Princeton University Press brings scholarly ideas to the world.

We publish peer-reviewed books that connect authors and readers across spheres of knowledge to advance and enrich the global conversation.

We embrace the highest standards of scholarship, inclusivity, and diversity in our publishing.

In keeping with Princeton University's commitment to serve the nation and the world, we publish for scholars, students, and engaged readers everywhere.
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How the rise of the West was a temporary exception to the predominant world order

What accounts for the rise of the state, the creation of the first global system, and the dominance of the West? The conventional answer asserts that superior technology, tactics, and institutions forged by Darwinian military competition gave Europeans a decisive advantage in war over other civilizations from 1500 onward. In contrast, *Empires of the Weak* argues that Europeans actually had no general military superiority in the early modern era. J. C. Sharman demonstrates that the rise of the West was an exception in the prevailing world order.

“*Empires of the Weak* presents a clear, wide-ranging rebuttal to the idea that European military superiority after 1500 was decisive in Europe’s global expansion. The notion of seeing the nineteenth century not as a grand culmination of European victory but as a short period of exception before the return of business as usual in a multicentered world order is brilliant. This book should make a big impact.”

—Barry Buzan, London School of Economics
A groundbreaking history of early America that shows how Boston built and sustained an independent city-state in New England before being folded into the United States

In the vaunted annals of America’s founding, Boston has long been held up as an exemplary “city upon a hill” and the “cradle of liberty” for an independent United States. Wresting this iconic urban center from these misleading, tired clichés, *The City-State of Boston* highlights Boston’s overlooked past as an autonomous city-state, and in doing so, offers a pathbreaking and brilliant new history of early America.

“Mark Peterson’s story of the rise and fall of the city-state of Boston over nearly three centuries is a remarkable achievement. He has told the story in such a rich and extraordinary way that our understanding of Boston’s history will never again be the same.”

—Gordon S. Wood, Pulitzer Prize–winning historian and author of *Friends Divided: John Adams and Thomas Jefferson*

**MARK PETERSON** is professor of history at Yale University. He is the author of *The Price of Redemption: The Spiritual Economy of Puritan New England.**

**Why It Will Sell**

Offers a new version of early American history, re-envisioning Boston, as once not just a city but an important city-state and Atlantic power, tragically swallowed up by the United States!

Drawing on a vast archive and material artifacts, this is history on a grand scale

With wonderful stories, many as yet unknown

Final PDF: November

Editor: Brigitta van Rheinberg
832 pages. 8 color + 52 b/w illus. 20 maps.

AMERICAN HISTORY
The changing face of the liberal creed from the ancient world to today

*The Lost History of Liberalism* challenges our most basic assumptions about a political creed that has become a rallying cry—and a term of derision—in today’s increasingly divided public square. Taking readers from ancient Rome to today, Helena Rosenblatt traces the evolution of the words “liberal” and “liberalism,” revealing the heated debates that have taken place over their meaning.

“The Lost History of Liberalism is the most acute and careful account on the theme ever composed. Helena Rosenblatt’s accomplishment is thrilling, with self-evident implications for our own time of ideological strife.”

—Samuel Moyn, Yale University

“Systematic and daring, this provocative history of ideas reveals how the ethical qualities of liberalism, understood as a protean force, should be placed front and center.”

—Ira Katznelson, coauthor of *Liberal Beginnings: Making a Republic for the Moderns*

HELENA ROSENBLATT is professor of history at the Graduate Center, City University of New York.

Why It Will Sell

Timely in the age of the alt-right as liberals consider their identity, Rosenblatt resurrects the old meaning of “liberalism” and the values associated with it.

Traces the concept throughout the ages, what the term really means and where it came from, looking at France, Germany and America.

The author’s previous works have been translated into French.

Final PDF: Available
Editor: Brigitta van Rheinberg
360 pages. 2 line illus.

HISTORY | POLITICS
A groundbreaking look at how the interrogation rooms of the Korean War set the stage for a new kind of battle—not over land but over human subjects

Traditional histories of the Korean War have long focused on violations of the thirty-eighth parallel. But *The Interrogation Rooms of the Korean War* presents an entirely new narrative, shifting the perspective from the boundaries of the battlefield to inside the interrogation room. Monica Kim demonstrates how the Korean War evolved from a fight over territory to one over human interiority and the individual human subject.

“This is a stunning book about POWs in the Korean War and the crisis that ensued when the United States insisted that the repatriation of prisoners be voluntary. Kim locates in POW camps and interrogation rooms a pivot in the stakes of modern war, in which the United States linked decolonization and global power to the creation of liberal subjects. *The Interrogation Rooms of the Korean War* changes how we think about the Korean War, the Cold War, and war itself.”

