Cents and Sensibility
What Economics Can Learn from the Humanities

GARY SAUL MORSON & MORTON SCHAPIRO

Economists often act as if their methods explain all human behavior. But in *Cents and Sensibility*, an eminent literary critic and a leading economist make the case that the humanities, especially the study of literature, offer economists ways to make their models more realistic, their predictions more accurate, and their policies more effective and just.

Gary Saul Morson and Morton Schapiro trace the connection between Adam Smith's great classic, *The Wealth of Nations*, and his less celebrated book on ethics, and contend that a few decades later Jane Austen invented her groundbreaking method of novelistic narration in order to give life to the empathy that Smith believed essential to humanity.

Morson and Schapiro argue that Smith's heirs include Austen, Anton Chekhov, and Leo Tolstoy as well as John Maynard Keynes and Milton Friedman. Economists need a richer appreciation of behavior, ethics, culture, and narrative—all of which the great writers teach better than anyone.

*Cents and Sensibility* demonstrates the benefits of a freewheeling dialogue between economics and the humanities by addressing a wide range of problems drawn from the economics of higher education, the economics of the family, and the development of poor nations. It offers new insights about everything from the manipulation of college rankings to why some countries grow faster than others. At the same time, the book shows how looking at real-world problems can revitalize the study of literature itself.

Original, provocative, and inspiring, *Cents and Sensibility* brings economics back to its place in the human conversation.

Gary Saul Morson is the Lawrence B. Dumas Professor of the Arts and Humanities and professor of Slavic languages and literatures at Northwestern University. His many books include *Narrative and Freedom*, “*Anna Karenina*” in Our Time, and *The Words of Others: From Quotations to Culture*. Morton Schapiro is the president of Northwestern University and a professor of economics. His many books include *The Student Aid Game* (Princeton).

“Cents and Sensibility offers an exciting approach to invigorating teaching and research in economics, one that will be controversial in a good way. Rather than using a snippet from a movie or song to illustrate an economic point, Morson and Schapiro advocate extended immersion in deep works of art to improve economic decision making.”

—Jonathan B. Wight, author of *Ethics in Economics*
How the global tea industry influenced the international economy and the rise of mass consumerism

“A Thirst for Empire is an appealing and wide-ranging new history of tea in the modern world, with a particular emphasis on imperial networks and the role played by marketing and advertising. Sitting at the intersection of imperial history, consumer culture, and the processes of globalization, this book speaks to readers interested in world history as well as those who love their tea.”

—Frank Trentmann, author of Empire of Things

ERIKA RAPPAPORT

Tea has been one of the most popular commodities in the world. Over centuries, profits from its growth and sales funded wars and fueled colonization, and its cultivation brought about massive changes—in land use, labor systems, market practices, and social hierarchies—the effects of which are with us even today. A Thirst for Empire takes a vast and in-depth historical look at how men and women—through the tea industry in Europe, Asia, North America, and Africa—transformed global tastes and habits and in the process created our modern consumer society.

As Erika Rappaport shows, between the seventeenth and twentieth centuries the boundaries of the tea industry and the British Empire overlapped but were never identical, and she highlights the economic, political, and cultural forces that enabled the British Empire to dominate—but never entirely control—the worldwide production, trade, and consumption of tea. Rappaport delves into how Europeans adopted, appropriated, and altered Chinese tea culture to build a widespread demand for tea in Britain and other global markets and a plantation-based economy in South Asia and Africa. Tea was among the earliest colonial industries in which merchants, planters, promoters, and retailers used imperial resources to pay for global advertising and political lobbying. The commercial model that tea inspired still exists and is vital for understanding how politics and publicity influence the international economy.

An expansive and original global history of imperial tea, A Thirst for Empire demonstrates the ways that this fluid and powerful enterprise helped shape the contemporary world.

Erika Rappaport is professor of history at the University of California, Santa Barbara. She is the author of Shopping for Pleasure: Women in the Making of London’s West End (Princeton) and coeditor of Consuming Behaviors: Identities, Politics and Pleasure in Twentieth Century Britain (Bloomsbury).

AUGUST

978-0-691-16711-4 Cloth $39.50S
672 pages. 53 halftones. 7 tables. 3 maps. 6 x 9.

WORLD HISTORY
Kanban
Traditional Shop Signs of Japan

ALAN SCOTT PATE

Kanban are the traditional signs Japanese merchants displayed on the street to advertise their presence, represent the products and services to be found inside their shops, and lend a sense of individuality to the shops themselves. Created from wood, bamboo, iron, paper, fabric, gold leaf, and lacquer, these unique objects evoke the frenetic market scenes of nineteenth- and twentieth-century Japan, where merchants created a multifaceted world of symbol and meaning designed to engage the viewer and entice the customer.

Kanban provides a tantalizing look at this distinctive fusion of art and commerce. This beautifully illustrated book traces the history of shop signs in Japan, examines how they were created, and explores some of the businesses and trades they advertised. Some kanban are elongated panels of lacquered wood painted with elegant calligraphy and striking images, while others are ornately carved representative sculptures of munificent deities or carp climbing waterfalls. There are oversized functional Buddhist prayer beads, and everyday objects such as tobacco pipes, shoes, combs, and writing brushes. The book also includes archival photographs of market life in “old Japan,” woodblock prints of bustling marketplaces, and images of the goods advertised with these intricate and beguiling objects.

Providing a look into a unique, handmade world, Kanban offers new insights into Japan’s commercial and artistic roots, the evolution of trade, the links between commerce and entertainment, and the emergence of mass consumer culture.

