

EFFICIENTLY INEFFICIENT

How Smart Money Invests and
Market Prices Are Determined

LASSE HEJE PEDERSEN

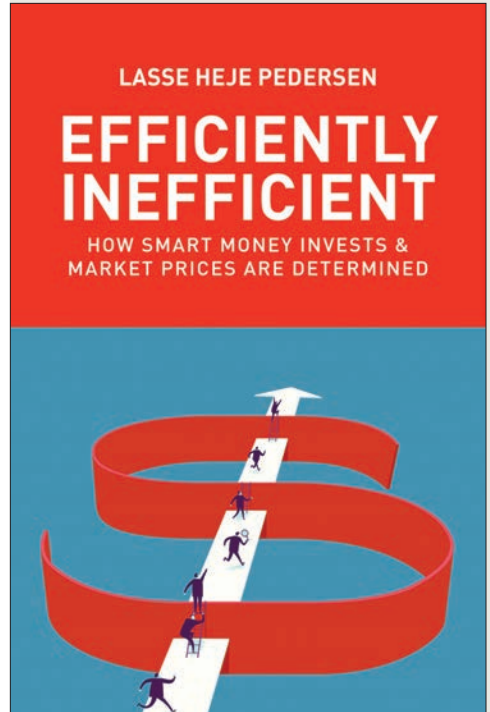
Efficiently Inefficient describes the key trading strategies used by hedge funds and demystifies the secret world of active investing. Leading financial economist Lasse Heje Pedersen combines the latest research with real-world examples and interviews with top hedge fund managers to show how certain trading strategies make money—and why they sometimes don't.

Pedersen views markets as neither perfectly efficient nor completely inefficient. Rather, they are inefficient enough that money managers can be compensated for their costs through the profits of their trading strategies and efficient enough that the profits after costs do not encourage additional active investing. Understanding how to trade in this efficiently inefficient market provides a new, engaging way to learn finance. Pedersen analyzes how the market price of stocks and bonds can differ from the model price, leading to new perspectives on the relationship between trading results and finance theory. He explores several different areas in depth—fundamental tools for investment management, equity strategies, macro strategies, and arbitrage strategies—and he looks at such diverse topics as portfolio choice, risk management, equity valuation, and yield curve logic. The book's strategies are illuminated further by interviews with leading hedge fund managers: Lee Ainslie, Cliff Asness, Jim Chanos, Ken Griffin, David Harding, John Paulson, Myron Scholes, and George Soros.

Efficiently Inefficient effectively demonstrates how financial markets really work.

Lasse Heje Pedersen is a finance professor at Copenhagen Business School and New York University's Stern School of Business, and a principal at AQR Capital Management. A distinguished financial economist, he has won a number of awards, notably the Bernácer Prize, awarded to European economists under forty who have made outstanding contributions in macroeconomics and finance.

FINANCIAL MARKET BEHAVIOR AND KEY
TRADING STRATEGIES—ILLUMINATED BY
INTERVIEWS WITH TOP HEDGE FUND EXPERTS



"This accessible book explains hedge fund strategies and how to design, construct, evaluate, implement, and risk manage them. The section on securities lending and borrowing is interesting and novel, and Pedersen's discussion of macro and central bank strategies is one of the best I have seen in any book on hedge funds. His account of portfolio construction is superior."

—Robert Kosowski, Imperial College
Business School

MAY

Cloth \$45.00S

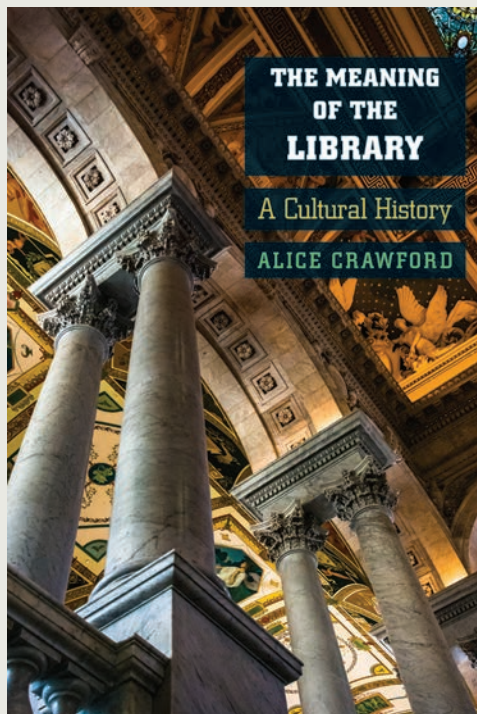
978-0-691-16619-3

368 pages. 65 line illus. 16 tables. 6 x 9.

ECONOMICS ■ FINANCE

PRESS.PRINCETON.EDU

THE IMPORTANCE OF THE LIBRARY,
FROM ANCIENT TIMES TO THE DIGITAL ERA



"The Meaning of the Library covers the history of the library from antiquity to the present day. This is a very good collection of essays."

—Colin Burrow, editor of *Metaphysical Poetry*

*"The library as a topic is currently of increasing cultural interest. I enjoyed *The Meaning of the Library* and learned a lot from the book's eclectic and interesting mix of essays."*

—Richard Ovenden, Bodley's Librarian, University of Oxford

THE MEANING OF THE LIBRARY

A Cultural History

EDITED BY ALICE CRAWFORD

From Greek and Roman times to the digital era, the library has remained central to knowledge, scholarship, and the imagination. Generously illustrated, *The Meaning of the Library* examines this key institution of Western culture. Tracing what the library has meant since its beginning, examining how its significance has shifted, and pondering its importance in the twenty-first century, significant contributors—including the librarian of the US Congress and the former executive director of the HathiTrust—present a cultural history of the library.

Whether relishing an account of the Alexandrian library or a look at the stylish railway libraries of nineteenth-century England, readers will find a sparkling survey of the library through time. Here, too, are the imagined libraries of fiction, poetry, and film, from Scheherazade's stories to *The Name of the Rose* and beyond. In an informative introduction, Alice Crawford sets out the book's purpose and scope, and an international array of scholars, librarians, writers, and critics offer vivid perspectives about the library through their chosen fields. Contributors to this collection include David Allan, James Billington, Robert Crawford, Robert Darnton, Stephen Ennis, Richard Gameson, Edith Hall, Laura Marcus, Andrew Pettegree, John Sutherland, Marina Warner, and John Wilkin.

A landmark collection, *The Meaning of the Library* addresses the significance of the library—both physical and virtual—in the past and present, and will appeal to readers, librarians, and all who are interested in this vital institution's heritage and ongoing legacy.

Alice Crawford is digital humanities research librarian at the University of St. Andrews Library in Scotland. Her books include *Paradise Pursued: The Novels of Rose Macaulay*.

JULY

Cloth \$35.00S

978-0-691-16639-1

328 pages. 33 halftones. 6 x 9.

LITERATURE ■ HISTORY

PRESS.PRINCETON.EDU

ONE DAY IN THE LIFE OF THE ENGLISH LANGUAGE

A Microcosmic Usage Handbook

FRANK L. CIOFFI

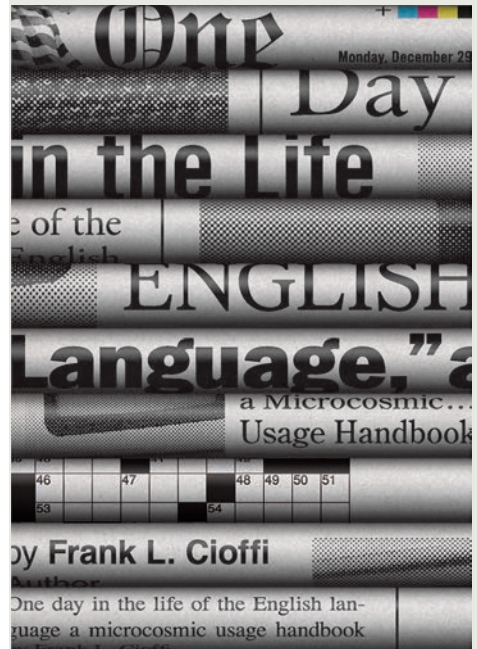
Generations of student writers have been subjected to usage handbooks that proclaim, “This is the correct form. Learn it”—books that lay out a grammar, but don’t inspire students to use it. By contrast, this antihandbook handbook, presenting some three hundred sentences drawn from the printed works of a single, typical day in the life of the language—December 29, 2008—tries to persuade readers that good grammar and usage matter.

Using real-world sentences rather than invented ones, *One Day in the Life of the English Language* gives students the motivation to apply grammatical principles correctly and efficiently. Frank Cioffi argues that proper form undergirds effective communication and ultimately even makes society work more smoothly, while nonstandard English often marginalizes or stigmatizes a writer. He emphasizes the evolving nature of English usage and debunks some cherished but flawed grammar precepts. Is it acceptable to end a sentence with a preposition? It is. Can you start a sentence with a conjunction? You can. OK to split an infinitive? No problem.

