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.

This year’s catalog features three major works worthy of special notice. William Bialek’s Biophysics is a landmark textbook that crosses disciplinary boundaries to teach advanced students about this important subject. In Cells to Civilization, Enrico Coen provides the first unified account of how life transforms itself, from single cells to self-understanding. With The Behavioral Foundations of Public Policy, Eldar Shafir and colleagues examine the important nexus of human behavior and economic decision making, and how this should inform public policy.

And not to be missed are several works new in paperback this year, including Patricia Churchland’s Braintrust, Robert Kurzban’s Why Everyone (Else) Is a Hypocrite, Nicholas Humphrey’s Soul Dust, Paul Thagard’s The Brain and the Meaning of Life, and Max H. Bazerman and Ann E. Tenbrunsel’s Blind Spots.

Finally, this year Princeton University Press begins exhibiting at the annual meeting of the Society for Neuroscience. We hope to see you there, and look forward to continuing to share this intellectually engaging journey with you.

Thank you for your support.

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

Biophysics
Searching for Principles
William Bialek

“This excellent book covers very original ground, providing an authoritative overview of important problems while linking strongly to the original literature.” —Pietro Cicuta, University of Cambridge

Interactions between the fields of physics and biology reach back over a century, and some of the most significant developments in biology—from the discovery of DNA’s structure to imaging of the human brain—have involved collaboration across this disciplinary boundary. For a new generation of physicists, the phenomena of life pose exciting challenges to physics itself, and biophysics has emerged as an important subfield of this discipline. Here, William Bialek provides the first graduate-level introduction to biophysics aimed at physics students.

- Covers a range of biological phenomena from the physicist’s perspective
- Features 200 problems
- Draws on statistical mechanics, quantum mechanics, and related mathematical concepts
- Includes an annotated bibliography and detailed appendixes
- Instructor’s manual (available only to teachers)

William Bialek is the John Archibald Wheeler/Battelle Professor in Physics at Princeton University, where he is also a member of the multidisciplinary Lewis-Sigler Institute for Integrative Genomics.

November 2012. 632 pages. 62 color illus. 15 halftones. 141 line illus. 1 table. Cl: 978-0-691-13891-6 $95.00 | £65.00

NEW

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

“Cells to Civilizations explores the extraordinary transformations that are the basis of life. Simple cells evolve into complex animals. Single cells develop into a human being. Newborns learn how to behave in society. Societies create cultural institutions. Coen shows that a small number of principles applies to all these transformations. This book provided me with a real feeling for the unity of life. It gave me a glimpse of that mysterious and awesome circle through which evolution generates not only life, but also self-understanding.” —Chris Frith, University College London

Cells to Civilizations is the first unified account of how life transforms itself—from the production of bacteria to the emergence of complex civilizations. What are the connections between evolving microbes, an egg that develops into an infant, and a child who learns to walk and talk? Award-winning scientist Enrico Coen synthesizes the growth of living systems and creative processes, and he reveals that the four great life transformations—evolution, development, learning, and human culture—while typically understood separately, actually all revolve around shared core principles and manifest the same fundamental recipe. Coen blends provocative discussion, the latest scientific research, and colorful examples to demonstrate the links between these critical stages in the history of life.

Enrico Coen is a plant molecular geneticist based at the John Innes Centre in Norwich, United Kingdom, a fellow of the Royal Society, and a foreign associate of the U.S. National Academy of Sciences.

2012. 344 pages. 20 color illus. 81 halftones. 9 line illus. Cl: 978-0-691-14967-7 $29.95 | £19.95
FORTHCOMING

The Behavioral Foundations of Public Policy
Edited by Eldar Shafir

“Behavioral public policy is an emerging field, with a great deal of interesting work just beginning to be done. This book is a compilation of perspectives by a truly stellar collection of leading researchers in a range of social science disciplines.”
—Daniel J. Benjamin, Cornell University

This collection examines the policy relevance of behavioral science to our social and political lives, to issues ranging from health, environment, and nutrition, to dispute resolution, implicit racism, and false convictions. The book illuminates the relationship between behavioral findings and economic analyses, and calls attention to what policymakers might learn from this vast body of groundbreaking work.

Eldar Shafir is the William Stewart Tod Professor of Psychology and Public Affairs in the Department of Psychology and the Woodrow Wilson School of Public and International Affairs at Princeton University.