Alan Scott Pate is an independent scholar who has curated exhibits and written for many journals on Japanese handcrafts and antiques. He is the author of Ningyō: The Art of the Japanese Doll and Japanese Dolls: The Fascinating World of Ningyō.

Published in association with Mingei International Museum, San Diego

April

978-0-691-17647-5 Cloth $39.95
176 pages. 155 color illus. 9 ½ x 11 ¼.

ART | ASIAN STUDIES

A glimpse into the markets, crafts, and signage of early modern Japan

“This engaging book adds significantly to our understanding of kanban in the context of their production and consumption, examining them through multiple lenses. Pate’s richly textured account will satisfy scholars interested in Japanese cultural history and folk art, and also has much to offer historians of graphic design and advertising.”
—Christine Guth, author of Hokusai’s Great Wave: Biography of a Global Icon

Exhibition schedule
Mingei International Museum, San Diego
April 15–October 15, 2017
In today’s new economy—in which “good” jobs are typically knowledge or technology based—many well-educated and culturally savvy young people are instead choosing to pursue traditionally low-status manual labor occupations as careers. *Masters of Craft* looks at the renaissance of four such trades: bartending, distilling, barbering, and butchering.

In this in-depth and engaging book, Richard Ocejo takes you into the lives and workplaces of these people to examine how they are transforming these once-undesirable jobs into “cool” and highly specialized upscale occupational niches—and in the process complicating our notions about upward and downward mobility through work. He shows how they find meaning in these jobs by enacting a set of “cultural repertoires,” which include technical skills based on a renewed sense of craft and craftsmanship and an ability to understand and communicate that knowledge to others, resulting in a new form of elite taste-making. Ocejo describes the paths people take to these jobs, how they learn their chosen trades, how they imbue their work practices with craftsmanship, and how they teach a sense of taste to their consumers.

Focusing on cocktail bartenders, craft distillers, upscale men’s barbers, and whole-animal butcher shop workers in Manhattan, Brooklyn, and upstate New York, *Masters of Craft* provides new insights into the stratification of taste, gentrification, and the evolving labor market in today’s postindustrial city.

**Richard E. Ocejo** is associate professor of sociology at John Jay College of Criminal Justice, City University of New York. His books include *Upscaling Downtown: From Bowery Saloons to Cocktail Bars in New York City* (Princeton).

MAY
978-0-691-16549-3 Cloth $29.95
368 pages. 15 halftones. 6 x 9.

SOCIODY | URBAN STUDIES
Humans possess an extraordinary capacity for cultural production, from the arts and language to science and technology. How did the human mind—and the uniquely human ability to devise and transmit culture—evolve from its roots in animal behavior? Darwin’s Unfinished Symphony presents a captivating new theory of human cognitive evolution. This compelling and accessible book reveals how culture is not just the magnificent end product of an evolutionary process that produced a species unlike all others—it is also the key driving force behind that process.

Kevin Laland shows how the learned and socially transmitted activities of our ancestors shaped our intellects through accelerating cycles of evolutionary feedback. The truly unique characteristics of our species—such as our intelligence, language, teaching, and cooperation—are not adaptive responses to predators, disease, or other external conditions. Rather, humans are creatures of their own making. Drawing on his own groundbreaking research, and bringing it to life with vivid natural history, Laland explains how animals imitate, innovate, and have remarkable traditions of their own. He traces our rise from scavenger apes in prehistory to modern humans able to design iPhones, dance the tango, and send astronauts into space.

This book tells the story of the painstaking fieldwork, the key experiments, the false leads, and the stunning scientific breakthroughs that led to this new understanding of how culture transformed human evolution. It is the story of how Darwin’s intellectual descendants picked up where he left off and took up the challenge of providing a scientific account of the evolution of the human mind.

Kevin N. Laland is professor of behavioral and evolutionary biology at the University of St Andrews. His books include Social Learning: An Introduction to Mechanisms, Methods, and Models and Niche Construction: The Neglected Process in Evolution (both Princeton).

“Kevin Laland is one of the pioneers in the modern study of cultural evolution. Darwin’s Unfinished Symphony draws on his large and important body of work, showing how culture—socially transmitted knowledge—is what has made humans so successful as a species.”
—Robert Boyd, coauthor of Not by Genes Alone: How Culture Transformed Human Evolution
A richly nuanced cultural history of an enigmatic and controversial folktale

“Superb scholarship with original, compelling interpretation. Wagner has brought the tar baby story under the light and into the vocabulary of current theory.”
—W. T. Lhamon, Jr., author of Jump Jim Crow: Lost Plays, Lyrics, and Street Prose of the First Atlantic Popular Culture

BRYAN WAGNER

Perhaps the best-known version of the tar baby story was published in 1880 by Joel Chandler Harris in Uncle Remus: His Songs and His Sayings, and popularized in Song of the South, the 1946 Disney movie. Other versions of the story, however, have surfaced in many other places throughout the world, including Nigeria, Brazil, Corsica, Jamaica, India, and the Philippines. The Tar Baby offers a fresh analysis of this deceptively simple story about a fox, a rabbit, and a doll made of tar and turpentine, tracing its history and its connections to slavery, colonialism, and global trade.

Bryan Wagner explores how the tar baby story, thought to have originated in Africa, came to exist in hundreds of forms on five continents. Examining its variation, reception, and dispersal over time, he argues that the story is best understood not merely as a folktale but as a collective work in political philosophy. Circulating at the same time and in the same places as new ideas about property and politics developed in colonial law and political economy, the tar baby comes to embody an understanding of the interlocking processes by which custom was criminalized, slaves were captured, and labor was bought and sold.

