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SPRING 2015

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If you had a 10 percent chance of having a fatal car accident, you’d take necessary precautions. If your finances had a 10 percent chance of suffering a severe loss, you’d reevaluate your assets. So if we know the world is warming and there’s a 10 percent chance this might eventually lead to a catastrophe beyond anything we could imagine, why aren’t we doing more about climate change right now? We insure our lives against an uncertain future—why not our planet?

In *Climate Shock*, Gernot Wagner and Martin Weitzman explore in lively, clear terms the likely repercussions of a hotter planet, drawing on and expanding from work previously unavailable to general audiences. They show that the longer we wait to act, the more likely an extreme event will happen. A city might go underwater. A rogue nation might shoot particles into the Earth’s atmosphere, geoengineering cooler temperatures. Zeroing in on the unknown extreme risks that may yet dwarf all else, the authors look at how economic forces that make sensible climate policies difficult to enact, make radical would-be fixes like geoengineering all the more probable. What we know about climate change is alarming enough. What we don’t know about the extreme risks could be far more dangerous. Wagner and Weitzman help readers understand that we need to think about climate change in the same way that we think about insurance—as a risk management problem, only here on a global scale.

Demonstrating that climate change can and should be dealt with—and what could happen if we don’t do so—*Climate Shock* tackles the defining environmental and public policy issue of our time.

**Gernot Wagner** is lead senior economist at the Environmental Defense Fund. He is the author of *But Will the Planet Notice?* (Hill & Wang). **Martin L. Weitzman** is professor of economics at Harvard University. His books include *Income, Wealth, and the Maximum Principle*. For more, see: www.gwagner.com and scholar.harvard.edu/weitzman.
An interview with Gernot Wagner & Martin Weitzman

There are plenty of books about climate change. How is this one different?

Gernot Wagner: Most books are about what we know. Ours zeroes in on what we don’t. The most interesting—and potentially frightening—aspects of climate change are in the “unknown unknowns,” so to speak. It’s common to think a lot about this sort of uncertainty when it comes to financial markets, but less so when dealing with global warming.

Martin L. Weitzman: There’s this long-standing belief in economics—and in the public characterization of the economic debate—that a balanced approach requires us to go slow. Start with a low carbon price that ratchets up over time.

That’s fine as far as it goes, but it’s based on what we know. What we don’t know—the all-important tail risks—means that what’s now perceived as the middle-of-the-road approach may well be on the conservative end of the spectrum.

So, what do we know?

MLW: We know that climate change is about risk management—on a planetary scale, with possibly catastrophic consequences. It’s among the most difficult public policy problems the world has ever had to deal with. Doing something about it means tackling issues that go to the core of what drives—powers—the modern economy.

GW: We also know enough to act now. Whether the correct price of a ton of carbon dioxide is $40 or ten times as much is largely beside the point. The world subsidizes fossil fuels to the tune of $500 billion per year. That makes for an average carbon dioxide price of negative $15 per ton. So, step one: let’s get the sign right.

I’m sold. What can I do?

GW: Scream. Cope. And, as you may expect to hear from two economists: Profit. Let’s make sure our politicians hear us loud and clear to put the right policies in place. Meanwhile, let’s also prepare for what’s in store….

MLW: … and let’s guide investment decisions in a way to steer clear from the current high-carbon, low-efficiency trajectory and instead make the low-carbon, high-efficiency one the profitable path.

Economics—misguided economics—is the big problem. It’s also the solution. Avoiding an eventual climate shock is all about correcting misguided market forces.

GW: This isn’t about drawing up a battle between capitalism and the climate. It’s about using the tools we have to get a handle on our uncertain future. We know what to do. Let’s get to work.

“Wagner and Weitzman’s Climate Shock explores two of the most alarming risks from climate change: unpredictable catastrophes and the all-too-foreseeable human tampering with the environment. They explain how the same political barriers to addressing the problem will leave nations racing to deflect the damage through geoengineering. For anyone interested in the new risk landscape of our changing climate, Climate Shock is a compelling and highly recommended read.”

—Ian Bremmer, president of the Eurasia Group
The Little Big Number
How GDP Came to Rule the World And What to Do about It

DIRK PHILIPSEN

In one lifetime, GDP, or Gross Domestic Product, has ballooned from a narrow economic tool into a global article of faith. It is our universal yardstick of progress. As *The Little Big Number* demonstrates, this spells trouble. While economies and cultures measure their performance by it, GDP ignores central items such as quality, costs, or purpose. It only measures output: more cars, more accidents; more lawyers, more trials; more extraction, more pollution—all count as success. Sustainability and quality of life are overlooked. Losses don’t count. GDP promotes a form of stupid growth and ignores real development.

How and why did we get to this point? Dirk Philipsen uncovers a submerged history dating back to the 1600s, climaxing with the Great Depression and World War II when the first version of GDP arrived at the forefront of politics. Transcending ideologies and national differences, GDP subsequently moved from narrow metric to the purpose of economic activity. Today, increasing GDP represents the preeminent goal of politics. In accessible and compelling prose, Philipsen shows how it affects all of us.

