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The reputation of the financial industry could hardly be worse than it is today in the painful aftermath of the 2008 financial crisis. New York Times best-selling economist Robert Shiller is no apologist for the sins of finance—he is probably the only person to have predicted both the stock market bubble of 2000 and the real estate bubble that led up to the subprime mortgage meltdown. But in this important and timely book, Shiller argues that, rather than condemning finance, we need to reclaim it for the common good. He makes a powerful case for recognizing that finance, far from being a parasite on society, is one of the most powerful tools we have for solving our common problems and increasing the general well being. We need more financial innovation—not less—and finance should play a larger role in helping society achieve its goals.

Challenging the public and its leaders to rethink finance and its role in society, Shiller argues that finance should be defined not merely as the manipulation of money or the management of risk but as the stewardship of society’s assets. He explains how people in financial careers—from CEO, investment manager, and banker to insurer, lawyer, and regulator—can and do manage, protect, and increase these assets. He describes how finance has historically contributed to the good of society through inventions such as insurance, mortgages, savings accounts, and pensions, and argues that we need to envision new ways to rechannel financial creativity to benefit society as a whole.

Ultimately, Shiller shows how society can once again harness the power of finance for the greater good.

Robert J. Shiller is the author of *Irrational Exuberance* and *The Subprime Solution*, and the coauthor, with George A. Akerlof, of *Animal Spirits: How Human Psychology Drives the Economy, and Why It Matters for Global Capitalism* (all Princeton). He is the Arthur M. Okun Professor of Economics at Yale University.
The War of the Sexes
How Conflict and Cooperation Have Shaped Men and Women from Prehistory to the Present

Paul Seabright

As countless love songs, movies, and self-help books attest, men and women have long sought different things. The result? Seemingly inevitable conflict. Yet we belong to the most cooperative species on the planet. Isn’t there a way we can use this capacity to achieve greater harmony and equality between the sexes? In The War of the Sexes, Paul Seabright argues that there is—but first we must understand how the tension between conflict and cooperation developed in our remote evolutionary past, how it shaped the modern world, and how it still holds us back, both at home and at work.

Drawing on biology, sociology, anthropology, and economics, Seabright shows that conflict between the sexes is, paradoxically, the product of cooperation. The evolutionary niche—the long dependent childhood—carved out by our ancestors requires the highest level of cooperative talent. But it also gives couples more to fight about. Men and women became experts at influencing one another to achieve their cooperative ends, but also became trapped in strategies of manipulation and deception in pursuit of sex and partnership. In early societies economic conditions moved the balance of power in favor of men, as they cornered scarce resources for use in the sexual bargain. Today, conditions have changed beyond recognition, yet inequalities between men in women persist, as the brains, talents, and preferences we inherited from our ancestors struggle to deal with the unpredictable forces unleashed by the modern information economy.

Men and women today have an unprecedented opportunity to achieve equal power and respect. But we need to understand the mixed inheritance of conflict and cooperation left to us by our primate ancestors if we are finally to escape their legacy.

Paul Seabright is the author of The Company of Strangers: A Natural History of Economic Life (Princeton). He is professor of economics at the Toulouse School of Economics and has been a fellow of All Souls College, University of Oxford, and Churchill College, University of Cambridge.
Sin
The Early History of an Idea

Paula Fredriksen

Ancient Christians invoked sin to account for an astonishing range of things, from the death of God’s son to the politics of the Roman Empire that worshipped him. In this book, award-winning historian of religion Paula Fredriksen tells the surprising story of early Christian concepts of sin, exploring the ways that sin came to shape ideas about God no less than about humanity.

Long before Christianity, of course, cultures had articulated the idea that human wrongdoing violated relations with the divine. But Sin tells how, in the fevered atmosphere of the four centuries between Jesus and Augustine, singular new Christian ideas about sin emerged in rapid and vigorous variety, including the momentous shift from the belief that sin is something one does to something that one is born into. As the original defining circumstances of their movement quickly collapsed, early Christians were left to debate the causes, manifestations, and remedies of sin. This is a powerful and original account of the early history of an idea that has centrally shaped Christianity and left a deep impression on the secular world as well.

Paula Fredriksen is the author of Jesus of Nazareth, King of the Jews, which won the National Jewish Book Award. She is also the author of Augustine and the Jews and From Jesus to Christ. The Aurelio Professor Emerita at Boston University, she now teaches as Distinguished Visiting Professor of Comparative Religion at the Hebrew University in Jerusalem.
How to Win an Election
An Ancient Guide for Modern Politicians

Quintus Tullius Cicero
Translated and with an introduction by Philip Freeman

How to Win an Election is an ancient Roman guide for campaigning that is as up-to-date as tomorrow’s headlines. In 64 BC, when idealist Marcus Cicero, Rome’s greatest orator, ran for consul, the highest office in the Republic, his practical brother Quintus decided he needed some no-nonsense advice on running a successful campaign. What follows in his short letter are timeless bits of political wisdom, from the importance of promising everything to everybody and reminding voters about the sexual scandals of your opponents to being a chameleon, putting on a good show for the masses, and constantly surrounding yourself with rabid supporters. Presented here in a lively and colorful new translation, with the Latin text on facing pages, this unashamedly pragmatic primer on the humble art of personal politicking is dead-on (Cicero won), and as relevant today as when it was written.