Compellingly argued and ambitious in scope, the book concludes with twelve versions of the story transcribed from various cultures in the late nineteenth and early twentieth centuries.

Bryan Wagner is associate professor in the English Department at the University of California, Berkeley. He is the author of Disturbing the Peace: Black Culture and the Police Power after Slavery.

MAY

978-0-691-17263-7 Cloth $29.95S
256 pages. 12 halftones. 5 ⅞ x 8 ½.

LITERATURE | AFRICAN AMERICAN STUDIES
Decolonization
A Short History

JAN C. JANSEN & JÜRGEN OSTERHAMMEL
Translated by Jeremiah Riemer

The end of colonial rule in Asia, Africa, and the Caribbean was one of the most important and dramatic developments of the twentieth century. In the decades after World War II, dozens of new states emerged as actors in global politics. Long-established imperial regimes collapsed, some more or less peacefully, others amid mass violence. This book takes an incisive look at decolonization and its long-term consequences, revealing it to be a coherent yet multidimensional process at the heart of modern history.

Jan Jansen and Jürgen Osterhammel trace the decline of European, American, and Japanese colonial supremacy from World War I to the 1990s. Providing a comparative perspective on the decolonization process, they shed light on its key aspects while taking into account the unique regional and imperial contexts in which it unfolded. Jansen and Osterhammel show how the seeds of decolonization were sown during the interwar period and argue that the geopolitical restructuring of the world was intrinsically connected to a sea change in the global normative order. They examine the economic repercussions of decolonization and its impact on international power structures, its consequences for envisioning world order, and the long shadow it continues to cast over new states and former colonial powers alike.

Concise and authoritative, Decolonization is the essential introduction to this momentous chapter in history, the aftershocks of which are still being felt today.

Jan C. Jansen is a research fellow at the German Historical Institute in Washington, DC. Jürgen Osterhammel is professor of modern and contemporary history at the University of Konstanz. He is a recipient of the Gottfried Wilhelm Leibniz Prize, Germany’s most prestigious academic award. His books include The Transformation of the World: A Global History of the Nineteenth Century (Princeton).

MARCH
978-0-691-16521-9 Cloth $27.95
264 pages. 5 ½ x 8 ½.

HISTORY
New insights into how the Book of Samuel offers a timeless meditation on the dilemmas of statecraft

“By treating the author of Samuel as an ancient Machiavelli, Halbertal and Holmes enable readers to approach the biblical story in a new way while enhancing their understanding of the workings of political survival and the dynamics of power.”
—Steven Weitzman, author of Solomon: The Lure of Wisdom

The Beginning of Politics
Power in the Biblical Book of Samuel

MOSHE HALBERTAL & STEPHEN HOLMES

The Book of Samuel is universally acknowledged as one of the supreme achievements of biblical literature. Yet the book’s anonymous author was more than an inspired storyteller. The author was also an uncannily astute observer of political life and the moral compromises and contradictions that the struggle for power inevitably entails. The Beginning of Politics mines the story of Israel’s first two kings to unearth a natural history of power, providing a forceful new reading of what is arguably the first and greatest work of Western political thought.

Moshe Halbertal and Stephen Holmes show how the beautifully crafted narratives of Saul and David cut to the core of politics, exploring themes that resonate wherever political power is at stake. Through stories such as Saul’s madness, David’s murder of Uriah, the rape of Tamar, and the rebellion of Absalom, the book’s author deepens our understanding not only of the necessity of sovereign rule but also of its costs—to the people it is intended to protect and to those who wield it. What emerges from the meticulous analysis of these narratives includes such themes as the corrosive grip of power on those who hold and compete for power; the ways in which political violence unleashed by the sovereign on his own subjects is rooted in the paranoia of the isolated ruler and the deniability fostered by hierarchical action through proxies; and the intensity with which the tragic conflict between political loyalty and family loyalty explodes when the ruler’s bloodline is made into the guarantor of the all-important continuity of sovereign power.

The Beginning of Politics is a timely meditation on the dark side of sovereign power and the enduring dilemmas of statecraft.

Moshe Halbertal is the Gruss Professor of Law at New York University, the John and Golda Cohen Professor of Jewish Philosophy at the Hebrew University of Jerusalem, and professor of law at IDC Herzliya in Israel. His books include Maimonides (Princeton), which won the National Jewish Book Award. Stephen Holmes is the Walter E. Meyer Professor of Law at New York University. His books include The Matador’s Cape: America’s Reckless Response to Terror.

MAY
978-0-691-17462-4 Cloth $29.95
296 pages. 5 ½ x 8 ½.

JEWISH STUDIES | POLITICS
The Crisis of Multiculturalism in Europe
A History

RITA CHIN

In 2010, the leaders of Germany, Britain, and France each declared that multiculturalism had failed in their countries. Over the past decade, a growing consensus in Europe has voiced similar decrees. But what do these ominous proclamations, from across the political spectrum, mean? From the influx of immigrants in the 1950s to contemporary worries about refugees and terrorism, The Crisis of Multiculturalism in Europe examines the historical development of multiculturalism on the Continent. Rita Chin argues that there were few efforts to institute state-sponsored policies of multiculturalism, and those that emerged were pronounced failures virtually from their inception. She shows that today’s crisis of support for cultural pluralism isn’t new but actually has its roots in the 1980s.

