

International Rights Guide

FRANKFURT 2024

A Note from the Senior International Rights Manager

Here at PUP, we are excited to bring our new Fall 2024 books to world, and to share them with you all at this year's Frankfurt Book Fair. We invite you to browse our latest rights guide here, and hope you enjoy!

To mention just a few of the wonderful titles featured in these next pages, we have the fascinating *Charm* from Julia Sonnevend which explores how charm is a key driver of modern global politics, across the political spectrum. Among others in the social sciences, we are excited about the fantastic new book from world-renowned expert in negotiation—Max Bazerman—and we have David Lay Williams' sweeping history of economic inequality.

In the sciences, if you're interested to know more about the realistic capabilities of AI, to discover more about the least known habitat on earth—the open ocean—or to uncover more about dinosaur behaviour, we have the books for you! We also have a sneak peek into PUP's Spring 25 list with the early announcement of *Doctors by Nature* by Jaap de Roode.

Finally, in the humanities, Eric Storm's *Nationalism* gives us a sweeping global historical perspective on nationalism, with timely lessons for today, while Mara van der Lugt offers us a bold new philosophical approach to dealing with the uncertainties of the modern world in *Hopeful Pessimism*. We also have a pair of titles which shine a light on two fascinating aspects of Soviet-era history, dissident movements in the USSR and displaced people in post-World War II Europe respectively.

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



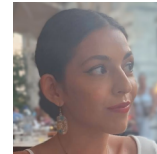
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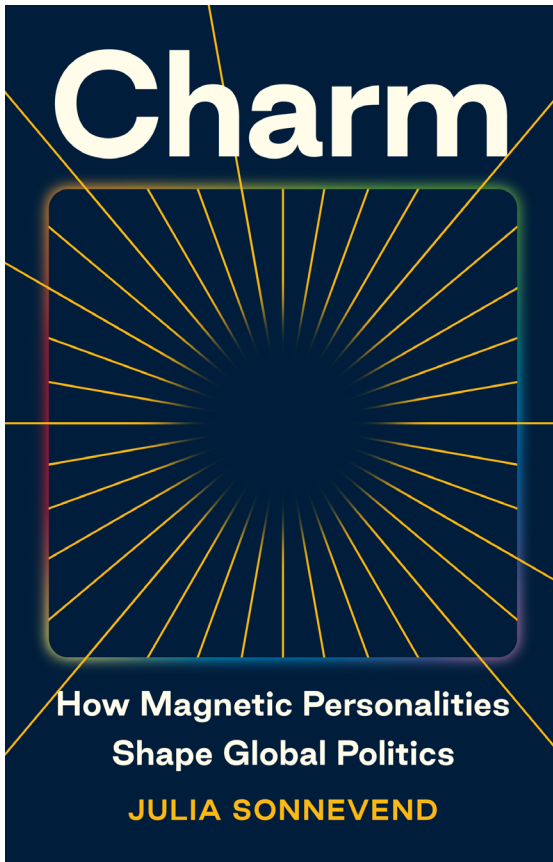


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Social Science



▶ Video Introduction

The utilization—and weaponization—of charm in contemporary global politics

Politics is a site of performance, and contemporary politicians often perform the role of a regular person—perhaps someone we would like to have a beer with. They win elections not because of the elevated rhetorical performances we often associate with charisma (“ask not what your country can do for you”), but because of something more ordinary and relatable. In this engaging and enlightening book, Sonnevend explores charm (and the related “charm offensive”) as a keyword of contemporary global politics.

“This excellent book offers a very timely study of the political uses and abuses of charm in the era of social media. Julia Sonnevend provides a rigorous analysis of the tools used by democratic and nondemocratic leaders alike to seduce and manipulate their political bases.”

—Sergei Guriev, coauthor of *Spin Dictators: The Changing Face of Tyranny in the 21st Century*



Julia Sonnevend is associate professor of sociology and communications at the New School for Social Research.

Why It Will Sell

The book shows charm as a key driver of global politics across the political spectrum, from democratic to illiberal to authoritarian contexts

Author explains charm as a distinctly modern feature of politics, and juxtaposes it with charisma

Includes in-depth international case studies, including the counterexample of Angela Merkel who resisted the pull to be charming, but used similar techniques to garner authenticity

Published: August 2024

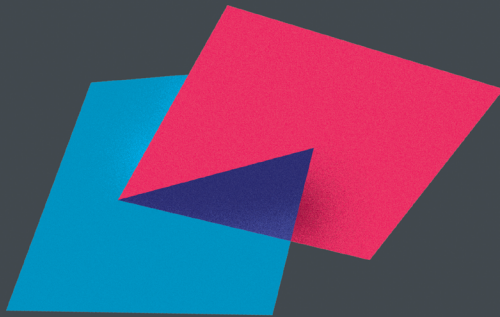
Editor: Rachael Levay

208 pages.

34 b/w illus. 1 table.

