A Message from the Editor

It is with great pleasure that, on behalf of my colleagues at Princeton University Press, I introduce the 2012 cognitive science catalog. The books in this catalog exemplify the quality of scholarship that we prize. They reflect the genuinely interdisciplinary approach that we take to developing our publishing programs, and to this end, cognitive science—an interdisciplinary field connecting research within the humanities, social science, and science—is a natural representation of the mission of the Press.

As demonstrated in the following pages, our cognitive science publishing reflects the state-of-the-art of the field, and includes work by psychologists and neuroscientists, philosophers of mind, evolutionary biologists, and social scientists of all stripes. The catalog highlights recent and forthcoming books by Max H. Bazerman and Ann E. Tenbrunsel, Patricia S. Churchland, Nicholas Humphrey, Michael C. Corballis, Robert Kurzban, Enrico Coen, and Samuel Bowles and Herbert Gintis, among others. We are proud to make available in paperback Paul Thagard’s acclaimed The Brain and the Meaning of Life, George A. Akerlof and Rachel E. Kranton’s important Identity Economics, and Peter Singer’s classic The Expanding Circle. We also use this opportunity to draw your attention to significant earlier works published by the Press by authors such as Louise Barrett, Robin Dunbar, Frans de Waal, Jean-Pierre Changeux, Richard L. Gregory, Richard H. Thaler, Robert J. Shiller, 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.

This catalog is indicative of the bright future for the Princeton University Press cognitive science program and we hope that within these pages you find books and ideas that will 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: Composite illustration by Marcella Engel Roberts
NEW

Blind Spots
Why We Fail to Do What’s Right and What to Do about It
Max H. Bazerman & Ann E. Tenbrunsel

“One explanation for what happened at News of the World can be found in a new book called Blind Spots. Its authors Max Bazerman and Ann Tenbrunsel look at how businesses, from Ford to Enron to subprime mortgage lenders, can end up mired in ethical disaster. But rather than discuss such choices as coolly calculated trade-offs between right and wrong, they look at how people actually make decisions—under pressure from shareholders, bosses and colleagues, up against tight deadlines and often worried about their careers, or even whether their contracts are going to be renewed.”
—Aditya Chakrabortty, Guardian

Max H. Bazerman is the Jesse Isidor Straus Professor of Business Administration at 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.

NEW

Braintrust
What Neuroscience Tells Us about Morality
Patricia S. Churchland

“Patricia Churchland makes a compelling case that morality is woven into our brains, anchored in the neurobiology of attachment and bonding…. This smart, lucid and often entertaining book will give any curious mind a good overview of how the brain learns to distinguish right from wrong.”
—Ferris Jabr, New Scientist

Patricia S. Churchland is professor emerita of philosophy at the University of California, San Diego, and an adjunct professor at the Salk Institute.

NEW

Soul Dust
The Magic of Consciousness
Nicholas Humphrey

“[E]loquent…. Scientists are often accused these days of overlooking the awe and wonder of the world, so it’s exciting when a philosopher puts that magic at the very heart of a scientific hypothesis.”
—Matt Ridley, Wall Street Journal

“Nicholas Humphrey’s new book about consciousness is seductive—early 1960s, ‘Mad Men’ seductive. His writing is … elegant, and hypnotic.”
—Alison Gopnik, New York Times Book Review

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

The Recursive Mind
The Origins of Human Language, Thought, and Civilization
Michael C. Corballis

“This is a wonderful book by an expert writer. Corballis tracks the importance of recursion in the context of language, theory of mind, and mental time travel, and concludes that its emergence explains much about how we became human. He proposes a novel answer to an enduring mystery. This book is a significant achievement.”
—Thomas Suddendorf, University of Queensland

Michael C. Corballis is professor emeritus of psychology at the University of Auckland in New Zealand.

2011. 304 pages. 6 halftones. 9 line illus. 2 maps.  
Cl: 978-0-691-14547-1 $29.95 | £20.95

FORTHCOMING PAPERBACK

Why Everyone (Else) Is a Hypocrite
Evolution and the Modular Mind
Robert Kurzban

“Using humour and anecdotes, Kurzban reveals how conflict between the modules of the mind leads to contradictory beliefs, vacillating behaviours, broken moral boundaries and inflated egos. He argues that we should think of ourselves not as ‘I’ but as ‘we’—a collection of interacting systems that are in constant conflict.”
—Nature

Robert Kurzban is associate professor of psychology and founder of the Pennsylvania Laboratory for Experimental Evolutionary Psychology at the University of Pennsylvania.

June 2012. 288 pages. 2 halftones. 1 line illus.  
Pa: 978-0-691-15439-8 $18.95 | £12.95  
Cl: 978-0-691-14674-4 $27.95 | £19.95

FORTHCOMING

Cells to Civilizations
The Principles of Change That Shape Life
Enrico Coen

“This is a charming, clever, and thought-provoking book. With examples and metaphor, the book advances the idea that the same basic principles operate in evolution, development, learning, and culture.”
—Stephen C. Stearns, Yale University

A compelling investigation into the relationships between our biological past and cultural progress, Cells to Civilizations presents a remarkable story of living change.