A grammar and usage handbook like no other, *One Day in the Life of the English Language* features accessible chapters divided into “Fundamentals,” “Fine Tuning,” and “Deep Focus,” allowing readers to select a level most suited to their needs. It also includes a glossary, a teachers’ guide, and a section refuting some myths about digital-age English.

Frank L. Cioffi has taught writing at Princeton and Indiana universities and at Bard, Scripps, and Baruch colleges. He is the author of *The Imaginative Argument: A Practical Manifesto for Writers* (Princeton), among other books.

A ONE-OF-A-KIND HANDBOOK THAT USES A DAY IN
THE LIFE OF WRITTEN ENGLISH TO ILLUSTRATE
THE BENEFITS OF EFFECTIVE GRAMMAR



“*One Day in the Life of the English Language* is a welcome departure from the vast majority of grammar handbooks. Cioffi suggests that instead of memorizing tons of rules about sentence structure, students should internalize how sentences work—and with the motivation he gives, students have the incentive to want to write well. I truly love this book.”

—Elizabethada A. Wright, University of Minnesota

APRIL

Cloth \$24.95S

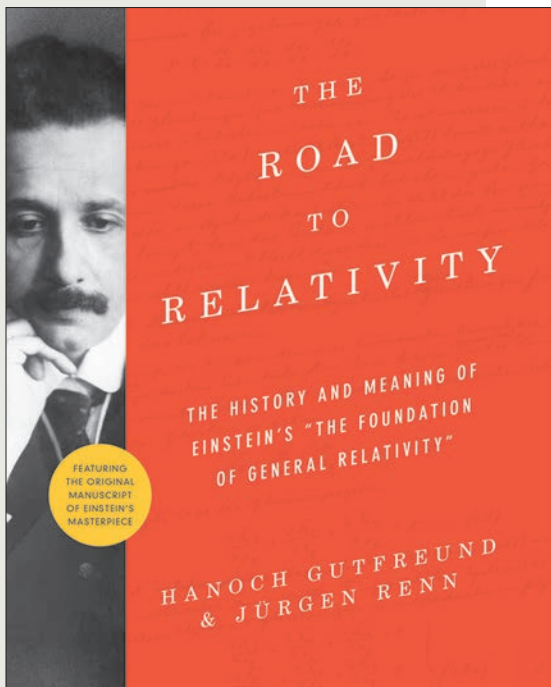
978-0-691-16507-3

392 pages. 7 line illus. 5 x 7.

WRITING ■ REFERENCE

PRESS.PRINCETON.EDU

AN ANNOTATED FACSIMILE EDITION OF
EINSTEIN'S HANDWRITTEN MANUSCRIPT ON
THE FOUNDATIONS OF GENERAL RELATIVITY



"This is a lovely book and an excellent way to mark the centennial of Einstein's general relativity. The facsimile reproduction of Einstein's manuscript is wonderful to behold, and Gutfreund and Renn have done a superb job of guiding nonspecialists through Einstein's argument and placing the work in a broader intellectual and historical context."

—David Kaiser, author of *How the Hippies Saved Physics*

THE ROAD TO RELATIVITY

The History and Meaning of Einstein's
"The Foundation of General Relativity"

Featuring the Original Manuscript of
Einstein's Masterpiece

HANOCH GUTFREUND &
JÜRGEN RENN

With a foreword by John Stachel

This richly annotated facsimile edition of "The Foundation of General Relativity" introduces a new generation of readers to Albert Einstein's theory of gravitation. Written in 1915, this remarkable document is a watershed in the history of physics and an enduring testament to the elegance and precision of Einstein's thought. Presented here is a beautiful facsimile of Einstein's original handwritten manuscript, along with its English translation and insightful page-by-page commentary that places the text in historical and scientific context. Hanoch Gutfreund and Jürgen Renn's concise introduction traces Einstein's intellectual odyssey from special to general relativity, and their essay "The Charm of a Manuscript" provides a

delightful meditation on the varied afterlife of Einstein's text.

Published on the centennial of Einstein's general theory of relativity and featuring a foreword by John Stachel, this handsome edition also includes a biographical glossary of the figures discussed in the book, a comprehensive bibliography, suggestions for further reading, and numerous photos and illustrations throughout.

Hanoch Gutfreund is professor emeritus of theoretical physics at the Hebrew University of Jerusalem, where he is also the academic director of the Albert Einstein Archives. **Jürgen Renn** is a director at the Max Planck Institute for the History of Science in Berlin. His books include *The Genesis of General Relativity*. (See page 20 for more by Hanoch Gutfreund and Jürgen Renn.)

MAY

Cloth \$35.00S

978-0-691-16253-9

272 pages. 100 halftones. 41 line illus. 8 x 10.

HISTORY OF SCIENCE ■ PHYSICS

PRESS.PRINCETON.EDU

THE PHYSICIST AND THE PHILOSOPHER

Einstein, Bergson, and the Debate That
Changed Our Understanding of Time

JIMENA CANALES

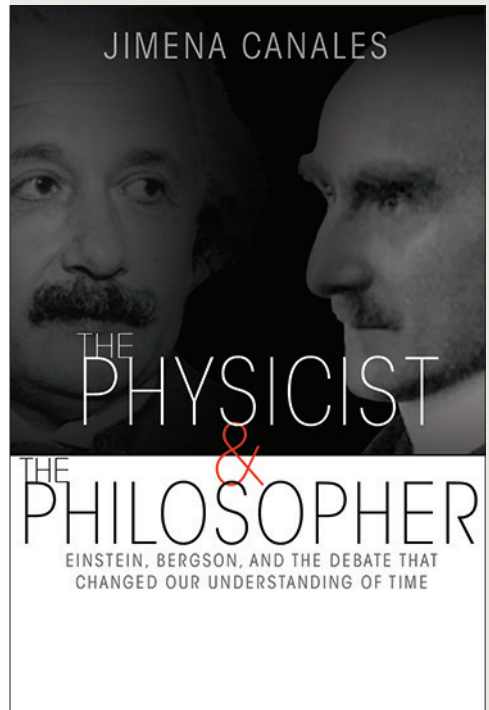
On April 6, 1922, in Paris, Albert Einstein and Henri Bergson publicly debated the nature of time. Einstein considered Bergson's theory of time to be a soft, psychological notion, irreconcilable with the quantitative realities of physics. Bergson, who gained fame as a philosopher by arguing that time should not be understood exclusively through the lens of science, criticized Einstein's theory of time for being a metaphysics grafted on to science, one that ignored the intuitive aspects of time. *The Physicist and the Philosopher* tells the remarkable story of how this explosive debate transformed our understanding of time and drove a rift between science and the humanities that persists today.

Jimena Canales introduces readers to the revolutionary ideas of Einstein and Bergson, describes how they dramatically collided in Paris, and traces how this clash of worldviews reverberated across the twentieth century. She shows how it provoked responses from figures such as Bertrand Russell and Martin Heidegger, and carried repercussions for American pragmatism, logical positivism, phenomenology, and quantum mechanics. Canales explains how the new technologies of the period—such as wristwatches, radio, and film—helped to shape people's conceptions of time and further polarized the public debate. She also discusses how Bergson and Einstein, toward the end of their lives, each reflected on his rival's legacy—Bergson during the Nazi occupation of Paris and Einstein in the context of the first hydrogen bomb explosion.

The Physicist and the Philosopher reveals how scientific truth was placed on trial in a divided century marked by a new sense of time.

Jimena Canales holds the Thomas M. Siebel Chair in the History of Science at the University of Illinois, Urbana-Champaign. She is the author of *A Tenth of a Second: A History*.

THE EXPLOSIVE DEBATE THAT TRANSFORMED
OUR VIEWS ABOUT TIME AND SCIENTIFIC TRUTH



"Whether readers side with Einstein's physics or Bergson's philosophy isn't the most important thing; this book opens up new ways of thinking about the relationship between science and the humanities that unsettle both."

—Gerald Holton, Harvard University

JUNE

Cloth \$35.00S

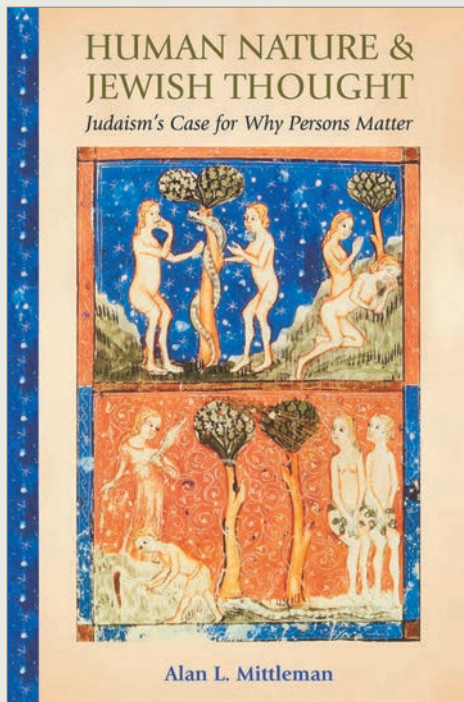
978-0-691-16534-9

464 pages. 6 x 9.