A little-known classic in the spirit of Machiavelli’s Prince, How to Win an Election is required reading for politicians and everyone who enjoys watching them try to manipulate their way into office.

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.
The Book of Mormon: A Biography

Paul C. Gutjahr

Late one night in 1823, Joseph Smith, Jr., was reportedly visited in his family’s farmhouse in upstate New York by an angel named Moroni. According to Smith, Moroni told him of a buried stack of gold plates that were inscribed with a history of the Americas’ ancient peoples, and which would restore the pure Gospel message as Jesus had delivered it to them. Thus began the unlikely career of the Book of Mormon, the founding text of the Mormon religion, and perhaps the most important sacred text ever to originate in the United States. Here Paul Gutjahr traces the life of this book as it has formed and fractured different strains of Mormonism and transformed religious expression around the world.

Gutjahr looks at how the Book of Mormon emerged from the burned-over district of upstate New York, where revivalist preachers, missionaries, and spiritual entrepreneurs of every stripe vied for the loyalty of settlers desperate to scratch a living from the land. He examines how a book that has long been the subject of ridicule—Mark Twain called it “chloroform in print”—has more than 150 million copies in print in more than a hundred languages worldwide. Gutjahr shows how Smith’s influential book launched one of the fastest growing new religions on the planet, and has featured in everything from comic books and action figures to feature-length films and recently a Tony Award–winning Broadway musical.

The I Ching
A Biography

Richard J. Smith

The I Ching originated in China as a divination manual more than three thousand years ago. In 136 BCE the emperor declared it a Confucian classic, and in the centuries that followed, this work had a profound influence on the philosophy, religion, art, literature, politics, science, technology, and medicine of various cultures throughout East Asia. Jesuit missionaries brought knowledge of the I Ching to Europe in the seventeenth century, and the American counterculture embraced it in the 1960s. Here Richard Smith tells the extraordinary story of how this cryptic and once obscure Chinese book of divination became one of the most widely read and extensively analyzed texts in all of world literature.

In this concise history, Smith traces the evolution of the I Ching in China and throughout the world, explaining its complex structure, its manifold uses in different cultures, and its enduring appeal. He shows how the indigenous beliefs and customs of Japan, Korea, Vietnam, and Tibet “domesticated” the text, and he reflects on whether this Chinese classic can be compared to religious books such as the Bible or the Qur’an. Smith also looks at how the I Ching came to be published in dozens of languages, providing insight and inspiration to millions worldwide—including ardent admirers in the West such as Leibniz, Carl Jung, Philip K. Dick, Allen Ginsberg, Hermann Hesse, Bob Dylan, Jorge Luis Borges, and I. M. Pei. Smith offers an unparalleled biography of the most revered book in China’s entire cultural tradition, and he shows us how this enigmatic ancient classic has become a truly global phenomenon.

Richard J. Smith is the George and Nancy Rupp Professor of Humanities and professor of history at Rice University.
If there is one genre that has captured the imagination of people in all walks of life throughout the world, it is the fairy tale. Yet we still have great difficulty understanding how it originated, evolved, and spread—or why so many people cannot resist its appeal, no matter how it changes or what form it takes. In this book, renowned fairy-tale expert Jack Zipes presents a provocative new theory about why fairy tales were created and retold—and why they became such an indelible and infinitely adaptable part of cultures around the world.

Drawing on cognitive science, evolutionary theory, anthropology, psychology, literary theory, and other fields, Zipes presents a nuanced argument about how fairy tales originated in ancient oral cultures, how they evolved through the rise of literary culture and print, and how, in our own time, they continue to change through their adaptation in an ever-growing variety of media. In making his case, Zipes considers a wide range of fascinating examples, including fairy tales told, collected, and written by women in the nineteenth century; Catherine Breillat’s film adaptation of Perrault’s “Bluebeard”; and contemporary fairy-tale drawings, paintings, sculptures, and photographs that critique canonical print versions.

While we may never be able to fully explain fairy tales, The Irresistible Fairy Tale provides a powerful theory of how and why they evolved—and why we still use them to make meaning of our lives.

Jack Zipes is professor emeritus of German and comparative literature at the University of Minnesota and the author, translator, and editor of dozens of studies and collections of folk and fairy tales. His recent books include Why Fairy Tales Stick: The Evolution and Relevance of a Genre, Relentless Progress: The Reconfiguration of Children’s Literature, Fairy Tales, and Storytelling, and The Enchanted Screen: The Unknown History of Fairy-Tale Films.
Why Cats Land on Their Feet
And 76 Other Physical Paradoxes and Puzzles

Mark Levi

Ever wonder why cats land on their feet? Or what holds a spinning top upright? Is it possible to feel the Earth’s rotation in an airplane? Why Cats Land on Their Feet is a compendium of paradoxes and puzzles like these that readers can solve using their own physical intuition. And the surprising answers to virtually all of these astonishing paradoxes can be arrived at with no formal knowledge of physics.

Mark Levi introduces each physical problem, sometimes gives a hint or two, and then fully explains the solution. Here readers can test their critical-thinking skills against a whole assortment of puzzlers and paradoxes involving floating and diving, sailing and gliding, gymnastics, bike riding, outer space, throwing a ball from a moving car, centrifugal force, gyroscopic motion, and of course, falling cats.