Enrico Coen is a plant molecular geneticist based at the John Innes Centre in Norwich, United Kingdom.

June 2012. 312 pages. 20 color illus. 81 halftones. 9 line illus.  
Cl: 978-0-691-14967-7 $29.95 | £20.95

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NEW

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

“In A Cooperative Species, economists Samuel Bowles and Herbert Gintis update their ideas on the evolutionary origins of altruism. Containing new data and analysis, their book is a sustained and detailed argument for how genes and culture have together shaped our ability to cooperate. By presenting clear models that are tied tightly to empirically derived parameters, Bowles and Gintis encourage much-needed debate on the origins of human cooperation.”
—Peter Richerson, Nature

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.

2011. 280 pages. 39 line illus. 24 tables.
Cl: 978-0-691-15125-0 $35.00 | £24.95

NEW 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.

2011. 232 pages.
Pa: 978-0-691-15069-7 $17.95 | £12.50

FORTHCOMING PAPERBACK
The Brain and the Meaning of Life
Paul Thagard

“[Thagard] offers a tightly reasoned, often humorous, and original contribution to the emerging practice of applying science to areas heretofore the province of philosophers, theologians, ethicists, and politicians…. What is the source of the sense of self? What is love? What is the difference between right and wrong, and how can we know it? What is the most legitimate form of government?… Thagard employs the latest tools and findings of science in his attempts to answer these (and additional) questions.”
—Michael Shermer, Science

Paul Thagard is professor of philosophy and director of the cognitive science program at the University of Waterloo, Canada.

March 2012. 296 pages. 12 line illus.
Pa: 978-0-691-15440-4 $19.95 | £13.95
Cl: 978-0-691-14272-2 $30.95 | £21.95
NEW

**Beyond the Brain**
How Body and Environment Shape Animal and Human Minds
Louise Barrett

“A delight to read, this very ambitious book furnishes a fresh perspective on animal behavior. Barrett synthesizes a broad literature from fields as diverse as ethology, ecological psychology, artificial intelligence, robotics, and philosophy, and masterfully weaves the different strands together into an iconoclastic but coherent view of cognitive behavior. A reader could not wish for a clearer guide into this new field.”
—Carel van Schaik, Anthropological Institute and Museum, University of Zürich

Louise Barrett is a professor in the psychology department at the University of Lethbridge.

2011. 268 pages. 14 line illus.
Cl: 978-0-691-12644-9 $29.95 | £20.95

NEW

**Group Problem Solving**
Patrick R. Laughlin

“Humans solve problems in groups. For almost one hundred years, psychologists have conducted studies of group problem solving, and in this book, Patrick Laughlin reviews the results of these efforts.”
—Earl Hunt, University of Washington

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

2011. 176 pages. 28 line illus. 24 tables.
Pa: 978-0-691-14791-8 $29.95 | £20.95
Cl: 978-0-691-14790-1 $75.00 | £52.00

NEW

**Depression in Japan**
Psychiatric Cures for a Society in Distress
Junko Kitanaka

“In this beautifully nuanced book, Kitanaka documents the burgeoning of Japanese depression over the past decade. In portraying this phenomenon, she deftly draws readers into the intertwined worlds of pressure-cooker work environments, individuals suffering deep malaise who are frequently suicidal, and the compassionate but at times conflicted practice of Japanese psychiatry.”
—Margaret Lock, author of *Twice Dead: Organ Transplants and the Reinvention of Death*

Junko Kitanaka is an associate professor in the Department of Human Sciences at Keio University, Tokyo.

2011. 264 pages. 5 halftones. 1 line illus.
Pa: 978-0-691-14205-0 $29.95 | £20.95
Cl: 978-0-691-14204-3 $75.00 | £52.00

NEW

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

“[A] new direction for the social sciences.”
—Jeffrey J. Rachlinski, Cornell Law School

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

NEW

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

“Duina’s excellent new perspective on chasing the American dream offers much to reflect on.”
—Choice

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Cl: 978-0-691-14706-2 $32.50 | £22.95
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Machine Gambling in Las Vegas
Natasha Dow Schüll

Addiction by Design is a compelling inquiry into the intensifying traffic between people and machines of chance, offering clues to some of the broader anxieties and predicaments of contemporary life.

Natasha Dow Schüll is assistant professor in the Program in Science, Technology, and Society at the Massachusetts Institute of Technology.

December 2011. 456 pages. 3 tables.
Pa: 978-0-691-15143-4 $35.00 | £24.95
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NEW

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

“In this pathbreaking book, the authors provide the analytical foundations for a new behavioral theory of political participation.”
—Stephen Ansolabehere, Harvard University

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.

