Cognitive Science
2011
A Message from the Editor

It is with great pleasure that, on behalf of my colleagues at Princeton University Press, I introduce our inaugural cognitive science catalog. The books here exemplify the quality of scholarship that we prize, and reflect the interdisciplinary approach that we take to publishing. Indeed, cognitive science—an interdisciplinary field connecting research within the humanities, social science, and science—is a natural fit for the Press.

As demonstrated in the following pages, our cognitive science publishing includes work from psychologists and neuroscientists, philosophers of mind, evolutionary biologists, and social scientists of all stripes. This catalog highlights recent and forthcoming books by established and diverse voices such as Max Bazerman and Ann Tenbrunsel, Patricia Churchland, Nicholas Humphrey, Michael Corballis, Paul Thagard, Louise Barrett, and Thomas Seeley, as well as the newcomer Robert Kurzban, whom Steven Pinker calls “one of the best evolutionary psychologists of his generation.” Also featured here are important classic works by authors such as Frans de Waal, Jean-Pierre Changeux, Richard Gregory, Richard Thaler, Robert Shiller, Peter Singer, and Thomas Henry Huxley. Unifying all of these authors and books, past and present, is an effort to provide a clearer understanding of the relationship between the brain, the mind, individual behavior, social interaction, and social institutions.

We believe that this catalog heralds a bright future for our cognitive science program, and we hope that within these pages you will find books and ideas that inspire and enlighten. We look forward to sharing this intellectual journey with you, and thank you for your support.

Eric I. Schwartz, Ph.D.
Editor, Sociology & Cognitive Science

Cover image from The Brain and the Meaning of Life by Paul Thagard, see page 3.
FORTHCOMING

**Blind Spots**

Why We Fail to Do What’s Right and What to Do about It

Max H. Bazerman & Ann E. Tenbrunsel

When confronted with an ethical dilemma, most of us like to think we would stand up for our principles. But we are not as ethical as we think we are. In *Blind Spots*, leading business ethicists Max Bazerman and Ann Tenbrunsel examine the ways we overestimate our ability to do what is right and how we act unethically without meaning to. From the collapse of Enron and corruption in the tobacco industry, to sales of the defective Ford Pinto and the downfall of Bernard Madoff, the authors investigate the nature of ethical failures in the business world and beyond, and illustrate how we can become more ethical, bridging the gap between who we are and who we want to be.

Suggesting innovative individual and group tactics for improving human judgment, *Blind Spots* shows us how to secure a place for ethics in our workplaces, institutions, and daily lives.

April 2011. 216 pages. 10 line illus.
Cl: 978-0-691-14750-5 $24.95 | £16.95

---

Max H. Bazerman is the Jesse Isidor Straus Professor of Business Administration at the Harvard Business School. Ann E. Tenbrunsel is the Rex and Alice A. Martin Professor of Business Ethics at the Mendoza College of Business, University of Notre Dame.

FORTHCOMING

**Why Everyone (Else) Is a Hypocrite**

Evolution and the Modular Mind

Robert Kurzban

“In this amazing book, Robert Kurzban carries out a brilliantly thought-provoking conversation with himself that made me think hard—and laugh out loud. Using clever examples and a revolutionary scientific approach, he shows that contradiction is truly a fundamental human experience. No wonder, then, that I wanted to share this book with my friends—but I also wanted to keep it for myself! If you don’t read this book, you’ll be left wondering what everybody (else) is talking about.”

—James H. Fowler, coauthor of *Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives*

We’re all hypocrites. Why? Hypocrisy is the natural state of the human mind.

In clear language, full of wit and rich in examples, Kurzban explains the roots and implications of our inconsistent minds, and why it is perfectly natural to believe that everyone else is a hypocrite.

February 2011. 288 pages. 2 halftones. 1 line illus.
Cl: 978-0-691-14674-4 $27.95 | £19.95

---

Robert Kurzban is associate professor of psychology at the University of Pennsylvania.

To receive notices about new books, subscribe for email at press.princeton.edu/subscribe
How is consciousness possible? What biological purpose does it serve? And why do we value it so highly? In Soul Dust, the psychologist Nicholas Humphrey, a leading figure in consciousness research, proposes a startling new theory. Consciousness, he argues, is nothing less than a magical-mystery show that we stage for ourselves inside our own heads. This self-made show lights up the world for us and makes us feel special and transcendent. Thus consciousness paves the way for spirituality, and allows us, as human beings, to reap the rewards, and anxieties, of living in what Humphrey calls the “soul niche.”

Nicholas Humphrey has held posts at Oxford and Cambridge universities, and is now professor emeritus of psychology at the London School of Economics.

March 2011. 256 pages. 17 halftones. 1 table.
Cl: 978-0-691-13862-6 $24.95 | £16.95
Not for sale in the Commonwealth (except Canada)
NEW

**Honeybee Democracy**

*How Body and Environment Shape Animal and Human Minds*

**Thomas D. Seeley**

“*Honeybee Democracy* is a sheer delight. Seeley, a superb scientist and a gifted communicator, shares fascinating learning and lessons from his splendid work with these remarkable insects. His enthusiasm is infectious and he persuasively shows that there is a great deal humans can gain from studying swarm smarts. I love this book and recommend it highly.”

