The Tyranny of Metrics

JERRY Z. MULLER

Today, organizations of all kinds are ruled by the belief that the path to success is quantifying human performance, publicizing the results, and dividing up the rewards based on the numbers. But in our zeal to instill the evaluation process with scientific rigor, we’ve gone from measuring performance to fixating on measuring itself. The result is a tyranny of metrics that threatens the quality of our lives and most important institutions. In this timely and powerful book, Jerry Muller uncovers the damage our obsession with metrics is causing—and shows how we can begin to fix the problem.

Filled with examples from education, medicine, business and finance, government, the police and military, and philanthropy and foreign aid, this brief and accessible book explains why the seemingly irresistible pressure to quantify performance distorts and distracts, whether by encouraging “gaming the stats” or “teaching to the test.” That’s because what can and does get measured is not always worth measuring, may not be what we really want to know, and may draw effort away from the things we care about. Along the way, we learn why paying for measured performance doesn’t work, why surgical scorecards may increase deaths, and much more. But metrics can be good when used as a complement to—rather than a replacement for—judgment based on personal experience, and Muller also gives examples of when metrics have been beneficial.

Complete with a checklist of when and how to use metrics, The Tyranny of Metrics is an essential corrective to a rarely questioned trend that increasingly affects us all.

Jerry Z. Muller is the author of many books, including The Mind and the Market: Capitalism in Modern European Thought (Knopf), Adam Smith in His Time and Ours (Princeton), and Capitalism and the Jews (Princeton). His writing has appeared in the New York Times, the Wall Street Journal, the Times Literary Supplement, and Foreign Affairs, among other publications. He is professor of history at the Catholic University of America in Washington, D.C., and lives in Silver Spring, Maryland.

FEBRUARY
978-0-691-17495-2 Cloth $24.95T
232 pages. 5 ⅛ x 8 ⅜.

BUSINESS | PUBLIC POLICY | CURRENT AFFAIRS
A major new history of the century-long debate over what a Jewish state should be

“In Search of Israel is a beautifully crafted exploration of the tensions within the Zionist project between Israel’s strivings for normality and its ongoing sense of exceptionalism. Michael Brenner treats a highly contentious subject with grace and tact.”

—Derek Penslar, Harvard University

In Search of Israel
The History of an Idea

MICHAEL BRENNER

Many Zionists who advocated the creation of a Jewish state envisioned a nation like any other. Yet for Israel’s founders, the state that emerged against all odds in 1948 was anything but ordinary. Born from the ashes of genocide and a long history of suffering, Israel was conceived to be unique, a model society and the heart of a prosperous new Middle East. It is this paradox, says historian Michael Brenner—the Jewish people’s wish for a homeland both normal and exceptional—that shapes Israel’s ongoing struggle to define itself and secure a place among nations. In Search of Israel is a major new history of this struggle from the late nineteenth century to our time.

When Theodor Herzl convened the First Zionist Congress in 1897, no single solution to the problem of “normalizing” the Jewish people emerged. Herzl proposed a secular-liberal “New Society” that would be home to Jews and non-Jews alike. East European Zionists advocated the renewal of the Hebrew language and the creation of a distinct Jewish culture. Socialists imagined a society of workers’ collectives and farm settlements. The Orthodox dreamt of a society based on the laws of Jewish scripture. The stage was set for a clash of Zionist dreams and Israeli realities that continues today.

Seventy years after its founding, Israel has achieved much, but for a state widely viewed as either a paragon or a pariah, Brenner argues, the goal of becoming a state like any other remains elusive. If the Jews were the archetypal “other” in history, ironically, Israel—which so much wanted to avoid the stamp of otherness—has become the Jew among the nations.

Michael Brenner is the Seymour and Lilian Abensohn Chair in Israel Studies and director of the Center for Israel Studies at American University and Professor of Jewish History and Culture at Ludwig Maximilian University in Munich. His many books include A Short History of the Jews (Princeton).

MARCH

978-0-691-17928-5 Cloth $29.95T
384 pages. 24 b/w illus. 4 maps. 5 ½ x 8 ½.

HISTORY | JEWISH STUDIES
A History of Judaism

MARTIN GOODMAN

Judaism is one of the oldest religions in the world, and it has preserved its distinctive identity despite the extraordinarily diverse forms and beliefs it has embodied over the course of more than three millennia. A History of Judaism provides the first truly comprehensive look in one volume at how this great religion came to be, how it has evolved from one age to the next, and how its various strains, sects, and traditions have related to each other.

In this magisterial and elegantly written book, Martin Goodman takes readers from Judaism’s origins in the polytheistic world of the second and first millennia BCE to the temple cult at the time of Jesus. He tells the stories of the rabbis, mystics, and messiahs of the medieval and early modern periods and guides us through the many varieties of Judaism today. Goodman’s compelling narrative spans the globe, from the Middle East, Europe, and America to North Africa, China, and India. He explains the institutions and ideas on which all forms of Judaism are based, and masterfully weaves together the different threads of doctrinal and philosophical debate that run throughout its history.

A History of Judaism is a spellbinding chronicle of a vibrant and multifaceted religious tradition that has shaped the spiritual heritage of humankind like no other.

Martin Goodman is professor of Jewish studies at the University of Oxford, where he is president of the Oxford Centre for Hebrew and Jewish Studies and a fellow of Wolfson College. His books include Rome and Jerusalem: The Clash of Ancient Civilizations and The Oxford Handbook of Jewish Studies.

FEBRUARY
978-0-691-18127-1 Cloth $39.95 T 776 pages. 35 b/w illus. 11 maps. 6 x 9.
Not for sale in the Commonwealth & Europe

RELIGION | JEWISH STUDIES

“A sweeping history of Judaism over more than three millennia

“In this remarkable book, Martin Goodman compresses the entire history of Judaism—from Josephus to Jewish Renewal—into a thoroughly readable synthesis, paying special attention to Jewish diversity and drawing on up-to-date scholarship. Henceforward, all students of Judaism should begin here.”

—Jonathan D. Sarna, author of When General Grant Expelled the Jews

NATIONAL AUTHOR TOUR
Ten lessons from history on the dos and don’ts of analyzing political risk

“To Dare More Boldly is a monument to Hulsman’s vast erudition. In this captivating book, he examines what has gone wrong throughout history and uses those insights to formulate a general set of lessons for those who have to assess political risk—and for all of us to better judge the foreign-policy decisions of our leaders.”
—Teun van Dongen, international security expert

Our baffling new multipolar world grows ever more complex, desperately calling for new ways of thinking, particularly when it comes to political risk. To Dare More Boldly provides those ways, telling the story of the rise of political risk analysis, both as a discipline and a lucrative high-stakes industry that guides the strategic decisions of corporations and governments around the world. It assesses why recent predictions have gone so wrong and boldly puts forward ten analytical commandments that can stand the test of time.

Written by one of the field’s leading practitioners, this incisive book derives these indelible rules of the game from a wide-ranging and entertaining survey of world history. John Hulsman looks at examples as seemingly unconnected as the ancient Greeks and Romans, the Third Crusade, the Italian Renaissance, America’s founders, Napoleon, the Battle of Gettysburg, the British Empire, the Kaiser’s Germany, the breakup of the Beatles, Charles Manson, and Deng Xiaoping’s China. Hulsman makes sense of yesterday’s world, and in doing so provides an invaluable conceptual tool kit for navigating today’s.

To Dare More Boldly creatively explains why political risk analysis is vital for business and political leaders alike, and authoritatively establishes the analytical rules of thumb that practitioners need to do it effectively.

John C. Hulsman is president of John C. Hulsman Enterprises, a prominent global political-risk consulting firm. His books include Ethical Realism: A Vision for America’s Role in the World (Pantheon), The Godfather Doctrine: A Foreign Policy Parable (Princeton), and To Begin the World Over Again: Lawrence of Arabia from Damascus to Baghdad (St. Martin’s). He lives in Painswick, England.

APRIL
978-0-691-17219-4 Cloth $29.95
384 pages. 2 tables. 5 ⅞ x 8 ⅞.

CURRENT AFFAIRS | POLITICS | BUSINESS
Many blame today’s economic inequality, stagnation, and political instability on the free market. The solution is to rein in the market, right? Radical Markets turns this thinking—and pretty much all conventional thinking about markets, both for and against—on its head. The book reveals bold new ways to structure markets for the good of everyone. It shows how the emancipatory force of genuinely open, free, and competitive markets can reawaken the dormant nineteenth-century spirit of liberal reform and lead to greater equality, prosperity, and cooperation.