HISTORY OF SCIENCE ■
INTELLECTUAL HISTORY

PRESS.PRINCETON.EDU

WHAT JEWISH TRADITION CAN TEACH US
ABOUT HUMAN DIGNITY IN A SCIENTIFIC AGE



“Alan Mittleman, an outstanding contributor to philosophically serious Jewish thought, builds a solid structure of deeply spiritual but always open-eyed reflections. He invites readers on an intellectual journey that confronts and deflates many idols of the age with reasoned argument informed by Jewish tradition, without appeal to authority or blind, reactive romanticism.”

—Lenn Goodman, Vanderbilt University

HUMAN NATURE AND JEWISH THOUGHT

Judaism's Case for Why Persons Matter

ALAN L. MITTLEMAN

This book explores one of the great questions of our time: How can we preserve our sense of what it means to be a person while at the same time accepting what science tells us to be true—namely, that human nature is continuous with the rest of nature? What, in other words, does it mean to be a person in a world of things? Alan Mittleman shows how the Jewish tradition provides rich ways of understanding human nature and personhood that preserve human dignity and distinction in a world of neuroscience, evolutionary biology, biotechnology, and pervasive scientism. These ancient resources can speak to Jewish, non-Jewish, and secular readers alike.

Science may tell us what we are, Mittleman says, but it cannot tell us who we are, how we should live, or why we matter. Traditional Jewish thought, in open-minded dialogue with contemporary scientific perspectives, can help us answer these questions. Mittleman shows how, using sources ranging across the Jewish tradition, from the Hebrew Bible and the Talmud to more than a millennium of Jewish philosophy. Among the many subjects the book addresses are sexuality, birth and death, violence and evil, moral agency, and politics and economics. Throughout, Mittleman demonstrates how Jewish tradition brings new perspectives to—and challenges many current assumptions about—these central aspects of human nature.

A study of human nature in Jewish thought and an original contribution to Jewish philosophy, this is a book for anyone interested in what it means to be human in a scientific age.

Alan L. Mittleman is professor of modern Jewish thought at the Jewish Theological Seminary. His books include *A Short History of Jewish Ethics* and *Hope in a Democratic Age*.

LIBRARY OF JEWISH IDEAS

MAY

Cloth \$27.95S

978-0-691-14947-9

240 pages. 5 1/2 x 8 1/2.

JEWISH STUDIES ■ PHILOSOPHY

Cosponsored by the Tikvah Fund

PRESS.PRINCETON.EDU

TEACHING PLATO IN PALESTINE

Philosophy in a Divided World

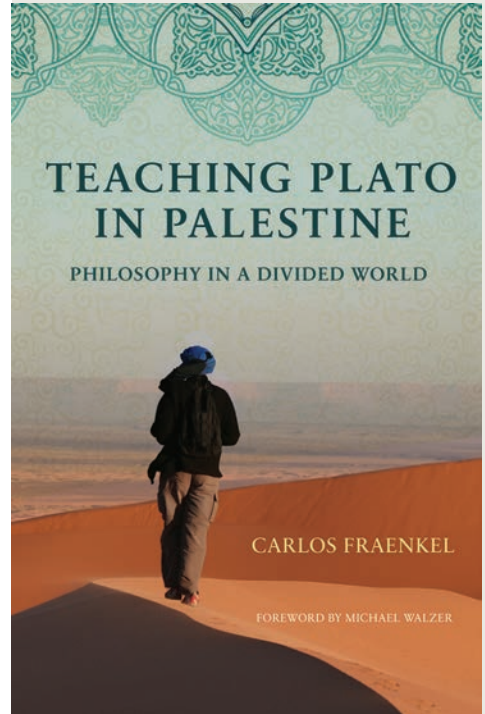
CARLOS FRAENKEL

Foreword by Michael Walzer

Teaching Plato in Palestine is part intellectual travelogue, part plea for integrating philosophy into our personal and public life. Philosophical toolkit in tow, Carlos Fraenkel invites readers on a tour around the world as he meets students at Palestinian and Indonesian universities, lapsed Hasidic Jews in New York, teenagers from poor neighborhoods in Brazil, and the descendants of Iroquois warriors in Canada. They turn to Plato and Aristotle, al-Ghazālī and Maimonides, Spinoza and Nietzsche for help to tackle big questions: Does God exist? Is piety worth it? Can violence be justified? What is social justice and how can we get there? Who should rule? And how shall we deal with the legacy of colonialism? Fraenkel shows how useful the tools of philosophy can be—particularly in places fraught with conflict—to clarify such questions and explore answers to them. In the course of the discussions, different viewpoints often clash. That's a good thing, Fraenkel argues, as long as we turn our disagreements on moral, religious, and philosophical issues into what he calls a "culture of debate." Conceived as a joint search for the truth, a culture of debate gives us a chance to examine the beliefs and values we were brought up with and often take for granted. It won't lead to easy answers, Fraenkel admits, but debate, if philosophically nuanced, is more attractive than either forcing our views on others or becoming mired in multicultural complacency and behaving as if differences didn't matter at all.

Carlos Fraenkel teaches philosophy and religion at the University of Oxford and McGill University in Montreal. He is the author of *Philosophical Religions from Plato to Spinoza*, and his writing has appeared in the *New York Times*, the *Nation*, the *London Review of Books*, and the *Times Literary Supplement*, among other publications.

A GLOBAL JOURNEY SHOWING HOW PHILOSOPHY
CAN TRANSFORM OUR BIGGEST DISAGREEMENTS



"This short, interesting, and well-written book provides an insightful and optimistic view on the possibilities that philosophy offers to bridge religious, ethnic, and cultural divides and, perhaps, through a 'culture of debate,' to lower tensions within and between contemporary societies and even improve individual lives. It is a noble project, and Fraenkel describes his experiences in a lively narrative that combines the personal and philosophical."

—Steven Nadler, author of *A Book Forged in Hell*

MAY

Cloth \$27.95T

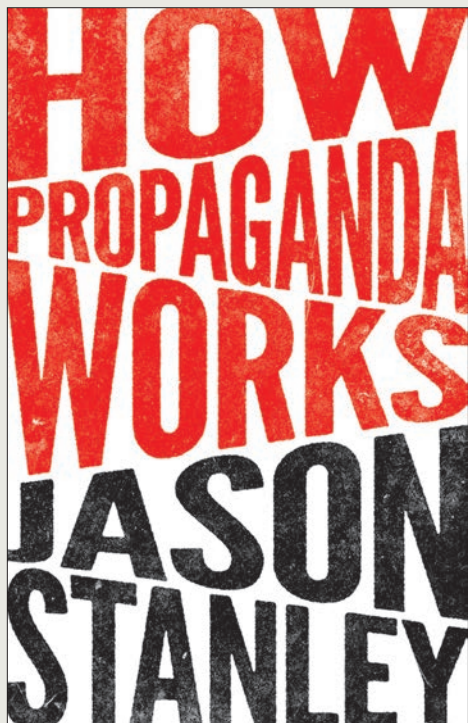
978-0-691-15103-8

232 pages. 5 1/2 x 8 1/2.

PHILOSOPHY ■ POLITICS

PRESS.PRINCETON.EDU

HOW PROPAGANDA UNDERMINES DEMOCRACY
AND WHY WE NEED TO PAY ATTENTION



"Jason Stanley's *How Propaganda Works* is a novel and significant contribution that should revitalize political philosophy."

—Noam Chomsky

HOW PROPAGANDA WORKS

JASON STANLEY

Our democracy today is fraught with political campaigns, lobbyists, liberal media, and Fox News, 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 fosters 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.

Jason Stanley is professor of philosophy at Yale University. He is the author of *Knowledge and Practical Interests*, *Language in Context*, and *Know How*.

JUNE

Cloth \$27.95S

978-0-691-16442-7

176 pages. 5 1/2 x 8 1/2.

PHILOSOPHY ■ POLITICAL THEORY

PRESS.PRINCETON.EDU

THE CHINA MODEL

Political Meritocracy and the Limits of Democracy

DANIEL A. BELL

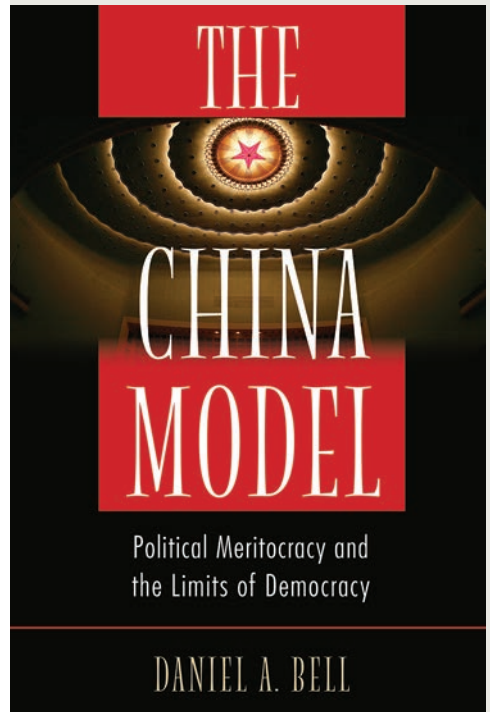
Westerners tend to divide the political world into “good” democracies and “bad” authoritarian regimes. But the Chinese political model does not fit neatly in either category. Over the past three decades, China has evolved a political system that can best be described as “political meritocracy.” *The China Model* seeks to understand the ideals and the reality of this unique political system. How do the ideals of political meritocracy set the standard for evaluating political progress (and regress) in China? How can China avoid the disadvantages of political meritocracy? And how can political meritocracy best be combined with democracy? Daniel Bell answers these questions and more.