—Michael J. Mauboussin, author of *Think Twice: Harnessing the Power of Counterintuition*

An impressive exploration of animal behavior, *Honeybee Democracy* shows that decision-making groups, whether honeybee or human, can be smarter than even the smartest individuals in them.

Thomas D. Seeley is professor of biology at Cornell University and a passionate beekeeper.
FORTHCOMING

Group Problem Solving
Patrick R. Laughlin

“There is no better person to write this book than Patrick Laughlin. His work on group problem solving over the past four decades has been some of the most insightful and thorough research ever conducted on this topic. This excellent book will find a prominent place on my bookshelf.”
—R. Scott Tindale, Loyola University, Chicago

Experimental research by social and cognitive psychologists has established that cooperative groups solve a wide range of problems better than the average individual. This comprehensive textbook—the first of its kind in decades—presents important theories and experimental research about group problem solving.

Patrick R. Laughlin is professor emeritus of psychology at the University of Illinois, Urbana-Champaign.

March 2011. 168 pages. 28 line illus. 24 tables.
P: 978-0-691-14791-8 $29.95 | £20.95
C: 978-0-691-14790-1 $75.00 | £52.00

FORTHCOMING

A Cooperative Species
Human Reciprocity and Its Evolution
Samuel Bowles & Herbert Gintis

Using experimental, archaeological, genetic, and ethnographic data to calibrate models of the coevolution of genes and culture as well as prehistoric warfare and other forms of group competition, A Cooperative Species provides a compelling and novel account of how humans came to be moral and cooperative.

Samuel Bowles heads the Behavioral Sciences Program at the Santa Fe Institute and teaches economics at the University of Siena. Herbert Gintis holds faculty positions at the Santa Fe Institute, Central European University, and the University of Siena.

June 2011. 349 pages. 48 line illus. 23 tables. 2 maps.
P: 978-0-691-15125-0 $35.00 | £24.95
C: 978-0-691-15125-0 $75.00 | £52.00

NEW

Why People Cooperate
The Role of Social Motivations
Tom R. Tyler

“Why People Cooperate provides nothing less than a new direction for the social sciences. Tyler gathers a wide array of disparate phenomena—morality, emotions, norms, attitudes, legitimacy, self-esteem, and trust—under a single theoretical umbrella.

The book provides convincing evidence that these phenomena can produce cooperative workers and citizens because they affect the innate human desire to associate in positive ways with each other.”
—Jeffrey J. Rachlinski, Cornell Law School

Tom R. Tyler is University Professor and Chair of the Psychology Department at New York University.

2010. 232 pages. 3 line illus. 14 tables.
P: 978-0-691-14690-4 $35.00 | £24.95
C: 978-0-691-14690-4 $75.00 | £52.00

Winner of the 2008 Grawemeyer Award for Ideas Improving World Order, University of Louisville
Winner of the 2006 Woodrow Wilson Foundation Award, American Political Science Association
Winner of the 2006 Robert E. Lane Award, Division of Political Psychology, American Political Science Association

Expert Political Judgment
How Good Is It? How Can We Know?
Philip E. Tetlock

“Tetlock uses science and policy to brilliantly explore what constitutes good judgment in predicting future events and to examine why experts are often wrong in their forecasts.”
—Choice

2006. 352 pages. 39 line illus. 7 tables.
P: 978-0-691-12871-9 $26.95 | £18.95
C: 978-0-691-12870-2 $75.00 | £52.00

Read newsworthy and lively commentary on our new blog at press.princeton.edu/blog
**NEW**

**Winning**
Reflections on an American Obsession
Francesco Duina

“**Winning** offers a penetrating journey into our competitive spirit. It challenges our everyday assumptions about the good life and how we pursue, but seldom attain, happiness. Arguing that much needs to change about the American mind-set, this book will interest anyone willing to step back and reflect on what has clearly become a national obsession.”

—Emil M. Dabora, Harvard Management Company

Primarily concerned with our shared obsessions about winning and losing, *Winning* proposes a new mind-set for how we can pursue our dreams, and, in a more satisfying way, find our proper place in the world.

Francesco Duina is associate professor and chair of the Sociology Department at Bates College, and visiting professor at the International Center for Business and Politics, Copenhagen Business School.

2010. 248 pages. 9 line illus. 3 tables.
Cl: 978-0-691-14706-2 $32.50 | £22.95

---

**FORTHCOMING**

**A Behavioral Theory of Elections**
Jonathan Bendor, Daniel Diermeier, David A. Siegel & Michael M. Ting

Most theories of elections assume that voters and political actors are fully rational. While these formulations produce many insights, they also generate anomalies—most famously, about turnout. The rise of behavioral economics has posed new challenges to the premise of rationality. This groundbreaking book provides a behavioral theory of elections based on the notion that all actors—politicians as well as voters—are only boundedly rational.

