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A NOVEL THAT USES CALCULUS TO HELP YOU SURVIVE A ZOMBIE APOCALYPSE

ZOMBIES AND CALCULUS

Colin Adams

How can calculus help you survive the zombie apocalypse? Colin Adams, humor columnist for the Mathematical Intelligencer and one of today’s most outlandish and entertaining popular math writers, demonstrates how in this zombie adventure novel.

Zombies and Calculus is the account of Craig Williams, a math professor at a small liberal arts college in New England, who, in the middle of a calculus class, finds himself suddenly confronted by a late-arriving student whose hunger is not for knowledge. As the zombie virus spreads and civilization crumbles, Williams uses calculus to help his small band of survivors defeat the hordes of the undead. Along the way, readers learn how to avoid being eaten by taking advantage of the fact that zombies always point their tangent vector toward their target, and how to use exponential growth to determine the rate at which the virus is spreading. Williams also covers topics such as logistic growth, gravitational acceleration, predator-prey models, pursuit problems, the physics of combat, and more. With the aid of his story, you too can survive the zombie onslaught.

Featuring easy-to-use appendixes that explain the mathematics necessary to enjoy the book, Zombies and Calculus is suitable for recent converts to calculus as well as more advanced readers familiar with multivariable calculus.

Colin Adams is the Thomas T. Read Professor of Mathematics at Williams College. His books include The Knot Book, Riot at the Calc Exam and Other Mathematically Bent Stories, and How to Ace Calculus: The Streetwise Guide. He is the humor columnist for the Mathematical Intelligencer.
The fascinating world of graph theory goes back several centuries and revolves around the study of graphs—mathematical structures showing relations between objects. With applications in biology, computer science, transportation science, and other areas, graph theory encompasses some of the most beautiful formulas in mathematics—and some of its most famous problems. For example, what is the shortest route for a traveling salesman seeking to visit a number of cities in one trip? What is the least number of colors needed to fill in any map so that neighboring regions are always colored differently? Requiring readers to have a math background only up to high school algebra, this book explores the questions and puzzles that have been studied, and often solved, through graph theory. In doing so, the book looks at graph theory’s development and the vibrant individuals responsible for the field’s growth.

Introducing graph theory’s fundamental concepts, the authors explore a diverse plethora of classic problems such as the lights out puzzle, the minimum spanning tree problem, the Königsberg bridge problem, the Chinese postman problem, a knight’s tour, and the road coloring problem. They present every type of graph imaginable, such as bipartite graphs, Eulerian graphs, the Petersen graph, and trees. Each chapter contains math exercises and problems for readers to savor.

An eye-opening journey into the world of graphs, this book offers exciting problem-solving possibilities for mathematics and beyond.

Arthur Benjamin is professor of mathematics at Harvey Mudd College. His books include Secrets of Mental Math and Proofs That Really Count. Gary Chartrand is professor emeritus of mathematics at Western Michigan University. Ping Zhang is professor of mathematics at Western Michigan University. Chartrand and Zhang are the coauthors of several books, including A First Course in Graph Theory and Discrete Mathematics.

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LICENSES: Previous books by the authors have been translated into Japanese and Chinese
Mathematics without Apologies
Portrait of a Problematic Vocation
Michael Harris

What do pure mathematicians do, and why do they do it? Looking beyond the conventional answers—for the sake of truth, beauty, and practical applications—this book offers an eclectic panorama of the lives and values and hopes and fears of mathematicians in the twenty-first century, assembling material from a startlingly diverse assortment of scholarly, journalistic, and pop culture sources.

Michael Harris is professor of mathematics at the Université Paris Diderot and Columbia University. He is the author or coauthor of more than seventy mathematical books and articles.

FEBRUARY
Cloth $27.95T
978-0-691-15423-7
480 pages. 20 halftones. 10 line illus. 6 x 9.

John Napier
Life, Logarithms, and Legacy
Julian Havil

John Napier (1550–1617) is celebrated today as the man who invented logarithms—an enormous intellectual achievement that would soon lead to the development of their mechanical equivalent in the slide rule: the two would serve humanity as the principal means of calculation until the mid-1970s. Yet, despite Napier’s pioneering efforts, his life and work have not attracted detailed modern scrutiny. John Napier is the first contemporary biography to take an in-depth look at the multiple facets of Napier’s story.

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), as well as The Irrationals: A Story of the Numbers You Can’t Count On. He is a retired former master at Winchester College, England, where he taught mathematics for more than three decades.