But the world can no longer afford GDP rule. A finite planet cannot sustain blind and indefinite expansion. If we consider future generations equal to our own, replacing the GDP regime is the ethical imperative of our times. More is not better. As Philipsen demonstrates, the history of GDP reveals unique opportunities to fashion smarter goals and measures. *The Little Big Number* explores a possible roadmap for a future that advances quality of life rather than indiscriminate growth.

Dirk Philipsen is a German and American trained professor of economic history, senior fellow at the Kenan Institute for Ethics, and a Duke Arts and Sciences Senior Research Scholar at Duke University. He is the author of *We Were the People: Voices from East Germany’s Revolutionary Autumn of 1989*. He lives in Durham, North Carolina.
Efficiently Inefficient
How Smart Money Invests and Market Prices Are Determined

LASSE HEJE PEDERSEN

Efficiently Inefficient describes the key trading strategies used by hedge funds and demystifies the secret world of active investing. Leading financial economist Lasse Heje Pedersen combines the latest research with real-world examples and interviews of top hedge fund managers to show how certain trading strategies make money and why they sometimes don’t.

Pedersen views markets as neither perfectly efficient nor completely inefficient. Rather, they are inefficient enough that money managers can be compensated for their costs through the profits of their trading strategies and efficient enough that the profits after costs do not encourage additional active investing. Understanding how to trade in this efficiently inefficient market provides a new, engaging way to learn finance. Pedersen analyzes how the market price of stocks and bonds can differ from the model price, leading to new perspectives on the relation between trading results and finance theory. He explores several different areas in depth—fundamental tools for investment management, equity strategies, macro strategies, and arbitrage strategies—and he looks at such diverse topics as portfolio choice, risk management, equity valuation, and yield curve logic. The book’s strategies are illuminated further by interviews with leading hedge fund managers Lee Ainslie, Cliff Asness, Jim Chanos, Ken Griffin, David Harding, John Paulson, Myron Scholes, and George Soros.

Efficiently Inefficient effectively demonstrates how financial markets really work.

Lasse Heje Pedersen is a finance professor at Copenhagen Business School and New York University’s Stern School of Business, and a principal at AQR Capital Management. A distinguished financial economist, he has won a number of awards, notably the Bernácer Prize to the best European economist under forty.

MAY
Cloth $45.00S 978-0-691-16619-3
368 pages. 65 line illus. 16 tables. 6 x 9.
ECONOMICS | FINANCE

Free problem sets are available online at www.lhpedersen.com
Most people in the world today think democracy and gender equality are good, and that violence and wealth inequality are bad. But most people who lived during the 10,000 years before the nineteenth century thought just the opposite. Drawing on archaeology, anthropology, biology, and history, Ian Morris, author of the best-selling Why the West Rules—For Now, explains why. The result is a compelling new argument about the evolution of human values, one that has far-reaching implications for how we understand the past—and for what might happen next.

Fundamental long-term changes in values, Morris argues, are driven by the most basic force of all: energy. Humans have found three main ways to get the energy they need—from foraging, farming, and fossil fuels. Each energy source sets strict limits on what kinds of societies can succeed, and each kind of society rewards specific values. In tiny forager bands, people who value equality but are ready to settle problems violently do better than those who aren’t; in large farming societies, people who value hierarchy and are less willing to use violence do best; and in huge fossil-fuel societies, the pendulum has swung back toward equality but even further away from violence.

But if our fossil-fuel world favors democratic, open societies, the ongoing revolution in energy capture means that our most cherished values are very likely to turn out—at some point fairly soon—not to be useful any more.

Ian Morris is the Willard Professor of Classics and a fellow of the Stanford Archaeology Center at Stanford University. He has directed excavations in Italy and Greece and has published thirteen previous books, including Why the West Rules—For Now (Farrar, Straus and Giroux), The Measure of Civilization (Princeton), and War! What Is It Good For? (FSG). He lives in Boulder Creek, California.

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HISTORY
An interview with Ian Morris

Your book looks at how human values have changed over tens of thousands of years, but isn’t morality universal and unchanging?

Yes and no. Yes, in the sense that human values are the outcome of millions of years of evolution; but also no, because the ways people have interpreted fairness, etc., have varied wildly through time. What causes values to change is not the deep thoughts of philosophers but the most basic force of all—energy. As humanity has moved from foraging through farming to fossil-fuel use, the different ways humans obtain energy from their environment call for different kinds of social organization, and these different kinds of organization favor very different interpretations of human values.

You argue that violence, poverty, and inequality have diminished greatly from past periods. That seems surprising.

It is indeed surprising! Foraging societies were quite equal in wealth, if only because almost everyone was desperately poor (average income was the equivalent of about $1 per day). They were also very violent (more than 10 percent of foragers died violently). Fossil fuel societies, by contrast, are the safest and richest the world has ever seen, and are also more equal than all but the simplest foraging groups. Globally, the average person earns $25 per day and stands less than a one percent chance of dying violently. And in some countries progressive taxation has pushed income inequality down close to levels not seen since the simplest foraging societies. Despite all the things we might not like about our own age, it would have seemed like a magical kingdom to people in the past.

