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The Leaderless Economy: Why the World Economic System Fell Apart and How to Fix It

Peter Temin & David Vines

The Leaderless Economy reveals why international financial cooperation is the only solution to today’s global economic crisis. In this timely and important book, Peter Temin and David Vines argue that our current predicament is a catastrophe rivaled only by the Great Depression. Taking an in-depth look at the history of both, they explain what went wrong and why, and demonstrate why international leadership is needed to restore prosperity and prevent future crises.

Temin and Vines argue that the financial collapse of the 1930s was an “end-of-regime crisis” in which the economic leader of the nineteenth century, Great Britain, found itself unable to stem international panic as countries abandoned the gold standard. They trace how John Maynard Keynes struggled for years to identify the causes of the Great Depression, and draw valuable lessons from his intellectual journey. Today we are in the midst of a similar crisis, one in which the regime that led the world economy in the twentieth century—that of the United States—is ending. Temin and Vines show how America emerged from World War II as an economic and military powerhouse, but how deregulation and a lax attitude toward international monetary flows left the nation incapable of reigning in an overleveraged financial sector and powerless to contain the 2008 financial panic. Fixed exchange rates in Europe and Asia have exacerbated the problem.

The Leaderless Economy provides a blueprint for how renewed international leadership can bring today’s industrial nations back into financial balance—domestically and among each other.

Peter Temin is the Elisha Gray II Professor Emeritus of Economics at the Massachusetts Institute of Technology. His books include Prometheus Shackled, The Roman Market Economy (Princeton), and The World Economy between the World Wars. David Vines is Professor of Economics and a Fellow of Balliol College, University of Oxford. His books include The IMF and Its Critics and The Asian Financial Crisis.
The Bankers’ New Clothes
What’s Wrong with Banking and What to Do about It

Anat Admati & Martin Hellwig

What is wrong with today’s banking system? The past few years have shown that risks in banking can impose significant costs on the economy. Yet leading bankers claim that a safer banking system would require us to sacrifice lending and economic growth. The Bankers’ New Clothes examines these claims and others, and exposes them as false or unsubstantiated. With accessible explanations and rich details, Anat Admati and Martin Hellwig demystify banking, show what is at stake, and clarify the controversies around banking regulation.

Debunking the notion that risky banking is a necessary by-product of the services banks provide, Admati and Hellwig contend that the dangerous fragility in banking is greatly exacerbated by excessive borrowing. The authors argue that, contrary to claims by the banking industry and others, society stands to reap large benefits—while incurring virtually no costs—from making sure banks use significantly more equity. Assessing current and proposed capital regulations as insufficient and flawed, Admati and Hellwig outline a more ambitious plan for reform, including specific and highly beneficial steps that can be taken immediately.

Clearing the fog of nonsense surrounding the banking regulation debate, The Bankers’ New Clothes offers an accurate assessment of what needs to be done to achieve a vibrant and healthier banking system.

Anat Admati is the George G. C. Parker Professor of Finance and Economics at Stanford’s Graduate School of Business. She serves on the FDIC Systemic Resolution Advisory Committee and has contributed to the Financial Times, Bloomberg News, and the New York Times. Martin Hellwig is director at the Max Planck Institute for Research on Collective Goods. He was the first chair of the Advisory Scientific Committee of the European Systemic Risk Board and the cowinner of the 2012 Max Planck Research Award.
How to Run a Country
An Ancient Guide for Modern Leaders

Marcus Tullius Cicero
Selected, translated, and with an introduction by Philip Freeman

Marcus Cicero, Rome’s greatest statesman and orator, was elected to the Roman Republic’s highest office at a time when the very existence of his beloved country was threatened by power-hungry politicians, dire economic troubles, foreign turmoil, and political parties that refused to work together. Sound familiar? Cicero’s letters, speeches, and other writings are filled with timeless wisdom and practical insight about how to solve these and other problems of leadership and politics. How to Run a Country collects the best of these writings to provide an entertaining, common sense guide for modern leaders and citizens. This brief book, a sequel to How to Win an Election, gathers Cicero’s most perceptive thoughts on topics such as leadership, corruption, the balance of power, taxes, war, immigration, and the importance of compromise. These writings have influenced great leaders—including America’s Founding Fathers—for two thousand years, and they are just as instructive today as when they were first written.

