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 2017. 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 five works that deserve special notice. In Trans, Rogers Brubaker shows how gender and race, long understood as stable, inborn, and unambiguous, have in the past few decades opened up—in different ways and to different degrees—to the forces of change and choice. Dalton Conley and Jason Fletcher’s The Genome Factor describes the latest astonishing discoveries being made at the scientific frontier where genomics and the social sciences intersect. William Helmreich is back with The Brooklyn Nobody Knows, an urban walking guide complete with maps and photos for each of the borough’s forty-four neighborhoods. With Contested Tastes, Michaela DeSoucey investigates the causes and consequences of the foie gras wars, illuminating the social significance of food and taste in the twenty-first century. And Michèle Lamont, et al., deliver a rich and daring book that opens many new perspectives into, and sets a new global agenda for, the comparative analysis of race and ethnicity in Getting Respect.

But there are many other authors and subjects inside that are not to be missed, including Filiz Garip on Mexico-U.S. migration, Tianna Paschel on the changing landscape of race in Latin America, and Louise Fresco on the food we eat.

We look forward to continuing to share this intellectually engaging journey with you. Thank you for your support.

Meagan Levinson
Senior Editor, Sociology & Psychology
Bill Helmreich walked every block of New York City—6,000 miles in all—to write the award-winning *The New York Nobody Knows*. Now he has re-walked Brooklyn—some 816 miles—to write this one-of-a-kind walking guide to the city’s hottest borough. Drawing on hundreds of conversations he had with residents during his block-by-block journeys, *The Brooklyn Nobody Knows* captures the heart and soul of a diverse, booming, and constantly changing borough that defines cool around the world. The guide covers every one of Brooklyn’s forty-four neighborhoods, from Greenpoint to Coney Island, providing a colorful portrait of each section’s most interesting, unusual, and unknown people, places, and things. Along the way you will learn about a Greenpoint park devoted to plants and trees that produce materials used in industry; a hornsmith who practices his craft in Prospect-Lefferts Gardens; a collection of 1,140 stuffed animals hanging from a tree in Bergen Beach; a five-story Brownsville mural that depicts Zionist leader Theodor Herzl—and that was the brainchild of black teenagers; Brooklyn’s most private—yet public—beach in Manhattan Beach; and much, much more.

An unforgettably vivid chronicle of today’s Brooklyn, the book can also be enjoyed without ever leaving home—but it’s almost guaranteed to inspire you to get out and explore one the most fascinating urban areas anywhere.

October 2016. 328 pages. 44 halftones. 45 maps.
Pa: 978-0-691-16682-7 $24.95 | £18.95

**New Paperback**

*The New York Nobody Knows*

Walking 6,000 Miles in the City

William B. Helmreich

“[The book] recognises the fact that the everyday experience of the city—the people you meet, the odd things that happen—are important…. For me, the best bits are Helmreich’s detailed descriptions of chance encounters…. He gives a powerful depiction of the numbing dullness of some people’s jobs, from the security guard in the museum to the man waving a flag outside a garage. These are described with tenderness and not a little wry humour.”

—Flora Samuel, *Times Higher Education*

2015. 480 pages. 30 halftones. 6 maps.
Pa: 978-0-691-16970-5 $19.95 | £14.95

Winner of the 2015 Award for Outstanding Achievement in Book Writing, *The Guides Association of New York City*
Forthcoming

**Trans**
Gender and Race in an Age of Unsettled Identities
Rogers Brubaker

“*Trans* provides a strong, nuanced perspective on the rapidly shifting cultural imaginary of transgender identities and the emerging questions about possibilities for transracial identification. In its analysis of how popular thinking on race aligns and diverges from beliefs about gender, this timely book will engender much discussion and perhaps some controversy—but it will definitely be read.”

—Kristen Schilt, University of Chicago

In the summer of 2015, shortly after Caitlyn Jenner came out as transgender, the NAACP official and political activist Rachel Dolezal was “outed” by her parents as white, touching off a heated debate in the media about the fluidity of gender and race. If Jenner could legitimately identify as a woman, could Dolezal legitimately identify as black?