Hungarian rights licensed

Sociology | Media Studies



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 best-selling author and 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

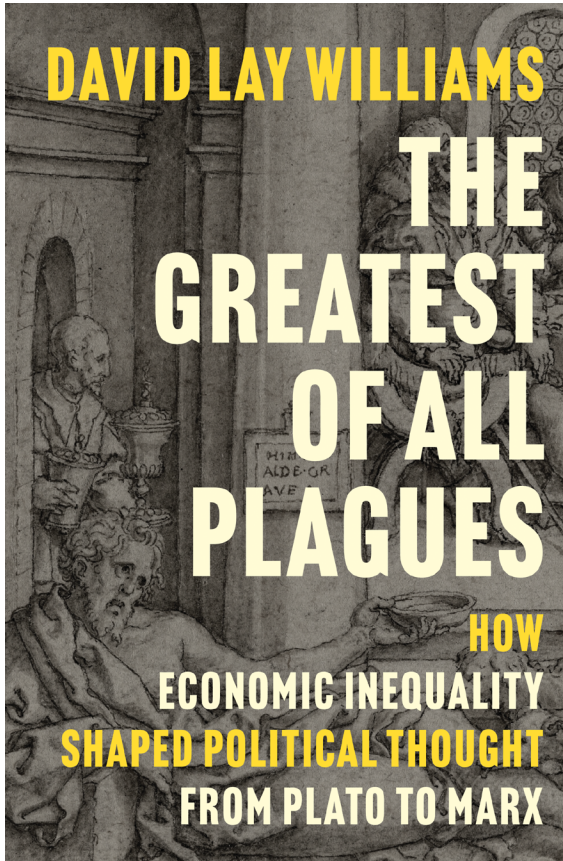
Published: January 2025

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*.

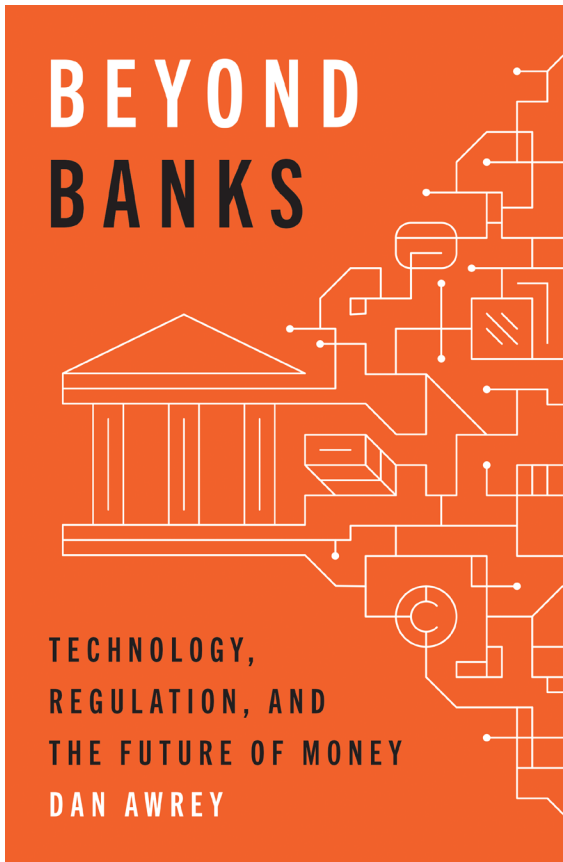
Why It Will Sell

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

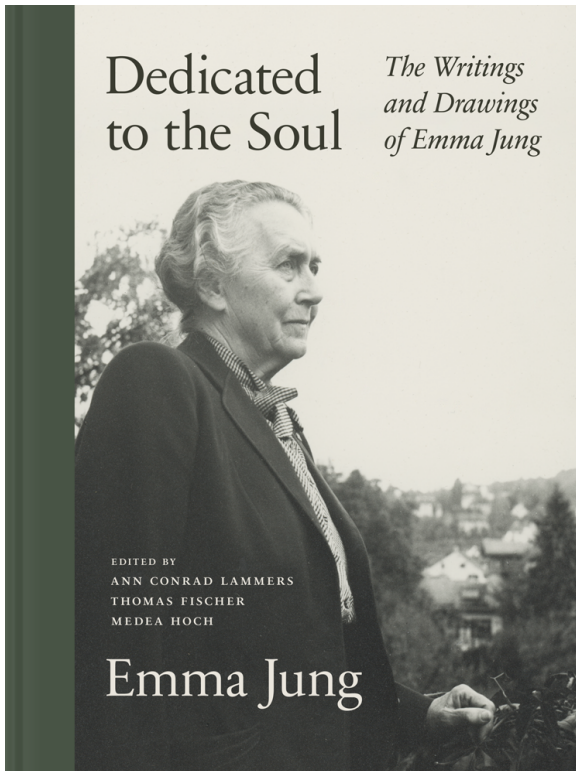
Timely contribution with over 100 countries currently considering introducing a central bank digital currency

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*

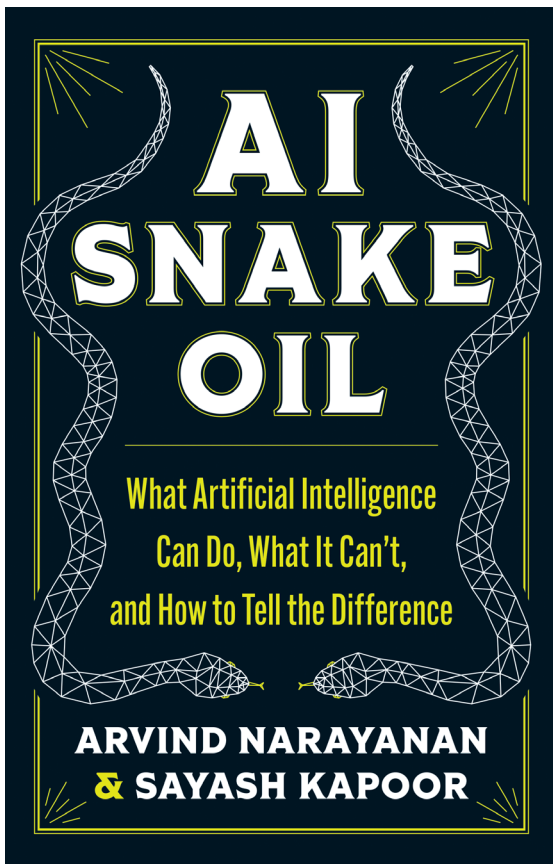
Ann Conrad Lammers is a former Jungian psychotherapist. **Thomas Fischer** is an editor at the Foundation of the Works of C. G. Jung. **Medea Hoch** is an art scholar whose books include an edited collection of the letters of artist Sophie Taeuber-Arp

