% Human: How Your Body's Microbes Hold the Key to Health and Happiness*



Nicholas P. Money is professor of biology at Miami University in Ohio and the author of many books, including *The Rise of Yeast, Mushrooms, and Microbiology*.

Why It Will Sell

Unique and novel approach to the often-mysterious role that fungi plays both within our bodies and outside

For readers of Ed Yong and Merlin Sheldrake

Offers accessible and engaging insights into the world of human-fungi interactions, such as their emerging uses in life-saving medicine

Published: March 2024

Editor: Alison Kalett

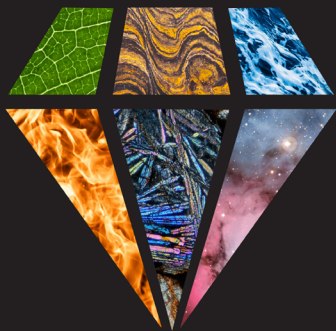
240 pages. 10 b/w illus.

All rights available

Nature | Science

The Sixth Element

HOW CARBON
SHAPES OUR WORLD



THEODORE P. SNOW
DON BROWNLEE

A cosmic perspective on carbon—its importance in the universe and our lives

When we think of carbon, we might first think of a simple element near the top of the periodic table: symbol C, atomic number 6. In *The Sixth Element*, astronomers Theodore Snow and Don Brownlee tell the story of carbon from a cosmic perspective—how it was born in the fiery furnaces of stars, what special chemical and physical properties it has, and how it forms the chemical backbone of the planets and all life as we know it. Foundational to every part of our lives, from our bodies to the food, tools, and atmosphere that sustain our existence, carbon is arguably humankind's most important element.

"A fascinating tour through basic chemistry, the Big Bang, stellar nucleosynthesis, planetary habitability, modern global warming, and more, all bound together by the common thread of the element carbon. No matter your scientific background, you will learn things from this book."

—Jim Kasting, author of *How to Find a Habitable Planet*

Theodore P. Snow is professor emeritus at the Center for Astrophysics and Space Astronomy at the University of Colorado Boulder. **Don Brownlee** is professor emeritus of astronomy at the University of Washington. He is the coauthor of *Rare Earth and Life and Death of Planet Earth*.

Why It Will Sell

An unparalleled account of carbon, exploring its broad importance to our understanding of history, astronomy and climate science

Aims to remind us of the pivotal and powerful role carbon plays in our lives, including the harmful effects of burning carbon on the environment

Published: June 2024

Editor: Ingrid Gnerlich

264 pages. 52 b/w illus. 1 table.

All rights available

Science

Piping Hot Bees & Boisterous Buzz-Runners



— 20 Mysteries of —
Honey Bee Behavior Solved

Thomas D. Seeley

A biologist's up-close account of how he and fellow biologists cracked long-standing puzzles about honey bee behavior

Piping Hot Bees and Boisterous Buzz-Runners takes readers inside a world seldom seen even by beekeepers, shedding light on twenty of the most compelling mysteries of honey bee behavior. In this book, Thomas Seeley weaves illuminating personal stories with the latest science, explaining such mysteries as how worker bees function as scouts to choose a home site for their colony, furnish their home with beeswax combs, and stock it with brood and food while keeping tens of thousands of colony inhabitants warm and defended from intruders.

“*Piping Hot Bees and Boisterous Buzz-Runners* is Thomas Seeley at his best, an engaging blend of keen observation, rigorous science, and personal reminiscence. More than just fascinating descriptions of bee behavior, this is a love letter, written by someone enamored from a lifetime spent studying honey bees.”

—Mark L. Winston, author of *Bee Time*



Thomas D. Seeley is the Horace White Professor of Biology Emeritus at Cornell University. His books include *The Lives of Bees*, *Following the Wild Bees*, and *Honeybee Democracy* (all Princeton). He is a member of the American Academy of Arts and Sciences.