Organized by topic and featuring lively new translations, the book also includes an introduction, headnotes, a glossary, and suggestions for further reading. The result is an enlightening introduction to some of the most enduring political wisdom of all time.

Philip Freeman is the author of many books, including Oh My Gods: A Modern Retelling of Greek and Roman Myths, Alexander the Great, and Julius Caesar (all Simon & Schuster). He received his PhD from Harvard University and holds the Qualley Chair of Classical Languages at Luther College in Decorah, Iowa.
Odd Couples
Extraordinary Differences between the Sexes in the Animal Kingdom

Daphne J. Fairbairn

While we joke that men are from Mars and women are from Venus, our gender differences can’t compare to those of other animals. For instance: the male garden spider spontaneously dies after mating with a female more than fifty times his size. Female cichlids must guard their eggs and larvae—even from the hungry appetites of their own partners. And male blanket octopuses employ a copulatory arm longer than their own bodies to mate with females that outweigh them by four orders of magnitude. Why do these gender gulfs exist? Introducing readers to important discoveries in animal behavior and evolution, Odd Couples explores some of the most extraordinary sexual differences in the animal world. From the fields of Spain to the deep oceans, evolutionary biologist Daphne Fairbairn uncovers the unique and bizarre characteristics—in size, behavior, ecology, and life history—that exist in these remarkable species and the special strategies they use to maximize reproductive success.

Fairbairn describes how male great bustards aggressively compete to display their gorgeous plumage and large physiques to watching, choosy females. She investigates why female elephant seals voluntarily live in harems where they are harassed constantly by eager males. And she reveals why dwarf male giant seadevils parasitically fuse to their giant female partners for life. Fairbairn also considers humans and explains that although we are keenly aware of our own sexual differences, they are unexceptional within the vast animal world.

Looking at some of the most amazing creatures on the planet, Odd Couples sheds astonishing light on what it means to be male or female in the animal kingdom.

Daphne J. Fairbairn is professor of biology at the University of California, Riverside. She has written widely on the science of sexual differences and is the coeditor of Sex, Size, and Gender Roles.
The Unpredictable Species
What Makes Humans Unique

Philip Lieberman

The Unpredictable Species argues that the human brain evolved in a way that enhances our cognitive flexibility and capacity for innovation and imitation. In doing so, the book challenges the central claim of evolutionary psychology that we are locked into predictable patterns of behavior that were fixed by genes, and refutes the claim of the innateness of language. Philip Lieberman builds his case with evidence from neuroscience, genetics, and physical anthropology, showing how our basal ganglia—structures deep within the brain whose origins predate the dinosaurs—came to play a key role in human creativity. He demonstrates how the transfer of information in these structures was enhanced by genetic mutation and evolution, giving rise to supercharged neural circuits linking activity in different parts of the human brain. Human invention, expressed in different epochs and locales in the form of stone tools, digital computers, new art forms, complex civilizations—even the latest fashions—stems from these supercharged circuits.

The Unpredictable Species boldly upends popular yet scientifically controversial beliefs about how our brains actually work. Along the way, this compelling book provides insights into a host of topics related to human cognition, including the causes of Parkinson’s disease and cognitive confusion on Mount Everest, associative learning, epigenetics, and the skills required to be a samurai.

Philip Lieberman is the George Hazard Crooker University Professor Emeritus at Brown University. His books include Toward an Evolutionary Biology of Language and Eve Spoke: Human Language and Human Evolution.
China’s economic growth is sputtering, the Euro is under threat, and the United States is combating serious trade disadvantages. Another great depression? Not quite. Noted economist and China expert Michael Pettis argues instead that we are undergoing a critical rebalancing of the world economies. Debunking popular misconceptions, Pettis shows that severe trade imbalances spurred on the recent financial crisis and were the result of unfortunate policies that distorted the savings and consumption patterns of certain nations. Pettis examines the reasons behind these destabilizing policies, and he predicts severe economic dislocations—a lost decade for China, the breaking of the Euro, and a receding of the US dollar—that will continue for some time to come.