Eric Posner and Glen Weyl demonstrate why private property is inherently monopolistic, and how we would all be better off if private ownership were converted into a public auction for public benefit. They show how the principle of one person, one vote inhibits democracy, suggesting instead an ingenious way for voters to effectively influence the issues that matter most to them. They argue that every citizen of a host country should benefit from immigration—not just migrants and their capitalist employers. They propose leveraging antitrust laws to liberate markets from the grip of institutional investors and creating a data labor movement to force digital monopolies to compensate people for their electronic data.

Only by radically expanding the scope of markets can we reduce inequality, restore robust economic growth, and resolve political conflicts. But to do that, we must replace our most sacred institutions with truly free and open competition—Radical Markets shows how.

Eric A. Posner is the Kirkland and Ellis Distinguished Service Professor at the University of Chicago Law School. His many books include The Twilight of Human Rights Law and Climate Change Justice (Princeton). He lives in Chicago. E. Glen Weyl is principal researcher at Microsoft and visiting senior research scholar in economics and law at Yale University. He lives in Boston.
In the 1990s, researchers in the Arctic noticed that floating summer sea ice had begun receding. This was accompanied by shifts in ocean circulation and unexpected changes in weather patterns throughout the world. The Arctic’s perennially frozen ground, known as permafrost, was warming, and treeless tundra was being overtaken by shrubs. What was going on? *Brave New Arctic* is Mark Serreze’s riveting firsthand account of how scientists from around the globe came together to find answers.

In a sweeping tale of discovery spanning three decades, Serreze describes how puzzlement turned to concern and astonishment as researchers came to understand that the Arctic of old was quickly disappearing—with potentially devastating implications for the entire planet. Serreze is a world-renowned Arctic geographer and climatologist who has conducted fieldwork on ice caps, glaciers, sea ice, and tundra in the Canadian and Alaskan Arctic. In this must-read book, he blends invaluable insights from his own career with those of other pioneering scientists who, together, ushered in an exciting new age of Arctic exploration. Along the way, he accessibly describes the cutting-edge science that led to the alarming conclusion that the Arctic is rapidly thawing due to climate change, that humans are to blame, and that the global consequences are immense.

A gripping scientific adventure story, *Brave New Arctic* shows how the Arctic’s extraordinary transformation serves as a harbinger of things to come if we fail to meet the challenge posed by a warming Earth.

Mark C. Serreze is director of the National Snow and Ice Data Center, professor of geography, and a fellow of the Cooperative Institute for Research in Environmental Sciences at the University of Colorado at Boulder. He is the coauthor of *The Arctic Climate System*. He lives in Boulder, Colorado.
AN INTERVIEW WITH MARK SERREZE

How is your book different from other books about climate change?
This is a detective story about how scientists from around the world came together to sleuth out what was happening to the Arctic. A key part of this story is relating how science actually works. While the book draws strongly from my own journey, it also brings in the perspectives of many of the scientists with whom I have worked through the years.

Brave New Arctic contains lots of personal stories about you and your peers’ work in the field. Why did you want to highlight that?
People sometimes get the impression that science is dry and boring, and that scientists have personalities to match, or, alternatively, that climate change is a farce and climate scientists are a bunch of left-wing activists. Neither is true. Scientists are relentless detectives in search of the truth, looking for clues, running down leads, and sometimes even acting on hunches. Science is a very human process.

You describe an Arctic in the throes of a radical transformation. What has been happening in recent years?
Arctic amplification—the long-expected stronger rise in Arctic temperatures compared to the rest of the planet—has emerged in full force. The summer Arctic sea ice cover is quickly shrinking, the ocean is warming, and the Greenland ice sheet is starting to melt down, raising sea level. Permafrost, the Arctic’s perennially frozen ground, is warming and thawing. Ecosystems are changing.

In your book, you talk about some ice caps that have a special meaning for you. What is the story?
I started my career in the early 1980s studying two little ice caps on the Hazen Plateau of northeastern Ellesmere Island in the Canadian high Arctic. I knew every square inch of those ice caps and their every mood. A couple of years ago, we looked at some high-resolution satellite images and discovered that they had nearly disappeared, victims of the Arctic meltdown. It was a punch in the gut. Climate change suddenly became very personal.

What do you foresee in the coming years? Will the Arctic melt away completely?
The only way Arctic amplification can be stopped is if we radically reduce greenhouse gas emissions. But even if we do, it is going to take a long time for things to cool down. Right now, we’ve pretty much consigned ourselves to a brave new Arctic.
What School Could Be
Insights and Inspiration from Teachers across America

TED DINTERSMITH

What School Could Be offers an inspiring vision of what our teachers and students can accomplish if trusted with the challenge of developing the skills and ways of thinking needed to thrive in a world of dizzying technological change.

Innovation expert Ted Dintersmith took an unprecedented trip across America, visiting all fifty states in a single school year. He originally set out to raise awareness about the urgent need to reimagine education to prepare students for a world marked by innovation—but America’s teachers one-upped him. All across the country, he met teachers in ordinary settings doing extraordinary things, creating innovative classrooms where children learn deeply and joyously as they gain purpose, agency, essential skillsets and mindsets, and real knowledge. Together, these new ways of teaching and learning offer a vision of what school could be—and a model for transforming schools throughout the United States and beyond.

Better yet, teachers and parents don’t have to wait for the revolution to come from above. They can readily implement small changes that can make a big difference.

America’s clock is ticking. Our archaic model of education trains our kids for a world that no longer exists, and accelerating advances in technology are eliminating millions of jobs. But the trailblazing of many American educators gives us reasons for hope.

Capturing bold ideas from teachers and classrooms across America, What School Could Be provides a realistic and profoundly optimistic roadmap for creating cultures of innovation and real learning in all our schools.

Ted Dintersmith is one of the nation’s leading voices on innovation and education. His four-decade career spans technology, business, public policy, and education philanthropy. He was the executive producer of the acclaimed documentary Most Likely to Succeed, as well as the author, along with Tony Wagner, of the book Most Likely to Succeed: Preparing Our Kids for the Innovation Era (Scribner). When he’s not visiting schools, he lives in rural Virginia.

APRIL

978-0-691-18061-8 Cloth $24.95
240 pages. 24 b/w illus. 3 tables. 1 map. 5 ½ x 8 ½.

NATIONAL AUTHOR TOUR

“Filled with amazing stories and extraordinary conversations, What School Could Be is hands down the best book on education that I’ve read in a very long time. Read it and act!”
—Tony Wagner, Expert in Residence at the Harvard Innovation Lab and author of The Global Achievement Gap and Creating Innovators

“What School Could Be is an inspiring and deeply moving tour of the best in American education…. If you care about our future, read and share this book.”
—John Merrow, former PBS NewsHour education correspondent and author of Addicted to Reform: A 12-Step Program to Rescue Public Education

An inspiring account of ordinary teachers who are doing extraordinary things that could transform education

EDUCATION | CURRENT AFFAIRS
The Case against Education
Why the Education System Is a Waste of Time and Money

BRYAN CAPLAN

Despite being immensely popular—and immensely lucrative—education is grossly overrated. In this explosive and controversial book, Bryan Caplan argues that its primary function is not to enhance students’ skill but to certify their intelligence, work ethic, and conformity—in other words, to signal the qualities of a good employee. Learn why students hunt for easy As and casually forget most of what they learn after the final exam, why decades of growing access to education have not resulted in better jobs for the average worker but instead in runaway credential inflation, how employers reward workers for costly schooling they rarely if ever use, and why cutting education spending is the best remedy.

Caplan draws on the latest social science to show how the labor market values grades over knowledge, and why the more education your rivals have, the more you need to impress employers. He explains why graduation is our society’s top conformity signal, and why even the most useless degrees can certify employability. He advocates two major policy responses. The first is educational austerity. Government needs to sharply cut education funding to curb this wasteful rat race. The second is more vocational education, because practical skills are more socially valuable than teaching students how to outshine their peers.

Romantic notions about education being “good for the soul” must yield to careful research and common sense—The Case against Education points the way.


FEBRUARY
978-0-691-17465-5 Cloth $29.95
416 pages. 45 b/w illus. 17 tables. 6 x 9.

EDUCATION | PUBLIC POLICY

“Bryan Caplan has written what is sure to be one of the most intriguing and provocative books on education published this year. His boldly contrarian conclusion—that much schooling and public support for education is astonishingly wasteful, if not counter-productive—is compelling enough that it should be cause for serious reflection on the part of parents, students, educators, advocates, and policymakers.”