January 2013. 528 pages. 35 line illus. 23 tables.
Cl: 978-0-691-13756-8 $55.00 | £37.95

NEW PAPERBACK
Winner of the 2011 PROSE Award for Excellence in Biological & Life Sciences and Biomedicine & Neuroscience, Association of American Publishers

Braintrust
What Neuroscience Tells Us about Morality
Patricia S. Churchland

“[This] superbly written, dense-with-thinking book is fiercely alert to what can and cannot justifiably be inferred from modern science. [Churchland] is a brilliantly precise (and often slyly funny) demolisher of exaggerated claims.”
—Steven Poole, Guardian

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

2012. 288 pages. 1 halftone. 11 line illus.
Pa: 978-0-691-15634-7 $17.95 | £12.50
Cl: 978-0-691-13703-2 $24.95 | £16.95

NEW PAPERBACK

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

“Bolstered by recent studies and research, Kurzban makes a convincing and coherent . . . case for the modular mind, greatly helped by humorous footnotes and examples. . . . Taking on lofty topics, including truth and belief, Kurzban makes a successful case for changing—and remapping—the modern mind.”
—Publishers Weekly

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

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

To receive notices about new books, subscribe for email at: press.princeton.edu/subscribe
Soul Dust
The Magic of Consciousness
Nicholas Humphrey

“(Humphrey) brings his incisive mind to bear on one of the great riddles of science—the evolutionary origin of consciousness—and presents the best-yet solution to the supposedly insuperable problem.”
—V. S. Ramachandran, author of The Tell-Tale Brain: A Neuroscientist’s Quest for What Makes Us Human

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

November 2012. 256 pages. 16 halftones. 1 table.
Pa: 978-0-691-15637-8 $18.95 | £12.95
Cl: 978-0-691-13862-6 $24.95 | £16.95
Not for sale in the Commonwealth (except Canada)

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.

2012. 296 pages. 12 line illus.
Pa: 978-0-691-15440-4 $19.95 | £13.95
Cl: 978-0-691-13862-6 $24.95 | £16.95

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

“Showing that the human mind sometimes leads us to behave in ways that are inconsistent with our own ethical standards, Blind Spots introduces behavioral ethics and reveals how this emerging field has important implications for wise decision making in our personal and professional lives.”
—Robert H. Mnookin, Harvard University

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.

January 2013. 208 pages. 180 line illus. 1 table.
Pa: 978-0-691-15622-4 $16.95 | £11.95
Cl: 978-0-691-14750-5 $24.95 | £16.95

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

The 5 Elements of Effective Thinking
Edward B. Burger & Michael Starbird

“Think . . . fail . . . question . . . understand . . . change . . . learn: in their powerful new book, Burger and Starbird show students, teachers, and everyone else how to harness the genius of learning. The 5 Elements argues that the door to knowledge is not opened by a magical test. Instead, the key is for each of us to boldly embrace a willingness to fail while organizing persistent approaches to thinking. Even more than helping one master content, this book can lead to a satisfying and rewarding life of the mind.”

—Dennis Van Roekel, president of the National Education Association

Edward B. Burger is the Francis Christopher Oakley Third Century Professor of Mathematics at Williams College, an educational and business consultant, and a former vice provost at Baylor University. Michael Starbird is University Distinguished Teaching Professor at The University of Texas at Austin and an educational and business consultant.

2012. 168 pages. 1 halftone.
Cl: 978-0-691-15666-8 $19.95 | £13.95

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

“[A] fascinating and well-grounded exposition of the nature and power of recursion. In its ultra-reasonable way, this is quite a revolutionary book because it attacks key notions about language and thought. Most notably, it disputes the idea, argued especially by linguist Noam Chomsky, that thought is fundamentally linguistic—in other words, you need language before you can have thoughts.”

—Liz Else, New Scientist

2011. 304 pages. 6 halftones. 9 line illus. 2 maps.
Cl: 978-0-691-14547-1 $30.95 | £21.95

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

“[W]e can see Barrett’s brave new book as a beacon to future generations of scientists who wish to investigate the particularly human niche in cognitive evolution.”