How might values change as we move away from a reliance on fossil fuels?

No one knows what the future will bring, but there are signs that in the short term—roughly the next generation—we will see increasing inequality and increasing acceptance that such inequality is right, along with increasing instability and violence. In the medium term—the next two or three generations—we may see the values of the fossil-fuel age go into overdrive; but in the longer term—say the next century or so—the transformations may become so massive that it no longer makes much sense to speak of human values at all, because what it means to be a human being might change more in the next 100 years than it has done in the previous 100,000.

“Ian Morris has thrown another curveball for social science. In this disarmingly readable book, which takes us from prehistory to the present, he offers a new theory of human culture, linking it firmly to economic fundamentals and how humans obtained their energy and resources from nature. This is bold, erudite, and provocative.”

—Daron Acemoglu, coauthor of How Nations Fail: The Origins of Power, Prosperity, and Poverty
Out of Ashes
A New History of Europe in the Twentieth Century

KONRAD H. JARAUSCH

"Out of Ashes is an extremely well-conceived and highly ambitious book. What Jarau sch has pulled off is a fully balanced, elegantly inte grated history of a long twentieth century in which the pre-1914 era and the post-1989 years are vital parts of the interpretation."

—Peter Fritzsche, author of Life and Death in the Third Reich

A sweeping history of twentieth-century Europe, Out of Ashes tells the story of an era of unparalleled violence and barbarity yet also of humanity, prosperity, and promise. Konrad Jarausch describes how the European nations emerged from the nineteenth century with high hopes for continued material progress and proud of their imperial command over the globe, only to become embroiled in the bloodshed of World War I, which brought an end to their optimism and gave rise to competing democratic, communist, and fascist ideologies. He shows how the 1920s witnessed renewed hope and a flourishing of modernist art and literature, but how the decade ended in economic collapse and gave rise to a second, more devastating world war and genocide on an unprecedented scale. Jarausch further explores how Western Europe surprisingly recovered due to American help and political integration. Finally he examines how the Cold War confrontation pushed the divided continent to the brink of nuclear annihilation, and how the unforeseen triumph of liberal capitalism came to be threatened by Islamic fundamentalism, global economic crisis, and an uncertain future.

A stunning achievement, Out of Ashes explores the paradox of the European encounter with modernity in the twentieth century, shedding new light on why it led to cataclysm, inhumanity, and self-destruction, but also to social justice, democracy, and peace.

Konrad H. Jarausch is the Lurcy Professor of European Civilization at the University of North Carolina, Chapel Hill. His many books include Reluctant Accomplice: A Wehrmacht Soldier’s Letters from the Eastern Front (Princeton) and After Hitler: Recivilizing Germans, 1945–1995. He lives in Chapel Hill, North Carolina.

JUNE
Cloth $39.50T 978-0-691-15279-0
744 pages. 31 halftones. 12 maps. 6 x 9.
HISTORY
New perspectives on the history of famine—and the prospects for a famine-free world

CORMAC Ó GRÁDA

Famines are becoming smaller and rarer, but optimism about the possibility of a famine-free future must be tempered by the threat of global warming. That is just one of the arguments that Cormac Ó Gráda, one of the world’s leading authorities on the history and economics of famine, develops in this wide-ranging book, which provides crucial new perspectives on key questions raised by famines around the globe between the seventeenth and twenty-first centuries.

The book begins with a taboo topic. Ó Gráda argues that cannibalism, while by no means a universal feature of famines and never responsible for more than a tiny proportion of famine deaths, has probably been more common during very severe famines than previously thought. The book goes on to offer new interpretations of two of the twentieth century’s most notorious and controversial famines, the Great Bengal Famine and the Chinese Great Leap Forward Famine. Ó Gráda questions the standard view of the Bengal Famine as a perfect example of market failure, arguing instead that the primary cause was the unwillingness of colonial rulers to divert food from the war effort. The book also addresses the role played by traders and speculators during famines more generally, invoking evidence from famines in France, Ireland, Finland, Malawi, Niger, and Somalia since the 1600s, and overturning Adam Smith’s claim that government attempts to solve food shortages always cause famines.

Thought provoking and important, this is essential reading for historians, economists, demographers, and anyone else who is interested in the history and possible future of famine.

Cormac Ó Gráda is professor emeritus of economics at University College Dublin. His books include Famine: A Short History (Princeton), Jewish Ireland in the Age of Joyce (Princeton), and Ireland: A New Economic History.
Lord Byron described Greece as great, fallen, and immortal, a characterization more apt than he knew. Through most of its long history, Greece was poor. But in the classical era, Greece was densely populated and highly urbanized. Many surprisingly healthy Greeks lived in remarkably big houses and worked for high wages at specialized occupations. Middle-class spending drove sustained economic growth. Classical wealth produced a stunning cultural efflorescence lasting hundreds of years.