Want to figure out how to open a wine bottle with a book? Or how to compute the square root of a number using a tennis shoe and a watch? Why Cats Land on Their Feet shows you how, and all that’s required is a familiarity with basic high-school mathematics. This lively collection also features an appendix that explains all physical concepts used in the book, from Newton’s laws to the fundamental theorem of calculus.


RIGHTS: PUP controls all
MANUSCRIPT: Available
PERMISSIONS: None required
EXISTING LICENSES: A previous book by the author has been translated into Japanese and Vietnamese
Who’s #1?
The Science of Rating and Ranking

Amy N. Langville & Carl D. Meyer

A website’s ranking on Google can spell the difference between success and failure for a new business. NCAA football ratings determine which schools get to play for the big money in postseason bowl games. Product ratings influence everything from the clothes we wear to the movies we select on Netflix. Ratings and rankings are everywhere, but how exactly do they work? Who’s #1? offers an engaging and accessible account of how scientific rating and ranking methods are created and applied to a variety of uses.

Amy Langville and Carl Meyer provide the first comprehensive overview of the mathematical algorithms and methods used to rate and rank sports teams, political candidates, the products we buy, the Web pages we visit, and more. In a series of interesting asides, Langville and Meyer provide fascinating insights into the ingenious contributions of many of the field’s pioneers. They survey and compare the different methods employed today, showing why their strengths and weaknesses depend on the underlying goal, and explaining why and when a given method should be considered. Langville and Meyer also describe what can and can’t be expected from the most widely used systems.

The science of rating and ranking touches virtually every facet of our lives, and now you don’t need to be an expert to understand how it really works. Who’s #1? is the definitive introduction to the subject. It features easy-to-understand examples and interesting trivia and historical facts, and much of the required mathematics is included.

Amy N. Langville is associate professor of mathematics at the College of Charleston. Carl D. Meyer is professor of mathematics at North Carolina State University. They are the authors of Google’s PageRank and Beyond: The Science of Search Engine Rankings (Princeton).
The Ultimate Book of Saturday Science
The Very Best Backyard Science Experiments You Can Do Yourself

Neil A. Downie

The Ultimate Book of Saturday Science is Neil Downie’s biggest and most astounding compendium yet of science experiments you can do in your own kitchen or backyard using common household items. It may be the only book that encourages hands-on science learning through the use of high-velocity, air-driven carrots.

Downie, the undisputed maestro of Saturday science, here reveals important principles in physics, engineering, and chemistry through such marvels as the Helevator—a contraption that’s half helicopter, half elevator—and the Rocket Railroad, which pumps propellant up from its own track. The Riddle of the Sands demonstrates why some granular materials form steep cones when poured while others collapse in an avalanche. The Sunbeam Exploder creates a combustible delivery system out of sunlight, while the Red Hot Memory experiment shows you how to store data as heat. Want to learn to tell time using a knife and some butter? There’s a whole section devoted to exotic clocks and oscillators that teaches you how.

The Ultimate Book of Saturday Science features more than seventy fun and astonishing experiments that range in difficulty from simple to more challenging. All of them are original, and all are guaranteed to work. Downie provides instructions for each one and explains the underlying science, and also presents experimental variations that readers will want to try.

Neil A. Downie is a lead scientist with Air Products and Chemicals, Inc., and visiting professor of multidisciplinary engineering at the University of Surrey. His books include Vacuum Bazookas, Electric Rainbow Jelly, and 27 Other Saturday Science Projects (Princeton).
Countries that are rich in petroleum have less democracy, less economic stability, and more frequent civil wars than countries without oil. What explains this oil curse? And can it be fixed?

In this groundbreaking analysis, Michael L. Ross looks at how developing nations are shaped by their mineral wealth—and how they can turn oil from a curse into a blessing.

Ross traces the oil curse to the upheaval of the 1970s, when oil prices soared and governments across the developing world seized control of their countries’ oil industries. Before nationalization, the oil-rich countries looked much like the rest of the world; today, they are 50 percent more likely to be ruled by autocrats—and twice as likely to descend into civil war—than countries without oil.

*The Oil Curse* shows why oil wealth typically creates less economic growth than it should; why it produces jobs for men but not women; and why it creates more problems in poor states than rich ones. It also warns that the global thirst for petroleum is causing companies to drill in increasingly poor nations, which could further spread the oil curse.

This landmark book explains why good geology often leads to bad governance, and how this can be changed.

Michael L. Ross is professor of political science at the University of California, Los Angeles. He has published widely on the politics of resource-rich countries and served on advisory boards for the World Bank, the Revenue Watch Institute, and the Natural Resource Charter. His work has appeared in *Foreign Affairs, Foreign Policy,* and the *New York Times,* and has been featured in the *Washington Post, Newsweek,* and many other publications. In 2009, he received the Heinz Eulau Award from the American Political Science Association.
College
What It Was, Is, and Should Be

Andrew Delbanco

As the commercialization of American higher education accelerates, more and more students are coming to college with the narrow aim of obtaining a preprofessional credential. The traditional four-year college experience—an exploratory time for students to discover their passions and test ideas and values with the help of teachers and peers—is in danger of becoming a thing of the past.

