

International Rights Guide

—
BEIJING 2024



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UNIVERSITY
PRESS

A Note from the Senior International Rights Manager

Here at Princeton University Press, we are excited to bring our new Fall 2024 books to world, and we are very happy to be able to give our friends and publishing partners in China a first look! We invite you to browse PUP's latest rights guide here, and hope you enjoy!

We have a brilliant selection from across the humanities, sciences, and social sciences. In the sciences, if you're interested to know more about the realistic capabilities of AI, to find out about prions, the incredible family of proteins which have a role to play in causing diseases such as Alzheimer's, or to uncover more about dinosaur behaviour, we have the books for you!

In the humanities, Andrew Hui guides us through the history of the personal library and celebrates bibliophilia with *The Study*, while Mara van der Lugt offers us a bold new philosophical approach to dealing with the uncertainties of the modern world in *Hopeful Pessimism*. Finally, from the social sciences, we are especially excited about the fantastic new book from world-renowned expert in negotiation—Max Bazerman! We also have David Lay Williams' sweeping history of economic inequality, and the collection of never-before-seen writings and drawings of C. G. Jung's wife and collaborator, Emma Jung.

Remember to take advantage of the special feature of our guide and explore the [linked videos](#) to hear from the authors themselves about their books! If you are looking for even more from PUP, you can also browse our complete seasonal catalogue on our website. We hope you find titles you're excited about!

Rebecca Bengoechea
Senior International Rights Manager



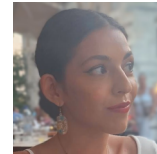
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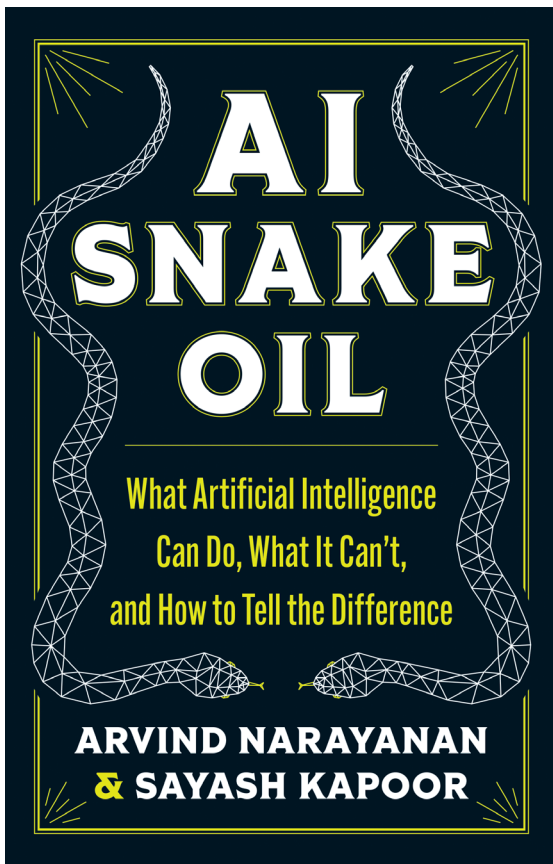
China (Complex & Simplified)

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Contents

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Science



▶ Video Introduction

From two of *TIME*'s 100 Most Influential People in AI, what you need to know about AI—and how to defend yourself against bogus AI claims and products

Confused about AI and worried about what it means for your future and the future of the world? You're not alone. AI is everywhere—and few things are surrounded by so much hype, misinformation, and misunderstanding. In *AI Snake Oil*, computer scientists Arvind Narayanan and Sayash Kapoor cut through the confusion to give you an essential understanding of how AI works and why it often doesn't, where it might be useful or harmful, and when you should suspect that companies are using AI hype to sell AI snake oil—products that don't work, and probably never will.

"This expert and entertaining guide is a must-read for anyone who wonders about AI's potential promise and its perils."
—Melanie Mitchell, author of *Artificial Intelligence: A Guide for Thinking Humans*



Arvind Narayanan is professor of computer science at Princeton University and director of its Center for Information Technology Policy. **Sayash Kapoor** is a PhD candidate in computer science at Princeton.

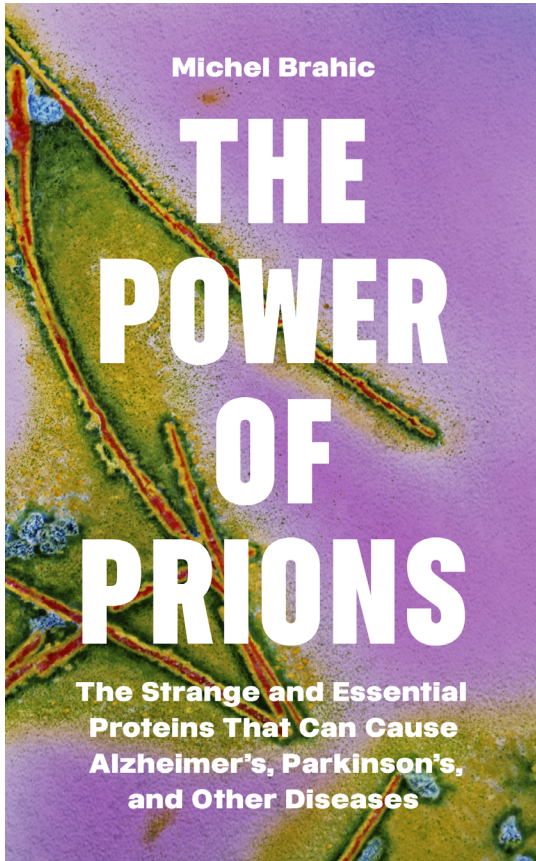
Why It Will Sell

Presents a clear argument on the realistic capabilities of AI technologies, focusing on the key questions that readers want answers to

Authors are leading experts in the field, but share their knowledge using jargon-free explanations

Helps readers to develop critical thinking skills to evaluate AI claims and applications

Published: September 2024
Editor: Hallie Stebbins
360 pages.
28 b/w illus. 2 tables.
Thai rights licensed
Technology | Current Affairs



▶ Video Introduction

The remarkable family of proteins that can make us very ill—but can also be linked to long-term memory, immunity, and the origin of life

Scientists have recently discovered the importance and widespread presence in the body of a remarkable family of proteins known as prion proteins. Research links various types of prion proteins to neurodegenerative diseases such as Parkinson's and Alzheimer's. In this engaging and accessible book, Michel Brahic tells the story of these amazing and versatile proteins.

