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MICHAEL J. RYAN is the Clark Hubbs Regents Professor in Zoology at the University of Texas and a Senior Research Associate at the Smithsonian Tropical Research Institute in Panama.

**Why It Will Sell**
Tells a largely unknown story about how beauty evolves.
Based on the author’s own pioneering research.
Accessible and beautifully written, packed with anecdotes and examples from both animals and humans.

Final PDF: June 2017
Editor: Alison Kalett
224 pages. 16 color illus.
8 halftones.
6 x 9. 978-0-691-16726-8
Cloth $29.95T

**From one of the world’s leading authorities on animal behavior, the astonishing story of how the female brain drives the evolution of beauty in animals and humans**

In *A Taste for the Beautiful*, Michael Ryan, one of the world’s leading authorities on animal behavior, tells the remarkable story of how he and other scientists have taken up where Darwin left off and transformed our understanding of sexual selection, shedding new light on human behavior in the process.

“In this engaging book, Michael Ryan explores why all animals look for beauty in the opposite sex. Using his studies of Central American frogs as a jumping-off point, he expertly guides us through new discoveries and ideas about how brains have evolved to yearn for the beautiful. Surprisingly, what female frogs admire in their male suitors illuminates our own desires and attractions.”

—Virginia Morell, author of the New York Times *bestseller* Animal Wise: How We Know Animals Think and Feel
The most authoritative study to date on why collaborations in STEM fields succeed or fail and how to ensure success

Once upon a time, it was the lone scientist who achieved brilliant breakthroughs. No longer. Today, science is done in teams of as many as hundreds of researchers who may be scattered across continents and represent a range of hierarchies. These collaborations can be powerful, but they demand new ways of thinking about scientific research. Focusing on the nascent science of team science, The Strength in Numbers synthesizes the results of the most far-reaching study to date on collaboration among university scientists.

“In your hands is the grand synthesis of a long, productive inquiry into the nature of scientific collaboration. Some readers will want to immerse themselves in scientists’ frank appraisals of their research relationships, while others will latch onto ideas for improving the process and performance of their collaborations. Rich in evidence, analysis, and good sense, this book delivers on its promise to bring knowledge into practice.”

—Edward J. Hackett, Brandeis University

BARRY BOZEMAN is the director of the Center for Organization Research and Design, and Arizona Centennial Professor of Technology Policy and Public Management at Arizona State University.

JAN YOUTIE is director of the Program in Science, Technology, and Innovation Policy at Georgia Institute of Technology.

**Why It Will Sell**

Synthesizes key topics in the rapidly developing science of team science, and explains the steps researchers should take to ensure success.

The book is based on the authors’ own study on research collaboration among US university scientists.

Final PDF: September 2017
Editor: Eric Henney
248 pages. 15 line illus. 5 tables. 6 x 9. 978-0-691-17406-8
Cloth $35.00S

SCIENCE
The first comprehensive overview of the history and ideas behind reverse mathematics

This book presents reverse mathematics to a general mathematical audience for the first time. Reverse mathematics is a new field that answers some old questions. In *Reverse Mathematics*, John Stillwell gives a representative view of this field, emphasizing basic analysis—finding the “right axioms” to prove fundamental theorems—and giving a novel approach to logic.

“Reverse mathematics is a major research direction in the foundations of mathematics and mathematical logic, and the insights obtained from reverse mathematics will interest a wide mathematically minded audience. Stillwell’s book is self-contained and includes much background material in analysis, mathematical logic, combinatorics, and computability. I heartily commend this very readable and accessible book.”

—Stephen Simpson, Vanderbilt University

**JOHN STILLWELL** is professor of mathematics at the University of San Francisco and an affiliate of the School of Mathematical Sciences at Monash University, Australia.

**Why It Will Sell**

Explores an important area of mathematics—how we can deconstruct theorems to teach us new things.

Accessible to scholars and readers interested in the foundations of mathematics.