In College, prominent cultural critic Andrew Delbanco offers a trenchant defense of such an education, and warns that it is becoming a privilege reserved for the relatively rich. In arguing for what a true college education should be, he demonstrates why making it available to as many young people as possible remains central to America’s democratic promise.

In a brisk and vivid historical narrative, Delbanco explains how the idea of college arose in the colonial period from the Puritan idea of the gathered church, how it struggled to survive in the nineteenth century in the shadow of the new research universities, and how, in the twentieth century, it slowly opened its doors to women, minorities, and students from low-income families. He describes the unique strengths of America’s colleges in our era of globalization and, while recognizing the growing centrality of science, technology, and vocational subjects in the curriculum, he mounts a vigorous defense of a broadly humanistic education for all. Acknowledging the serious financial, intellectual, and ethical challenges that all colleges face today, Delbanco considers what is at stake in the urgent effort to protect these venerable institutions for future generations.

Andrew Delbanco is the Mendelson Family Chair of American Studies and the Julian Clarence Levi Professor in the Humanities at Columbia University. His many books include Melville: His World and Work (Vintage), which won the Lionel Trilling Award and was a finalist for the Los Angeles Times book prize in biography.
WHY COMPROMISE IS ESSENTIAL FOR EFFECTIVE GOVERNMENT AND WHY IT IS MISSING IN POLITICS TODAY

AMY GUTMANN and DENNIS THOMPSON

THE SPIRIT OF COMPROMISE
Why Governing Demands It and Campaigning Undermines It

If politics is the art of the possible, then compromise is the artistry of democracy. Unless one partisan ideology holds sway over all branches of government, compromise is necessary to govern for the benefit of all citizens. A rejection of compromise biases politics in favor of the status quo, even when the rejection risks crisis. Why then is compromise so difficult in American politics today?

In The Spirit of Compromise, eminent political thinkers Amy Gutmann and Dennis Thompson connect the rejection of compromise to the domination of campaigning over governing—the permanent campaign—in American democracy today. They show that campaigning for political office calls for a mindset that blocks compromise—standing tenaciously on principle to mobilize voters and mistrusting opponents in order to defeat them. Good government calls for an opposite cluster of attitudes and arguments—the compromising mindset—that inclines politicians to adjust their principles and to respect their opponents. It is a mindset that helps politicians appreciate and take advantage of opportunities for desirable compromise.

Gutmann and Thompson explore the dynamics of these mindsets by comparing the historic compromises on tax reform under President Reagan in 1986 and health care reform under President Obama in 2010. Both compromises were difficult to deliver but only tax reform was bipartisan. Drawing lessons from these and other important compromises—and failures to compromise—in American politics, Gutmann and Thompson propose changes in our political institutions, processes, and mindsets that would encourage a better balance between campaigning and governing.

Calling for greater cooperation in contemporary politics, The Spirit of Compromise will interest all who care about whether their government leaders can work together.

Amy Gutmann is president of the University of Pennsylvania and the Christopher H. Browne Distinguished Professor of Political Science at the University of Pennsylvania.

Dennis Thompson is the Alfred North Whitehead Professor of Political Philosophy at Harvard University. Gutmann and Thompson are coauthors of Why Deliberative Democracy? (Princeton) and Democracy and Disagreement.
**The Irrationals**

*A Story of the Numbers You Can’t Count On*

**Julian Havil**

The ancient Greeks discovered them, but it wasn’t until the nineteenth century that irrational numbers were properly understood and rigorously defined, and even today not all their mysteries have been revealed. In *The Irrationals*, the first popular and comprehensive book on the subject, Julian Havil tells the story of irrational numbers and the mathematicians who have tackled their challenges, from antiquity to the twenty-first century. Along the way, he explains why irrational numbers are surprisingly difficult to define—and why so many questions still surround them.

That definition seems so simple: they are numbers that cannot be expressed as a ratio of two integers, or that have decimal expansions that are neither infinite nor recurring. But, as *The Irrationals* shows, these are the real “complex” numbers, and they have an equally complex and intriguing history, from Euclid’s famous proof that the square root of 2 is irrational to Roger Apéry’s proof of the irrationality of a number called Zeta(3), one of the greatest results of the twentieth century. In between, Havil explains other important results, such as the irrationality of e and pi. He also discusses the distinction between “ordinary” irrationals and transcendental numbers, as well as the appealing question of whether the decimal expansion of irrationals is “random.”

Fascinating and illuminating, this is a book for everyone who loves math and the history behind it.

**Julian Havil** is the author of *Gamma: Exploring Euler’s Constant*, *Nonplussed!: Mathematical Proof of Implausible Ideas*, and *Impossible?: Surprising Solutions to Counterintuitive Conundrums* (all Princeton). He is a retired former master at Winchester College, England, where he taught mathematics for more than three decades.
A LOOK AT ONE OF THE MOST EXCITING UNSOLVED PROBLEMS IN MATHEMATICS TODAY

Elliptic Tales
Curves, Counting, and Number Theory

Avner Ash & Robert Gross

Elliptic Tales describes the latest developments in number theory by looking at one of the most exciting unsolved problems in contemporary mathematics—the Birch and Swinnerton-Dyer Conjecture. The Clay Mathematics Institute is offering a prize of $1 million to anyone who can discover a general solution to the problem. In this book, Avner Ash and Robert Gross guide readers through the mathematics they need to understand this captivating problem.