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

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

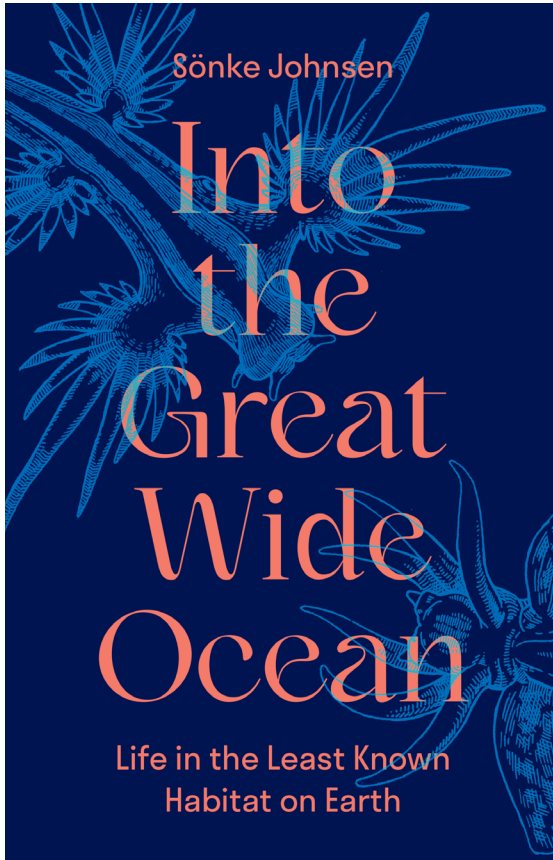
Presents a clear argument on the realistic capabilities of AI technologies, focusing on the key questions

Authors are leading experts in the field, but share their knowledge without jargon

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.
Simplified Chinese and Thai rights licensed

Technology | Current Affairs



▶ Video Introduction

A seagoing scientist explores how life thrives in one of the most mysterious environments on Earth

The open ocean, far from the shore and miles above the seafloor, is a vast and formidable habitat that is home to the most abundant life on our planet, from giant squid and jellyfish to anglerfish with bioluminescent lures that draw prey into their toothy mouths. *Into the Great Wide Ocean* takes readers inside the peculiar world of the seagoing scientists who are providing tantalizing new insights into how the animals of the open ocean solve the problems of their existence.

“Johnsen’s book is not just a revelation about a world that’s unfamiliar and awe-inspiring, but one that holds valuable lessons for us above the waves as well.”

—Juli Berwald, author of *Life on the Rocks* and *Spineless*



Sönke Johnsen is professor of biology at Duke University. **Marlin Peterson**, who created original illustrations for this book, is an illustrator and muralist who teaches and illustrates in many styles and media. marlinpeterson.com.

Why It Will Sell

Illuminates a little-known, but hugely important, ecosystem that’s far less widely covered than the coast or ocean floor

Beautifully written, and interwoven with compelling personal stories that capture the fun of being a scientist

Focuses on animals that will interest readers, from giant squid to transparent snails

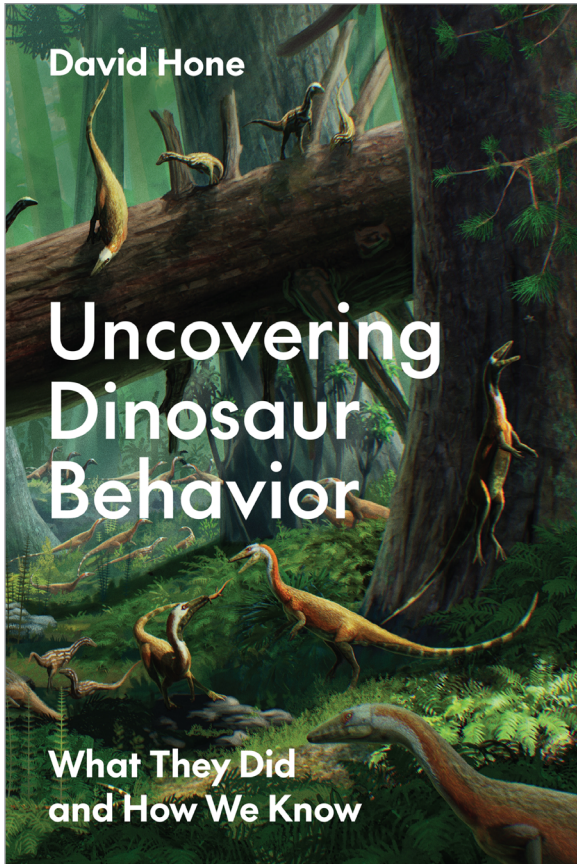
Published: October 2024

Editor: Alison Kalett

248 pages.

15 b/w illus.

Nature | Science



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

DOCTORS BY NATURE



HOW ANTS, APES & OTHER ANIMALS HEAL THEMSELVES



JAAP DE ROODE

The astonishing story of how animals use medicine and what it can teach us about healing ourselves

Ages before the dawn of modern medicine, wild animals were harnessing the power of nature's pharmacy to heal themselves. *Doctors by Nature* reveals what researchers are now learning about the medical wonders of the animal world. In this visionary book, Jaap de Roode argues that we have underestimated the healing potential of nature for too long and shows how the study of self-medicating animals could impact the practice of human medicine.