Pettis explains how China has maintained massive—but unsustainable—investment growth by artificially lowering the cost of capital. He discusses how Germany is endangering the Euro by favoring the country’s development at the expense of its neighbors. And he looks at how the US dollar’s role as the world’s reserve currency burdens America’s economy.

Although various imbalances may seem unrelated, Pettis demonstrates that all of them—including the US consumption binge, surging debt in Europe, China’s investment orgy, Japan’s long stagnation, and the commodity boom in Latin America—are closely tied together, and that it will be impossible to resolve any issue without forcing a resolution for all.

Demonstrating how economic policies can carry negative repercussions the world over, The Great Rebalancing sheds urgent light on our globally linked economic future.

Michael Pettis is professor of finance and economics at Peking University, a senior associate at the Carnegie Endowment, and a widely-read commentator on China, Europe, and the global economy. He is the author of The Volatility Machine: Emerging Economies and the Threat of Financial Collapse.
The Golden Ticket
P, NP, and the Search for the Impossible
Lance Fortnow

The P-NP problem is the most important open problem in computer science, if not all of mathematics. *The Golden Ticket* provides a nontechnical introduction to P-NP, its rich history, and its algorithmic implications for everything we do with computers and beyond. In this informative and entertaining book, Lance Fortnow traces how the problem arose during the Cold War on both sides of the Iron Curtain, and gives examples of the problem from a variety of disciplines, including economics, physics, and biology. He explores problems that capture the full difficulty of the P-NP dilemma, from discovering the shortest route through all the rides at Disney World to finding large groups of friends on Facebook. But difficulty also has its advantages. Hard problems allow us to safely conduct electronic commerce and maintain privacy of our online lives.

*The Golden Ticket* explores what we truly can and cannot achieve computationally, describing the benefits and unexpected challenges of the P-NP problem.

Lance Fortnow is professor and chair of the School of Computer Science at the Georgia Institute of Technology. He founded and coauthors the Computational Complexity blog.
Humor is the most celebrated of all Jewish responses to modernity. In this book, Ruth Wisse evokes and applauds the genius of spontaneous Jewish joking—as well as the brilliance of comic masterworks by writers like Heinrich Heine, Sholem Aleichem, Isaac Babel, S. Y. Agnon, Isaac Bashevis Singer, and Philip Roth. At the same time, Wisse draws attention to the precarious conditions that call Jewish humor into being—and the price it may exact from its practitioners and audience.

Wisse broadly traces modern Jewish humor around the world, teasing out its implications as she explores memorable and telling examples from German, Yiddish, English, Russian, and Hebrew. Among other topics, the book looks at how Jewish humor channeled Jewish learning and wordsmanship into new avenues of creativity; brought relief to liberal non-Jews in repressive societies; and enriched popular culture in the United States.

Even as it invites readers to consider the pleasures and profits of Jewish humor, the book asks difficult but fascinating questions: Can the excess and extreme self-ridicule of Jewish humor go too far and backfire in the process? And is “leave ‘em laughing” the wisest motto for a people that others have intended to sweep off the stage of history?

Ruth R. Wisse is the Martin Peretz Professor of Yiddish Literature and professor of comparative literature at Harvard University. She is the author of *The Modern Jewish Canon: A Journey through Language and Culture*, which won a National Jewish Book Award. Her other books include *Jews and Power* (Schocken) and *The Schlemiel as Modern Hero*.

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In the Louvre museum hangs a portrait of a middle-aged man with long dark hair, a mustache, and heavy-lidded eyes, and he is dressed in the starched white collar and black coat of the typical Dutch burgher. The painting is now the iconic image of René Descartes, the great seventeenth-century French philosopher. And the painter of the work? The Dutch master Frans Hals—or so it was long believed, until the work was downgraded to a copy of an original. But where, then, is the authentic version located and who painted it? Is the man in the painting—and in its original—really Descartes?