At a critical time when gender and race are being reimagined and reconstructed, *Trans* explores fruitful new paths for thinking about identity.

October 2016. 256 pages.
Cl: 978-0-691-17235-4 $24.95 | £18.95

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Forthcoming

**The Genome Factor**
What the Social Genomics Revolution Reveals about Ourselves, Our History, and the Future
Dalton Conley & Jason Fletcher

“Sophisticated, imaginative, and intellectually first-rate. I know of no other book that so accessibly pulls together such a vast array of complex material at the intersection of genetics and the social sciences.”

—Michael J. Shanahan, University of North Carolina, Chapel Hill

For a century, social scientists have avoided genetics like the plague. But in the past decade, a small but intrepid group of economists, political scientists, and sociologists have harnessed the genomics revolution to paint a more complete picture of human social life than ever before. *The Genome Factor* describes the latest astonishing discoveries being made at the scientific frontier where genomics and the social sciences intersect.

February 2017. 304 pages. 33 line illus.
Cl: 978-0-691-16474-8 $29.95 | £22.95
Forthcoming

Getting Respect
Responding to Stigma and Discrimination in the United States, Brazil, and Israel
Michèle Lamont, Graziella Moraes Silva, Jessica S. Welburn, Joshua Guetzkow, Nissim Mizrachi, Hanna Herzog & Elisa Reis

"Focusing on how victims of discrimination across countries protect their self-worth, Getting Respect is a much-needed addition to the study of everyday racism."
—Philomena Essed, Antioch University

Racism is a common occurrence for members of marginalized groups around the world. Getting Respect illuminates their experiences by comparing three countries with enduring group boundaries: the United States, Brazil and Israel. The authors delve into what kinds of stigmatizing or discriminatory incidents individuals encounter in each country, how they respond to these occurrences, and what they view as the best strategy—whether individually, collectively, through confrontation, or through self-improvement—for dealing with such events.

October 2016. 376 pages. 15 tables.
CI: 978-0-691-16707-7 $39.95 | £29.95

On the Move
Changing Mechanisms of Mexico-U.S. Migration
Filiz Garip

"On the Move is a treasure trove of information about Mexican migration to the United States. Garip draws together a vast amount of research and economic and demographic trends to investigate the degree to which different kinds of migrants predominated during different periods of migration in the last half century. This is a major scholarly book."
—Frank D. Bean, University of California, Irvine

Using survey data from over 145,000 Mexicans and in-depth interviews with nearly 140 Mexicans, Filiz Garip reveals a more accurate picture of Mexico-U.S migration. In the last fifty years there have been four primary waves: a male-dominated migration from rural areas in the 1960s and ’70s, a second migration of young men from socioeconomically more well-off families during the 1980s, a migration of women joining spouses already in the United States in the late 1980s and ’90s, and a generation of more educated, urban migrants in the late 1990s and early 2000s. For each of these four stages, Garip examines the changing variety of reasons for why people migrate and migrants’ perceptions of their opportunities in Mexico and the United States.

Princeton Analytical Sociology Series
Peter Bearman and Peter Hedström, Series Editors

November 2016. 360 pages. 9 halftones. 16 line illus. 5 tables. 4 maps.
CI: 978-0-691-16106-8 $39.95 | £29.95

Beyond the Beat
Musicians Building Community in Nashville
Daniel B. Cornfield

"In this graceful and committed book, Daniel Cornfield sings a song for us about the Nashville music scene, Emile Durkheim, and understandings of worker and artist agency. Drawing on rich interviews with music professionals, Cornfield develops a nuanced theory for their artist activism. Those who are interested in contemporary forms of changing art worlds, and those who are interested in the new sociology of work in an increasingly individualized era should listen with open ears."
—Marek Korczynski, University of Nottingham

At a time when the bulwarks of the music industry are collapsing, what does it mean to be a successful musician and artist? How might contemporary musicians sustain their artistic communities? Based on interviews with over seventy-five popular-music professionals in Nashville, Beyond the Beat looks at artist activists—those visionaries who create inclusive artist communities in today’s individualistic and entrepreneurial art world.