The key to the conjecture lies in elliptic curves, which are cubic equations in two variables. These equations may appear simple, yet they arise from some very deep—and often very mystifying—mathematical ideas. Requiring only basic algebra and calculus while presenting numerous eye-opening examples, Ash and Gross make these ideas accessible to general readers, and in the process venture to the very frontiers of modern mathematics. Along the way, they give an informative and entertaining introduction to some of the most profound discoveries of the last three centuries in algebraic geometry, abstract algebra, and number theory. They demonstrate how mathematics grows more abstract to tackle ever more challenging problems, and how each new generation of mathematicians builds on the accomplishments of those who preceded them. Ash and Gross fully explain how the Birch and Swinnerton-Dyer Conjecture sheds light on the number theory of elliptic curves, and how it provides a beautiful and startling connection between two very different objects arising from an elliptic curve, one based on calculus, the other on algebra.

Avner Ash is professor of mathematics at Boston College.
Robert Gross is associate professor of mathematics at Boston College. They are the coauthors of Fearless Symmetry: Exposing the Hidden Patterns of Numbers (Princeton).
We know that animals cross miles of water, land, and sky with pinpoint precision on a daily basis. But it is only in recent years that scientists have learned how these astounding feats of navigation are actually accomplished. With colorful and thorough detail, *Nature’s Compass* explores the remarkable methods by which animals find their way both near home and around the globe. Noted biologist James Gould and popular science writer Carol Gould delve into the elegant strategies and fail-safe backup systems, the invisible sensitivities and mysterious forces, and incredible mental abilities used by familiar and rare species, as they investigate a multitude of navigation strategies, from the simple to the astonishing.

The Goulds discuss how animals navigate, without instruments and training, at a level far beyond human talents. They explain how animals measure time and show how the fragile monarch butterfly employs an internal clock, calendar, compass, and map to commence and measure the two-thousand-mile annual journey to Mexico—all with a brain that weighs only a few thousandths of an ounce. They look at honey bees relying on the sun and mental maps to locate landmarks such as nests and flowers. And they examine whether long-distance migrants, such as the homing pigeon, depend on a global positioning system to let them know where they are. Ultimately, the authors ask if the disruption of migratory paths through habitat destruction and global warming is affecting and endangering animal species.

Providing a comprehensive picture of animal navigation and migration, *Nature’s Compass* decodes the mysteries of this extraordinary aspect of natural behavior.

**James L. Gould** is professor of ecology and evolutionary biology at Princeton University. **Carol Grant Gould** is a science writer who has published widely. Together, the Goulds have written nine earlier books, including *The Animal Mind* and *Animal Architects*. 
Today, the term “Jewish self-hatred” often denotes a treasonous brand of Jewish self-loathing, and is frequently used as a smear, such as when it is applied to politically moderate Jews who are critical of Israel. In On the Origins of Jewish Self-Hatred, Paul Reitter demonstrates that the concept of Jewish self-hatred once had decidedly positive connotations. He traces the genesis of the term to Anton Kuh, the Viennese-Jewish journalist who coined it in the aftermath of World War I, and shows how the German-Jewish philosopher Theodor Lessing came, in 1930, to write the book that popularized “Jewish self-hatred.” Reitter contends that, as Kuh and Lessing used it, the concept of Jewish self-hatred described a complex and possibly redemptive way of being Jewish. Paradoxically, Jews could show the world how to get past the blight of self-hatred only by embracing their own, singularly advanced self-critical tendencies—their “Jewish self-hatred.”

Provocative and elegantly argued, On the Origins of Jewish Self-Hatred challenges widely held notions about the history and meaning of this once-sanguine idea, and explains why its history is so badly misrepresented today.

Paul Reitter is associate professor of Germanic languages and literatures at Ohio State University. He is the author of The Anti-Journalist: Karl Kraus and Jewish Self-Fashioning in Fin-de-Siècle Europe.
The International Human Rights Movement
A History

Aryeh Neier

During the past several decades, the international human rights movement has had a crucial hand in the struggle against totalitarian regimes, cruelties in wars, and crimes against humanity. Today, it grapples with the war against terror and subsequent abuses of government power. In The International Human Rights Movement, Aryeh Neier—a leading figure and a founder of the contemporary movement—offers a comprehensive and authoritative account of this global force, from its beginnings in the seventeenth and eighteenth centuries to its essential place in world affairs today. Neier combines analysis with personal experience, and gives a unique insider’s perspective on the movement’s goals, the disputes about its mission, and its rise to international importance.

Discussing the movement’s origins, Neier looks at the dissenters who fought for religious freedoms in seventeenth-century England and the abolitionists who opposed slavery before the Civil War era. He pays special attention to the period from the 1970s onward, and he describes the growth of the human rights movement after the Helsinki Accords, the roles played by American presidential administrations, and the astounding Arab revolutions of 2011. Neier argues that the contemporary movement was, to a large extent, an outgrowth of the Cold War, and he demonstrates how it became the driving influence in international law, institutions, and rights. Throughout, Neier highlights key figures, controversies, and organizations, including Amnesty International and Human Rights Watch, and he considers the challenges to come.