—Frederick Hess, American Enterprise Institute

Why we need to stop wasting public funds on education
How the words we use—and don’t use—reinforce dominant cultural norms

“An interesting and remarkable read. Zerubavel offers a prism through which to see our world differently, and a theoretical provocation that calls for further debate.”
—Iddo Tavory, author of Summoned: Identification and Religious Life in a Jewish Neighborhood

Why is the term “openly gay” so widely used but “openly straight” is not? What are the unspoken assumptions behind terms like “male nurse,” “working mom,” and “white trash”? Offering a revealing and provocative look at the word choices we make every day without even realizing it, Taken for Granted exposes the subtly encoded ways we talk about race, gender, sexual orientation, religion, social status, and more.

In this engaging and insightful book, Eviatar Zerubavel describes how the words we use—such as when we mark “the best female basketball player” but leave her male counterpart unmarked—provide telling clues about the things many of us take for granted. By marking “women’s history” or “Black History Month,” we are also reinforcing the apparent normality of the history of white men. When we mark something as being special or somehow noticeable, that which goes unmarked—such as maleness, whiteness, straightness, and able-bodiedness—is assumed to be ordinary by default. Zerubavel shows how this tacit normalizing of certain identities, practices, and ideas helps to maintain their cultural dominance—including the power to dictate what others take for granted.

A little book about a very big idea, Taken for Granted draws our attention to what we implicitly presume to be normal—and in so doing, unsettles the very notion of normality.

Eviatar Zerubavel is Board of Governors and Distinguished Professor of Sociology at Rutgers University. His many books include Social Mindscapes: An Invitation to Cognitive Sociology, The Elephant in the Room: Silence and Denial in Everyday Life, and Ancestors and Relatives: Genealogy, Identity, and Community. He lives in East Brunswick, New Jersey.

MAY 978-0-691-17736-6 Cloth $19.95T 160 pages. 7 b/w illus. 5 ½ x 8 ½.

SOCIOLOGY
Unfabling the East
The Enlightenment’s Encounter with Asia

JÜRGEN OSTERHAMMEL
Translated by Robert Savage

During the long eighteenth century, Europe’s travelers, scholars, and intellectuals looked to Asia in a spirit of puzzlement, irony, and openness. In this panoramic and colorful book, Jürgen Osterhammel tells the story of the European Enlightenment’s nuanced encounter with the great civilizations of the East, from the Ottoman Empire and India to China and Japan.

Here is the acclaimed book that challenges the notion that Europe’s formative engagement with the non-European world was invariably marred by an imperial gaze and presumptions of Western superiority. Osterhammel shows how major figures such as Leibniz, Voltaire, Edward Gibbon, and Hegel took a keen interest in Asian culture and history, and introduces lesser-known scientific travelers, colonial administrators, Jesuit missionaries, and adventurers who returned home from Asia bearing manuscripts in many exotic languages, huge collections of ethnographic data, and sometimes stories that defied belief. Osterhammel brings the sights and sounds of this tumultuous age vividly to life, from the salons of Paris and the lecture halls of Edinburgh to the deserts of Arabia, the steppes of Siberia, and the sumptuous courts of Asian princes. He demonstrates how Europe discovered its own identity anew by measuring itself against its more senior continent, and how it was only toward the end of this period that cruder forms of Eurocentrism—and condescension toward Asia—prevailed.

A momentous work of scholarship by one of Europe’s most eminent historians, Unfabling the East takes readers on a thrilling voyage to the farthest shores, bringing back vital insights for our own multicultural age.

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).

How Enlightenment Europe rediscovered its identity by measuring itself against the great civilizations of Asia

“Erudite, original, and lively. Osterhammel defends the Enlightenment from the charge of Eurocentrism and portrays in sparkling detail its humane legacy of self-criticism and communication with other cultures.”
—Harry Liebersohn, author of The Travelers’ World: Europe to the Pacific

JUNE
978-0-691-17272-9 Cloth $35.00T
672 pages. 6 x 9.

HISTORY

PRESS.PRINCETON.EDU
How to Die
An Ancient Guide to the End of Life

SENECA
Edited, translated, and introduced by James S. Romm

“It takes an entire lifetime to learn how to die,” wrote the Roman Stoic philosopher Seneca (c. 4 BC–65 AD). He counseled readers to “study death always,” and took his own advice, returning to the subject again and again in all his writings, yet he never treated it in a complete work. How to Die gathers in one volume, for the first time, Seneca’s remarkable meditations on death and dying. Edited and translated by James Romm, How to Die reveals a provocative thinker and dazzling writer who speaks with a startling frankness about the need to accept death or even, under certain conditions, to seek it out.

Seneca believed that life is only a journey toward death and that one must rehearse for death throughout life. Here, he tells us how to practice for death, how to die well, and how to understand the role of a good death in a good life. He stresses the universality of death, its importance as life’s final rite of passage, and its ability to liberate us from pain, slavery, or political oppression.

Featuring beautifully rendered new translations, How to Die also includes an enlightening introduction, notes, the original Latin texts, and an epilogue presenting Tacitus’s description of Seneca’s grim suicide.


FEBRUARY
978-0-691-17557-7 Cloth $16.95T
264 pages. 4 ⅞ x 7.

CLASSICS | PHILOSOPHY | DEATH & DYING
Our Minds, Our Selves
A Brief History of Psychology

KEITH OATLEY

Advances in psychology have revolutionized our understanding of the human mind. Imaging technology allows researchers to monitor brain activity, letting us see what happens when we perceive, think, and feel. But technology is only part of how ideas about the mind and brain have developed over the past century and a half. In Our Minds, Our Selves, distinguished psychologist and writer Keith Oatley provides an engaging, original, and authoritative history of modern psychology told through the stories of its most important breakthroughs and the men and women who made them.

Our Minds, Our Selves traverses a fascinating terrain: forms of conscious and unconscious knowledge; brain physiology; emotion; stages of mental development from infancy to adulthood; language acquisition and use; the nature of memory; mental illness; morality; free will; creativity; the mind at work in art and literature; and, most important, our ability to cooperate with one another. Controversial experiments—such as Stanley Milgram’s investigation of our willingness to obey authority and inflict pain and Philip Zimbardo and his colleagues’ study of behavior in a simulated prison—are covered in detail. Biographical sketches illuminate the thinkers behind key insights and turning points: historical figures such as Hermann Helmholtz, Charles Darwin, Sigmund Freud, Jean Piaget, B. F. Skinner, and Alan Turing; leading contemporaries such as Geoffrey Hinton, Michael Tomasello, and Tania Singer; and influential people from other fields, including Margaret Mead, Noam Chomsky, Jane Goodall, and Gabrielle Starr.

Enhancing our understanding of ourselves and others, psychology holds the potential to create a better world. Our Minds, Our Selves tells the story of this most important of sciences in a new and appealing way.

Keith Oatley is a distinguished academic researcher and teacher, as well as a prize-winning novelist. He is the author of many books, including Such Stuff as Dreams and The Passionate Muse. He is professor emeritus of cognitive psychology at the University of Toronto.

APRIL
978-0-691-17508-9 Cloth $27.95T
416 pages. 20 b/w illus. 5 ½ x 8 ½.

PSYCHOLOGY
The American economy is strong in large part because nobody believes that America would ever default on its debt. Yet in 1933, Franklin D. Roosevelt did just that when, in a bid to pull the country out of depression and get people back to work, he depreciated the U.S. dollar in relation to gold and annulled debt contracts retroactively. *American Default* is the story of this forgotten chapter in America’s history.

Sebastian Edwards provides a masterful account of the economic and legal drama that embroiled a nation already reeling from global financial collapse. It began on April 5, 1933, when FDR ordered Americans to sell all their gold holdings to the government. This was followed by the removal of the country from the gold standard, the unilateral and retroactive rewriting of contracts, and the devaluation of the dollar. Anyone who held public and private debt suddenly saw its value reduced by nearly half, and debtors—including the U.S. government—suddenly owed their creditors far less. Revaluing the dollar imposed a hefty loss on investors and savers, many of them middle-class American families. The banks fought back, and a bitter battle for gold ensued. In early 1935, the case went to the Supreme Court. Edwards describes FDR’s rancorous clashes with conservative Chief Justice Charles Evans Hughes, a confrontation that threatened to finish the New Deal for good, and that led to FDR’s attempt to pack the court in 1937.

At a time when several major economies are on the brink of default or devaluing or recalling currencies, *American Default* is a timely account of a little-known yet drastic experiment with these policies, the inevitable backlash, and the ultimate result.

Sebastian Edwards is the Henry Ford II Professor of International Economics at the University of California, Los Angeles. His books include *Toxic Aid: Economic Collapse and Recovery in Tanzania* and *Left Behind: Latin America and the False Promise of Populism*. He lives in Los Angeles.
Economic growth—and the hope of better things to come—is the religion of the modern world. Yet its prospects have become bleak, with crashes following booms in an endless cycle. In the United States, eighty percent of the population has seen no increase in purchasing power over the last thirty years and the situation is not much better elsewhere. The Infinite Desire for Growth spotlights the obsession with wanting more, and the global tensions that have arisen as a result. Amid finite resources, increasing populations, environmental degradation, and political unrest, the quest for new social and individual goals has never been so critical.