Why did Greece reach such heights in the classical period—and why only then? And how, after “the Greek miracle” had endured for centuries, did the Macedonians defeat the Greeks, seemingly bringing an end to their glory? Drawing on a massive body of newly available data and employing new approaches to evidence, Josiah Ober offers a major new history of classical Greece and an unprecedented account of its rise and fall.

Ober argues that Greece’s rise was no miracle but rather the result of political breakthroughs and economic development. The extraordinary emergence of citizen-centered city-states transformed Greece into a society that defeated the mighty Persian Empire. Yet Philip and Alexander of Macedon were able to beat the Greeks in the Battle of Chaeronea in 338 BCE, a victory enabled by the Macedonians’ appropriation of Greek innovations. After Alexander’s death, battle-hardened warlords fought ruthlessly over the remnants of his empire. But Greek cities remained populous and wealthy, their economy and culture surviving to be passed on to the Romans—and to us.

A compelling narrative filled with uncanny modern parallels, this is a book for anyone interested in how great civilizations are born and die.

Josiah Ober is the Mitsotakis Professor of Political Science and Classics at Stanford University. His books include Democracy and Knowledge, Political Dissent in Democratic Athens, The Athenian Revolution, and Mass and Elite in Democratic Athens (all Princeton). He lives in Palo Alto, California.

The Princeton History of the Ancient World

MAY

Cloth $35.00 978-0-691-14091-9

500 pages. 1 halftone. 14 line illus. 18 tables. 9 maps. 6 x 9.

ANCIENT HISTORY
Between 1492 and 1914, Europeans conquered 84 percent of the globe. But why did Europe rise to the top, when for centuries the Chinese, Japanese, Ottomans, and South Asians were far more advanced? Why didn’t these powers establish global dominance? In Why Did Europe Conquer the World?, distinguished economic historian Philip Hoffman demonstrates that conventional responses—such as geography, epidemic disease, and the Industrial Revolution—fail to provide answers. Arguing instead for the pivotal role of economic and political history, Hoffman shows that if multiple variables had been at all different, Europe would not have achieved critical military innovations, and another power could have become master of the world.

In vivid detail, Hoffman sheds light on the two millennia of economic, political, and historical changes that set European states on a distinctive path of development and military rivalry. Compared to their counterparts in China, Japan, South Asia, and the Middle East, European leaders—whether chiefs, lords, kings, emperors, or prime ministers—had radically different incentives driving them to make war. These incentives, which Hoffman explores using an economic model of political costs and financial resources, resulted in astonishingly rapid growth in Europe’s military sector from the Middle Ages on, and produced an insurmountable lead in gunpowder technology. The consequences determined what states established colonial empires or ran the slave trade, and even which economies were the first to industrialize.

Debunking traditional arguments, Why Did Europe Conquer the World? reveals the startling reasons behind Europe’s historic global supremacy.

Philip T. Hoffman is the Rea A. and Lela G. Axline Professor of Business Economics and professor of history at the California Institute of Technology. His books include Growth in a Traditional Society (Princeton), Surviving Large Losses, and Priceless Markets.

The Princeton Economic History of the Western World
How to Clone a Mammoth
The Science of De-Extinction

BETH SHAPIRO

Could extinct species, like mammoths and passenger pigeons, be brought back to life? The science says yes. In How to Clone a Mammoth, Beth Shapiro, evolutionary biologist and pioneer in “ancient DNA” research, walks readers through the astonishing process of de-extinction. From deciding which species should be restored, to sequencing their genomes, to anticipating how revived populations might be overseen in the wild, Shapiro vividly explores the extraordinary cutting-edge science that is being used—today—to resurrect the past. Journeying to far-flung Siberian locales in search of Ice Age bones and delving into her own research—as well as that of fellow experts such as Svante Paabo, George Church, and Craig Venter—Shapiro considers de-extinction’s practical benefits and ethical challenges. Would de-extinction change the way we live? Is this really cloning? What are the costs and risks? And what is the ultimate goal?

Using DNA collected from remains as a genetic blueprint, scientists aim to engineer extinct traits—traits that evolved by natural selection over thousands of years—into living organisms. But rather than viewing de-extinction as a way to restore one particular species, Shapiro argues that the overarching goal should be the revitalization and stabilization of contemporary ecosystems. For example, elephants with genes modified to express mammoth traits could expand into the Arctic, re-establishing lost productivity to the tundra ecosystem.

Looking at the very real and compelling science behind an idea once seen as science fiction, How to Clone a Mammoth demonstrates how de-extinction will redefine conservation’s future.

Beth Shapiro is associate professor of ecology and evolutionary biology at the University of California, Santa Cruz. Her work has appeared in numerous publications, including Nature and Science, and she was a 2009 recipient of a MacArthur Award. She lives in Santa Cruz.
“Bringing a lost species back to life is an exciting prospect and also a scary one. No one is better able to explain the challenges and the potential of the enterprise than Beth Shapiro. How to Clone a Mammoth is an engaging, rigorous, and deeply thoughtful book.”