“Outstanding! Jaap de Roode's engrossing investigation of the remarkable relationship between the animal and plant kingdoms reveals fascinating secrets of self-healing behavior by insects, birds, reptiles, and mammals. *Doctors by Nature* is replete with new and surprising biological discoveries, recounted with charm and enthusiasm.”
—Adrienne Mayor, author of *Gods and Robots: Myths, Machines, and Ancient Dreams of Technology*



Jaap de Roode is Samuel Candler Dobbs Professor of Biology at Emory University, where he is director of the Infectious Diseases across Scales Training Program, which trains graduate students in interdisciplinary science to study and control infectious disease.

Why It Will Sell

Original and quirky topic that taps into growing interest in animal behavior

Author is both a scientist and a journalist, and skillfully combines cutting-edge research with wonderful storytelling

Broad coverage and fascinating takeaways, from insects to wild animals to your pet dog

Published: March 2025

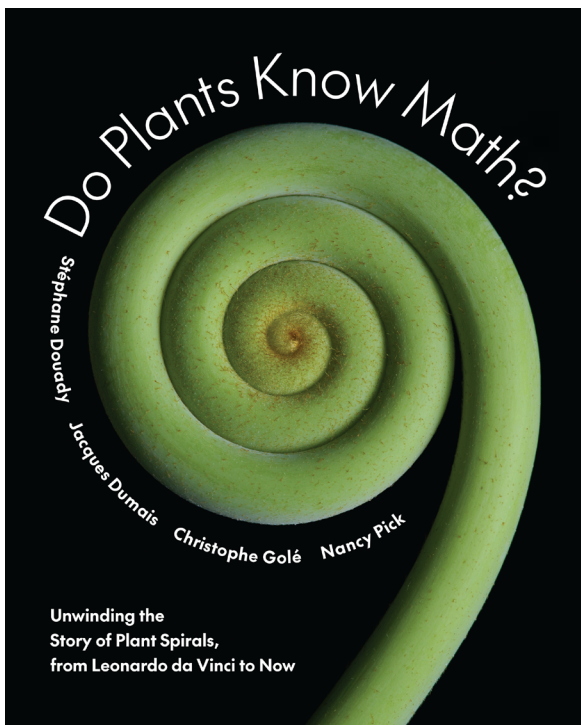
Editor: Alison Kalett
248 pages.

25 b/w illustrations

Nature | Science

▶ Video Introduction-Dutch

▶ Video Introduction-English



- ▶ 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

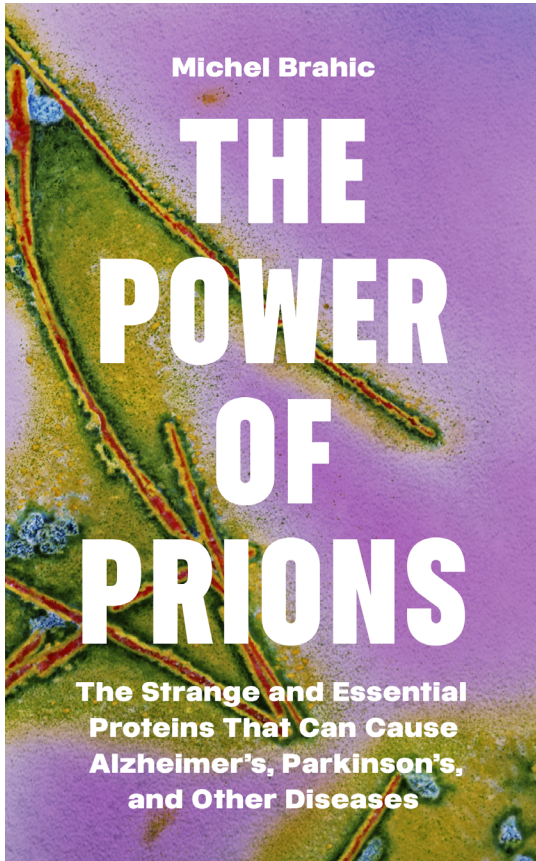
Narrative style, focusing on the stories of how generations of scientists have puzzled over the mysteries of plant spirals

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

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



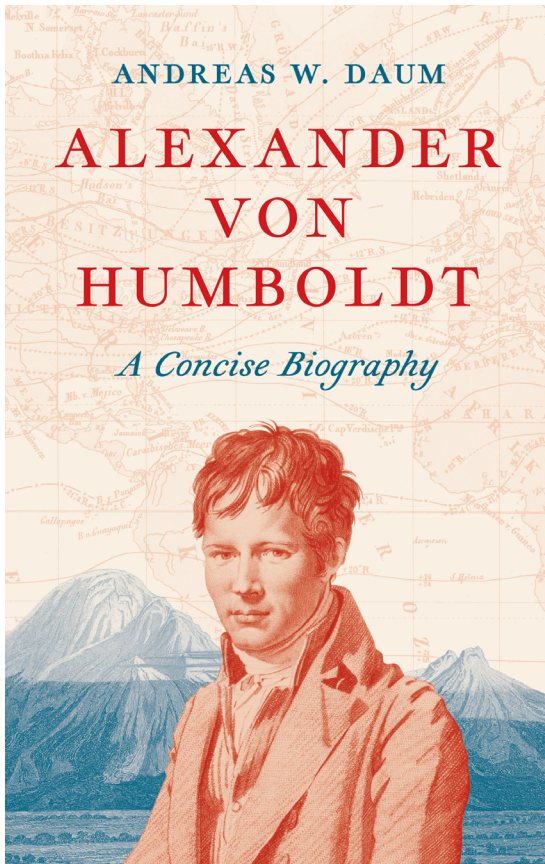
Michel Brahic, an expert in viral and prion infections of the brain, is Professeur Honoraire at Institut Pasteur in Paris.