—Mae Ngai, Columbia University

**Why It Will Sell**

First book to understand the true importance of the Korean War as a central event in 20th century history, marking a shift from conflicts over territory to conflicts over human interiority

Compellingly written by a debut author, using oral histories and declassified records

Uses interrogation rooms the way Foucault uses prisons, as a place where larger shifts in the outside world are spearheaded and concentrated

**MONICA KIM** is assistant professor of history at New York University.
An illustrated guide to one of the most enduring masterworks of world literature

Written in the eleventh century by the Japanese noblewoman Murasaki Shikibu, The Tale of Genji is a masterpiece of prose and poetry that is widely considered the world’s first novel. Melissa McCormick provides a unique companion to Murasaki’s tale that combines discussions of all fifty-four of its chapters with paintings and calligraphy from the Genji Album (1510) in the Harvard Art Museums, the oldest dated set of Genji illustrations known to exist.

“Almost from the moment of its creation in the eleventh century, Murasaki Shikibu’s Tale of Genji has inspired visual artists. Now Melissa McCormick has brought forth a compelling and beautiful edition of the Genji Album, the oldest complete suite of illustrations of this masterpiece of world literature. This is an achievement to be celebrated and savored by anyone who has ever been touched by Murasaki’s genius.”

—Stephen Greenblatt, author of The Rise and Fall of Adam and Eve

MELISSA MCCORMICK is Professor of Japanese Art and Culture and Harvard College Professor at Harvard University.

Why It Will Sell

First book in any language to pair the important contemporary scroll paintings for The Tale of Genji alongside an explanation of the text

Using images to guide readers through the narrative, the book makes the lengthy, complex Tale accessible to the general reader

Offers a new approach to understanding a masterpiece, as well as the historical reception of one of the world’s most significant works of literature

Final PDF: Available
Editor: Michelle Komie
288 pages. 224 color illus.
Why It Will Sell

A beautiful keepsake for fans of Austen and those new to her work

One of the strongest examples of Austen’s youthful writing that anticipates her mature work while showing a more playful, irreverent side

Johnson, a leading Austen expert, provides illuminating background and commentary in an afterword

Steinmetz’s elegant, stylized artwork beautifully animates the story

This charming edition features elegant and edgy watercolor drawings by Leon Steinmetz and is edited by leading Austen scholar Claudia L. Johnson. The result is a marvelous edition of a literary treasure that is sure to delight.

“This is an absolutely delightful book that had me chuckling all the morning and that will make a terrific gift. Leon Steinmetz’s illustrations are a perfect match for Austen’s narrative, with its fascinating combination of chic economy and audacious buffoonery.”

—Deidre Lynch, author of Loving Literature: A Cultural History

JANE AUSTEN would go on to write other novels.

CLAUDIA L. JOHNSON is the Murray Professor of English Literature at Princeton University.

LEON STEINMETZ is an American artist whose work appears in major museums in the United States and Europe.

Why It Will Sell

A beautiful keepsake for fans of Austen and those new to her work

One of the strongest examples of Austen’s youthful writing that anticipates her mature work while showing a more playful, irreverent side

Johnson, a leading Austen expert, provides illuminating background and commentary in an afterword

Steinmetz’s elegant, stylized artwork beautifully animates the story

Final PDF: Available
Editor: Anne Savarese
72 pages. 15 color illus.

FICTION | LITERATURE
The first biography of a visionary twentieth-century American performer who devoted her life to the revival of ancient Greek culture

This is the first biography to tell the fascinating story of Eva Palmer Sikelianos (1874–1952), an American actor, director, composer, and weaver best known for reviving the Delphic Festivals. Yet, as Artemis Leontis reveals, Palmer’s most spectacular performance was her daily revival of ancient Greek life. For almost half a century, dressed in handmade Greek tunics and sandals, she sought to make modern life freer and more beautiful through a creative engagement with the ancients.

“This is an important, inspired, and frequently riveting book. Artemis Leontis’s sophisticated storytelling is no small part of what makes it such a dynamic and successful biography.”

—Emily Greenwood, Yale University

“I learned much from this important book, which ties many loose threads within the vast tapestry of cultural modernism.”

—Fiona Macintosh, University of Oxford

ARTEMIS LEONTIS is professor of modern Greek and chair of the Department of Classical Studies at the University of Michigan.

