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To request examination copies, email us at exam_copy@press.princeton.edu. You may also find additional ordering information on page 21 of this catalog. Sample chapters, author interviews, and related content is available at press.princeton.edu/class_use/fye.html.
The 5 Elements of Effective Thinking
Edward B. Burger & Michael Starbird

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. Brilliant people aren’t a special breed—they just use their minds differently. 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.

The book offers real-life stories, explicit action items, and concrete methods that allow you to attain a deeper understanding of any issue, exploit the power of failure as a step toward success, develop a habit of creating probing questions, see the world of ideas as an ever-flowing stream of thought, and embrace the uplifting reality that we are all capable of change. No matter who you are, the practical mind-sets introduced in the book will empower you to realize any goal in a more creative, intelligent, and effective manner.

Filled with engaging examples that unlock truths about thinking in every walk of life, The 5 Elements of Effective Thinking is written for all who want to reach their fullest potential—including students, parents, teachers, businesspeople, professionals, athletes, artists, leaders, and lifelong learners.

Whenever you are stuck, need a new idea, or want to learn and grow, The 5 Elements of Effective Thinking will inspire and guide you on your way.

To share thinking stories, go to:
http://5elementsofthinking.wordpress.com

2012. 168 pages. 1 b/w illus.
Hardback 9780691156668 $19.95 | £14.99
E-book 9781400844562

Winner of the 2013 Silver Medal in Self-Help, Independent Publisher Book Awards

“The authors aim to teach readers how to expand their intellectual and creative capacity by adopting habits that train the mind to see beyond the surface level of ideas in order to find innovative ways to solve problems.”
—Catherine A. Cardno, Education Week

“I remember as a kid in school being told by teachers to think harder and having no idea what to do. This book solves that once and for all. We now have a guide for people of all ages to learn how to think more effectively. I highly recommend this book.”
—Jack Canfield, cocreator of the New York Times best-selling Chicken Soup for the Soul series and The Success
How you can become better at solving real-world problems by learning creative puzzle-solving skills

Making Up Your Own Mind
Thinking Effectively through Creative Puzzle-Solving
Edward B. Burger

We solve countless problems—big and small—every day. With so much practice, why do we often have trouble making simple decisions—much less arriving at optimal solutions to important questions? Are we doomed to this muddle—or is there a practical way to learn to think more effectively and creatively? In this enlightening, entertaining, and inspiring book, Edward Burger shows how we can become far better at solving real-world problems by learning creative puzzle-solving skills using simple, effective thinking techniques.

Making Up Your Own Mind teaches these techniques—including how to ask good questions, fail and try again, and change your mind—and then helps you practice them with fun verbal and visual puzzles. The goal is not to quickly solve each challenge but to come up with as many different ways of thinking about it as possible. As you see the puzzles in ever-greater depth, your mind will change, helping you become a more imaginative and creative thinker in daily life. And learning how to be a better thinker pays off in incalculable ways for anyone—including students, businesspeople, professionals, athletes, artists, leaders, and lifelong learners.

A book about changing your mind and creating an even better version of yourself through mental play, Making Up Your Own Mind will delight and reward anyone who wants to learn how to find better solutions to life’s innumerable puzzles.

And the puzzles extend to the thought-provoking format of the book itself because one of the later short chapters is printed upside down while another is printed in mirror image, further challenging the reader to see the world through different perspectives and make new meaning.

2018. 136 pages. 35 b/w illus.
Hardback 9780691182780 $19.95 | £14.99
E-book 9780691188881
A letter from Edward Burger, author of *Making Up Your Own Mind* and co-author, with Michael Starbird, of *5 Elements of Effective Thinking*

**TO ME, TEACHING IS ALL ABOUT INVITING** our students to become better versions of themselves and providing them with practical footholds to flourish in a complex and chaotic world with an ever-growing list of digital distractions. In such a noisy and chaotic climate, where do we foster the peaceful practices of mindful reflection and creative thought?

That question has been with me over my 35-year career as a teacher. So four years ago I decided to try something completely different: Create a curriculum that instead of short-term content had only life-changing goals. I developed a course whose sole purpose is to empower students to learn practices of the mind to think more effectively, be more open to diverse perspectives, hold greater empathy, make wiser decisions, and live a more thoughtful and balanced life.