Shows what different areas of mathematics have in common.
A fun and lively look at the mathematical ideas concealed in video games

Did you know that every time you pick up the controller to your PlayStation or Xbox, you are entering a game world steeped in mathematics? *Power-Up* reveals the hidden mathematics in many of today’s most popular video games and explains why mathematical learning doesn’t just happen in the classroom or from books—you’re doing it without even realizing it when you play games on your cell phone.

“Are you a video game enthusiast who is getting tired of being asked ‘How can you waste time on such stuff?’ This book is your answer! Matthew Lane skillfully weaves a tale of how video games can be important tools for teaching mathematics and physics. As a long-time video gamer, I highly recommend *Power-Up.*”

—Paul J. Nahin, author of *In Praise of Simple Physics*

**MATTHEW LANE** is a mathematician and cofounder of Rithm, a school for aspiring web developers. He is also the creator of *Math Goes Pop!,* a blog that explores the interconnections between mathematics and popular culture.

**Why It Will Sell**
How to use video games to understand mathematics.
Appealing for anyone who enjoys gaming or doing mathematics.

Final PDF: Published
Editor: Vickie Kearn
264 pages. 80 color illus.
50 line illus.
6 x 9. 978-0-691-16151-8
Cloth $29.95T

**POPULAR MATHEMATICS**
A treasure trove of illuminating and entertaining quotations from the legendary naturalist

Here is Charles Darwin in his own words—the naturalist, traveler, scientific thinker, and controversial author of On the Origin of Species, the book that shook the Victorian world. Featuring hundreds of quotations carefully selected by world-renowned Darwin biographer Janet Browne, The Quotable Darwin draws from Darwin’s writings, letters to friends and family, autobiographical reminiscences, and private scientific notebooks.

“Nobody knows Darwin as Janet Browne does. Her intimate familiarity with the subject shows here in an abundance of well-chosen quotations. Through Darwin’s own words, we learn how the aspiring naturalist matured with experience into the scientist whose revolutionary theory on evolution has been described as the greatest intellectual contribution to the nineteenth century. The portrait is vivid and truthful.”

—Peter R. Grant, co-author of 40 Years of Evolution: Darwin’s Finches on Daphne Major Island

JANET BROWNE is the Aramont Professor of the History of Science at Harvard University. Her books include the acclaimed two-volume biography of Darwin, Charles Darwin: Voyaging and Charles Darwin: The Power of Place (both Princeton).

Why It Will Sell

Expertly curated by the foremost authority on Darwin.

Compiles quotes from Darwin’s publications and private correspondence on his personal life, politics, and religious beliefs, as well as science.

Final PDF: August 2017
Editor: Alison Kalett
352 pages. 6 halftones.
4 1/2 x 7 1/2. 978-0-691-16935-4
Cloth $24.95T
Human beings are a very different kind of animal. We have evolved to become the most dominant species on Earth. We have a larger geographical range and process more energy than any other creature alive. This astonishing transformation is usually explained in terms of cognitive ability—people are just smarter than all the rest. But in this compelling book, Robert Boyd argues that culture—our ability to learn from each other—has been the essential ingredient of our remarkable success.

“How our ability to learn from each other has been the essential ingredient to our remarkable success as a species

“Robert Boyd is surely right that we are a ‘different kind of animal.’ We possess language, we have sophisticated trade and cooperation, but we are also frighteningly deceptive and prone to spasms of unspeakable violence. Boyd shows here in compelling style how our possession of culture—the passing on of learned information—explains the highs, lows, and contradictions in our behaviors.”

—Mark Pagel, author of Wired for Culture: Origins of the Human Social Mind

ROBERT BOYD is Origins Professor in the School of Human Evolution and Social Change at Arizona State University. His books include How Humans Evolved and Not by Genes Alone: How Culture Transformed Human Evolution.

Why It Will Sell

Presents a novel argument about human uniqueness and evolution.

Short and accessible synthesis of decades of work, with vivid examples.