Opening with a critique of “one person, one vote” as a way of choosing top leaders, Bell argues that Chinese-style political meritocracy can help to remedy the key flaws of electoral democracy. He discusses the advantages and pitfalls of political meritocracy, distinguishes between different ways of combining meritocracy and democracy, and argues that China has evolved a model of democratic meritocracy that is morally desirable and politically stable. Bell summarizes and evaluates the “China model”—meritocracy at the top, experimentation in the middle, and democracy at the bottom—and its implications for the rest of the world.

A timely and original book that will stir up interest and debate, *The China Model* looks at a political system that not only has had a long history in China, but could prove to be the most important political development of the twenty-first century.

Daniel A. Bell is Chair Professor of the Schwarzman Scholars program at Tsinghua University in Beijing and director of the Berggruen Institute of Philosophy and Culture. His books include *Spirit of Cities*, *China's New Confucianism*, *Beyond Liberal Democracy*, and *East Meets West* (all Princeton), and he is the editor of the Princeton-China Series.

HOW CHINA'S POLITICAL MODEL COULD
PROVE TO BE A VIABLE ALTERNATIVE
TO WESTERN DEMOCRACY



“The China Model is a timely, highly original, and hugely important book. Based on excellent knowledge of current political theories and a deep understanding of manifold peculiarities regarding China’s constantly evolving political system, this book will be widely read by political science students, sinologists, and all those who are interested in the rise of China.”

—Yuri Pines, author of *The Everlasting Empire*

JUNE

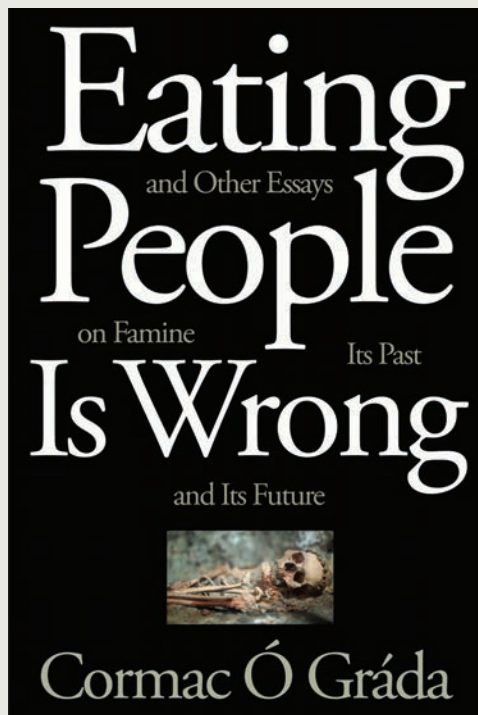
Cloth \$29.95S

978-0-691-16645-2

280 pages. 6 x 9.

POLITICAL THEORY ■ ASIAN STUDIES

PRESS.PRINCETON.EDU

NEW PERSPECTIVES ON THE HISTORY OF FAMINE—
AND THE POSSIBILITY OF A FAMINE-FREE WORLD

"This is a superb book that should become a classic. Cormac Ó Gráda brings extraordinary social scientific rigor to the history of famine."

—Stephen Wheatcroft, Nazarbayev University, Kazakhstan

APRIL

Cloth \$35.00S

978-0-691-16535-6

248 pages. 14 line illus. 21 tables.

8 maps. 6 x 9.

ECONOMICS ■ HISTORY

PRESS.PRINCETON.EDU

EATING PEOPLE IS WRONG, AND OTHER ESSAYS ON FAMINE, ITS PAST, AND ITS FUTURE

CORMAC Ó GRÁDA

Famines are becoming smaller and rarer, but optimism about the possibility of a famine-free future must be tempered by the threat of global warming. That is just one of the arguments that Cormac Ó Gráda, one of the world's leading authorities on the history and economics of famine, develops in this wide-ranging book, which provides crucial new perspectives on key questions raised by famines around the globe between the seventeenth and twenty-first centuries.

The book begins with a taboo topic. Ó Gráda argues that cannibalism, while by no means a universal feature of famines and never responsible for more than a tiny proportion of famine deaths, has probably been more common during very severe famines than previously thought. The book goes on to offer new interpretations of two of the twentieth century's most notorious and controversial famines, the Great Bengal Famine and the Chinese Great Leap Forward Famine. Ó Gráda questions the standard view of the Bengal Famine as a perfect example of market failure, arguing instead that the primary cause was the unwillingness of colonial rulers to divert food from their war effort. The book also addresses the role played by traders and speculators during famines more generally, invoking evidence from famines in France, Ireland, Finland, Malawi, Niger, and Somalia since the 1600s, and overturning Adam Smith's claim that government attempts to solve food shortages always cause famines.

Thought-provoking and important, this is essential reading for historians, economists, demographers, and anyone else who is interested in the history and possible future of famine.

Cormac Ó Gráda is professor emeritus of economics at University College Dublin. His books include *Famine: A Short History* (Princeton), *Jewish Ireland in the Age of Joyce* (Princeton), and *Ireland: A New Economic History*.

SLEEPWALKING INTO A NEW WORLD

The Emergence of Italian City Communes
in the Twelfth Century

CHRIS WICKHAM

Amid the disintegration of the Kingdom of Italy in the eleventh and twelfth centuries, a new form of collective government—the commune—arose in the cities of northern and central Italy. *Sleepwalking into a New World* takes a bold new look at how these autonomous city-states came about and fundamentally alters our understanding of one of the most important political and cultural innovations of the medieval world.

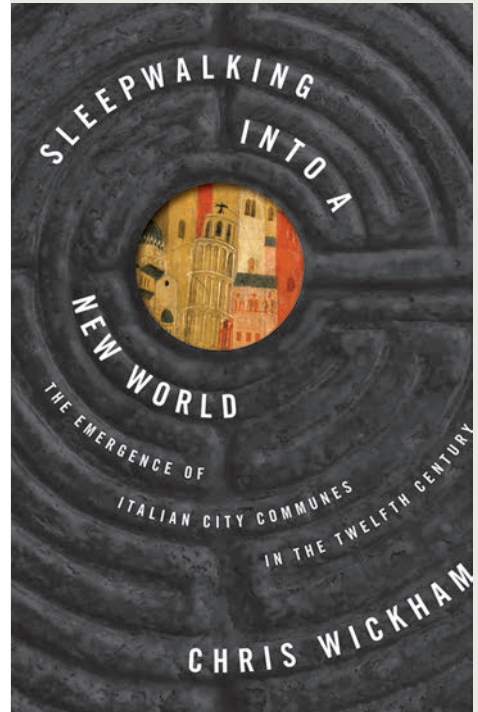
Chris Wickham provides richly textured portraits of three cities—Milan, Pisa, and Rome—and sets them against a vibrant backcloth of other towns. He argues that, in all but a few cases, the elites of these cities and towns developed one of the first nonmonarchical forms of government in medieval Europe, unaware that they were creating something altogether new. Wickham makes clear that the Italian city commune was by no means a democracy in the modern sense, but that it was so novel that outsiders did not know what to make of it. He describes how, as the old order unraveled, the communes emerged, governed by consular elites “chosen by the people,” and subject to neither emperor nor king. They regularly fought each other, yet they grew organized and confident enough to ally together to defeat Frederick Barbarossa, the German emperor, at the Battle of Legnano in 1176.

Sleepwalking into a New World reveals how the development of the autonomous city-state took place, which would in the end make possible the robust civic culture of the Renaissance.

Chris Wickham is the Chichele Professor of Medieval History at the University of Oxford. His many books include *The Inheritance of Rome: A History of Europe from 400 to 1000*, *Framing the Early Middle Ages*, and *Courts and Conflict in Twelfth-Century Tuscany*.

THE LAWRENCE STONE LECTURES

A BOLD NEW HISTORY OF THE RISE OF
THE MEDIEVAL ITALIAN COMMUNE



“This is a brilliant book that will generate much debate. It boldly sets forth a new interpretation of how and why the communes emerged while pointing out aspects of their institutional development that merit greater scrutiny. *Sleepwalking into a New World* is a tour de force by one of the most original historians working today.”