These elements of effective thinking were taught through a series of mind-bending and entertaining puzzles of various types. The practices include the art of creating questions, learning by effectively failing, understanding at a deeper level, and following the flow of ideas to see things in a different way and create new ideas. I informally call my class the Seinfeld of the curriculum: It’s about nothing and yet attempts to teach everything. It’s about growing rather than just knowing.

*Making Up Your Own Mind* offers the mindful pathways of this course. Students practice elements of effective thinking by engaging with these puzzles to better prepare them for the puzzles of any discipline, while also preparing them to deal with puzzles (and problems) encountered throughout their lives. Over the years, students have found this approach to be a joyful way to realize greater success in their future courses and a powerful way to build greater confidence in their abilities to generate original and creative ideas and make wise and thoughtful decisions.

Every aspect of this book is designed to challenge and provoke thought. Even the mirror-printed chapter, which at first is frustrating and annoying to my students, later becomes a place of mindful pride: students discover how to see something from an entirely different perspective—which is a metaphor for the entire course. I have seen students triumphantly overcome the challenges of some of the more daunting puzzles, and go on to use their amplified thinking throughout their undergraduate careers and beyond.

This material can stand alone as its own first-year course or can be incorporated to enhance and uplift the thinking practices within the context of any subject (or ideally all subjects) from the humanities, social sciences, natural sciences, and the fine arts. I hope this material will uplift the life of the mind for you and your students as much as it has for me and my students.

Thoughtfully yours,

EDWARD BURGER  
President and Professor  
Southwestern University
The essential survival guide for students who are new to college academics

Will This Be on the Test?  
*What Your Professors Really Want You to Know about Succeeding in College*  
Dana T. Johnson  
With Jennifer E. Price

Getting into college takes plenty of hard work, but knowing what your professors expect of you once you get there can be even harder. *Will This Be on the Test?* is the essential survival guide for high-school students making the transition to college academics. In this entertaining and informative book, Dana Johnson shares wisdom and wit gleaned from her decades of experience as an award-winning teacher in the freshman classroom—lessons that will continue to serve you long after college graduation.

Johnson offers invaluable insights into how college academics differ from high school. She reveals how to maximize what you learn and develop good relationships with your professors, while explaining how you fit into the learning environment of college academics. Answering the questions that many new college students don’t think to ask, Johnson provides tactical tips on getting the most out of office hours, e-mailing your professor appropriately, and optimizing your performance on assignments and exams. She gives practical advice on using the syllabus to your advantage, knowing what to call your instructors, and making sure you’re not violating the academic ethics code. The book also offers invaluable advice about online courses and guidance for parents who want to help their children succeed.

No matter what year you are in college, *Will This Be on the Test?* shows you how to work with your professors to get the grades, experience, and recommendations you need to thrive in the classroom and beyond.

May 2019. 192 pages. 33 b/w illus.  
Hardback 9780691179537   $19.95 | £14.99  
E-book 9780691189451

DANA T. JOHNSON taught for many years at the College of William and Mary, where she twice won the Simon Prize for Excellence in the Teaching of Mathematics, and has three decades of experience teaching college freshmen. She lives in Williamsburg, Virginia.

JENNIFER E. PRICE is a biologist who has much experience teaching online as well as traditional college courses. She lives in Palmyra, Virginia.

“Bookstores stock their shelves with scads of books on how to get into college, but scarce few on succeeding once there. Read *Will This Be on the Test?* and be prepared for clear, useful, and straightforward advice, so you can be prepared for success in your college career.”  
—Jeffrey Durso-Finley, director of college counseling, Lawrenceville School

*LIFE SKILLS | STUDENT SUCCESS*
A letter from Dana Johnson, author of *Will This Be on the Test?*

I taught first-year college students for decades at several colleges and universities. Over the years I noticed that students were becoming increasingly more clueless about how college academics differ from high school. They seemed to be less aware of the expected behaviors that will not only help them achieve good grades but also good relationships with their professors and skills that will pay off after college.