—Elizabeth Kolbert, author of The Sixth Extinction: An Unnatural History

Sir Richard Owen and his reconstruction of a giant moa, Dinornis novazelandiae. In his right hand, Owen holds the first moa bone that he examined. This photograph was first published in Owen’s book, Memoirs on the extinct wingless birds of New Zealand, Vol 2., John van Voorst, London, 1879. Courtesy of the University of Texas Libraries, The University of Texas at Austin.

A cervical vertebral bone from a mammoth is slowly exposed by placer mining activities near Dawson City, Yukon Territory, Canada. Sometimes, several bones from the same animal are recovered in close proximity. This particular mammoth bone was recovered in 2010 with four other vertebrae. Photo credit: Tyler Kuhn

The partial skull of an ice age horse recovered from an active placer mine near Dawson City, Yukon Territory, Canada. Photo credit: Tyler Kuhn
Life’s Engines
How Microbes Made Earth Habitable

PAUL G. FALKOWSKI

“In this brilliant book, Falkowski explores the hidden world of microbes from the intertwined perspectives of a researcher deeply versed in both Earth and life sciences, taking us on an epic journey from the origins of life to the birth of our own species. Life’s Engines is an engaging, revelatory read.”

—Robert M. Hazen, author of The Story of Earth

For almost four billion years, microbes had the primordial oceans all to themselves. The stewards of Earth, these organisms transformed the chemistry of our planet to make it habitable for plants, animals, and us. Life’s Engines takes readers deep into the microscopic world to explore how these marvelous creatures made life on Earth possible—and how human life today would cease to exist without them.

Paul Falkowski looks “under the hood” of microbes to find the engines of life, the actual working parts that do the biochemical heavy lifting for every living organism on Earth. With insight and humor, he explains how these miniature engines are built, and how they have been appropriated and, like Lego sets, assembled within every creature that walks, swims, or flies. Falkowski shows how evolution works to maintain this core machinery of life, and how we and other animals are veritable conglomerations of microbes.

A vibrantly entertaining book about the microbes that support our very existence, Life’s Engines will inspire wonder about these elegantly complex nanomachines that have driven life since its origin. It also issues a timely warning about the dangers of tinkering with that machinery to make it more “efficient” at meeting the ever-growing demands of humans in the coming century.

Paul G. Falkowski holds the Bennett L. Smith Chair in Business and Natural Resources at Rutgers University, where he studies how microbes have shaped the history of Earth. He is the coauthor of Aquatic Photosynthesis (Princeton). He lives in Princeton, New Jersey.
How the right business practices lead to the best results

The Process Matters

JOEL BROCKNER

In business we live in a results-oriented world. Our focus on growth is laudable for its clarity but one of its downsides is that firms can lose sight of the process: how business gets done and the individuals or employees through which results are achieved. This leads to compromised decisions and unethical behavior. It matters not just what we accomplish but also how we accomplish it.

In The Process Matters, Joel Brockner shows that managers have to do more than just meet targets and goals. They have to reach those ends in the right ways—with input, consistency, and accountability—if they want to effectively lead and manage in their organizations. Brockner discusses what goes into the right process, how it leads to better outcomes, why it is easier said than done, and how to overcome obstacles along the way.

Brockner demonstrates that a high quality process often costs little, and may not even require a great deal of time. In light of these facts, he considers the puzzling question of why good business practice doesn’t happen more often. Brockner draws from various real-life workplace examples—from Jay Leno’s departure (twice) from his TV show, to the improvement of shooting accuracy in the U.S. Navy, to the surprising results of layoffs in Canada. He also factors in a wide swath of studies to examine such issues as the importance of perceived fairness in the process, the management of organizational change, and instilling a strong sense of self in those involved in decisions—in short, the ways that managers can bring out the best in their people.

Relevant to anyone who is in a managerial position—from the CEO on down—The Process Matters proves that seemingly simple differences in process can go a long way.

Joel Brockner is the Phillip Hettleman Professor of Business at the Columbia Business School. He is the author of A Contemporary Look at Organizational Justice: Multiplying Insult Times Injury and Self-Esteem at Work, and the coauthor of Entrapment in Escalating Conflicts.
On April 6, 1922, in Paris, Albert Einstein and Henri Bergson publicly debated the nature of time. Einstein considered Bergson’s theory of time to be a soft, psychological notion, irreconcilable with the quantitative realities of physics. Bergson, who gained fame as a philosopher by showing how time should not be understood exclusively through the lens of science, criticized Einstein’s theory of time for being a metaphysics grafted on to science, one that ignored the intuitive aspects of time. The Physicist and the Philosopher tells the remarkable story of how this explosive debate transformed our understanding of time and forced a rift between science and the humanities that persists today.

Jimena Canales introduces readers to the revolutionary ideas of Einstein and Bergson, describes how they dramatically collided in Paris, and traces how this clash of worldviews reverberated across the twentieth century. She shows how it provoked responses from figures such as Bertrand Russell and Martin Heidegger, and carried repercussions for American pragmatism, logical positivism, phenomenology, and quantum mechanics. Canales explains how the new technologies of the period—such as wristwatches, radio, and film—helped to shape people’s conceptions of time and further polarized the public debate. She discusses how, towards the end of their lives, they each reflected on his rival’s legacy, during the Nazi occupation of Paris and in the context of the first hydrogen bomb explosion.