Leading economist Daniel Cohen provides a whirlwind tour of the history of economic growth, from the early days of civilization to modern times, underscoring what is so unsettling today. The new digital economy is establishing a “zero-cost” production model, inexpensive software is taking over basic tasks, and years of exploiting the natural world have begun to backfire with deadly consequences. Working hard no longer guarantees social inclusion or income. Drawing on economics, anthropology, and psychology, and thinkers ranging from Rousseau to Keynes and Easterlin, Cohen examines how a future less dependent on material gain might be considered and, how, in a culture of competition, individual desires might be better attuned to the greater needs of society.

At a time when wanting what we haven’t got has become an obsession, The Infinite Desire for Growth explores the ways we might reinvent, for the twenty-first century, the old ideal of social progress.

Daniel Cohen is director of the Economics Department at the École Normale Supérieure in Paris and a founding member of the Paris School of Economics. A former adviser to the World Bank, Cohen was made a Chevalier of the Legion of Honor in 2001. His many books include Globalization and Its Enemies and The Prosperity of Vice.
An eccentric comic about the central mystery of quantum mechanics

“What a delight! Totally Random explores some of the strangest features of quantum theory—and introduces some of the most important new devices that exploit quantum weirdness—in a way that is accessible, smart, and funny. An entanglement page-turner!”
—David Kaiser, author of How the Hippies Saved Physics

Totally Random is a comic for the serious reader who wants to really understand the central mystery of quantum mechanics—entanglement: what it is, what it means, and what you can do with it.

Measure two entangled particles separately, and the outcomes are totally random. But compare the outcomes, and the particles seem as if they are instantaneously influencing each other at a distance—even if they are light-years apart. This, in a nutshell, is entanglement, and if it seems weird, then this book is for you. Totally Random is a graphic experiential narrative that unpacks the deep and insidious significance of the curious correlation between entangled particles to deliver a gut-feel glimpse of a world that is not what it seems. See for yourself how entanglement has led some of the greatest thinkers of our time to talk about crazy-sounding stuff like faster-than-light signaling, many worlds, and cats that are both dead and alive. Find out why it remains one of science’s most paradigm-shaking discoveries. Join Niels Bohr’s therapy session with the likes of Einstein, Schrödinger, and other luminaries and let go of your commonsense notion of how the world works. Use your new understanding of entanglement to do the seemingly impossible, like beat the odds in the quantum casino, or quantum encrypt a message to evade the Sphinx’s all-seeing eye. But look out, or you might just get teleported back to the beginning of the book!

A fresh and subversive look at our quantum world with some seriously funny stuff, Totally Random delivers a real understanding of entanglement that will completely change the way you think about the nature of physical reality.

Tanya Bub is founder of 48th Ave Productions, a web development company. She lives in Victoria, British Columbia. Jeffrey Bub is Distinguished University Professor in the Department of Philosophy and the Institute for Physical Science and Technology at the University of Maryland, where he is also a fellow of the Joint Center for Quantum Information and Computer Science. His books include Bananaworld: Quantum Mechanics for Primates. He lives in Washington, DC.
Does life exist on Mars? The question has captivated humans for centuries, but today it has taken on new urgency. NASA plans to send astronauts to Mars orbit by the 2030s. SpaceX wants to go by 2024, while Mars One wants to land a permanent settlement there in 2032. As we gear up for missions like these, we have a responsibility to think deeply about what kinds of life may already inhabit the planet—and whether we have the right to invite ourselves in. This book tells the complete story of the quest to answer one of the most tantalizing questions in astronomy. But it is more than a history. Life on Mars explains what we need to know before we go.

David Weintraub tells why, of all the celestial bodies in our solar system, Mars has beckoned to us the most. He traces how our ideas about life on Mars have been refined by landers and rovers, terrestrial and Mars-orbiting telescopes, spectroscopy, and even a Martian meteorite. He explores how finding DNA-based life on the Red Planet could offer clues about our distant evolutionary past, and grapples with the profound moral and ethical questions confronting us as we prepare to introduce an unpredictable new life form—ourselves—into the Martian biosphere.

Life on Mars is also a book about how science is done—and undone—in the age of mass media. It shows how Mars mania has obscured our vision since we first turned our sights on the planet and encourages a healthy skepticism toward the media hype surrounding Mars as humanity prepares to venture forth.

David A. Weintraub is professor of astronomy at Vanderbilt University. He is the author of Religions and Extraterrestrial Life: How Will We Deal with It?, How Old Is the Universe? (Princeton), and Is Pluto a Planet?: A Historical Journey through the Solar System (Princeton). He lives in Nashville.
ALBERT EINSTEIN
Edited by Ze’ev Rosenkranz

In the fall of 1922, Albert Einstein, along with his then-wife, Elsa Einstein, embarked on a five-and-a-half-month voyage to the Far East and Middle East, regions that the renowned physicist had never visited before. Einstein’s lengthy itinerary consisted of stops in Hong Kong and Singapore, two brief stays in China, a six-week whirlwind lecture tour of Japan, a twelve-day tour of Palestine, and a three-week visit to Spain. This handsome edition makes available, for the first time, the complete journal that Einstein kept on this momentous journey.

The telegraphic-style diary entries—quirky, succinct, and at times irreverent—record Einstein’s musings on science, philosophy, art, and politics, as well as his immediate impressions and broader thoughts on such events as his inaugural lecture at the future site of the Hebrew University in Jerusalem, a garden party hosted by the Japanese Empress, an audience with the King of Spain, and meetings with other prominent colleagues and statesmen. Entries also contain passages that reveal Einstein’s stereotyping of members of various nations and raise questions about his attitudes on race. This beautiful edition features stunning facsimiles of the diary’s pages, accompanied by an English translation, an extensive historical introduction, numerous illustrations, and annotations. Supplementary materials include letters, postcards, speeches, and articles, a map of the voyage, a chronology, a bibliography, and an index.

Einstein would go on to keep a journal for all succeeding trips abroad, and this first volume of his travel diaries offers an initial, intimate glimpse into a brilliant mind encountering the great, wide world.

Ze’ev Rosenkranz is senior editor and assistant director of the Einstein Papers Project at the California Institute of Technology. Previously, he was the Bern Dibner Curator of the Albert Einstein Archives at the Hebrew University in Jerusalem. He is the author of Einstein Before Israel (Princeton) and The Einstein Scrapbook.

JUNE
978-0-691-17441-9 Cloth $29.95T
256 pages. 36 b/w illus. 6 ½ x 8 ½.

HISTORY OF SCIENCE | POPULAR SCIENCE
On Gravity
A Brief Tour of a Weighty Subject

A. ZEE

Of the four fundamental forces of nature, gravity might be the
least understood and yet the one with which we are most intimate.
From the months each of us spent suspended in the womb antic-
ipating birth to the moments when we wait for sleep to transport
us to other realities, we are always aware of gravity. In On Gravity,
physicist A. Zee combines profound depth with incisive accessibility
to take us on an original and compelling tour of Einstein’s general
theory of relativity.

Inspired by Einstein’s audacious suggestion that spacetime
could ripple, Zee begins with the stunning discovery of gravity waves.
He goes on to explain how gravity can be understood in comparison
to other classical field theories, presents the idea of curved spacetime
and the action principle, and explores cutting-edge topics, including
black holes and Hawking radiation. Zee travels as far as the theory
reaches, leaving us with tantalizing hints of the utter unknown, from
the intransigence of quantum gravity to the mysteries of dark matter
and energy.

Concise and yet precise, and infused with Zee’s signature
warmth and freshness of style, On Gravity opens a unique pathway
to comprehending relativity and gaining deep insight into gravity,
spacetime, and the workings of the universe.

A. Zee is professor of physics at the Kavli Institute for Theoretical
Physics at the University of California, Santa Barbara. His many
books include Einstein Gravity in a Nutshell, Quantum Field Theory
in a Nutshell, and Fearful Symmetry (all Princeton).

APRIL
978-0-691-17438-9 Cloth $19.95
192 pages. 26 b/w illus. 5 ½ x 8 ½.