I noticed some students didn’t understand office hours. They expected reminders for every deadline, asked for extra credit and extensions on deadlines, and nibbled their professors endlessly with trivial emails. They did not know that college professors do research.

I have also taught in high school so I understood how hard the transition to college was for many students. They tend to assume that the academics will be similar to what they have experienced in the past. When they find this is not the case, they can be derailed quickly.

I started collecting student emails that revealed their cluelessness and disappointing behaviors. I jotted down student comments and questions that exposed their misconceptions about academic life in college. I mentioned to colleagues that I had enough to write a book! They started giving me more examples, not only at the College of William and Mary where I was teaching, but also from professors I know all over the country. They all encouraged me to write the book as they saw the need to educate students about the expectations their professors have and how to meet them.

This book gives insider advice that is invaluable to students who may be clueless and naïve, but for knowledgeable students it gives tips that can polish their understanding in order to maximize their potential. My hope is that it will be a travel guide of sorts for the first time traveler to a college classroom.

Yours,

DANA JOHNSON
Professor Emerita
College of William and Mary
Provocative essays on real-world ethical questions from the world’s most influential philosopher

**Ethics in the Real World**

*82 Brief Essays on Things That Matter*

*Peter Singer*

Peter Singer is often described as the world’s most influential philosopher. He is also one of its most controversial. The author of important books such as *Animal Liberation*, *Practical Ethics*, *Rethinking Life and Death*, and *The Life You Can Save*, he helped launch the animal rights and effective altruism movements and contributed to the development of bioethics. Now, in *Ethics in the Real World*, Singer shows that he is also a master at dissecting important current events in a few hundred words.

In this book of brief essays, he applies his controversial ways of thinking to issues like climate change, extreme poverty, animals, abortion, euthanasia, human genetic selection, sports doping, the sale of kidneys, the ethics of high-priced art, and ways of increasing happiness. Singer asks whether chimpanzees are people, smoking should be outlawed, or consensual sex between adult siblings should be decriminalized, and he reiterates his case against the idea that all human life is sacred, applying his arguments to some recent cases in the news.

In addition, he explores, in an easily accessible form, some of the deepest philosophical questions, such as whether anything really matters and what is the value of the pale blue dot that is our planet. The collection also includes some more personal reflections, like Singer’s thoughts on one of his favorite activities, surfing, and an unusual suggestion for starting a family conversation over a holiday feast.

Now with a new afterword by the author, this provocative and original book will challenge—and possibly change—your beliefs about many real-world ethical questions.

2017. 376 pages.
Paperback 9780691178479 $17.95 | £13.99
Hardback 9780691172477 $27.95 | £22.00
E-book 9781400888733

Longlisted for the 2017 PEN/Diamonstein-Spielvogel Award for the Art of the Essay, Pen American Center
An excerpt from
 Ethics in the Real World by Peter Singer

ARE WE READY FOR A “MORALITY PILL?”

Last October, in Foshan, China, a 2-year-old girl was run over by a van. The driver did not stop. Over the next seven minutes, more than a dozen people walked or bicycled past the injured child. A second truck ran over her. Eventually, a woman pulled her to the side, and her mother arrived. The child died in a hospital. The entire scene was captured on video and caused an uproar when it was shown by a television station and posted online. A similar event occurred in London in 2004, as have others, far from the lens of a video camera.

Yet people can, and often do, behave in very different ways.

A news search for the words “hero saves” will routinely turn up stories of bystanders braving oncoming trains, swift currents and raging fires to save strangers from harm. Acts of extreme kindness, responsibility and compassion are, like their opposites, nearly universal.

Why are some people prepared to risk their lives to help a stranger when others won’t even stop to dial an emergency number?