“A fascinating story, showing how the study of a strange sheep disease and a rare neurological human disease led to the revolutionary conclusion that a protein could be infectious—and how this notion shed new light on major neurodegenerative diseases, as well as on several unexplained biological phenomena. Anyone interested in science should read this book.”

—Maxime Schwartz, former president of the Institut Pasteur



Michel Brahic, an expert in viral and prion infections of the brain, is Professeur Honoraire at Institut Pasteur in Paris.

Why It Will Sell

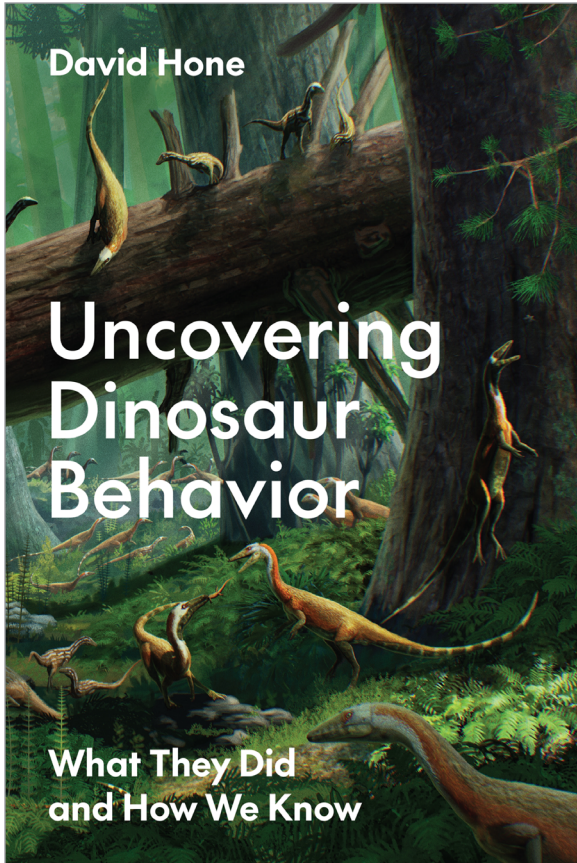
Demystifies the science behind neurodegenerative diseases, such as Alzheimer's and Parkinson's, and also sheds light on the positive and vital functions of prions

Accessible and concise, this is pitched at the perfect level for a non-specialist, interested reader

Appeals to a growing popular interest in neurodegenerative diseases

Published: October 2024
Editor: Ingrid Gnerlich
192 pages. 11 b/w illus.

Science | Biology | Neuroscience



How scientists are unravelling one of the most tantalizing questions in paleontology

Our understanding of dinosaur behavior has long been hampered by the inevitable lack of evidence from animals that went extinct more than sixty-five million years ago and whose daily behaviors are rarely reflected by the fossil record. Today, with the discovery of new specimens and the development of new and cutting-edge techniques, paleontologists are making major advances in reconstructing how dinosaurs lived and acted. *Uncovering Dinosaur Behavior* provides an unparalleled look at this emerging field of science, presenting the latest findings on dinosaur behavior and explaining how researchers interpret the often minimal and even conflicting information available to them.

“Fascinating and incisive. This book isn’t just about what we know about dinosaur behavior, but importantly, how we know it.”
—Alice Roberts, author of *Crypt*



David Hone is Reader in Zoology at Queen Mary University of London and the author of *How Fast Did T. rex Run?* (Princeton)
Gabriel Ugueto is a leading scientific illustrator and paleoartist.

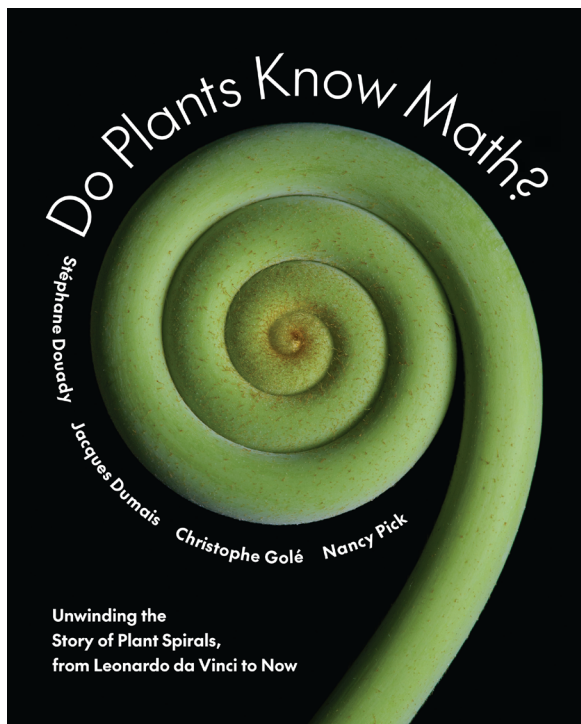
Why It Will Sell

Rich in science, yet conversational in tone—perfect for dinosaur enthusiasts at every level

Beautifully illustrated with paleo reconstructions that were commissioned specifically for this book

Author is one of the world’s leading dinosaur experts, with a strong popular platform in the UK

Published: November 2024
Editor: Robert Kirk
248 pages.
12 color + 70 b/w illus.
Nature



- ▶ Video Introduction—Nancy Pick
- ▶ Video Introduction—Stéphane Douady

A breathtakingly illustrated look at botanical spirals and the scientists who puzzled over them

Charles Darwin was driven to distraction by plant spirals, growing so exasperated that he once begged a friend to explain the mystery “if you wish to save me from a miserable death.” The legendary naturalist was hardly alone in feeling tormented by these patterns. Plant spirals captured the gaze of Leonardo da Vinci and became Alan Turing’s final obsession. This book tells the stories of the physicists, mathematicians, and biologists who found themselves magnetically drawn to Fibonacci spirals in plants, seeking an answer to why these beautiful and seductive patterns occur in botanical forms as diverse as pine cones, cabbages, and sunflowers.

“At once beautiful, rigorous, and wildly inventive, *Do Plants Know Math?* is a revelation. It will change the way you look at the world.”

—Elizabeth Kolbert, Pulitzer Prize–winning author of *The Sixth Extinction*

Stéphane Douady is a silver medalist CNRS director of research in the Matière et Systèmes Complexes laboratory at Paris Cité University. **Jacques Dumais** is professor in the Faculty of engineering and science at Universidad Adolfo Ibáñez in Chile. **Christophe Golé** is a professor of mathematics at the Plant Math Lab at Smith College. **Nancy Pick** is a science writer whose books include *The Rarest of the Rare*.