2015. 232 pages. 5 line illus. 2 tables.
CI: 978-0-691-16073-3 $35.00 | £24.95
New Paperback
Rough Country
How Texas Became America’s Most Powerful Bible-Belt State
Robert Wuthnow

“Anyone seeking to examine the relationship between modern American religious conservatism and politics needs to look no further than Wuthnow’s authoritative, encyclopedic survey of Texas’s influence on national trends.”
—Publishers Weekly (starred review)

2016. 664 pages. 23 halftones.
Pa: 978-0-691-16930-9 $29.95 | £22.95
Cl: 978-0-691-15989-8 $39.50 | £29.95
Winner of the 2014 Coral Horton Tullis Memorial Prize, Texas State Historical Association

New
In the Blood
Understanding America’s Farm Families
Robert Wuthnow

“An important book for rural sociologists.”
—Choice

“Wuthnow presents a lively portrait of the complexities and concerns of American agriculture, helping us better understand those who grow our food. In the Blood is an extremely ambitious book and a very good read. There is nothing else like it. No one else has so thoroughly presented farmers in their own words.”
—Pamela Riney-Kehrberg, author of Always Plenty to Do: Growing Up on a Farm in the Long Ago

Farming is essential to the American economy and our daily lives, yet few of us have much contact with farmers except through the food we eat. Who are America’s farmers? Why is farming important to them? How are they coping with dramatic changes to their way of life? In the Blood paints a vivid and moving portrait of America’s farm families, shedding new light on their beliefs, values, and complicated relationship with the land.

2015. 240 pages.
Cl: 978-0-691-16709-1 $35.00 | £24.95

New
Affordable Housing in New York
The People, Places, and Policies That Transformed a City
Edited by Nicholas Dagen Bloom & Matthew Gordon Lasner

“A gorgeous tome of essays.”
—Kai Wright, There Goes the Neighborhood podcast

2015. 336 pages. 106 color illus. 142 halftones. 1 map.
Cl: 978-0-691-16781-7 $39.95 | £29.95

New
Houses for a New World
Builders and Buyers in American Suburbs, 1945–1965
Barbara Miller Lane

“Illuminating.”
—Anthony Paletta, Daily Beast

2015. 320 pages. 224 halftones.
Cl: 978-0-691-16761-9 $40.95 | £37.95

Small-Town America
Finding Community, Shaping the Future
Robert Wuthnow

2014. 520 pages. 40 line illus. 11 maps.
Pa: 978-0-691-16582-0 $27.95 | £19.95
Cl: 978-0-691-15720-7 $38.95 | £28.95
One of Choice’s Outstanding Academic Titles for 2013

2015. 240 pages.
Cl: 978-0-691-16709-1 $35.00 | £24.95
New
The End of American Childhood
A History of Parenting from Life on the Frontier to the Managed Child
Paula S. Fass
“A comprehensive investigation of how Americans have raised their children…. Fass provides ample historical and scientific evidence to support her findings, giving readers a methodical, meticulous accounting of childhood in America over the past 200 years.” —Kirkus
2016. 352 pages. 23 halftones. Cl: 978-0-691-16257-7 $29.95 | £22.95

New
Hamburgers in Paradise
The Stories behind the Food We Eat
Louise O. Fresco
2015. 576 pages. 25 color illus. Cl: 978-0-691-16387-1 $39.50 | £29.95

New
The Work of the Dead
A Cultural History of Mortal Remains
Thomas W. Laqueur
“This massive, mesmerizing work contains much that’s worth pondering.” —Publishers Weekly, (starred review)
2015. 744 pages. 18 color illus. 101 halftones. Cl: 978-0-691-15778-8 $39.95 | £29.95