“In his new book, Ethics in the Real World, Mr. Singer picks up the topics of animal rights and poverty amelioration and runs quite far with them… This book is interesting because it offers a chance to witness this influential thinker grapple with more offbeat questions.”
—Dwight Garner, New York Times

“A terrific recent book … that wrestles with how much we should donate to charity, and whether wearing a $10,000 watch is a sign of good taste, or of shallow narcissism.”
—Nicholas Kristof, New York Times

“Perhaps more than any modern philosopher, Peter Singer has focused on the question of how to live a better life. If you want a philosophy that can directly alleviate human and animal suffering, read this wonderful book.”
—Sam Harris, author of the New York Times bestsellers The End of Faith, The Moral Landscape, and Waking Up

“Could well inspire conversations—and arguments—that deepen and complicate the crucial moral and ethical issues that Singer presents.”
—Kirkus

“Peter Singer, one of the world’s best-known and most significant philosophers, addresses some profoundly important issues in this book. He presents the issues and arguments with a lucidity, accessibility, and sharpness reminiscent of Bertrand Russell, another philosopher who sought to have a serious social impact. Ethics in the Real World will undoubtedly be a force for the good.”
—Bart Schultz, University of Chicago

“Peter Singer is among the most vital moral voices of our time. He urges us to confront not only the question of what we should not do, but also the harder and larger questions of what we should do, and how much we owe to others.”
—Larissa MacFarquhar, author of Strangers Drowning: Grappling with Impossible Idealism, Drastic Choices, and the Overpowering Urge to Help
What the financial diaries of working-class families reveal about economic stresses, why they happen, and what policies might reduce them

The Financial Diaries
How American Families Cope in a World of Uncertainty
Jonathan Morduch & Rachel Schneider

The ideal of the American Dream seems increasingly out of reach, even for many families who are trying to do everything right. To find out why, Jonathan Morduch and Rachel Schneider followed 235 low- and middle-income families as they navigated a year of ups and downs. Through the groundbreaking US Financial Diaries project, we meet real people, from a casino dealer to a street vendor to a tax preparer, who open up their lives and reveal a world of financial uncertainty. For these families, even limited financial success requires imaginative—and often costly—coping strategies: forming saving clubs, borrowing from relatives, strategizing about skipping bills, and devising ways to keep money just out of easy reach. In *The Financial Diaries*, Morduch and Schneider challenge popular assumptions about how Americans earn, spend, borrow, and save. This book uncovers deeper causes of distress and inequality, starkly illustrating how changes in America have placed too much risk on the wrong shoulders. The authors describe new tools and policies—from fin tech apps that help people manage money to laws that guarantee predictable hours—that will improve stability for those who need it most.

2018. 256 pages. 14 b/w illus.
Paperback 9780691183145 $16.95 | £13.99
Hardback 9780691172989 $27.95 | £22.00
E-book 9781400884599

Winner of the 2018 Silver Medal in Economics, Axiom Business Book Awards
AN OCTOBER DAY

The afternoon was perfect—75 degrees and clear, not too hot and not too cold. But Becky Moore was complaining about the weather. This was the kind of weather she said was “killer” on her husband Jeremy’s paycheck. Jeremy, 38, worked full-time as a mechanic, repairing long-haul trucks on the evening shift at a service center on the interstate north of their Ohio town, earning a commission for each truck he fixed. Their children were still at school when Jeremy—usually dressed in a pair of Levi’s, a western shirt, and steel-toed boots—pulled his pickup out of the driveway to get to work by 2:00 pm. The children, and sometimes Becky, were fast asleep by the time Jeremy got back after midnight.

Jeremy’s biggest paychecks came during the hot weeks of summer, when the tar bubbles on the roads and the pavement is too hot to walk on with bare feet. The heat burns out truck tires, and Jeremy spent most of his summer shifts patching them. Icy chills weaken batteries and alternators, and the winter months brought big paychecks too. But during the fall and spring, Jeremy’s take-home pay could be as low as $600 for two weeks of full-time work. The mechanics on the day shift kept busier, and Jeremy complained that there often wasn’t much left to do when he arrived at 2. Some mild-weather days, Jeremy had only one truck to work on during his entire eight-hour shift. For Becky, 34, the uncertainty of that weighed heavily, and it was only October. “I’m thinking that two weeks from now it will be crap,” she said, imagining Jeremy’s next paycheck.

