

# THE STUART AGENCY

## Rights Guide

### Projects already sold and in various stages of completion

#### *Uncontrollable Urge: The Secret Life of Mark Mothersbaugh*

By Mark Mothersbaugh with Mark Dery

(Hanover Square Press, 2023; translation rights with agent)

Material available: proposal

Mark Mothersbaugh is one of pop music’s most radically original talents and unapologetically subversive visionaries. The cofounder and face of the iconic punk group Devo, Mothersbaugh is also one of Hollywood’s most in-demand composers, tapped for major productions such as “The Lego Movie,” “Thor,” and Wes Anderson films such as “Rushmore,” “The Royal Tenenbaums,” and “The Life Aquatic.” Further, he is a prodigious visual artist whose artwork and sculptures have been featured in museums and galleries across the country.

It’s time, he’s decided, to open the trap door of the Mothersbaugh unconscious: to expound his philosophy—the punk-Surrealist, geek-Dada view of art, life, and American society that drives one of the most bracingly original avant-pop artists of our time—and to do it in his own unflinchingly honest way.

Written in collaboration with the biographer and arts journalist Mark Dery and stunningly illustrated with Mothersbaugh’s comic-grotesque postcard art, *Uncontrollable Urge* will be an appropriately Devo-esque memoir blurring the line between secret life and shared history, personal myth and autobiographical truth. Uproarious, poignant, painful, and uncompromisingly original, *Uncontrollable Urge* will brim with insights into art, life, creativity, and the dreams (and nightmares) that fuel Mothersbaugh’s obsessive output. In its pages, we’ll come face to face with an unseen side of one of pop music’s true mutants and most innovative, influential figures.

Told in a voice that is part confidante, part creative polymath, part anthropologist from Mars wryly observing the human condition, *Uncontrollable Urge* will trawl the depths of the Mothersbaugh psyche in search of devolutionary wisdom: drily funny observations on celebrity, Hollywood, and the rock-star life; sharply observed critiques of American society from the ‘60’s till now; invaluable

insights into the creative process and the artistic mind; and more than a few painfully close-to-the-bone moments where Mothersbaugh takes the scalpel-sharp attitude that made Devo's satire so effective and turns it on himself.

Mark Mothersbaugh is a born raconteur with a bottomless grab bag of stories. He'll take readers through some of his more memorable experiences, such as smoking Angel Dust with Michael Jackson at Studio 54, or the time the German fashion model he was dating turned out to be a member of the Baader-Meinhof Gang, or the time Richard Branson tried to have Devo recruit Johnny Rotten to be their lead singer by sending them all to Jamaica. [Spoiler alert: things didn't end well.] Each chapter will be enlivened by stranger-than-fiction stories like these, some hilarious, some unsettling, some profoundly moving. We'll meet cultural icons such as David Bowie, Brian Eno, Wes Anderson, Pee-wee Herman, Neil Young, John Lennon, Timothy Leary, William S. Burroughs, and many others.

*Uncontrollable Urge* will touch on themes that recur in Mothersbaugh's song lyrics, visual art, writing, and conversation—universal themes that will resonate powerfully with readers: creativity, and how to unlock it. Music, and what it means, and how he makes it. Childhood, and how to remain childlike without being childish. The soul-shriving cost of the conformity society demands. Being an outsider. Being bullied. Being midwestern. The de-evolutionary spiral of Trump's America. The compulsory positivity of American culture and the David Lynchian darkness it conceals. Sex, and sexual frustration. Religion. The seductions—and isolating, soul-killing downside—of technology. The politics of satire, and the radical uses of irony (in a country where “authenticity” and “relatability” are fetishized and irony is weaponized, increasingly by far-right social-media influencers and trolls-turned-politicians).

Enriched with surreal, provocative artwork that perfectly embodies Mark's singular vision of the world, *Uncontrollable Urge* will be a memoir like no other, the literary electroencephalogram of one of pop's greatest *enfant terribles*.

With its engrossing storytelling, insights into the creative process, and intimate encounters with household names who, like the author, have changed pop culture, *Uncontrollable Urge*'s appeal will reach far beyond Devo's fervent fandom to engage the broad readership that propelled rock-star confessionals like *Girl in a Band* by Kim Gordon, Debbie Harry's *Face It*, Dave Grohl's *The Storyteller*, Flea's *Acid for the Children*, as well as cerebral musings like David Byrne's *How Music Works* and *Accidentally Wes Anderson* by Wally Koval, onto the bestseller lists. Furthermore, Mark will be able to access his formidable Rolodex of music and Hollywood luminaries to help promote the project.

**Mark Mothersbaugh** is the co-founder, lead singer, and pioneering keyboardist of the legendary New Wave band Devo. Devo's influence has reverberated through successive waves of post-punk, math-rock, and electronica

bands. Mothersbaugh has reinvented himself as one of Hollywood's most prolific yet instantly identifiable composers. Through Mutato Muzika, the multimedia company he founded in 1989, he has scored hundreds of commercials, including spots for Apple, Target, Hummer, Sprint, and Mastercard, along with countless movies and TV shows, including *Tiger King*, *Cloudy with a Chance of Meatballs*, *Rushmore*, *The Royal Tenenbaums*, *The Life Aquatic*, *Pee-wee's Playhouse*, and the *Rugrats* television, stage, and film franchise. Among the videogames he's created music for are *Jak and Daxter*, *The Sims 2*, and *Frogger: Ancient Shadows*. **Mark Dery** is a cultural critic, music journalist, and the author of four books, including *Born to Be Posthumous: The Eccentric Life and Mysterious Genius of Edward Gorey* (Little, Brown, 2019), *The Pyrotechnic Insanitarium* (Grove Atlantic, 1999) and *Escape Velocity* (Grove Atlantic, 1998). He has taught journalism at NYU and aesthetics at the Yale School of Art. His byline has appeared in a broad range of publications, including *The New York Times Magazine*, *New York*, *Rolling Stone*, *Elle*, *Bookforum*, *The Daily Beast*, *Salon*, *Wired*, *The Washington Post*, *The Chicago Tribune*, *LitHub*, and *The LA Review of Books*.

## ***Cloud Empires: How Digital Platforms are Taking Over the State and How We Can Regain Control***

By Vili Lehdonvirta

(MIT Press, 2022; rights sold in Italy; remaining translation rights with agent)

Material available: Fully edited manuscript

The rise of the digital platform over the last two decades is one of the most transformative economic and political developments in recent history. Companies like Amazon, Apple, Ebay and Upwork have assumed many of the functions of the state: The majority of all ecommerce spending in the United States goes through Amazon. Ebay resolves more disputes in a year than the entire US court system; international technology contractors rely on Upwork—not the government—to enforce payment terms against defaulting clients. In effect, we are increasingly beholden to the economic, juridical, and social mandates of privately-owned companies that function as states without any democratic accountability. Could the Internet really step in and fulfil the functions of the nation state? And how can we ensure that it serves the common good?