Why It Will Sell

Guides the reader through a series of the most puzzling mysteries about honeybees and their colonies, and shares the stories of how they were solved

Combines personal narrative with incisive research and insights from the author's six decade-long career

Published: April 2024
Editor: Alison Kalett
312 pages. 106 color + b/w illus.
All rights available

Nature | Science | Animal



Video Introduction

Published: May 2024
176 pages. 50 b/w illus.
All rights available
Nature

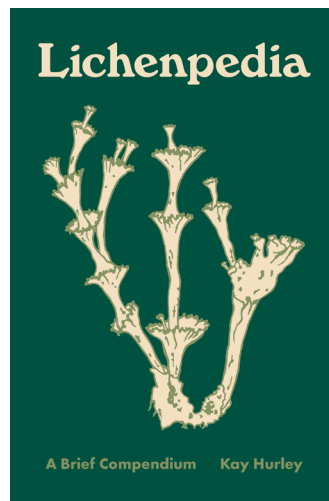
Why It Will Sell

A bite-sized compendium of facts and anecdotes about some of the ocean's most feared, and perhaps most misunderstood, creatures. Covers everything from their depictions in movies to their ecological importance, and explores a wide variety of sharks from around the world.

A fun, pocket-size A–Z treasury about sharks, featuring fascinating, little-known facts and captivating illustrations.

Sharkpedia is an entertaining and enlightening celebration of sharks featuring close to 100 entries, based on the latest knowledge and enriched by original illustrations. Shark authority Daniel Abel gives new bite to essential information about sharks, including their adaptations as top predators, 450-million-year evolution, behavioral complexity, ecological importance, existential threats, and often sensationalized appearances in popular culture, from *Jaws* to Shark Week.

With charming drawings by leading shark artist Marc Dando, *Sharkpedia* is a scientific and cultural treasure trove that will leave you with new insights about these remarkable animals. Dive in!



Video Introduction

Published: May 2024
192 pages. 47 b/w illus.
All rights available
Nature

Why It Will Sell

Includes more than 120 entries exploring a diversity of topics including the science and history of lichen, as well as their appearances in human myths, art and culture. Offers an informative and witty look at this lesser-known part of the natural world.

An illustrated mini-encyclopedia about the weird and wonderful world of lichens.

Lichenpedia is a delightfully entertaining and beautifully illustrated A–Z treasury about the strange, obscure, and remarkable world of lichens, from their unique and essential roles in nature and the ways they are used in dyeing, brewing, and drug-making to how they have inspired writers and artists, from Henry David Thoreau to modern painters.

With charming drawings by Susan Adele Edwards, *Lichenpedia* promises to put you in touch with the natural world in a new way by opening your eyes to these vital organisms, which are all around us, hidden in plain sight.

Features a cloth cover with an elaborate foil-stamped design.



The Importance of Being Educable

A NEW THEORY OF
HUMAN UNIQUENESS

Leslie Valiant

WINNER OF THE TURING AWARD



 Video Introduction

In the age of AI, why our future depends on better understanding what makes us human

The Importance of Being Educable puts forward a provocative new exploration of the extraordinary facility of humans to absorb and apply knowledge. The remarkable “educability” of the human brain can be understood as an information processing ability. It sets our species apart, enables the civilization we have, and gives us the power and potential to set our planet on a steady course. In this visionary book, Leslie Valiant argues that understanding the nature of our own educability is crucial to safeguarding our future. In this visionary book, Leslie Valiant argues that understanding the nature of our own educability is crucial to safeguarding our future. This book provides a road map.

“What Valiant manages to do in this book is to lay out a convincing argument that being educable is fundamental to our ability to function in modern society. Knowing how to learn is even more important than wanting to learn. Start on page one.”

—Vint Cerf, internet pioneer



Leslie Valiant is professor of Computer Science and Applied Mathematics at Harvard University. He is the author of *Probably Approximately Correct* and *Circuits of the Mind*.