Illuminating and insightful, The International Human Rights Movement is a remarkable account of a significant world movement, told by a key figure in its evolution.

Aryeh Neier has been president of the Open Society Foundations since 1993. Prior to that, he was a founder and executive director of Human Rights Watch and executive director of the American Civil Liberties Union. A contributor to many major publications, he is the author of Taking Liberties and War Crimes, among other books.

HUMAN RIGHTS AND CRIMES AGAINST HUMANITY
Eric D. Weitz, Series Editor
Introducing new evidence from more than 600 secret Ottoman documents, this book demonstrates in unprecedented detail that the Armenian Genocide and the expulsion of Greeks from the late Ottoman Empire resulted from an official effort to rid the empire of its Christian subjects. Presenting these previously inaccessible documents along with expert context and analysis, Taner Akçam’s most authoritative work to date goes deep inside the bureaucratic machinery of Ottoman Turkey to show how a dying empire embraced genocide and ethnic cleansing.

Although the deportation and killing of Armenians was internationally condemned in 1915 as a “crime against humanity and civilization,” the Ottoman government initiated a policy of denial that is still maintained by the Turkish Republic. The case for Turkey’s “official history” rests on documents from the Ottoman imperial archives, to which access has been heavily restricted until recently. It is this very source that Akçam now uses to overturn the official narrative.

The documents presented here attest to a late-Ottoman policy of Turkification, the goal of which was no less than the radical demographic transformation of Anatolia. To that end, up to a third of Anatolians were removed from their ancestral lands—relocated, expelled, or killed. The systematic massacre, deportation, and forced assimilation of some four to five million Christians, along with the dispersal and resettlement of non-Turkish Muslims, destroyed the ethno-religious diversity of an ancient cultural crossroads of East and West, paving the way for the Turkish Republic.

By uncovering the central roles played by demographic engineering and assimilation in the Armenian Genocide, this book will fundamentally change how this crime is understood and show that physical destruction is not the only aspect of the genocidal process.

Taner Akçam, the first scholar of Turkish origin to publicly acknowledge the Armenian Genocide, holds the Kaloosdian and Mugar Chair in Armenian Genocide Studies at Clark University. His many books include A Shameful Act: The Armenian Genocide and the Question of Turkish Responsibility (Metropolitan Books).
The Founder’s Dilemmas
Anticipating and Avoiding the Pitfalls That Can Sink a Startup

Noam Wasserman

Often downplayed in the excitement of starting up a new business venture is one of the most important decisions entrepreneurs will face: Should they go it alone, or bring in cofounders, hires, and investors to help build the business? More than just financial rewards are at stake. Friendships and relationships can suffer. Bad decisions at the inception of a promising venture lay the foundations for its eventual ruin. The Founder’s Dilemmas is the first book to examine the early decisions by entrepreneurs that can make or break a startup and its team.

Drawing on a decade of research, Noam Wasserman reveals the common pitfalls founders face and how to avoid them. He looks at whether it is a good idea to cofound with friends or relatives, how and when to split the equity within the founding team, and how to recognize when a successful founder-CEO should exit or be fired. Wasserman explains how to anticipate, avoid, or recover from disastrous mistakes that can splinter a founding team, strip founders of control, and leave founders without a financial payoff for their hard work and innovative ideas. He highlights the need at each step to strike a careful balance between controlling the startup and attracting the best resources to grow it, and demonstrates why the easy short-term choice is often the most perilous in the long term.

The Founder’s Dilemmas draws on the inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, while mining quantitative data on almost ten thousand founders.

People problems are the leading cause of failure in startups. This book offers solutions.

Noam Wasserman is associate professor and Tukman Faculty Fellow at Harvard Business School.

THE KAUFFMAN FOUNDATION SERIES
ON INNOVATION AND ENTREPRENEURSHIP

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X and the City
Modeling Aspects of Urban Life

John A. Adam

X and the City, a book of diverse and accessible math-based topics, uses basic modeling to explore a wide range of entertaining questions about urban life. How do you estimate the number of dental or doctor’s offices, gas stations, restaurants, or movie theaters in a city of a given size? How can mathematics be used to maximize traffic flow through tunnels? Can you predict whether a traffic light will stay green long enough for you to cross the intersection? And what is the likelihood that your city will be hit by an asteroid?

Every math problem and equation in this book tells a story and examples are explained throughout in an informal and witty style. The level of mathematics ranges from pre-calculus through calculus to some differential equations, and any reader with knowledge of elementary calculus will be able to follow the materials with ease. There are also some challenge problems sprinkled in for the more advanced reader.

Filled with interesting and unusual observations about how cities work, X and the City shows how mathematics undergirds and plays a part in the metropolitan landscape.

John A. Adam is professor of mathematics at Old Dominion University. He is author of A Mathematical Nature Walk and Mathematics in Nature, and coauthor of Guesstimation: Solving the World’s Problems on the Back of a Cocktail Napkin (all Princeton).
How Mathematics Helped Build the World’s Most Important Buildings, from Early Egypt to the Present

Alexander J. Hahn

From the pyramids and the Parthenon to the Sydney Opera House and the Bilbao Guggenheim, this book takes readers on an eye-opening tour of the mathematics behind some of the world’s most spectacular buildings. Beautifully illustrated, the book explores the milestones in elementary mathematics that enliven the understanding of these buildings and combines this with an in-depth look at their aesthetics, history, and structure. Whether using trigonometry and vectors to explain why Gothic arches are structurally superior to Roman arches, or showing how simple ruler and compass constructions can produce sophisticated architectural details, Alexander Hahn describes the points at which elementary mathematics and architecture intersect.

