Sociology
2014-2015
A Message from the Editor

It is with great pleasure that, on behalf of my colleagues at Princeton University Press, I introduce the sociology catalog for 2014–2015. The books in this catalog exemplify the quality of scholarship that we prize and they reflect the interdisciplinary approach that we take to publishing. This is an exciting time for the field of sociology at the Press.

This year’s diverse catalog features six works that deserve special notice. Miłokaj Jan Piskorski’s *A Social Strategy* offers a novel theory of why social media works and why it is here to stay. In *The Social Life of Money*, Nigel Dodd theorizes the past, present, and future of money as digital currencies proliferate. With *There Goes the Gayborhood?*, Amin Ghaziani gives us a sobering understanding of the social significance of gay neighborhoods. *The Hero’s Fight* is Patricia Fernández-Kelly’s heartfelt exploration of the effects of deindustrialization in West Baltimore, Maryland, and *The Art of Social Theory* is Richard Swedberg’s practical guide to how to generate social theories. Finally, for the first time ever in paperback, Paul E. Willis’s classic work of cultural studies, *Profane Culture*, takes readers into the worlds of the motor-bike boys and hippies of 1960s England.

But there are many other authors and subjects inside that are not to be missed, including Martin Ruef on economic change after the Civil War, John L. Campbell and Ove K. Pedersen on knowledge regimes, Emily Erikson on the English East India Company, Adam D. Reich on hospital care, Christopher Bail on anti-Muslim fringe groups, Richard E. Ocejo on downtown New York nightlife, and Lydia Bean on Christian evangelicals. We look forward to continuing to share this intellectually engaging journey with you. Thank you for your support.

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

Cover illustration by Ben Wiseman. Design by Isometric Studio.
New

A Social Strategy
How We Profit from Social Media
Mikołaj Jan Piskorski

“Piskorski accessed Silicon Valley’s storied social media firms and has returned with the keys to the kingdom for understanding what makes ‘social web strategies’ the real killer app behind social media. Anyone who wants to enhance the user experience must read this book.”
—Brian Uzzi, Kellogg School of Management, Northwestern University

Almost no one had heard of social media a decade ago, but today websites such as Facebook, Twitter, and LinkedIn have more than 1 billion users and account for almost 25 percent of Internet use. Practically overnight, social media seems indispensable to our lives—from friendship and dating to news and business.

What makes social media so different from traditional media? Answering that question is the key to making social media work for any business, argues Mikołaj Piskorski, one of the world’s leading experts on the business of social media. In A Social Strategy, he provides the most convincing answer yet, one backed by original research, data, and case studies from companies such as Nike and American Express.

2014. 288 pages. 13 line illus. 9 tables.
Cl: 978-0-691-15339-1 $29.95 | £19.95

Forthcoming

The Social Life of Money
Nigel Dodd

“As Bitcoin and other digital currencies revolutionize the twenty-first-century financial world, we urgently need a guide for understanding how money works. With brilliant insight and sparkling examples, Nigel Dodd’s The Social Life of Money deciphers past, present, and future moneys. Bold and inspiring, the book will instruct social scientists and also captivate general readers.”
—Viviana A. Zelizer, author of The Social Meaning of Money

Questions about the nature of money have gained a new urgency in the aftermath of the global financial crisis. Even as many people have less of it, there are more forms and systems of money, from local currencies and social lending to mobile money and Bitcoin. Yet our understanding of what money is—and what it might be—hasn’t kept pace. In The Social Life of Money, Nigel Dodd, one of today’s leading sociologists of money, reformulates the theory of the subject for a postcrisis world in which new kinds of money are proliferating.

October 2014. 448 pages. 1 line illus.
Cl: 978-0-691-14142-8 $35.00 | £24.95

New

There Goes the Gayborhood?
Amin Ghaziani

“What happens to cities when gay life moves out of the closet and into the streets? In this important book, Amin Ghaziani examines the cultural politics and political economy of the gayborhood, charting its emergence as a safe space in a hostile environment and its evolving role in the gentrifying metropolis. There Goes the Gayborhood? is original, timely, and provocative. It’s destined to spark a heated debate.”
—Eric Klinenberg, author of Going Solo and Heat Wave

Gay neighborhoods, like the legendary Castro District in San Francisco and New York’s Greenwich Village, have long provided sexual minorities with safe havens in an often unsafe world. But as our society increasingly accepts gays and lesbians into the mainstream, are “gayborhoods” destined to disappear? Amin Ghaziani provides an incisive look at the origins of these unique cultural enclaves, the reasons why they are changing today, and their prospects for the future.