Why It Will Sell

A novel approach to the topics of neuroscience and technology, presenting ‘educability’ as the key to humanity’s future, and the answer to fears presented by the rise of AI

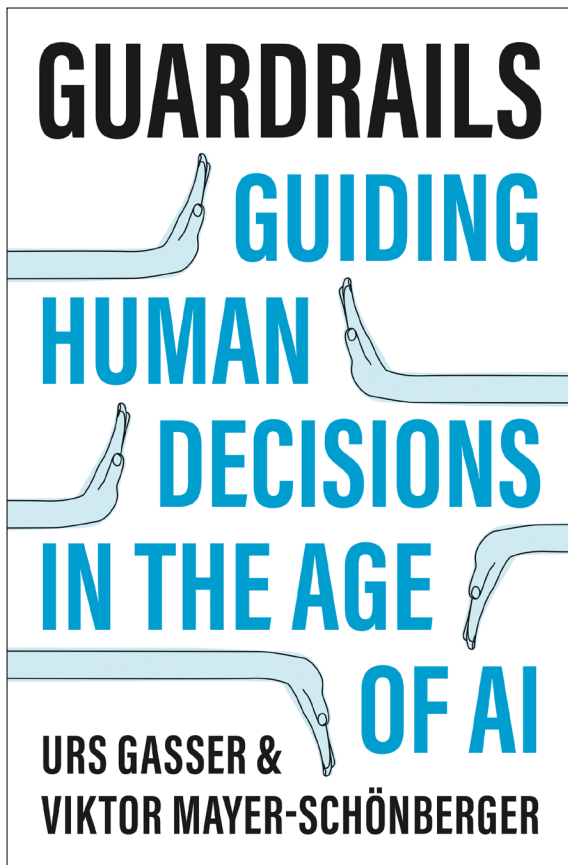
Offers a new theory, from a world-renowned expert in theoretical computer science, about adaptability, learning, and human development

Aims to speak to a broad readership and to spark conversation about the nature of learning

Published: April 2024
Editor: Ingrid Gnerlich
272 pages. 6 b/w illus.
All rights available

Science | Technology

Social Science

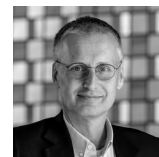


▶ Video Introduction

How society can shape individual actions in times of uncertainty

When we make decisions, our thinking is informed by societal norms, “guardrails” that guide our decisions, like the laws and rules that govern us. But what are good guardrails in today’s world of overwhelming information flows and increasingly powerful technologies, such as artificial intelligence? Based on the latest insights from the cognitive sciences, economics, and public policy, *Guardrails* offers a novel approach to shaping decisions by embracing human agency in its social context.

Whether we change jobs, buy a house, or quit smoking, thousands of decisions large and small shape our daily lives. Decisions drive our economies, seal the fate of democracies, create war or peace, and affect the well-being of our planet. *Guardrails* challenges the notion that technology should step in where our own decision making fails, laying out a surprisingly human-centered set of principles that can create new spaces for better decisions and a more equitable and prosperous society.



Urs Gasser is professor of public policy, governance, and innovative technology and dean of the School of Social Sciences and Technology at the Technical University of Munich. **Viktor Mayer-Schönberger** is professor of internet governance and regulation at the University of Oxford.

Why It Will Sell

A timely book, from globally-recognised authors, with a counterintuitive argument that recentres humans in decision-making processes

Strikes a balance between erudite and practical, with lots of engaging examples to help us make better decisions as individuals and as a society

Published: March 2024
Editor: Bridget Flannery-McCoy
240 pages. 6 b/w illus.
All rights available
Technology | Politics



Slow Burn

The Hidden Costs of a Warming World

R. JISUNG PARK

How the subtle but significant consequences of a hotter planet have already begun—from lower test scores to higher crime rates—and how we might tackle them today

It's hard not to feel anxious about the problem of climate change, especially if we think of it as an impending planetary catastrophe. In *Slow Burn*, R. Jisung Park encourages us to view climate change through a different lens: one that focuses less on the possibility of mass climate extinction in a theoretical future, and more on the everyday implications of climate change here and now.