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



▶ 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

Eric Storm

NATIONALISM NATIONALISM NATIONALISM

A World History

▶ Video Introduction

A global perspective on the nature and evolution of nationalism, from the early modern era to the present

The current rise of nationalism across the globe is a reminder that we are not, after all, living in a borderless world of virtual connectivity. In *Nationalism*, historian Eric Storm sheds light on contemporary nationalist movements by exploring the global evolution of nationalism, beginning with the rise of the nation-state in the eighteenth century through the revival of nationalist ideas in the present day. Storm traces the emergence of the unitary nation-state—which brought citizenship rights to some while excluding a multitude of “others”—and the pervasive spread of nationalist ideas through politics and culture.

“A historical tour de force, this highly readable book disentangles the manifold ways in which nationalist ideas and movements have shaped modern politics around the world.”
—Andreas Wimmer, author of *Nation Building: Why Some Countries Come Together While Others Fall Apart*

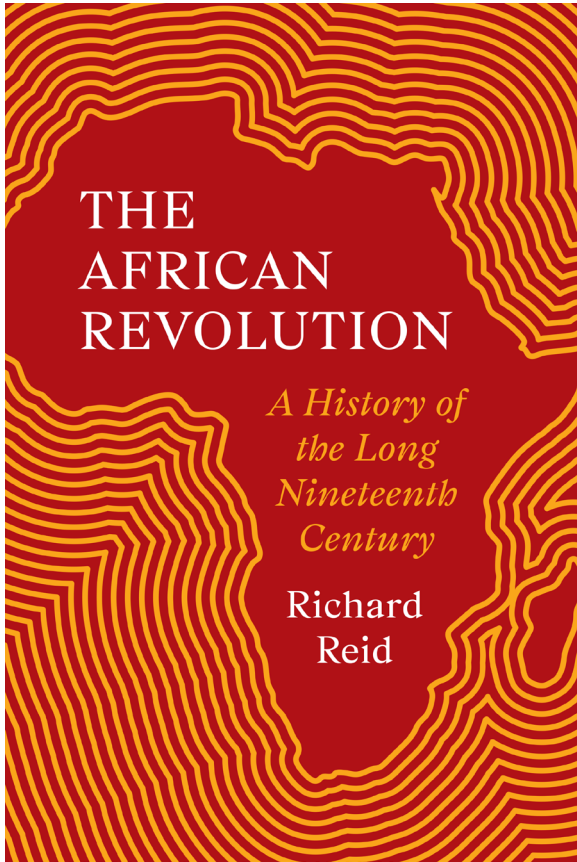


Eric Storm is associate professor of general history at Leiden University. He has been a visiting scholar at the University Complutense of Madrid, Oxford University, and the Free University in Berlin.

Why It Will Sell

An important work for the current moment, as nationalistic politics is on the rise globally
Offers a global exploration of the nation-state model and nationalism, with a groundbreaking new perspective on its history
Combines the historical narrative and analysis with powerful and timely lessons for the present day

Published: October 2024
Editor: Ben Tate
512 pages.
34 b/w illus. 7 maps.
Spanish rights licensed
Dutch rights unavailable
History | Political Science



▶ Video Introduction

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

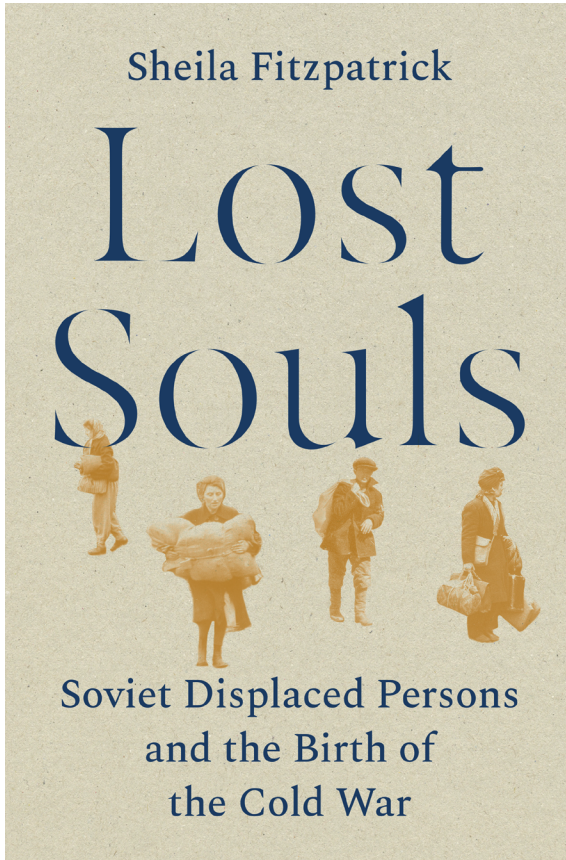
Challenges conventional wisdom and reassesses our assumptions about the 'Scramble for Africa'

Published: January 2025

Editor: Ben Tate

432 pages. 3 maps.