The Physicist and the Philosopher reveals how scientific truth was placed on trial in a divided century marked by a new sense of time.

Jimena Canales holds the Thomas M. Siebel Chair in the History of Science at the University of Illinois, Urbana-Champaign. She is the author of A Tenth of a Second: A History.
How Propaganda Works

JASON STANLEY

Our democracy today is fraught with political campaigns, lobbyists, liberal media, and Fox News, all using language to influence the way we think and reason about public issues. Even so, many of us believe that propaganda and manipulation aren’t problems for us—not in the way they were for the totalitarian societies of the mid-twentieth century. In How Propaganda Works, Jason Stanley demonstrates that more attention needs to be paid. Stanley examines how propaganda operates subtly, how it undermines democracy—particularly the ideals of democratic deliberation and equality—and how it has damaged democracies of the past.

Focusing on the shortcomings of liberal democratic states, Stanley provides a historically grounded introduction to democratic political theory as a window into the misuse of democratic vocabulary for propaganda’s selfish purposes. He lays out historical examples, such as the restructuring of the American public school system at the turn of the twentieth century, to explore how the language of democracy is sometimes used to mask an undemocratic reality. Drawing from a range of sources, including feminist theory, critical race theory, epistemology, formal semantics, educational theory, and social and cognitive psychology, he explains how the manipulative and hypocritical declaration of flawed beliefs and ideologies fosters inequalities in society, such as the racial injustices that commonly occur in the United States.

How Propaganda Works shows that an understanding of propaganda and its mechanisms is essential for the preservation and protection of liberal democracies everywhere.

Jason Stanley is professor of philosophy at Yale University. He is the author of Knowledge and Practical Interests, Language in Context, and Know How.
Teaching Plato in Palestine
Philosophy in a Divided World

CARLOS FRAENKEL
Foreword by Michael Walzer

Teaching Plato in Palestine is part intellectual travelogue, part plea for integrating philosophy into our personal and public life. Philosophical toolkit in tow, Carlos Fraenkel invites readers on a tour around the world as he meets students at Palestinian and Indonesian universities, lapsed Hasidic Jews in New York, teenagers from poor neighborhoods in Brazil, and the descendants of Iroquois warriors in Canada. They turn to Plato and Aristotle, al-Ghazālī and Maimonides, Spinoza and Nietzsche for help to tackle big questions: Does God exist? Is piety worth it? Can violence be justified? What is social justice and how can we get there? Who should rule? And how shall we deal with the legacy of colonialism? Fraenkel shows how useful the tools of philosophy can be—particularly in places fraught with conflict—to clarify such questions and explore answers to them. In the course of the discussions, different viewpoints often clash. That’s a good thing, Fraenkel argues, as long as we turn our disagreements on moral, religious, and philosophical issues into what he calls a “culture of debate.” Conceived as a joint search for the truth, a culture of debate gives us a chance to examine the beliefs and values we were brought up with and often take for granted. It won’t lead to easy answers, Fraenkel admits, but debate, if philosophically nuanced, is more attractive than either forcing our views on others or becoming mired in multicultural complacency and behaving as if differences didn’t matter at all.

Carlos Fraenkel teaches philosophy and religion at the University of Oxford and McGill University in Montreal. He is the author of Philosophical Religions from Plato to Spinoza and his writing has appeared in the New York Times, the Nation, the London Review of Books, and the Times Literary Supplement, among other publications.

MAY
Cloth $27.95 978-0-691-15103-8
304 pages. 5 1/2 x 8 1/2.

PHILOSOPHY | POLITICS
In-Your-Face Politics
The Consequences of Uncivil Media

DIANA C. MUTZ

Americans are disgusted with watching politicians screaming and yelling at one another on television. But does all the noise really make a difference? Drawing on numerous studies, Diana Mutz provides the first comprehensive look at the consequences of in-your-face politics. This book contradicts the conventional wisdom by documenting both the benefits and the drawbacks of in-your-face media.

Diana C. Mutz is the Samuel A. Stouffer Professor of Political Science and Communication at the University of Pennsylvania where she serves as director of the Institute for the Study of Citizens and Politics at the Annenberg Public Policy Center. Her books include Population-Based Survey Experiments (Princeton), Hearing the Other Side, and Impersonal Influence.

APRIL
Cloth $29.95 978-0-691-16511-0
312 pages. 46 line illus. 2 tables. 6 x 9.
POLITICAL SCIENCE | MEDIA STUDIES

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LICENSES: A previous book by the author has been translated into Korean

Strangers No More
Immigration and the Challenges of Integration in North America and Western Europe

RICHARD ALBA & NANCY FONER

Strangers No More is the first book to compare immigrant integration in six key Western countries. Focusing on low-status newcomers and their children, it examines how they are making their way in four critical European countries—France, Germany, Great Britain, and the Netherlands—and, across the Atlantic, in the United States and Canada. This systematic, data-rich comparison reveals their progress and barriers they face in an array of institutions—from labor markets and neighborhoods to educational and political systems—and considers the controversial questions of religion, race, identity, and intermarriage.