By investigating how the physical phenomenon of climate change interacts with social and economic institutions, Park illustrates how climate change already affects everyone, and may act as an amplifier of inequality. Wealthier households and corporations may adapt quickly, but, without targeted interventions, less advantaged communities may not.



R. Jisung Park is assistant professor at the University of Pennsylvania, where he holds appointments in the School of Social Policy and Practice and the Wharton School of Business.

Why It Will Sell

Inspires action and positive change, by arguing that local climate-resiliency interventions taken now will make a big difference

Author is a rising star in the field, and is already a go-to voice for major outlets around the world

Compelling writing with plenty of anecdotes and global examples, making the impressive data and academic research more digestible

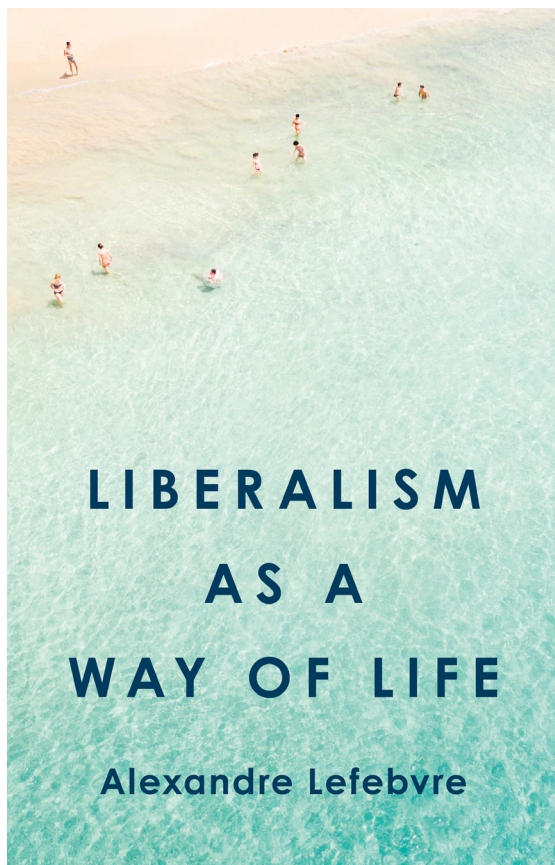
Published: April 2024

Editor: Joe Jackson

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

Korean rights licensed

Environment | Economics



▶ Video Introduction

Why liberalism is all you need to lead a good, fun, worthy, and rewarding life—and how you can become a better and happier person by taking your liberal beliefs more seriously

Where do you get your values and sensibilities from? If you grew up in a Western democracy, the answer is probably liberalism. Liberalism is the ideology of our times, as omnipresent as religion once was. Yet, as Alexandre Lefebvre argues in *Liberalism as a Way of Life*, many of us are liberal without fully realizing it—or grasping what it means. This eye-opening book shows how so many of us are liberal to the core, why liberalism provides the basis for a good life, and how we can make our lives better and happier by becoming more aware of, and more committed to, the beliefs we already hold.

“If you care about improving people’s lives, this is the book for you.”

—Gus O’Donnell, former Cabinet Secretary, United Kingdom



Alexandre Lefebvre is professor of politics and philosophy at the University of Sydney. His books include *Human Rights as a Way of Life*.

Why It Will Sell

A novel argument positing that liberalism is more than just a political philosophy

A unique self-help angle that suggests that the key to a fulfilling life is already around us

Practical and solutions-oriented, with spiritual exercises to help readers cultivate a positive practice of liberalism