Oxford Professor Vili Lehdonvirta is an internationally renowned scholar in the field of economic sociology who studies the social and economic dimensions of new information technologies around the world. Based on years of research, ***Cloud Empires*** shows the history of where digital platforms came from, the social science of how they are dominating us, and the future of how they can be governed. The book will be the definitive account of the digital platform as a new type of institution that orders our lives and challenges the state.

The book is based on original academic research collected by the author's research group in multiple projects over the past six years. Each chapter is built around the story of a pioneer who helped to build—or resist—some aspect of this new order, and whose story helps to illustrate it. Protagonists range from household names like Amazon's Jeff Bezos to unsung heroes like Turker Nation's Kristy Milland. Each chapter also introduces a fundamental social science theory like reciprocity or collective action to explain why events often played out contrary to how the protagonists expected. Together the chapters form a grand narrative of netizens fighting a battle for prosperity and freedom against unaccountable corporate and government powers—with highs and lows, and a climax at the second part's end.

In ***Cloud Empires***, Lehdonvirta zooms out from present-day hype and dysforia around technology to situate digital platforms as part of a long history of institutional transformation that has shaped and reshaped societies and economies. From this vantage point, he invites us to question some of our most fundamental

assumptions about society and economic and political organization. Though we can hardly imagine any other way of organizing society today, the nation state is a relatively recent innovation, born out of the wars of 18th- and 19th-century Europe. At other times and in other places social order has taken very different forms, and we are witnessing the emergence of a new order through the digital platform.

Lehdonvirta argues that while digital platforms govern through the tools of traditional statecraft—surveillance, central planning, rule-making, punishment, exclusion—they increasingly resemble futuristic city states run by medieval despots. Like feudal lords of physical domains, once they have established their dominance, the giants begin extracting rents. They hike up the “taxes” or fees they exact from their subjects, even as they avoid paying taxes of their own. They practice nepotism, enforcing rules selectively and tilting the playing field in favour of friends. And they outright steal profitable businesses from their subjects, as Amazon does when it identifies the most successful products through its surveillance and ensures that its own copies appear in searches first.

*Cloud Empires*’ argument is extremely timely today, as the pandemic tests our faith in government, and leaves us even more reliant on digital platforms for work, leisure, and basic necessities, causing us to wonder who is truly in charge. By placing the digital platform in the proper historical and economic frameworks, the book offers a roadmap for how citizens and states can regain democratic control over these behemoths.

People are increasingly aware of the colossal power that platforms hold over our economies and our lives, and this book aims to be the definitive account of how this happened, what its historical significance is, and what we can do about it. As such, it will speak to readers of bestsellers such as *The Age of Surveillance Capitalism* by Shoshanna Zuboff, *The Attention Merchants* by Tim Wu, *Weapons of Math Destruction* by Cathy O’Neill and *Don’t Be Evil* by Rana Farooq.

Vili Lehdonvirta is an Associate Professor and Senior Research Fellow at the Oxford Internet Institute, University of Oxford, as well as an associate member of the Department of Sociology, Oxford, a Hugh Price Fellow of Jesus College, Oxford, and a Fellow of the Alan Turing Institute, London. His work has been published in leading academic journals, and his findings have been covered by the *Washington Post*, *New York Times*, *Financial Times*, *Guardian*, *Nikkei Shimbun*, *Le Monde*, *Die Zeit*, and other major newspapers around the world. Previously he worked at the London School of Economics, the University of Tokyo, and the Helsinki Institute for Information Technology. Before his academic career, Lehdonvirta worked as a software developer. He frequently advises policy makers and international organizations around the world on digital policy issues. Recent appointments include the European Commission’s Expert Group on the

Online Platform Economy and the High-Level Expert Group on Digital Transformation and EU Labour Markets.

***In Touch with the Universe:  
The Untold Story of How Force Shapes the Universe***

By Henry Petroski

(Yale University Press, 2022; rights sold in China and Korea; remaining translation rights with agent)

Material available: Fully edited manuscript

Henry Petroski is a former professor of civil engineering at Duke and the acclaimed author of books that have sold cumulatively close to a million copies. He has written about everything from the invention of paper clips, pencils and the zipper to the role of engineering in our lives, and is known for his ability to explain the rich science and history that inform the objects of our daily lives.

In his new book, Dr. Petroski trains his eye on one of the most elemental, yet unexamined, topics: our experience of physical force in our daily lives, whether in the form of opening a door, shaking a hand, touching a keyboard, or walking. Force, as manifested in our sense of touch, is a unifying principle, metaphor, and meme that pervades the human experience.

***In Touch with the Universe*** draws from various disciplines—engineering and science, medicine and psychology, philosophy and history, architecture and art, drama and poetry – to explore how humans experience physical forces on an everyday level and explain how the concept and reality of force has shaped our society, culture and our inner lives. By thinking about how we experience force in the context of our everyday activities, we can gain an intimate understanding of its nature and so better appreciate how it can and has been tamed and harnessed for our use and pleasure.

This book reveals a secret history of our world through the new lens of force, providing surprising insights into familiar phenomena. It explains the mysterious, disorienting, and paradoxical behavior of systems as different as a spool of thread, a high-speed elevator, and a ride at a county fair. A consideration of the abnormalities of force leads into such areas as sensory deprivation and medical pathologies to prove the thesis that the concept and reality of force provides insight into all sorts of intra- and interpersonal interactions. The book reveals untold and surprising ways that the science behind touch and forces has shaped our everyday experience of the world. It will relate, among other things, how Newton’s law of equal and opposite forces enabled Roger Babson to predict the stock market crash of 1929; how a tall building or unstable bridge “feels” and “reacts” when

confronted with forces; how engineers test the physiological effects of tall buildings and elevators on human subjects; the physics of pizza boxes.

This book reveals the importance of the sensation and experience of touch. The scourge of Covid and the increasing digitization of all aspects of our world have curtailed one of the most fundamental senses of being human. We may have a personal subjective sense of what it means to have feelings for someone, but do we have objective knowledge of what it means to touch *something*, and how that may affect the way we think about the physical world? And, by extension, how does this affect the way we think about the metaphysical world embodied in emotion, imagination, art, science, and culture generally? What are we losing as we move steadily toward an increasingly touchless society? These are among the questions for which this book offers answers.

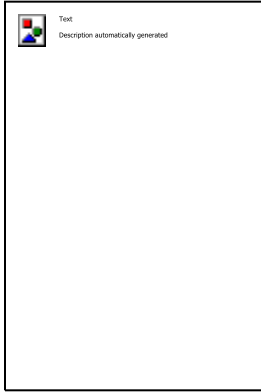
A work of stunning erudition and acute insight, *In Touch with the Universe* will make us think in an entirely new way about our place in the physical world.