Why It Will Sell

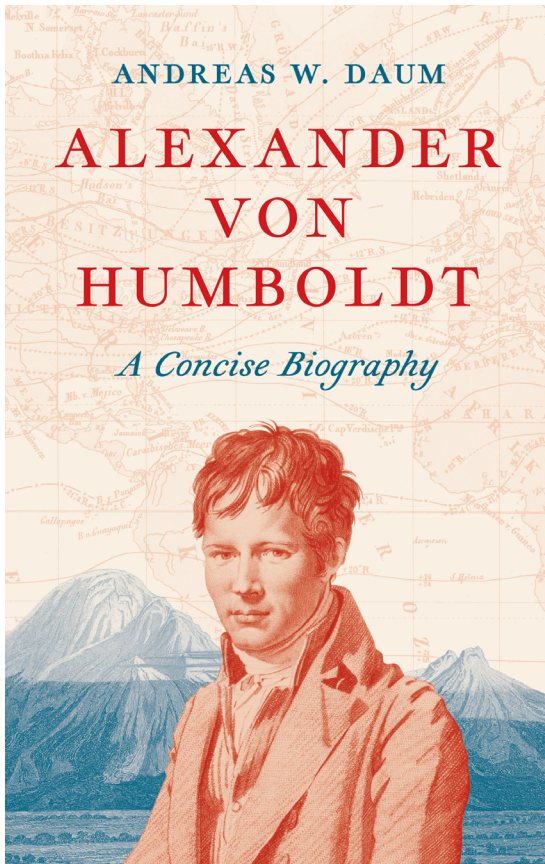
Narrative style, focusing on the stories of how generations of scientists have puzzled over the mysteries of plant spirals

Accessible math content, including fun activities for readers to try themselves

Gorgeous illustrations reveal the beauty of mathematics in nature

Published: September 2024
Editor: Diana Gillooly
352 pages. 208 color illus.

Mathematics | Science



▶ Video Introduction

An engaging account of the life and work of the legendary polymath Alexander von Humboldt

In this lucid biography, Andreas Daum offers a succinct and novel interpretation of the life and oeuvre of Alexander von Humboldt (1769–1859). A Prussian nobleman born into the age of European Enlightenment, Humboldt was a contemporary of Napoleon, Simón Bolívar, and Charles Darwin. As a naturalist and scholar, he traveled the world, from the Americas to Central Asia, and recorded his observations in multiple volumes. Humboldt is still admired today for his interdisciplinary outreach and ecological awareness.

“Avoiding both hero worship and debunking, Andreas Daum succeeds in capturing the many facets of this paradoxical man. A marvel of concision and readability.”

—Jürgen Osterhammel, author of *Unfabling the East* and *The Transformation of the World*



Andreas W. Daum is professor of history at the State University of New York (SUNY) at Buffalo and a recipient of the Humboldt Research Award.

Why It Will Sell

Humboldt has a huge international reputation, and his insights are still relevant today

Marvellously succinct, offering a fresh and clear-eyed examination of Humboldt's complex personality and huge oeuvre

The combination of science and adventure will appeal to a broad range of readers

Illuminates the role of science at the dawn of the global world

Published: October 2024

Editor: Eric Crahan

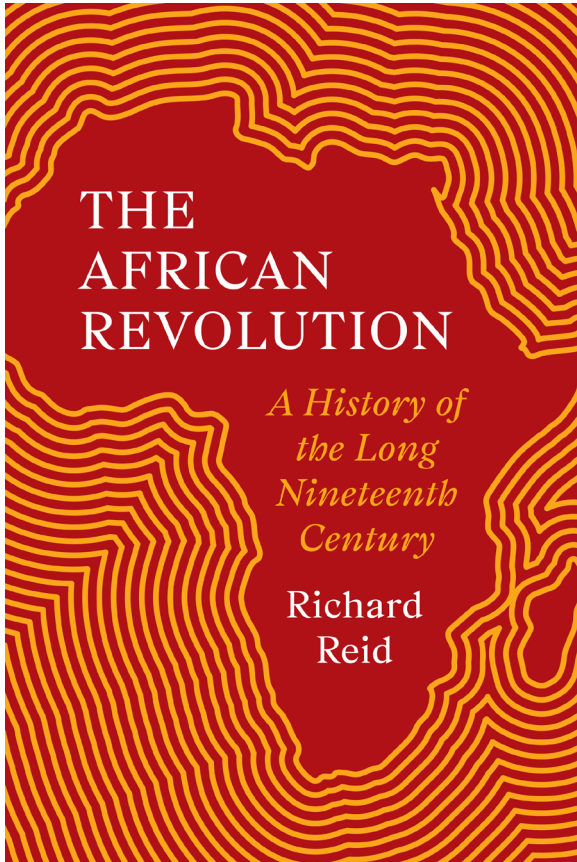
224 pages.

10 b/w illus. 4 maps.

German rights retained by the author

Science | Biography

Humanities



A panoramic global history of Africa in the age of imperialism

Africa's long nineteenth century was a time of revolutionary ferment and cultural innovation for the continent's states, societies, and economies. Yet the period preceding what became known as "the Scramble for Africa" by European powers in the decades leading up to World War I has long been neglected in favor of a Western narrative of colonial rule. *The African Revolution* demonstrates that the "Scramble" and the resulting imperial order were as much the culmination of African revolutionary dynamics as they were of European expansionism.

Challenging the portrayal of Africa's transformative nineteenth century as a mere prelude to European colonialism, *The African Revolution* reveals how this turbulent yet hugely creative era for Africans intersected with global intrusions to shape the modern age.



Richard Reid is professor of African history at the University of Oxford and a fellow of St Cross College.