Chin looks at the touchstones of European multiculturalism, from the urgent need for laborers after World War II to the public furor over the publication of The Satanic Verses and the question of French girls wearing headscarves to school. While many Muslim immigrants had lived in Europe for decades, in the 1980s they came to be defined by their religion and the public’s preoccupation with gender relations. Acceptance of sexual equality became the critical gauge of Muslims’ compatibility with Western values. The convergence of left and right around the defense of such personal freedoms against a putatively illiberal Islam has threatened to undermine commitment to pluralism as a core ideal. Chin contends that renouncing the principles of diversity brings social costs, particularly for the left, and she considers how Europe might construct an effective political engagement with its varied population.

Challenging the mounting opposition to a diverse society, The Crisis of Multiculturalism in Europe presents a historical investigation into one continent’s troubled relationship with cultural difference.

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

AUGUST
978-0-691-16426-7 Cloth $35.00S
400 pages. 5 ½ x 8 ½.

HISTORY | CURRENT AFFAIRS

PRESS.PRINCETON.EDU
A groundbreaking historical reexamination of one of the most infamous episodes in the history of anti-Semitism

“I couldn’t put this book down. Revisiting a notorious case of anti-Semitism, Mintzker excavates a mountain of contradictory evidence with penetrating intelligence, great erudition, and rich human sympathy. This is a resonant and profoundly original book.”
—Keith Michael Baker, Stanford University

The Many Deaths of Jew Süss
The Notorious Trial and Execution of an Eighteenth-Century Court Jew

YAIR MINTZKER

Joseph Süss Oppenheimer—“Jew Süss”—is one of the most iconic figures in the history of anti-Semitism. In 1733, Oppenheimer became the “court Jew” of Carl Alexander, the duke of the small German state of Württemberg. When Carl Alexander died unexpectedly, the Württemberg authorities arrested Oppenheimer, put him on trial, and condemned him to death for unspecified “misdeeds.” On February 4, 1738, Oppenheimer was hanged in front of a large crowd just outside Stuttgart. He is most often remembered today through several works of fiction, chief among them a vicious Nazi propaganda movie made in 1940 at the behest of Joseph Goebbels.

The Many Deaths of Jew Süss is a compelling new account of Oppenheimer’s notorious trial. Drawing on a wealth of rare archival evidence, Yair Mintzker investigates conflicting versions of Oppenheimer’s life and death as told by four contemporaries: the leading inquisitor in the criminal investigation, the most important eyewitness to Oppenheimer’s final days, a fellow court Jew who was permitted to visit Oppenheimer on the eve of his execution, and one of Oppenheimer’s earliest biographers. What emerges is a lurid tale of greed, sex, violence, and disgrace—but are these narrators to be trusted? Meticulously reconstructing the social world in which they lived, and taking nothing they say at face value, Mintzker conjures an unforgettable picture of “Jew Süss” in his final days that is at once moving, disturbing, and profound.

The Many Deaths of Jew Süss is a masterfully innovative work of history, and an illuminating parable about Jewish life in the fraught transition to modernity.

Yair Mintzker is associate professor of history at Princeton University. He is the author of The Defortification of the German City, 1689–1866.

JUNE
978-0-691-17232-3  Cloth  $35.00S
440 pages. 8 halftones. 2 maps. 5 ½ x 8 ½.

HISTORY | JEWISH STUDIES
Visions of Empire
How Five Imperial Regimes Shaped the World

KRISHAN KUMAR

The empires of the past were far-flung experiments in multination- alism and multiculturalism, and have much to teach us about navigat- ing our own increasingly globalized and interconnected world. Until now, most recent scholarship on empires has focused on their subject peoples. Visions of Empire looks at their rulers, shedding criti- cal new light on who they were, how they justified their empires, how they viewed themselves, and the styles of rule they adopted toward their subjects.

Krishan Kumar provides panoramic and multifaceted portraits of five major European empires—Ottoman, Habsburg, Russian/ Soviet, British, and French—showing how each, like ancient Rome, saw itself as the carrier of universal civilization to the rest of the world. Sometimes these aims were couched in religious terms, as with Islam for the Ottomans or Catholicism for the Habsburgs. Later, the imperial missions took more secular forms, as with British politi- cal traditions or the world communism of the Soviets.

Visions of Empire offers new insights into the interactions be- tween rulers and ruled, revealing how empire was as much a shared enterprise as a clash of oppositional interests. It explores how these empires differed from nation-states, particularly in how the ruling peoples of empires were forced to downplay or suppress their own national or ethnic identities in the interests of the long-term preser- vation of their rule. This compelling and in-depth book demonstrates how the rulers of empire, in their quest for a universal world order, left behind a legacy of multiculturalism and diversity that is uniquely relevant for us today.

Krishan Kumar is University Professor and William R. Kenan, Jr., Pro- fessor of Sociology at the University of Virginia. His books include The Idea of Englishness: English Culture, National Identity, and Social Thought; From Post-Industrial to Post-Modern Society: New Theories of the Contemporary World; and 1989: Revolutionary Ideas and Ideals.

What the rulers of empire can teach us about navigating today’s increasingly interconnected world

“In this extraordinary volume, Krishan Kumar provides us with a brilliant tour of some of history’s most important empires, demonstrating the critical importance of imperial ideas and ide- ologies for understanding their modal- ities of rule and the conflicts that beset them. In doing so, he interrogates the contested terrain between national- ism and empire and the legacies that empires leave behind.”
—Mark R. Beissinger, Princeton University

MAY
978-0-691-15363-6 Cloth $39.50S
592 pages. 33 halftones. 9 maps. 6 x 9.