Filled with pop culture examples and grounded in everyday experience

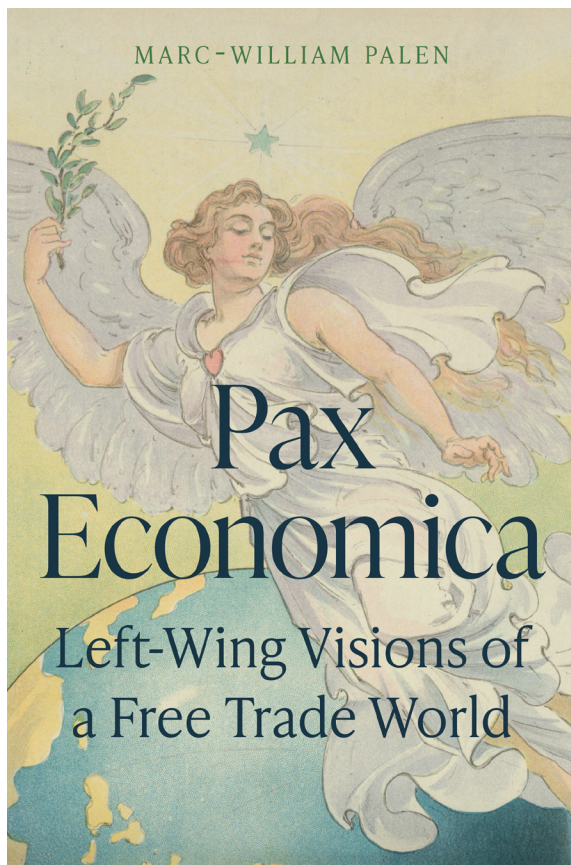
Published: June 2024

Editor: Rob Tempio

304 pages. 6 b/w illus. 14 tables.

All rights available

Philosophy | Politics | Self-Help



▶ Video Introduction

The forgotten history of the liberal radicals, socialist internationalists, feminists, and Christians who envisioned free trade as the necessary prerequisite for anti-imperialism and peace

Today, free trade is often associated with right-wing free marketeers. In *Pax Economica*, historian Marc-William Palen shows that free trade and globalisation in fact have roots in nineteenth-century left-wing politics. In this counterhistory of an idea, Palen explores how, beginning in the 1840s, left-wing globalists became the leaders of the peace and anti-imperialist movements of their age. Palen's findings upend how we think about globalisation, free trade, anti-imperialism, and peace. Rediscovering the left-wing history of globalism offers timely lessons for our own era of economic nationalism and geopolitical conflict.

"Palen performs an important act of historical recovery ... This is a major contribution to intellectual and political history."

—Duncan Bell, University of Cambridge



Marc-William Palen is a historian at the University of Exeter and the author of *The "Conspiracy" of Free Trade*.

Why It Will Sell

Global examples, drawing on the UK, US, France, Germany, Japan and China

Timely lessons for the future of institutions such as the UN and WTO

Big-picture narrative interspersed with stories of the intellectual groups that have been marginalised in the history of economic thought

Published: February 2024

Editor: Hannah Paul
328 pages. 10 b/w illus.
All rights available

History | Economics

MONEY CAPITAL

*New Monetary Principles for
a More Prosperous Society*

PATRICK BOLTON
HAIZHOU HUANG



A novel perspective on monetary and fiscal policy that views money as the equity capital of a nation

A conventional economic theory, monetarism, holds that inflation is a monetary phenomenon driven by changes in the supply of money. Yet recent experience—including the aftermath of the financial crisis of 2008 and the economic development of China—contradict this basic prediction. In this book, leading economists Patrick Bolton and Haizhou Huang offer a novel perspective, viewing monetary economics through the lens of corporate finance. They propose a richer theory, where money can be seen as the equity capital of a nation, playing a similar role as stocks for a company. This innovative framework integrates the real and monetary sides of the economy, with a banking sector and debt at its core.

“This book is a marvelous invitation to rethink deeply what we thought we knew about monetary economics and international finance.”

—Hélène Rey, London Business School



Patrick Bolton is professor of finance at Imperial College London and senior advisor to the Lazard Climate Center.

Haizhou Huang is professor of finance at both Shanghai Jiaotong University and Tsinghua University.

Why It Will Sell

Drawing on lessons learned from corporate finance, the authors offer an ambitious, new way to think about government debt and inflation.