POPULAR SCIENCE | PHYSICS
For the first time in one volume, The Analects of Confucius illustrated by bestselling cartoonist C. C. Tsai

“[C. C. Tsai’s] books are awe-inspiring. His line is elegant; his characters are sharply drawn; his humor is sly and appropriate; and his subject is profound. This is cartooning of the highest order.”
—Larry Gonick, author of The Cartoon History of the Universe

The Analects of Confucius

CONFUCIUS
Adapted and illustrated by C. C. Tsai
Translated by Brian Bruya
With a foreword by Michael Puett, coauthor of The Path

C. C. Tsai is one of Asia’s most popular illustrators, and his editions of the Chinese classics have sold more than 40 million copies in over twenty languages. This volume presents Tsai’s delightful graphic adaptation of The Analects of Confucius, one of the most influential books of all time and a work that continues to inspire countless readers today.

Tsai’s expressive drawings bring Confucius and his students to life as no other edition of the Analects does. See Confucius engage his students about how to become a leader worth following in a society of high culture, upward mobility, and vicious warfare. Which virtues should be cultivated, what makes for a harmonious society, and what are the important things in life?

Unconcerned with religious belief but a staunch advocate of tradition, Confucius emphasizes the power of society to create sensitive, respectful, and moral individuals. In many ways, Confucius speaks directly to modern concerns—about how we can value those around us, educate the next generation, and create a world in which people are motivated to do the right thing.

A marvelous introduction to a timeless classic, this book also features an illuminating foreword by Michael Puett. In addition, Confucius’s original Chinese text is artfully presented in narrow sidebars on each page, enriching the books for readers and students of Chinese without distracting from the self-contained English-language cartoons.

C. C. Tsai is one of East Asia’s most popular illustrators. Brian Bruya is professor of philosophy at Eastern Michigan University, where he teaches Chinese and comparative philosophy. Michael Puett is the Walter C. Klein Professor of Chinese History at Harvard University.

MAY
978-0-691-17975-9  Paper $22.95T
304 pages. 200 b/w illus. 8 1/2 x 9.

The Illustrated Library of Chinese Classics

PHILOSOPHY | RELIGION | GRAPHIC NARRATIVES
The Art of War

SUNZI
Adapted and illustrated by C. C. Tsai
Translated by Brian Bruya
With a foreword by Lawrence Freedman, author of *Strategy*

C. C. Tsai is one of Asia’s most popular illustrators, and his editions of the Chinese classics have sold more than 40 million copies in over twenty languages. This volume presents Tsai’s delightful graphic adaptation of Sunzi’s *Art of War*, the most profound book on warfare and strategy ever written—a work that continues to be read as a handbook for success not just by military commanders but also leaders in politics, business, and many other fields.

Conceived by a Chinese warrior-philosopher some 2,500 years ago, *The Art of War* speaks to those aspiring to rise through the ranks and help build successful countries. How can that goal best be achieved, and what is the role of warfare, if any, in the process? What are the powers and limits of the general in command? How can you win without going to war? Sunzi’s answers to these and other questions are brought to life as never before by Tsai’s brilliant illustrations, which show Sunzi fighting on dangerous ground, launching a surprise attack, spying on his enemies, and much more.

A marvelously rich introduction to a timeless classic, this book also features a foreword by Lawrence Freedman, one of the world’s leading authorities on military strategy, which illuminates how *The Art of War* has influenced Western strategic thought. In addition, Sunzi’s original Chinese text is artfully presented in narrow sidebars on each page, enriching the books for readers and students of Chinese without distracting from the self-contained English-language cartoons.

Lawrence Freedman is professor emeritus of war studies at King’s College London and the author of *Strategy: A History*.

MAY
978-0-691-17978-0 Paper $22.95T
304 pages. 200 b/w illus. 8 ½ x 9.

The Illustrated Library of Chinese Classics

PHILOSOPHY | RELIGION | GRAPHIC NARRATIVES
Broken Lives
How Ordinary Germans Experienced the 20th Century

KONRAD H. JARAUSCH

*Broken Lives* is a gripping account of the twentieth century as seen through the eyes of ordinary Germans who came of age under Hitler and whose lives were scarred and sometimes destroyed by what they saw and did.

Drawing on six dozen memoirs by the generation of Germans born in the 1920s, Konrad Jarausch chronicles the unforgettable stories of people who lived through the Third Reich, World War II, the Holocaust, and Cold War partition, but also participated in Germany’s astonishing postwar recovery, reunification, and rehabilitation. Written decades after the events, these testimonies, many of them unpublished, look back on the mistakes of young people caught up in the Nazi movement. In many, early enthusiasm turns to deep disillusionment as the price of complicity with a brutal dictatorship—fighting at the front, aerial bombing at home, murder in the concentration camps—becomes clear.

Bringing together the voices of men and women, perpetrators and victims, *Broken Lives* reveals the intimate human details of historical events and offers new insights about persistent questions. Why did so many Germans support Hitler through years of wartime sacrifice and Nazi inhumanity? How did they finally distance themselves from this racist dictatorship and come to embrace human rights? Jarausch argues that this generation’s focus on its own suffering, often maligned by historians, ultimately led to a more critical understanding of national identity—one that helped transform Germany from a military aggressor into a pillar of European democracy.

The result is a powerful account of the everyday experiences and troubling memories of average Germans who journeyed into, through, and out of the abyss of a dark century.

Konrad H. Jarausch is the Lurcy Professor of European Civilization at the University of North Carolina, Chapel Hill. His many books include *Out of Ashes: A New History of Europe in the Twentieth Century* and *Reluctant Accomplice: A Wehrmacht Soldier’s Letters from the Eastern Front* (both Princeton). He lives in Chapel Hill and Berlin.

JUNE
978-0-691-17458-7  Cloth  $35.00
448 pages. 30 b/w illus. 6 x 9.

HISTORY
The Left Behind
Decline and Rage in Rural America

ROBERT WUTHNOW

What is fueling rural America’s outrage toward the federal government? Why did rural Americans vote overwhelmingly for Donald Trump? And, beyond economic and demographic decline, is there a more nuanced explanation for the growing rural-urban divide? Drawing on more than a decade of research and hundreds of interviews, Robert Wuthnow brings us into America’s small towns, farms, and rural communities to paint a rich portrait of the moral order—the interactions, loyalties, obligations, and identities—underpinning this critical segment of the nation. Wuthnow demonstrates that to truly understand rural Americans’ anger, their culture must be explored more fully.

We hear from farmers who want government out of their business, factory workers who believe in working hard to support their families, town managers who find the federal government unresponsive to their communities’ needs, and clergy who say the moral climate is being undermined. Wuthnow argues that rural America’s fury stems less from specific economic concerns than from the perception that Washington is distant from and yet threatening to the social fabric of small towns. Rural dwellers are especially troubled by Washington’s seeming lack of empathy for such small-town norms as personal responsibility, frugality, cooperation, and common sense. Wuthnow also shows that while these communities may not be as discriminatory as critics claim, racism and misogyny remain embedded in rural patterns of life.

Moving beyond simplistic depictions of the residents of America’s heartland, The Left Behind offers a clearer picture of how this important population will influence the nation’s political future.

Robert Wuthnow is the Gerhard R. Andlinger ’52 Professor of Social Sciences at Princeton University. His many books include American Misfits and the Making of Middle-Class Respectability, Small-Town America, and Remaking the Heartland (all Princeton).

MARCH
978-0-691-17766-3 Cloth $24.95T
216 pages. 5 ¼ x 8 ½.

CURRENT AFFAIRS | SOCIOLOGY
Unelected Power
The Quest for Legitimacy in Central Banking and the Regulatory State

PAUL TUCKER

Central bankers have emerged from the financial crisis as the third great pillar of unelected power alongside the judiciary and the military. They pull the regulatory and financial levers of our economic well-being, yet unlike democratically elected leaders, their power does not come directly from the people. Unelected Power lays out the principles needed to ensure that central bankers, technocrats, regulators, and other agents of the administrative state remain stewards of the common good and do not become overmighty citizens.

Paul Tucker draws on a wealth of personal experience from his many years in domestic and international policymaking to tackle the big issues raised by unelected power, and enriches his discussion with examples from the United States, Britain, France, Germany, and the European Union. Blending economics, political theory, and public law, Tucker explores the necessary conditions for delegated but politically insulated power to be legitimate in the eyes of constitutional democracy and the rule of law. He explains why the solution must fit with how real-world government is structured, and why technocrats and their political overseers need incentives to make the system work as intended. Tucker explains how the regulatory state need not be a fourth branch of government free to steer by its own lights, and how central bankers can emulate the best of judicial self-restraint and become models of dispersed power.

Like it or not, unelected power has become a hallmark of modern government. This critically important book shows how to harness it to the people’s purposes.

Paul Tucker is a fellow at the Harvard Kennedy School and chair of the Systemic Risk Council. For more than thirty years, he was a central banker and regulator at the Bank of England and the Bank for International Settlements. He lives in London.

MAY
978-0-691-17673-4 Cloth $35.00T
448 pages. 6 x 9.