HISTORY

PRESS.PRINCETON.EDU
How Jewish responses during the Holocaust shed new light on the dynamics of genocide and political violence

“This is a very important and fascinating contribution to our understanding of genocide and the choices made not only by the perpetrators and bystanders but also by the victims. In explaining the different types of strategies the targets of genocide might use to ensure their survival, ranging from compliance to resistance to evasion, this compelling analysis returns agency to the victims.”

—Anna Grzymała-Busse, University of Michigan

**Ordinary Jews**

Choice and Survival during the Holocaust

**EVGENY FINKEL**

Focusing on the choices and actions of Jews during the Holocaust, *Ordinary Jews* examines the different patterns of behavior of civilians targeted by mass violence. Relying on rich archival material and hundreds of survivors’ testimonies, Evgeny Finkel presents a new framework for understanding the survival strategies in which Jews engaged: cooperation and collaboration, coping and compliance, evasion, and resistance. Finkel compares Jews’ behavior in three Jewish ghettos—Minsk, Kraków, and Białystok—and shows that Jews’ responses to Nazi genocide varied based on their experiences with prewar policies that either promoted or discouraged their integration into non-Jewish society.

Finkel demonstrates that while possible survival strategies were the same for everyone, individuals’ choices varied across and within communities. In more cohesive and robust Jewish communities, coping—confronting the danger and trying to survive without leaving—was more organized and successful, while collaboration with the Nazis and attempts to escape the ghetto were minimal. In more heterogeneous Jewish communities, collaboration with the Nazis was more pervasive, while coping was disorganized. In localities with a history of peaceful interethnic relations, evasion was more widespread than in places where interethnic relations were hostile. State repression before WWII, to which local communities were subject, determined the viability of anti-Nazi Jewish resistance.

Exploring the critical influences shaping the decisions made by Jews in Nazi-occupied eastern Europe, *Ordinary Jews* sheds new light on the dynamics of collective violence and genocide.

**Evgeny Finkel** is assistant professor of political science and international affairs at George Washington University.

MARCH

978-0-691-17257-6  **Cloth $29.95**

312 pages. 10 line illus. 6 tables. 6 x 9.

**POLITICAL SCIENCE | JEWISH STUDIES**
The first major history of the scholarly quest to answer the question of Jewish origins

“Compellingly argued and very original. Only a scholar whose mind is as fertile as Weitzman’s and whose curiosity is as intense as his could have pulled off a book like this with such success.”

—Saul M. Olyan, author of Disability in the Hebrew Bible: Interpreting Mental and Physical Differences
Why psychology is in peril as a scientific discipline—and how to save it

“This book could change how science is done. The issues Chambers raises are starting to be taken very seriously, especially by major funders in the United States and beyond, because of concerns that current practices are wasting resources by fostering irreproducible research. This is the only book I know of that is addressing these issues head-on.”

—Dorothy Bishop, University of Oxford

The Seven Deadly Sins of Psychology
A Manifesto for Reforming the Culture of Scientific Practice

CHRIS CHAMBERS

Psychological science has made extraordinary discoveries about the human mind, but can we trust everything its practitioners are telling us? In recent years, it has become increasingly apparent that a lot of research in psychology is based on weak evidence, questionable practices, and sometimes even fraud. The Seven Deadly Sins of Psychology diagnoses the ills besetting the discipline today and proposes sensible, practical solutions to ensure that it remains a legitimate and reliable science in the years ahead.

In this unflinchingly candid manifesto, Chris Chambers draws on his own experiences as a working scientist to reveal a dark side to psychology that few of us ever see. Using the seven deadly sins as a metaphor, he shows how practitioners are vulnerable to powerful biases that undercut the scientific method, how they routinely torture data until it produces outcomes that can be published in prestigious journals, and how studies are much less reliable than advertised. He reveals how a culture of secrecy denies the public and other researchers access to the results of psychology experiments, how fraudulent academics can operate with impunity, and how an obsession with bean counting creates perverse incentives for academics. Left unchecked, these problems threaten the very future of psychology as a science—but help is here.

Outlining a core set of best practices that can be applied across the sciences, Chambers demonstrates how all these sins can be corrected by embracing open science, an emerging philosophy that seeks to make research and its outcomes as transparent as possible.

Chris Chambers is professor of cognitive neuroscience in the School of Psychology at Cardiff University and a contributor to the Guardian science blog network.

JUNE
978-0-691-15890-7 Cloth $29.95S
232 pages. 8 halftones. 9 line illus. 6 x 9.
The Happiness Philosophers
The Lives and Works of the Great Utilitarians

BART SCHULTZ

In The Happiness Philosophers, Bart Schultz tells the colorful story of the lives and legacies of the founders of utilitarianism—one of the most influential yet misunderstood and maligned philosophies of the past two centuries.

Best known for arguing that “it is the greatest happiness of the greatest number that is the measure of right and wrong,” utilitarianism was developed by the radical philosophers, critics, and social reformers William Godwin (the husband of Mary Wollstonecraft and father of Mary Shelley), Jeremy Bentham, John Stuart and Harriet Taylor Mill, and Henry Sidgwick. Together, they had a profound influence on nineteenth-century reforms, in areas ranging from law, politics, and economics to morals, education, and women’s rights. Their work transformed life in ways we take for granted today. Bentham even advocated the decriminalization of same-sex acts, decades before the cause was taken up by other activists. As Bertrand Russell wrote about Bentham in the late 1920s, “There can be no doubt that nine-tenths of the people living in England in the latter part of last century were happier than they would have been if he had never lived.” Yet in part because of its misleading name and the caricatures popularized by figures as varied as Dickens, Marx, and Foucault, utilitarianism is sometimes still dismissed as cold, calculating, inhuman, and simplistic.