Explores scenarios where a government might be wise to print more money

Global approach, with particular discussion of China's economic growth as a case study

Published: May 2024

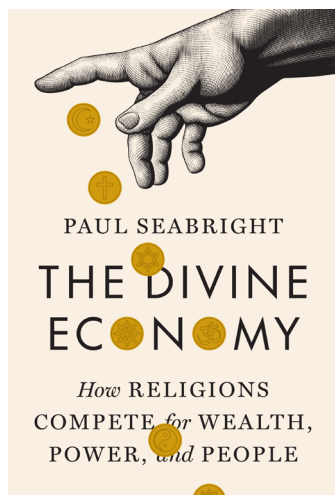
Editor: Joe Jackson

312 pages. 53 b/w illus. 8 tables.

Simplified Chinese rights licensed

Economics | Finance

Also Available



▶ Video Introduction

Published: May 2024

504 pages.

French and Japanese rights licensed
Economics | Religion

Why It Will Sell

An ambitious, interdisciplinary and global story based on original qualitative research from communities around the world

Beautifully written narrative, with riveting short vignettes

A novel economic interpretation of how religions have become so powerful in the modern world

Religion in the twenty-first century is alive and well across the world, despite its apparent decline in North America and parts of Europe. Vigorous competition between and within religious movements has led to their accumulating great power and wealth. Religions in many traditions have honed their competitive strategies over thousands of years. In *The Divine Economy*, economist Paul Seabright argues that religious movements are a special kind of business: they are platforms, bringing together communities of members who seek many different things from one another—spiritual fulfilment, friendship and marriage networks, even business opportunities. Their function as platforms, he contends, is what has allowed religions to consolidate and wield power.



▶ Video Introduction

Published: March 2024

288 pages.

Korean rights licensed
Science | Technology

Why It Will Sell

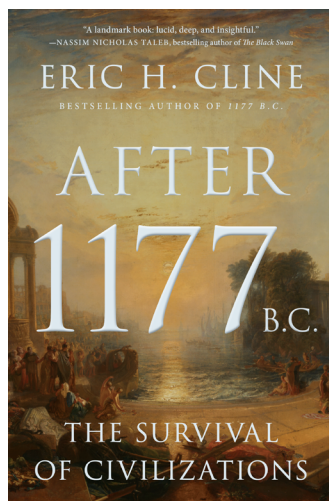
A jargon-free page-turner, written to empower readers to jump in and help shape a responsible future for AI

Argues that the role AI has in our lives should not be dictated by tech elites in Silicon Valley

A humanist manifesto for the age of AI

Artificial intelligence may be the most transformative technology of our time. As AI's power grows, so does the need to figure out what—and who—this technology is really for. *AI Needs You* argues that it is critical for society to take the lead in answering this urgent question and ensuring that AI fulfills its promise.

Verity Harding draws inspiring lessons from the histories of three twentieth-century tech revolutions to empower each of us to join the conversation about AI and its possible futures. History points the way to an achievable future in which democratically determined values guide AI to be peaceful in its intent; to embrace limitations; to serve purpose, not profit; and to be firmly rooted in societal trust.



▶ Video Introduction

Published: April 2024

352 pages.

Simplified Chinese, Czech, French, Italian, Portuguese (Portugal), Romanian, Russian, Spanish and Turkish rights licensed

Ancient History | Archaeology

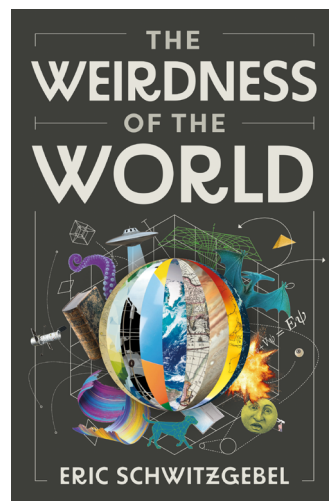
Why It Will Sell

Follow-up to *1177 BC*, which sold over 200,000 copies and into 18 languages

Filled with lessons for today about why some societies survive shocks while others do not