Jonathan Bendor is the Walter and Elise Haas Professor of Political Economics and Organizations at Stanford University. Daniel Diermeier is the IBM Professor of Regulation and Competitive Practice and professor of managerial economics and decision sciences at Northwestern University. David A. Siegel is assistant professor of political science at Florida State University. Michael M. Ting is associate professor of political science and public affairs at Columbia University.

March 2011. 264 pages. 36 line illus. 21 tables.
Pa: 978-0-691-13507-6 $29.95 | £20.95
Cl: 978-0-691-13506-9 $70.00 | £48.95

---

**NEW**

**Cultivating Conscience**
How Good Laws Make Good People
Lynn Stout

Contemporary law and public policy often treat human beings as selfish creatures who respond only to punishments and rewards. Yet every day, we behave unselfishly—few of us mug the elderly or steal the paper from our neighbor’s yard, and many of us go out of our way to help strangers. We nevertheless overlook our own good behavior and fixate on the bad things people do and how we can stop them. In this pathbreaking book, acclaimed law and economics scholar Lynn Stout argues that this focus neglects the crucial role our better impulses could play in society. Rather than lean on the power of greed to shape laws and human behavior, Stout contends that we should rely on the force of conscience.

Lynn Stout is the Paul Hastings Professor of Corporate and Securities Law at the UCLA School of Law.

2010. 320 pages. 3 line illus.
Cl: 978-0-691-13995-1 $27.95 | £19.95
NEW
Identity Economics
How Our Identities Shape Our Work,
Wages, and Well-Being
George A. Akerlof & Rachel E. Kranton

“...Akerlof … and Kranton … explore the links between our identities and the everyday decisions we make about earning and spending money.”
—New York Times

“The authors make a compelling case that the group with which individuals identify shapes their decisions about schooling, work, savings, investment, and retirement. This paradigm offers better ways of understanding the consequences of public policies and business practices.”
—Barron’s

George A. Akerlof is the Kosland Professor of Economics at the University of California, Berkeley, and 2001 Nobel Laureate in Economics. Rachel E. Kranton is Professor of Economics at Duke University.

2010. 200 pages. 1 halftone. 1 line illus.
Cl: 978-0-691-14648-5 $24.95 | £16.95

NEW PAPERBACK
Co-Winner of the 2010 Robert Lane Award, Political Psychology Section, American Political Science Association
Co-Winner of the 2010 Silver Medal Axiom Business Book Award Entrepreneurship, Jenkins Group, Inc.
Winner of the 2009 Paul A. Samuelson Award, TIAA-CREF
Shortlisted for the 2009 Financial Times/Goldman Sachs Business Book of the Year Award
Winner of the 2009 getAbstract International Book Award
Winner of the 2009 Finance Book of the Year, China Business News
One of the “Books of the Year” for 2009, Financial Times
One of the “Favorite Financial-Crisis Books” for 2009, Bloomberg.com

With a new preface by the authors
Animal Spirits
How Human Psychology Drives the Economy, and Why It Matters for Global Capitalism
George A. Akerlof & Robert J. Shiller

“A truly innovative and bold work…[T]he authors’ focus on the psychological aspect of economics is incredibly important.”
—Michael Mandel, BusinessWeek

George A. Akerlof is the Daniel E. Koshland Sr. Distinguished Professor of Economics at the University of California, Berkeley. Robert J. Shiller is the Arthur M. Okun Professor of Economics at Yale University.

2010. 264 pages. 1 table.
Pa: 978-0-691-14592-1 $16.95 | £9.95
Cl: 978-0-691-14233-3 $24.95 | £16.95

NEW
The Politics of Happiness
What Government Can Learn from the New Research on Well-Being
Derek Bok

“Compelling.”
—David Brooks, New York Times

“With his clear analysis and outside-the-box ideas, Bok encourages thoughtful consideration of what we should want for ourselves and expect from our government.”
—Sarah Halzack, Washington Post

Derek Bok is the 300th Anniversary Research Professor at Harvard University.

2010. 272 pages. 6 tables.
Cl: 978-0-691-14489-4 $24.95 | £16.95
NEW
Life among the Anthros and Other Essays
Clifford Geertz
Edited by Fred Inglis

“To read this collection is to be reminded how much we have learned from Clifford Geertz, this trailblazer in cultural anthropology and interpretive social science.”
—Charles Taylor, McGill University

Clifford Geertz was professor emeritus in the School of Social Science at the Institute for Advanced Study in Princeton. Fred Inglis is Honorary Professor of Cultural History at the University of Warwick.

2010. 280 pages.
Cl: 978-0-691-14358-3 $29.95 | £20.95

NEW—REVISED EDITION
One of Strategy & Business’s Best Business Books for 2004
Short-listed for the 2005 British Academy Book Prize
With a new foreword by Daniel C. Dennett
The Company of Strangers
A Natural History of Economic Life
Paul Seabright

“[A] brilliant book.”
—Martin Wolf, Financial Times

“[A] clear, thought-provoking, and elegant book.”
—Howard Davies, Times Higher Education

Paul Seabright is professor of economics at the Toulouse School of Economics.