History



A vivid history of how Cold War politics helped solve one of the twentieth century's biggest refugee crises

When World War II ended, about one million people whom the Soviet Union claimed as its citizens were outside the borders of the USSR, mostly in the Western-occupied zones of Germany and Austria. These “displaced persons,” or *DPs*—Russians, prewar Soviet citizens, and people from West Ukraine and the Baltic states forcibly incorporated into the Soviet Union in 1939—refused to repatriate to the Soviet Union despite its demands. Thus began one of the first big conflicts of the Cold War. In *Lost Souls*, Sheila Fitzpatrick draws on new archival research, including Soviet interviews with hundreds of *DPs*, to offer a vivid account of this crisis, from the competitive maneuverings of politicians and diplomats to the everyday lives of *DPs*.



Sheila Fitzpatrick is professor of history at the Institute of Humanities and Social Science at the Australian Catholic University and Distinguished Service Professor Emerita at the University of Chicago.

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

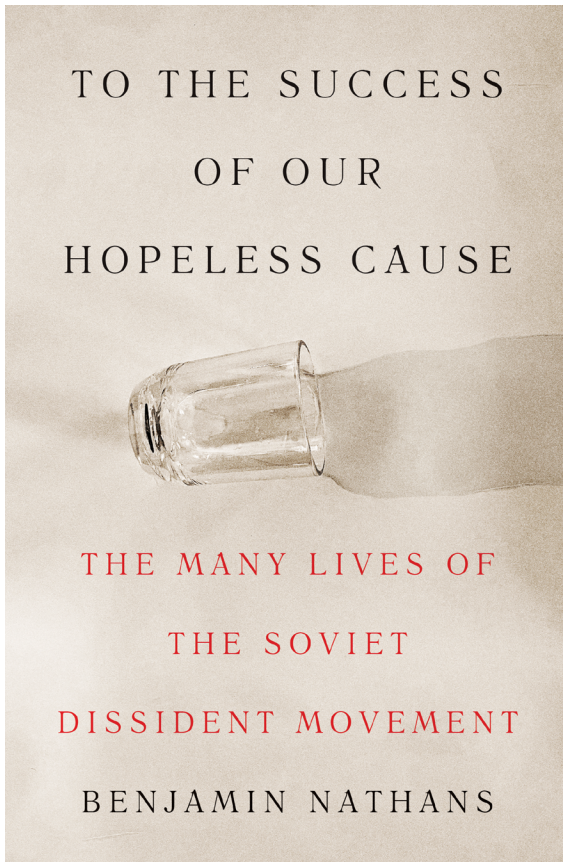
Published: November 2024

Editor: Priya Nelson

352 pages.

1 table.

History



A gripping history of the Soviet dissident movement, which hastened the end of the USSR—and still provides a model of opposition in Putin’s Russia

Beginning in the 1960s, the Soviet Union was unexpectedly confronted by a dissident movement that captured the world’s imagination. Against all odds, the dissident movement undermined the Soviet system and unexpectedly hastened its collapse. Taking its title from a toast made at dissident gatherings, *To the Success of Our Hopeless Cause* is a definitive history of a remarkable group of people who helped change the twentieth century.

“A brilliant book about the success of a hopeless cause, the practicality of self-sacrifice, and the extraordinary transformation of a one-man campaign to follow fictitious laws into an international human rights movement. A remarkable achievement.”
—Yuri Slezkine, author of *The House of Government: A Saga of the Russian Revolution*



Benjamin Nathans is the Alan Charles Kors Associate Professor of History at the University of Pennsylvania.

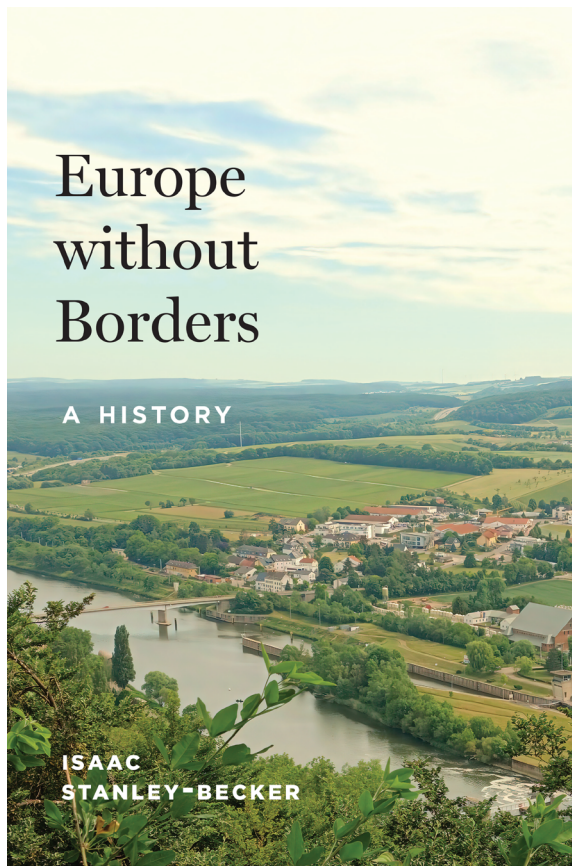
Why It Will Sell

A compelling narrative, bringing together interrogation records, personal diaries, and letters

Tells the story of how an improbable band of Soviet citizens held unauthorized public gatherings, petitioned in support of arrested intellectuals, and circulated banned texts

Definitive and unparalleled, a work of intellectual history that charts this dissident network and provides insight into impact of their resistance to the Soviet regime

Published: August 2024
Editor: Priya Nelson
816 pages.
67 b/w illus., 1 table
Russian rights unavailable
History



▶ Video Introduction

The contested creation of free movement—for people and goods—in the Schengen area of Europe

Europe is a place of free movement among nations—or is it? Schengen transformed European life, advancing both a democratic project of transnational citizenship and a neoliberal project of international free trade. But the right of free movement always excluded non-Europeans, especially migrants of color from former colonies of the Schengen states. In *Europe without Borders*, Isaac Stanley-Becker explores the contested creation of free movement in Schengen, from treatymaking at European summits and disputes in international courts to the street protests of undocumented immigrants who claimed free movement as a human right.