Beginning with the Greeks and Romans, Hahn guides readers through the Islamic, Romanesque, Gothic, Renaissance, and modern styles, and he explores the unique features of the Pantheon, the Hagia Sophia, the Great Mosque of Cordoba, the Duomo in Florence, Palladio’s Villas, and Saint Peter’s Basilica, as well as the U.S. Capitol Building. Hahn celebrates the insights into the forms and structures of architecture made possible by mathematical achievements from Greek geometry, the Hindu-Arabic number system, two- and three-dimensional coordinate geometry, and calculus. Along the way, Hahn introduces groundbreaking architects, including Brunelleschi, Alberti, da Vinci, Bramante, Michelangelo, della Porta, Wren, Gaudi, Saarinen, Utzon, and Gehry.

Rich in detail, this book takes readers on an expedition around the globe, providing a deeper understanding of the mathematical forces at play in the world’s most elegant buildings.

Alexander J. Hahn is professor of mathematics at the University of Notre Dame. His books include Basic Calculus: From Archimedes to Newton to its Role in Science.

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Middle Eastern Muslim men have been widely vilified as terrorists, religious zealots, and brutal oppressors of women. *The New Arab Man* challenges these stereotypes with the stories of ordinary Middle Eastern men as they struggle to overcome infertility and childlessness through assisted reproduction.

Drawing on two decades of ethnographic research across the Middle East with hundreds of men from a variety of social and religious backgrounds, Marcia Inhorn shows how the new Arab man is self-consciously rethinking the patriarchal masculinity of his forefathers and unseating received wisdoms. This is especially true in childless Middle Eastern marriages where, contrary to popular belief, infertility is more common among men than women. Inhorn captures the marital, moral, and material commitments of couples undergoing assisted reproduction, revealing how new technologies are transforming their lives and religious sensibilities. And she looks at the changing manhood of husbands who undertake transnational “egg quests”—set against the backdrop of war and economic uncertainty—out of devotion to the infertile wives they love.

Trenchant and emotionally gripping, *The New Arab Man* traces the emergence of new masculinities in the Middle East in the era of biotechnology.

Marcia C. Inhorn is the William K. Lanman, Jr., Professor of Anthropology and International Affairs at Yale University. Her many books include *Local Babies, Global Science: Gender, Religion, and In Vitro Fertilization in Egypt* and *Infertility and Patriarchy: The Cultural Politics of Gender and Family Life in Egypt*. 
On Sacrifice

Moshe Halbertal

The idea and practice of sacrifice play a profound role in religion, ethics, and politics. In this brief book, philosopher Moshe Halbertal explores the meaning and implications of sacrifice, developing a theory of sacrifice as an offering and examining the relationship between sacrifice, ritual, violence, and love. On Sacrifice also looks at the place of self-sacrifice within ethical life and at the complex role of sacrifice as both a noble and destructive political ideal.

In the religious domain, Halbertal argues, sacrifice is an offering, a gift given in the context of a hierarchical relationship. As such it is vulnerable to rejection, a trauma at the root of both ritual and violence. An offering is also an ambiguous gesture torn between a genuine expression of gratitude and love and an instrument of exchange, a tension that haunts the practice of sacrifice.

In the moral and political domains, sacrifice is tied to the idea of self-transcendence, in which an individual sacrifices his or her self-interest for the sake of higher values and commitments. While self-sacrifice has great potential moral value, it can also be used to justify the most brutal acts. In his exploration of the positive and negative dimensions of self-sacrifice, Halbertal also addresses the role of past sacrifice in obligating future generations and in creating a bond for political associations, and considers the function of the modern state as a sacrificial community.