2010. 368 pages. 6 halftones. 2 line illus.
Pa: 978-0-691-14646-1 $19.95 | £13.95

NEW
Diversity and Complexity
Scott E. Page

“Page engagingly seduces readers into rather deep ideas in complex systems, including sophisticated mathematical formulas, by using a relaxed style with lots of examples.”
—Simon A. Levin, Princeton University

This book provides an introduction to the role of diversity in complex adaptive systems. A complex system—such as an economy or a tropical ecosystem—consists of interacting adaptive entities that produce dynamic patterns and structures. Diversity plays a different role in a complex system than it does in an equilibrium system. In complex adaptive systems, diversity makes fundamental contributions to system performance.

Scott E. Page is the Leonid Hurwicz Collegiate Professor of Complex Systems, Political Science, and Economics at the University of Michigan and an external faculty member at the Santa Fe Institute.

Primers in Complex Systems
2010. 304 pages. 19 line illus. 26 tables.
Pa: 978-0-691-13767-4 $19.95 | £13.95

Complex Adaptive Systems
An Introduction to Computational Models of Social Life
John H. Miller & Scott E. Page

“Miller and Page have written an orientation to this field that is a model of motivation and insight, making clear the underlying thinking and illustrating it by varied and thoughtful examples. It conveys with remarkable clarity the essentials of the complex systems approach to the embarking researcher.”
—Kenneth J. Arrow, Nobel Prize-winning economist

Princeton Studies in Complexity
2007. 288 pages. 18 halftones. 16 line illus. 42 tables.
Pa: 978-0-691-12702-6 $29.95 | £20.95

To receive notices about new books, subscribe for email at press.princeton.edu/subscribe
FORTHCOMING
The Blind Spot
Science and the Crisis of Uncertainty
William Byers

“The Blind Spot represents a serious advance, which in itself is very important and impressive.”
—Reuben Hersh, National Book Award–winning coauthor of The Mathematical Experience

In today’s unpredictable and chaotic world, we look to science to provide certainty and answers—and often blame it when things go wrong. The Blind Spot reveals why our faith in scientific certainty is a dangerous illusion, and how only by embracing science’s inherent ambiguities and paradoxes can we truly appreciate its beauty and harness its potential.

William Byers is professor emeritus of mathematics and statistics at Concordia University in Montreal.

May 2011. 240 pages. 2 halftones. 3 line illus.
Cl: 978-0-691-14684-3 $24.95 | £16.95

Also by William Byers
NEW PAPERBACK
Winner of the 2007 Best Sci-Tech Book in Mathematics, Library Journal
One of Choice’s Outstanding Academic Titles for 2007
How Mathematicians Think
Using Ambiguity, Contradiction, and Paradox to Create Mathematics

“[A] brilliant and easily accessible book on the creative foundations of math and psychology.”
—Ernest Rossi, Psychological Perspectives

2010. 424 pages. 6 halftones. 48 line illus.
Pa: 978-0-691-14599-0 $24.95 | £16.95
Cl: 978-0-691-12738-5 $45.00 | £30.95

FORTHCOMING PAPERBACK
With a new afterword by the author
The Expanding Circle
Ethics, Evolution, and Moral Progress
Peter Singer

“Singer’s theory of the expanding circle remains an enormously insightful concept, which reconciles the existence of human nature with political and moral progress. It was also way ahead of its time…. It’s wonderful to see this insightful book made available to a new generation of readers and scholars.”
—Steven Pinker, author of The Blank Slate and The Stuff of Thought

Peter Singer is the Ira W. DeCamp Professor of Bioethics in the University Center for Human Values at Princeton University and Laureate Professor at the University of Melbourne.

Pa: 978-0-691-15069-7 $17.95 | £12.50

Edited and with a new introduction by Michael Ruse
Evolution and Ethics
Thomas Henry Huxley

Praise for Princeton’s previous edition:

“For Huxley, natural selection is not to be deemed a mixed blessing; rather, it is a damnable mix.”
—Arthur Falk, Humanist

2009. 176 pages.
Pa: 978-0-691-14130-5 $16.95 | £11.95
Cl: 978-0-691-14192-3 $42.00 | £28.95
NEW
Collective Animal Behavior
David J. T. Sumpter

“This is a comprehensive, insightful, and fascinating introduction to how, and why, animals behave as a collective. From swarm-ing ants and locusts, to flocking birds and human crowds, this modern synthesis is a must-read for biolo-gists, mathematicians, physicists, and computer scientists who seek to understand the underlying mechanisms and evolutionary principles of animal grouping. Both scholarly and accessible, this book provides us a tantalizing overview of one of the most exciting new fields in biology—collective animal behavior.”
—Iain D. Couzin, Princeton University

David J. T. Sumpter is professor of applied mathematics at Uppsala University in Sweden.

2010. 312 pages. 7 halftones. 61 line illus. 3 tables.
Pa: 978-0-691-14843-4 $39.50 | £27.95
Cl: 978-0-691-12963-1 $80.00 | £55.00

NEW
Ant Encounters
Interaction Networks and Colony Behavior
Deborah M. Gordon

“Deborah Gordon’s amazingly detailed book on the complex web of interactions in ant colonies makes fascinating reading for anyone who is curious about the world around us. And—even more interestingly from my point of view—this book provides rich fodder for understanding other kinds of collective intelligence, from neurons in the brain to human societies linked by the Internet.”
—Thomas W. Malone, Massachusetts Institute of Technology

Deborah M. Gordon is professor of biology at Stanford University.