By revealing the fascinating human sides of the remarkable pioneers of utilitarianism, The Happiness Philosophers provides a richer understanding and appreciation of their philosophical and political perspectives—one that also helps explain why utilitarianism is experiencing a renaissance today and is again being used to tackle some of the world’s most serious problems.

Bart Schultz is senior lecturer in the humanities and director of the Civic Knowledge Project at the University of Chicago. He is the author of Henry Sidgwick: Eye of the Universe, An Intellectual Biography.

““The Happiness Philosophers is a remarkable achievement. Bart Schultz uses his skill in philosophical biography to bring the founders of utilitarianism to life. But he does much more than that. By revealing the early utilitarians’ fascinating mix of intelligence, passion, and reforming zeal, he dispels caricatures of utilitarian thinking. His conviction that utilitarianism can guide us in our search for solutions to the ethical and political problems we face today only adds to the importance of the book.”

—Peter Singer, author of Ethics in the Real World: 82 Brief Essays on Things That Matter

MAY
978-0-691-15477-0 Cloth $39.95
496 pages. 10 halftones. 6 x 9.

PHILOSOPHY | BIOGRAPHY
The End of Theory
Financial Crises, the Failure of Economics, and the Sweep of Human Interaction

RICHARD BOOKSTABER

Our economy may have recovered from the Great Recession—but not our economics. In The End of Theory, Richard Bookstaber, one of the world’s leading risk managers, discusses why the human condition and the radical uncertainty of our world renders the standard economic model—and the theory behind it—useless for dealing with financial crises. What model should replace it? None. At least not any version we’ve been using for the past two hundred years. Instead, Bookstaber argues for a new approach called agent-based economics, one that takes as a starting point the fact that we are humans, not the optimizing automatons that standard economics assumes we are.

Bookstaber’s groundbreaking paradigm promises to do a far better job at preventing crises and managing those that break out. As he explains, our varied memories and imaginations color our economic behavior in unexpected hues. Agent-based modeling embraces these nuances by avoiding the mechanistic, unrealistic structure of our current economic approach. Bookstaber tackles issues such as radical uncertainty, when circumstances take place beyond our anticipation, and emergence, when innocent, everyday interactions combine to create sudden chaos. Starting with the realization that future crises cannot be predicted by the past, he proposes an approach that recognizes the human narrative while addressing market realities.

Sweeping aside the historic failure of twentieth-century economics, The End of Theory offers a novel and innovative perspective, along with a more realistic and human framework, to help prevent today’s financial system from blowing up again.

Richard Bookstaber has overseen risk management at investment banks Morgan Stanley and Salomon Brothers, as well as major hedge funds such as Moore Capital and Bridgewater. He has also held positions at the U.S. Treasury, and is currently at the University of California. He is the author most recently of A Demon of Our Own Design (Wiley).

MAY
978-0-691-16901-9 Cloth $29.95
232 pages. 10 line illus. 6 x 9.

ECONOMICS | FINANCE
How the optimism gap between rich and poor is creating an increasingly divided society

Happiness for All?
Unequal Hopes and Lives in Pursuit of the American Dream

CAROL GRAWHAM

The Declaration of Independence states that all people are endowed with certain unalienable rights, and that among these is the pursuit of happiness. But is happiness equally available to everyone in America today? How about elsewhere in the world? Carol Graham draws on cutting-edge research linking income inequality with well-being to show how the widening prosperity gap has led to rising inequality in people's beliefs, hopes, and aspirations.

For the United States and other developed countries, the high costs of being poor are most evident not in material deprivation but rather in stress, insecurity, and lack of hope. The result is an optimism gap between rich and poor that, if left unchecked, could lead to an increasingly divided society. Graham reveals how people who do not believe in their own futures are unlikely to invest in them, and how the consequences can range from job instability and poor education to greater mortality rates, failed marriages, and higher rates of incarceration. She describes how the optimism gap is reflected in the very words people use—the wealthy use words that reflect knowledge acquisition and healthy behaviors, while the words of the poor reflect desperation, short-term outlooks, and patchwork solutions. She also explains why the least optimistic people in America are poor whites, not poor blacks or Hispanics.

_Happiness for All?_ highlights the importance of well-being measures in identifying and monitoring trends in life satisfaction and optimism—and misery and despair—and demonstrates how hope and happiness can lead to improved economic outcomes.

Carol Graham is the Leo Pasvolsky Senior Fellow at the Brookings Institution and College Park Professor at the University of Maryland's School of Public Policy. Her books include _The Pursuit of Happiness: An Economy of Well-Being and Happiness around the World: The Paradox of Happy Peasants and Miserable Millionaires_.

MARCH
978-0-691-16946-0 Cloth $29.95
264 pages. 20 line illus. 12 tables. 5 ½ x 8 ½.

ECONOMICS | PUBLIC POLICY
Using a detailed study of the actions and reactions regarding AIDS in Malawi, this fantastic book describes essential features of the current system for delivering humanitarian assistance. Swidler and Watkins look at the role of brokers who connect international donors with beneficiaries, examine the altruists who operate within a moral universe that leads them to be out of touch, and offer a compelling takedown of common humanitarian cultural practices and notions of sustainability.