As it reflects on the role that force plays in our understanding of the world, *In Touch with the Universe* follows in the tradition of other “secret histories” that use an interdisciplinary approach to offer counterintuitive realities of the seemingly obvious and reveal the underlying dynamics of our world. These include bestsellers such as *Sapiens: A Brief History of Humankind* by Yuval Noah Harari (Harper, 2017), *Breath: The New Science of a Lost Art* by James Nestor (Riverhead, 2020), *A History of the World in 100 Objects* by Neil MacGregor (Penguin, 2013) and *Shop Class as Soul Craft: An Inquiry into the Value of Work*, by Matthew B. Crawford (Penguin Press, 2009).

Henry Petroski’s nonfiction trade books include *The Pencil* (Knopf), *The Evolution of Useful Things* (Knopf), and *To Engineer Is Human: The Role of Failure in Successful Design* (St. Martin’s / Vintage paperback). He is the author of many articles in magazines and newspapers, including the *New York Times*, *Washington Post*, *Wall Street Journal*, *Los Angeles Times*, and elsewhere. He writes a regular column for *American Scientist* and *Prism* magazine. He has been profiled in the *New York Times*, *U.S. News and World Report*, and many other magazines and newspapers, and has appeared on NPR’s *Diane Rehm Show*, *All Things Considered*, *Science Friday*, NBC’s *Today Show*, and on shows on the Discovery Channel and History Channel.



***The Behavioral Code: The Hidden Ways the Law Makes Us Better or Worse***  
By Benjamin Van Rooij and Adam Fine  
(Beacon, 2021; rights have been sold in Japan, Russia, Taiwan and China;  
remaining translation rights with agent)



Material available: Finished book

***Freakonomics* for the law—the revolutionary behavioral science insights into how the law fails to reduce misbehavior.**

Why do some laws radically change behavior whereas others are consistently ignored and routinely broken? Why do we keep relying on harsh punishment against crime even though it continues to fail?

Professors Benjamin van Rooij and Adam Fine present the first accessible analysis of *behavioral jurisprudence*, which will fundamentally alter how we understand the connection between law and human behavior. Drawing upon decades of research, the authors reveal the behavioral code: the root causes and hidden forces that drive human behavior and our responses to society's laws.

*The Behavioral Code* offers a necessary and different approach to battling crime and injustice that is based in understanding the science of human misconduct—rather than relying on punishment to shape behavior. The book will show how this code affects all of us using illustrative examples like:

- Park rangers in Arizona's Petrified Forest who worked with social psychologists to reduce theft—beginning by throwing out “no stealing” signs

- German walls that “pee back” at public urinals
- A \$2.3 billion legal settlement against Pfizer that revealed how whistleblower protections fail to reduce corporate malfeasance
- NYC subway ads that reduced manspreading
- How Richmond, California, reduced gun violence by offering young firearm offenders \$1,000 monthly rewards for good behavior

Revelatory and counterintuitive, *The Behavioral Code* catalyzes the conversation about how the law can effectively improve human conduct and respond to some of our most pressing issues today, from police misconduct to corporate malfeasance.

“A fascinating book with crucial implications—from the successes and dysfunctions of entire societies to our own everyday behavior.”

—Robert M. Sapolsky, author of *Behave*

“This brilliant and foundational text, beautifully written and compelling, will launch a long-needed movement. . . . The current system is deeply unjust; this book points a clear way to making it much more just.”

—Lawrence Lessig, Roy L. Furman Professor of Law and Leadership, Harvard Law School

“An excellent and urgent reminder of how behavioral science is essential to our understanding of law.”

—Robert B. Cialdini, author of *Influence* and *Pre-Suasion*

“Accessible, timely, and compelling, *The Behavioral Code* explores the vast literature concerning punishment and provides a blueprint for reforming the criminal justice system.”

—Erwin Chemerinsky, dean, UC Berkeley School of Law

“Through fresh and fascinating analysis, *The Behavioral Code* has the potential to lead policymakers to make wiser decisions to pass laws that make the most sense given how humans actually behave.”

—Max H. Bazerman, author of *Better, Not Perfect* and *Blind Spots*

“If you’ve ever dreamed of a legal system that’s informed by behavioral science, this book could very well move us one step closer to making your dream a reality.”

—Adam Grant, author of *Think Again* and host of the TED podcast *WorkLife*

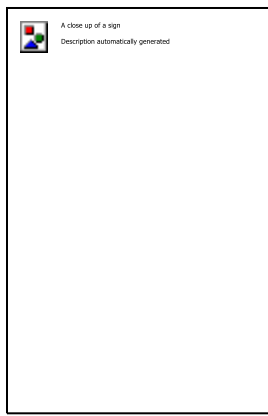
The book will speak to readers of bestselling titles on behavioral science, criminal justice, and policy issues including Daniel Kahneman's *Thinking, Fast and Slow*, Cass Sunstein and Richard Thaler's *Nudge*, Dan Ariely's *Predictably Irrational*, Daniel Pink's *Drive*, Robert Sapolsky's *Behave*, Michelle Alexander's *The New Jim Crow*, Bryan Stevenson's *Just Mercy*, Alice Goffman's *On the Run*, Brandon Garrett's *Too Big to Jail*, and Naomi Klein's *This Changes Everything*.

Benjamin van Rooij, PhD, is a Professor in Law and Society and Director of the Graduate School of Law at the University of Amsterdam and Global Professor of Law at the University of California Irvine (UCI). He is the director of the Graduate School of Law, at Amsterdam University, and the convener of ComplianceNet, an international network of leading compliance scholars across academic fields. His findings have been featured in leading academic journals as well as in the popular press, including the *New York Times*, *NPR*, and the *Huffington Post*. His research on law and behavior was awarded a highly competitive and prestigious 2 million-Euro grant by the European Research Council. Adam Fine is an Assistant Professor of Criminology & Criminal Justice as well as Law & Behavioral Sciences at Arizona State University. He began his career as a teacher in an adult prison before transitioning to teach in a school National Geographic called "America's Toughest High School." His work routinely appears in the top journals in psychology and law, developmental psychology, public policy, criminology, and criminal justice. He is a recent recipient of the American Psychological Foundation's "Visionary" honor.

## ***You Are What You Risk: The New Art and Science of Navigating an Uncertain World***

By Michele Wucker

(Pegasus, 2021; right have been sold in China, Russia and Taiwan; remaining translation rights with agent)



Material available: Finished book

Michele Wucker coined the term “Gray Rhino” as a metaphor for obvious risks that are neglected despite –and often because of— their size and likelihood. Her market-moving international bestseller, *The Gray Rhino: How to Recognize and Act on the Obvious Dangers We Face* (St. Martin’s, 2016) outlines a framework for avoiding preventable surprises. Translated into five languages, the book has sold well over 200,000 copies worldwide. China’s President, Xi Jinping including the book on his reading list, and senior economic officials have used the metaphor and framework to shape and communicate financial risk policies. Michele’s February 2019 TED Salon talk on gray rhinos was featured as a TED.com “Talk of the Day,” and has attracted more than 1.7 million views.