2010. 184 pages. 2 halftones. 1 line illus.
Pa: 978-0-691-13879-4 $19.95 | £13.95

NEW PAPERBACK
With a new preface by the author
Enhancing Evolution
The Ethical Case for Making Better People
John Harris

“This provocative book is a valuable retort to those who would summon the ghost of Frankenstein’s monster at the first sight of a test tube.”
—Stephen Cave, Financial Times

“Harris offers a powerful and, incidentally, powerfully entertaining case in favour of using medical science to enhance both ourselves and our children…. [Enhancing Evolution] should be on the must-read list for citizens and politicians alike.”
—Arthur Schafer, Globe and Mail

John Harris is the Lord David Alliance Professor of Bioethics at the University of Manchester School of Law, joint editor-in-chief of the Journal of Medical Ethics, and a member of Britain’s Human Genetics Commission.

2010. 272 pages.
Pa: 978-0-691-14816-8 $18.95 | £12.95
Cl: 978-0-691-12844-3 $27.95 | £19.95
One of Choice’s Outstanding Academic Titles for 2001

What Makes Us Think?
A Neuroscientist and a Philosopher Argue about Ethics, Human Nature, and the Brain
Jean-Pierre Changeux & Paul Ricoeur
Translated by M. B. DeBevoise

“These two amazing minds at work make for a fascinating look at the who, what, and how of thought.”
—Booklist
2002. 352 pages. 16 halftones. 16 line illus.
Pa: 978-0-691-09285-0 $29.95 | £20.95

From Hand to Mouth
The Origins of Language
Michael C. Corballis

“Provocative…. The gestural theory makes for a captivating story.”
—Emily Eakin, New York Times
2003. 272 pages. 13 color illus. 5 tables.
Pa: 978-0-691-11673-0 $24.95 | £16.95

NOW AVAILABLE IN PAPERBACK
The Mind’s Provisions
A Critique of Cognitivism
Vincent Descombes
Translated by Stephen Adam Schwartz

New French Thought
2010. 304 pages.
Pa: 978-0-691-14666-9 $27.95 | £19.95

Primates and Philosophers
How Morality Evolved
Frans de Waal
Edited by Stephen Macedo & Josiah Ober

“De Waal … demonstrates through his empirical work with primates the evolutionary basis for ethics.”
—Publishers Weekly
Princeton Science Library
2009. 232 pages. 9 halftones. 3 tables.
Pa: 978-0-691-14129-9 $15.95 | £10.95

The Great Brain Debate
Nature or Nurture?
John E. Dowling

 “[A]n enjoyable primer on some of the most exciting areas of neuroscience research today.”
—A. K. Prashanth, Times Higher Education Supplement
Science Essentials
2007. 200 pages. 1 halftone. 45 line illus.
Pa: 978-0-691-13310-2 $19.95 | £13.95

John Searle
Nick Fotion
Philosophy Now
Pa: 978-0-691-05712-5 $29.95
For sale only in North, Central, and South America, the Caribbean, and the Philippines

One of Choice’s Outstanding Academic Titles for 1995
Conversations on Mind, Matter, and Mathematics
Jean-Pierre Changeux & Alain Connes
Edited and translated by M. B. DeBevoise
1998. 272 pages. 31 halftones. 3 line illus. 3 tables.
Pa: 978-0-691-00405-1 $30.95 | £21.95

Primates and Philosophers
How Morality Evolved
Frans de Waal
Edited by Stephen Macedo & Josiah Ober

“De Waal … demonstrates through his empirical work with primates the evolutionary basis for ethics.”
—Publishers Weekly
Princeton Science Library
2009. 232 pages. 9 halftones. 3 tables.
Pa: 978-0-691-14129-9 $15.95 | £10.95

The Great Brain Debate
Nature or Nurture?
John E. Dowling

 “[A]n enjoyable primer on some of the most exciting areas of neuroscience research today.”
—A. K. Prashanth, Times Higher Education Supplement
Science Essentials
2007. 200 pages. 1 halftone. 45 line illus.
Pa: 978-0-691-13310-2 $19.95 | £13.95

John Searle
Nick Fotion
Philosophy Now
Pa: 978-0-691-05712-5 $29.95
For sale only in North, Central, and South America, the Caribbean, and the Philippines

One of Choice’s Outstanding Academic Titles for 1995
Conversations on Mind, Matter, and Mathematics
Jean-Pierre Changeux & Alain Connes
Edited and translated by M. B. DeBevoise
1998. 272 pages. 31 halftones. 3 line illus. 3 tables.
Pa: 978-0-691-00405-1 $30.95 | £21.95

Human Evolutionary Psychology
Louise Barrett, Robin Dunbar & John Lycett
2002. 448 pages. 75 line illus.
Pa: 978-0-691-09622-3 $60.00
For sale only in the U.S. and Canada