Why It Will Sell

A novel contribution to the field, providing a synthesis of European and African narratives to reframe and broaden our understanding of the era

Offers insight into how the long 19th Century shaped global history and how it has lasting effects into the modern day

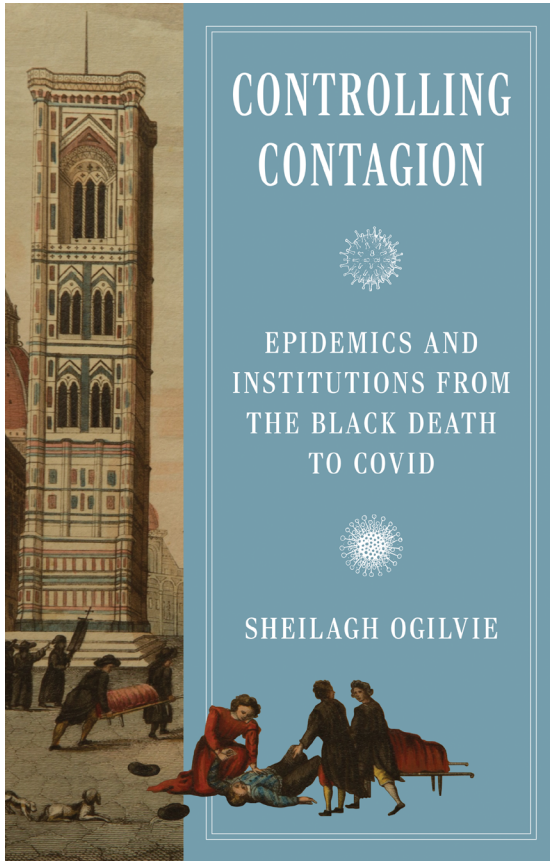
Challenges conventional wisdom and reassesses our assumptions about the 'Scramble for Africa'

Published: January 2025

Editor: Ben Tate

432 pages. 3 maps.

History



▶ Video Introduction

How human institutions—markets, states, communities, religions, guilds and families—have helped both to control and to exacerbate epidemics throughout history

How do societies tackle epidemic disease? In *Controlling Contagion*, Sheilagh Ogilvie answers this question by exploring seven centuries of pandemics, from the Black Death to Covid-19. For most of history, infectious diseases have killed many more people than famine or war, and in 2019 they still caused one death in four. Today, we deal with epidemics more successfully than our ancestors managed plague, smallpox, cholera or influenza. But we use many of the same approaches. Long before scientific medicine, human societies coordinated and innovated in response to biological shocks—sometimes well, sometimes badly.

“This is an important and stimulating contribution.”

—Kyle Harper, author of *The Fate of Rome*



Sheilagh Ogilvie is the Chichele Professor of Economic History at the University of Oxford, a fellow of All Souls College, and director of the Oxford Centre for Economic and Social History.

Why It Will Sell

Broad-ranging and sweeping historical insight, covering eight centuries and featuring global examples

Draws out lessons from historical epidemics and recoveries for modern society

Timely and relevant, as faults in many of modern society's institutions have been exposed by the COVID-19 pandemic

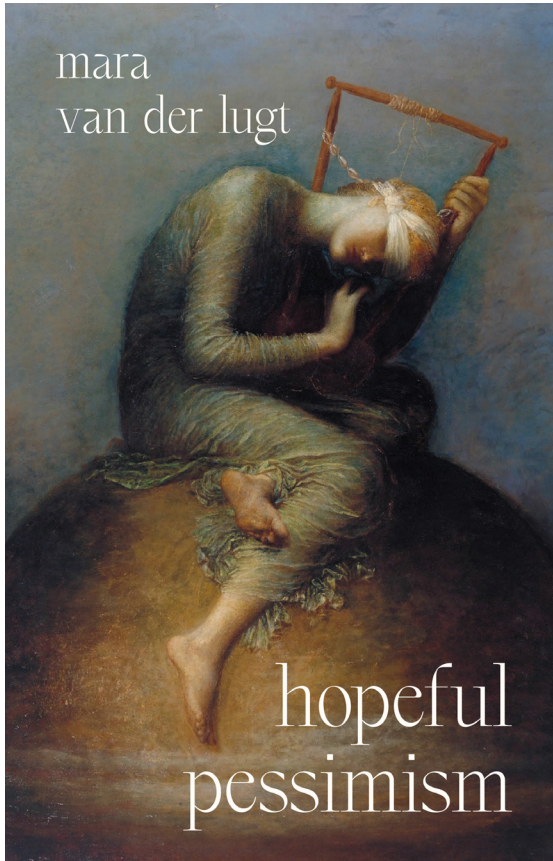
Published: February 2025

Editor: Hannah Paul

534 pages.

26 b/w illus. 20 tables. 5 maps.

History | Economics



Why “hopeful pessimism” is not a contradiction in terms but a powerful source of moral and political commitment

The climate debate is rife with calls for optimism. While temperatures rise and disasters intensify, we are asked to maintain optimism and hope, as if the real threat is pessimism and despair. In this erudite and engaging book, Mara van der Lugt argues that this is a mistake: crude optimism can no longer be a virtue in a breaking world, and may well prove to be our besetting vice. In an age of climate change and ecological devastation, the virtue we need is hopeful pessimism.

Hopeful Pessimism asks that we strive for change without certainties, without expecting anything from our efforts other than the knowledge that we have done what we are called upon to do as moral agents in a time of change.

Mara van der Lugt is lecturer in philosophy at the University of St Andrews. She is the author of *Dark Matters: Pessimism and the Problem of Suffering and Begetting* (both Princeton).

Why It Will Sell

Offers a bold new philosophical approach to dealing with the uncertainties of the modern world

Written in a conversational and elegant tone, this book invites readers to reconsider their thinking about hope and pessimism

Draws on a range of philosophies, including the work of Hume, Kant and Schopenhauer, and thinkers such as Mary Shelley and J.R.R. Tolkien, to make the case for a more pessimistic approach to life

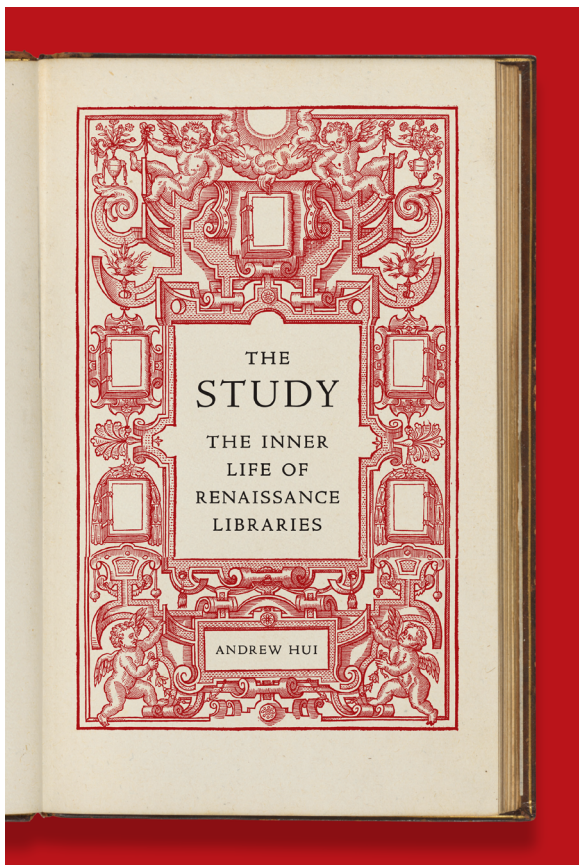
Published: January 2025

Editor: Ben Tate

248 pages.