—Lant Pritchett, Harvard Kennedy School

In the wake of the AIDS pandemic, legions of organizations and compassionate individuals descended on Africa from faraway places to offer their help and save lives. A Fraught Embrace shows how the dreams of these altruists became entangled with complex institutional and human relationships. Ann Swidler and Susan Cotts Watkins vividly describe the often mismatched expectations and fantasies of those who seek to help, of the villagers who desperately seek help, and of the brokers on whom both Western altruists and impoverished villagers must rely.

Based on years of fieldwork in the heavily AIDS-affected country of Malawi, this powerful book digs into the sprawling AIDS enterprise and unravels the paradoxes of AIDS policy and practice. All who want to do good—from idealistic volunteers to world-weary development professionals—depend on brokers as guides, fixers, and cultural translators. These irreplaceable but frequently unseen local middlemen are the human connection between altruists’ dreams and the realities of global philanthropy.

The mutual misunderstandings among donors, brokers, and villagers—each with their own desires and moral imaginations—create all the drama of a romance: longing, exhilaration, disappointment, heartache, and sometimes an enduring connection. Personal stories, public scandals, and intersecting, sometimes clashing fantasies bring the lofty intentions of AIDS altruism firmly down to earth.

Swidler and Watkins ultimately argue that altruists could accomplish more good, not by seeking to transform African lives but by helping Africans achieve their own goals. A Fraught Embrace unveils the tangled relations of those involved in the collective struggle to contain an epidemic.

Ann Swidler is professor of sociology at the University of California, Berkeley. Susan Cotts Watkins is professor emerita of sociology at the University of Pennsylvania.
The Corruption Cure
How Citizens and Leaders Can Combat Graft

ROBERT I. ROTBERG

Corruption corrodes all facets of the world’s political and corporate life, yet until now there was no one book that explained how best to battle it. The Corruption Cure provides many of the required solutions and ranges widely across continents and diverse cultures—putting some thirty-five countries under an anticorruption microscope—to show exactly how to beat back the forces of sleaze and graft.

Robert Rotberg defines corruption theoretically and practically in its many forms, describes the available legal remedies, and examines how we know and measure corruption’s presence. He looks at successful and unsuccessful attempts to employ anticorruption investigative commissions to combat political theft and venal behavior. He explores how the globe’s least corrupt nations reached that exceptional goal. Another chapter discusses the role of civil society in limiting corruption. Expressed political will through determined leadership is a key factor in winning all of these battles. Rotberg analyzes the best-performing noncorrupt states to show how consummate leadership made a telling difference. He demonstrates precisely how determined leaders changed their wildly corrupt countries into paragons of virtue, and how leadership is making a significant difference in stimulating political anticorruption movements in places like India, Croatia, Honduras, and Lebanon. Rotberg looks at corporate corruption and how it can be checked, and also offers an innovative fourteen-step plan for nations that are ready to end corruption.

Curing corruption globally requires strengthened political leadership and the willingness to remake national political cultures. Tougher laws and better prosecutions are not enough. This book enables us to rethink the problem completely—and solve it once and for all.

Robert I. Rotberg is founding director of the Program on Intrastate Conflict at the Harvard Kennedy School and president emeritus of the World Peace Foundation. His many books include When States Fail (Princeton). He is a fellow of the American Academy of Arts and Sciences and former president of Lafayette College.

Why leadership is key to ending political and corporate corruption globally

“A veritable tour de force, both intellectually and in scope. Rotberg is one of the most knowledgeable researchers in this field, and he also has impressive experience from practical efforts and policies for reducing corruption. I am convinced that The Corruption Cure will become a standard reference for a long time.”

—Bo Rothstein, author of The Quality of Government: Corruption, Social Trust, and Inequality in International Perspective

MAY
978-0-691-16890-6 Cloth $35.00S
456 pages. 1 halftone. 6 x 9.

POLITICS | CURRENT AFFAIRS
An authoritative account of the long battle between exclusionary and inclusive versions of the American story

“**This engaging and ambitious book offers a sobering analysis that at the same time suggests hope for moving past the malignant divisiveness with which our nation is currently afflicted.**”

—Robert Wuthnow, author of *In the Blood: Understanding America’s Farm Families*

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**American Covenant**

A History of Civil Religion from the Puritans to the Present

**PHILIP GORSKI**

Was the United States founded as a Christian nation or a secular democracy? Neither, argues Philip Gorski in *American Covenant*. What the founders actually envisioned was a prophetic republic that would weave together the ethical vision of the Hebrew prophets and the Western political heritage of civic republicanism. In this ambitious book, Gorski shows why this civil religious tradition is now in peril—and with it the American experiment.

Gorski traces the historical development of prophetic republicanism from the Puritan era to the present day. He provides close readings of thinkers such as John Winthrop, Thomas Jefferson, Frederick Douglass, W.E.B. Du Bois, and Hannah Arendt, along with insightful portraits of recent and contemporary religious and political leaders such as Jerry Falwell, Pat Robertson, Ronald Reagan, George W. Bush, and Barack Obama. Gorski shows how the founders’ original vision for America is threatened by an internecine struggle between two rival traditions, religious nationalism and radical secularism. Religious nationalism is a form of militaristic hyperpatriotism that imagines the United States as a divine instrument in the final showdown between good and evil. Radical secularists fervently deny the positive contributions of the Judeo-Christian tradition to the American project and seek to remove all traces of religious expression from the public square. Gorski offers an unsparing critique of both, demonstrating how half a century of culture war has drowned out the quieter voices of the vital center.