With a new preface by Vernon B. Mountcastle
Neuronal Man
The Biology of Mind
Jean-Pierre Changeux
Translated by Laurence Garey
“[E]xplores the fascinating question of how the human brain, similar in so many ways to the brains of less developed species, is able to accomplish so much more.”
—Richard Restak, Washington Post Book World
Princeton Science Library
1997. 368 pages. 80 figs.
Pa: 978-0-691-02666-4 $35.00 | £24.95
one of Choice’s outstanding Academic Titles for 1995

From Hand to Mouth
The Origins of Language
Michael C. Corballis

“Provocative…. The gestural theory makes for a captivating story.”
—Emily Eakin, New York Times
2003. 272 pages. 13 color illus. 5 tables.
Pa: 978-0-691-11673-0 $24.95 | £16.95

NOW AVAILABLE IN PAPERBACK
The Mind’s Provisions
A Critique of Cognitivism
Vincent Descombes
Translated by Stephen Adam Schwartz

New French Thought
2010. 304 pages.
Pa: 978-0-691-14666-9 $27.95 | £19.95
best of the backlist

**Why Men Won’t Ask for Directions**
The Seductions of Sociobiology
Richard C. Francis

“Interesting, engagingly written, and important.”
—James L. Gould, Princeton University

2005. 352 pages. 15 line illus. 3 tables.
Pa: 978-0-691-12405-6 $25.95 | £17.95

**Eye and Brain**
The Psychology of Seeing
Richard L. Gregory

“An excellent introduction to the psychology of vision.”
—Steven M. Kastenbaum, *Science Books & Films*

2004. 296 pages. 21 halftones. 33 color illus.
78 line illus.
Pa: 978-0-691-04837-6 $28.95

Winner of the 2002 Robert K. Merton Professional Award, Science, Knowledge, and Technology Section, American Sociological Association

**The Fate of Knowledge**
Helen E. Longino

2001. 248 pages. 5 tables.
Pa: 978-0-691-08876-1 $28.95 | £19.95

**Irrational Exuberance**
Second Edition
Robert J. Shiller

“Robert J. Shiller … has done more than any other economist of his generation to document the less rational aspects of financial markets.”
—Paul Krugman, *New York Times*

2005. 336 pages. 9 line illus. 4 tables.
Cl: 978-0-691-12335-6 $37.50 | £26.95

Winner of the 1993 Award for Best Professional/Scholarly Book in the History of Science, Association of American Publishers

**Conceptual Revolutions**
Paul Thagard

Pa: 978-0-691-02490-5 $39.95 | £27.95

**The Winner’s Curse**
Paradoxes and Anomalies of Economic Life
Richard H. Thaler

“Richard Thaler … stylishly recounts empirical findings that skewer hitherto sheltered economic beliefs.”
—Lola L. Lopes, *Contemporary Psychology*

Pa: 978-0-691-01934-5 $29.95 | £15.95

**Memory**
The Key to Consciousness
Richard F. Thompson & Stephen A. Madigan

“[An] entertaining review of the current science of memory.”
—Anne Harding, *Lancet*

2007. 288 pages. 30 line illus. 8 tables.
Pa: 978-0-691-13111-9 $23.95 | £16.95

**Do Animals Think?**
Clive D. L. Wynne

“A fun read … packed with clever experiments, intriguing anecdotes, and a delight in the diversity of animal behavior.”
—Sy Montgomery, *Discover*

2006. 288 pages. 15 halftones. 1 line illus.
Pa: 978-0-691-12636-4 $24.95 | £16.95
Cl: 978-0-691-11311-1 $52.50 | £ 36.95