New
Racism
A Short History
George M. Fredrickson
With a new foreword by Albert M. Camarillo
“Fredrickson deftly combines intellectual with social and political history to explain the emergence of racism and its recent decline.” —William H. McNeill, New York Review of Books
Princeton Classics
2015. 232 pages. Pa: 978-0-691-16705-3 $19.95 | £14.95 Not for sale in Australia or New Zealand

New
Child Migration and Human Rights in a Global Age
Jacqueline Bhabha
“Wonderful…. [T]he most significant study I know of that explores the implications for children’s lives.” —Catherine Allerton, International Affairs
2016. 392 pages. 20 halftones. Cl: 978-0-691-16910-1 $24.95 | £18.95

New
Of Sand or Soil
Genealogy and Tribal Belonging in Saudi Arabia
Nadav Samin
“Based on meticulous research, this book is innovative and original.” —Gabriele vom Bruck, SOAS, University of London
Princeton Studies in Muslim Politics
Dale F. Eickelman and Augustus Richard Norton, Series Editors
2015. 304 pages. 15 halftones. 1 map. Cl: 978-0-691-16444-1 $39.50 | £29.95
Forthcoming Paperback

**The Hero’s Fight**

African Americans in West Baltimore and the Shadow of the State  
**Patricia Fernández-Kelly**  
With a new preface by the author  
“[T]his thought-provoking book … could, if heeded, help alleviate some of society’s most intractable problems.” —Publishers Weekly  
September 2016. 440 pages. 10 line illus. 2 tables.  
Pa: 978-0-691-17305-4 $27.95 | £19.95  
Cl: 978-0-691-16284-3 $35.00 | £24.95

Forthcoming Paperback

**In Harm’s Way**

The Dynamics of Urban Violence  
**Javier Auyero & María Fernanda Berti**  
“This powerful and sobering book stands in line with the best.” —Randol Contreras, author of The Stickup Kids  
September 2016. 264 pages. 30 halftones.  
Pa: 978-0-691-17303-0 $24.95 | £18.95  
Cl: 978-0-691-16477-9 $35.00 | £24.95

Forthcoming Paperback

**Madness in Civilization**

A Cultural History of Insanity, from the Bible to Freud, from the Madhouse to Modern Medicine  
**Andrew Scull**  
“Scull’s book is an outstanding illumination.” —Oliver Kamm, Times (London)  
October 2016. 432 pages. 120 color & b&w illus.  
Pa: 978-0-691-17344-3 $24.95  
Cl: 978-0-691-16615-5 $39.50  
For sale only in the United States and Canada  
One of the New York Post’s Favorite Books of 2015

Forthcoming Paperback

**American Zoo**

A Sociological Safari  
**David Grazian**  
“A powerful portrait … peppered with delicious details.” —Barbara Kiser, Nature  
2015. 344 pages.  
Cl: 978-0-691-16435-9 $29.95 | £22.95  
Winner of the 2015 Athenaeum Literary Award, The Athenaeum of Philadelphia

New Paperback

**Terrified**

How Anti-Muslim Fringe Organizations Became Mainstream  
**Christopher Bail**  
“Terrified is highly recommended.” —Choice  
2016. 246 pages. 8 line illus. 4 tables.  
Pa: 978-0-691-17363-4 $27.95 | £19.95  
Cl: 978-0-691-15942-3 $35.00 | £24.95  
Winner of the 2015 ARNOVA Award for Outstanding Book in Nonprofit and Voluntary Action Research

New Paperback

**The Shape of the New**

Four Big Ideas and How They Made the Modern World  
**Scott L. Montgomery & Daniel Chirot**  
With a new preface by the authors  
“I was struck again and again by the extraordinary breadth, erudition and lucidity of this book.” —Fareed Zakaria, New York Times Book Review  
October 2016. 512 pages.  
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Cl: 978-0-691-15064-2 $35.00 | £24.95

New Paperback

**In Harm’s Way**

The Dynamics of Urban Violence  
**Javier Auyero & María Fernanda Berti**  
“This powerful and sobering book stands in line with the best.” —Randol Contreras, author of The Stickup Kids  
September 2016. 264 pages. 30 halftones.  
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Cl: 978-0-691-16477-9 $35.00 | £24.95