Why It Will Sell
Cultural biography of a woman who devoted her life to the revival and performance of classical Greek culture in the 20th century
Born into New York society, a contemporary of other seminal modern artists, Palmer was well known throughout her life for her unconventional style and artistic pursuits
Draws on extensive archival material

Final PDF: November
Editor: Anne Savarese
352 pages. 57 b/w illus.
A splendid new translation of one of the greatest books on friendship ever written

In a world where social media, online relationships, and relentless self-absorption threaten the very idea of deep and lasting friendships, the search for true friends is more important than ever. In this short book, which is one of the greatest ever written on the subject, the famous Roman politician and philosopher Cicero offers a compelling guide to finding, keeping, and appreciating friends. With wit and wisdom, Cicero shows us not only how to build friendships but also why they must be a key part of our lives.

“Cicero’s indispensable dialogue, presented here in a lively new translation, is one of the most important treatments of friendship in the ancient world—and not only the ancient world. Cicero balances a poignant picture of the deep love of genuine friends with a shrewd analysis of practical and political relationships. This work illuminates friendship today and highlights the changes that, like everything with a history, it has undergone with time.”

—Alexander Nehamas, author of On Friendship

PHILIP FREEMAN is the editor and translator of How to Grow Old, How to Win an Election, and How to Run a Country (all Princeton). He is the author of many books. He holds the Fletcher Jones Chair of Western Culture at Pepperdine University and lives in Malibu, California.

Why It Will Sell

A refreshing, much needed take on what the meaning of true friendship is in this social media age

Provides advice on the value of friendship, how it makes life worth living, how to tell friends from flatterers, its reciprocal nature, the different kinds of friendship, and how true friendship demands honesty

A new, accessible and fresh translation for modern general readers, with the original Latin on a facing page

Final PDF: Available
Editor: Rob Tempio
208 pages.

CLASSICS | PHILOSOPHY
How an obscure Puritan sermon came to be seen as a founding document of American identity and exceptionalism

“For we must consider that we shall be as a city upon a hill,” John Winthrop warned his fellow Puritans at New England’s founding in 1630. More than three centuries later, Ronald Reagan remade that passage into a timeless celebration of American promise. How were Winthrop’s long-forgotten words reinvented as a central statement of American identity and exceptionalism? In As a City on a Hill, leading American intellectual historian Daniel Rodgers tells the surprising story of one of the most celebrated documents in the canon of the American idea.


—Jill Lepore, author of These Truths: A History of the United States

DANIEL T. RODGERS is the Henry Charles Lea Professor of History Emeritus at Princeton University. His books include Age of Fracture, winner of the Bancroft Prize; Atlantic Crossings; Contested Truths; and The Work Ethic in Industrial America.

Why It Will Sell
Tracing the story of one of the most iconic foundational phrases in American history, we can see how America has invented and reinvented itself since its founding.

By one of America’s foremost intellectual historians

Author’s previous work, Atlantic Crossings, was translated into German (Franz Steiner Verlag) and Chinese (Yilin Press)

Final PDF: Available
Editor: Brigitta van Rheinberg
368 pages.

PRINCETON UNIVERSITY PRESS
AMERICAN HISTORY
16 The Story of Silver
   William L. Silber
17 Austerity
   Alberto Alesina, Carlo Favero
   & Francesco Giavazzi
18 Love, Money, and Parenting
   Matthias Doepke & Fabrizio Zilibotti
19 Making Motherhood Work
   Caitlyn Collins
20 Digital Renaissance
   Joel Waldfogel
21 Dark Commerce
   Louise I. Shelley
22 The Internet Trap
   Matthew Hindman
How silver influenced two hundred years of world history, and why it matters today

This is the story of silver’s transformation from soft money during the nineteenth century to hard asset today. Silver has been the preferred shelter against government defaults, political instability, and inflation for most people in the world because it is cheaper than gold. This book explains how powerful figures, up to and including Warren Buffett, have come under silver’s thrall, and how its history guides economic and political decisions in the twenty-first century.

“Enlightening as well as fun to read, William Silber’s The Story of Silver reminds us that the economic history of the world is inseparable from the history of this precious metal. As Silber recounts, politicians and business leaders, idealists and scoundrels have long found it irresistible.”

—Robert J. Shiller, Nobel Laureate in Economics

WILLIAM L. SILBER is the Marcus Nadler Professor of Finance and Economics at New York University’s Stern School of Business.

Why It Will Sell

First book to reveal the vital role silver played in shaping politics and economics in the modern world, with advice for investors on including silver in portfolios

Tells the fascinating story of how the world’s second-most precious metal transformed from a commonly used currency to a hard asset today

Previous book published by CITIC, and another shortlisted for FT Business Book award, 2012

Final PDF: October
Editor: Peter Dougherty
352 pages. 22 b/w illus.
Fiscal austerity is hugely controversial. Opponents argue that it can trigger downward growth spirals and become self-defeating. Supporters argue that budget deficits have to be tackled aggressively at all times and at all costs. In this masterful book, three of today’s leading policy experts cut through the political noise to demonstrate that there is not one type of austerity but many.