With a foreword by Michael C. Jensen

**Moral Markets**
The Critical Role of Values in the Economy
Edited by Paul J. Zak

2008. 408 pages. 12 line illus. 7 tables.
Pa: 978-0-691-13523-6 $30.95 | £21.95

Connect with us on Twitter @princetonupress
& Facebook @PrincetonUniversityPress
<table>
<thead>
<tr>
<th>QTY.</th>
<th>ISBN</th>
<th>Author: Title</th>
<th>Page</th>
<th>Price</th>
<th>UK Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cl: 14648-5</td>
<td>Akerlof/Kranton: Identity</td>
<td>6</td>
<td>$24.95</td>
<td>£16.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 14592-1</td>
<td>Akerlof/Shiller: Animal Spirits</td>
<td>6</td>
<td>16.95</td>
<td>9.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14233-3</td>
<td></td>
<td></td>
<td>24.95</td>
<td>16.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 09622-3</td>
<td>Barrett, et al.: Human</td>
<td>11</td>
<td>60.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cl: 12644-9</td>
<td>Barrett: Beyond the Brain</td>
<td>3</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14750-5</td>
<td>Bazerman/Tenbrunsel: Blind Spot</td>
<td>1</td>
<td>24.95</td>
<td>16.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 13507-6</td>
<td>Bendor, et al.: Behavioral Theory</td>
<td>5</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 13506-9</td>
<td></td>
<td>70.00</td>
<td>48.95</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cl: 14489-4</td>
<td>Bok: Politics of Happiness</td>
<td>6</td>
<td>24.95</td>
<td>16.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 15125-0</td>
<td>Bowles/Gintis: Cooperative</td>
<td>4</td>
<td>35.00</td>
<td>24.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14684-3</td>
<td>Byers: Blind Spot</td>
<td>9</td>
<td>24.95</td>
<td>16.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 14130-5</td>
<td>Huxley: Evolution and Ethics</td>
<td>9</td>
<td>16.95</td>
<td>11.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14192-3</td>
<td></td>
<td></td>
<td>42.00</td>
<td>28.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 13012-5</td>
<td>Johnston: Surviving Death</td>
<td>8</td>
<td>35.00</td>
<td>24.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14674-4</td>
<td>Kurzban: Why Everyone (Else)</td>
<td>1</td>
<td>27.95</td>
<td>19.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14791-8</td>
<td>Laughlin: Group Problem Solving</td>
<td>4</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14790-1</td>
<td></td>
<td></td>
<td>75.00</td>
<td>52.00</td>
</tr>
<tr>
<td></td>
<td>Cl: 13862-6</td>
<td>Humphrey: Soul Dust</td>
<td>2</td>
<td>24.95</td>
<td>16.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 12702-6</td>
<td>Miller/Page: Complex Adaptive</td>
<td>7</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 13767-4</td>
<td>Page: Diversity and Complexity</td>
<td>7</td>
<td>19.95</td>
<td>13.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14646-1</td>
<td>Seabright: Company of Strangers</td>
<td>7</td>
<td>19.95</td>
<td>13.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14721-5</td>
<td>Seeley: Honeybee Democracy</td>
<td>3</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 12335-6</td>
<td>Shiller: Irrational Exuberance</td>
<td>12</td>
<td>37.50</td>
<td>26.50</td>
</tr>
<tr>
<td></td>
<td>Pa: 08876-1</td>
<td>Longino: Fate of Knowledge</td>
<td>12</td>
<td>28.95</td>
<td>19.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 13866-4</td>
<td>Soames: Philosophy of Language</td>
<td>8</td>
<td>21.95</td>
<td>14.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14640-9</td>
<td>Soames: What Is Meaning?</td>
<td>8</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14397-2</td>
<td>Sosa: Knowing Full Well</td>
<td>8</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 13995-1</td>
<td>Stout: Cultivating Conscience</td>
<td>5</td>
<td>27.95</td>
<td>19.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14843-4</td>
<td>Sumpter: Collective Animal</td>
<td>10</td>
<td>39.50</td>
<td>27.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 12963-1</td>
<td></td>
<td></td>
<td>80.00</td>
<td>55.00</td>
</tr>
<tr>
<td></td>
<td>Cl: 12871-9</td>
<td>Tetlock: Expert Political Judgment</td>
<td>4</td>
<td>26.95</td>
<td>18.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14272-2</td>
<td>Thagard: Brain and the Meaning</td>
<td>3</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 12871-9</td>
<td>Tetlock: Expert Political Judgment</td>
<td>4</td>
<td>26.95</td>
<td>18.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14272-2</td>
<td>Thagard: Brain and the Meaning</td>
<td>3</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14706-2</td>
<td>Duina: Winning</td>
<td>5</td>
<td>32.50</td>
<td>22.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14272-2</td>
<td>Thagard: Conceptual Revolutions</td>
<td>12</td>
<td>39.95</td>
<td>27.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 12310-2</td>
<td>Dowling: Great Brain Debate</td>
<td>11</td>
<td>19.95</td>
<td>13.95</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>129.50</td>
<td>80.00</td>
</tr>
<tr>
<td></td>
<td>Pa: 02666-4</td>
<td>Changeux: Neuronal Man</td>
<td>11</td>
<td>35.00</td>
<td>24.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 00405-1</td>
<td>Changeux/Connes: Conversations</td>
<td>11</td>
<td>30.95</td>
<td>21.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 13866-4</td>
<td>Soames: Philosophy of Language</td>
<td>8</td>
<td>21.95</td>
<td>14.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 09285-0</td>
<td>Changeux/Ricoeur: What Makes</td>
<td>11</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14640-9</td>
<td>Soames: What Is Meaning?</td>
<td>8</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 13703-2</td>
<td>Churchland: Braintrust</td>
<td>2</td>
<td>24.95</td>
<td>16.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14397-2</td>
<td>Sosa: Knowing Full Well</td>
<td>8</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 11673-0</td>
<td>Corballis: From Hand to Mouth</td>
<td>11</td>
<td>24.95</td>
<td>16.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 13995-1</td>
<td>Stout: Cultivating Conscience</td>
<td>5</td>
<td>27.95</td>
<td>19.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14547-1</td>
<td>Corballis: Recursive Mind</td>
<td>2</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14129-9</td>
<td>de Waal: Primates</td>
<td>11</td>
<td>15.95</td>
<td>10.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14669-9</td>
<td>Descombes: Mind’s Provisions</td>
<td>11</td>
<td>27.95</td>
<td>19.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 12871-9</td>
<td>Tetlock: Expert Political Judgment</td>
<td>4</td>
<td>26.95</td>
<td>18.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 13310-2</td>
<td>Dowling: Great Brain Debate</td>
<td>11</td>
<td>19.95</td>
<td>13.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14272-2</td>
<td>Thagard: Brain and the Meaning</td>
<td>3</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14706-2</td>
<td>Duina: Winning</td>
<td>5</td>
<td>32.50</td>
<td>22.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 02490-5</td>
<td>Thagard: Conceptual Revolutions</td>
<td>12</td>
<td>39.95</td>
<td>27.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 05712-5</td>
<td>Fotion: John Searle</td>
<td>11</td>
<td>29.95</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pa: 01934-5</td>
<td>Thaler: Winner’s Curse</td>
<td>12</td>
<td>29.95</td>
<td>15.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 12405-6</td>
<td>Francis: Why Men Won’t Ask</td>
<td>12</td>
<td>25.95</td>
<td>17.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14358-3</td>
<td>Geertz: Life among the Anthros</td>
<td>7</td>
<td>29.95</td>
<td>20.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 14690-4</td>
<td>Tyler: Why People Cooperate</td>
<td>4</td>
<td>35.00</td>
<td>24.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 13879-4</td>
<td>Gordon: Ant Encounters</td>
<td>10</td>
<td>19.95</td>
<td>13.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 12636-4</td>
<td>Wynne: Do Animals Think?</td>
<td>12</td>
<td>24.95</td>
<td>16.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 04837-6</td>
<td>Gregory: Eye and Brain</td>
<td>12</td>
<td>28.95</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cl: 14323-3</td>
<td></td>
<td></td>
<td>52.50</td>
<td>36.95</td>
</tr>
<tr>
<td></td>
<td>Pa: 14816-8</td>
<td>Harris: Enhancing Evolution</td>
<td>10</td>
<td>18.95</td>
<td>12.95</td>
</tr>
<tr>
<td></td>
<td>Cl: 12844-3</td>
<td></td>
<td>27.95</td>
<td>19.95</td>
<td></td>
</tr>
</tbody>
</table>
**U.S. & CANADA**