Princeton Studies in Cultural Sociology
2014. 360 pages. 5 halftones. 2 line illus. 15 tables. 6 maps.
Cl: 978-0-691-15879-2 $35.00 | £24.95

press.princeton.edu
Forthcoming

The Hero’s Fight
African Americans in West Baltimore and the Shadow of the State
Patricia Fernández-Kelly

“The Hero’s Fight examines the lives of a web of interconnected residents in inner-city Baltimore with a rare combination of care, concern, and critical reflection. This powerful and important book challenges us to reconsider the most basic tenets of how a welfare state should and could help the most vulnerable members of our society.”
—Harel Shapira, author of Waiting for José: The Minutemen’s Pursuit of America

Baltimore was once a vibrant manufacturing town, but today, with factory closings and steady job loss since the 1970s, it is home to some of the most impoverished neighborhoods in America. The Hero’s Fight provides an intimate look at the effects of deindustrialization on the lives of Baltimore’s urban poor, and sheds critical light on the unintended consequences of welfare policy on our most vulnerable communities.

February 2015. 440 pages. 10 line illus. 2 tables.
Ci: 978-0-691-16284-3 $35.00 | £24.95

Forthcoming Paperback

With a new preface by the author

Profane Culture
Paul E. Willis

“A forgotten treasure trove that needs to be recovered.”
—Mats Trondman, Anna Lund, and Stefan Lund, European Journal of Cultural Studies

“Profane Culture remains a powerful emblem of both ethnographic and cultural-sociological research that continues to be cited today. It has gained even greater relevance from the passing of time—its coupled studies can now be viewed as quintessential reconstructions of mid-twentieth-century subcultures that are now long past. They did indeed capture the spirit of their age, and we can recover the sense of that spirit by rereading this book. But the principal contribution of Profane Culture is contemporary, not historical. The two studies show how ethnography can contribute to the exploration of macro-level cultural structures.”
—Jeffrey C. Alexander, Yale University

September 2014. 304 pages.
Pa: 978-0-691-16369-7 $24.95 | £16.95

New

The Art of Social Theory
Richard Swedberg

“This is a book about how to go about theorizing in the social sciences. It speaks to graduate students preparing for a dissertation and, perhaps more, to their mentors. It is a perfect textbook for a graduate seminar, and offers a stimulating challenge to any social scientist who is curious about how his or her own ‘art of theorizing’ compares with Swedberg’s. I’ve been a theoretical social scientist for more than half a century, and I was captivated.”
—Thomas C. Schelling, winner of the Nobel Prize in economics

In the social sciences today, students are taught theory by reading and analyzing the works of Karl Marx, Max Weber, and other foundational figures of the discipline. What they rarely learn, however, is how to actually theorize.

The Art of Social Theory is a practical guide to doing just that. Concise and accessible, The Art of Social Theory features helpful examples throughout, and also provides practical exercises that enable readers to learn through doing.

2014. 288 pages. 1 line illus. 1 table.
Ci: 978-0-691-15522-7 $29.95 | £19.95

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2 • new
Forthcoming

Between Slavery and Capitalism
The Legacy of Emancipation in the American South
Martin Ruef

“Ruef has written a marvelously clear and compelling account of the profound transformation of the South’s economy after the Civil War, explaining how former slaves and former slaveholders and other whites navigated the uncertain terrain left after the abolition of slavery. This is a model for how to triangulate among multiple historical sources—government censuses, credit ratings, archives on Southern plantations, and interviews with former slaves.”
—Heather A. Haveman, University of California, Berkeley

At the center of the upheavals brought by emancipation in the American South was the economic and social transition from slavery to modern capitalism. In Between Slavery and Capitalism, Martin Ruef examines how this institutional change affected individuals, organizations, and communities in the late nineteenth century, as blacks and whites alike learned to navigate the shoals between two different economic worlds.