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Cl: 978-0-691-15064-2 $35.00 | £24.95

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2015. 344 pages.  
Cl: 978-0-691-16435-9 $29.95 | £22.95  
Winner of the 2015 Athenaeum Literary Award, The Athenaeum of Philadelphia
Contested Tastes: Foie Gras and the Politics of Food
Michaela DeSoucey

“Why did foie gras become in the 2000s the focus of impassioned debates about food politics? Not only is DeSoucey’s search for the answer … an engaging story, it also provides an invaluable template for thinking about gastropolitics more broadly.”
—Rachel Laudan, author of Cuisine and Empire: Cooking in World History

Who cares about foie gras? As it turns out, many do. In the last decade, this French delicacy—the fattened liver of ducks or geese that have been force-fed through a tube—has been at the center of contentious battles between animal rights activists, artisanal farmers, industry groups, politicians, chefs, and foodies. In Contested Tastes, Michaela DeSoucey takes us to farms, restaurants, protests, and political hearings in both the United States and France to reveal why people care so passionately about foie gras—and why we should care too.

Investigating the causes and consequences of the foie gras wars, Contested Tastes illuminates the social significance of food and taste in the twenty-first century.

2016. 296 pages, 22 halftones. 22 tables.
Cl: 978-0-691-16440-3 $45.00 | £34.95

Magazines and the Making of America: Modernization, Community, and Print Culture, 1741–1860
Heather A. Haveman

2015. 428 pages, 1 halftone, 39 line illus. 28 tables.
Cl: 978-0-691-15493-0 $45.00 | £34.95

The Battle for Yellowstone: Morality and the Sacred Roots of Environmental Conflict
Justin Farrell

2015. 314 pages, 52 halftones, 31 line illus. 6 tables.
Cl: 978-0-691-16434-2 $39.50 | £29.95

Becoming Right: How Campuses Shape Young Conservatives
Amy J. Binder & Kate Wood

2015. 424 pages, 1 line illus., 13 tables.
Pa: 978-0-691-16366-6 $19.95 | £14.95
Forthcoming
Our Compelling Interests
The Value of Diversity for Democracy and a Prosperous Society
Edited by Earl Lewis & Nancy Cantor

“Our Compelling Interests contains essays by leading scholars who have done fundamental research on the value of diversity for a more democratic and prosperous society. Whether optimistic or pessimistic, the contributions in this book are a must-read and raise issues that we all need to confront honestly and aggressively.”
—Paul L. Joskow, president of the Alfred P. Sloan Foundation

September 2016. 296 pages. 19 line illus. 1 table.
Cl: 978-0-691-17048-0 $27.95 | £19.95

On Inequality
Harry G. Frankfurt

—Choice

2015. 114 pages.
Cl: 978-0-691-16714-5 $14.95 | £11.50

New
Becoming Black Political Subjects
Movements and Ethno-Racial Rights in Colombia and Brazil
Tianna S. Paschel

“This book … makes an important contribution to the study of race and ethnicity in Latin America.”
—Luisa Schwartzman, University of Toronto
2016. 328 pages. 1 line illus. 4 tables.
Cl: 978-0-691-16938-5 $39.50 | £29.95

Suburban Warriors
The Origins of the New American Right
Lisa McGirr
With a new preface by the author

Politics and Society in Twentieth-Century America
William Chafe, Gary Gerstle, Linda Gordon, and Julian Zelizer, Series Editors
2015. 432 pages.
Pa: 978-0-691-16573-8 $27.95 | £19.95

Forthcoming
The Management of Hate
Nation, Affect, and the Governance of Right-Wing Extremism in Germany
Nitzan Shoshan

“This is a must-read book at a time when Europe is fighting its nationalist demons once again.”
—Dominic Boyer, Rice University
September 2016. 320 pages. 6 halftones. 2 line illus.
Pa: 978-0-691-16719-6 $32.95 | £24.95
Cl: 978-0-691-16719-6-1 $80.00 | £59.95