—Daniel J. Povinelli, Human Ethology Bulletin

Cl: 978-0-691-12644-9 $35.00 | £24.95

Group Problem Solving
Patrick R. Laughlin

2010. 176 pages. 28 line illus. 24 tables.
Cl: 978-0-691-14791-1 $78.50 | £55.00

Winning
Reflections on an American Obsession
Francesco Duina

2010. 248 pages. 9 line illus. 3 tables.
Cl: 978-0-691-14706-2 $35.00 | £24.95

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

2010. 232 pages. 3 line illus. 14 tables.
Cl: 978-0-691-14690-4 $37.50 | £26.95

One of Choice’s 2010-2011 Significant University Press Titles for Undergraduates

One of Choice’s Outstanding Academic Titles for 2011
FORTHCOMING

Meeting at Grand Central
Understanding the Social and Evolutionary Roots of Cooperation
Lee Cronk & Beth L. Leech

"An evolutionary psychologist and a political scientist somehow accomplish the spectacular feat of explaining human cooperation by delineating diverse accounts of the roadblocks to it. Cronk and Leech persuasively argue that cooperation is based in complicated emergent institutions surrounding indirect reciprocity but also in basic individual biological and evolutionary realities."
—John R. Hibbing, University of Nebraska–Lincoln

Lee Cronk is professor of anthropology at Rutgers University. Beth L. Leech is associate professor of political science at Rutgers University.

November 2012. 264 pages. 7 line illus.
Cl: 978-0-691-15495-4 $29.95 | £19.95

FORTHCOMING

The Measure of Civilization
How Social Development Decides the Fate of Nations
Ian Morris

"[A] valuable, critical guide to Morris's quantitative index of social development and important for his observations about what we can learn from existing work, what features of societies matter most, and what future research is needed."
—Philip T. Hoffman, California Institute of Technology

Ian Morris is the Jean and Rebecca Willard Professor of Classics and professor of history at Stanford University.

February 2013. 376 pages. 2 halftones. 73 line illus. 4 maps.
Cl: 978-0-691-15568-5 $29.95 | £19.95
Not for sale in the Commonwealth (except Canada)

NEW

How Ancient Europeans Saw the World
Vision, Patterns, and the Shaping of the Mind in Prehistoric Times
Peter S. Wells

“Peter Wells . . . opens our eyes to the way in which Bronze Age and Iron Age people viewed their world, drawing on current work in material culture studies to present us with a dynamic picture of the visual life of late prehistory.”
—Anthony Harding, University of Exeter

Peter S. Wells is professor of anthropology at the University of Minnesota.

2012. 304 pages. 40 halftones. 6 line illus. 3 maps.
Cl: 978-0-691-14338-5 $35.00 | £24.95
NEW

Ethics in an Age of Terror and Genocide
Identity and Moral Choice
Kristen Renwick Monroe

“Readers acquainted with Monroe’s earlier works on the Holocaust and its implications will find this a fruitful extension into genocide and related horrors. New readers will find all the background they need and be amazed at the depth of her analysis for the array of personal responses to evil.” —Thomas C. Schelling, Nobel Laureate in Economics

Kristen Renwick Monroe is professor of political science at the University of California, Irvine.

2011. 456 pages. 3 tables.
Pa: 978-0-691-15143-4 $35.00 | £24.95
Cl: 978-0-691-15137-3 $75.00 | £52.00

NEW

Addiction by Design
Machine Gambling in Las Vegas
Natasha Dow Schüll

“At the heart of Schüll’s book is the interplay between the players and the machine; between the players and the machine manufacturers; between the players and the math program; and between the players and the ‘zone’ that the machines help produce. A tour de force that changes the dialogue on gambling addiction.” —Henry R. Lesieur, author of The Chase: Career of the Compulsive Gambler

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

2012. 456 pages. 29 halftones.
Cl: 978-0-691-12755-2 $35.00 | £24.95

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

“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

2011. 280 pages. 39 line illus. 24 tables.
Pa: 978-0-691-15125-0 $39.95 | £27.95
Cl: 978-0-691-14648-5 $24.95 | £16.95

Diversity and Complexity
Scott E. Page

Primers in Complex Systems

2010. 304 pages. 19 line illus. 26 tables.
Pa: 978-0-691-13767-4 $22.95 | £15.95
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. Suffering individuals are medicated, but psychiatrists, exquisitely sensitive to the oppressive ‘forces’ of society, also politicize depression.”