Final PDF: August 2017
Editor: Alison Kalett
248 pages. 5 halftones.
21 line illus. 1 table.
5 1/2 x 8 1/2. 978-0-691-17773-1
Cloth $27.95T

POPULAR SCIENCE | NATURE
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Éloi Laurent

15 Capitalism without Capital
Jonathan Haskel & Stian Westlake
MEASURING TOMORROW

Accounting for Well-Being, Resilience, and Sustainability in the Twenty-First Century

ÉLOI LAURENT

Why It Will Sell

Brings together issues of global sustainability, both economic theory and the practice, and offers concrete policy proposals for the future.

ÉLOI LAURENT is senior economist at the Sciences Po Centre for Economic Research (OFCE) in Paris. He also teaches at Stanford University and has been a visiting professor at Harvard University.

How moving beyond GDP will improve well-being and sustainability

Never before in human history have we produced so much data, and this empirical revolution has shaped economic research and policy profoundly. But are we measuring, and thus managing, the right things? In Measuring Tomorrow, Éloi Laurent argues that we need to move away from narrowly useful metrics such as gross domestic product and instead use broader ones that aim at well-being, resilience, and sustainability. By doing so, countries will be able to shift their focus away from infinite and unrealistic growth and toward social justice and quality of life for their citizens.

“In this book, Éloi Laurent addresses the challenge of ensuring that measurement of the economy reflects all the dimensions of what society values, including the sustainable use of resources. This is a practical contribution to the increasingly salient agenda of going ‘beyond GDP’ in setting metrics to guide public policy, incorporating indicators of environmental quality and well-being.”

—Diane Coyle, author of GDP: A Brief but Affectionate History

Final PDF: October 2017
Editor: Sarah Caro
248 pages. 20 line illus. 41 tables.
6 x 9. 978-0-691-17069-5
Cloth $35.00S

ECONOMICS | PUBLIC POLICY | ENVIRONMENTAL STUDIES
The first comprehensive account of the growing dominance of the intangible economy

Early in the twenty-first century, a quiet revolution occurred. For the first time, the major developed economies began to invest more in intangible assets, like design, branding, R&D, or software, than in tangible assets, like machinery, buildings, and computers. For all sorts of businesses, from tech firms and pharma companies to coffee shops and gyms, the ability to deploy assets that one can neither see nor touch is increasingly the main source of long-term success. *Capitalism without Capital* shows the growing importance of intangible assets.

“On almost every page of this book I found myself going ‘Oh, now I understand’ or ‘Yes, I never looked it at that way.’ *Capitalism without Capital* is highly original and illuminating. It has changed the way I look at things.”

—Daniel Finkelstein, The Times columnist
From one of the world’s leading authorities on the subject, an innovative and comprehensive account of religion in the ancient Roman and Mediterranean world

In this ambitious and authoritative book, Jörg Rüpke provides a comprehensive and strikingly original narrative history of ancient Roman and Mediterranean religion over more than a millennium—from the late Bronze Age through the Roman imperial period and up to full-fledged Christianization.

“Strikingly ambitious, this new history of Roman religion represents a decisive contribution to the field. Going beyond a conventional history of religion, Jörg Rüpke integrates religion with political, economic, and social developments over more than a millennium—a span no one else has attempted to cover in a single volume. Rüpke’s vast erudition, combined with his emphasis on individual experience and agency within this larger context, opens up a new way to understand religion itself, making this book a unique event.”

—Harriet Flower, Princeton University

Why It Will Sell

An ambitious and authoritative take on the history of Roman religion.
The most comprehensive account of 1000 years of Roman religious history.

Final PDF: November 2017
Editor: Al Bertrand
536 pages. 56 halftones.
4 line illus.
6 x 9. 978-0-691-15683-5
Cloth $39.95
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.

“This is a groundbreaking, masterly, and original book that shows how ancient Phoenicians may have been the victims of the distorting categories of modern nationalism. Josephine Quinn offers a new vision of the ancient Mediterranean, where overarching identities mattered less and affinities found other meaningful expressions, such as networks of cult.”