NOVEMBER
Cloth $35.00S
978-0-691-15570-8
320 pages. 5 halftones. 64 line illus. 48 tables. 6 x 9.
Do Zombies Dream of Undead Sheep?
A Neuroscientific View of the Zombie Brain

Timothy Verstynen & Bradley Voytek

Even if you’ve never seen a zombie movie or television show, you could identify an undead ghoul if you saw one. With their endless wandering, lumbering gait, insatiable hunger, antisocial behavior, and apparently memory-less existence, zombies are the walking nightmares of our deepest fears. What do these characteristic behaviors reveal about the inner workings of the zombie mind? Could we diagnose zombism as a neurological condition by studying their behavior? In *Do Zombies Dream of Undead Sheep?*, neuroscientists and zombie enthusiasts Timothy Verstynen and Bradley Voytek apply their neuro-know-how to dissect the puzzle of what has happened to the zombie brain to make the undead act differently than their human prey.

Combining tongue-in-cheek analysis with modern neuroscientific principles, Verstynen and Voytek show how zombism can be understood in terms of current knowledge regarding how the brain works. In each chapter, the authors draw on zombie popular culture and identify a characteristic zombie behavior that can be explained using neuroanatomy, neurophysiology, and brain-behavior relationships. Through this exploration they shed light on fundamental neuroscientific questions such as: How does the brain function during sleeping and waking? What neural systems control movement? What is the nature of sensory perception?

Walking an ingenious line between seriousness and satire, *Do Zombies Dream of Undead Sheep?* leverages the popularity of zombie culture in order to give readers a solid foundation in neuroscience.

Timothy Verstynen is an assistant professor in the Department of Psychology and the Center for the Neural Basis of Cognition at Carnegie Mellon University. Bradley Voytek is assistant professor of computational cognitive science and neuroscience at the University of California, San Diego. They are both members of the Zombie Research Society and are preparing grant applications to research the coming zombie apocalypse.
The Future of the Brain

Essays by the World’s Leading Neuroscientists

Edited by Gary Marcus & Jeremy Freeman

An unprecedented look at the quest to unravel the mysteries of the human brain, The Future of the Brain takes readers to the absolute frontiers of science. Original essays by leading researchers such as Christof Koch, George Church, Olaf Sporns, and May-Britt and Edvard Moser describe the spectacular technological advances that will enable us to map the more than eighty-five billion neurons in the brain, as well as the challenges that lie ahead in understanding the anticipated deluge of data and the prospects for building working simulations of the human brain. A must-read for anyone trying to understand ambitious new research programs such as the Obama administration’s BRAIN Initiative and the European Union’s Human Brain Project, The Future of the Brain sheds light on the breathtaking implications of brain science for medicine, psychiatry, and even human consciousness itself.

Gary Marcus is a cognitive scientist at New York University, visitor at the Allen Institute for Brain Science, and a best-selling author. His books include Guitar Zero: The Science of Becoming Musical at Any Age and Kluge: The Haphazard Evolution of the Human Mind. Jeremy Freeman is a neuroscientist at the Howard Hughes Medical Institute’s Janelia Farm Research Campus.

Contributors include:

- Misha Ahrens
- Ned Block
- Matteo Carandini
- George Church
- John Donoghue
- Chris Eliasmith
- Simon Fisher
- Mike Hawrylycz
- Sean Hill
- Christof Koch
- Leah Krubitzer
- Michel Maharbiz
- Kevin Mitchell
- Edvard Moser
- May-Britt Moser
- David Poeppel
- Krishna Shenoy
- Olaf Sporns
- Anthony Zador
Cowardice
A Brief History

Chris Walsh

Coward. It’s a grave insult, likely to provoke anger, shame, even violence. But what exactly is cowardice? When terrorists are called cowards, does it mean the same as when the term is applied to soldiers? And what, if anything, does cowardice have to do with the rest of us? Bringing together sources from court-martial cases to literary and film classics such as Dante’s Inferno, The Red Badge of Courage, and The Thin Red Line, Cowardice recounts the great harm that both cowards and the fear of seeming cowardly have done, and traces the idea of cowardice’s power to its evolutionary roots. But Chris Walsh also shows that this power has faded, most dramatically on the battlefield. Misconduct that earlier might have been punished as cowardice has more recently often been treated medically, as an adverse reaction to trauma, and Walsh explores a parallel therapeutic shift that reaches beyond war, into the realms of politics, crime, philosophy, religion, and love.

Yet, as Walsh indicates, the therapeutic has not altogether triumphed—contempt for cowardice endures, and he argues that such contempt can be a good thing. Courage attracts much more of our attention, but rigorously understanding cowardice may be more morally useful, for it requires us to think critically about our duties and our fears, and it helps us to act ethically when fear and duty conflict.

Richly illustrated and filled with fascinating stories and insights, Cowardice is the first sustained analysis of a neglected but profound and pervasive feature of human experience.