A unique combination of philosophy, biography, and art history, The Philosopher, the Priest, and the Painter investigates the remarkable individuals and circumstances behind a small portrait. Through this image—and the intersecting lives of a brilliant philosopher, a Catholic priest, and a gifted painter—Steven Nadler opens up a fascinating portal into Descartes’s life and times, skillfully presenting an accessible introduction to Descartes’s philosophical and scientific ideas, and an illuminating tour of the volatile political and religious environment of the Dutch Golden Age. As Nadler shows, Descartes’s innovative ideas about the world, about human nature and knowledge, and about philosophy itself, stirred great controversy. Philosophical and theological critics vigorously opposed his views, and civil and ecclesiastic authorities condemned his writings. Nevertheless, Descartes’s thought came to dominate the philosophical world of the period, and can rightly be called the philosophy of the seventeenth century.

Shedding light on a well-known image, The Philosopher, the Priest, and the Painter offers an engaging exploration of a celebrated philosopher’s world and work.

Steven Nadler is the William H. Hay II Professor of Philosophy at the University of Wisconsin–Madison. His books include Rembrandt’s Jews, which was a finalist for the Pulitzer Prize; Spinoza: A Life, which won the Koret Jewish Book Award; and A Book Forged in Hell: Spinoza’s Scandalous Treatise and the Birth of the Secular Age (Princeton).
**Picasso and Truth**

From Cubism to Guernica

**T. J. Clark**

*Picasso and Truth* offers a breathtaking and original new look at the most significant artist of the modern era. From Pablo Picasso’s early *The Blue Room* to the later *Guernica*, eminent art historian T. J. Clark offers a striking reassessment of the artist’s paintings from the 1920s and 1930s. Why was the space of a room so basic to Picasso’s worldview? And what happened to his art when he began to feel that room-space become too confined—too little exposed to the catastrophes of the twentieth century? Clark explores the role of space and the interior, and the battle between intimacy and monstrosity, in Picasso’s art. Based on the A. W. Mellon Lectures in the Fine Arts delivered at the National Gallery of Art, this lavishly illustrated volume remedies the biographical and idolatrous tendencies of most studies on Picasso, reasserting the structure and substance of the artist’s work.

With compelling insight, Clark focuses on three central works—the large-scale *Guitar and Mandolin on a Table* (1924), *The Three Dancers* (1925), and *The Painter and His Model* (1927)—and explores Picasso’s answer to Nietzsche’s belief that the age-old commitment to truth was imploding in modern European culture. Masterful in its historical contextualization of the artist’s work, *Picasso and Truth* rescues Picasso from the celebrity culture that trivializes his accomplishments and returns us to the tragic vision of Picasso’s art—humane and appalling, naive and difficult, in mourning for a lost nineteenth century, yet utterly exposed to the hell of Europe between the wars.

**T. J. Clark** is professor emeritus of modern art at the University of California, Berkeley. He is the author of many books, including *The Sight of Death*, *Farewell to an Idea*, and *The Painting of Modern Life* (Princeton). In 2006, he received the Andrew W. Mellon Foundation Distinguished Achievement Award.

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*A. W. MELLON LECTURES IN THE FINE ARTS, 2009, NATIONAL GALLERY OF ART, WASHINGTON BOLLINGEN SERIES XXXV: 58*
The recent economic crisis was a dramatic reminder that capitalism can both produce and destroy. It’s a system that by its very nature encourages predators and creators, locusts and bees. But, as Geoff Mulgan argues in this compelling, imaginative, and important book, the economic crisis also presents a historic opportunity to choose a radically different future for capitalism, one that maximizes its creative power and minimizes its destructive force.

In an engaging and wide-ranging argument, Mulgan digs into the history of capitalism across the world to show its animating ideas, its utopias and dystopias, as well as its contradictions and its possibilities. Drawing on a subtle framework for understanding systemic change, he shows how new political settlements reshaped capitalism in the past and are likely to do so in the future. By reconnecting value to real-life ideas of growth, efficiency and entrepreneurship can be harnessed to promote better lives and relationships rather than just a growth in the quantity of material consumption. Healthcare, education, and green industries are already becoming dominant sectors in the wealthier economies, and the fields of social innovation, enterprise, and investment are rapidly moving into the mainstream—all indicators of how capital could be made more of a servant and less a master.

This is a book for anyone who wonders where capitalism might be heading next—and who wants to help make sure that its future avoids the mistakes of the past.