2 color + 6 b/w illus.

Philosophy



▶ Video Introduction

A uniquely personal account of the life and enduring legacy of the Renaissance library

With the advent of print in the fifteenth century, Europe's cultural elite assembled personal libraries as refuges from persecutions and pandemics. Andrew Hui tells the remarkable story of the Renaissance studiolo—a “little studio”—and reveals how these spaces dedicated to self-cultivation became both a remedy and a poison for the soul.

The Study is at once a celebration of bibliophilia and a critique of bibliomania.

“With learning and grace, Andrew Hui conducts readers on a virtual tour of sites of reading, from St. Jerome's wilderness retreat to the sumptuous libraries of Renaissance princes, from Montaigne's tower to Prospero's island. Spanning many centuries and cultures, this book about the real and imagined places of splendid scholarly solitude will delight all who love books and who long for a room of their own in which to read them.”

—Lorraine Daston, author of *Rules*



Andrew Hui is associate professor of humanities at Yale-NUS College, Singapore. He is the author of *A Theory of the Aphorism* (Princeton).

Why It Will Sell

Takes a distinctive, expansive view of the Renaissance, for example comparing the West with China and Chinese literature of the time

Author speaks Mandarin, French and Italian, and his previous book was translated into several languages, including Chinese (Simplified)

Connects the modern day to this historical moment, for example how we now all carry a personal library in our phones

Published: December 2024

Editor: Anne Savarese
336 pages. 22 color +
65 b/w illus.

Literature | Art

THE CONQUEROR'S GIFT



ROMAN ETHNOGRAPHY AND THE END OF ANTIQUITY MICHAEL MAAS

The essential role of ethnographic thought in the Roman empire and how it evolved in Late Antiquity

Ethnography is indispensable for every empire, as important as armies, tax-collectors, or ambassadors. It helps rulers articulate cultural differences, and it lets the inhabitants of the empire, especially those who guide its course, understand themselves in the midst of enemies, allies, and friends. In *The Conqueror's Gift*, Michael Maas examines the ethnographic infrastructure of the Roman Empire and the transformation of Rome's ethnographic vision during Late Antiquity. Drawing on a wide range of texts, Maas shows how the Romans' ethnographic thought evolved as they attended to the business of ruling an empire on three continents.

"The story of how a once-unrivaled superpower came to face, in times of headlong political and religious change, with an ever more recalcitrant reality is not without relevance to our own times."

—Peter Brown, author of *Through the Eye of a Needle*



Michael Maas is the William Gaines Twyman Professor of History at Rice University. His most recent book, *Empires and Exchanges in Eurasian Late Antiquity*, edited with Nicola Di Cosmo, won a *CHOICE* Academic Book of the Year Award.

Why It Will Sell

Shows how Roman imperial precedents and categories for viewing, judging, and including foreign peoples are still active and influential today

The book has a broad scope that goes beyond the post-Roman West in Europe and brings a huge range of different authors, viewpoints, and genres into dialogue

Published: January 2025
Editor: Rob Tempio
472 pages. 6 b/w illus. 3 maps.
Ancient History



Tiberius & His Age

Myth, Sex, Luxury, and Power

EDWARD CHAMPLIN

▶ Video Introduction

A radical new portrait of the infamous Roman emperor

Rome's second emperor, Tiberius (42 BCE–CE 37), has traditionally been seen as a villainous hypocrite—treacherous, grasping, vindictive, and depraved. But in *Tiberius and His Age*, Edward Champlin draws on vast and diverse evidence to show that Tiberius was—and was seen by contemporaries to be—recognizably human and far more complex than the monster of the hostile tradition that began with Tacitus and Suetonius.

Incisive, witty, and original, *Tiberius and His Age* presents a startlingly new picture of Tiberius and the culture and politics of the early Roman Empire.

“Wonder, once banished from classics, has been brought back by Edward Champlin, who tells a golden tale. There cannot be a classicist in the world who does not secretly wish to have written this book.”

—J. E. Lendon, author of *That Tyrant, Persuasion: How Rhetoric Shaped the Roman World*

Edward Champlin is professor of classics and Cotsen Professor of the Humanities, emeritus, at Princeton University.

Why It Will Sell

Presents a challenge to popular depictions of Tiberius, and offers a more nuanced portrait of a towering figure from Roman history

Explores what we know about the emperor from ancient sources and offers a complex account that sorts the rumour and biases from the facts

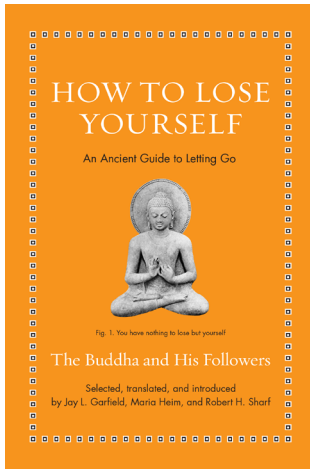
Incisively written and drawing on large amounts of previously unused evidence, this book offers a convincing new interpretation of familiar stories

Published: November 2024

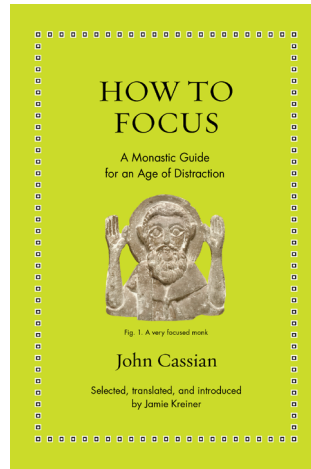
Editor: Rob Tempio
288 pages.