POPULAR ECONOMICS | LAW

"Unelected Power is a well-researched, extremely knowledgeable, and authoritative account by a leading expert. It is destined to be one of the most important books on this increasingly topical and contentious subject."
—Charles Goodhart, London School of Economics
Small Wars, Big Data
The Information Revolution in Modern Conflict

ELI Berman, JOSEPH H. FELTER & JACOB N. SHAPIRO
With Vestal McIntyre

The way wars are fought has changed starkly over the past sixty years. International military campaigns used to play out between large armies at central fronts. Today’s conflicts find major powers facing rebel insurgencies that deploy elusive methods, from improvised explosives to terrorist attacks. Small Wars, Big Data presents a transformative understanding of these contemporary confrontations and how they should be fought. The authors show that a revolution in the study of conflict—enabled by vast data, rich qualitative evidence, and modern methods—yields new insights into terrorism, civil wars, and foreign interventions. Modern warfare is not about struggles over territory but over people; civilians—and the information they might choose to provide—can turn the tide at critical junctures.

The authors draw practical lessons from the past two decades of conflict in locations ranging from Latin America and the Middle East to Central and Southeast Asia. Building an information-centric understanding of insurgencies, the authors examine the relationships among rebels, the government, and civilians. This approach serves as a springboard for exploring other aspects of modern conflict, including the suppression of rebel activity, the role of mobile communications networks, the links between aid and violence, and why conventional military methods might provide short-term success but undermine lasting peace. Ultimately the authors show how the stronger side can almost always win the villages, but why that does not guarantee winning the war.

Small Wars, Big Data provides groundbreaking perspectives for how small wars can be better strategized—and favorably won—to the benefit of the local population.

Eli Berman is chair of economics at the University of California, San Diego. Joseph H. Felter is a senior research scholar at Stanford University’s Center for International Security and Cooperation. Jacob N. Shapiro is professor of politics and international affairs at Princeton University.

JUNE
978-0-691-17707-6 Cloth $29.95T
400 pages. 19 b/w illus. 1 table. 6 x 9.

INTERNATIONAL RELATIONS | POLITICS

PRESS.PRINCETON.EDU
In the early 1800s, a century before there was any concept of the gene, physicians in insane asylums began to record causes of madness in their admission books. Almost from the beginning, they pointed to heredity as the most important of these causes. As doctors and state officials steadily lost faith in the capacity of asylum care to stem the terrible increase of insanity, they began emphasizing the need to curb the reproduction of the insane. They became obsessed with identifying weak or tainted families and anticipating the outcomes of their marriages. Genetics in the Madhouse is the untold story of how the collection and sorting of hereditary data in mental hospitals, schools for “feebleminded” children, and prisons gave rise to a new science of human heredity.

In this compelling book, Theodore Porter draws on untapped archival evidence from across Europe and North America to bring to light the hidden history behind modern genetics. He looks at the institutional use of pedigree charts, censuses of mental illness, medical-social surveys, and other data techniques—innovative quantitative practices that were worked out in the madhouse long before the manipulation of DNA became possible in the lab. Porter argues that asylum doctors developed many of the ideologies and methods of what would come to be known as eugenics, and deepens our appreciation of the moral issues at stake in data work conducted on the border of subjectivity and science.

A bold rethinking of asylum work, Genetics in the Madhouse shows how heredity was a human science as well as a medical and biological one.

Theodore M. Porter is Distinguished Professor of History and holds the Peter Reill Chair at the University of California, Los Angeles. His books include Karl Pearson: The Scientific Life in a Statistical Age, Trust in Numbers: The Pursuit of Objectivity in Science and Public Life, and The Rise of Statistical Thinking, 1820–1900 (all Princeton). He lives in Altadena, California.
How to Think Like an Anthropologist

MATTHEW ENGELKE

What is anthropology? What can it tell us about the world? Why, in short, does it matter? For well over a century, cultural anthropologists have circled the globe, from Papua New Guinea to suburban England and from China to California, uncovering surprising facts and insights about how humans organize their lives and articulate their values. In the process, anthropology has done more than any other discipline to reveal what culture means—and why it matters. By weaving together examples and theories from around the world, Matthew Engelke provides a lively, accessible, and at times irreverent introduction to anthropology, covering a wide range of classic and contemporary approaches, subjects, and practitioners. Presenting a set of memorable cases, he encourages readers to think deeply about some of the key concepts with which anthropology tries to make sense of the world—from culture and nature to authority and blood. Along the way, he shows why anthropology matters: not only because it helps us understand other cultures and points of view but also because, in the process, it reveals something about ourselves and our own cultures, too.

Matthew Engelke is professor of anthropology at the London School of Economics and Political Science. An award-winning author and teacher, he is also a former editor of the Journal of the Royal Anthropological Institute.

FEBRUARY
978-0-691-17878-3 Cloth $29.95T
336 pages. 5 ⅛ x 8 ⅛.
Not for sale in the Commonwealth & Europe

ANTHROPOLOGY
An Academic Life
A Memoir

HANNA HOLBORN GRAY

Hanna Holborn Gray has lived her entire life in the world of higher education. The daughter of academics, she fled Hitler’s Germany with her parents in the 1930s, emigrating to New Haven, where her father was a professor at Yale University. She has studied and taught at some of the world’s most prestigious universities. She was the first woman to serve as provost of Yale. In 1978, she became the first woman president of a major research university when she was appointed to lead the University of Chicago, a position she held for fifteen years. In 1991, Gray was awarded the Presidential Medal of Freedom, the nation’s greatest civilian honor, in recognition of her extraordinary contributions to education.

An Academic Life is a candid self-portrait by one of academia’s most respected trailblazers. Gray describes what it was like to grow up as a child of refugee parents, and reflects on the changing status of women in the academic world. She discusses the migration of intellectuals from Nazi-held Europe and the transformative role these exiles played in American higher education—and how the émigré experience in America transformed their own lives and work. She sheds light on the character of university communities, how they are structured and administered, and the balance they seek between tradition and innovation, teaching and research, and undergraduate and professional learning.

An Academic Life speaks to the fundamental issues of purpose, academic freedom, and governance that arise time and again in higher education and that pose sharp challenges to the independence and scholarly integrity of each new generation.

Hanna Holborn Gray is the Harry Pratt Judson Distinguished Service Professor Emeritus of Early Modern European History at the University of Chicago, where she served as president from 1978 to 1993. She is the author of Searching for Utopia: Universities and Their Histories. She lives in Chicago.

APRIL

978-0-691-17918-6 Cloth $29.95T
368 pages. 33 b/w illus. 6 x 9.

The William G. Bowen Memorial Series in Higher Education

EDUCATION | MEMOIR
In 1998, soon after assuming the presidency of Tulane University, Scott Cowen was confronted with a setback. Despite an undefeated football season and putting the best financial deal on the table, Cowen was unable to retain the school’s football coach. The coach wanted something the president didn’t have—a football program so popular, as the coach put it, that fans would line up their Winnebagos on Wednesdays in anticipation of Saturday games. In that moment, Cowen improbably found himself in the entertainment business—and his university was deemed wanting.

At a time when schools seem overrun by sports programs, spiraling costs, and absurd ranking systems, *Winnebagos on Wednesdays* argues that colleges and universities of all stripes and sizes can achieve their educational aims if they possess two things: visionary leadership and a strong mission. Cowen, named one of the nation’s top university presidents by *Time* magazine in 2009, gives a behind-the-scenes look at the critical demands faced by many education leaders. He profiles a range of situations, from how Diana Natalicio of the University of Texas at El Paso expanded a school serving a specific demographic into an academic powerhouse to how Michael Sorrell shifted Paul Quinn College’s mission to urban entrepreneurship in order to save the institution. Cowen also draws from his own hard-won experiences, including the rebuilding of Tulane and New Orleans after Hurricane Katrina and the decision to maintain Tulane’s football program. He shows how crucial choices in tough situations shape organizations, for better or ill.

*Winnebagos on Wednesdays* demonstrates that the courage of transformative leadership is essential for colleges and universities to remain vital.

Scott Cowen is president emeritus and distinguished university chair of Tulane University.

“Far from being another memoir recounting the accomplishments of a former university president, *Winnebagos on Wednesdays* offers an array of worthwhile ideas for how universities can better serve their students and society. Academic leaders and trustees will all find food for thought by reading this book.”