Geoff Mulgan is the author of Good and Bad Power (Penguin) and The Art of Public Strategy, among other books. A globally recognized pioneer in the field of social innovation, he was the founder of the think tank Demos and served as director of the Prime Minister’s Strategy Unit and director of policy under Tony Blair. He is currently chief executive of the UK’s National Endowment for Science, Technology and the Arts.
Randomness in Evolution

John Tyler Bonner

John Tyler Bonner, one of our most distinguished and insightful biologists, here challenges a central tenet of evolutionary biology. In this concise, elegantly written book, he makes the bold and provocative claim that some biological diversity may be explained by something other than natural selection.

With his customary wit and accessible style, Bonner makes an argument for the underappreciated role that randomness—or chance—plays in evolution. Due to the tremendous and enduring influence of Darwin’s natural selection, the importance of randomness has been to some extent overshadowed. Bonner shows how the effects of randomness differ for organisms of different sizes, and how the smaller an organism is, the more likely it is that morphological differences will be random and selection may not be involved to any degree. He traces the increase in size and complexity of organisms over geological time, and looks at how randomness is dealt with at different size levels, from microorganisms to large mammals. Bonner also discusses how sexual cycles vary depending on size and complexity, and how the trend away from randomness in higher forms has even been reversed in some social organisms.

Certain to provoke lively discussion, Randomness in Evolution is a book that will fundamentally change our understanding of evolution and the history of life.

John Tyler Bonner is professor emeritus of ecology and evolutionary biology at Princeton University. His books include The Social Amoebae: The Biology of Cellular Slime Molds and Why Size Matters: From Bacteria to Blue Whales (both Princeton).
Philanthropy has been a distinctive feature of American culture, but its crucial role in the economic well-being of the nation—and the world—has remained largely unexplored. *Why Philanthropy Matters* takes an in-depth look at philanthropy as an underappreciated force in capitalism, measures its critical influence on the free-market system, and demonstrates how American philanthropy could serve as a model for the productive reinvestment of wealth in other countries. Factoring in philanthropic cycles that help balance the economy, Acs offers a richer picture of capitalism, and a more accurate backdrop for considering policies that would promote the capitalist system for the good of all.

Examining the dynamics of American-style capitalism since the eighteenth century, Acs argues that philanthropy achieves three critical outcomes. It deals with the question of what to do with wealth—keep it, tax it, or give it away. It complements government in creating public goods. And, by focusing on education, science, and medicine, philanthropy has a positive effect on economic growth and productivity. Acs describes how individuals such as Benjamin Franklin, Andrew Carnegie, Bill Gates, and Oprah Winfrey have used their wealth to establish institutions and promote knowledge, and Acs shows how philanthropy has given an edge to capitalism by promoting vital forces—like university research—necessary for technological innovation, economic equality, and economic security. Philanthropy also serves as a guide for countries with less flexible capitalist institutions, and Acs makes the case for a larger, global philanthropic culture.


**Zoltan J. Acs** is University Professor and director of the Center for Entrepreneurship and Public Policy in the School of Public Policy at George Mason University. He is the coauthor of *Entrepreneurship, Geography, and American Economic Growth*.
On the Muslim Question

Anne Norton

In the post-9/11 West, there is no shortage of strident voices telling us that Islam is a threat to the security, values, way of life, and even existence of the United States and Europe. For better or worse, “the Muslim question” has become the great question of our time. It is a question bound up with others—about freedom of speech, terror, violence, human rights, women’s dress, and sexuality. Above all, it is tied to the possibility of democracy. In this fearless, original, and surprising book, Anne Norton demolishes the notion that there is a “clash of civilizations” between the West and Islam. What is really in question, she argues, is the West’s commitment to its own ideals: to democracy and the Enlightenment trinity of liberty, equality, and fraternity. In the most fundamental sense, the Muslim question is not about the values of Islamic, but of Western, civilization.

Moving between the United States and Europe, Norton provides a fresh perspective on iconic controversies, from the Danish cartoon of Muhammad to the murder of Theo van Gogh. She examines the arguments of a wide range of thinkers—from John Rawls to Slavoj Žižek. And she describes vivid everyday examples of ordinary Muslims and non-Muslims who have accepted each other and built a common life together.

