Forthcoming

Economic Lives
How Culture Shapes the Economy
Viviana A. Zelizer

“No one else does what Viviana Zelizer does, or in the way she does it. With attractively rigorous scholarship, she reveals hidden meanings in things we otherwise take for granted. Spanning Zelizer’s career to date, Economic Lives is welcome for bringing key contributions together in one volume.”
—Ronald S. Burt, University of Chicago Booth School of Business

Over the past three decades, economic sociology has been revealing how culture shapes economic life even while economic facts affect social relationships. This work has transformed the field into a flourishing and increasingly influential discipline. No one has played a greater role in this development than Viviana Zelizer, one of the world’s leading sociologists. Economic Lives synthesizes and extends her most important work to date, demonstrating the full breadth and range of her field-defining contributions in a single volume for the first time.

Economic Lives shows how shared cultural understandings and interpersonal relations shape everyday economic activities. Far from being simple responses to narrow individual incentives and preferences, economic actions emerge, persist, and are transformed by our relations to others. Distilling three decades of research, the book offers a distinctive vision of economic activity that brings out the hidden meanings and social actions behind the supposedly impersonal worlds of production, consumption, and asset transfer.

Providing an important perspective on the recent past and possible futures of a growing field, Economic Lives promises to be widely read and discussed.

Viviana A. Zelizer is the Lloyd Cotsen ’50 Professor of Sociology at Princeton University.

November 2010. 480 pages.
Cl: 978-0-691-13936-4 $35.00 | £24.95

Jacket photo courtesy of Veer
New

Remaking the Heartland
Middle America since the 1950s
Robert Wuthnow

“Remaking the Heartland is a compelling examination of the transformation of the Midwest in the postwar era. Combining an insider’s empathy with the critical distance of someone who has moved away, Wuthnow debunks the myths of the heartland’s decline and highlights the region’s institutional riches and cultural creativity.”

—John Schmalzbauer, Missouri State University

For many Americans, the Midwest is a vast unknown. In Remaking the Heartland, Robert Wuthnow sets to rectify this. He shows how the region has undergone extraordinary social transformations over the past half-century, and proven itself surprisingly resilient in the face of such hardships as the Great Depression and the movement of residents to other parts of the country. He examines the heartland’s reinvention throughout the decades and traces the social and economic factors that have helped it to survive and prosper.

Remaking the Heartland offers an accessible look at the humble yet strong foundations that have allowed the region to endure undiminished.

Robert Wuthnow is the Gerhard R. Andlinger ’52 Professor of Social Sciences at Princeton University.

2010. 472 pages. 23 tables
Cl: 978-0-691-14611-9 $35.00 | £24.95

Forthcoming

Privilege
The Making of an Adolescent Elite at St. Paul’s School
Shamus Rahman Khan

As one of the most prestigious high schools in the nation, St. Paul’s School in Concord, New Hampshire, has long been the exclusive domain of America’s wealthiest sons. But times have changed. Today, a new elite of boys and girls is being molded at St. Paul’s, one that reflects the hope of openness but also the persistence of inequality.

In Privilege, Shamus Khan returns to his alma mater to provide an inside look at an institution that has been the private realm of the elite for the past 150 years. He shows that St. Paul’s students continue to learn what they always have—how to embody privilege. Yet, while students once leveraged the trappings of upper-class entitlement, family connections, and high culture, current St. Paul’s students learn to succeed in a more diverse environment. To be the future leaders of a more democratic world, they must be at ease with everything from highbrow art to everyday life—from Beowulf to Jaws—and view hierarchies as ladders to scale.

Shamus Rahman Khan is assistant professor of sociology at Columbia University. He is an alumnus and former faculty member of St. Paul’s School.

February 2011. 264 pages.
Cl: 978-0-691-14528-0 $29.95 | £20.95
Recent surveys show that more than half of American entrepreneurs share ownership in their business startups rather than going it alone, and experts in international entrepreneurship have likewise noted the importance of groups in securing microcredit and advancing entrepreneurial initiatives in the developing world. Yet the media and many scholars continue to perpetuate the myth of the lone visionary who single-handedly revolutionizes the marketplace. The Entrepreneurial Group shatters this myth, demonstrating that teams, not individuals, are the leading force behind entrepreneurial startups.