In this gripping sequel to his bestselling *1177 B.C.*, Eric Cline tells the story of what happened after the Bronze Age collapsed—why some civilizations endured, why some gave way to new ones, and why some disappeared forever

After 1177 B.C. tells how the collapse of powerful Late Bronze Age civilizations created new circumstances to which people and societies had to adapt. Those that failed to adjust disappeared from the world stage, while others transformed themselves, resulting in a new world order that included Phoenicians, Philistines, Israelites, Neo-Hittites, Neo-Assyrians, and Neo-Babylonians. Taking the story up to the resurgence of Greece marked by the first Olympic Games in 776 B.C., the book also describes how world-changing innovations such as the use of iron and the alphabet emerged amid the chaos.



▶ Video Introduction

Published: January 2024

376 pages.

All rights available

Philosophy

Why It Will Sell

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

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. Philosophy, he proposes, can aim to open—to reveal possibilities we had not previously appreciated—or to close, to narrow down to the one correct theory of the phenomenon in question. Schwitzgebel argues for a philosophy that opens.



▶ Video Introduction

Published: February 2024
328 pages.
All rights available
History | Ancient History

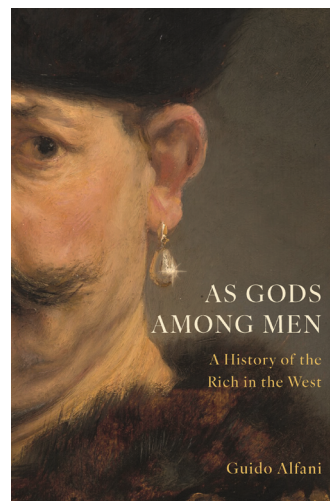
Why It Will Sell

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

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. The emperor Marcus Aurelius reigned over a vast territory that stretched from Britain to Egypt. The Roman-made peace, or *Pox Romana*, seemed to be permanent. 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.



▶ Video Introduction

Published: December 2023
440 pages.
Complex Chinese, Simplified Chinese, Italian, Polish, Portuguese (Portugal), Russian and Spanish rights licensed
History | Economics

Why It Will Sell

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

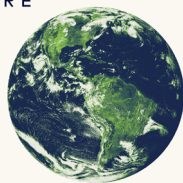
Data-rich survey that charts the power and the fragility of the wealthy from medieval to modern times

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.

Elemental

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



Stephen Porder

▶ Video Introduction

Published: September 2023
240 pages.
Simplified Chinese rights licensed
Nature | Science

Why It Will Sell

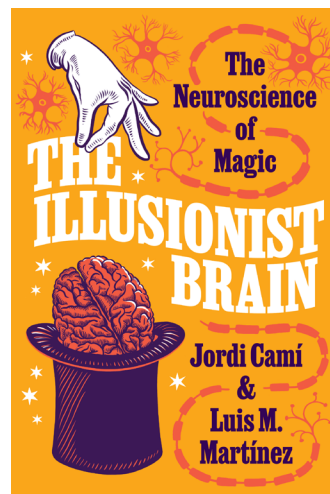
Mixes engaging and accessible storytelling with the latest science to explore the Earth's history, and the history of life

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

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

It is rare for life to change Earth, yet three organisms have profoundly transformed our planet over the long course of its history. *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, Stephen 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.



▶ Video Introduction

Published: June 2022
248 pages.
All rights available
Science | Magic

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

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.