—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 | £19.95
Cl: 978-0-691-14204-3 $75.00 | £52.00

Winner of the 2010 William A. Douglass Prize in Europeanist Anthropology, Society for the Anthropology of Europe

**The Empire of Trauma**
An Inquiry into the Condition of Victimhood
Didier Fassin & Richard Rechtman
Translated by Rachel Gomme

“A must read . . . this book looks at the ubiquity of trauma and the development of a new vocabulary and discourse of traumatic events.”

—Choice

2009. 320 pages.
Pa: 978-0-691-13753-7 $27.95 | £19.95

One of *Choice*’s Outstanding Academic Titles for 2010

**Religious Experience Reconsidered**
A Building-Block Approach to the Study of Religion and Other Special Things
Ann Taves

“(Taves’s) book is valuable both as a survey of the state of the field for each of these topics and for offering a constructive proposal in each arena. Especially valuable is Taves’s engagement with the literature on cognitive science, psychology, and neuroscience.”

—Stephen S. Bush, *Journal of Religion*

2011. 232 pages. 7 line illus. 7 tables.
Pa: 978-0-691-14088-9 $22.95 | £15.95

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

2011. 272 pages. 6 tables.
Pa: 978-0-691-15256-1 $19.95 | £13.95
Cl: 978-0-691-14489-4 $24.95 | £16.95

Cultivating Conscience
How Good Laws Make Good People
Lynn Stout

2010. 320 pages. 3 line illus.
Cl: 978-0-691-13995-1 $27.95 | £19.95

One of *Strategy & Business*’s Best Business Books for 2004
Short-listed for the 2005 British Academy Book Prize

The Company of Strangers
A Natural History of Economic Life
Paul Seabright

2010. 368 pages. 6 halftones. 2 line illus.
Pa: 978-0-691-14646-1 $22.95 | £15.95

To receive notices about new books, subscribe for email at: press.princeton.edu/subscribe
FORTHCOMING PAPERBACK
What Is Meaning?
Scott Soames

“This is a highly original book. . . . Soames approaches classic problems about intentionality and the unity of the proposition in a new way. The writing and argumentation are admirably clear and straightforward, and there are careful historical discussions.”
—Robert Stalnaker, Massachusetts Institute of Technology

Scott Soames is professor of philosophy at the University of Southern California.

Soochow University Lectures in Philosophy
November 2012. 144 pages. 30 line illus.
Pa: 978-0-691-15639-2 $19.95 | £13.95
Cl: 978-0-691-14640-9 $35.00 | £24.95

Also by Scott Soames
FORTHCOMING PAPERBACK
Philosophy of Language

“This is a masterpiece. Scott Soames’s work on these topics defines orthodoxy in contemporary philosophy, and having that work distilled into a single volume is enormously valuable. The first half of the book also contains the best analysis and explication yet written of the past century of work in the philosophy of language.”
—Jeff Speaks, University of Notre Dame

Princeton Foundations of Contemporary Philosophy
October 2012. 200 pages. 4 line illus.
Pa: 978-0-691-15597-5 $17.95 | £12.50
Cl: 978-0-691-13866-4 $35.00 | £24.95

FORTHCOMING
Framing Democracy
A Behavioral Approach to Democratic Theory
Jamie Terence Kelly

 “[I]n this sober, rich, and authoritative study, Kelly shows us how one set of cognitive biases—framing effects—threatens to impede sound democratic decision making.”
—Jason Brennan, author of The Ethics of Voting

Jamie Terence Kelly is assistant professor of philosophy at Vassar College.

October 2012. 168 pages. 5 line illus.
Cl: 978-0-691-15519-7 $35.00 | £24.95

FORTHCOMING
Democratic Reason
Politics, Collective Intelligence, and the Rule of the Many
Hélène Landemore

“Fresh voices—who understand cutting-edge social science—are badly needed in political theory and philosophy. With bold and plausible arguments, Landemore’s important book is not more of the same old same old, but instead brings a whole different set of models and approaches to bear on democratic theory. A real achievement.”
—Gerald Gaus, University of Arizona

Hélène Landemore is assistant professor of political science at Yale University.

January 2013. 296 pages. 5 line illus. 5 tables.
Cl: 978-0-691-15565-4 $39.50 | £27.95
NEW

Logic
The Laws of Truth
Nicholas J. J. Smith

“Lots of books aim to provide a first introduction to symbolic logic. I predict that this one will be widely adopted throughout the English-speaking world. One of its unique strengths is that it broaches important philosophical issues that naturally arise in connection with symbolic logic. The book thus serves both as an introduction to logic itself and to the philosophy of logic.”
—Stewart Shapiro, editor of The Oxford Handbook of Philosophy of Mathematics and Logic

Nicholas J. J. Smith is senior lecturer in philosophy at the University of Sydney in Australia.