2011. 272 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

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Kristen Renwick Monroe

“This is an excellent, compelling, and persuasive book. The interviews, in particular, constitute a priceless resource and are a phenomenal contribution to our understanding of individual variance, societal pressure, and the tremendous burden of fully accepting freedom in moral choice.”
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Kristen Renwick Monroe is professor of political science at the University of California, Irvine.

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—Patrick McNamara, Institute for the Biocultural Study of Religion

Ann Taves is professor of religious studies at the University of California, Santa Barbara.

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Pa: 978-0-691-14088-9 $22.95 | £15.95
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“[A]n important new book…. Professor Akerlof and Rachel Kranton have invented Identity Economics.”
—Daniel Finkelstein, Times

George A. Akerlof is the Koshland Professor of Economics at the University of California, Berkeley. Rachel E. Kranton is professor of economics at Duke University.

2011. 192 pages. 1 halftone. 1 line illus.
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—Sarah Halzack, Washington Post

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

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“With an excellent selection of papers by all the classical pragmatists and a very well judged collection of pieces by more recent philosophers sympathetic to pragmatism, this superb volume provides material for a successful course on pragmatism and also offers readers a fascinating overview of its varieties.”
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The Pragmatism Reader is the essential anthology of this important philosophical movement.

Robert B. Talisse is professor of philosophy at Vanderbilt University. Scott F. Aikin is senior lecturer in philosophy at Vanderbilt.

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FORTHCOMING
When Is True Belief Knowledge?
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Richard Foley is professor of philosophy and vice chancellor for strategic planning at New York University.

Princeton Monographs in Philosophy
July 2012. 120 pages.
Cl: 978-0-691-15472-5 $35.00 | £24.95

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Clearly and vigorously argued, this is an important contribution both to the history of philosophy and to the contemporary philosophy of personal identity.

Galen Strawson taught philosophy at the University of Oxford for twenty years.

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Ernest Sosa is the Board of Governors Professor of Philosophy at Rutgers University.

Soochow University Lectures in Philosophy

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Science and the Crisis of Uncertainty
William Byers

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

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Ted Cohen is professor of philosophy at the University of Chicago.

Princeton Monographs in Philosophy
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Mark Johnston

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—Thomas Nagel, Times Literary Supplement

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—Michael Forster, University of Chicago

Mark Johnston is the Walter Cerf Professor of Philosophy at Princeton University.

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Susan Wolf
Introduction by Stephen Macedo
With commentary by John Koethe, Robert M. Adams, Nomy Arpaly & Jonathan Haidt

“Susan Wolf is one of the clearest, most thoughtful, and most incisively elegant writers in contemporary ethics. She has an uncanny knack for putting her finger on important points and expressing them in ways that capture the imagination. In this book, she develops her ideas about meaningfulness in life with considerable subtlety, creating a work of genuine depth and importance.”
—John Martin Fischer, University of California, Riverside

Susan Wolf is the Edna J. Koury Professor of Philosophy at the University of North Carolina, Chapel Hill.

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April 2012. 168 pages.
Pa: 978-0-691-15450-3 $19.95 | £13.95
Cl: 978-0-691-14524-2 $25.95 | £17.95

What Is Meaning?
Scott Soames

“This is an outstanding book, probably the best philosophy book I have read this year.”
—Anthony Everett, Notre Dame Philosophical Reviews

Soochow University Lectures in Philosophy
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FORTHCOMING

The Optics of Life
A Biologist’s Guide to Light in Nature
Sönke Johnsen

“This is a gem of a book.”
—Edith A. Widder, Ocean Research and Conservation Association

The Optics of Life introduces the fundamentals of optics to biologists and nonphysicists, giving them the tools they need to successfully incorporate optical measurements and principles into their research.

Sönke Johnsen is associate professor of biology at Duke University.

January 2012. 376 pages. 8 color illus. 24 halftones. 90 line illus. 7 tables.
Pa: 978-0-691-13991-3 $45.00 | £30.95
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Thomas D. Seeley

“[S]plendid.”
—John Whitfield, Nature

“[E]ngaging and fascinating.”
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Louise Barrett, Robin Dunbar & John Lycett
2002. 448 pages, 75 line illus. Pa: 978-0-691-09622-3 $62.95
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Jean-Pierre Changeux
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Princeton Science Library
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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 $31.95 | £21.95

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Frans de Waal
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—Publishers Weekly
Princeton Science Library
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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
“This two amazing minds at work make for a fascinating look at the who, what, and how of thought.”
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From Hand to Mouth
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Michael C. Corballis
“Provocative…. The gestural theory makes for a captivating story.”
—Emily Eakin, New York Times
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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

The Mind’s Provisions
A Critique of Cognitivism
Vincent Descombes
Translated by Stephen Adam Schwartz
New French Thought

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Robert J. Shiller
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