—Maureen C. Miller, author of *Power and the Holy in the Age of the Investiture Conflict*

FEBRUARY

Cloth \$29.95S

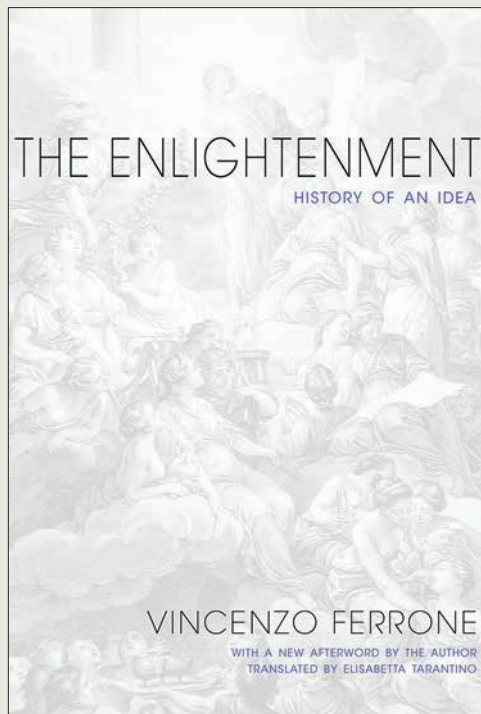
978-0-691-14828-1

296 pages. 7 maps. 5 1/2 x 8 1/2.

HISTORY

PRESS.PRINCETON.EDU

A COMPELLING REEVALUATION OF
THE ENLIGHTENMENT FROM ONE
OF ITS LEADING HISTORIANS



“This book shines. A fine and concise work by a highly respected scholar, it puts a lifetime of learning and a pan-European sweep into comparatively few pages, and offers nicely turned set pieces—about the Enlightenment’s relationship to the French Revolution, for example—in addition to its original insights and reflections.”

—Darrin M. McMahon, author of
Enemies of the Enlightenment

MAY

Cloth \$29.95S

978-0-691-16145-7

224 pages. 6 x 9.

HISTORY ■ PHILOSOPHY

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Segretariato Europeo per le Pubblicazioni Scientifiche.

PRESS.PRINCETON.EDU

THE ENLIGHTENMENT

History of an Idea

VINCENZO FERRONE

With a new afterword by the author

Translated by Elisabetta Tarantino

In this concise and powerful book, one of the world’s leading historians of the Enlightenment provides a bracing and clarifying new interpretation of this watershed period. Arguing that philosophical and historical views of the era have long been hopelessly confused, Vincenzo Ferrone makes the case that it is only by separating these views and taking an approach grounded in social and cultural history that we can begin to grasp what the Enlightenment was—and why it is still relevant today.

Examining Kant, Hegel, Marx, Nietzsche, Horkheimer, Adorno, Foucault, and Pope Benedict XVI, Ferrone shows how transhistorical, philosophical interpretations of the Enlightenment have diverged from ones grounded in careful historical reconstructions of the ideas, practices, and institutions of eighteenth-century Europe. He then offers a new reading of the Enlightenment, arguing that it was “the laboratory of modernity,” a profound and wide-ranging cultural revolution that reshaped Western identity, reformed politics through the invention of human rights, and redefined knowledge by creating a critical culture. Not confined to a group of radical elites, these new ways of thinking gave birth to new values that spread throughout society and changed how everyday life was lived and thought of.

Original and provocative, *The Enlightenment* provides a compelling reevaluation of the true nature and legacy of one of the most important and contested periods in Western history. And, in a new afterword, Ferrone describes how his argument challenges the work of Anglophone interpreters of the Enlightenment, including Jonathan Israel.

Vincenzo Ferrone is professor of modern history at the University of Turin. He has been a visiting scholar at the Collège de France and at the Institute for Advanced Study in Princeton. His books include *The Politics of Enlightenment*.

WHY DID EUROPE CONQUER THE WORLD?

PHILIP T. HOFFMAN

Between 1492 and 1914, Europeans conquered 84 percent of the globe. But why did Europe rise to the top, when for centuries the Chinese, Japanese, Ottomans, and South Asians were far more advanced? Why didn't these powers establish global dominance? In *Why Did Europe Conquer the World?*, distinguished economic historian Philip Hoffman demonstrates that conventional responses—such as geography, epidemic disease, and the Industrial Revolution—fail to provide answers. Arguing instead for the pivotal role of economic and political history, Hoffman shows that if variables had been at all different, Europe would not have achieved critical military innovations, and another power could have become master of the world.

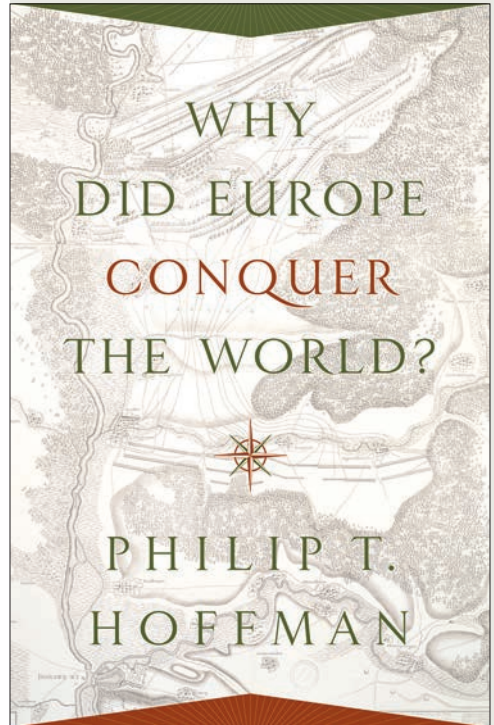
In vivid detail, Hoffman sheds light on the two millennia of economic, political, and historical changes that set European states on a distinctive path of development and military rivalry. Compared to their counterparts in China, Japan, South Asia, and the Middle East, European leaders—whether chiefs, lords, kings, emperors, or prime ministers—had radically different incentives, which drove them to make war. These incentives, which Hoffman explores using an economic model of political costs and financial resources, resulted in astonishingly rapid growth in Europe's military sector from the Middle Ages on, and produced an insurmountable lead in gunpowder technology. The consequences determined which states established colonial empires or ran the slave trade, and even which economies were the first to industrialize.

Debunking traditional arguments, *Why Did Europe Conquer the World?* reveals the startling reasons behind Europe's historic global supremacy.

Philip T. Hoffman is the Rea A. and Lela G. Axline Professor of Business Economics and professor of history at the California Institute of Technology. His books include *Growth in a Traditional Society* (Princeton), *Surviving Large Losses*, and *Priceless Markets*.

THE PRINCETON ECONOMIC HISTORY OF THE WESTERN WORLD
Joel Mokyr, Series Editor

THE STARTLING ECONOMIC AND
POLITICAL ANSWERS BEHIND
EUROPE'S HISTORICAL DOMINANCE



"Beginning with the Spanish and Portuguese in the late fifteenth century, technological military superiority appears to have been the proximate cause of Europe's ever-expanding military dominance for the next five centuries. Where did this technological superiority come from? The answer provided in this convincing and tightly argued book is interesting and as definitive as such answers get."

—Stergios Skaperdas, University of California, Irvine

JULY

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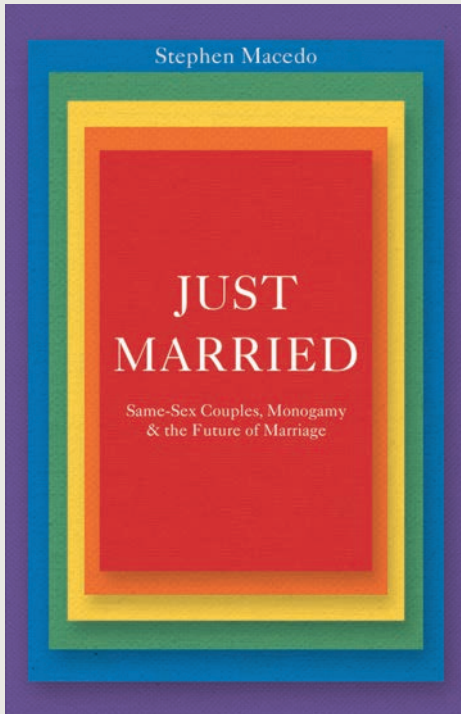
978-0-691-13970-8

232 pages. 6 x 9.

HISTORY ■ ECONOMICS

PRESS.PRINCETON.EDU

THE CASE FOR MARRIAGE EQUALITY AND
MONOGAMY IN A DEMOCRATIC SOCIETY



“An ambitious work by a thoughtful scholar, *Just Married* brings an important and distinctive voice to the academic debate and public conversation about marriage.”

—Linda McClain, Boston University School of Law

JUST MARRIED

Same-Sex Couples, Monogamy, and the Future of Marriage

STEPHEN MACEDO

The institution of marriage stands at a critical juncture. As gay marriage equality gains acceptance in law and public opinion, questions abound regarding marriage's future. Will same-sex marriage lead to more radical marriage reform? Should it? Antonin Scalia and many others on the right warn of a slippery slope from same-sex marriage toward polygamy, adult incest, and the dissolution of marriage as we know it. Equally, many academics, activists, and intellectuals on the left contend that there is no place for monogamous marriage as a special status defined by law. *Just Married* demonstrates that both sides are wrong: the same principles of democratic justice that demand marriage equality for same-sex couples also lend support to monogamous marriage.