New
Trouble in the Tribe
The American Jewish Conflict over Israel
Dov Waxman

“A meticulous, precise, well-organized survey.”
—Kirkus (starred review)
2016. 328 pages. 15 halftones. 6 line illus.
Cl: 978-0-691-16899-9 $29.95 | £22.95

New
Democracy for Realists
Why Elections Do Not Produce Responsive Government
Christopher H. Achen & Larry M. Bartels

—Edward Luce, Financial Times
Princeton Studies in Political Behavior
Tali Mendelberg, Series Editor
2015. 408 pages. 26 line illus. 18 tables.
Cl: 978-0-691-16944-6 $29.95 | £22.95

Nations under God
How Churches Use Moral Authority to Influence Policy
Anna Grzymala-Busse
2015. 440 pages. 14 line illus. 12 tables.
Cl: 978-0-691-16475-5 $95.00 | £70.95
New
ISIS
A History
Fawaz A. Gerges
“A specific, timely, well-rendered exegesis of the unfolding global threat.”
—Kirkus (starred review)
2016. 384 pages.
Cl: 978-0-691-17000-8 $27.95 | £19.95

The Terrorist’s Dilemma
Managing Violent Covert Organizations
Jacob N. Shapiro
2015. 352 pages. 6 line illus. 8 tables.
Pa: 978-0-691-16630-8 $22.95 | £17.95
Cl: 978-0-691-15721-4 $29.95 | £22.95

New Paperback
Caught
The Prison State and the Lockdown of American Politics
Marie Gottschalk
With a new preface by the author
“Everyone … should read this book.”
—Angelia Wilson, Times Higher Education
2016. 504 pages. 8 line illus.
Pa: 978-0-691-17083-1 $24.95 | £18.95

New
When Movements Anchor Parties
Electoral Alignments in American History
Daniel Schlozman
 “[An] exceptionally well-written book.”
—Choice
Princeton Studies in American Politics
Ira Katznelson, Eric Schickler, Martin Shaffer,
and Theda Skocpol, Series Editors
2016. 288 pages. 5 tables.
Pa: 978-0-691-16469-4 $29.95 | £22.95
Cl: 978-0-691-16442-7 $95.00 | £70.95

Forthcoming Paperback
How Propaganda Works
Jason Stanley
“Crackles with brilliant insights and erudition.”
—David V. Johnson, Bookforum
December 2016. 376 pages.
Pa: 978-0-691-17342-9 $19.95 | £14.95
Cl: 978-0-691-16442-7 $95.00 | £70.95

New Paperback
Complexity and the Art of Public Policy
Solving Society’s Problems from the Bottom Up
David Colander & Roland Kupers
“[G]roundbreaking.”
—Sam McNerney, 250 Words
2016. 320 pages. 2 halftones.
Pa: 978-0-691-16913-2 $22.95 | £17.95

The Importance of Being Civil
The Struggle for Political Decency
John A. Hall
2015. 280 pages. 1 line illus.
Pa: 978-0-691-16797-8 $19.95 | £14.95
Cl: 978-0-691-15326-1 $32.95 | £24.95

White Backlash
Immigration, Race, and American Politics
Marisa Abrajano & Zoltan L. Hajnal
2015. 258 pages. 11 line illus. 15 tables.
Cl: 978-0-691-16443-4 $29.95 | £22.95
One of Choice’s Outstanding Academic Titles for 2015
Forthcoming

**Individuality and Entanglement**

The Moral and Material Bases of Social Life

Herbert Gintis

“Herbert Gintis is our deepest thinker about the scandalous state of fragmentation of the human sciences. . . . Everyone who cares about these sciences needs to come to terms with his analysis.” —Peter J. Richerson, coauthor of *Not by Genes Alone: How Culture Transformed Human Evolution*

In this book, acclaimed economist Herbert Gintis ranges widely across many fields—including economics, psychology, anthropology, sociology, moral philosophy, and biology—to provide a rigorous transdisciplinary explanation of some fundamental characteristics of human societies and social behavior. Because such behavior can be understood only through transdisciplinary research, Gintis argues, *Individuality and Entanglement* advances the effort to unify the behavioral sciences by developing a shared analytical framework—one that bridges research on gene-culture coevolution, the rational-actor model, game theory, and complexity theory. At the same time, the book persuasively demonstrates the rich possibilities of such transdisciplinary work.