The international success of *The Gray Rhino* prompted Wucker to study the role that risk-taking plays in our world. What drives a sixty-four-year-old woman to hurl herself over Niagara Falls in a barrel? Why do young journalists risk their lives to tell the stories of strangers? Why do some people wait until the last minute to get to the airport while others get there earlier than they need to? Why do

entrepreneurs thrive in the face of uncertainty, even as many people cringe at the thought of leaving a stable nine-to-five job?

In *You Are What You Risk*, Wucker offers a bold new framework for understanding risk in our lives: why we avoid it, when we should embrace it, and how we can re-examine and re-shape our relationship with uncertainty, danger, and opportunity to live more productive and successful lives. Drawing on the stories of risk takers across cultures and generations, and integrating cross-disciplinary insights from economics, business and management, anthropology, sociology, and psychology, this ground-breaking, accessible book offers a completely new way to understand and face a changing world. The book shares insights, practical tools, and proven strategies that will help readers to seize ownership of and make better choices about risks big and small. It shows how the new science of risk personality is beginning to shape businesses and finance. It offers a path forward, drawing on examples of activists, businesses and countries seeking to create a healthy risk ecosystem that supports creativity, innovation, and entrepreneurship in communities, organizations, and the planet.

Wucker profiles the first blind man to walk across the South Pole, who later becomes paralyzed in a freak accident but then sets out to achieve a seemingly impossible goal; a Senegalese entrepreneur, sold to traffickers by her mother, who now teaches young women coding skills; an impact investment fund that takes a “from each according to their ability, to each according to their need” risk approach; a war correspondent who was imprisoned in Abu Ghraib and accused of being CIA after Saddam Hussein’s soldiers killed his colleague; a young woman who became sheriff of her Mexican town and stood up to the narcos after they decapitated her predecessor, and other fascinating people from all walks of life with varied relationships with risk.

Their stories, and the research that backs them up, help to answer important questions: Why are some people good at averting crises at work but a mess in their personal lives? Why are we more likely to take chances when we are part of a group than when on our own? How different are men and women, young and old, East and West, in the way we view the risks in our lives and how readily we confront and navigate risks? Are we born with our risk attitudes or do we pick them up along the way? What is the right amount of uncertainty to live with? The answers will surprise and challenge readers – and make them think and act differently.

Risk decisions have never been more crucial, particularly in a world where political turmoil, economic insecurity, technological transformation, and climate change have exposed us to unprecedented levels of vulnerability. Filled with practical tools and strategies, *You Are What You Risk* is a clarion call for a new approach to risk, urging readers to re-examine and re-shape our relationship with

uncertainty, danger, and opportunity. The book will appeal to readers of commercial and critical successes on decision-making and personal growth, such as Charles Duhigg's *The Power of Habit*, Daniel Kahneman's *Thinking Fast and Slow*, Adam Grant's *Originals* and Allison Schrager's *An Economist Walks Into a Brothel*.

Drawing on decades of experience in media and think tank management, turnarounds, and strategy, Michele helps leaders, organizations, and communities to identify and strategize responses to risks that are neglected despite—and all too often because of—their size and obviousness. She has been recognized as a Young Global Leader of the World Economic Forum and a Guggenheim Fellow, among other honors. Her first two books, *Lockout: Why America Keeps Getting Immigration Wrong When Our Prosperity Depends on Getting It Right* (Public Affairs, 2006) and *Why the Cocks Fight: Dominicans, Haitians, and the Struggle for Hispaniola* (1999) continue to influence policy debates. She speaks regularly on risk management, leadership, and macro strategy for high-level global audiences. Her past leadership positions include Vice President at The Chicago Council on Global Affairs and President of the New York-based World Policy Institute.

***Permanent Distortion: The Truth Behind Financial Domination, Perpetual Crisis and the Next Power Re-alignment***

By Nomi Prins

(Public Affairs, 2022; Japanese and Brazilian rights with agent; remaining translation rights with publisher)

Material available: Fully edited manuscript

***Permanent Distortion*** explains how the profound disconnect between the financial markets and the real economy emerged, and how this dynamic is reshaping the global economy and realigning power. The book exposes the Permanent Distortion abyss - how markets are breaking records while the real economy is drowning.

The book will navigate the critical points in between those two polarities, including how the concept of “free markets” is dead, how a political power shift is bringing in a new world order, why trade wars have only just begun, and why we’re in for more civil and social unrest, as a result. Nomi will explain how and why this Permanent Distortion happened and how governments and central banks not only refused to stop it, but enabled it. She’ll reveal how populism and isolationism were contributing factors and results of this Permanent Distortion and why these ‘isms’ that promised to fight globalism and the power of Wall Street in order to elevate working people – didn’t and won’t deliver.

In these chapters, she will provide examples of the different facets of Permanent Distortion sourced from people and conditions around the world. This book will prove that China turned away from domestic-focused growth and isolationism and used US-stoked trade wars to catapult itself into a true superpower; reveal why in Brazil the reliance on manufactured capital ignored the needs of people, and the resulting austerity programs crushed social service budgets; examine the connection between racial and economic tension in the US and domestic violence and economic insecurity in Mexico; reveal how the underlying global central bank money creating machine will lead to larger, future crises and systemic economic fractures as a new super power rises from the turmoil. To tell this story of epic disruption, the book will be based on first source analysis, reports and interviews, as well as on the ground reporting from spots around the world including the United States, and (travel bans permitting) Hong Kong, Brazil, Columbia, Mexico, France and the United Kingdom. It will show how each new 21st century crisis

will build upon the last, on an ever-greater amount of debt, assets bubbles and central bank aid.

***Permanent Distortion*** will foster a new world order for years to come. Nomi will explain that the only recourse is a reset of our entire approach to money and power in a manner that emphasizes the broad economy and its people, instead of the markets.