2012. 544 pages. 80 line illus. 90 tables.
Cl: 978-0-691-15163-2 $49.50 | £34.95

NEW PAPERBACK

Thinking of Others
On the Talent for Metaphor
Ted Cohen

“Cohen has given us, in wonderfully readable and analytically acute form, an unforgettable study of a complexly interwoven set of linguistic, perceptual, and imaginative abilities that not only make us who we are, but make us who we are together.”
—Garry L. Hagberg, Mind

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

Princeton Monographs in Philosophy
2012. 104 pages.
Pa: 978-0-691-15472-5 $19.95 | £13.95
Cl: 978-0-691-13746-9 $45.00 | £30.95

NEW

When Is True Belief Knowledge?
Richard Foley

“This engaging and imaginative book proposes an original and strikingly simple account of propositional knowledge, and offers an ingenious, many-sided argument for preferring it to alternatives already abroad.”
—Ernest Sosa, Rutgers University

Richard Foley is professor of philosophy and vice chancellor for strategic planning at New York University.

Princeton Monographs in Philosophy
2012. 168 pages.
Cl: 978-0-691-15472-5 $35.00 | £24.95

NEW

Locke on Personal Identity
Consciousness and Concernment
Galen Strawson

Princeton Monographs in Philosophy
2011. 280 pages. 4 line illus.
Cl: 978-0-691-14757-4 $39.50 | £27.95

The Blind Spot
Science and the Crisis of Uncertainty
William Byers

2011. 224 pages. 2 halftones. 3 line illus.
Cl: 978-0-691-14684-3 $24.95 | £16.95

Also by William Byers
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
2010. 424 pages. 6 halftones. 48 line illus.
Pa: 978-0-691-14599-0 $24.95 | £16.95

press.princeton.edu
NEW

**Nature’s Compass**
The Mystery of Animal Navigation
James L. Gould & Carol Grant Gould

“No aspect of animal behavior has been more mysterious, generated more controversy, and perhaps been more inspirational to the human psyche than the many ways that diverse animals calculate their position in space relative to a home base. This timely review of the massive scientific literature on the topic lays out the history, problems, and status by practitioners of the field.”

—Bernd Heinrich, author of *Winter World: The Ingenuity of Animal Survival*

James L. Gould is professor of ecology and evolutionary biology at Princeton University. Carol Grant Gould is a science writer who has published widely.

**Science Essentials**
2012. 312 pages. 10 halftones. 97 line illus. 1 table.
Cl: 978-0-691-14045-2 $29.95 | £19.95

NEW

**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.

2012. 360 pages. 8 color illus. 24 halftones. 90 line illus. 7 tables.
Pa: 978-0-691-13991-3 $45.00 | £30.95
Cl: 978-0-691-13990-6 $99.50 | £69.95

**Honeybee Democracy**
Thomas D. Seeley

“(S)plendid.”
—John Whitfield, *Nature*

“(E)ngaging and fascinating.”
—*Science*

2010. 280 pages. 30 color illus. 30 halftones. 26 line illus. 1 table.
Cl: 978-0-691-14721-5 $29.95 | £19.95

Also by Thomas D. Seeley

**The Five Habits of Highly Effective Honeybees (and What We Can Learn from Them)**
from *Honeybee Democracy*

Princeton Shorts
$1.99 | £1.50 E-book available from online bookstores

Read newsworthy and lively commentary on our new blog at press.princeton.edu/blog
Human Evolutionary Psychology
Louise Barrett, Robin Dunbar & John Lycett
2002. 448 pages. 75 line illus.
Pa: 978-0-691-09622-3 $65.00
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 illus.
Pa: 978-0-691-02666-4 $39.95 | £27.95

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 $32.95 | £22.95

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 $31.95 | £21.95

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 $26.95 | £18.95

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 $29.95 | £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 $16.95 | £11.95

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 $21.95 | £14.95

John Searle
Philosophy Now
Pa: 978-0-691-05712-5 $31.95
For sale only in North, Central, and South America, the Caribbean, and the Philippines
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 $27.95 | £19.95

Fifth Edition
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
For sale only in the U.S., Canada, and Mexico