Bringing needed clarity to one of today’s most challenging subjects, Austerity charts a sensible approach based on data analysis rather than ideology.

“This brilliant and important book presents a simple bottom line: when government finances are in danger of spiraling out of control and taking the economy with them, cutting spending is far less damaging than raising taxes, especially the taxes governments tend to raise in a crisis—those on investment.”

—John H. Cochrane, author of Asset Pricing
Parents everywhere want their children to be happy and do well. Yet how parents seek to achieve this ambition varies enormously. For instance, American and Chinese parents are increasingly authoritative and authoritarian, whereas Scandinavian parents tend to be more permissive. Why?

“Presenting many key findings and novel explanations, *Love, Money, and Parenting* argues that we can use economic principles to explain why different parenting styles exist across different countries and within countries at any given point in time. At once intelligent, sophisticated, and accessible, there is no other book that tackles the same themes as this one. I really enjoyed reading it.”

—Nattavudh Powdthavee, Warwick Business School and author of *The Happiness Equation*
A moving, cross-national account of working mothers’ daily lives—and the revolution in public policy and culture needed to improve them

The work-family conflict that mothers experience today is a national crisis. Women struggle to balance breadwinning with the bulk of parenting, and stress is constant. Of all Western industrialized countries, the United States ranks dead last for supportive work-family policies. Can American women look to European policies for solutions? In Making Motherhood Work, Caitlyn Collins explores how women navigate work and family given the different policy supports available in Sweden, Germany, Italy, and the United States.

“Comparing women in Europe and the United States and how they combine work and motherhood, Making Motherhood Work is the first cross-cultural investigation of what it feels like to live within different cultural and policy worlds. Mothers (and fathers)—even future ones—need to read this fascinating, thought-provoking, and illuminating book.”

—Allison J. Pugh, author of The Tumbleweed Society

Why It Will Sell

About more than just motherhood: work-family policies are part of a larger cultural discourse—about parenting, work, and gender equality, three topics which receive no shortage of media attention

Collins conducted interviews with 135 middle-class working mothers in Sweden, Germany, Italy, and the U.S. to see how these policies affect women seeking both a successful career and a fulfilling family life
How digital technology is upending the traditional creative industries—and why that might be a good thing

The digital revolution poses a mortal threat to the major creative industries—music, publishing, television, and the movies. The ease with which digital files can be copied and distributed has unleashed a wave of piracy with disastrous effects on revenue. Cheap, easy self-publishing is eroding the position of these gatekeepers and guardians of culture. Does this revolution herald the collapse of culture, as some commentators claim? Far from it. In Digital Renaissance, Joel Waldfogel argues that digital technology is enabling a new golden age of popular culture, a veritable digital renaissance.

“Is it the best of times or the worst of times for the entertainment industry? It depends on whether you ask the producers or the consumers. Distilling knowledge gleaned from years of research, Joel Waldfogel digs into this question with gusto and comes up with a definitive answer for all.”

—Hal R. Varian, Chief Economist, Google

JOEL WALDFOGEL holds the Frederick R. Kappel Chair at the University of Minnesota’s Carlson School of Management. His previous books include Scroogenomics: Why You Shouldn’t Buy Presents for the Holidays (Princeton).

Why It Will Sell

How digitization is transforming creative industries and clever analysis of its influence on cultural products

Analyses the quality of music, books, movies, and photography over time and its future

Easy ways economists can use their data for wider questions

Final PDF: Available
Editor: Joe Jackson
320 pages. 10 b/w illus.
A comprehensive look at the world of illicit trade

Recent technology has changed the fundamentals of trade, in both legitimate and illegal economies. In the past three decades, the most advanced forms of illicit trade have broken with all historical precedents and now operate as if on steroids, tied to computers and social media. Demonstrating that illicit trade is a business the global community cannot afford to ignore and must work together to address, *Dark Commerce* considers diverse ways of responding to this increasing challenge.

“*Dark Commerce* argues that economic globalization in the last three decades has facilitated illicit trade on an unprecedented scale. This comprehensive book describes and analyzes organized crime in its contemporary manifestation while at the same time placing it in a historical context. With a huge quantity of data, this work makes a significant contribution to understanding the power of organized crime today and the need for much stronger recognition of its impact.”