—Derek Bok, president emeritus of Harvard University and author of *The Struggle to Reform Our Colleges*
An engaging invitation to rediscover Henry Miller—and to learn how his anarchist sensibility can help us escape “the air-conditioned nightmare” of the modern world

“Exploring Henry Miller’s reputation and work and making the case for his relevance today, John Burnside has written a lively, engaging appreciation with an exhilarating, globe-trotting literary range.”
—Kasia Boddy, University of Cambridge

JOHN BURNSIDE

The American writer Henry Miller’s critical reputation—if not his popular readership—has been in eclipse at least since Kate Millet’s blistering critique in Sexual Politics, her landmark 1970 study of misogyny in literature and art. Even a Miller fan like the acclaimed Scottish writer John Burnside finds Miller’s “sex books”—including The Rosy Crucifixion, The Tropic of Cancer, and The Tropic of Capricorn—“boring and embarrassing.” But Burnside says that Miller’s notorious image as a “pornographer and woman hater” has hidden his vital, true importance—his anarchist sensibility and the way it shows us how, by fleeing from conformity of all kinds, we may be able to save ourselves from the “air-conditioned nightmare” of the modern world.

Miller wrote that “there is no salvation in becoming adapted to a world which is crazy,” and in this short, engaging, and personal book, Burnside shows how Miller teaches us to become less adapted to the world, to resist a life sentence to the prison of social, intellectual, emotional, and material conditioning. Exploring the full range of Miller’s work, and giving special attention to The Air-Conditioned Nightmare and The Colossus of Maroussi, Burnside shows how, with humor and wisdom, Miller illuminates the misunderstood tradition of anarchist thought. Along the way, Burnside reflects on Rimbaud’s enormous influence on Miller, as well as on how Rimbaud and Miller have influenced his own writing.

An unconventional and appealing account of an unjustly neglected writer, On Henry Miller restores to us a figure whose searing criticism of the modern world has never been more relevant.

John Burnside is a poet, novelist, and memoirist whose recent books include Still Life with Feeding Snake and Ashland & Vine. He has won many awards for his poetry, including the T. S. Eliot, Forward, Whitbread, and Geoffrey Faber Memorial prizes. His work has appeared in the New Yorker, the London Review of Books, and the Guardian, and he writes a regular nature column for the New Statesman. He is professor of English at the University of St. Andrews, Scotland.

APRIL
978-0-691-16687-2 Cloth $22.95T
216 pages. 4 ½ x 7.

Writers on Writers

LITERATURE
The Manhattan Nobody Knows
An Urban Walking Guide

WILLIAM B. HELMREICH

Bill Helmreich walked every block of New York City—six thousand miles in all—to write the award-winning *The New York Nobody Knows*. Now he has re-walked most of Manhattan—721 miles—to write this new, one-of-a-kind walking guide to the heart of one of the world’s greatest cities. Drawing on hundreds of conversations he had with residents during his block-by-block journey, *The Manhattan Nobody Knows* captures the unique magic and excitement of the island and highlights hundreds of facts, places, and points of interest that you won’t find in any other guide.

The guide covers every one of Manhattan’s thirty-one distinct neighborhoods, from Marble Hill to the Financial District, providing a colorful portrait of each area’s most interesting, unusual, and unknown people, places, and things. Along the way you’ll be introduced to an eighty-five-year-old Inwood man who lives in a cave; a Greenwich Village townhouse where Weathermen terrorists set up a bomb factory; a Harlem apartment building whose residents included W.E.B. DuBois and Thurgood Marshall; a tiny community garden attached to the Lincoln Tunnel; a Washington Heights pizza joint that sells some of the biggest slices in town; the story behind “The Birdman” of Washington Square Park; and much, much more. An unforgettably vivid chronicle of today’s Manhattan, the book can also be enjoyed without ever leaving home—but it’s almost guaranteed to inspire you to get out and explore this fascinating metropolis.

William B. Helmreich is the author of many books, including *The Brooklyn Nobody Knows: An Urban Walking Guide* and *The New York Nobody Knows*, which won the Guides Association of New York Award for Outstanding Achievement in Book Writing. He is Distinguished Professor of Sociology at the City College of New York’s Colin Powell School for Civic and Global Leadership and at CUNY Graduate Center.

A unique walking guide to Manhattan, from the author of *The New York Nobody Knows*

“Bill Helmreich is a top-notch tour guide. He exudes avuncular charm throughout this book, making the cultural and historical facts sparkle and the details sing. Readers will be able to tell a good story when they visit these neighborhoods.”
—Jonathan R. Wynn, author of *The Tour Guide: Walking and Talking New York*
The Babylonian <em>Talmud</em>, a postbiblical Jewish text that is part scripture and part commentary, is an unlikely bestseller. Written in a hybrid of Hebrew and Aramaic, it is often ambiguous to the point of incomprehension, and its subject matter reflects a narrow scholasticism that should hardly have broad appeal. Yet the <em>Talmud</em> has remained in print for centuries and is more popular today than ever. Barry Scott Wimpfheimer tells the remarkable story of this ancient Jewish book and explains why it has endured for almost two millennia.

Providing a concise biography of this quintessential work of rabbinic Judaism, Wimpfheimer takes readers from the <em>Talmud</em>’s prehistory in biblical and second-temple Judaism to its present-day use as a source of religious ideology, a model of different modes of rationality, and a totem of cultural identity. He describes the book’s origins and structure, its centrality to Jewish law, its mixed reception history, and its golden renaissance in modernity. He explains why reading the <em>Talmud</em> can feel like being swept up in a river or lost in a maze, and why the <em>Talmud</em> has come to be venerated—yet also excoriated and maligned—in the centuries since it first emerged.

An incomparable introduction to a work of literature that has lived a full and varied life, this accessible book shows why the <em>Talmud</em> is at once a received source of traditional teachings, a touchstone of cultural authority, and a powerful symbol of Jewishness for both supporters and critics.

Barry Scott Wimpfheimer is associate professor of religious studies and law at Northwestern University and the author of <em>Narrating the Law: A Poetics of Talmudic Legal Stories</em>.

April

978-0-691-16184-6 Cloth $26.95T
320 pages. 10 b/w illus. 4 1/2 x 7 1/2.

Lives of Great Religious Books

Religion | Jewish Studies
The Invention of Religion
Faith and Covenant in the Book of Exodus

JAN ASSMANN
Translated by Robert Savage

The Book of Exodus may be the most consequential story ever told. But its spectacular moments of heaven-sent plagues and parting seas overshadow its true significance, says Jan Assmann, a leading historian of ancient religion. The story of Moses guiding the enslaved children of Israel out of captivity to become God’s chosen people is the foundation of an entirely new idea of religion, one that lives on today in many of the world’s faiths. The Invention of Religion sheds new light on ancient scriptures to show how Exodus has shaped fundamental understandings of monotheistic practice and belief.

Assmann delves into the enduring mythic power of the Exodus narrative, examining the text’s compositional history and calling attention to distinctive motifs and dichotomies: enslavement and redemption; belief and doubt; proper worship and idolatry; loyalty and betrayal. Revelation is a central theme—the revelation of God’s power in miracles, of God’s presence in the burning bush, and of God’s chosen dwelling among the Israelites in the vision of the tabernacle. Above all, it is God’s covenant with Israel—the binding obligation of the Israelites to acknowledge God as their redeemer and obey His law—that is Exodus’s most encompassing and transformative idea, one that challenged basic assumptions about humankind’s relationship to the divine in the ancient world.

The Invention of Religion is a powerful account of how ideas of faith, revelation, and covenant, first introduced in Exodus, shaped Judaism and were later adopted by Christianity and Islam to form the bedrock of the world’s Abrahamic religions.

Jan Assmann is honorary professor of cultural studies at the University of Konstanz and professor emeritus of Egyptology at the University of Heidelberg, where he taught for nearly three decades. He is the author of many books on ancient history and religion, including From Akhenaten to Moses, Cultural Memory and Early Civilization, and Moses the Egyptian.

APRIL
978-0-691-15708-5 Cloth $29.95
368 pages. 40 b/w illus. 6 x 9.

RELIGION | ANCIENT HISTORY
“A fascinating investigation of the relationship between math and music—what they have in common, how they differ, and how each has informed the other, from Pythagoras to Schoenberg, from violin strings to superstrings. A delightful examination of how math and human culture interact.”
—Ian Stewart, author of Significant Figures

Music by the Numbers
From Pythagoras to Schoenberg

ELI MAOR

Music is filled with mathematical elements, the works of Bach are often said to possess a math-like logic, and Igor Stravinsky said “musical form is close to mathematics,” while Arnold Schoenberg, Iannis Xenakis, and Karlheinz Stockhausen went further, writing music explicitly based on mathematical principles. Yet Eli Maor argues that music has influenced math at least as much as math has influenced music. Starting with Pythagoras, proceeding through the work of Schoenberg, and ending with contemporary string theory, Music by the Numbers tells a fascinating story of composers, scientists, inventors, and eccentrics who played a role in the age-old relationship between music, mathematics, and the sciences, especially physics and astronomy.