**SEND ORDERS TO**
Princeton University Press
c/o California/Princeton Fulfillment Services, Inc.
1445 Lower Ferry Road
Ewing, New Jersey 08618

**ORDER TOLL-FREE**
Telephone 1-800-777-4726
(8:30 a.m. – 7:00 p.m., EST, weekdays)
FAX 1-800-999-1958 (24 hours)
orders@cpfsinc.com
WEB press.princeton.edu

**SALES TAX**
*NJ 7%; CA 9.25%; Canada GST 5%; Shipping charges to NJ: Add 7% sales tax. Princeton University Press remits GST to Revenue Canada. Your books will be shipped from inside Canada and you will not be assessed Canada Post's border handling fee.

**SHIPPING & HANDLING**
**Please add $4.00 for the first book and $1.00 for each additional book.**

*Please allow 3 weeks for shipping; publication dates of new books are identified and they will be shipped as soon as they are available.*

**BOOKS SUBTOTAL**
**Sales tax subtotal**
**Shipping and handling**
**TOTAL**

**PAYMENT METHOD**
☐ Enclosed please find my check made payable to:
California/Princeton Fulfillment Services

Please charge my:
☐ Visa ☐ MasterCard

*California/Princeton Fulfillment Services, Inc. does not accept American Express.*

---

**U.K., EUROPE, AFRICA & the MIDDLE EAST**

**POST ORDERS TO**
Princeton University Press
Customer Service Operations
c/o John Wiley & Sons, Ltd.
1 Oldlands Way, Bognor Regis
West Sussex, PO22 9SA United Kingdom

**PHONE ORDERS**
Telephone Dial-Free (UK only) 0800 243407
(Overseas orders) +44 1243 843294
FAX +44 (0) 1243 843296

cs-books@wiley.co.uk

**BOOKS SUBTOTAL**

*Please add the following to your order to cover delivery of your books:*  

<table>
<thead>
<tr>
<th>Option</th>
<th>UK</th>
<th>Europe</th>
<th>ROW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surface Mail</td>
<td>£3.70</td>
<td>£12.75/€19.00</td>
<td>£14.95/$26.95**</td>
</tr>
<tr>
<td>Air Mail</td>
<td>£5.35/€8.00</td>
<td>£14.95/$26.95**</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL**

*Delivery time is dependent on country of destination. Delivery will be arranged by John Wiley & Sons Ltd. Alternatively, you may collect your orders by prior arrangement. We can also quote for delivery by courier (please email cs-books@wiley.co.uk for details).**

**PAYMENT METHOD**
☐ Enclosed please find my cheque made payable to: John Wiley & Sons

Please charge my:
☐ Visa ☐ MasterCard ☐ American Express

---

**SEND MY ORDER TO**

Name ____________________________
Address __________________________________________
________________________________________
________________________________________
________________________________________

Credit Card # ____________________________
Card Security Code ____________________________
Exp. Date ____________________________
Signature ____________________________
Telephone ____________________________

**BILLING ADDRESS** (if different)

________________________________________
________________________________________
________________________________________
________________________________________

Prices are subject to change without notice.