Chris Walsh is associate director of the College of Arts and Sciences Writing Program at Boston University and has also taught at Emerson College, Harvard University, and the University of Ouagadougou in Burkina Faso. His work has appeared in Civil War History, Essays in Criticism, Raritan, and the Yale Review.
WHY YOUR POLITICAL VIEWS ARE MORE SELF-SERVING THAN YOU THINK

How Self-Interest Shapes Our Opinions and Why We Won’t Admit It

JASON WEEDEEN & ROBERT KURZBAN

When it comes to politics, we often perceive our own beliefs as fair and socially beneficial, while seeing opposing views as merely self-serving. But in fact most political views are governed by self-interest, even if we usually don’t realize it. Challenging our fiercely held notions about what motivates us politically, this book explores how self-interest divides the public on a host of hot-button issues, from abortion and the legalization of marijuana to same-sex marriage, immigration, affirmative action, and income redistribution.

Expanding the notion of interests beyond simple economics, Jason Weeden and Robert Kurzban look at how people’s interests clash when it comes to their sex lives, social status, family, and friends. Drawing on a wealth of data, they demonstrate how different groups form distinctive bundles of political positions that often stray far from what we typically think of as liberal or conservative. They show how we engage in unconscious rationalization to justify our political positions, portraying our own views as wise, benevolent, and principled while casting our opponents’ views as thoughtless and greedy.

While many books on politics seek to provide partisans with new ways to feel good about their own side, The Hidden Agenda of the Political Mind illuminates the hidden drivers of our politics, even if it’s a picture neither side will find flattering.

Jason Weeden is a senior researcher with the Pennsylvania Laboratory for Experimental Evolutionary Psychology (PLEEP) and a lawyer in Washington, DC. Robert Kurzban is professor of psychology at the University of Pennsylvania and founder of PLEEP. He is the author of Why Everyone (Else) Is a Hypocrite: Evolution and the Modular Mind (Princeton).
Questions about the nature of money have gained a new urgency in the aftermath of the global financial crisis. Even as many people have less of it, there are more forms and systems of money, from local currencies and social lending to mobile money and Bitcoin. Yet our understanding of what money is—and what it might be—hasn’t kept pace. In *The Social Life of Money*, Nigel Dodd, one of today’s leading sociologists of money, reformulates the theory of the subject for a postcrisis world in which new kinds of money are proliferating.

What counts as legitimate action by central banks that issue currency and set policy? What underpins the right of non-governmental actors to create new currencies? And how might new forms of money surpass or subvert government-sanctioned currencies? To answer such questions, *The Social Life of Money* takes a fresh and wide-ranging look at modern theories of money.

One of the book’s central concerns is how money can be wrested from the domination and mismanagement of banks and governments and restored to its fundamental position as the “claim upon society” described by Georg Simmel. But rather than advancing yet another critique of the state-based monetary system, *The Social Life of Money* draws out the utopian aspects of money and the ways in which its transformation could in turn transform society, politics, and economics. The book also identifies the contributions of thinkers who have not previously been thought of as monetary theorists—including Nietzsche, Benjamin, Bataille, Deleuze and Guattari, Baudrillard, Derrida, and Hardt and Negri. The result provides new ways of thinking about money that seek not only to understand it but to change it.

Nigel Dodd is professor of sociology at the London School of Economics. He is the author of *The Sociology of Money* and *Social Theory and Modernity*. 
The NSA Report
Liberty and Security in a Changing World

The President’s Review Group on Intelligence and Communications Technologies

Richard A. Clarke, Michael J. Morell, Geoffrey R. Stone, Cass R. Sunstein & Peter Swire

We cannot discount the risk, in light of the lessons of our own history, that at some point in the future, high-level government officials will decide that this massive database of extraordinarily sensitive private information is there for the plucking. Americans must never make the mistake of wholly “trusting” our public officials.—The NSA Report

This is the official report that is helping shape the international debate about the unprecedented surveillance activities of the National Security Agency. Commissioned by President Obama following disclosures by former NSA contractor Edward J. Snowden, and written by a preeminent group of intelligence and legal experts, the report examines the extent of NSA programs and calls for dozens of urgent and practical reforms. The result is a blueprint showing how the government can reaffirm its commitment to privacy and civil liberties—without compromising national security.