Music by the Numbers explores key moments in this history, particularly how problems originating in music have inspired mathematicians for centuries. Perhaps the most famous of these is the problem of the vibrating string, which pitted some of the greatest mathematicians of the eighteenth century against each other in a debate that lasted more than fifty years and that eventually led to the development of post-calculus mathematics. Other highlights include a comparison between meter in music and metric in geometry, complete with examples of rhythmic patterns from Bach to Stravinsky, and an exploration of a suggestive twentieth-century development: the nearly simultaneous emergence of Einstein’s theory of relativity and Schoenberg’s twelve-tone system.

Weaving these compelling historical episodes with Maor’s personal reflections as a mathematician and lover of classical music, Music by the Numbers will delight anyone who loves mathematics and music.

Eli Maor is a former professor of the history of mathematics at Loyola University Chicago. He is the author of seven previous books, including the internationally acclaimed To Infinity and Beyond, e: The Story of a Number, Trigonometric Delights, and The Pythagorean Theorem: A 4,000-Year History (all Princeton).

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POPULAR MATHEMATICS | MUSIC
The Secret Life of Science
How It Really Works and Why It Matters

JEREMY J. BAUMBERG

We take the advance of science as given. But how does science really work? Is the scientific enterprise truly as healthy as we tend to think? How does the system itself shape what scientists do? The Secret Life of Science takes a clear-eyed and provocative look at the current state of global science, shedding light on a cutthroat and tightly tensioned enterprise that even scientists themselves often don’t fully understand.

The Secret Life of Science is a dispatch from the front lines of modern science. It paints a startling picture of a complex scientific ecosystem that has become the most competitive free-market environment on the planet. It reveals how big this ecosystem really is, what motivates its participants, and who reaps the rewards. Are there too few scientists in the world or too many? Are some fields expanding at the expense of others? What science is shared or published, and who determines what the public gets to hear about? What is the future of science? Answering these and other questions, this controversial book explains why globalization is not necessarily good for science, nor is the continued growth in the number of scientists. It portrays a scientific community engaged in a race for limited resources that determines whether careers are lost or won, whose research visions become the mainstream, and whose vested interests end up in control.

The Secret Life of Science explains why this hypercompetitive environment is stifling the diversity of research and the resiliency of science itself, and why new ideas are needed to ensure that the scientific enterprise remains healthy and vibrant.

Jeremy J. Baumberg is professor of nanotechnology and photonics in the Cavendish Laboratory at the University of Cambridge. He is the coauthor of Microcavities, and his work has been featured in such publications as Nature, New Scientist, and Wired. He lives in Cambridge, England.

“A uniquely original analysis of how the global scientific research ecosystem works. Baumberg divides researchers into ‘simplifiers’ and ‘constructors’ rather than the traditional ‘pure’ and ‘applied’ labels, and supports his findings with much fascinating data on emerging trends in the global science enterprise. He accurately describes how the publish-or-perish climate of research is just one of the many competitive challenges facing academic scientists on the long road to tenure.”

—Tony Hey, Chief Data Scientist, Rutherford Appleton Laboratory, Science and Technology Facilities Council
In this thought-provoking book, Basu urges us to think in new and better ways about pressing problems at the intersection of economics and the law. His masterful command of the economist’s toolbox and broad understanding of the legal-economic nexus combine to generate a road map for exploring important questions left unaddressed by the traditional law and economics paradigm.

—Steven G. Medema, author of The Hesitant Hand

In The Republic of Beliefs, Kaushik Basu, one of the world’s leading economists, argues that the traditional economic analysis of the law has significant flaws and has failed to answer certain critical questions satisfactorily. Why are good laws drafted but never implemented? When laws are unenforced, is it a failure of the law or the enforcers? And, most important, considering that laws are simply words on paper, why are they effective? Basu offers a provocative alternative to how the relationship between economics and real-world law enforcement should be understood.

Basu summarizes standard, neoclassical law and economics before looking at the weaknesses underlying the discipline. Bringing modern game theory to bear, he develops a “focal point” approach, modeling not just the self-interested actions of the citizens who must follow laws but also the functionaries of the state—the politicians, judges, and bureaucrats—enforcing them. He demonstrates the connections between social norms and the law and shows how well-conceived ideas can change and benefit human behavior. For example, bribe givers and takers will collude when they are treated equally under the law. And in food support programs, vouchers should be given directly to the poor to prevent shop owners from selling subsidized rations on the open market. Basu provides a new paradigm for the ways that law and economics interact—a framework applicable to both less-developed countries and the developed world.

Highlighting the limits and capacities of law and economics, The Republic of Beliefs proposes a fresh way of thinking so that practitioners can create more effective laws and a fairer society.

Kaushik Basu is professor of economics and the C. Marks Professor of International Studies at Cornell University. He was previously chief economist and senior vice president of the World Bank and chief economic advisor of the Government of India. His books include Beyond the Invisible Hand (Princeton) and Prelude to Political Economy.
Ibn Khaldun (1332–1406) is generally regarded as the greatest intellectual ever to have appeared in the Arab world—a genius who ranks as one of the world’s great minds. Yet the author of the *Muqaddima*, the most important study of history ever produced in the Islamic world, is not as well known as he should be, and his ideas are widely misunderstood. In this groundbreaking intellectual biography, Robert Irwin provides an engaging and authoritative account of Ibn Khaldun’s extraordinary life, times, writings, and ideas.

Irwin tells how Ibn Khaldun, who lived in a world decimated by the Black Death, held a long series of posts in the bloody Islamic courts of North Africa and Muslim Spain, becoming a major political player as well as a teacher and writer. Closely examining the *Muqaddima*, a startlingly original analysis of the laws of history, and drawing on many other contemporary sources, Irwin shows how Ibn Khaldun’s life and thought fit into historical and intellectual context, including medieval Islamic theology, philosophy, politics, literature, economics, law, and tribal life. Because Ibn Khaldun’s ideas often seem to anticipate by centuries developments in many fields, he has often been depicted as more of a modern man than a medieval one, and Irwin’s account of such misreadings provides new insights about the history of Orientalism.

In contrast, Irwin presents an Ibn Khaldun who was a creature of his time—a devout Sufi mystic who was obsessed with the occult and futurology and who lived in an often-strange world quite different from our own.

Robert Irwin is senior research associate at the School of Oriental and African Studies in London and a former lecturer at the University of St. Andrews, Scotland. His many books include *Dangerous Knowledge: Orientalism and Its Discontents* and *Memoirs of a Dervish: Sufis, Mystics, and the Sixties*, as well as seven novels. He is a Fellow of the Royal Society of Literature.

MARCH

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BIOGRAPHY | MIDDLE EAST STUDIES

“Few scholars are more fun to read than Robert Irwin. Not just an authority on medieval Arabic culture, he’s also a literary journalist and novelist who writes with clarity, zest, and an almost encyclopedic erudition. To illuminate the life and thought of the fascinating fourteenth-century historian Ibn Khaldun, Irwin looks at *The Arabian Nights*, the philosophy of Averroes, Islamic occultism, Sufism, the researches of modern Arabists, and even the science fiction of Isaac Asimov. The result is an exhilarating work of intellectual recovery.”

—Michael Dirda, Pulitzer Prize–winning critic
Straight Talk on Trade
Ideas for a Sane World Economy

DANI RODRIK

Not so long ago the nation-state seemed to be on its deathbed, condemned to irrelevance by the forces of globalization and technology. Now it is back with a vengeance, propelled by a groundswell of populists around the world. In Straight Talk on Trade, Dani Rodrik, an early and outspoken critic of economic globalization taken too far, goes beyond the populist backlash and offers a more reasoned explanation for why our elites’ and technocrats’ obsession with hyperglobalization made it more difficult for nations to achieve legitimate economic and social objectives at home: economic prosperity, financial stability, and equity.

Rodrik takes globalization’s cheerleaders to task, not for emphasizing economics over other values but for practicing bad economics and ignoring the discipline’s own nuances that should have called for caution. He makes a case for a pluralist world economy where nation-states retain sufficient autonomy to fashion their own social contracts and develop economic strategies tailored to their needs. Rather than calling for closed borders or defending protectionists, Rodrik shows how we can restore a sensible balance between national and global governance. Ranging over the recent experiences of advanced countries, the eurozone, and developing nations, Rodrik charts a way forward with new ideas about how to reconcile today’s inequitable economic and technological trends with liberal democracy and social inclusion.

Deftly navigating the tensions among globalization, national sovereignty, and democracy, Straight Talk on Trade presents an indispensable commentary on today’s world economy and its dilemmas and offers a visionary framework at a critical time when we need it most.


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