*American Covenant* makes the compelling case that if we are to rebuild that vital center, we must recover the civil religious tradition on which the republic was founded.

**Philip Gorski** is professor of sociology and religious studies at Yale University. His books include *The Protestant Ethic Revisited* and *The Disciplinary Revolution: Calvinism and the Rise of the State in Early Modern Europe*.

**MARCH**

978-0-691-14767-3 **Cloth $35.00**

336 pages. 2 line illus. 6 x 9.

**RELIGION | AMERICAN HISTORY**
Read My Lips
Why Americans Are Proud to Pay Taxes

VANESSA S. WILLIAMSON

Conventional wisdom holds that Americans hate taxes. But the conventional wisdom is wrong. Bringing together national survey data with in-depth interviews, Read My Lips presents a surprising picture of tax attitudes in the United States. Vanessa Williamson demonstrates that Americans view taxpaying as a civic responsibility and moral obligation. But they worry that others are shirking their duties, in part because the experience of taxpaying misleads Americans about who pays taxes and how much. Perceived “loopholes” convince many income tax filers that a flat tax might actually raise taxes on the rich, and the relative invisibility of the sales and payroll taxes encourages many to underestimate the sizable tax contributions made by poor and working people.

Americans see being a taxpayer as a role worthy of pride and respect, a sign that one is a contributing member of the community and nation. For this reason, the belief that many Americans are not paying their share is deeply corrosive to the social fabric. The widespread misperception that immigrants, the poor, and working-class families pay little or no taxes substantially reduces public support for progressive spending programs and undercuts the political standing of low-income people. At the same time, the belief that the wealthy pay less than their share diminishes confidence that the political process represents most people.

Upending the idea of Americans as knee-jerk opponents of taxes, Read My Lips examines American taxpaying as an act of political faith. Ironically, the depth of the American civic commitment to taxpaying makes the failures of the tax system, perceived and real, especially potent frustrations.

Vanessa S. Williamson is a fellow in governance studies at the Brookings Institution. She is the coauthor of The Tea Party and the Remaking of Republican Conservatism.

APRIL
978-0-691-17455-6 Cloth $29.95
288 pages. 8 line illus. 1 table. 5 ½ x 8 ⅜.

POLITICS | PUBLIC POLICY
Where the River Flows
Scientific Reflections on Earth’s Waterways

SEAN W. FLEMING

Rivers are essential to civilization and even life itself, yet how many of us truly understand how they work? Why do rivers run where they do? Where do their waters actually come from? How can the same river flood one year and then dry up the next? Where the River Flows takes you on a majestic journey along the planet’s waterways, providing a scientist’s reflections on the vital interconnections that rivers share with the land, the sky, and us.

Sean Fleming draws on examples ranging from common backyard creeks to powerful and evocative rivers like the Mississippi, Yangtze, Thames, and Congo. Each chapter looks at a particular aspect of rivers through the lens of applied physics, using abundant graphics and intuitive analogies to explore the surprising connections between watershed hydrology and the world around us. Fleming explains how river flows fluctuate like stock markets, what “digital rainbows” can tell us about climate change and its effects on water supply, how building virtual watersheds in silicon may help avoid the predicted water wars of the twenty-first century, and much more. Along the way, you will learn what some of the most exciting ideas in science—such as communications theory, fractals, and even artificial life—reveal about the life of rivers.

Where the River Flows offers a new understanding of the profound interrelationships that rivers have with landscapes, ecosystems, and societies, and shows how startling new insights are possible when scientists are willing to think outside the disciplinary box.

Sean W. Fleming has two decades of experience in the private, public, and nonprofit sectors in the United States, Canada, England, and Mexico, ranging from oil exploration to operational river forecasting to glacier science. He holds faculty positions in the geophysical sciences at the University of British Columbia and Oregon State University.

APRIL

978-0-691-16878-4 Cloth $26.95
216 pages. 26 halftones. 14 line illus. 2 tables. 5 ½ x 8 ½.

EARTH SCIENCE
The information age owes its existence to a little-known but crucial development, the theoretical study of logic and the foundations of mathematics. *The Great Formal Machinery Works* draws on original sources and rare archival materials to trace the history of the theories of deduction and computation that laid the logical foundations for the digital revolution.

Jan von Plato examines the contributions of figures such as Aristotle; the nineteenth-century German polymath Hermann Grassmann; George Boole, whose Boolean logic would prove essential to programming languages and computing; Ernst Schröder, best known for his work on algebraic logic; and Giuseppe Peano, cofounder of mathematical logic. Von Plato shows how the idea of a formal proof in mathematics emerged gradually in the second half of the nineteenth century, hand in hand with the notion of a formal process of computation. A turning point was reached by 1930, when Kurt Gödel conceived his celebrated incompleteness theorems. They were an enormous boost to the study of formal languages and computability, which were brought to perfection by the end of the 1930s with precise theories of formal languages and formal deduction and parallel theories of algorithmic computability. Von Plato describes how the first theoretical ideas of a computer soon emerged in the work of Alan Turing in 1936 and John von Neumann some years later.

Shedding new light on this crucial chapter in the history of science, *The Great Formal Machinery Works* is essential reading for students and researchers in logic, mathematics, and computer science.

Jan von Plato is professor of philosophy at the University of Helsinki. His books include *Elements of Logical Reasoning* and *Structural Proof Theory*.