—Laurence Cockcroft, cofounder of Transparency International and author of *Global Corruption*

**Why It Will Sell**
Louise Shelley has a prominent and growing public presence in international policy and academic circles, and is regarded as one of the field’s foremost experts. Shows how the underground economy of illicit trade impacts our environment and economy.
A book that challenges everything you thought you knew about the online economy

The internet was supposed to fragment audiences and make media monopolies impossible. Instead, behemoths like Google and Facebook now dominate the time we spend online—and grab all the profits from the attention economy. *The Internet Trap* explains how this happened. This provocative and timely book sheds light on the stunning rise of the digital giants and the online struggles of nearly everyone else.

“You may think you understand the internet, but chances are you don’t. It’s not what you thought, nor what you hoped. Read this book. Then make your friends read it, too.”

—Michael J. Copps, former commissioner of the Federal Communications Commission

*The Internet Trap* is the sole book to explain why media firms are dying from a lack of web traffic, what this means for politics and the public—and what firms can do to fight back. It teems with elegant writing, shrewd insights, real-world examples, and wit.”

—Kenneth Cukier, senior editor of The Economist

**MATTHEW HINDMAN** is associate professor of media and public affairs at George Washington University. Twitter @MattHindman

**Why It Will Sell**

This book reveals the major impact of online news sources for democracy and the market economy

Uses new, up-to-the-minute data on webpage traffic and website lifespan

The book’s argument will appeal to audiences outside academia, with practical applications for how people can understand the world of online news

Final PDF: Available

Editor: Eric Crahan

246 pages. 7 b/w illus. 5 tables.
Science & Mathematics

24 How to Walk on Water and Climb up Walls
   David L. Hu

25 Timefulness
   Marcia Bjornerud

26 Innate
   Kevin J. Mitchell

27 The New Mind Readers
   Russell A. Poldrack

28 The Discrete Charm of the Machine
   Ken Steiglitz

29 Millions, Billions, Zillions
   Brian W. Kernighan

30 Prime Suspects
   Andrew Granville & Jennifer Granville

31 99 Variations on a Proof
   Philip Ording

32 How to Fall Slower Than Gravity
   Paul J. Nahin

33 Live Long and Evolve
   Mohamed A. F. Noor
Discovering the secrets of animal movement and what they can teach us

Insects walk on water, snakes slither, and fish swim. Animals move with astounding grace, speed, and versatility; how do they do it, and what can we learn from them? In *How to Walk on Water and Climb up Walls*, David Hu takes readers on an accessible, wondrous journey into the world of animal motion. From basement labs at MIT to the rain forests of Panama, Hu shows how animals have adapted and evolved to traverse their environments, taking advantage of physical laws with results that are startling and ingenious.

“Read this fascinating book to learn how sharks move, why an elephant doesn’t take longer to empty its bladder than a human does, how mosquitoes fly in the rain, and how cockroaches avoid bumping into walls in the dark. Read it too to learn why the study of these seemingly obscure corners of the living world has the potential to offer enormous benefits to humanity.”

—Rob Dunn, author of *Never Out of Season*

**DAVID L. HU** is associate professor of mechanical engineering and biology and adjunct professor of physics at Georgia Institute of Technology. Twitter @drdavidhu

**Why It Will Sell**

How biology is inspiring the design of new and useful robots

Vivid storytelling; taking readers into the field to see how discoveries were made

Based on interviews with 15 scientists, and author’s research

Author has won an IgNobel Prize and has featured in Chinese and international media

Final PDF: Available

Editor: Alison Kalett

248 pages. 12 color + 33 b/w illus.
**Why an awareness of Earth’s temporal rhythms is critical to our planetary survival**

Few of us have any conception of the enormous timescales in our planet’s long history, and this narrow perspective underlies many of the environmental problems we are creating for ourselves. Our everyday lives are shaped by processes that vastly predate us, and our habits will in turn have consequences that will outlast us by generations. *Timefulness* reveals how knowing the rhythms of Earth’s deep past and conceiving of time as a geologist does can give us the perspective we need for a more sustainable future.

“Bjornerud gives lyrical voice to the rocks that tell the story of our wondrous planet. Engaging and eloquent, *Timefulness* reminds us that the present is only a link between past and future, a reality too often forgotten in the modern world’s obsession with the here and now.”

—Ruth DeFries, author of *The Big Ratchet: How Humanity Thrives in the Face of Natural Crisis*

**Marcia Bjornerud** is professor of geology and environmental studies at Lawrence University. She is the author of *Reading the Rocks: The Autobiography of the Earth*.