Ancient History | Classics

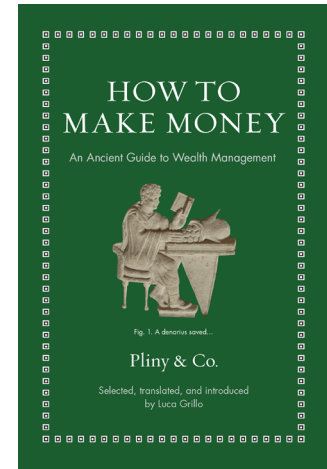
New in the Ancient Wisdom for Modern Readers series



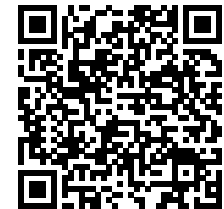
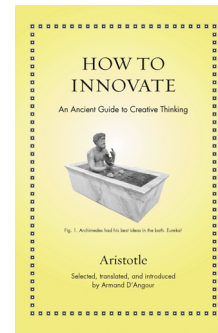
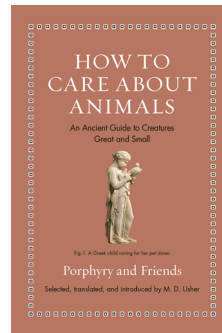
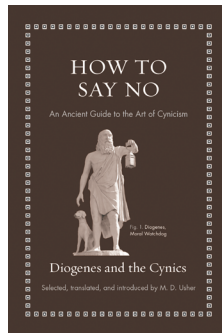
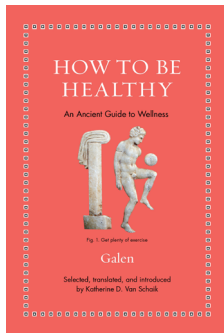
▶ Video Introduction



▶ Video Introduction

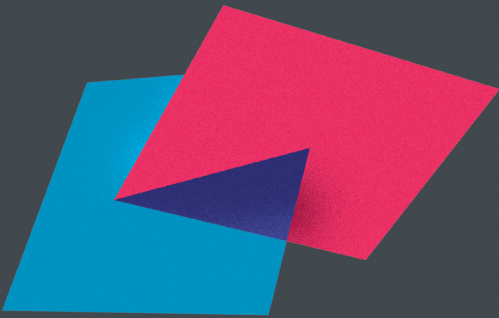


ALSO AVAILABLE



Scan here to see more titles in the series

Social Sciences



Negotiation

The Game Has Changed

Max H. Bazerman

▶ Video Introduction

From the world's leading expert on negotiation, an essential guide to negotiating in any situation

The world has changed dramatically in just the past few years—and so has the game of negotiation. COVID-19, Zoom, political polarization, the online economy, increasing economic globalization, and greater workplace diversity—all have transformed the who, what, where, and how of negotiation. In *Negotiation*, legendary Harvard Business School professor Max Bazerman, a pioneer in the field of negotiation, shows you how to negotiate successfully today by adapting proven negotiation principles and strategies to the challenging new contexts you face.

“This indispensable book equips readers with the tools to succeed, and is a must-read for both seasoned negotiators and newcomers.”

—Charles Duhigg, *New York Times*
bestselling author of *The Power of Habit*
and *Supercommunicators*



Max H. Bazerman is a bestselling author and the Jesse Isidor Straus Professor of Business Administration at Harvard Business School.

Why It Will Sell

Author is a specialist in negotiation and his previous books have sold around the world

Provides refreshed concepts of negotiation for a changing world, that are flexible depending on context

Talks about negotiation in all forms, from corporations or politicians to negotiating a mortgage, inheritance, or with parents who run the family business

Book is international in scope and intended to cross cultural boundaries to offer core principles

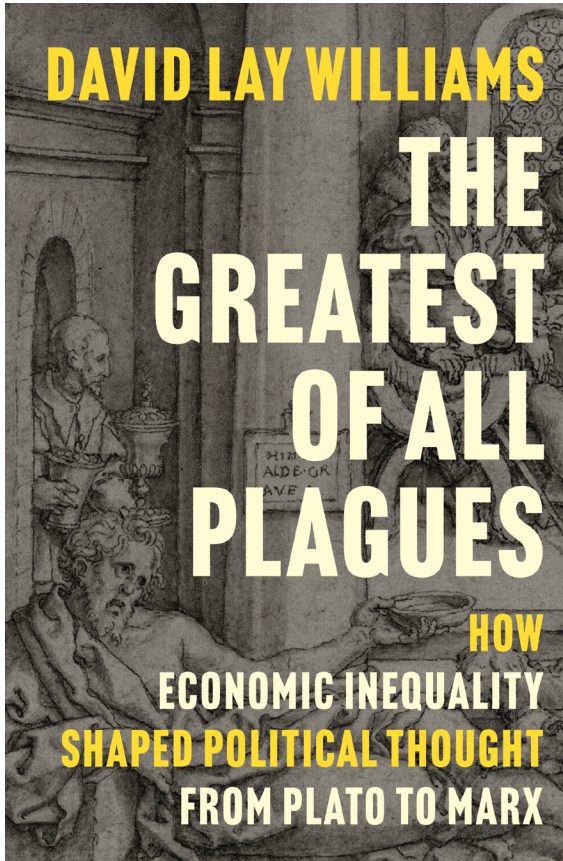
Published: January 2025

Editor: Joe Jackson

240 pages.

4 b/w illus. 1 table.

Business



▶ Video Introduction

How the great political thinkers have persistently warned against the dangers of economic inequality

Economic inequality is one of the most daunting challenges of our time, with public debate often turning to questions of whether it is an inevitable outcome of economic systems and what, if anything, can be done about it. But why, exactly, should inequality worry us? *The Greatest of All Plagues* demonstrates that this underlying question has been a central preoccupation of some of the most eminent political thinkers of the Western intellectual tradition.

“Many are concerned about the yawning wealth gaps in America today. In this excellent and timely book, David Lay Williams shows that such concerns are not new but have worried philosophers of all stripes for more than two thousand years. You don’t have to be an egalitarian to worry that such inequalities can destroy our polities.”

—Angus Deaton, author of *The Great Escape*



David Lay Williams is professor of political science at DePaul University. He is the author of *Rousseau’s Platonic Enlightenment* and *Rousseau’s “Social Contract”: An Introduction*.