—Irad Malkin, Tel Aviv University

Josephine Quinn is associate professor of ancient history at the University of Oxford and a fellow of Worcester College. She is the coeditor of The Hellenistic West and The Punic Mediterranean.

Why It Will Sell

The book aims to sort ancient fact from modern fiction in this exploration of this fascinating yet mysterious ancient culture. Written with verve by a rising star in Classics in the UK.

Final PDF: November 2017
Editor: Robert Tempio
360 pages. 75 halftones. 11 maps.
6 x 9. 978-0-691-17527-0
Cloth $35.00S
ANCIENT HISTORY
A brief, accessible history of the idea of purpose in Western thought, from ancient Greece to the present

In *On Purpose*, Michael Ruse explores the history of the idea of purpose in philosophical, religious, scientific, and historical thought, from ancient Greece to the present. Accessibly written and filled with literary and other examples, the book examines “purpose” thinking in the natural and human world. It shows how three ideas about purpose have been at the heart of Western thought for more than two thousand years.

“How humans have purposes and values? Michael Ruse, after ‘a lifetime’s quest for understanding,’ concludes ‘yes.’ In this book, he journeys from Plato and Aristotle, through St. Augustine and Kant, to Darwin. The exploration is scholarly and profound, as well as eminently readable. There is much to learn from *On Purpose* and much to relish while reading it.”

—Francisco J. Ayala, University of California, Irvine

**MICHAEL RUSE** is the Lucyle T. Werkmeister Professor of Philosophy and Director of the Program in the History and Philosophy of Science at Florida State University. He has written or edited more than fifty books.

**Why It Will Sell**

Authors previous books translated into 8 languages.

Lays out the moral case for a life lived without purpose.

The first study of purpose across philosophical, scientific, and religious thought.

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*Final PDF: August 2017*

*Editor: Robert Tempio*

*296 pages.*

*5 1/2 x 8 1/2. 978-0-691-17246-0 Cloth $27.95*

PHILOSOPHY | HISTORY OF SCIENCE | EVOLUTION
Philosophical wisdom and practical advice for overcoming the problems of middle age

How can you reconcile yourself with the lives you will never lead, with possibilities foreclosed, and with nostalgia for lost youth? How can you accept the failings of the past, the sense of futility in the tasks that consume the present, and the prospect of death that blights the future? In this self-help book with a difference, Kieran Setiya confronts the inevitable challenges of adulthood and middle age, showing how philosophy can help you thrive.

“Written with charming simplicity and wry humor, *Midlife* is a philosophically rich source of what might be called ‘the higher life hacks’—reflective ways of dissolving the sense of emptiness and regret that tends to hit each of us with the onset of middle age. A work of disarming wisdom.”

—Jim Holt, author of *Why Does the World Exist?*

**Why It Will Sell**

A little book on the philosophy of the midlife crisis.

High-minded self-help for people who don’t read self-help.

How best to think about living, not just how to live.

---

**KIERAN SETIYA** is professor of philosophy at the Massachusetts Institute of Technology. He is the author of *Reasons without Rationalism* (Princeton) and *Knowing Right from Wrong*.
A history of modern European cultural pluralism, its current crisis, and its uncertain future

In 2010, the leaders of Germany, Britain, and France each declared that multiculturalism had failed in their countries. Over the past decade, a growing consensus in Europe has voiced similar decrees. But what do these ominous proclamations, from across the political spectrum, mean? From the influx of immigrants in the 1950s to contemporary worries about refugees and terrorism, *The Crisis of Multiculturalism in Europe* examines the historical development of multiculturalism on the Continent.

“Chin . . . has produced a well-researched and readable study of policies toward immigrant communities in Great Britain, France, and, to a lesser extent, Germany, from immediately after WWII to the present. . . . She clearly explains how the key consideration for policy makers shifted from their countries’ economic conditions to fear of radical Islam.”

—Publishers Weekly

RITA CHIN is associate professor of history at the University of Michigan. She is the author of *The Guest Worker Question in Postwar Germany* and the coauthor of *After the Nazi Racial State*.