Richard A. Clarke served as a national security official under presidents Bill Clinton and George W. Bush. Michael J. Morell is a former deputy director of the Central Intelligence Agency. Geoffrey R. Stone is the Edward H. Levi Distinguished Service Professor of Law at the University of Chicago Law School. Cass R. Sunstein is the Robert Walmsley University Professor at Harvard University. Peter Swire is the Nancy J. and Lawrence P. Huang Professor in the Scheller College of Business at the Georgia Institute of Technology.
It is widely accepted that a large proportion of acquisition strategies fail to deliver the expected value. Globalizing markets characterized by growing uncertainty, together with the advent of new competitors, are further complicating the task of valuing acquisitions. Too often, managers rely on flawed valuation models or their intuition and experience when making risky investment decisions, exposing their companies to potentially costly pitfalls. *Playing at Acquisitions* provides managers with a powerful methodology for designing and executing successful acquisition strategies. The book tackles the myriad executive biases that infect decision making at every stage of the acquisition process, and the inadequacy of current valuation approaches to help mitigate these biases and more realistically represent value in uncertain environments.

Bringing together the latest advances in behavioral finance, real option valuation, and game theory, this unique playbook explains how to express acquisition strategies as sets of real options, explicitly introducing uncertainty and future optionality into acquisition strategy design. It shows how to incorporate the competitive dynamics that exist in different acquisition contexts; acknowledge and even embrace uncertainty; identify the value of the real options embedded in targets; and more.

Rooted in economic theory and featuring numerous real-world case studies, *Playing at Acquisitions* will enhance the ability of CEOs and their teams to derive value from their acquisition strategies, and is also an ideal resource for researchers and MBAs.

**Han Smit** is professor of corporate finance at Erasmus University Rotterdam. He is the coauthor of *Strategic Investment: Real Options and Games* (Princeton). **Thras Moraitis** is a cofounder of X2 Resources, a privately funded mining and metals investment vehicle.
Henry Spearman, the balding economics professor with a knack for solving crimes, returns in The Mystery of the Invisible Hand—a clever whodunit of campus intrigue, stolen art, and murder. Having just won the Nobel Prize, Spearman accepts an invitation to lecture at Monte Vista University. He arrives in the wake of a puzzling art heist with plans to teach a course on art and economics—only to be faced with the alleged suicide of womanizing artist-in-residence Tristan Wheeler. When it becomes clear that Wheeler had serious enemies and a murderer is in their midst, Henry Spearman is on the case.

Was Wheeler killed by a jilted lover, a cuckolded husband, or a beleaguered assistant? Could there have been a connection between Wheeler’s marketability and his death? From the Monte Vista campus in San Antonio to the halls of Sotheby’s in New York, Spearman traces the connections between economics and the art world, finding his clues in monopolies and the Coase conjecture, auction theory, and the work of Adam Smith. What are the parallels between a firm’s capital and an art museum’s collection? What does the market say about art’s authenticity versus its availability? And what is the mysterious “death effect” that lies at the heart of the case? Spearman must rely on his savviest economic insights to clear up this artful mystery and pin down a killer.

Marshall Jevons is the pen name of Kenneth G. Elzinga, the Robert C. Taylor Professor of Economics at the University of Virginia. Elzinga, along with William Breit of Trinity University (1933–2011), has written three other Henry Spearman mystery novels under the Jevons pseudonym: The Fatal Equilibrium (Ballantine), Murder at the Margin, and A Deadly Indifference.
**MURDER AT THE MARGIN**

A Henry Spearman Mystery

MARSHALL JEVONS

Cinnamon Bay Plantation was the ideal Caribbean island getaway—or so it seemed. But for distinguished Harvard economist Henry Spearman it offered diversion of a decidedly different sort and one he’d hardly anticipated: murder.

While the island police force is mired in an investigation that leads everywhere and nowhere, Spearman conducts an investigation of his own, one governed by rather different laws—those of economics. Theorizing and hypothesizing, Spearman sets himself on the killer’s trail as it twists from the postcard-perfect beaches and manicured lawns of a resort to the bustling old port of Charlotte Amalie to densely forested hiking trails with perilous drops to a barren offshore cay.

SEPTEMBER

Paper $17.95
978-0-691-16401-4
232 pages. 5 1/2 x 8.

POPULAR ECONOMICS ▶ MYSTERY

**A DEADLY INDIFFERENCE**

A Henry Spearman Mystery

MARSHALL JEVONS

Harvard professor Henry Spearman—an ingenious amateur sleuth who uses economics to size up every situation—is sent by an American entrepreneur to Cambridge, England. Spearman’s mission is to scout out for purchase the most famous house in economic science: Balliol Croft, the former dwelling place of Professor Alfred Marshall, John Maynard Keynes’s teacher and the font of modern economic theory. A near miss for the American entrepreneur and the shocking and bizarre murder of Nigel Hart, the master of Bishop’s College, soon make it clear that the whole affair is risky business. When a second corpse turns up, Henry Spearman is jolted into realizing that his own life is in peril as he finds himself face to face with the most diabolical killer he has ever met.

SEPTEMBER

Paper $17.95
978-0-691-16416-8
200 pages. 5 1/2 x 8.