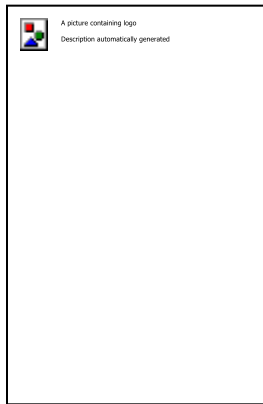
Nomi Prins is a journalist and Senior Fellow at Demos. She is the author of *All the Presidents' Bankers: The Hidden Alliances that Drive American Power* (Nation Books, 2014); *It Takes a Pillage: Behind the Bonuses, Bailouts and Backroom Deals from Washington to Wall Street* (Wiley, 2009) and *Other People's Money: The Corporate Mugging of America* (The New Press, 2004), a devastating exposé into corporate corruption, political collusion and Wall Street deception. *Other People's Money* was chosen as a Best Book of 2004 by *The Economist*, *Barron's* and *The Library Journal*. She is currently writing *Before* becoming a journalist, Nomi worked on Wall Street as a managing director at Goldman Sachs, and running the international analytics group at Bear Stearns in London. She has appeared on numerous TV; internationally on BBC World, BBC and Russian TV, and nationally on CNN, CNBC, MSNBC, ABC, CSPAN, Democracy Now, Fox and PBS. She has been featured on hundreds of radio shows globally including for CNNRadio, Marketplace, Air America, NPR, regional Pacifica stations, New Zealand, BBC, and Canadian Programming. Her writing has appeared in *The New York Times*, *Fortune*, *Newsday*, *Mother Jones*, *The Daily Beast*, *Newsweek*, *Slate.com*, *The Guardian UK*, *The Nation*, *The American Prospect*, *Alternet*, *La Vanguardia*, and other publications.



## ***The Quick Fix: Why Fad Psychology Can't Cure Our Social Ills***

By Jesse Singal

(FSG, 2021; rights have been sold in China; remaining UK and translation rights with agent)



Material available: Finished book

**An investigative journalist exposes the many holes in today's bestselling behavioral science, and argues that the trendy, TED-Talk-friendly psychological interventions that are so in vogue at the moment will never be enough to truly address social injustice and inequality.**

With their viral TED talks, bestselling books, and counter-intuitive remedies for complicated problems, psychologists and other social scientists have become the reigning thinkers of our time. Grit and “power posing” promised to help overcome entrenched inequalities in schools and the workplace; the Army spent hundreds of millions of dollars on a positive psychology intervention geared at preventing PTSD in its combat soldiers; and the implicit association test swept the nation on the strength of the claim that it can reveal unconscious biases and reduce racism in police departments and human resources departments.

But what if much of the science underlying these blockbuster ideas is dubious or fallacious? What if Americans' longstanding preference for simplistic self-help platitudes is exerting a pernicious influence on the way behavioral science is communicated and even funded, leading respected academics and the media

astray?

In *The Quick Fix*, Jesse Singal examines the most influential ideas of recent decades and the shaky science that supports them. He begins with the California legislator who introduced self-esteem into classrooms around the country in the 1980s and the Princeton political scientist who warned of an epidemic of youthful “superpredators” in the 1990s. In both cases, a much-touted idea had little basis in reality, but had a massive impact. Turning toward the explosive popularity of 21st-century social psychology, Singal examines the misleading appeal of entertaining lab results and critiques the idea that subtle unconscious cues shape our behavior. As he shows, today’s popular behavioral science emphasizes repairing, improving, and optimizing individuals rather than truly understanding and confronting the larger structural forces that drive social ills.

Like Anand Giridharadas’s *Winners Take All*, *The Quick Fix* is a fresh and powerful indictment of the thought leaders and influencers who cut corners as they sell the public half-baked solutions to problems that deserve more serious treatment.

"Singal’s analysis is . . . a quick fix for readers who want to be more enlightened and thoughtful consumers of psychological science. It is also a bracing reminder that social realms in which there are Big Problems—such as crime, education and poverty—are beyond the reach of fads and quick fixes, no matter how seductive." —**Sally Satel, *The Wall Street Journal***

"Jesse Singal is America’s best social science journalist. In this book he shows that addressing social problems is hard, there is no quick fix, and we psychologists will have to be more careful in our work and restrained in our claims. Singal focuses on social psychology, but this book is a great read for anyone who wants to understand and ameliorate social problems." —**Jonathan Haidt, professor at New York University—Stern School of Business, author of *The Righteous Mind*, and coauthor of *The Coddling of the American Mind***

"Meticulously investigated yet accessible . . . [Singal] takes the reader on a fascinating march through years of pop-psychology, revealing layer after layer of issues with concepts we’ve come to know — some of which are still quite popular." —**Pamela B. Paresky, *Psychology Today***

"An overdue and very well-executed look at how many of the problems in social psychology run deeper than just the replication crisis. [*The Quick Fix*] covers

topics of self-help books, posing and power, superpredators, bias tests, and much more." —**Tyler Cowen**, *Marginal Revolution*

"*The Quick Fix* is a great read, well-written in a lively style and aimed at general audiences . . . Even as a psychologist familiar with the replication crisis there are some deep dives here into a lot of important areas." —**Christopher J. Ferguson**, *Psychology Today*

"Jesse Singal is one of the smartest, fairest, and most skeptical writers around. He is somehow able to delve into complex matters, give every side its due, and still render judgment. And—most amazing of all—he's an awful lot of fun to read." —**Jonathan Chait**, columnist at *New York* magazine and author of *Audacity* and *The Big Con*

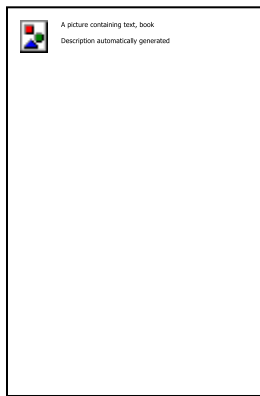
"Combining dry humor with forensic research, *The Quick Fix* is an absorbing account of how media-friendly but largely spurious self-help ideas came to dominate our thinking about society's most complex problems. Yet it left me feeling unexpectedly inspired: once you've been disabused of the notion that changing the world might be simple, you're better equipped for the messy, reality-based challenge of actually making a difference." —**Oliver Burkeman**, author of *Four Thousand Weeks: Time Management for Mortals*

Jesse Singal is contributing writer at *New York* and the former editor of the magazine's *Science of Us* online vertical, as well as the cohost of the podcast *Blocked and Reported*. His work has appeared in *The New York Times*, *The Atlantic*, *The Chronicle of Higher Education*, *Slate*, *The Daily Beast*, *The Boston Globe*, and other publications. He is a former Robert Bosch Foundation fellow in Berlin and holds a master's degree from Princeton University's School of Public and International Affairs.

## ***Civilized to Death: The Price of Progress***

By Christopher Ryan

(Simon & Schuster, 2019; rights have been sold in Japan, Korea, China, France, Spain, Russia, Italy, Turkey, Serbia, Bulgaria, Czech Republic, Lithuania and Slovakia; remaining translation rights with agent).



Material available: Finished book

Chris Ryan's new book, **Civilized to Death**, will build on the bestselling success of *Sex at Dawn*, yet will be even more provocative and ambitious in scope. The premise of the book is the fundamental question: Are modern humans, even the most fortunate among us, living significantly better lives than our pre-civilized ancestors?