November 2016. 368 pages. 8 line illus. 13 tables.
Cl: 978-0-691-17291-0 $35.00 | £24.95

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Forthcoming

**Failing in the Field**

What We Can Learn When Field Research Goes Wrong

Dean Karlan & Jacob Appel

“This unusual and refreshing book is a good complement to the existing literature on impact evaluation and documents the practical issues involved in implementing randomized control trials. The authors look at real examples of what goes wrong in the field and provide a nice framework for thinking about how to avoid failures.” —Rachel Glennerster, coauthor of *Running Randomized Evaluations*

All across the social sciences, from development economics to political science departments, researchers are going into the field to collect data and learn about the world. While much has been gained from the successes of randomized controlled trials, stories of failed projects often do not get told. In *Failing in the Field*, Dean Karlan and Jacob Appel delve into the common causes of failure in field research, so that researchers might avoid similar pitfalls in future work.

Cracking open the taboo subject of the stumbles that can take place in the implementation of research studies, *Failing in the Field* is a valuable “how-not-to” handbook for conducting fieldwork and running randomized controlled trials in development settings.

November 2016. 168 pages. 2 line illus.
Cl: 978-0-691-16189-1 $29.95 | £22.95

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Forthcoming

**A Culture of Growth**

The Origins of the Modern Economy

Joel Mokyr

During the late eighteenth century, innovations in Europe triggered the Industrial Revolution and the sustained economic progress that spread across the globe. While much has been made of the details of the Industrial Revolution, what remains a mystery is why it took place at all. Why did this revolution begin in the West and not elsewhere, and why did it continue, leading to today’s unprecedented prosperity? In this groundbreaking book, celebrated economic historian Joel Mokyr argues that a culture of growth specific to early modern Europe and the European Enlightenment laid the foundations for the scientific advances and pioneering inventions that would instigate explosive technological and economic development. Bringing together economics, the history of science and technology, and models of cultural evolution, Mokyr demonstrates that culture—the beliefs, values, and preferences in society that are capable of changing behavior—was a deciding factor in societal transformations.

October 2016. 400 pages. 1 line illus.
Cl: 978-0-691-16888-3 $35.00 | £24.95
Forthcoming Paperback
Phishing for Phools
The Economics of Manipulation and Deception
George A. Akerlof & Robert J. Shiller
“Entertaining, readable and provocative.”
—John Lanchester, London Review of Books
September 2016. 288 pages.
Pa: 978-0-691-17302-3 $16.95 | £12.95
Cl: 978-0-691-16831-9 $24.95 | £18.95

New
Success and Luck
Good Fortune and the Myth of Meritocracy
Robert H. Frank
“Frank makes his points persuasively.”
—Australian Financial Review
2016. 208 pages. 6 halftones. 10 line illus. 2 tables.
Cl: 978-0-691-16740-4 $26.95 | £19.95

New
Understanding Institutions
The Science and Philosophy of Living Together
Francesco Guala
“Clearly written, but even better, clearly conceived, this book is a winner on many levels.”
—Stephen Turner, University of South Florida
2016. 256 pages. 27 line illus.
Cl: 978-0-691-17178-4 $35.00 | £24.95

New Paperback
A Social Strategy
How We Profit from Social Media
Mikolaj Jan Piskorski
“A highly informative and insightful analysis of web-based social platforms.”
—Glenn C. Altschuler, Psychology Today
2016. 288 pages. 13 line illus. 9 tables.
Pa: 978-0-691-16926-2 $22.95 | £17.95
Cl: 978-0-691-15339-1 $29.95 | £22.95

New Paperback
The Son Also Rises
Surnames and the History of Social Mobility
Gregory Clark
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