POPULAR ECONOMICS ▶ MYSTERY

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EXPIRED LICENSES: Chinese Simplified (China Machine Press), Turkish (Liberte Books), Chinese Complex (Ecotrend Publications), Thai (Nation Books), French (Economica), and Korean (Book & World)
Gender matters in economics—for even with today’s technology, fertility choices, market opportunities, and improved social norms, economic outcomes for women remain markedly worse than for men. Drawing on insights from feminism, postmodernism, psychology, evolutionary biology, Marxism, and politics, this textbook provides a rigorous economic look at issues confronting women throughout the world—including nonmarket scenarios, such as marriage, family, fertility choice, and bargaining within households, as well as market areas, like those pertaining to labor and credit markets and globalization.

Mukesh Eswaran is a professor in the Vancouver School of Economics at the University of British Columbia.

Applied econometrics, known to aficionados as ’metrics, encompasses the statistical methods economists use to untangle cause and effect in human affairs. Through accessible discussion and with a dose of kung fu–themed humor, Mastering ’Metrics presents the essential tools of econometric research and demonstrates why econometrics is exciting and useful.

Joshua D. Angrist is the Ford Professor of Economics at the Massachusetts Institute of Technology. Jörn-Steffen Pischke is professor of economics at the London School of Economics. They are the coauthors of Mostly Harmless Econometrics (Princeton).
Today’s copyright wars can seem unprecedented. Sparked by the digital revolution that has made copyright—and its violation—a part of everyday life, fights over intellectual property have pitted creators, Hollywood, and governments against consumers, pirates, Silicon Valley, and open-access advocates. But while the digital generation can be forgiven for thinking the dispute between, for example, the publishing industry and Google is completely new, the copyright wars in fact stretch back three centuries—and their history is essential to understanding today’s battles. *The Copyright Wars*—the first major trans-Atlantic history of copyright from its origins to today—tells this important story.

Peter Baldwin explains why the copyright wars have always been driven by a fundamental tension. Should copyright assure authors and rights holders lasting claims, much like conventional property rights, as in Continental Europe? Or should copyright be primarily concerned with giving consumers cheap and easy access to a shared culture, as in Britain and America? *The Copyright Wars* describes how the Continental approach triumphed, dramatically increasing the claims of rights holders. The book also tells the widely forgotten story of how America went from being a leading copyright opponent and pirate in the eighteenth and nineteenth centuries to become the world’s intellectual property policeman in the late twentieth. As it became a net cultural exporter and its content industries saw their advantage in the Continental ideology of strong authors’ rights, the United States reversed position on copyright, weakening its commitment to the ideal of universal enlightenment—a history that reveals that today’s open-access advocates are heirs of a venerable American tradition.

Compelling and wide-ranging, *The Copyright Wars* is indispensable for understanding a crucial economic, cultural, and political conflict that has reignited in our own time.

Peter Baldwin is professor of history at the University of California, Los Angeles and Global Distinguished Professor at New York University. His books include *The Narcissism of Minor Differences: How America and Europe Are Alike*.
HOW TWO EXTRAORDINARY WOMEN CROSSED THE VICTORIAN CLASS DIVIDE TO PUT CHRISTIAN TEACHINGS INTO PRACTICE IN THE SLUMS OF EAST LONDON

The Match Girl and the Heiress

Seth Koven

Nellie Dowell was a match-factory girl in Victorian London who spent her early years consigned to orphanages and hospitals. Muriel Lester, the daughter of a wealthy shipbuilder, longed to be free of the burden of money and possessions. Together, these unlikely soul mates sought to remake the world according to their own utopian vision of Christ’s teachings. The Match Girl and the Heiress paints an unforgettable portrait of their late-nineteenth-century girlhoods of wealth and want, and their daring twentieth-century experiments in ethical living in a world torn apart by war, imperialism, and industrial capitalism.

In this captivating book, Seth Koven chronicles how each traveled the globe—Nellie as a spinster proletarian laborer, Muriel as a well-heeled tourist and revered Christian peacemaker, anticolonial activist, and humanitarian. Koven vividly describes how their lives crossed in the slums of East London, where they inaugurated a grassroots revolution that took the Sermon on the Mount as a guide to achieving economic and social justice for the dispossessed. Koven shows how they devoted themselves to Kingsley Hall—Gandhi’s London home in 1931 and Britain’s first “people’s house” founded on the Christian principles of social sharing, pacifism, and reconciliation—and sheds light on the intimacies and inequalities of their loving yet complicated relationship.

The Match Girl and the Heiress probes the inner lives of these two extraordinary women against the panoramic backdrop of shop-floor labor politics, global capitalism, counterculture spirituality, and pacifist feminism to expose the wounds of poverty and neglect that Christian love could never heal.