The Entrepreneurial Group reveals how studying the social structure of entrepreneurial action can shed light on the creation of new organizations.

Martin Ruef is professor of sociology at Princeton University.

“The deep ambivalence Americans feel about government has always been central to our politics, and it’s an especially vital matter now with the rise of Tea Party movements and other assaults on public power. Americans often want a smaller government that does more, a difficult recipe for politicians to follow. That’s why Who Cares? is so timely and so important. Katherine Newman and Elisabeth Jacobs have done a superb job tracing the history of our ambivalence and suggesting where we might go from here. They will be the talk of academia—and the talk shows.”

—E. J. Dionne Jr., author of Souled Out and Why Americans Hate Politics

Katherine S. Newman is the Malcolm Forbes, Class of 1941, Professor of Sociology and Public Affairs at Princeton University. Elisabeth S. Jacobs is a senior policy adviser to the Joint Economic Committee of the U.S. Congress.

Forthcoming

The Entrepreneurial Group
Social Identities, Relations, and Collective Action
Martin Ruef

New

Who Cares?
Public Ambivalence and Government Activism from the New Deal to the Second Gilded Age
Katherine S. Newman & Elisabeth S. Jacobs

The deep ambivalence Americans feel about government has always been central to our politics, and it’s an especially vital matter now with the rise of Tea Party movements and other assaults on public power. Americans often want a smaller government that does more, a difficult recipe for politicians to follow. That’s why Who Cares? is so timely and so important. Katherine Newman and Elisabeth Jacobs have done a superb job tracing the history of our ambivalence and suggesting where we might go from here. They will be the talk of academia—and the talk shows.”

—E. J. Dionne Jr., author of Souled Out and Why Americans Hate Politics

Americans like to think that they look after their own, especially in times of hardship. Particularly for the Great Depression and the Great Society eras, the collective memory is one of solidarity and compassion for the less fortunate. Who Cares? challenges this story by examining opinion polls and letters to presidents from average citizens.

Katherine S. Newman is the Malcolm Forbes, Class of 1941, Professor of Sociology and Public Affairs at Princeton University. Elisabeth S. Jacobs is a senior policy adviser to the Joint Economic Committee of the U.S. Congress.
Forthcoming

Max Weber in America
Lawrence A. Scaff

"Max Weber in America is a masterpiece. Scaff is recognized as a leading Weber scholar and social theorist, and here he demonstrates the intellectual significance of Weber's visit to the United States both for Weber's work and for its subsequent American reception. There is no comparable book."
—Guenther Roth, Columbia University

Max Weber, widely considered a founder of sociology and the modern social sciences, visited the United States in 1904 with his wife Marianne. The trip was a turning point in Weber's life and it played a pivotal role in shaping his ideas, yet until now virtually our only source of information about the trip was Marianne Weber's faithful but not always reliable 1926 biography of her husband. Max Weber in America carefully reconstructs this important episode in Weber's career, and shows how the subsequent critical reception of Weber's work was as American a story as the trip itself.

Lawrence Scaff provides new details about Weber's visit to the United States—what he did, what he saw, whom he met and why, and how these experiences profoundly influenced Weber's thought on immigration, capitalism, science and culture, Romanticism, race, diversity, Protestantism, and modernity. Scaff traces Weber's impact on the development of the social sciences in the United States following his death in 1920, examining how Weber's ideas were interpreted, translated, and disseminated by American scholars such as Talcott Parsons and Frank Knight, and how the Weberian canon, codified in America, was reintroduced into Europe after World War II.

Lawrence A. Scaff is professor of political science and sociology at Wayne State University.