Ultimately, Norton provides a new vision of a richer and more diverse democratic life in the West, one that makes a home for Muslims rather than scapegoating them for the West’s own anxieties.

Anne Norton is professor of political science at the University of Pennsylvania. Her books include Leo Strauss and the Politics of American Empire; 95 Theses on Politics, Culture, and Method; and Republic of Signs.
Jane Austen, Game Theorist

Michael Suk-Young Chwe

Game theory—the study of how people make choices while interacting with others—is one of the most popular technical approaches in social science today. But as Michael Chwe reveals in his insightful new book, Jane Austen explored game theory’s core ideas in her six novels roughly two hundred years ago. Jane Austen, Game Theorist shows how this beloved writer theorized choice and preferences, prized strategic thinking, argued that jointly strategizing with a partner is the surest foundation for intimacy, and analyzed why superiors are often strategically clueless about inferiors. With a diverse range of literature and folktales, this book illustrates the wide relevance of game theory and how, fundamentally, we are all strategic thinkers.

Although game theory’s mathematical development began in the Cold War 1950s, Chwe finds that game theory has earlier subversive historical roots in Austen’s novels and in “folk game theory” traditions, including African American folktales. Chwe makes the case that these literary forebears are game theory’s true scientific predecessors. He considers how Austen in particular analyzed “cluelessness”—the conspicuous absence of strategic thinking—and how her sharp observations apply to a variety of situations, including U.S. military blunders in Iraq and Vietnam.

Jane Austen, Game Theorist brings together the study of literature and social science in an original and surprising way.

Michael Suk-Young Chwe is associate professor of political science at University of California, Los Angeles and author of Rational Ritual: Culture, Coordination, and Common Knowledge (Princeton).
Our Bodies, Whose Property?

Anne Phillips

No one wants to be treated like an object, regarded as an item of property, or put up for sale. Yet many people frame personal autonomy in terms of self-ownership, representing themselves as property owners with the right to do as they wish with their bodies. Others do not use the language of property, but are similarly insistent on the rights of free individuals to decide for themselves whether to engage in commercial transactions for sex, reproduction, or organ sales. Drawing on analyses of rape, surrogacy, and markets in human organs, Our Bodies, Whose Property? challenges notions of freedom based on ownership of our bodies and argues against the normalization of markets in bodily services and parts. Anne Phillips explores the risks associated with metaphors of property and reasons why the commodification of the body remains problematic.

What, she asks, is wrong with thinking of oneself as the owner of one’s body? What is wrong with making our bodies available for rent or sale? What, if anything, is the difference between markets in sex, reproduction, or human body parts, and the other markets we commonly applaud?

Phillips contends that body markets occupy the outer edges of a continuum that is, in some way, a feature of all labor markets. But she also stresses the fact that we all have bodies, and considers the implications of this otherwise banal fact for equality. Bodies remind us of shared vulnerability, alerting us to the common experience of living as embodied beings in the same world.

Examining the complex issue of body exceptionalism, Our Bodies, Whose Property? demonstrates that treating the body as property makes human equality harder to comprehend.

Anne Phillips is professor of political and gender theory, and the Graham Wallas Professor of Political Science at the London School of Economics and Political Science. Her many books include The Politics of Presence and Multiculturalism without Culture (Princeton).

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‘Engendering Democracy’ (Polity Press 1991): Spanish, German, Turkish, Croatian, Slovenian
FINANCE AND THE GOOD SOCIETY
ROBERT SHILLER

“Drawing from history, economic theory, and keen observation of our economy, Robert Shiller brings a fresh perspective to a big issue—the role of finance in our society. He urges us to overcome the popular misperception that all finance is sleazy and to think broadly about how we can harness its power for the benefit of society as a whole.”
—Darrell Duffie, Graduate School of Business, Stanford University

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THE 5 ELEMENTS OF EFFECTIVE THINKING
EDWARD BURGER & MICHAEL STARBIRD