Seth Koven teaches history at Rutgers University. He is the author of Slumming: Sexual and Social Politics in Victorian London (Princeton) and the coeditor of Mothers of a New World: Maternalist Politics and the Origins of Welfare States.
The Age of the Vikings

Anders Winroth

The Vikings maintain their grip on our imagination, but their image is too often distorted by medieval and modern myth. It is true that they pillaged, looted, and enslaved. But they also settled peacefully and developed a vast trading network. They traveled far from their homelands in swift and sturdy ships, not only to raid, but also to explore. Despite their fearsome reputation, the Vikings didn’t wear horned helmets, and even the infamous berserkers were far from invincible.

By dismantling the myths, The Age of the Vikings allows the full story of this period in medieval history to be told. By exploring every major facet of this exciting age, Anders Winroth captures the innovation and pure daring of the Vikings without glossing over their destructive heritage.

He not only explains the Viking attacks, but also looks at Viking endeavors in commerce, politics, discovery, and colonization, and reveals how Viking arts, literature, and religious thought evolved in ways unequaled in the rest of Europe. He shows how the Vikings seized on the boundless opportunities made possible by the invention of the longship, using it to venture to Europe for plunder, to open new trade routes, and to settle in lands as distant as Russia, Greenland, and the Byzantine Empire. Challenging the image of the Vikings that comes so easily to mind, Winroth argues that Viking chieftains were no more violent than men like Charlemagne, who committed atrocities on a far greater scale than the northern raiders.

Drawing on a wealth of written, visual, and archaeological evidence, The Age of the Vikings sheds new light on the complex society and culture of these legendary seafarers.

Anders Winroth is the Forst Family Professor of History at Yale University. He is the author of The Conversion of Scandinavia: Vikings, Merchants, and Missionaries in the Remaking of Northern Europe and The Making of Gratian’s Decretum.
Is it ever acceptable to lie? This question plays a surprisingly important role in the story of Europe’s transition from medieval to modern society. According to many historians, Europe became modern when Europeans began to lie—that is, when they began to argue that it is sometimes acceptable to lie. This popular account offers a clear trajectory of historical progression from a medieval world of faith, in which every lie is sinful, to a more worldly early modern society in which lying becomes a permissible strategy for self-defense and self-advancement. Unfortunately, this story is wrong.

For medieval and early modern Christians, the problem of the lie was the problem of human existence itself. To ask “Is it ever acceptable to lie?” was to ask how we, as sinners, should live in a fallen world. As it turns out, the answer to that question depended on who did the asking. The Devil Wins uncovers the complicated history of lying from the early days of the Catholic Church to the Enlightenment, revealing the diversity of attitudes about lying by considering the question from the perspectives of five representative voices—the Devil, God, theologians, courtiers, and women. Examining works by Augustine, Bonaventure, Martin Luther, Madeleine de Scudéry, Jean-Jacques Rousseau, and a host of others, Dallas G. Denery II shows how the lie, long thought to be the source of worldly corruption, eventually became the very basis of social cohesion and peace.

Dallas G. Denery II is associate professor of history at Bowdoin College. He is the author of Seeing and Being Seen in the Later Medieval World: Optics, Theology, and Religious Life and the coeditor of Uncertain Knowledge: Scepticism, Relativism, and Doubt in the Middle Ages.
Sea of Storms
A History of Hurricanes in the Greater Caribbean from Columbus to Katrina

Stuart B. Schwartz

The diverse cultures of the Caribbean have been shaped as much by hurricanes as they have by diplomacy, commerce, or the legacy of colonial rule. In this panoramic work of social history, Stuart Schwartz examines how Caribbean societies have responded to the dangers of hurricanes, and how these destructive storms have influenced the region’s history, from the rise of plantations, to slavery and its abolition, to migrations, racial conflict, and war.

Stuart B. Schwartz is the George Burton Adams Professor of History and chair of the Council on Latin American and Iberian Studies at Yale University. His many books include All Can Be Saved: Religious Tolerance and Salvation in the Iberian Atlantic World.

The Lawrence Stone Lectures

January

Cloth $35.00
978-0-691-15756-6
512 pages. 20 halftones. 6 x 9.

History

Confronting Political Islam
Six Lessons from the West’s Past

John M. Owen IV

How should the Western world today respond to the challenges of political Islam? Taking an original approach to answer this question, Confronting Political Islam compares Islamism’s struggle with secularism to other prolonged ideological clashes in Western history. By examining the past conflicts that have torn Europe and the Americas—and been supported by underground networks, fomented radicalism and revolution, and triggered foreign interventions and international conflicts—John Owen draws six major lessons to demonstrate that much of what we think about political Islam is wrong.