Moshe Halbertal is the Gruss Professor of Law at New York University School of Law and professor of Jewish thought and philosophy at the Hebrew University of Jerusalem.
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<tbody>
<tr>
<td><strong>Arabic</strong></td>
<td>Ms. Amélie Cherlin</td>
<td>Dar Cherlin, 162 Stanton Street, Apt. 3, New York, NY 10002, USA</td>
<td>+1 212 614 2060</td>
<td></td>
<td><a href="mailto:amelie@darcherlin.com">amelie@darcherlin.com</a></td>
</tr>
<tr>
<td><strong>Brazil</strong></td>
<td>Mr. João Paulo Riff</td>
<td>Agencia RIFF, Avenida Galgérias, n° 6, sala 1007, 20030-070 Centro Rio de Janeiro, RJ, Brazil</td>
<td>+55 21 2287 6299</td>
<td>+55 21 2267 6193</td>
<td><a href="mailto:joaopaulo@agenciarriff.com.br">joaopaulo@agenciarriff.com.br</a></td>
</tr>
<tr>
<td><strong>Bulgaria &amp; Romania</strong></td>
<td>Ms. Mira Droumeva</td>
<td>A.N.A. Sofia Ltd., jk. Yavorov bl. 56-B, floor 1, ap. 9, Sofia 1111, Bulgaria</td>
<td>Tel/Fax: +359 2 986 2819</td>
<td></td>
<td><a href="mailto:mira@anas-bg.com">mira@anas-bg.com</a></td>
</tr>
<tr>
<td><strong>China (Complex and Simplified)</strong></td>
<td>Mr. David Tsai</td>
<td>Bardon Chinese Media Agency, 3F, No. 150, Roosevelt Road, Sec. 2, Taipei 101, Taiwan</td>
<td>+886 2 2364 4995 ext. 35</td>
<td>+886 2 2364 1967</td>
<td><a href="mailto:david@bardon.com.tw">david@bardon.com.tw</a></td>
</tr>
<tr>
<td><strong>Czech Republic, Slovakia, Slovenia</strong></td>
<td>Ms. Petra Tobiskova</td>
<td>Andrew Nurnberg Associates, Jugoslovských partyzánu 17, 160 00 Praha 6, Czech Republic</td>
<td>Tel/Fax: +420 222 782 041</td>
<td></td>
<td><a href="mailto:tobiskova@nurnberg.cz">tobiskova@nurnberg.cz</a>, <a href="mailto:soukopova@nurnberg.cz">soukopova@nurnberg.cz</a></td>
</tr>
<tr>
<td><strong>France</strong></td>
<td>Ms. Corinne Marotte</td>
<td>L’Autre Agence, 45 rue Marx-Dormoy, F-75018 Paris, France</td>
<td>+33 1 53 28 05 54</td>
<td>+33 1 82 82 38</td>
<td><a href="mailto:cmarotte@lautreagence.eu">cmarotte@lautreagence.eu</a></td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>Mr. Christian Dittus</td>
<td>Paul &amp; Peter Fritz AG, Jupiterstrasse 1, 803a, Zürich, Switzerland</td>
<td>+41 44 388 4140</td>
<td>+41 44 388 4130</td>
<td><a href="mailto:cdittus@fritzagency.com">cdittus@fritzagency.com</a></td>
</tr>
<tr>
<td><strong>Greece</strong></td>
<td>Mr. John L. Moukakos</td>
<td>JLM Literary Agency, 9 Andrea Metaxa Street, 106 81 Athens, Greece</td>
<td>+30 1 384 7187</td>
<td>+30 1 382 8779</td>
<td><a href="mailto:jlm@jlm.gr">jlm@jlm.gr</a></td>
</tr>
<tr>
<td><strong>Hungary &amp; Croatia</strong></td>
<td>Ms. Judit Hermann</td>
<td>Andrew Nurnberg Associates, Győr út 20, 1123 Budapest, Hungary</td>
<td>+36 1 302 6451</td>
<td>+36 1 311 3948</td>
<td><a href="mailto:j.hermann@nurnberg.hu">j.hermann@nurnberg.hu</a></td>
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<tr>
<td><strong>Israel</strong></td>
<td>Ms. Gabi Hertzmann</td>
<td>I. Pikarski Ltd., Literary Agency, 81 HaHashmonaim Street, 67133 Tel Aviv, Israel</td>
<td>Tel: +972 3 527 0159</td>
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<tr>
<td><strong>Italy</strong></td>
<td>Mr. Roberto Gilodi</td>
<td>Reiser Literary Agency, Viale XXV April 6, 10133 Torino, Italy</td>
<td>Tel: +39 011 521 5357</td>
<td></td>
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</tr>
<tr>
<td><strong>Japan</strong></td>
<td>Mr. TsutomuYawata</td>
<td>The English Agency, Sakuragi Bldg. 4F, 6-7-3 Minami Aoyama, Minatoku-Ku, Tokyo 107-0062, Japan</td>
<td>Tel: +81 3 3406 5385</td>
<td>+81 3 3406 5387</td>
<td><a href="mailto:tsutomu_yawata@eaj.co.jp">tsutomu_yawata@eaj.co.jp</a></td>
</tr>
<tr>
<td><strong>Korea</strong></td>
<td>Ms. Sue Yang</td>
<td>Eric Yang Agency, 3f. e B/D., 54-7 Banpo-Dong, Secho-Ku, Seoul 137-802, South Korea</td>
<td>Tel: +82 2 592 3356</td>
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<tr>
<td><strong>Latvia, Lithuania, Estonia</strong></td>
<td>Ms. Tatjana Zoldnere</td>
<td>Andrew Nurnberg Associates, PO Box 77, Riga 10011, Latvia</td>
<td>Tel: +37 1 731 1638</td>
<td>+37 1 227 2231</td>
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<td>Marianne Schönbach Literary Agency</td>
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<td><strong>Portugal</strong></td>
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<td>Agente Literário Lda, Av. Gomes Pereira, 105-5* B, 1500-328 Lisboa, Portugal</td>
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<td>Synopsis Literary Agency, PO Box 114, 7/1 Troitskaya Street, Moscow 129090, Russia</td>
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<td>Prava I Prevodi International Literary Agency, Yu-Business Centre, Blvd. Mihaila Pupina 10/B, 3rd Floor, Suite 4, 11070 Belgrade, Serbia</td>
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<td>Ms. Maribel Luque</td>
<td>Agencia Literaria Carmen Balcells, Diagonal, 580, 08021 Barcelona, Spain</td>
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<td>Mr. Atilla Izgi Turgut</td>
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