The product of a decade's worth of research, **Civilized to Death** will answer these questions by exploring how far we've diverged from the life that our bodies and minds evolved to live, and the attendant consequences of this shift. Featuring a broad, multidisciplinary methodology that includes anthropology, archaeology, primatology, psychology, medicine, endocrinology, paleopathology and other disciplines, *Civilized to Death* will show how many modern phenomena, from the epidemics of cancer and diabetes, to divorce and depression and beyond, are direct results of our mistaken belief that we can ignore our evolutionary past, override our evolved designs, and short-circuit *our* innate predispositions.

Christopher Ryan, Ph.D. is a psychologist, teacher, and author. Together with Cacilda Jethá, M.D., he is a co-author of the *New York Times* best seller, *Sex at Dawn: The Prehistoric Origins of Modern Sexuality* (HarperCollins, 2010).

Based in Barcelona since the mid-1990s, Christopher has lectured at the University of Barcelona Medical School and consulted at various local hospitals. He speaks about human sexuality to audiences around the world (in both English and Spanish). His work has appeared in major newspapers and magazines in many languages, scholarly journals, and a text book used in medical schools and teaching hospitals throughout Spain and Latin America. He writes regularly for *Psychology Today* and the *Huffington Post*.

***The World's Laboratory: How California Engineered the Future***  
By Peter Westwick

(Oxford University Press, 2022; translation rights with agent)

Material available: Proposal

California is now the fifth-largest economy in the world—if it were a nation, it would be a world power—and much of that economic growth has been driven by technology. Societies around the world now look to it as a model of technological innovation and economic growth. The Golden State has been the world leader in not one high-tech industry but a whole slew of them: mining, oil, aerospace, biotech, and entertainment, in addition to the microelectronics, personal computing, and Internet sectors known collectively as Silicon Valley. California's technological fervor also helped make it one of the world's most productive farming regions and spawned global lifestyle-sports industries from surfing and skateboarding to rock-climbing and mountain biking.

*The World's Laboratory* is the story of how California became the global epicenter of high-tech innovation. Spanning two centuries, and covering industries ranging from agriculture to biotech, entertainment to plastic surgery, the book will highlight several key factors driving these knowledge economies: in particular, research universities, public investment, immigrant communities, a risk-taking culture, and cross-pollination in a rich high-tech ecology. By showing how California combined these ingredients to create a series of high-tech industries, this book will offer essential lessons about the opportunities and limits of technological dynamism.

As the book show, California became a high-tech powerhouse through its propagation of “knowledge economies”—that is, of economic sectors based on advanced science and engineering knowledge. Silicon Valley is usually presented as the prime example of a knowledge economy, but this book will demonstrate that California throughout its history has been characterized by a series of knowledge economies, long before Silicon Valley: from mining, oil, and agriculture to aerospace, entertainment, and biotech. Each drew on particular technical communities and developed particular forms of expertise.

This book will show how California's technologies developed by addressing seemingly simple questions. Why did a particular technology appear at a particular time and place? Why was Southern California the epicenter of the aerospace industry? Why is the entertainment industry identified with Hollywood? Why did biotech first flourish in the Bay Area? Why were certain types of infrastructure pursued and not others? Why did L.A. become a car-centered society? What factor

did California's creative, risk-tolerant, future-oriented, and footloose culture play in its technological development?

The book will explain the ways California benefited from immigrants bringing technological expertise, from Cornish and Chilean miners in the Gold Rush to European Jewish emigrés in Hollywood and South and East Asians in Silicon Valley and Silicon Beach. It will also show how technologies and tech-based industries reflected or reinforced racial discrimination, from Asians and Latinos in the mining industry to Blacks and Latinos in Silicon Valley. California science and technology also reveals gendered social roles: from the empowerment displayed by Rosie the Riveter (and her colleague, Rosita the Riveter) in the aircraft industry and by early aerospace "computresses," to the challenges faced by the first female undergraduates accepted at Caltech in the early 1970s, to the chauvinistic assumptions of today's "brogrammers" in Silicon Valley.

By unearthing the technological dimensions of every facet of the Golden State's development, *The World's Laboratory* offers a radical rethinking of the idea of California and its achievements. It will provide a cautionary tale about the substantial costs as well as benefits of high-tech innovation in the modern world. If California is, as Wallace Stegner wrote, "where the future will be made," we need to understand how it became the factory for the future and how that factory works.

A masterful work synthesizing original research with compelling narrative, this book will interest readers who want to understand the origins and influence of high-tech regions and the role of tech-based industry, culture and infrastructure in our world. It will speak to readers of Dan Senor and Saul Singer's *Start-Up Nation*, Margaret O'Mara's *The Code*, Edward Glaeser's *Triumph of the City*, and Richard Florida's *The Rise of the Creative Class*, as well as bestselling works that explored a particular region's broader influence, such as Craig Pittman's *Oh, Florida!* and Mike Davis' *City of Quartz*.

Peter Westwick is the author of *Stealth: The Secret Contest to Invent Invisible Aircraft* (Oxford University Press, 2020), *The World in the Curl: An Unconventional History of Surfing*, co-authored with Peter Neushul (Random House/Crown, 2013), *Into the Black: JPL and the American Space Program, 1976-2004* (Yale University Press, 2007), and *The National Labs: Science in an American System, 1947-1974* (Harvard University Press, 2003).

## ***How China Loses: The Pushback Against Chinese Global Ambitions***

By Luke Patey

(Oxford University Press, 2020; translation rights with agent)



Material available. Finished book

**A critical look at how the world is responding to China's rise, and what this means for America and the world.**

China is advancing its own interests with increasing aggression. From its Belt and Road Initiative linking Asia and Europe, to its "Made in China 2025" strategy to dominate high-tech industries, to its significant economic reach into Africa and Latin America, the regime is rapidly expanding its influence around the globe. Many fear that China's economic clout, tech innovations, and military power will allow it to remake the world in its own authoritarian image. But despite all these strengths, a future with China in charge is far from certain. Rich and poor, big and small, countries around the world are recognizing that engaging China produces new strategic vulnerabilities to their independence and competitiveness.

How China Loses tells the story of China's struggles to overcome new risks and endure the global backlash against its assertive reach. Combining on-the-ground reportage with incisive analysis, Luke Patey argues that China's predatory economic agenda, headstrong diplomacy, and military expansion undermine its global ambitions to dominate the global economy and world affairs. In travels to Africa, Latin America, East Asia and Europe, his encounters with activists, business managers, diplomats, and thinkers reveal the challenges threatening to ground China's rising power.