“I highly recommend this book for instructors who care more about their students than test scores, for students who care more about learning than their GPA, for leaders of society and masters of the universe who care more about serving the public good than increasing their profit margin, and for artists who constantly remind us of the human condition. The 5 Elements of Effective Thinking provides comfort in a world that has lost its equilibrium.”
—Christopher J. Campisano, director of Princeton University’s Program in Teacher Preparation

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THE QUEST FOR PROSPERITY
JUSTIN YIFU LIN

“The Quest for Prosperity is an important book. Written with verve and clarity, it reflects a deep understanding of global economic issues, and proposes practical solutions that anyone concerned with the plight of the world’s poor would be wise to read.”
—Robert Fogel, Nobel Laureate in Economics

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RECENT TITLES OF INTEREST

The Founder’s Dilemmas
Noam Wasserman

“This book provides the rare combination of practical advice and scholarly research. It gets to the heart of the people issues that can bedevil every, and I do mean every, startup. Issues such as founder motivations, equity splits, and equity control can make or break a company. I guarantee that the price of this book is approximately one-thousandth of what you’ll pay lawyers to clean up your mess if you don’t read it.”
—Guy Kawasaki, author of Enchantment and former chief evangelist of Apple

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The War of the Sexes
Paul Seabright

“The War of the Sexes is a delight to read. Paul Seabright launches a charm offensive on those who would prefer not to think that gender differences have any biological basis, and an intellectual offensive on those who think that these differences are large and intractable.”
—Terri Apter, author of Working Women Don’t Have Wives

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Masters of the Universe
Daniel Stedman Jones

“Daniel Stedman Jones has an unusual talent—making the history of economic thought fascinating and significant. In tracing the evolution of neoliberal ideas and their implementation in public policy in Britain and the United States, he does a superb job of helping us understand both the last half-century of Atlantic history and the origins of the current crisis. No book could be more timely.”
—Eric Foner, Columbia University

Rights Sold: None
How Ancient Europeans Saw The World
Peter S. Wells

“Peter Wells adopts an entirely new approach to the later centuries of European prehistory. He 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. This book will revolutionize the way we think about the Iron Age.”
—Anthony Harding, University of Exeter

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Braintrust
Patricia Churchland

“[Patricia Churchland] finds that morality is all about empathy. . . . Churchland is also ‘biological’ about morality, seeing it as an adaptation that our brains have evolved in order to cement social ties. With a series of examples, she rejects the idea that morality is a set of rules and codes handed down from on high, without which we would all behave badly.”
--Matt Ridley, Wall Street Journal

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Blindspots
Max Bazerman & Ann Tenbrunsel

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

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**RECENT TITLES OF INTEREST**

**A Cooperative Species**
*Samuel Bowles & Herbert Gintis*

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

—Peter Richerson, *Nature*

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**Who’s #1?**
*Amy Langville & Carl Meyer*

“Who’s #1? is an excellent survey of the fundamental ideas behind mathematical rating systems. Once a realm of sports enthusiasts, ranking things is becoming a vital tool in many information-age applications. Langville and Meyer compare and contrast a variety of models, explaining the mathematical foundations and motivation. Readers of this book will be inspired to further explore this exciting field.”

—Kenneth Massey, *Massey Ratings*

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**Why Cats Land on Their Feet**
*Mark Levi*

“Why Cats Land on Their Feet is a collection of fun physical puzzles that will be attractive to a wide spectrum of readers, from teachers to those looking simply for good reading and educational entertainment. Levi’s sense of humor and friendly, informal style add to the pleasure of the book. Each of these puzzles, without exception, kept my attention.”

—Paul J. Nahin, author of *Number-Crunching: Taming Unruly Computational Problems from Mathematical Physics to Science Fiction*

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RECENT TITLES OF INTEREST

**The Irrationals - Julian Havil**

“Readers will be swept away by Havil’s command of the subject and his wonderful writing style. *The Irrationals* is a lot of fun.”

—Robert Gross, coauthor of *Fearless Symmetry: Exposing the Hidden Patterns of Numbers* and *Elliptic Tales: Curves, Counting, and Number Theory*

Rights Sold: Korean, Japanese

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**Guesstimation 2.0 - Lawrence Weinstein**

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Jack Zipes

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Eli Maor & Eugen Jost

The Quotable Kierkegaard

Gordon Marino