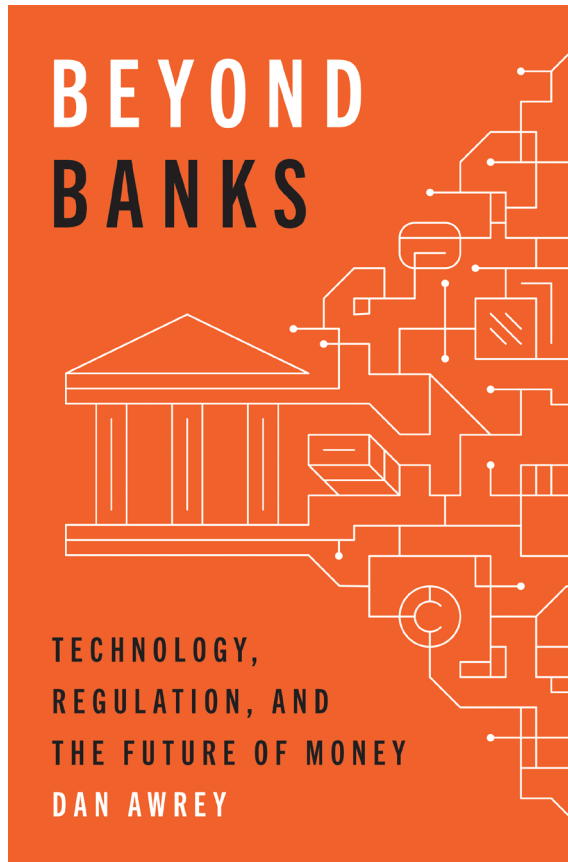
Why It Will Sell

A sweeping new history of economic inequality, from Plato and Adam Smith, to Marx and Mill, revealing a striking pattern of alarm

Demonstrates how each of these thinkers, each in their own way, foresaw how economic inequality is a source of enmity and political instability in any polity, whether democratic or not

Published: September 2024
Editor: Rob Tempio
424 pages.
1 b/w illus.

Politics | Philosophy



▶ Video Introduction

How new technology is rapidly changing the nature of money and the way we pay

A diverse and growing range of financial institutions and platforms—from PayPal and Venmo to WeChat, Alipay, and the brave new world of stablecoins—has harnessed new technology to disrupt the system of money and payments as we know it. *Beyond Banks* explains why this disruption holds out the promise of faster, cheaper, more convenient, and more secure payments, but also how it increasingly risks exposing consumers, businesses, and governments to the problem of bad money.

Beyond Banks sheds critical light on the important but too often dysfunctional relationship among technology, regulation, and money, and lays the foundations for a safer, more nimble, and more inclusive system of money and payments.



Dan Awrey is professor of law at Cornell Law School. He is the coauthor of *Principles of Financial Regulation* and a founding managing editor of the *Journal of Financial Regulation*.

Why It Will Sell

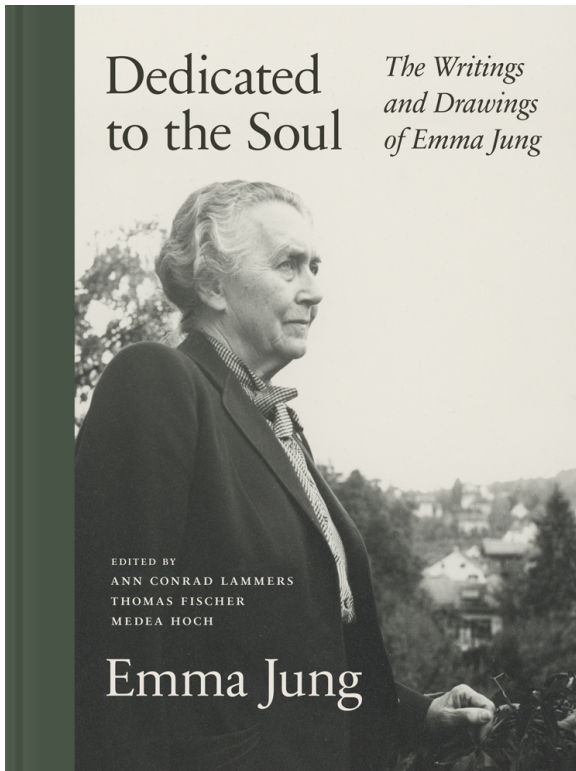
Timely contribution with over 100 countries currently considering introducing a central bank digital currency

A thorough examination from an eminently qualified researcher at the forefront of monetary system change

Lays out a detailed blueprint for policymakers to encourage greater technological experimentation, competition, and innovation

Published: October 2024
Joe Jackson
304 pages.
12 b/w illus. 3 tables. 1 map.

Finance | Law



▶ Video Introduction

A richly illustrated collection of never-before-seen writings and drawings from the notebooks, portfolios, and personal papers of C. G. Jung's wife and collaborator

Emma Jung (1882–1955) was the life and work partner of one of the great intellectual figures of the twentieth century, yet she kept most of her creative and personal life private. *Dedicated to the Soul* brings together previously unpublished materials from Jung's private archive, introducing her voice into the literature of the early psychoanalytical movement and revealing a vibrant inner life and a glowing presence that until now was known only to her family and a handful of patients, students, and friends.

“Emma Jung has her own voice in this stunning sensitively edited and historically contextualized collection. And what a voice it is!”

—Susan Rowland, author of *Jung: A Feminist Revision*

Ann Conrad Lammers is a former Jungian psychotherapist. **Thomas Fischer** is an editor at the Foundation of the Works of C. G. Jung. **Medea Hoch** is an art scholar whose books include an edited collection of the letters of artist Sophie Taeuber-Arp

Why It Will Sell

Features new, unpublished material from Emma Jung's private archive, including journals, paintings, dream logs, and more
Helps modern readers appreciate Emma Jung's, and therefore women's, contributions to the creation of analytical psychology
Emma Jung's work is accompanied by extensive editorial apparatus, perfectly framing her important legacy

Published: January 2025
Editor: Fred Appel
432 pages.
73 color + 100 b/w illus.
Psychology | Women's Studies

Lizhi Liu

FROM CLICK TO BOOM



The Political Economy of
E-Commerce in China

▶ Video Introduction

How the world's largest e-commerce market highlights a digital path to development

How do states build vital institutions for market development? Too often, governments confront technical or political barriers to providing the rule of law, contract enforcement, and loan access. In *From Click to Boom*, Lizhi Liu examines a digital solution: governments strategically outsourcing tasks of institutional development and enforcement to digital platforms—a process she calls “institutional outsourcing.”

Institutional outsourcing nonetheless harbors its own challenges. With inadequate regulation, platforms may abuse market power, while excessive regulation stifles institutional innovation. China's regulatory oscillations toward platforms—from laissez-faire to crackdown and back to support—underscore the struggle to strike the right balance.



Lizhi Liu is assistant professor at the McDonough School of Business at Georgetown University, where she is also a faculty affiliate of the Department of Government.