At a time when views are fixated on the strategic competition between China and the United States, Patey's work shows how the rest of the world will shape the



twenty-first century in pushing back against China's overreach and domineering behavior. Even before the COVID-19 pandemic, many countries began to confront their political differences and economic and security challenges with China and realize the diversity and possibility for cooperation in the world today.

"A fascinating analysis of how China, under Xi Jinping, has turned into its own worst enemy. This is essential reading for those wishing to understand the boomerang effect from Xi's overreach." --Brahma Chellaney, Professor of Strategic Studies, Center for Policy Research

"Timely and important, this is, in a way, a book about what not to do for a nation to manage its hard power in foreign affairs. Today we are fixated with trade wars and geopolitical conflicts between China and the US, but this book tells us that there is another wave of conflicts emerging from the horizon--those between China and countries in Europe, Asia, and Africa. It is a sobering read and it should be recommended to all those who are students of China and of world affairs." -- Yasheng Huang, Epoch Foundation Professor of International Management, MIT Sloan School of Management

"Perceptive guides... that provide insight and suggestions on how to grapple with China... Timely and thought-provoking." -- James Kynge, *Financial Times*

"How does the growing rivalry between the US and China play out in the rest of the world? Patey has traveled to Africa, Latin America, and Europe to ask both Chinese and locals about the ups and downs of their evolving relationship. He offers a detailed and compelling ground-eye view of the complications China faces as it takes on its new and global role. This is invaluable reading for anyone trying to understand China's power projection--where it succeeds and how it falls short." - Lucy Hornby, China Correspondent, *Financial Times*

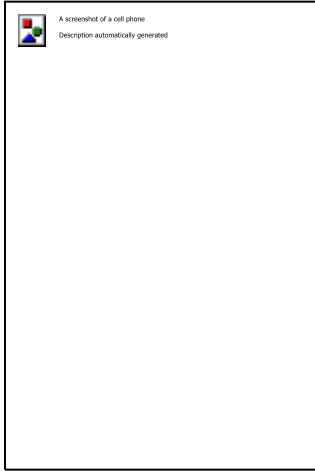
"These valuable books focus on the many forms of resistance that China is encountering as its influence expands."--*Foreign Affairs*

Luke Patey is a senior researcher at the Danish Institute for International Studies and Lead Senior Research Fellow at the Oxford Institute for Energy Studies, University of Oxford. His articles have appeared in *The New York Times*, *Financial Times*, *The Guardian*, *The Hindu*, *Foreign Affairs*, and *Foreign Policy*. His last book was *The New Kings of Crude: China, India, and the Global Struggle for Oil in Sudan and South Sudan*.

***Electric Brain: How the New Science of Brainwaves Reads Minds, Tells Us How We Learn, and Helps Us Change for the Better***

By Douglas H. Fields, Ph.D.

(BenBella Books, 2020; rights have been sold in China; remaining translation rights with agent)



Material available: Finished book

***2020 Foreword Indie Award Winner in the "Science & Technology" Category***

**What is as unique as your fingerprints and more revealing than your diary?  
Hint: Your body is emitting them right now and has been every single day of your life.**

**Brainwaves.**

Analyzing brainwaves, the imperceptible waves of electricity surging across your scalp, has been possible for nearly a century. But only now are neuroscientists becoming aware of the wealth of information brainwaves hold about a person's life, thoughts, and future health.

From the moment a reclusive German doctor discovered waves of electricity

radiating from the heads of his patients in the 1920s, brainwaves have sparked astonishment and intrigue, yet the significance of the discovery and its momentous implications have been poorly understood. Now, it is clear that these silent broadcasts can actually reveal a stunning wealth of information about any one of us.

In *Electric Brain*, world-renowned neuroscientist and author R. Douglas Fields takes us on an enthralling journey into the world of brainwaves, detailing how new brain science could fundamentally change society, separating fact from hyperbole along the way.

In this eye-opening and in-depth look at the most recent findings in brain science, Fields explores groundbreaking research that shows brainwaves can:

- **Reveal** the type of brain you have—its strengths and weaknesses and your aptitude for learning different types of information
- **Allow** scientists to watch your brain learn, glean your intelligence, and even tell how adventurous you are
- **Expose** hidden dysfunctions—including signifiers of mental illness and neurological disorders
- **Render your thoughts** and transmit them to machines and back from machines into your brain
- **Meld minds** by telepathically transmitting information from one brain to another
- **Enable individuals to rewire** their own brains and improve cognitive performance

Written by one of the neuroscientists on the cutting edge of brainwave research, *Electric Brain* tells a fascinating and obscure story of discovery, explains the latest science, and looks to the future—and the exciting possibilities in store for medicine, technology, and our understanding of ourselves.

“*The Electric Brain* tells the story behind one of the most basic and important features of the nervous system—its electrical properties. Forget the hype you've heard about ‘brain waves.’ Read R. Douglas Fields’s facile account of the role of brain electrical activity in mind and behavior.”

—**Joseph LeDoux**, author of *The Deep History of Ourselves: The Four-Billion-Year-Story of How We Got Conscious Brains*

“Brainwaves, not heartbeat, determine the threshold between life and death. They can control drones and in turn be controlled by machines. R. Douglas Fields has done a remarkable job of lifting the veil on these mysterious, fascinating emanations and their potential to change our behavior, influence our personality, and teach us about the core of consciousness itself.”

—**Florence Williams**, author of *The Nature Fix*

“A lively personal account of the wild west of brain wave research, opening multiple windows to deep mysteries underlying our conscious and unconscious selves. Lucid discussions of dreams, mental disorders, mind control, and more provide the reader with a vibrant look into brain science and its impacts on our lives. Strongly recommended.”

—**Paul L. Nunez PhD**, neuroscientist and author of *The New Science of Consciousness: Exploring the Complexity of Brain, Mind, and Self*

“R. Douglas Fields explains how electricity is exploited in neuronal circuits for both simple and complex functions. He does it in an accessible language, embedded in a beautiful prose where beyond discussing fascinating scientific topics of brain works, the scientists come to the fore. A great book to everyone interested in the most complex matter that exists.”