March 2011. 304 pages. 6 halftones. 2 tables.
Cl: 978-0-691-14779-6 $35.00 | £24.95

New

Learning by Example
Imitation and Innovation at a Global Bank
David Strang

“The best book I have read on benchmarking. A penetrating account of why firms benchmark, how they construct reference groups, and how they learn and unlearn from examples.”
—Hayagreeva Rao, Stanford University Graduate School of Business and author of Market Rebels

In business, as in other aspects of life, we learn and grow from the examples set by others. Imitation can lead to innovation. But in order to grow innovatively, how do businesses decide what firms to imitate? And how do they choose what practices to follow? Learning by Example takes an unprecedented look at the benchmarking initiative of a major financial institution. David Strang closely follows twenty-one teams of managers sent out to observe the practices of other companies in order to develop recommendations for change in their own organization.

Through extensive interviews, surveys, and archival materials, Strang reveals that benchmarking promotes a distinctive managerial regime with potential benefits and pitfalls. He explores the organizations treated as models of best practice, the networks that surround a bank and form its reference group, the ways managers craft calls for change, and the programs implemented in the wake of vicarious learning.

David Strang is professor of sociology at Cornell University.

July 2010. 304 pages. 5 line illus. 29 tables.
Cl: 978-0-691-14218-0 $35.00 | £24.95
Forthcoming

Dead Ringers
How Outsourcing is Changing the Way Indians Understand Themselves
Shehzad Nadeem

“Dead Ringers is a brilliant exploration of the perplexing world that global outsourcing has wrought. With lucid and engaging prose, Nadeem shows how conspicuous consumption and exploitation are two sides of the same coin. This smart and witty book is essential reading for anyone concerned about the future of work and culture in a global age.”
—John Skrentny, University of California, San Diego

In the Indian outsourcing industry, employees are expected to be “dead ringers” for the more expensive American workers they have replaced—complete with Westernized names, accents, habits, and lifestyles that are organized around a foreign culture in a distant time zone. Dead Ringers chronicles the rise of a workforce for whom mimicry is a job requirement and a passion. In the process, the book deftly explores the complications of hybrid lives and presents a vivid portrait of a workplace where globalization carries as many downsides as advantages.

Through lively ethnographic detail and subtle analysis of interviews with workers, managers, and employers, Nadeem demonstrates the culturally transformative power of globalization and its effects on the lives of the individuals at its edges.

Shehzad Nadeem is assistant professor of sociology at the City University of New York, Lehman College.

March 2011. 304 pages. 3 line illus. 3 tables.
Cl: 978-0-691-14787-1 $35.00 | £24.95

New

Codes of the Underworld
How Criminals Communicate
Diego Gambetta

“[This book] looks at the fascinating array of signals that criminals use to recognize each other, validate their claims of toughness, and induce trust or fear. This comprehensive picture of underworld communication will make a serious impact on further studies of organized crime.”
—Marek Kaminski, University of California, Irvine

“This innovative book shows Gambetta’s nimble and subtle mind at its best. He combines striking analytical insights with rich ethnographic descriptions.”
—Jon Elster, Columbia University

How do criminals communicate with each other? Unlike the rest of us, people planning crimes can’t freely advertise their goods and services, nor can they rely on formal institutions to settle disputes and certify quality. They face uniquely intense dilemmas as they grapple with the basic problems of whom to trust, how to make themselves trusted, and how to handle information without being detected by rivals or police. In this book, one of the world’s leading scholars of the mafia ranges from ancient Rome to the gangs of modern Japan, from the prisons of Western countries to terrorist and pedophile rings, to explain how despite these constraints, many criminals successfully stay in business.

Diego Gambetta is Official Fellow of Nuffield College and professor of sociology at the University of Oxford.

2009. 368 pages. 5 line illus. 3 tables.
Cl: 978-0-691-11937-3 $35.00 | £24.95
Winning
Reflections on an American Obsession
Francesco Duina

“Winning takes a beautiful and engaging look at America’s love affair with competition and with avoiding defeat at all costs. Relying on a comparative framework, Duina shows that American society pays a price for emphasizing winning precisely because Americans are so often confused by what this means. With a wealth of superb examples drawn from entertainment, sports, education, politics, and business, Winning encourages us to step back and reconsider our obsession with the ultimate prize.”