“An excerpt from The Financial Diaries by Jonathan Morduch & Rachel Schneider

“[A] groundbreaking study.”
—Richard Eisenberg, Forbes.com

“The book constitutes a plea for all those who interact with its subjects to look behind the annual averages to the weekly reality.”
—Peter Morris, Financial World

“Illuminating.”
—Diane Coyle, Enlightened Economist

“The Financial Diaries succeeds in that rarest of goals: making you think and care at the same time. This is an invaluable look at the profound economic uncertainties of our era.”
—Jacob S. Hacker, author of The Great Risk Shift

“This sharp-eyed, sympathetic study . . . has a compelling new angle on the effects of long-term financial instability on working-class families . . . . This is a must-read for anyone interested in causes of—and potential solutions to—American poverty.”
—Publishers Weekly

“The Financial Diaries provides a voice for the millions of Americans struggling to take control of their financial lives. Morduch and Schneider’s vivid assessment of the causes and consequences of financial instability for the hard-working families in neighborhoods across the nation challenges all of us to do our part to address this widespread problem.”
—Dan Schulman, president and CEO, PayPal

“Morduch and Schneider significantly advance our understanding of financial insecurity and intermittent poverty by showing how these stem from monthly and annual volatility in both income and spending—and not just low incomes. Employers, financial institutions, and policymakers should read this book and help American families better save, borrow, spend, and plan for their financial future.”
—Sarah Rosen Wartell, president, Urban Institute
Why an awareness of Earth’s temporal rhythms is critical to our planetary survival

Timefulness
How Thinking Like a Geologist Can Help Save the World
Marcia Bjornerud

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. The passage of nine days, which is how long a drop of water typically stays in Earth’s atmosphere, is something we can easily grasp. But spans of hundreds of years—the time a molecule of carbon dioxide resides in the atmosphere—approach the limits of our comprehension. 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. Marcia Bjornerud shows how geologists chart the planet’s past, explaining how we can determine the pace of solid Earth processes such as mountain building and erosion and comparing them with the more unstable rhythms of the oceans and atmosphere. These overlapping rates of change in the Earth system—some fast, some slow—demand a poly-temporal worldview, one that Bjornerud calls “timefulness.” She explains why timefulness is vital in the Anthropocene, this human epoch of accelerating planetary change, and proposes sensible solutions for building a more time-literate society.

This compelling book presents a new way of thinking about our place in time, enabling us to make decisions on multigenerational timescales. The lifespan of Earth may seem unfathomable compared to the brevity of human existence, but this view of time denies our deep roots in Earth’s history—and the magnitude of our effects on the planet.

2018. 224 pages. 12 b/w illus.
Hardback 9780691181202 $24.95 | £20.00
E-book 9780691184531

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 and a contributing writer for Elements, the New Yorker’s science and technology blog. She lives in Appleton, Wisconsin.

“In this trenchant study, Bjornerud calls for a new geological literacy to instil deeper knowledge of planetary rhythms and processes.” —Barbara Kiser, Nature

“Timefulness is a delightful and interesting read. The author’s cadence and the illustrator’s aforementioned figures made me feel as though I was having a glass of wine with a friend who was explaining geologic history while sketching on a napkin.” —David R. Wunsch, Science
On the Future

Prospects for Humanity

Martin Rees

Humanity has reached a critical moment. Our world is unsettled and rapidly changing, and we face existential risks over the next century. Various outcomes—good and bad—are possible. Yet our approach to the future is characterized by short-term thinking, polarizing debates, alarmist rhetoric, and pessimism. In this short, exhilarating book, renowned scientist and bestselling author Martin Rees argues that humanity’s prospects depend on our taking a very different approach to planning for tomorrow.

The future of humanity is bound to the future of science and hinges on how successfully we harness technological advances to address our challenges. If we are to use science to solve our problems while avoiding its dystopian risks, we must think rationally, globally, collectively, and optimistically about the long term. Advances in biotechnology, cybertechnology, robotics, and artificial intelligence—if pursued and applied wisely—could empower us to boost the developing and developed world and overcome the threats humanity faces on Earth, from climate change to nuclear war. At the same time, further advances in space science will allow humans to explore the solar system and beyond with robots and AI. But there is no “Plan B” for Earth—no viable alternative within reach if we do not care for our home planet.