Stephen Macedo displays the groundlessness of arguments against same-sex marriage and defends marriage as a public institution against those who would eliminate its special status or supplant it with private arrangements. Arguing that monogamy reflects and cultivates our most basic democratic values, Macedo opposes the legal recognition of polygamy, but agrees with progressives that public policies should do more to support nontraditional caring and caregiving relationships. Throughout, Macedo explores the meaning of contemporary marriage and the reasons for its fragility and its enduring significance. His defense of reformed marriage against slippery slope alarmists on the right, and radical critics of marriage on the left, vindicates the justice and common sense of the emerging consensus.

Casting new light on today's debates over the future of marriage, *Just Married* lays the groundwork for a stronger institution.

Stephen Macedo is the Laurance S. Rockefeller Professor of Politics and the former director of the University Center for Human Values at Princeton University. His many books include *Liberal Virtues* and *Diversity and Distrust*. He is a member of the American Academy of Arts and Sciences.

JULY

Cloth \$29.95S

978-0-691-16648-3

240 pages. 5 1/2 x 8 1/2.

POLITICAL THEORY ■ PUBLIC POLICY

PRESS.PRINCETON.EDU

TOO HOT TO HANDLE

A Global History of Sex Education

JONATHAN ZIMMERMAN

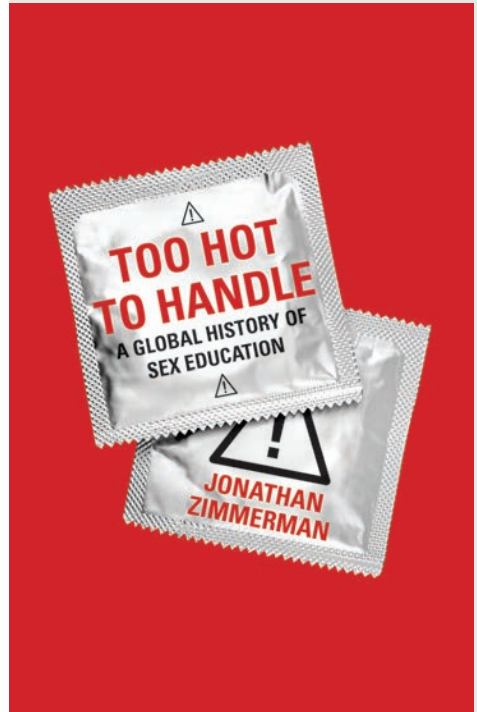
Too Hot to Handle is the first truly international history of sex education. As Jonathan Zimmerman shows, the controversial subject began in the West and spread steadily around the world over the past century. As people crossed borders, however, they joined hands to block sex education from most of their classrooms. Examining key players who supported and opposed the sex education movement, Zimmerman takes a close look at one of the most debated and divisive hallmarks of modern schooling.

In the early 1900s, the United States pioneered sex education to protect citizens from venereal disease. But the American approach came under fire after World War II from European countries, which valued individual rights and pleasures over social goals and outcomes. In the so-called Third World, sex education developed in response to the deadly crisis of HIV/AIDS. By the early 2000s, nearly every country in the world addressed sex in its official school curriculum. Still, Zimmerman demonstrates that sex education never won a sustained foothold: parents and religious leaders rejected the subject as an intrusion on their authority, while teachers and principals worried that it would undermine their own tenuous powers. Despite the overall liberalization of sexual attitudes, opposition to sex education increased as the century unfolded. Into the present, it remains a subject without a home.

Too Hot to Handle presents the stormy development and dilemmas of school-based sex education in the modern world.

Jonathan Zimmerman is professor of education and history at New York University. His books include *Small Wonder: The Little Red Schoolhouse in History and Memory* and *Innocents Abroad: American Teachers in the American Century*. His writing has appeared in the *New York Times*, the *Washington Post*, and other publications.

THE FIRST COMPREHENSIVE HISTORY OF
SEX EDUCATION AROUND THE WORLD



“An excellent, thoroughly researched book on the history of sex education. Clearly it shows the continued need for sexuality education across the globe in order to achieve sexual literacy for the benefit of all.”

—Dr. Ruth K. Westheimer, author (with Pierre A. Lehu) of *Dr. Ruth's Guide to Teens and Sex Today*

MARCH

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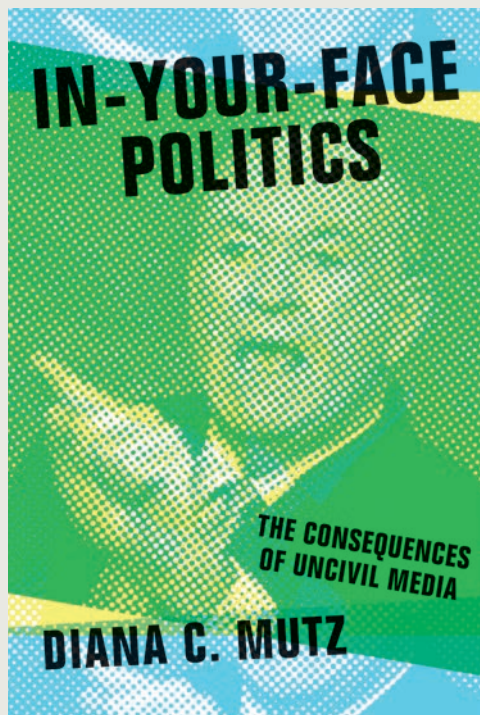
978-0-691-14310-1

288 pages. 5 1/2 x 8 1/2.

HISTORY ■ EDUCATION

PRESS.PRINCETON.EDU

HOW POLITICAL INCIVILITY BROADCAST IN
CLOSE-UP BY THE MEDIA AFFECTS PUBLIC OPINION



“This book is a model of exemplary social science: it investigates a politically salient issue, exploits an arsenal of methodological issues, and is written in a lucid and lively style. An entertaining and instructive study of politics and media, and the effects of mass communications and close-up camera perspectives, it will interest political scientists and all those concerned with public affairs.”

—Paul Sniderman, Stanford University

IN-YOUR-FACE POLITICS

The Consequences of Uncivil Media

DIANA C. MUTZ

Americans are disgusted with watching politicians screaming and yelling at one another on television. But does all the noise really make a difference? Drawing on numerous studies, Diana Mutz provides the first comprehensive look at the consequences of in-your-face politics. Her book contradicts the conventional wisdom by documenting both the benefits and the drawbacks of in-your-face media.

“In-your-face” politics refers to both the level of incivility and the up-close-and-personal way that we experience political conflict on television. Just as actual physical closeness intensifies people’s emotional reactions to others, the appearance of closeness on a video screen has similar effects. We tend to keep our distance from those with whom we disagree. Modern media, however, puts those we dislike in our faces in a way that intensifies our negative reactions. Mutz finds that incivility is particularly detrimental to facilitating respect for oppositional political viewpoints and to citizens’ levels of trust in politicians and the political process. On the positive side, incivility and close-up camera perspectives contribute to making politics more physiologically arousing and entertaining to viewers. This encourages more attention to political programs, stimulates recall of the content, and encourages people to relay content to others.

In the end, *In-Your-Face Politics* demonstrates why political incivility is not easily dismissed as a disservice to democracy—it may even be a necessity in an age with so much competition for citizens’ attention.

Diana C. Mutz is the Samuel A. Stouffer Professor of Political Science and Communication at the University of Pennsylvania, where she serves as director of the Institute for the Study of Citizens and Politics at the Annenberg Public Policy Center. Her books include *Population-Based Survey Experiments* (Princeton), *Hearing the Other Side*, and *Impersonal Influence*.

APRIL

Cloth \$29.95S

978-0-691-16511-0

312 pages. 46 line illus. 2 tables. 6 x 9.

POLITICAL SCIENCE ■ MEDIA STUDIES

PRESS.PRINCETON.EDU

IN HARM'S WAY

The Dynamics of Urban Violence

JAVIER AUYERO &
MARÍA FERNANDA BERTI

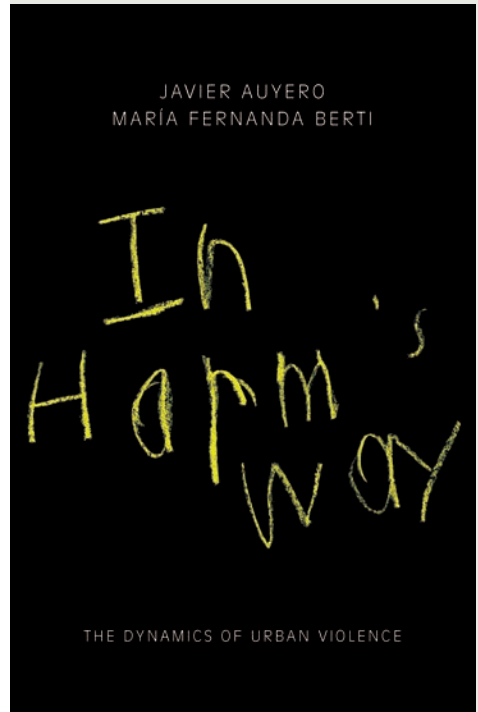
Arquitecto Tucci, a neighborhood in Buenos Aires, is a place where crushing poverty and violent crime are everyday realities. Homicides—often involving young people—continue to skyrocket, and in the emergency room there, victims of shootings or knifings are an all-too-common sight. *In Harm's Way* takes a harrowing look at daily life in Arquitecto Tucci, examining the sources, uses, and forms of interpersonal violence among the urban poor at the very margins of Argentine society.