Why It Will Sell

Explains why critics from the left and right agree that multiculturalism has failed.

Timely discussion of immigration and Muslims in Europe.

Provides perspective on gender relations in Muslim societies.

Final PDF: June 2017
Editor: Brigitta van Rheinberg
384 pages.
5 1/2 x 8 1/2. 978-0-691-16426-7
Cloth $35.00S
TEXTBOOKS

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Kosuke Imai

25 Modern Classical Physics  
Kip S. Thorne & Roger D. Blandford

26 Gravitation  
Charles W. Misner, Kip S. Thorne & John Archibald Wheeler

27 The Standard Model in a Nutshell  
Dave Goldberg

28 From Photon to Neuron  
Philip Nelson

29 Bit by Bit  
Matthew J. Salganik

30 Financial Decisions and Markets  
John Y. Campbell
An introductory textbook on data analysis and statistics written especially for students in the social sciences and allied fields

This textbook is a practical introduction to data analysis and statistics written especially for undergraduates and beginning graduate students in the social sciences and allied fields, such as economics, sociology, public policy, and data science. Proven in the classroom, this one-of-a-kind textbook features numerous additional data analysis exercises and interactive R programming exercises, and also comes with supplementary teaching materials for instructors.

“Kosuke Imai has produced a superb hands-on introduction to modern quantitative methods in the social sciences. Placing practical data analysis front and center, this book is bound to become a standard reference in the field of quantitative social science and an indispensable resource for students and practitioners alike.”

—Alberto Abadie, Massachusetts Institute of Technology

KOSUKE IMAI is professor of politics and founding director of the Program in Statistics and Machine Learning at Princeton University.

Why It Will Sell

A practical introduction to data analysis and statistics for students across the social sciences. The author is a leader in the field, renowned for his work with quantitative methods. Already adopted for courses at high profile universities including Stanford, UCSD, Columbia, Princeton, UCLA, NYU, University of Tokyo, and Dartmouth

Final PDF: Published
Editor: Eric Crahan
440 pages. 14 color illus. 9 halftones. 77 line illus. 7 x 10. 978-0-691-17546-1
Paper $49.50X
978-0-691-16703-9
Cloth $95.00X

SOCIAL SCIENCES
A groundbreaking textbook on twenty-first-century classical physics

This first-year, graduate-level text and reference book covers the fundamental concepts and twenty-first-century applications of six major areas of classical physics that every masters- or PhD-level physicist should be exposed to, but often isn’t: statistical physics, optics (waves of all sorts), elastodynamics, fluid mechanics, plasma physics, and special and general relativity and cosmology. Growing out of a full-year course that the eminent researchers Kip Thorne and Roger Blandford taught at Caltech for almost three decades, this book is designed to broaden the training of physicists.

“Remarkable for its scope and authority, this text offers a new vision of the ‘theoretical minimum’ of classical physics that all physicists should know, a vision that I hope will revitalize the curricula of many physics departments. On my own shelf it will replace half a dozen dog-eared reference texts.”

—Scott Tremaine, Institute for Advanced Study

KIP S. THORNE is the Feynman Professor Emeritus of Theoretical Physics at Caltech. His books include Gravitation and Black Holes and Time Warps.

ROGER D. BLANDFORD is the Luke Blossom Professor of Physics and the founding director of the Kavli Institute of Particle Astrophysics and Cosmology at Stanford University.

Why It Will Sell
Essential textbook for classical physics: statistical physics, optics, elastodynamics, fluid mechanics, plasma physics, and special and general relativity and cosmology.

Written by Interstellar science advisor Kip Thorne.

Final PDF: Pub September 2017
Editor: Ingrid Gnerlich
1552 pages. 349 color illus.
6 halftones. 15 tables.
8 x 10. 978-0-691-15902-7
Cloth $125.00
The landmark classic on gravitational physics

First published in 1973, *Gravitation* is a landmark graduate-level textbook that presents Einstein’s general theory of relativity and offers a rigorous, full-year course on the physics of gravitation. Upon publication, *Science* called it “a pedagogic masterpiece,” and it has since become a classic, considered essential reading for every serious student and researcher in the field of relativity. This authoritative text has shaped the research of generations of physicists and astronomers, and the book continues to influence the way experts think about the subject.