“*Europe without Borders* is a meticulous investigation of an underestimated innovation that has transformed not just the legal framework but also the daily life of many Europeans.”

—Konrad H. Jarausch, author of *Embattled Europe: A Progressive Alternative*



Isaac Stanley-Becker is an investigative reporter for the *Washington Post* who has reported from across Europe and the United States. He earned a PhD in history from the University of Oxford, where he studied as a Rhodes Scholar.

Why It Will Sell

An original and sweeping investigation of the unexplored history of the Schengen Agreement, and how it shaped modern Europe

Relevant, providing historical context to many conversations around modern European politics, including Brexit, the rise of populism, and the migrant crisis

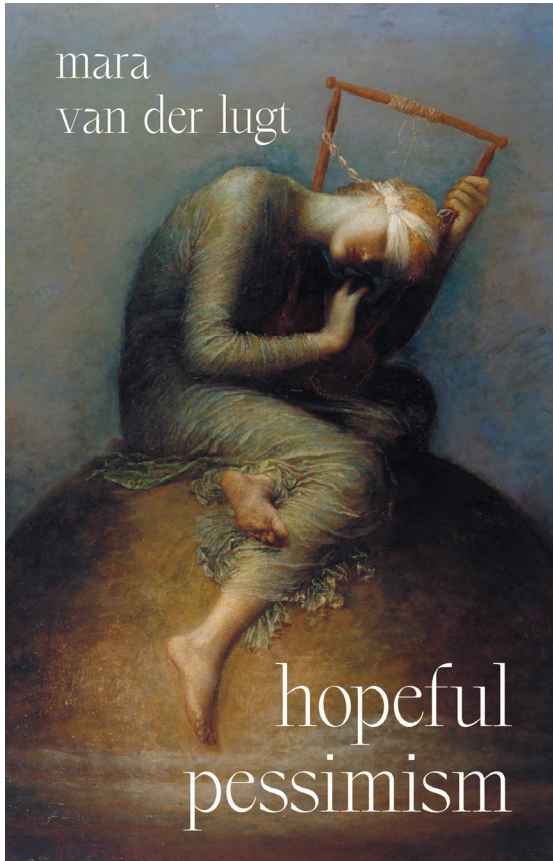
Published: January 2025

Editor: Priya Nelson

416 pages.

25 b/w illus. 3 maps.

History



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

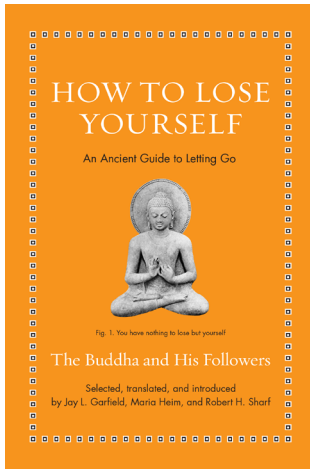
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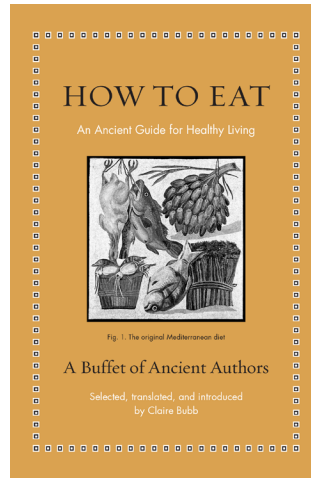
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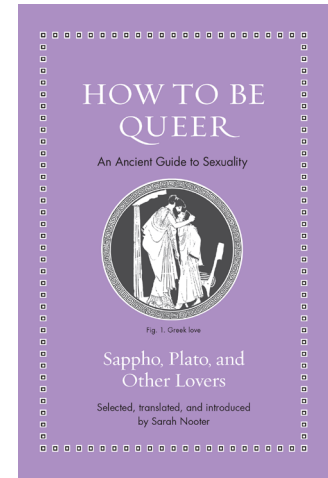
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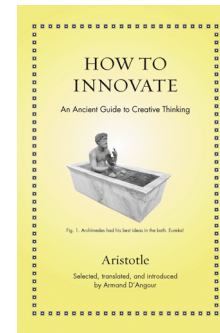
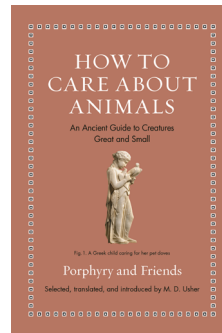
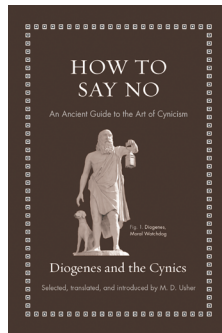
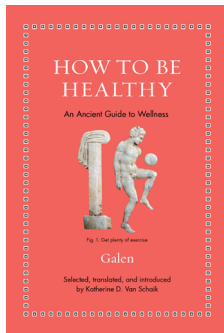