**Why It Will Sell**

How ability to think on inter-generational timescales is crucial to fixing problems from systemic poverty to climate change

Reclaims intellectual value of geology, and the contributions of marginalized scientists

Exceptionally elegant, clear, and personal writing

Features 12 beautiful and original hand drawn illustrations by Haley Hagerman

Final PDF: Available

Editor: Jessica Yao

224 pages. 12 b/w illus.
A leading neuroscientist explains why your personal traits are more innate than you think

What makes you the way you are—and what makes each of us different from everyone else? In *Innate*, leading neuroscientist and popular science blogger Kevin Mitchell traces human diversity and individual differences to their deepest level: in the wiring of our brains. Deftly guiding us through important new research, including his own groundbreaking work, he explains how variations in the way our brains develop before birth strongly influence our psychology and behavior throughout our lives, shaping our personality, intelligence, sexuality, and even the way we perceive the world.

“Nature versus nurture is a centuries’ old distinction, but neuroscience and genetics are taking us to a new level of sophistication in understanding it. We are going beyond the realization that nature and nurture are inextricable, and are now gaining insights about what nature contributes and how it makes nurture possible. Mitchell’s book is a new landmark in this debate.”

—Steven Pinker, Johnstone Professor of Psychology, Harvard University

KEVIN J. MITCHELL is associate professor at the Smurfit Institute of Genetics and the Institute of Neuroscience at Trinity College Dublin. He runs a popular blog, Wiring the Brain. Twitter @WiringtheBrain

Why It Will Sell

Drawing on the latest research in genetics and neuroscience, offers a new way to understand the origins of individual differences in personality and behavior

Provocative and controversial, author builds on the ideas of Pinker; and goes much further to show precisely how biology shapes us

Final PDF: Available
Editor: Alison Kalett
304 pages. 40 b/w illus.
**Why It Will Sell**

What neuroimaging can actually reveal about our thoughts; what it can’t; and the potential of this technology in the real world.

Poldrack is a leader in the field of cognitive neuroscience and a pioneer in the use of fMRI.

Featuring the latest science, shows how new brain imaging tools provide the ability to decode aspects of conscious thoughts.

Clearly and engagingly written.

Final PDF: Available

Editor: Alison Kalett

232 pages. 12 color + 25 b/w illus.
The genesis of the digital idea and why it transformed civilization

A few short decades ago we were informed by the smooth signals of analog television, radio, and vinyl discs; communicated with our analog telephones; and even computed with analog computers. Today our world is digital, built with zeros and ones. Why did this revolution occur? *The Discrete Charm of the Machine* explains, in an engaging and accessible manner, the varied physical and logical reasons behind this radical transformation.

“Well written and well organized, *The Discrete Charm of the Machine* discusses the transition from analog to digital both in technology and in the way we approach problems in computing. With an expansive scope that ranges from low-level physics to high-level questions about the limitations of computation, this is a welcome book in the field.”

—Lance Fortnow, author of *The Golden Ticket*

KEN STEIGLITZ is professor emeritus of computer science and senior scholar at Princeton University. His books include *Combinatorial Optimization*, *A Digital Signal Processing Primer*, and *Snipers, Shills, and Sharks*.

Why It Will Sell

Sweeping story from analog to digital; how digital technology makes AI and robots possible, and what the future holds

Accessible guide to computers without need for background knowledge

Includes fascinating anecdotes about contributors to the digital revolution from Feynman to Turing to von Neumann

Final PDF: October
Editor: Vickie Kearn
224 pages. 40 b/w illus.
Numbers are impressive, intimidating, confusing, and often deliberately deceptive, especially when they’re really big. The media loves to report on millions, billions, and trillions, but frequently makes basic mistakes or presents such numbers in misleading ways. And misunderstanding numbers can have serious consequences, since they can deceive us in many of our most important decisions, including how to vote, what to buy, and whether to make a financial investment. In this short, accessible, enlightening, and entertaining book, leading computer scientist Brian Kernighan teaches anyone—even diehard math-phobes—how to demystify the numbers that assault us every day.

“The indispensable guide to numerical trickery, deception, and flimflam!”

—Harry Lewis, coauthor of Blown to Bits: Your Life, Liberty, and Happiness after the Digital Explosion
An outrageous graphic novel that investigates key concepts in mathematics

Prime Suspects is a graphic novel that takes you on a voyage of forensic discovery, exploring some of the most fundamental ideas in mathematics. Travel with Detective von Neumann as he leaves no clue unturned, from shepherds’ huts in the Pyrenees to secret societies in the cafés of Paris, from the hidden codes in the music of the stones to the grisly discoveries in Finite Fields. Tremble at the ferocity of the believers in deep and rigid abstraction. Feel the pain as you work with our young heroine, Emmy Germain, as she blazes a trail for women in mathematical research and learns from Professor Gauss, the greatest forensic detective of them all.

“Prime Suspects is unlike any mathematics book I’ve ever seen. Alongside stunning illustrations and playful cameos, the reader will find a probing discussion of some fascinating (and still largely unexplained) analogies between the distribution and decomposition of integers and permutations.”