Why It Will Sell

Shows how China's unique strategy enabled them to move and grow their e-commerce market so quickly and become the market leader

Author is fluent in Mandarin and is well-connected in China

Includes a wealth of new data on Chinese business and development over the past 2 decades

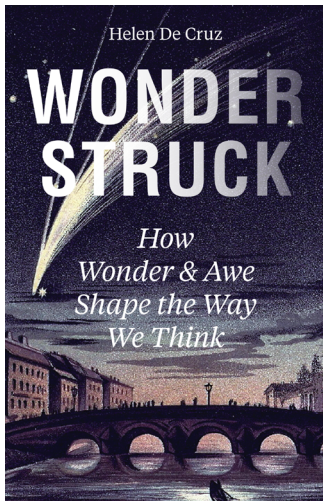
Published: November 2024

Editor: Bridget Flannery-McCoy
328 pages.

21 b/w illus. 43 tables.

Asian Studies | Business

Also Available



▶ Video Introduction

Published: March 2024
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232 pages. 8 b/w illus. 1 table.
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Philosophy

Why It Will Sell

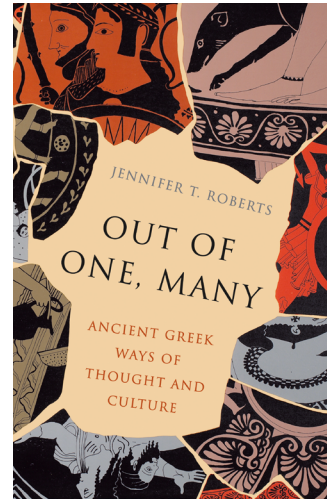
A wide-ranging approach that shows the primacy of awe and wonder in philosophy, science, magic, evolutionary biology, and religion

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

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.

Taking inspiration from Descartes's portrayal of wonder as "that sudden surprise of the soul," this illuminating book reveals how wonder and awe are catalysts that can help us reclaim what makes life worth living and preserve the things we find wonderful and valuable in our lives.



▶ Video Introduction

Published: May 2024
Editor: Rob Tempio
464 pages. 24 b/w illus. 1 map.
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Ancient History | Classics

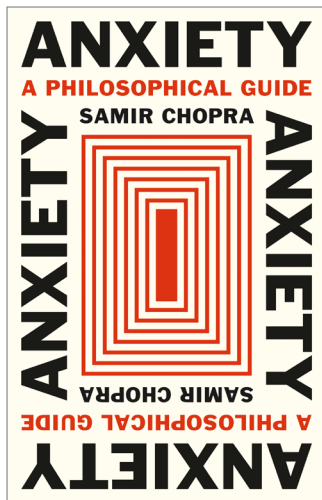
Why It Will Sell

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

Highlights the role of women and gender as an essential element to understanding Greek culture

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

Covering the whole of the ancient Greek experience from its beginnings late in the third millennium BCE to the Roman conquest in 30 BCE, *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.



▶ Video Introduction

Published: March 2024

Editor: Rob Tempio

208 pages.

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Philosophy | Self-Help

Why It Will Sell

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

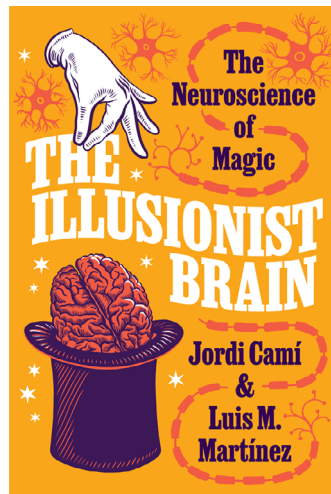
The author writes clearly and beautifully and has written for popular audiences before

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

In *Anxiety*, Samir Chopra explores valuable insights about anxiety offered by ancient and modern philosophies—Buddhism, existentialism, psychoanalysis, and critical theory.

Blending memoir and philosophy, he also tells how serious anxiety has affected his own life—and how philosophy has helped him cope with it.

Personal, poignant, and hopeful, *Anxiety* is a book for anyone who is curious about rethinking anxiety and learning why it might be a source not only of suffering but of insight.



▶ Video Introduction

Published: June 2022

Editor Hallie Stebbins

248 pages.

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Science | Magic

Why It Will Sell

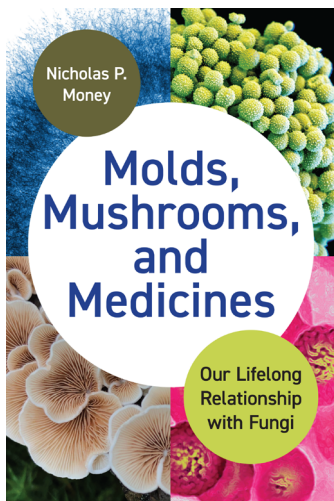
Explores the ways in which magic tricks work around our brain's unconscious processes to alter how we perceive things and change our perspectives

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.



▶ Video Introduction

Published: March 2024
Editor: Alison Kalett
240 pages. 10 b/w illus.
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Nature | Science

Why It Will Sell

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

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.

Drawing on the latest advances in mycology, *Molds, Mushrooms, and Medicines* reveals what scientists are learning about the importance of fungi to our lives, from their vital role in supporting the ecosystems on which we depend to their emerging uses in lifesaving medicine.



▶ Video Introduction

Published: March 2024
Editor: Ingrid Gnerlich
288 pages.
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Science | Technology

Why It Will Sell

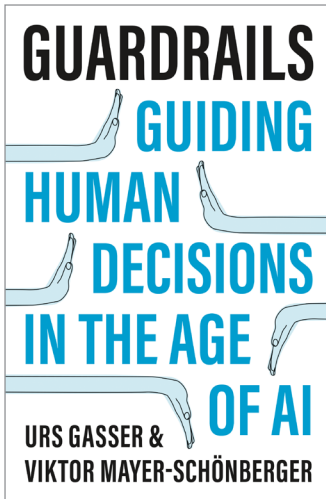
A jargon-free page-turner, written to empower readers to jump in and help shape a responsible future for AI

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: March 2024
Editor: Alison Kalett
240 pages. 10 b/w illus.
All rights available
Nature | Science

Why It Will Sell

A timely book, from globally-recognised authors, with a counterintuitive argument

Strikes a balance between erudite and practical, with lots of engaging examples

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.



Published: April 2024
Editor: Joe Jackson
336 pages. 17 b/w illus. 1 table.
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Environment | Economics

Why It Will Sell

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

How the subtle but significant consequences of a hotter planet have already begun 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.

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