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 $32.50 | £22.95

Second Edition
Irrational Exuberance
Robert J. Shiller

2005. 336 pages. 9 line illus. 4 tables.
Cl: 978-0-691-12335-6 $42.00 | £28.95

Co-Winner of the 2010 Robert Lane Award, Political Psychology Section,
American Political Science Association
Winner of the 2009 Paul A. Samuelson Award, TIAA-CREF Institute
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

“There is barely a page of Animal Spirits without a fascinating fact or insight.”
—John Lanchester, New Yorker

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

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 $45.00 | £30.95

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

Pa: 978-0-691-01934-5 $30.95 | £21.95

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

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

Science Essentials

2007. 288 pages. 20 halftones. 30 line illus.
8 tables.
Pa: 978-0-691-13311-9 $27.95 | £19.95

Do Animals Think?
Clive D. L. Wynne

2006. 288 pages. 15 halftones. 1 line illus.
Pa: 978-0-691-12636-4 $26.95 | £18.95

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 halftones. 12 line illus.
7 tables.
Pa: 978-0-691-13523-6 $32.95 | £22.95
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pa: 15255-4</td>
<td>Akerlof/Krantz: Identity Economics</td>
<td>6</td>
<td>$16.95</td>
<td>£11.95</td>
<td>Pa: 13991-3</td>
<td>Johnson: Optics of Life</td>
<td>10</td>
<td>$45.00</td>
<td>£30.95</td>
</tr>
<tr>
<td>Cl: 14648-5</td>
<td>24.95</td>
<td>16.95</td>
<td>Cl: 13990-6</td>
<td>99.50</td>
<td>69.95</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pa: 14592-1</td>
<td>Akerlof/Shiller: Animal Spirits</td>
<td>12</td>
<td>16.95</td>
<td>9.95</td>
<td>Cl: 15519-7</td>
<td>Kelly: Framing Democracy</td>
<td>8</td>
<td>35.00</td>
<td>24.95</td>
</tr>
<tr>
<td>Cl: 14233-3</td>
<td>24.95</td>
<td>16.95</td>
<td>Pa: 14205-0</td>
<td>Kitanaka: Depression in Japan</td>
<td>7</td>
<td>29.95</td>
<td>19.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cl: 12644-9</td>
<td>Barrett: Beyond the Brain</td>
<td>4</td>
<td>35.00</td>
<td>24.95</td>
<td>Cl: 14204-3</td>
<td>75.00</td>
<td>52.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pa: 09622-3</td>
<td>Barrett, et al.: Human Evolutionary</td>
<td>11</td>
<td>65.00</td>
<td>Pa: 15439-8</td>
<td>Kurzban: Why Everyone (Else)</td>
<td>2</td>
<td>18.95</td>
<td>12.95</td>
<td></td>
</tr>
<tr>
<td>Pa: 15622-4</td>
<td>Bazerman/Tenbrunsel: Blind Spots</td>
<td>3</td>
<td>16.95</td>
<td>11.95</td>
<td>Cl: 14674-4</td>
<td>27.95</td>
<td>19.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cl: 14750-5</td>
<td>24.95</td>
<td>16.95</td>
<td>Cl: 15565-4</td>
<td>Landemore: Democratic Reason</td>
<td>8</td>
<td>39.50</td>
<td>27.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cl: 13506-9</td>
<td>72.50</td>
<td>50.00</td>
<td>Cl: 14790-1</td>
<td>78.50</td>
<td>55.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cl: 13891-6</td>
<td>Bialek: Biophysics</td>
<td>1</td>
<td>95.00</td>
<td>65.00</td>
<td>Pa: 08876-1</td>
<td>Longino: Fate of Knowledge</td>
<td>12</td>
<td>32.50</td>
<td>22.95</td>
</tr>
<tr>
<td>Pa: 15256-1</td>
<td>Bol: Politics of Happiness</td>
<td>7</td>
<td>19.95</td>