—Paulette Kurzer, University of Arizona

“Duina’s accessible examination of the language of winning and losing reveals that competition is not a human universal, but a historical and cultural phenomenon. Making ample use of examples from popular culture, he shows that competition’s prominence in America arises from our unsatisfied desire for a clear, positive, and socially approved identity. Winning is a worthy addition to the literature on the sociology of culture.”

—Liah Greenfeld, Boston University

Most of us are taught from a young age to be winners and avoid being losers. But what does it mean to win or lose? And why do we care so much? Does winning make us happy? Winning undertakes an unprecedented investigation of winning and losing in American society, what we are really after as we struggle to win, our collective beliefs about winners and losers, and much more.

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.

Chasing Stars
The Myth of Talent and the Portability of Performance
Boris Groysberg

“The handful of dollars you spend on this book could save you a fortune in mis-hires. Groysberg’s research sheds new light on the complex interplay between employers and their star talent. This is a must-read for leaders who prefer not to waste their time and money.”

—L. Kevin Kelly, CEO of the executive search firm Heidrick & Struggles

It is taken for granted in the knowledge economy that companies must employ the most talented performers to compete and succeed. Many firms try to buy stars by luring them away from competitors. But Boris Groysberg shows what an uncertain and disastrous practice this can be.

After examining the careers of more than a thousand star analysts at Wall Street investment banks, and conducting more than two hundred frank interviews, Groysberg comes to a striking conclusion: star analysts who change firms suffer an immediate and lasting decline in performance. Their earlier excellence appears to have depended heavily on their former firms’ general and proprietary resources, organizational cultures, networks, and colleagues. There are a few exceptions, such as stars who move with their teams and stars who switch to better firms. Female stars also perform better after changing jobs than their male counterparts do. But most stars who switch firms turn out to be meteors, quickly losing luster in their new settings.

Chasing Stars offers profound insights into the fundamental nature of outstanding performance.

Boris Groysberg is associate professor in the organizational behavior unit at Harvard Business School.
New

The Great Brain Race
How Global Universities Are Reshaping the World
Ben Wildavsky

"The Great Brain Race takes the reader to university campuses around the globe in order to powerfully make the case that open borders are as—and perhaps more—important in education as they are in trade and economics. You can’t understand the way the world will work in this coming century without understanding the phenomenon Wildavsky reveals here. The Great Brain Race is an enormous contribution to the discussion."
—Judy Woodruff, PBS NewsHour

In The Great Brain Race, former U.S. News & World Report education editor Ben Wildavsky presents the first popular account of how international competition for the brightest minds is transforming the world of higher education—and why this revolution should be welcomed, not feared.

Ben Wildavsky is a senior fellow in research and policy at the Kauffman Foundation.

2010. 256 pages.
Cl: 978-0-691-14689-8 $26.95 | £18.95
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Patrick R. Laughlin is professor emeritus of psychology at the University of Illinois, Urbana-Champaign.

March 2011. 168 pages. 28 line illus. 24 tables.
Pa: 978-0-691-14791-8 $29.95 | £20.95
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New

Usable Theory
Analytic Tools for Social and Political Research
Dietrich Rueschemeyer

“Usable Theory is a boon to everyone in search of tools to understand the social world.”
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In Usable Theory, distinguished sociologist Dietrich Rueschemeyer shows graduate students and researchers how to construct theory frames and use them to develop valid empirical hypotheses in the course of empirical social and political research. Combining new ideas as well as analytic tools derived from classic and recent theoretical traditions, the book enlarges the rationalist model of action by focusing on knowledge, norms, preferences, and emotions, and it discusses larger social formations that shape elementary forms of action.

Dietrich Rueschemeyer is professor emeritus of sociology at Brown University and a research professor at Brown’s Watson Institute for International Studies.

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New

Taming the Beloved Beast
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Daniel Callahan

“This is the only major book of which I am aware that places the escalating costs of medical technology at the center of the health care reform maelstrom. Callahan explains why we are facing a serious and urgent crisis in health care spending and why a cultural revolution is needed to bring about meaningful and sustainable change.”