John M. Owen IV is the Ambassador Henry J. and Mrs. Marion R. Taylor Professor of Politics, and a faculty fellow at the Institute for Advanced Studies in Culture, at the University of Virginia. He is the author of The Clash of Ideas in World Politics (Princeton) and Liberal Peace, Liberal War.

December

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240 pages. 4 line illus. 6 tables. 6 x 9.

Politics History

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The Original Folk and Fairy Tales of the Brothers Grimm
The First Edition

Jacob & Wilhelm Grimm
Translated and edited by Jack Zipes

Illustrated by Andrea Dezsö

When Jacob and Wilhelm Grimm published their Children’s and Household Tales in 1812, followed by a second volume in 1815, they had no idea that such stories as “Rapunzel,” “Hansel and Gretel,” and “Cinderella” would become the most celebrated in the world. Yet few people today are familiar with the majority of tales from the two early volumes, since in the next four decades the Grimms would publish six other editions, each extensively revised in content and style. For the very first time, The Original Folk and Fairy Tales of the Brothers Grimm makes available in English all 156 stories from the 1812 and 1815 editions. These narrative gems, newly translated and brought together in one beautiful book, are accompanied by sumptuous new illustrations from award-winning artist Andrea Dezsö.

From “The Frog King” to “The Golden Key,” wondrous worlds unfold—heroes and heroines are rewarded, weaker animals triumph over the strong, and simple bumpkins prove themselves not so simple after all. Esteemed fairy tale scholar Jack Zipes offers accessible translations that retain the spare description and engaging storytelling style of the originals. Indeed, this is what makes the tales from the 1812 and 1815 editions unique—they reflect diverse voices, rooted in oral traditions, that are absent from the Grimms’ later, more embellished collections of tales. Zipes’s introduction gives important historical context, and the book includes the Grimms’ prefaces and notes.

A delight to read, The Original Folk and Fairy Tales of the Brothers Grimm presents these peerless stories to a whole new generation of readers.

Jack Zipes is the translator of The Complete Fairy Tales of the Brothers Grimm (Bantam), the editor of The Great Fairy Tale Tradition (Norton), and the author of Grimm Legacies, among many other books. He is professor emeritus of German and comparative literature at the University of Minnesota.
Grimm Legacies
The Magic Spell of the Grimms’ Folk and Fairy Tales

Jack Zipes

In Grimm Legacies, esteemed literary scholar Jack Zipes explores the legacy of the Brothers Grimm in Europe and North America, from the nineteenth century to the present. Zipes reveals how the Grimms came to play a pivotal and unusual role in the evolution of Western folklore and in the history of the most significant cultural genre in the world—the fairy tale.

DECEMBER

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LITERATURE

American Pulp
How Paperbacks Brought Modernism to Main Street

Paula Rabinowitz

American Pulp tells the story of the midcentury golden age of pulp paperbacks and how it brought modernism to Main Street, democratized literature and ideas, spurred social mobility, and helped fashion new identities by introducing readers to books by and about gays and lesbians, African Americans, and other marginalized groups. Drawing on extensive original research, Paula Rabinowitz unearths the far-reaching political, social, and aesthetic impact of the pulps between the late 1930s and early 1960s. Examining their often-lurid packaging as well as their content, American Pulp is richly illustrated with reproductions of dozens of pulp covers, many in color.

Paula Rabinowitz is professor of English at the University of Minnesota. Her books include Black & White & Noir: America’s Pulp Modernism, and she is the coeditor of Habits of Being, a four-volume series on clothing and identity.

NOVEMBER

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LITERATURE ● HISTORY
Tesla
Inventor of the Electrical Age

W. Bernard Carlson

Nikola Tesla was a major contributor to the electrical revolution that transformed daily life at the turn of the twentieth century. His inventions, patents, and theoretical work formed the basis of modern AC electricity, and contributed to the development of radio and television. Like his competitor Thomas Edison, Tesla was one of America’s first celebrity scientists, enjoying the company of New York high society and dazzling the likes of Mark Twain with his electrical demonstrations. An astute self-promoter and gifted showman, he cultivated a public image of the eccentric genius.

This major biography sheds new light on Tesla’s visionary approach to invention and the business strategies behind his most important technological breakthroughs.

W. Bernard Carlson is professor of science, technology, and society in the School of Engineering and Applied Science and professor of history at the University of Virginia. His books include Technology in World History and Innovation as a Social Process: Elihu Thomson and the Rise of General Electric, 1870–1900.

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2013. 520 pages. 56 halftones. 32 line illus. 6 x 9.