<td>13.95</td>
<td>Pa: 15143-4</td>
<td>Monroe: Ethics in an Age of Terror</td>
<td>6</td>
<td>35.00</td>
<td>24.95</td>
</tr>
<tr>
<td>Cl: 14489-4</td>
<td>24.95</td>
<td>16.95</td>
<td>Cl: 15137-3</td>
<td>75.00</td>
<td>52.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cl: 15125-0</td>
<td>Bowles/Gintis: Cooperative Species</td>
<td>6</td>
<td>39.95</td>
<td>27.95</td>
<td>Cl: 15568-5</td>
<td>Morris: Measure of Civilization</td>
<td>5</td>
<td>29.95</td>
<td>19.95</td>
</tr>
<tr>
<td>Cl: 15666-8</td>
<td>Burger/Starbird: 5 Elements</td>
<td>4</td>
<td>19.95</td>
<td>13.95</td>
<td>Cl: 14890-8</td>
<td>Nielsen: Reinventing Discovery</td>
<td>5</td>
<td>24.95</td>
<td>16.95</td>
</tr>
<tr>
<td>Cl: 14684-3</td>
<td>Byers: Blind Spot</td>
<td>9</td>
<td>24.95</td>
<td>16.95</td>
<td>Pa: 13767-4</td>
<td>Page: Diversity and Complexity</td>
<td>6</td>
<td>22.95</td>
<td>15.95</td>
</tr>
<tr>
<td>Pa: 14599-0</td>
<td>Byers: How Mathematicians Think</td>
<td>9</td>
<td>24.95</td>
<td>16.95</td>
<td>Cl: 12755-2</td>
<td>Schüll: Addiction by Design</td>
<td>6</td>
<td>35.00</td>
<td>24.95</td>
</tr>
<tr>
<td>Pa: 02666-4</td>
<td>Changeux: Neuronal Man</td>
<td>11</td>
<td>39.95</td>
<td>27.95</td>
<td>Cl: 14646-1</td>
<td>Seabright: Company of Strangers</td>
<td>7</td>
<td>22.95</td>
<td>15.95</td>
</tr>
<tr>
<td>Pa: 00405-1</td>
<td>Changeux/Connes: Conversations</td>
<td>11</td>
<td>32.95</td>
<td>22.95</td>
<td>Cl: 14721-5</td>
<td>Seeley: Honeybee Democracy</td>
<td>10</td>
<td>29.95</td>
<td>19.95</td>
</tr>
<tr>
<td>Pa: 09285-0</td>
<td>Changeux/Ricoeur: What Makes Us</td>
<td>11</td>
<td>31.95</td>
<td>21.95</td>
<td>Cl: 13756-8</td>
<td>Shafar: Behavioral Foundations</td>
<td>2</td>
<td>55.00</td>
<td>37.95</td>
</tr>
<tr>
<td>Pa: 15634-7</td>
<td>Churchland: Braintrust</td>
<td>2</td>
<td>17.95</td>
<td>12.50</td>
<td>Cl: 12335-6</td>
<td>Shiller: Irrational Exuberance</td>
<td>12</td>
<td>42.00</td>
<td>28.95</td>
</tr>
<tr>
<td>Cl: 13703-2</td>
<td>24.95</td>
<td>16.95</td>
<td>Cl: 15163-2</td>
<td>Smith: Logic</td>
<td>9</td>
<td>49.50</td>
<td>34.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cl: 14967-7</td>
<td>Coen: Cells to Civilizations</td>
<td>1</td>
<td>29.95</td>
<td>19.95</td>
<td>Pa: 15597-5</td>
<td>Soames: Philosophy of Language</td>
<td>8</td>
<td>17.95</td>
<td>12.50</td>
</tr>
<tr>
<td>Pa: 15446-7</td>
<td>Cohen: Thinking of Others</td>
<td>9</td>
<td>19.95</td>
<td>13.95</td>
<td>Cl: 13866-4</td>
<td>35.00</td>
<td>24.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cl: 13746-9</td>
<td>45.00</td>
<td>30.95</td>
<td>Pa: 15639-2</td>
<td>Soames: What is Meaning?</td>
<td>8</td>
<td>19.95</td>
<td>13.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pa: 11673-0</td>
<td>Corballis: From Hand to Mouth</td>
<td>11</td>
<td>26.95</td>
<td>18.95</td>
<td>Cl: 14640-9</td>
<td>35.00</td>
<td>24.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cl: 14547-1</td>
<td>Corballis: Recursive Mind</td>
<td>4</td>
<td>30.95</td>
<td>21.95</td>
<td>Cl: 13995-1</td>
<td>Stout: Cultivating Conscience</td>
<td>7</td>
<td>27.95</td>
<td>19.95</td>
</tr>
<tr>
<td>Cl: 15945-4</td>
<td>Cronk/Leech: Meeting at Grand</td>
<td>5</td>
<td>29.95</td>
<td>19.95</td>
<td>Cl: 14757-4</td>
<td>Strawson: Locke on Personal</td>