Rich with fascinating insights into cutting-edge science and technology, this accessible book will captivate anyone who wants to understand the critical issues that will define the future of humanity on Earth and beyond.

2018. 272 pages.
Hardback 9780691180441 $18.95 | £14.99
E-book 9780691184401

MARTIN REES is Astronomer Royal, and has been Master of Trinity College and Director of the Institute of Astronomy at Cambridge University. As a member of the UK’s House of Lords and former president of the Royal Society, he is much involved in international science and issues of technological risk. His books include Our Cosmic Habitat (Princeton), Just Six Numbers, and Our Final Hour (published in the UK as Our Final Century). He lives in Cambridge, UK.

“Rees is hardly the first to issue a stern warning about what lies ahead if complacency and consumerism rule, but his lucid, well-reasoned explanation of the stakes and inimitable prose lift this manifesto above the rest. An impassioned call to action from one of the world’s foremost scientists. A book to be read by anyone on Earth who cares about its future.”

—Kirkus, starred review

“On the Future is a very important book that should be widely read and acted upon.”

—Roger Penrose, author of Fashion, Faith, and Fantasy in the New Physics of the Universe
From an award-winning anthropologist, a lively, accessible, and irreverent introduction to the field

How to Think Like an Anthropologist
Matthew Engelke

What is anthropology? What can it tell us about the world? Why, in short, does it matter? For well over a century, cultural anthropologists have circled the globe, from Papua New Guinea to California, uncovering surprising insights about how humans organize their lives and articulate their values. In the process, anthropology has done more than any other discipline to reveal what culture means and why it matters. By weaving together examples and theories from around the world, Matthew Engelke provides a lively, accessible, and at times irreverent introduction to anthropology, covering a wide range of classic and contemporary approaches, subjects, and anthropologists. Presenting memorable cases, he encourages readers to think deeply about key concepts that anthropologists use to make sense of the world. Along the way, he shows how anthropology helps us understand other cultures and points of view—but also how, in the process, it reveals something about ourselves and our own cultures, too.


Paperback 9780691193137 $16.95 | £13.99
Hardback 9780691178783 $29.95 | £24.00
E-book 9781400889525

MATTHEW ENGELKE is an anthropologist at Columbia University, where he directs the Institute for Religion, Culture, and Public Life.

“An excellent overview of the debates and issues that have shaped this hugely influential social science…. Using an eclectic range of examples, including ‘bridewealth’ in modern China and the role of social values in Downton Abbey, [Engelke] shows how anthropology reveals both the limits of common sense and the universal lessons that can be drawn from communities everywhere.”
—P. D. Smith, The Guardian

“An affable introduction to the discipline.”
—James Ryerson, New York Times Book Review

“I love what Engelke does in this book…. [He] achieves his goal with crystal-clear writing, and occasional humor, too.”
—Barbara J. King, NPR
How propaganda undermines democracy and why we need to pay attention

How Propaganda Works
Jason Stanley

Our democracy today is fraught with political campaigns, lobbyists, liberal media, and Fox News commentators, all using language to influence the way we think and reason about public issues. Even so, many of us believe that propaganda and manipulation aren’t problems for us—not in the way they were for the totalitarian societies of the mid-twentieth century. In How Propaganda Works, Jason Stanley demonstrates that more attention needs to be paid. He examines how propaganda operates subtly, how it undermines democracy—particularly the ideals of democratic deliberation and equality—and how it has damaged democracies of the past.

Focusing on the shortcomings of liberal democratic states, Stanley provides a historically grounded introduction to democratic political theory as a window into the misuse of democratic vocabulary for propaganda’s selfish purposes. He lays out historical examples, such as the restructuring of the US public school system at the turn of the twentieth century, to explore how the language of democracy is sometimes used to mask an undemocratic reality. Drawing from a range of sources, including feminist theory, critical race theory, epistemology, formal semantics, educational theory, and social and cognitive psychology, he explains how the manipulative and hypocritical declaration of flawed beliefs and ideologies arises from and perpetuates inequalities in society, such as the racial injustices that commonly occur in the United States.

How Propaganda Works shows that an understanding of propaganda and its mechanisms is essential for the preservation and protection of liberal democracies everywhere.