Prague, Capital of the Twentieth Century
A Surrealist History

Derek Sayer

Setting out to recover the roots of modernity in the boulevards, interiors, and arcades of the “city of light,” Walter Benjamin dubbed Paris “the capital of the nineteenth century.” In this eagerly anticipated sequel to his acclaimed Coasts of Bohemia: A Czech History, Derek Sayer argues that Prague could well be seen as the capital of the much darker twentieth century. Ranging across twentieth-century Prague’s astonishingly vibrant and always surprising human landscape, this richly illustrated cultural history describes how the city has experienced (and suffered) more ways of being modern than perhaps any other metropolis.

Derek Sayer is Professor of Cultural History at Lancaster University and a former Canada Research Chair at the University of Alberta. His previous books include The Coasts of Bohemia: A Czech History (Princeton) and Capitalism and Modernity.

Cloth $35.00T 978-0-691-04380-7
2013. 624 pages. 54 halftones. 8 line illus. 6 x 9.
How much of our fate is tied to the status of our parents and grandparents? How much does this influence our children? More than we wish to believe. While it has been argued that rigid class structures have eroded in favor of greater social equality, *The Son Also Rises* proves that movement on the social ladder has changed little over eight centuries. Using a novel technique—tracking family names over generations to measure social mobility across countries and periods—renowned economic historian Gregory Clark reveals that mobility rates are lower than conventionally estimated, do not vary across societies, and are resistant to social policies.

**Diane Coyle** is the author of a number of books, including *The Economics of Enough* and *The Soulful Science: What Economists Really Do and Why It Matters* (both Princeton). She holds a PhD in economics from Harvard and is a visiting research fellow at the University of Oxford's Smith School of Enterprise and the Environment.

**Gregory Clark** is professor of economics at the University of California, Davis. He is the author of *A Farewell to Alms: A Brief Economic History of the World* (Princeton).

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*The Extreme Life of the Sea* shows you the world’s oldest living species, and describes how flying fish strain to escape their predators, how predatory deep-sea fish use red searchlights only they can see to find and attack food, and how, at the end of their lives, mother octopus dedicate themselves to raising their young. This wide-ranging and highly accessible book also discusses how ocean adaptations can inspire innovative commercial products—such as fan blades modeled on the flippers of humpback whales—and how climate change and overfishing could pose the greatest threats yet to our planet’s tenacious marine life.

Stephen R. Palumbi is Professor of Biology and Director of the Hopkins Marine Station at Stanford University. His film projects include the BBC series *The Future Is Wild*, the History Channel’s *Life after People*, and the Short Attention Span Science Theater. His books include *The Death and Life of Monterey Bay* and *The Evolution Explosion*. Anthony R. Palumbi, Stephen’s son, is a science writer and novelist whose work has appeared in the *Atlantic* and other publications.
**The New York Nobody Knows**

Walking 6,000 Miles in the City

**William B. Helmreich**

As a kid growing up in Manhattan, William Helmreich played a game with his father they called “Last Stop.” They would pick a subway line and ride it to its final destination, and explore the neighborhood there. Decades later, Helmreich teaches university courses about New York, and his love for exploring the city is as strong as ever.

Putting his feet to the test, he decided that the only way to truly understand New York was to walk virtually every block of all five boroughs. His epic journey lasted four years and took him to every corner of Manhattan, Brooklyn, Queens, the Bronx, and Staten Island. Helmreich spoke with hundreds of New Yorkers from every part of the globe and from every walk of life. Their stories and his are the subject of this captivating and highly original book.

**William B. Helmreich** is professor of sociology at the City University Graduate Center (CUNY) and City College of New York. His many books include *What Was I Thinking? The Dumb Things We Do and How to Avoid Them*.

**Cloth** $29.95T 978-0-691-14405-4
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**SOCIAL SCIENCE ➢ URBAN STUDIES**

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**The Dollar Trap**

How the U.S. Dollar Tightened Its Grip on Global Finance

**Eswar S. Prasad**

The U.S. dollar’s dominance seems under threat. The near collapse of the U.S. financial system in 2008–2009, political paralysis that has blocked effective policymaking, and emerging competitors such as the Chinese renminbi have heightened speculation about the dollar’s looming displacement as the main reserve currency. Yet, as *The Dollar Trap* powerfully argues, the financial crisis, a dysfunctional international monetary system, and U.S. policies have paradoxically strengthened the dollar’s importance.

*The Dollar Trap* offers a panoramic analysis of the fragile state of global finance and makes a compelling case that, despite all its flaws, the dollar will remain the ultimate safe-haven currency.

**Eswar S. Prasad** is the Tolani Senior Professor of Trade Policy at Cornell University, a senior fellow at the Brookings Institution, and a research associate at the National Bureau of Economic Research. He is a former head of the IMF’s China division.

**Cloth** $35.00T 978-0-691-16112-9
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**POPULAR ECONOMICS ➢ CURRENT AFFAIRS**

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