<td>9</td>
<td>39.50</td>
<td>27.95</td>
</tr>
<tr>
<td>Pa: 14129-9</td>
<td>de Waal: Primates and Philosophers</td>
<td>11</td>
<td>16.95</td>
<td>11.95</td>
<td>Pa: 14088-9</td>
<td>Taves: Religious Experience</td>
<td>7</td>
<td>22.95</td>
<td>15.95</td>
</tr>
<tr>
<td>Pa: 13310-2</td>
<td>Dowling: Great Brain Debate</td>
<td>11</td>
<td>21.95</td>
<td>14.95</td>
<td>Cl: 14272-2</td>
<td>45.00</td>
<td>30.95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cl: 14706-2</td>
<td>Duina: Winning</td>
<td>4</td>
<td>35.00</td>
<td>24.95</td>
<td>Pa: 02490-5</td>
<td>Thagard: Conceptual Revolutions</td>
<td>12</td>
<td>45.00</td>
<td>30.95</td>
</tr>
<tr>
<td>Pa: 13753-7</td>
<td>Fassin/Rechtman: Empire of Trauma</td>
<td>7</td>
<td>27.95</td>
<td>19.95</td>
<td>Pa: 01934-5</td>
<td>Thaler: Winner's Curse</td>
<td>12</td>
<td>30.95</td>
<td>21.95</td>
</tr>
<tr>
<td>Cl: 15472-5</td>
<td>Foley: When Is True Belief</td>
<td>9</td>
<td>35.00</td>
<td>24.95</td>
<td>Pa: 13311-9</td>
<td>Thompson/Madigan: Memory</td>
<td>12</td>
<td>27.95</td>
<td>19.95</td>
</tr>
<tr>
<td>Pa: 05712-5</td>
<td>Fotion: John Searle</td>
<td>11</td>
<td>31.95</td>
<td>Cl: 14690-4</td>
<td>Tyler: Why People Cooperate</td>
<td>4</td>
<td>37.50</td>
<td>26.95</td>
<td></td>
</tr>
<tr>
<td>Pa: 12405-6</td>
<td>Francis: Why Men Won't Ask</td>
<td>12</td>
<td>27.95</td>
<td>19.95</td>
<td>Cl: 14338-5</td>
<td>Wells: How Ancient Europeans</td>
<td>5</td>
<td>35.00</td>
<td>24.95</td>
</tr>
<tr>
<td>Pa: 04837-6</td>
<td>Gregory: Eye and Brain</td>
<td>12</td>
<td>28.95</td>
<td>Pa: 13523-6</td>
<td>Zak: Moral Markets</td>
<td>12</td>
<td>32.95</td>
<td>22.95</td>
<td></td>
</tr>
<tr>
<td>Pa: 15637-8</td>
<td>Humphrey: Soul Dust</td>
<td>3</td>
<td>18.95</td>
<td>12.95</td>
<td>Princeton's ISBN prefix is 978-0-691-</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cl: 13862-6</td>
<td>24.95</td>
<td>16.95</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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 8.25%; MN 6.88%; 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  
c/o John Wiley & Sons, Ltd.  
European Distribution Centre  
New Era Estate  
Oldlands Way, Bognor Regis  
West Sussex, PO22 9NQ United Kingdom

**PHONE ORDERS**  
Telephone +44 (0) 1243 843291  
FAX +44 (0) 1243 843302  
cs-books@wiley.com

| BOOKS SUBTOTAL | ____________ |

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

| Surface Mail | Air Mail | UK | Europe | ROW |
| £3.70 | n/a | £12.75 | £14.95 | £7.75 | £13.95 | £14.95 | £26.95 ** |
| **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).**

**Dollar cost applies to Rest of World (ROW) for those customers invoiced in dollars.**

**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 | ____________________________ |
| | ____________________________ |
| | ____________________________ |
| | ____________________________ |

Bookstores may order using the contact information above or may contact Princeton University Press's sales department:  
609 258 4877 (phone)  
609 258 1335 (fax)  
sales@press.princeton.edu

---

**BILLING ADDRESS** (if different)

| | ____________________________ |
| | ____________________________ |
| | ____________________________ |

Prices are subject to change without notice.