—Matt Baker, Georgia Institute of Technology

ANDREW GRANVILLE is the Canada Research Chair in Number Theory at the University of Montreal and professor of mathematics at University College London.

JENNIFER GRANVILLE is an award-winning producer, screenwriter, and director.

Why It Will Sell

Originally written as a play, this unique graphic novel teaches in a fun and entertaining way.
Even contains original research developed by the author.
Features cameos from famous mathematicians throughout.
Exciting collaboration with art of Robert Lewis.

Final PDF: October
Editor: Vickie Kearn
200 pages.
An exploration of the art of mathematics through 99 different proofs of the same theorem

This lively and compelling book offers a unique, multifaceted perspective on mathematics by demonstrating 99 different proofs of the same theorem. Each chapter solves an otherwise unremarkable equation in distinct historical, formal, and imaginative styles that range from “Medieval,” “Topological,” and “Doggerel” to “Chromatic,” “Electrostatic,” and “Psychedelic.” Along the way, Philip Ording weaves these variations into an accessible and wide-ranging narrative on the nature and practice of mathematics.

“A savant, exhilarating inquiry into the deep roots connecting mathematics to language, belief to persuasion, and truth to style. Philip Ording has one problem, 99 answers, and a world’s worth of ways to carve up reality.”

—Daniel Levin Becker, author of Many Subtle Channels: In Praise of Potential Literature

PHILIP ORDING is professor of mathematics at Sarah Lawrence College. He is the coeditor of Simplicity: Ideals of Practice in Mathematics and the Arts.

Why It Will Sell

Demonstrates 99 ways an algebraic equation can be proved, encouraging readers to embrace more creative ways of looking at mathematics.

The proofs range from the serious and scholarly to the curious and entertaining, including writing a proof as a musical score or as a play.

Final PDF: November
Editor: Vickie Kearn
256 pages. 25 b/w illus.

POPULAR MATHEMATICS
An engaging collection of intriguing problems that shows you how to think like a mathematical physicist

Paul Nahin is a master at explaining odd phenomena through straightforward mathematics. In this collection of twenty-six intriguing problems, he explores how mathematical physicists think. Always entertaining, the problems range from ancient catapult conundrums to the puzzling physics of a very peculiar kind of glass called NASTYGLASS. Nahin’s goal is always to guide readers—who will need only to have studied advanced high school math and physics—in expanding their mathematical thinking to make sense of the curiosities of the physical world.

“A fascinating tour de force of a variety of problems covering pure and applied mathematics, physics, and engineering that will keep your mind busy for days. You’ll encounter lots of surprises, a healthy dose of challenging math, and many historical episodes told here for the first time. Highly recommended!”

—Eli Maor, author of To Infinity and Beyond

PAUL J. NAHIN is the author of many popular math books. He is professor emeritus of electrical engineering at the University of New Hampshire. He received the 2017 Chandler Davis Prize for Excellence in Expository Writing in Mathematics.

Why It Will Sell

The author walks the reader through engaging, mind-bending examples

Draws from theoretical and esoteric problems to teach readers how to think like a mathematical physicist

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Final PDF: Available
Editor: Vickie Kearn
320 pages. 62 b/w illus. 4 tables.

POPULAR MATHEMATICS
An engaging journey into the biological principles underpinning a beloved science-fiction franchise

In *Star Trek*, crew members travel to unusual planets, meet diverse beings, and encounter unique civilizations. Throughout these remarkable space adventures, does *Star Trek* reflect biology and evolution as we know it? What can the science in the science fiction of *Star Trek* teach us? In *Live Long and Evolve*, biologist and die-hard Trekkie Mohamed Noor takes readers on a fun, fact-filled scientific journey.

“Calling all Trekkies! The answers to questions about evolution may not be found in *Star Trek*, but they just might be in this wry and wonderful new book. *Live Long and Evolve* turns what sounds like meaningless biobabble from the shows into thoughtful explanations of everything from mutations and sexual reproduction to what life really is.”