2016, 376 pages.
Paperback 9780691173429 $19.95 | £14.99
E-book 9781400865802

Winner of the 2016 PROSE Award in Philosophy, Association of American Publishers

“Provides valuable insights into an important and timely subject.”
—Michiko Kakutani, New York Times Book Review

“How Propaganda Works deserves huge praise and should be read by anyone who cares about politics and language.”
—The National

“Jason Stanley’s How Propaganda Works is a novel and significant contribution that should revitalize political philosophy.”
—Noam Chomsky

“Filled with compelling examples, this book examines what propaganda is and what threat bad propaganda poses for democracy. The case it makes—which is conceptual, normative, historical, and empirical—is persuasive and provocative.”
—Tommie Shelby, author of We Who Are Dark
From *New York Times* bestselling author and economics columnist Robert Frank, a compelling book that explains why the rich underestimate the importance of luck in their success, why that hurts everyone, and what we can do about it.

**Success and Luck**
*Good Fortune and the Myth of Meritocracy*
Robert H. Frank

How important is luck in economic success? No question more reliably divides conservatives from liberals. As conservatives correctly observe, people who amass great fortunes are almost always talented and hardworking. But liberals are also correct to note that countless others have those same qualities yet never earn much. In recent years, social scientists have discovered that chance plays a much larger role in important life outcomes than most people imagine.

In *Success and Luck*, bestselling author and *New York Times* economics columnist Robert Frank explores the surprising implications of those findings to show why the rich underestimate the importance of luck in success—and why that hurts everyone, even the wealthy.

2017. 208 pages. 16 b/w illus. 2 tables.
Paperback 9780691178301 $17.95 | £13.99
Hardback 9780691167404 $26.95 | £21.00
E-book 9781400880270

One of Choice’s Outstanding Academic Titles for 2016
Honorable Mention for the 2017 PROSE Award in Economics, Association of American Publishers
One of Bloomberg View’s “Five Books to Change Conservatives’ Minds,” chosen by Cass Sunstein

**ROBERT H. FRANK** is the H. J. Louis Professor of Management and Professor of Economics at Cornell University’s Johnson School of Management. He has been an Economic View columnist for the *New York Times* for more than a decade and his books include *The Winner-Take-All Society* (with Philip J. Cook), *The Economic Naturalist*, *The Darwin Economy* (Princeton), and *Principles of Economics* (with Ben S. Bernanke).

“The reminder about the important role of luck is welcome.”
—Enlightened Economist

“Though hard work, effort, and schooling are important factors, Frank demonstrates convincingly that pure, random luck also matters (a lot).”
—Choice

“Well reasoned, coherent, and compelling—Frank is one of the great writers of economics.”
—Fortune
Out of Many Faiths
Religious Diversity and the American Promise
Eboo Patel

America is the most religiously devout country in the Western world and the most religiously diverse nation on the planet. In today’s volatile climate of religious conflict, prejudice, and distrust, how do we affirm the principle that the American promise is deeply intertwined with how each of us engages with people of different faiths and beliefs? Eboo Patel, former faith adviser to Barack Obama and named one of America’s best leaders by U.S. News & World Report, provides answers to this timely and consequential question.

In this inspiring and thought-provoking book, Patel draws on his personal experience as a Muslim in America to examine broader questions about the importance of religious diversity in the cultural, political, and economic life of the nation. He explores how religious language has given the United States some of its most enduring symbols and inspired many of its most vital civic institutions—and demonstrates how the genius of the American experiment lies in its empowerment of people of all creeds, ethnicities, and convictions.

Will America’s identity as a Judeo-Christian nation shift as citizens of different backgrounds grow in numbers and influence? In what ways will minority religious communities themselves change as they take root in American soil? In addressing these and other questions, Patel shows how America’s promise is the guarantee of equal rights and dignity for all, and how that promise is the foundation of America’s unrivaled strength as a nation. The book also includes incisive commentaries by John Inazu, Robert Jones, and Laurie Patton on American civil religion, faith and law, and the increasing number of nonreligious Americans.

2018. 240 pages. 1 b/w illus.
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