“*Gravitation* is the encyclopedic, definitive exposition of general relativity as of 1970. Any serious researcher of general relativity will want to have this book at hand.”

—Andrew Hamilton, University of Colorado, Boulder

**Why It Will Sell**

Includes a new framing introduction by Thorne and Misner, discussing developments since the publication of the original landmark classic text in 1973. Masterful, deeply insightful, and uniquely comprehensive in its scope.

Final PDF: September 2017

Editor: Ingrid Gnerlich

1328 pages.

8 x 10. 978-0-691-17779-3

Cloth  $60.00S

**CHARLES W. MISNER** is professor emeritus of physics at the University of Maryland.

**KIP S. THORNE** is the Feynman Professor of Theoretical Physics, Emeritus at the California Institute of Technology.

**JOHN ARCHIBALD WHEELER** (1911–2008) was professor of physics at Princeton University and later at the University of Texas, Austin.
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For a theory as genuinely elegant as the Standard Model—the current framework describing elementary particles and their forces—it can sometimes appear to students to be little more than a complicated collection of particles and ranked list of interactions. *The Standard Model in a Nutshell* provides a comprehensive and uncommonly accessible introduction to one of the most important subjects in modern physics, revealing why, despite initial appearances, the entire framework really is as elegant as physicists say.

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—Christopher G. Tully, author of Elementary Particle Physics in a Nutshell

DAVE GOLDBERG is professor of physics at Drexel University, where he also serves as associate dean for research and graduate studies at the College of Arts and Sciences.

Why It Will Sell

A concise and authoritative introduction to one of the central theories of modern physics. Provides an essential introduction to the Standard Model for graduate students and advanced undergraduates across the physical sciences.

Final PDF: Published
Editor: Ingrid Gnerlich
316 pages. 9 halftones. 66 line illus. 12 tables.
7 x 10. 978-0-691-16759-6
Cloth $85.00S

PHYSICS
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*From Photon to Neuron* provides undergraduates with an accessible introduction to the physics of light and offers a unified view of a broad range of optical and biological phenomena. Along the way, this richly illustrated textbook builds the necessary background in neuroscience, photochemistry, and other disciplines, bringing students to the latest work in optogenetics, super-resolution microscopy, the single-photon response of individual photoreceptor cells, and more.

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—Zhong-Can Ou-Yang, Institute of Theoretical Physics, Chinese Academy of Sciences

**PHILIP NELSON** is professor of physics at the University of Pennsylvania. He is the author of *Biological Physics* and *Physical Models of Living Systems*, and coauthor of *A Student’s Guide to Python for Physical Modeling* (Princeton). Among other honors, he has received the Biophysical Society’s Emily M. Gray Award for educational excellence.

**Why It Will Sell**

A richly illustrated undergraduate textbook on the physics and biology of light.

Can be used for courses in physics, biophysics, sensory neuroscience, biophotonics, bio-engineering, or nanotechnology.

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Final PDF: Published
Editor: Ingrid Gnerlich
512 pages, 300 color illus.
8 x 10. 978-0-691-17519-5
Paper $49.50X
978-0-691-17518-8
Cloth $110.00X

PHYSICS | BIOPHYSICS
An innovative and accessible guide to doing social research in the digital age

In just the past several years, we have witnessed the birth and rapid spread of social media, mobile phones, and numerous other digital marvels. In addition to changing how we live, these tools enable us to collect and process data about human behavior on a scale never before imaginable, offering entirely new approaches to core questions about social behavior. *Bit by Bit* is the key to unlocking these powerful methods—a landmark book that will fundamentally change how the next generation of social scientists and data scientists explores the world around us.