September 2014. 304 pages. 30 line illus. 27 tables.
Ci: 978-0-691-16277-5 $35.00 | £24.95

New

The National Origins of Policy Ideas
Knowledge Regimes in the United States, France, Germany, and Denmark
John L. Campbell & Ove K. Pedersen

“This pathbreaking book challenges how we think about contemporary politics by illuminating the role of ‘knowledge regimes’ in determining the quality and diversity of policy alternatives on offer. Campbell and Pedersen draw a surprising—and troubling—picture of how policy ideas are hatched and why they vary so greatly across countries. This innovative and lucid book sets a clear agenda for future research.”
—Frank Dobbin, author of Inventing Equal Opportunity

2014. 424 pages. 2 line illus. 2 tables.
Pb: 978-0-691-16116-7 $29.95 | £19.95
Ci: 978-0-691-15031-4 $85.00 | £59.00

New

Selling Our Souls
The Commodification of Hospital Care in the United States
Adam D. Reich

“Analytically sophisticated and deeply humane, Adam Reich’s Selling Our Souls takes us inside three worlds of hospital care. No one has done a better job showing how differences in institutions affect the moral life of American medicine today. This is a book that needed to be written and demands to be read.”
—Paul Starr, Pulitzer Prize–winning author of The Social Transformation of American Medicine

2014. 248 pages. 11 line illus. 1 table.
Ci: 978-0-691-16040-5 $39.50 | £27.95
Forthcoming

**Terrified**
How Anti-Muslim Fringe Organizations Became Mainstream
Christopher Bail

“In this important and groundbreaking book, Bail uses a rich combination of data to map the efforts of civil society organizations to shape the popular understanding of Islam in the wake of September 11. Empirically rich and theoretically compelling, *Terrified* will find a large and receptive audience among those interested in September 11, Islam, and the dynamics of cultural change.”
—Doug McAdam, Stanford University

January 2015. 232 pages. 8 line illus. 4 tables. 3 maps.
Cl: 978-0-691-15942-3 $35.00 | £24.95

Forthcoming

**Upscaling Downtown**
From Bowery Saloons to Cocktail Bars in New York City
Richard E. Ocejo

“From the artist cabarets of Montmartre and the juke joints of Harlem to the speakeasies of Chicago, the urban demimonde has long been integral to city identity. In today’s city, nightlife plays an even more elevated role in places like New York’s downtown, where once blighted districts are now thriving nocturnal playgrounds. Ocejo’s thorough and thoroughly engaging work shines a light on the city after dark. It is the best book yet to examine the serious business of urban frivolity.”
—Richard Lloyd, author of *Neo-Bohemia: Art and Commerce in the Postindustrial City*

September 2014. 272 pages. 9 halftones. 8 line illus. 1 map.
Cl: 978-0-691-15516-6 $39.50 | £27.95

Forthcoming

**The Politics of Evangelical Identity**
Local Churches and Partisan Divides in the United States and Canada
Lydia Bean

“The Politics of Evangelical Identity is a very important book, a truly original and deeply insightful exploration of why America’s white evangelical Christians allied with the political Right to a degree that evangelicals in other countries have not. Writing with flair, respect, and understanding, Bean shows how American evangelicals have woven political conservatism into the fabric of everyday religious life.”
—E. J. Dionne, Jr., author of *Souled Out*

September 2014. 336 pages. 2 tables. 1 map.
Cl: 978-0-691-16130-3 $35.00 | £24.95

New

**The New York Nobody Knows**
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William B. Helmreich

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2013. 480 pages. 30 halftones. 6 maps.
Cl: 978-0-691-14405-4 $29.95 | £19.95

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The Changing World of Boxing in Gleason’s Gym
Lucia Trimbur

“This book is a gem. Incisive, deeply principled, and acutely observed, it yields nothing to the idea that Gleason’s Gym should be seen as an exotic place.”
—Paul Gilroy, author of *The Black Atlantic*

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Afterword by Emma Rothschild & Amartya Sen

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2013. 408 pages. 2 tables.
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Albert O. Hirschman

“A fresh and exciting argument of a fascinating thesis.”
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