Drawing on more than two years of immersive fieldwork, sociologist Javier Auyero and María Berti, an elementary school teacher in the neighborhood, provide a powerful and disarmingly intimate account of what it is like to live under the constant threat of violence. They argue that being physically aggressive becomes a habitual way of acting in poor and marginalized communities, and that violence is routine and carries across various domains of public and private life. Auyero and Berti trace how different types of violence—be it criminal, drug related, sexual, or domestic—overlap, intersect, and blur together. They show how the state is complicit in the production of harm, and describe the routines and relationships that residents, particularly children, establish to cope with and respond to the constant risk that besieges them and their loved ones.

Provocative, eye-opening, and extraordinarily moving, *In Harm's Way* is destined to become a classic work on violence at the urban margins.

Javier Auyero is the Joe R. and Teresa Lozano Long Endowed Professor in Latin American Sociology at the University of Texas at Austin. His books include *Patients of the State: The Politics of Waiting in Argentina* and *Routine Politics and Violence in Argentina: The Gray Zone of State Power*. **María Fernanda Berti** is an elementary school teacher in Buenos Aires.

A HARROWING LOOK AT VIOLENCE
AMONG ARGENTINA'S URBAN POOR



"This remarkable book offers a vivid ethnographic glimpse of daily life in a sprawling Argentine slum as seen through the eyes of its residents. *In Harm's Way* explores the links between urban violence and the larger dynamics of Argentina's changing society, combining gripping description with powerful analysis. Auyero and Berti offer important new insights into contemporary life on the periphery."

—Gay W. Seidman, author of *Beyond the Boycott: Labor Rights, Human Rights, and Transnational Activism*

JUNE

Cloth \$35.00S

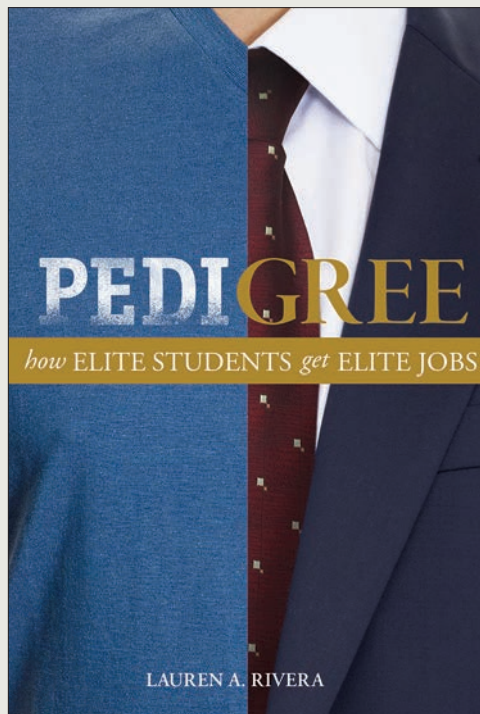
978-0-691-16477-9

296 pages. 30 halftones. 5 1/2 x 8 1/2.

SOCIOLOGY ■ URBAN STUDIES

PRESS.PRINCETON.EDU

HOW SOCIAL CLASS DETERMINES
WHO LANDS THE BEST JOBS



“Rivera identifies the myriad ways that class influences every stage of the hiring process at top-tier firms, showing how it is that individuals from affluent backgrounds have come to dominate the most elite segments of the American labor market. She pulls back the curtain time and time again, revealing how processes that are apparently class, race, and gender neutral are anything but.”

—Elizabeth A. Armstrong, coauthor of *Paying for the Party: How College Maintains Inequality*

MAY

Cloth \$35.00S

978-0-691-15562-3

280 pages. 5 line illus. 6 x 9.

BUSINESS ■ SOCIOLOGY

PRESS.PRINCETON.EDU

PEDIGREE

How Elite Students Get Elite Jobs

LAUREN A. RIVERA

Americans are taught to believe that upward mobility is possible for anyone who is willing to work hard, regardless of their social status, yet it is often those from affluent backgrounds who land the best jobs. *Pedigree* takes readers behind the closed doors of top-tier investment banks, consulting firms, and law firms to reveal the truth about who really gets hired for the nation's highest paying entry-level jobs, who doesn't, and why.

Drawing on scores of in-depth interviews as well as firsthand observation of hiring practices at some of America's most prestigious firms, Lauren Rivera shows how, at every step of the hiring process, the ways that employers define and evaluate merit are strongly skewed to favor job applicants from economically privileged backgrounds. She reveals how decision makers draw from ideas about talent—what it is, what best signals it, and who does (and does not) have it—that are deeply rooted in social class. Displaying the “right stuff” that elite employers are looking for entails considerable amounts of economic, social, and cultural resources on the part of the applicants and their parents.

Challenging our most cherished beliefs about college as a great equalizer and the job market as a level playing field, *Pedigree* exposes the class biases built into American notions about the best and the brightest, and shows how social status plays a significant role in determining who reaches the top of the economic ladder.

Lauren A. Rivera is associate professor of management and organizations at Northwestern University's Kellogg School of Management.

STRANGERS NO MORE

Immigration and the Challenges of Integration in
North America and Western Europe

RICHARD ALBA & NANCY FONER

Strangers No More is the first book to compare immigrant integration in six key Western countries. Focusing on low-status newcomers and their children, it examines how they are making their way in four European countries—France, Germany, Great Britain, and the Netherlands—and, across the Atlantic, in the United States and Canada. This systematic, data-rich comparison reveals the progress of immigrants and the barriers they face in an array of institutions—from labor markets and neighborhoods to educational and political systems—and considers the controversial questions of religion, race, identity, and intermarriage.

Richard Alba and Nancy Foner shed new light on questions at the heart of concerns about immigration. They analyze why immigrant religion is a more significant divide in western Europe than in the United States, where race is a more severe obstacle. They look at why, despite fears in Europe about the rise of immigrant ghettos, residential segregation is much less of a problem for immigrant minorities there than in the United States. They explore why growing economic inequality and the proliferation of precarious, low-wage jobs pose dilemmas for the second generation. They also evaluate perspectives often proposed to explain the success of immigrant integration in certain countries, including nationally specific models, the political economy, and the histories of Canada and the United States as settler societies.

Strangers No More delves into issues of pivotal importance for the present and future of Western societies, where immigrants and their children form ever-larger segments of the population.

Richard Alba is Distinguished Professor of Sociology at the Graduate Center of the City University of New York. His books include *Blurring the Color Line* and *Remaking the American Mainstream*. **Nancy Foner** is Distinguished Professor of Sociology at Hunter College and the Graduate Center of the City University of New York. Her books include *From Ellis Island to JFK* and *In a New Land*.

AN UP-TO-DATE AND COMPARATIVE LOOK
AT IMMIGRATION IN EUROPE,
THE UNITED STATES, AND CANADA

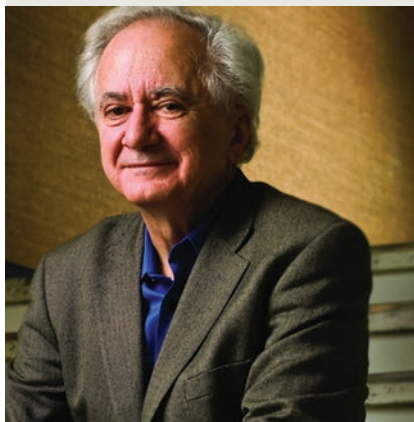


Photo by Mark McCarty



Photo by Dylan Gauthier

“With its unique scope, this excellent book is a must-read for anybody interested in immigration. It deals with two continents, various immigrant groups, and many fields of inclusion. There is no other book like it.”