—Marlene Zuk, author of *Paleofantasy: What Evolution Really Tells Us about Sex, Diet, and How We Live*

**Why It Will Sell**

Draws from scenes from all of the *Star Trek* tv series and movies to explain mutations, genetic engineering, the origin of life, and species hybrids with entertaining examples

Author is a leading expert in evolutionary biology and a self-confessed “Trekkie”

Engaging, entertaining and accessible, for anyone interested in evolution and science fiction

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**Mohamed A. F. Noor**
besides being a Trekkie, is a professor in the Biology Department at Duke University. He is the editor in chief of the journal *Evolution*. Twitter @ mafnoor

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**Final PDF: Available**
Editor: Alison Kalett
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38 In Search of the Phoenicians
   Josephine Quinn

38 The Wisdom of Frugality
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How you can become better at solving real-world problems by learning creative puzzle-solving skills

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The 5 Elements of Effective Thinking presents practical, lively, and inspiring ways for you to become more successful through better thinking. The idea is simple: You can learn how to think far better by adopting specific strategies. By using the straightforward and thought-provoking techniques in The 5 Elements of Effective Thinking, you will regularly find imaginative solutions to difficult challenges, and you will discover new ways of looking at your world and yourself—revealing previously hidden opportunities.

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“In How Growth Really Happens, Michael Best consolidates a lifetime of research and wisdom on alleged ‘miracles’ of rapid economic growth. The result is a masterful synthesis of historical case studies with the evolving theoretical conceptions of often-neglected economic thinkers. Strongly recommended.”

—Gavin Wright, professor emeritus, Stanford University

Why free speech is the lifeblood of colleges and universities

Timely and vitally important, Speak Freely demonstrates why universities can succeed only by fostering more free speech, more free thought—and a greater tolerance for both.

“No other book so accessibly presents the fundamental principles of the free speech tradition and applies them to contemporary campus controversies—ranging from the heckling or disinviting of campus speakers to attempts to censure faculty for social media postings. A compelling defense of the university as an enclave of reason, Speak Freely is fresh, illuminating, galvanizing, and persuasive.”

—Jeffrey Rosen, National Constitution Center and George Washington University Law School
Who were the ancient Phoenicians, and did they actually exist?

The Phoenicians traveled the Mediterranean long before the Greeks and Romans, trading, establishing settlements, and refining the art of navigation. But who these legendary sailors really were has long remained a mystery. In Search of the Phoenicians makes the startling claim that the “Phoenicians” never actually existed. Taking readers from the ancient world to today, this monumental book argues that the notion of these sailors as a coherent people with a shared identity, history, and culture is a product of modern nationalist ideologies—and a notion very much at odds with the ancient sources.

“Quinn’s narrative is both exhilarating and cautionary because it shows how antiquity can be reimagined to promote ideological prejudices.”

—G. W. Bowersock, New York Review of Books

Why philosophers have advocated simple living for 2,500 years—and why we ignore them at our peril

In this book, Emrys Westacott examines why, for more than two millennia, so many philosophers and people with a reputation for wisdom have been advocating frugality and simple living as the key to the good life. He also looks at why most people have ignored them, but argues that, in a world facing environmental crisis, it may finally be time to listen to the advocates of a simpler way of life.

“[A] rewarding examination of our love-hate relationship with wealth and status…. In his calm, measured and wise analysis of the virtues and vices of simplicity, Westacott asks why, if almost every sage in history has praised frugal simplicity, we haven’t all embraced it.”

—Julian Baggini, Financial Times
A Note from the Director of Global Development

Welcome to Princeton’s rights guide for the 2018 Beijing Book Fair!

As somebody who has published for over twenty five years in the Humanities and History, I am excited about two new books on empire because both present starkly novel arguments:

In *The Empire of the Weak* J. C. Sharman argues that the rise of the West was actually an exception in the prevailing world order and not at all the logical outcome of the West’s military or technological superiority. This will come as a surprise to many!

The second is Mark Peterson’s *The City-State of Boston*, which essentially rewrites the oft-told and well-worn founding story of America. By arguing that Boston was an important city-state and Atlantic power in its own right, before, tragically, it was swallowed up by the United States, we realize that Boston was an important early modern Empire in its own right long before the United States existed.

In the Social Sciences, I’d like to highlight two titles: One is *Love, Money, and Parenting* by Matthias Doepke and Fabrizio Zilibotti , which asks what role economics play as parents try and figure out how to raise their children so they can lead a happy and successful life. An article by the authors on this topic was translated into Chinese and already has been downloaded more than 100,000 times on WeChat!

The second is Louise Shelley’s *Dark Commerce*, which show us how a new illicit economy, powerfully enhanced by computers and social media, is threatening our future. Shelley is the Director of the Terrorism, Transnational Crime and Corruption Center at George Mason University and an international and renowned expert. In her book she argues that the global business community must work together to address this issue.

In the sciences, a personal favorite of mine is *How to Walk on Water and Climb up Walls*, in which David Hu, a professor of mechanical engineering and biology introduces us to the fascinating secrets of animal movement and how biology is inspiring the design of new and useful robots.

Much to enjoy for everybody!

Brigitta van Rheinberg  
Director of Global Development and Associate Director
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