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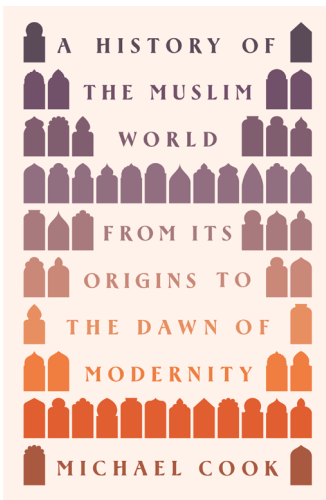
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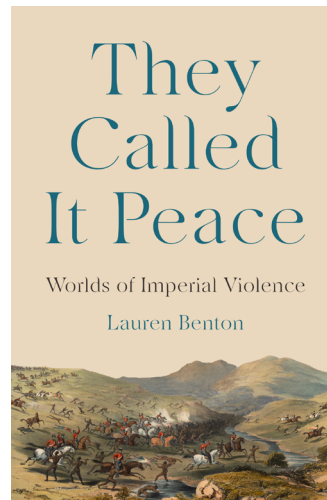
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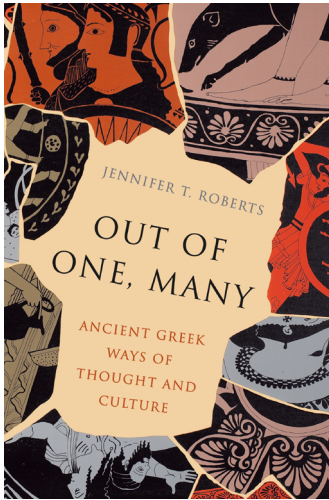
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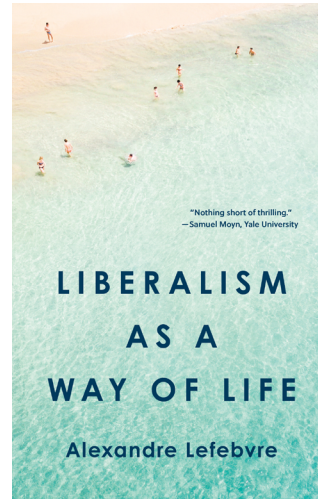
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This book is a charming all-in one guide for understanding ancient Greek culture, from its myths, to its poets, to its politicians

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.



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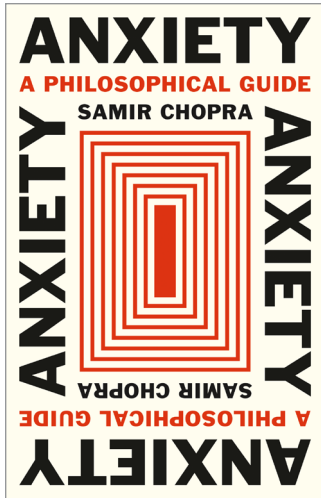
Practical and solutions-oriented, with spiritual exercises to help readers cultivate a positive practise of liberalism

Filled with pop culture examples and grounded in everyday experience

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. Conservatives are right about one thing: 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.

You're probably already waist-deep in the waters of liberalism. *Liberalism as a Way of Life* invites you to dive in.



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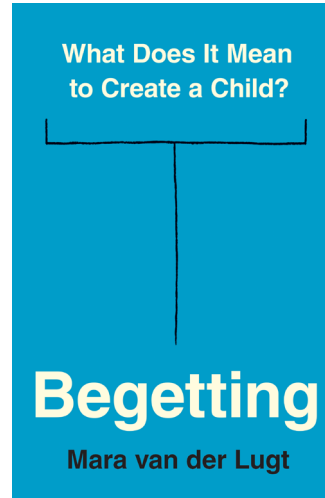
Surveys a range of approaches to anxiety from Buddhism and Existentialism to Critical Theory and Psychoanalysis

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.



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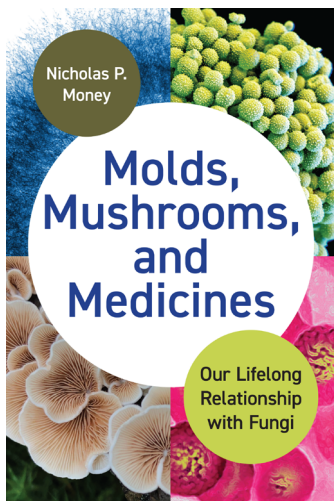
Why It Will Sell

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

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

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.



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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

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Science | Technology

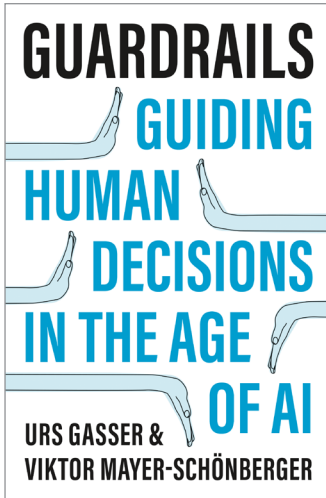
Why It Will Sell

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.



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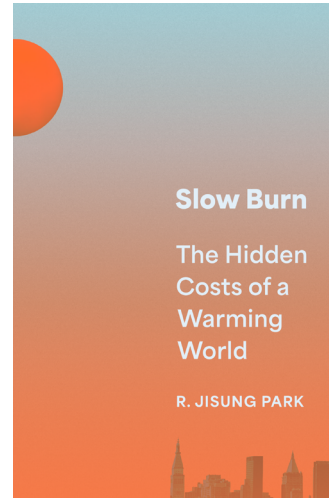
Why It Will Sell

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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