Princeton University Press International Rights Agents

Arabic Rights

Amélie Cherlin

Dar Cherlin

amelie@darcherlin.com

Brazil

João Paulo Riff

Agencia RIFF

Tel: +55 21 2287 6299

joapaulo@agenciarriff.com.br

Bulgaria, Romania & Serbia

Mira Droumeva

A.N.A. Sofia Ltd.

mira@anas-bg.com

China (Complex & Simplified)

David Tsai

Bardon Chinese Media Agency

Tel: +886 2 2364 4995 ext. 35

david@bardonchinese.com

Czech Republic, Slovakia & Slovenia

Lucie Polakova

Andrew Nurnberg Associates

Tel/Fax: +420 222 782 041

polakova@nurnberg.cz

France

Corinne Marotte

Marotte et Compagnie Agence Littéraire

info@marotteetcompagnie.ag

www.marotteetcompagnie.ag

Germany

Christian Dittus

Paul & Peter Fritz AG

Tel: +41 44 388 4140

cdittus@fritzagency.com

Greece

John L. Moukakos

JLM Literary Agency

Tel: +30 1 384 7187

jlm@jlm.gr

Hungary & Croatia

Judit Hermann

Andrew Nurnberg Associates

Tel: +36 1 302 6451

rights@nurnberg.hu

Israel

Geula Geurts

The Deborah Harris Agency

Tel: +972 2 563 3237

geula@dhliterary.com

Italy

Roberto Gilodi

Reiser Literary Agency

Tel: +39 011 521 5357

roberto.gilodi@reiseragency.it

Japan

Tsutomu Yawata

The English Agency

Tel: +81 3 3406 5385

tsutomu_yawata@ej.co.jp

Korea

Sue Yang

Jackie Yang

Eric Yang Agency

Tel: +82 2 592 3356

sueyang@eyagency.com

jackieyang@eyagency.com

Latvia, Lithuania & Estonia

Tatjana Zoldnere

Eastern European and Asian Rights Agency

Tel: +371 6750 6495

zoldnere@eeearagency.com

The Netherlands

Marisca van der Mark

Marianne Schönbach Literary Agency

m.vandermark@schonbach.nl

Poland

Diana Hasooni-Abood

Book/Lab Literary Agency

Tel: +48 22 646 5860

agencja@literatura.com.pl

Portugal

Gonçalo Gama Pinto

Ilidio Matos, Agência Literária Lda.

Tel: +351 96 841 6630

goncalo.gamapinto@ilidiomatos.com

Russia

Olga Zasetskaya

Synopsis Literary Agency

Tel: +7 916 421 9708

oz@synopsis-agency.ru

South-East Asia

Jackie Yang

Eric Yang Agency

Tel: +82 2 592 3356

jackieyang@eyagency.com

Spain & Latin America

Anna Bofill Rahola

Agencia Literaria Carmen Balcells, S.A.

Tel: +34 93 200 89 33

a.bofill@agenciabalcells.com

Turkey

Bahar Albayrak

Kalem Agency

Tel: +90 216 345 4247

Cell: +90 532 067 1836

rights3@kalemagency.com

Princeton University Press

International Rights Team

InternationalRights@press.princeton.edu

Index

1177 B.C., 4

Abel & Dando, 15

After 1177 B.C., 25

AI Needs You, 24

Alfani, 26

Anxiety, 8

As Gods Among Men, 26

Begetting, 9

Benton, 3

Cami & Martinez, 27

Chopra, 8

Cline, 25

Cline & Fawkes, 4

Cook, 2

Divine Economy, 24

Elemental, 27

Elliott, 26

Guardrails, 18

Harding, 24

History of the Muslim World, 2

Hurley, 15

Illusionist Brain, 27

Importance of Being Educable, 16

Lefebvre, 20

Liberalism as a Way of Life, 20

Lichenpedia, 15

Molds, Mushrooms, and Medicines, 12

Money, 12

Out of One, Many, 6

Palen, 21

Park, 19

Pax Economica, 21

Piping Hot Bees and Boisterous Buzz-Runners, 14

Porder, 27

Pox Romana, 26

Roberts, 6

Schniedewind, 7

Schwitzgebel, 25

Seabright, 24

Seeley, 14

Sharkpedia, 15

Sixth Element, 13

Slow Burn, 19

Snow & Brownlee, 13

They Called It Peace, 3

Valiant, 16

van der Lugt, 9

Weirdness of the World, 25

Who Really Wrote the Bible, 7

Wonderstruck, 10



View author videos