Richard Alba is Distinguished Professor of Sociology at the Graduate Center of the City University of New York. His books include Blurring the Color Line and Remaking the American Mainstream. Nancy Foner is Distinguished Professor of Sociology at Hunter College and the Graduate Center of the City University of New York. Her books include From Ellis Island to JFK and In a New Land.

MAY
Cloth $35.00 978-0-691-16107-5
320 pages. 5 line illus. 15 tables. 6 x 9.
SOCIOLOGY | POLITICS

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The remarkable properties of the numbers one through nine

The numbers one through nine have remarkable mathematical properties and characteristics. For instance, why do eight perfect card shuffles leave a standard deck of cards unchanged? Are there really “six degrees of separation” between all pairs of people? And how can any map need only four colors to ensure that no regions of the same color touch? In Single Digits, Marc Chamberland takes readers on a fascinating exploration of small numbers, from one to nine, looking at their history, applications, and connections to various areas of mathematics, including number theory, geometry, chaos theory, numerical analysis, and mathematical physics.

Each chapter focuses on a single digit, beginning with easy concepts that become more advanced as the chapter progresses. Chamberland covers vast numerical territory, such as illustrating the ways that the number three connects to chaos theory, an unsolved problem involving Egyptian fractions, the number of guards needed to protect an art gallery, and problematic election results. He considers the role of the number seven in matrix multiplication, the Transylvania lottery, synchronizing signals, and hearing the shape of a drum. Throughout, he introduces readers to an array of puzzles, such as perfect squares, the four hats problem, Strassen multiplication, Catalan’s conjecture, and so much more. The book’s short sections can be read independently and digested in bite-sized chunks—especially good for learning about the Ham Sandwich Theorem and the Pizza Theorem.

Appealing to high school and college students, professional mathematicians, and those mesmerized by patterns, this book shows that single digits offer a plethora of possibilities that readers can count on.

Marc Chamberland is the Myra Steele Professor of Natural Science and Mathematics at Grinnell College. Chamberland is the creator of the YouTube channel Tipping Point Math, which strives to make mathematics accessible to everyone.
Tantalizing math puzzles and cooking recipes that show how mathematical thinking is like the culinary arts

The Proof and the Pudding
What Mathematicians, Cooks, and You Have in Common

JIM HENLE

“The Proof and the Pudding challenges mathematicians to be chefs and chefs to be mathematicians. Using a pencil in his mathematical kitchen, Henle explores the natural connections between mathematics and cooking and reveals how both can be creative, fun, and memorable. So pull up a plate and enjoy helping after helping of insight into gastronomy, math, and problem solving.”
—Tim Chartier, author of Math Bytes

Tie on your apron and step into Jim Henle’s kitchen as he demonstrates how two equally savory pursuits—cooking and mathematics—have more in common than you realize. A tasty dish for gourmets of popular math, The Proof and the Pudding offers a witty and flavorful blend of mathematical treats and gastronomic delights that reveal how life in the mathematical world is tantalizingly similar to life in the kitchen.

Take a tricky Sudoku puzzle and a cake that fell. Henle shows you that the best way to deal with cooking disasters is also the best way to solve math problems. Or take an L-shaped billiard table and a sudden desire for Italian potstickers. He explains how preferring geometry over algebra (or algebra over geometry) is just like preferring a California roll to chicken tikka masala. Do you want to know why playfulness is rampant in math and cooking? Or how to turn stinky cheese into an awesome ice cream treat? It’s all here: original math and original recipes plus the mathematical equivalents of vegetarianism, Asian fusion, and celebrity chefs.

Pleasurable and lighthearted, The Proof and the Pudding is a feast for the intellect as well as the palate.

One Day in the Life of the English Language
A Microcosmic Usage Handbook

FRANK L. CIOFFI

“One Day in the Life of the English Language is a welcome departure from a vast majority of grammar handbooks. Cioffi suggests that instead of memorizing tons of rules about sentence structure, students should internalize how sentences work—and with the motivation he gives, students have the incentive to want to write well. I truly love this book.”

—Elizabethada A. Wright, University of Minnesota

Generations of student writers have been subjected to usage handbooks that proclaim, “This is the correct form. Learn it”: books that lay out a grammar, but don’t inspire students to use it. By contrast, this anti-handbook handbook, presenting some three hundred example sentences drawn from the printed works of a single, typical day in the life of the language—December 29, 2008—tries to persuade readers that good grammar and usage matter.

Using real-world sentences rather than invented ones, One Day in the Life of the English Language gives students the motivation to apply grammatical principles correctly and efficiently. Frank Cioffi argues that proper form undergirds effective communication and ultimately even makes society work more smoothly, while nonstandard English often marginalizes or stigmatizes a writer. He emphasizes the evolving nature of English usage and debunks some cherished but flawed grammar precepts. Is it acceptable to end a sentence with a preposition? It is. Can you start a sentence with a conjunction? You can. OK to split an infinitive? No problem.