—Alan B. Cohen, Boston University Health Policy Institute

Daniel Callahan is senior researcher and president emeritus at the Hastings Center.

2009. 280 pages. 1 table. Cl: 978-0-691-14236-4 $29.95 | £20.95

New

Valuing the Unique
The Economics of Singularities
Lucien Karpik
Translated by Nora Scott

“This book is an exciting foray onto new ground for economic sociology. In studying markets of singularities, Lucien Karpik provides a wealth of fascinating examples of judgment devices whereby we value goods and services that are incommensurable. A singular achievement!”

—David Stark, author of The Sense of Dissonance: Accounts of Worth in Economic Life

Lucien Karpik is a sociologist at the École des Mines and the Centre Raymond Aron (EHESS) in Paris.

2010. 296 pages. 2 line illus. 5 tables. Pa: 978-0-691-13710-0 $39.50 | £27.95 Cl: 978-0-691-13584-7 $85.00 | £59.00

New

Orderly Fashion
A Sociology of Markets
Patrik Aspers

“Patrik Aspers shines a bright light on how markets come to seem orderly to producers and consumers, so they can strive to enact the script of rational actors. His astute and subtle account of all aspects of branded garment retailing sets a high bar for future studies of industry.”

—Mark Granovetter, Stanford University

Looking at how identities, products, and values create the ordered economic markets of the global fashion business, Orderly Fashion has wide implications for all modern markets, regardless of industry.

Patrik Aspers is associate professor of sociology at Stockholm University.

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Forthcoming

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Koray Çalışkan

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—Barbara Harriss-White, author of Rural Commercial Capital

Koray Çalışkan is assistant professor in the Department of Political Science and International Relations at Boğaziçi University, Istanbul.

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

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Roberto Mangabeira Unger served until recently as Brazil’s Minister of Strategic Affairs.

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Translated by Keith Tribe

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Philippe Steiner is professor of sociology at the Université Paris, Sorbonne.

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Federico Varese is professor of criminology and director of the Extra-Legal Governance Institute at the University of Oxford.

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Elizabeth Anderson is the John Rawls Collegiate Professor of Philosophy and Women’s Studies at the University of Michigan, Ann Arbor.

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Noah Horowitz is an art historian and expert on the international art market.

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Brooke Harrington is the Alexander von Humboldt Research Fellow at the Max Planck Institute for the Study of Societies.

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Robert C. Ellickson is the Walter E. Meyer Professor of Property and Urban Law at Yale Law School.

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Rakesh Khurana is associate professor in organizational behavior at Harvard Business School.

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Diane Coyle is a visiting professor at the University of Manchester.

2010. 304 pages.
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“Portes boldly expands the repertoire of economic sociology, bringing in a diverse selection of both classical and contemporary writers who address issues such as power, the informal economy, and transnational communities in innovative and eye-opening ways. Economic Sociology illustrates many of the unique insights provided by sociologists in a field still struggling to liberate itself from the limiting assumptions of neoclassical economics.”
—Gary Gereffi, Duke University

Alejandro Portes is the Howard Harrison and Gabrielle Snyder Beck Professor of Sociology at Princeton University.

2010. 320 pages. 17 line illus. 23 tables.
Pa: 978-0-691-14223-4 $27.95 | £19.95
Ci: 978-0-691-14222-7 $75.00 | £52.00

“Stark takes the reader on a fascinating journey of discovery, from the socialist factories of Eastern Europe to the new media companies and financial trading floors of Manhattan. The Sense of Dissonance is equally a book about how organizations really work, and also a book about how we should think about the problem of organization—a great accomplishment.”
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David Stark is the Arthur Lehman Professor of Sociology and International Affairs at Columbia University and an external faculty member at the Santa Fe Institute.

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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.

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Richard Swedberg

“In this highly readable account of Tocqueville’s entire career, Richard Swedberg shows him to be a pioneering economic sociologist who had an unusual appreciation of the unique features of the early American economy. There is a vast literature on Tocqueville as an ideologue of democracy but nothing like this book for depicting Tocqueville as a sophisticated political economist in the tradition of the English classical economists.”

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