“*Bit by Bit* is, by far, the best and most up-to-date book on modern social science. Salganik writes compellingly and inspiring-ly. He has done a wonderful job of collecting a diverse set of meaningful examples and describing how they are important in language anyone can understand.”

—Sean Taylor, research scientist, Facebook

**MATTHEW J. SALGANIK** is professor of sociology at Princeton University, where he is also affiliated with the Center for Information Technology Policy and the Center for Statistics and Machine Learning. His research has been funded by Microsoft, Facebook, and Google, and has been featured on NPR and in such publications as the *New Yorker*, the *New York Times*, and the *Wall Street Journal*.

**Why It Will Sell**

An essential guide for doing social research in the digital age. How data from Wikipedia, Facebook, iPhones, wi-fi, YouTube, LinkedIn and Twitter can explain human behaviours.

Final PDF: September 2017
Editor: Meagan Levinson
360 pages. 21 halftones.
58 line illus. 28 tables. 2 maps.
7 x 9. 978-0-691-15864-8
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SOCIAL SCIENCE | COMPUTER SCIENCE
From the field’s leading authority, the most authoritative and comprehensive advanced-level textbook on asset pricing

In Financial Decisions and Markets, John Campbell, one of the field’s most respected authorities, provides a broad graduate-level overview of asset pricing. He introduces students to leading theories of portfolio choice, their implications for asset prices, and empirical patterns of risk and return in financial markets. Campbell emphasizes the interplay of theory and evidence, as theorists respond to empirical puzzles by developing models with new testable implications. The book shows how models make predictions not only about asset prices but also about investors’ financial positions, and how they often draw on insights from behavioral economics.

“John Campbell has given us the definitive course text on financial decision making and asset pricing. Every student and researcher in the field will want this masterful integration of decades of study on actual investor behavior and market equilibrium.”

—Darrell Duffie, Stanford University

JOHN Y. CAMPBELL is the Morton L. and Carole S. Olshan Professor of Economics at Harvard University. His books include The Econometrics of Financial Markets (Princeton) and Strategic Asset Allocation: Portfolio Choice for Long-Term Investors.

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Based on lectures taught at Harvard and Princeton
An entertaining, enlightening, and humorous graphic narrative of the dangerous thinkers who laid the foundation of modern thought

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—Rebecca Newberger Goldstein, author of Plato at the Googleplex: Why Philosophy Won’t Go Away

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—Adrienne Mayor, author of The Amazons

Why It Will Sell

Chinese Complex, Turkish, Spanish, Korean, and Italian rights sold.

Deftly illustrates at times difficult and complex ideas in a serious yet humorous way.

Why It Will Sell

With beautiful illustrations by Glynnis Fawkes, this book delightfully captures the oral tradition of the Greco-Roman world.
A bracingly provocative challenge to one of our most cherished ideas and institutions

A challenging critique of democracy and the first sustained defense of the rule of the knowledgeable, Against Democracy is essential reading for scholars and students of politics across the disciplines.

“Jason Brennan is a marvel: a brilliant philosopher who scrupulously studies the facts before he moralizes. In Against Democracy, his elegant method leads to the contrarian conclusion that democratic participation prompts human beings to forget common sense and common decency. Voting does not ennable us; it tests the virtue of the best, and brings out the worst in the rest.”

—Bryan Caplan, author of The Myth of the Rational Voter

Why It Will Sell

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Thought provoking advocacy of epistocracy and other alternatives from an up and coming scholar.

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

The Wisdom of Frugality explores what simplicity means, why it’s supposed to make us better and happier, and why, despite its benefits, it has always been such a hard sell. The book looks not only at the arguments in favor of living frugally and simply, but also at the case that can be made for luxury and extravagance, including the idea that modern economies require lots of getting and spending.

“Westacott’s philosophically informed polemic argues that if we rise above our material individualism, we will be better off, both as a society and as an individual.”

—Wan Lixin, Shanghai Daily

Why It Will Sell

Chinese Complex, Italian, and Korean rights sold.

Very accessibly written, high-minded self-help.
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*International Rights Director*
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