A grammar and usage handbook like no other, One Day in the Life of the English Language features accessible chapters divided into “Fundamentals,” “Fine Tuning,” and “Deep Focus,” allowing readers to select a level most suited to their needs. It also includes a glossary, a teachers’ guide, and a section refuting some myths about digital-age English.

Frank L. Cioffi is professor of English at Baruch College, CUNY, and the CUNY Graduate Center, and an associate at Bard College’s Institute for Writing and Thinking. His books include The Imaginative Argument: A Practical Manifesto for Writers (Princeton).

APRIL
Cloth $24.95 978-0-691-16507-3
392 pages. 7 line illus. 5 x 7.
WRITING | REFERENCE
Locus of Authority
The Evolution of Faculty Roles in the Governance of Higher Education

WILLIAM G. BOWEN & EUGENE M. TOBIN

Locus of Authority argues that every issue facing today’s colleges and universities, from stagnant degree completion rates to worrisome cost increases, is exacerbated by a century-old system of governance that desperately requires change. While prior studies have focused on boards of trustees and presidents, few have looked at the place of faculty within the governance system. Specifically addressing faculty roles in this structure, William Bowen and Eugene Tobin ask: do higher education institutions have what it takes to reform effectively from within?

William G. Bowen is president emeritus of the Andrew W. Mellon Foundation and Princeton University. He is also founding chairman of Ithaka Harbors, Inc.

Eugene M. Tobin is senior program officer for higher education and scholarship in the humanities at the Andrew W. Mellon Foundation and a former president of Hamilton College.

Copublished with ITHAKA

FEBRUARY
Cloth $29.95 978-0-691-16642-1
448 pages. 2 line illus. 5 1/2 x 8 1/2.
EDUCATION | PUBLIC POLICY

RIGHTS: Translation rights available
LICENSES: Previous books by the author have been translated into Chinese simplified (China CITIC, Shanghai University of Finance and Economics Publishing House and Higher Education Press), Portuguese (Candido Mendes)

Too Hot to Handle
A Global History of Sex Education

JONATHAN ZIMMERMAN

Too Hot to Handle is the first truly international history of sex education. As Jonathan Zimmerman shows, the controversial subject began in the West and spread steadily around the world over the past century. As people crossed borders, however, they also joined hands to block sex education from most of their classrooms. Examining key players who supported and opposed the sex education movement, Zimmerman takes a close look at one of the most debated and divisive hallmarks of modern schooling.


MARCH
Cloth $29.95 978-0-691-14310-1
288 pages. 5 1/2 x 8 1/2.
HISTORY | EDUCATION

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MANUSCRIPT: Available
PERMISSIONS: No permissions required
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.

Cloth $29.95T 978-0-691-16111-2
2014. 376 pages. 2 line illus. 3 tables. 6 x 9.
PSYCHOLOGY | POLITICS

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The Social Life of Money

NIGEL DODD

“In this brilliant and exuberant book the reader is treated to a veritable feast of theories of money. The author explores not only what economists have said on money but also literary authors, philosophers, and utopians. The result is a fantastic cornucopia of ideas.”
—Richard Swedberg, Cornell University

Cloth $35.00S 978-0-691-14142-8
2014. 456 pages. 1 line illus. 6 x 9.
SOCIOLOGY | ECONOMICS

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The Copyright Wars

Three Centuries of Trans-Atlantic Battle

PETER BALDWIN

“From Kant and Fichte to Wikipedia’s protest shutdown and the Swedish Pirate Party, and from international copyright in the Confederacy to moral rights in Fascist Italy, Baldwin offers a riveting historical account of copyright in the Anglo-American and Continental European spheres that becomes an indispensable guide to understanding today’s struggles over copyright and international trade treaties.”
—Yochai Benkler, Harvard Law School

Cloth $35.00T 978-0-691-16182-2
2014. 552 pages. 6 x 9.
HISTORY | LAW

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Do Zombies Dream of Undead Sheep?
A Neuroscientific View of the Zombie Brain

TIMOTHY VERSTYNEN & BRADLEY VOYTEK

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.

Cloth $19.95T 978-0-691-15728-3
2014. 272 pages. 16 line illus. 5 1/2 x 8 1/2.
POPULAR SCIENCE | COGNITIVE SCIENCE

The Cosmic Cocktail
Three Parts Dark Matter

KATHERINE FREESE

The ordinary atoms that make up the known universe—from our bodies and the air we breathe to the planets and stars—constitute only 5 percent of all matter and energy in the cosmos. The rest is known as dark matter and dark energy, because their precise identities are unknown. *The Cosmic Cocktail* is the inside story of the epic quest to solve one of the most compelling enigmas of modern science—what is the universe made of?—told by one of today’s foremost pioneers in the study of dark matter.

Science Essentials
Cloth $29.95T 978-0-691-15335-3
2014. 272 pages. 15 color illus. 42 halftones. 31 line illus. 6 x 9.
POPULAR SCIENCE | PHYSICS

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