—Jan Willem Duyvendak, University of Amsterdam

MAY

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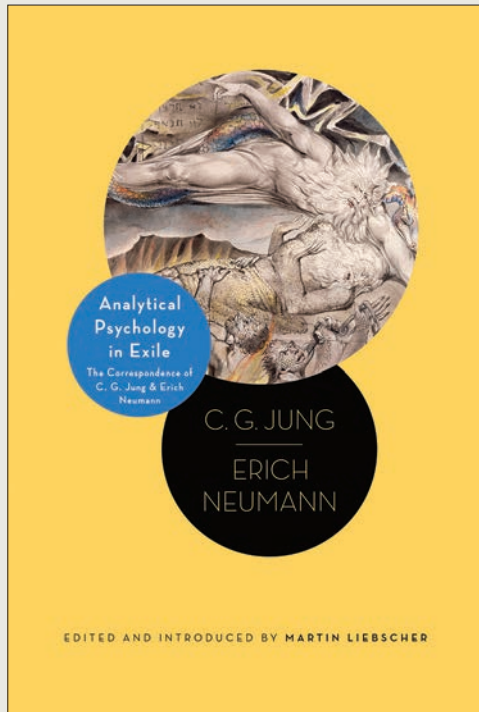
978-0-691-16107-5

320 pages. 5 line illus. 15 tables. 6 x 9.

SOCIOLOGY ■ POLITICS

PRESS.PRINCETON.EDU

TWO GIANTS OF 20TH-CENTURY
PSYCHOLOGY IN DIALOGUE



“This work is a significant contribution to the field of Jung studies. It offers Neumann’s unique perspectives as a Jewish refugee from Nazi Germany who lived first in Zurich and then settled in Palestine. Of particular interest is Neumann’s dialogue with Jung concerning the archetypes of Jewish culture and Jung’s involvement with psychotherapists who remained in Germany after Hitler came to power.”

—Geoffrey Campbell Cocks, author of *The State of Health: Illness in Nazi Germany*

APRIL

Cloth \$39.50S

978-0-691-16617-9

640 pages. 10 halftones. 6 x 9.

PSYCHOLOGY ■ JEWISH STUDIES ■
INTELLECTUAL HISTORY

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ANALYTICAL PSYCHOLOGY IN EXILE

The Correspondence of C. G. Jung and Erich Neumann

C. G. JUNG & ERICH NEUMANN

Edited and introduced by Martin Liebscher

Translated by Heather McCartney

C. G. Jung and Erich Neumann first met in 1933, at a seminar Jung was conducting in Berlin. Jung was fifty-seven years old and internationally acclaimed for his own brand of psychotherapy. Neumann, twenty-eight, was a psychotherapist in training. The two men struck up a correspondence that would continue until Neumann’s death in 1960. A lifelong Zionist, Neumann fled Nazi Germany with his family and settled in Palestine in 1934, where he would become the founding father of analytical psychology in the future state of Israel.

Presented here in English for the first time are letters that provide a rare look at the development of Jung’s psychological theories from the 1930s onward as well as the emerging self-confidence of another towering twentieth-century intellectual who was often described as Jung’s most talented student. Neumann was one of the few correspondence partners of Jung’s who was able to challenge him intellectually and personally. These letters shed light on not only Jung’s political attitude toward Nazi Germany, his alleged anti-Semitism, and his psychological theory of fascism, but also his understanding of Jewish psychology and mysticism. They affirm Neumann’s importance as a leading psychologist of his time and paint a fascinating picture of the psychological impact of immigration on the German Jewish intellectuals who settled in Palestine and helped to create the state of Israel.

Featuring Martin Liebscher’s authoritative introduction and annotations, this volume documents one of the most important intellectual relationships in the history of analytical psychology.

Martin Liebscher is senior research fellow in German and honorary senior lecturer in psychology at University College London. His books include *Thinking the Unconscious: Nineteenth-Century German Thought*. **Heather McCartney** is a Jungian analyst in private practice.

PHILEMON FOUNDATION SERIES

STILL LIVES

Death, Desire, and the Portrait of the Old Master

MARIA H. LOH

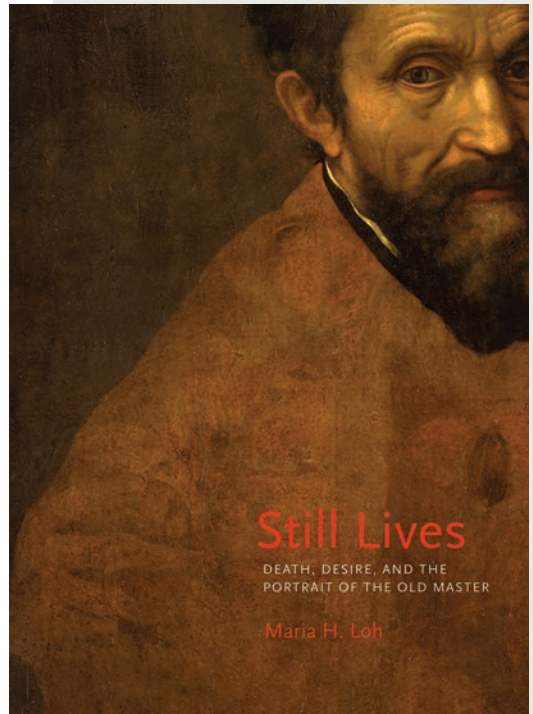
Michelangelo was one of the biggest international art stars of his time, but being Michelangelo was no easy thing: he was stalked by fans, lauded and lambasted by critics, and depicted in unauthorized portraits. *Still Lives* traces the process by which artists such as Michelangelo, Dürer, and Titian became early modern celebrities.

Artists had been subjects of biographies since antiquity, but Renaissance artists were the first whose faces were sometimes as recognizable as their art. Maria Loh shows how this transformation was aided by the rapid expansion of portraiture and self-portraiture as independent genres in painting and sculpture, and by the development of new image technologies such as printing and oil painting. She examines the challenges confronting artists in this new image economy: What did it mean to be an image maker haunted by one's own image? How did these changes affect the everyday realities of artists and their workshops? And how did images of artists contribute to the way they envisioned themselves as figures in a history that would outlive them?

Richly illustrated, *Still Lives* is an original exploration of a new form of secular stardom and the invention of the artist portrait.

Maria H. Loh teaches art history at University College London. She is the author of *Titian Remade: Repetition and the Transformation of Early Modern Italian Art*.

HOW PORTRAITS OF ARTISTS DURING
THE RENAISSANCE HELPED CREATE
THE FIRST ART STARS IN MODERN HISTORY



"This ambitious and complex book opens up the study of the Italian Renaissance with renewed theoretical and scholarly vigor. Maria Loh paints a vivid portrait of the messy politics of studio culture and the new pictorial economies resulting from the printing press."

—Todd Olson, University of California, Berkeley

MARCH

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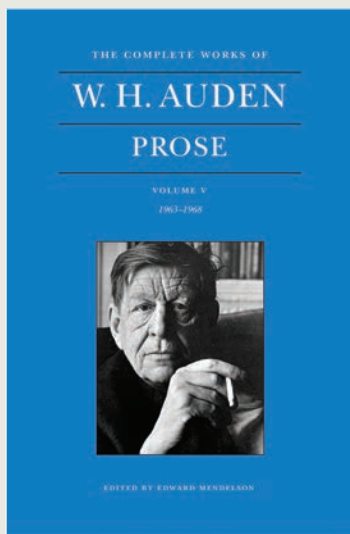
328 pages. 131 color illus.

18 halftones. 8 x 11.

ART

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WRITERS OF THE 20TH CENTURY



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—*Publishers Weekly*

“A feast of language and insight.”
—Arthur Kirsch, *Washington Post
Book World*

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JUNE

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Prose, Volume VI, 1969–1973

JUNE

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856 pages.

2 musical examples. 6 x 9.

LITERATURE

PRESS.PRINCETON.EDU

THE COMPLETE WORKS OF W. H. AUDEN

Prose, Volume V, 1963–1968

Prose, Volume VI, 1969–1973

W. H. AUDEN

Edited by Edward Mendelson

The fifth and sixth volumes of W. H. Auden’s complete prose display a great writer’s mind in its full maturity of wisdom, learning, and emotional and moral intelligence.

Volume 5 contains his most personally revealing essays, the ones in which he wrote for the first time about the full history of his family life, his sexuality, and the development of his moral and religious beliefs. Among these works are the lightly disguised autobiographies that appear in long essays on the Protestant mystics and on Shakespeare’s sonnets. The book also features the full text of his T. S. Eliot Memorial Lectures, *Secondary Worlds*, and many unpublished or unavailable lectures and speeches.

Volume 6 contains the full text of the only book that Auden regarded as an autobiography,

A Certain World, in which he portrayed himself by selecting and commenting on writings by others that most affected him throughout his life. It also features late essays and reviews, including the most detailed account of his sexuality, in “Papa Was a Wise Old Sly-Boots.” The appendixes gather lectures and public talks that are otherwise unpublished or unavailable.

Edward Mendelson’s comprehensive notes provide biographical and historical explanations of obscure references. The texts include corrections and revisions that Auden marked in personal copies of his work and that are printed in these volumes for the first time.

Edward Mendelson is the literary executor of the Estate of W. H. Auden and the Lionel Trilling Professor in the Humanities at Columbia University. His books include *Early Auden*, *Later Auden*, *The Things That Matter*, and *Lives of the New York Intellectuals*.

THE COMPLETE WORKS OF W. H. AUDEN
Edward Mendelson, Editor