—**György Buzsáki**, author of *Rhythms of the Brain* and *The Brain from Inside Out*

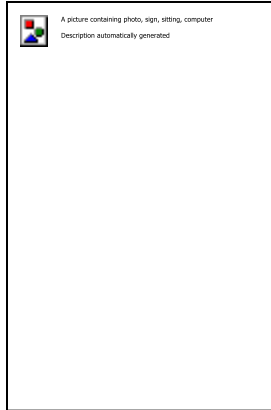
R. Douglas Fields, Ph.D. is internationally recognized as a neurobiologist and authority on brain development and the cellular mechanisms of memory and is Chief of the Nervous System Development and Plasticity Section at the National Institutes of Health, in Bethesda, Maryland. He is the author of *Why We Snap* (Penguin/Dutton, 2016), and *The Other Brain* (Simon and Schuster, 2008), and he holds degrees from UC Berkeley, San Jose State University, UC San Diego, and

was a postdoctoral fellow at Stanford and Yale Universities. His research in neuroscience has been featured in *National Geographic*, *ABC News Nightline*, *NPR Morning Edition*, the *BBC World News Service*, *PBS*, and *Fox News*. He frequently speaks to the general public about neuroscience at major public events including the World Science Festivals in New York and in Genoa, TEDex talk, the Smithsonian Institution, and at many universities throughout the United States, Europe, and Asia. In addition to his scientific research, Dr. Fields writes about neuroscience in several popular magazines including *Scientific American*, *Time Magazine*, *Outside Magazine*, *The Washington Post Magazine*, *The Daily Beast*, *The Independent*, and *Scientific American Mind*, and he is a regular on-line columnist for *The Huffington Post*, *Psychology Today*, *Scientific American*, the Society for Neuroscience *BrainFacts*, and others. He is on the board of scientific advisors for *Scientific American Mind* magazine, and serves on the editorial boards of several scientific journals in the field of neuroscience.

## ***Expedition Deep Ocean: The First Descent to the Bottom of All Five Oceans***

By Josh Young

(Pegasus, 2020; translation rights with agent)



Material available: Galley

Humankind has explored every continent on earth, climbed its tallest mountains, and gone into space. But the largest areas of our planet remain largely a mystery: the deep oceans. At over 36,000 feet deep, these areas closest to earth's core have remained nearly impossible to reach—until now. Technological innovations, engineering breakthroughs and the derring-do of a team of explorers, led by explorer Victor Vescovo, brought together an audacious global mission to dive to the deepest points of all five oceans for the first time in history. The expedition pushed technology to the limits to open up this final frontier, mapped hidden landscapes, discover previously unknown life forms and began to piece together how life in the deep oceans affects our planet – but it was far from easy.

***Expedition Deep Ocean*** is the inside story of a world's first — explorer Victor Vescovo's efforts to design and build a revolutionary submersible, deploying it to the bottom of all five oceans, as well as the *Titanic* wreck, and conducting scientific exploration in the most unforgiving and mysterious places on our planet. Written by five-time *New York Times* bestselling author Josh Young in the tradition of *The Soul of a New Machine* and *The Right Stuff*, the book chronicles the four-year effort encompassing numerous technological challenges, personality clashes, international governmental issues and scientific discoveries, as well as the costly failures and ultimately the path breaking efforts of that mission, the Five Deeps Expedition <<https://fivedeeps.com>>.

A 5-part Discovery Channel series entitled *Planet Ocean* on the expedition will air in the U.S. in late 2020 and globally throughout 2021, and we are hoping to

release the book in those windows to capitalize on the series publicity. A one-hour program on the *Titanic* dive aired on the National Geographic Channel and will be put on its streaming service in early 2021. Public relations support for the book will be provided by The Richards Group, the largest independent advertising agency in the U.S., and Victor Vescovo will commit to a significant buyback of books.

The 46,000-nautical mile expedition, wrapping around the globe and then some, was set in motion and financed by the self-made, ponytailed Texas investor, explorer and former Naval Intelligence officer Victor Vescovo. After summiting the highest mountain on every continent and skiing the last degree of both poles, making him one of only a dozen people to complete the “Explorers Grand Slam,” he decided that it was unacceptable that no one had been to the bottom of all five oceans and explored what was there. So, he assembled a team and risked a sizeable portion of his net worth to finance the project at a cost of more than \$50 million and attempt to become the first human to reach the bottom of all five oceans, video sea life in the Hadal Zone (the significantly unstudied area below 7,500 meters), and return with soil and marine samples to open a meaningful conversation about what life in those areas can mean for us.

Vescovo commissioned the building of the most advanced deep-diving submersible ever built, the first capable of doing unlimited dives to below 10,000 meters, where the pressure on the sub is 8 tons per square inch, the equivalent of having 292 fueled and fully loaded 747s stacked on it. The expedition constantly teetered on the brink of failure, pushing through dangerous diving conditions in the hurricane-laden ocean waters and getting caught up in the byzantine global politics of oceanography. Along the way, much was gained and lost, and there was no shortage of drama. A \$300,000 scientific platform known as a lander was lost in the Bahamas on its first deployment, and another was rescued from the Challenger Deep in the deepest marine salvage mission in history. The sub’s \$350,000 hydraulic arm used to collect samples literally fell off at the bottom of the Atlantic Ocean and had to be replaced. While exploring the bottom of the unforgiving Southern Ocean on a solo dive, Vescovo lost communications with the ship for 90 minutes, leaving the control room uncertain of his fate.

The book will detail the scientific findings that resulted from the exploration of all five oceans. The concept of a lifeless sea floor pushed by many scientists was debunked. Life was found in all of five deep ocean trenches, including several new species that have posed as of yet unanswered questions about survival and migration from ocean to ocean. It found previously unknown topography, like sea mounts that cause tsunamis when they are broken by shifting subduction plates and jammed back into the earth crust that can now be studied to predict future disasters.



*Expedition Deep Ocean*'s narrative revolves around the building of this groundbreaking sub and the excitement of the individual dives that sent man to the unknown. It tracks the extraordinary ingenuity involved in solving technical problems on the fly that could have resulted in tragedy, highlight the ingenuity and derring-do of those in this inspirational story about testing the boundaries of technology and science, and show how door to ocean exploration has been opened so that we may now begin to answer the pressing questions about what the deep oceans mean to mankind.

*Expedition Deep Ocean* delves into the harrowing dives more than 6 miles below the surface, the challenges to solve mechanical problems, and the personality conflicts between the first team ever to attempt such an audacious, around-the-world expedition. Its human storyline will be of interest to readers of *The Right Stuff* by Tom Wolfe, and *The Soul of a New Machine* by Tracy Kidder; the around-the-world Five Deeps Expedition weathering the roughest ocean waters plays to the drama of *In the Kingdom of Ice: The Grand and Terrible Polar Voyage of the USS Jeannette* by Hampton Sides, while the geological investigation of the subduction zones that cause tsunamis undertaken by the expedition's science team will interest readers Dr. Lucy Jones' *The Big Ones: How Natural Disasters Have Shaped Us (and What We Can Do About Them)*.

Josh Young is a rare writer who not only has co-written twenty-one books, including five *New York Times* bestsellers, two additional *Los Angeles Times* bestsellers, three books that were made into documentaries, eighteen books that have been ranked No. 1 in their amazon category, and two novels, but he also has the rare distinction of writing books with and about leading experts in the worlds of Entertainment, Business, Law, Science, Natural History, Sports and Politics. He is the co-author of comedian Howie Mandel's *Here's the Deal: Don't Touch Me*; of Dr. Sam Parnia's *Erasing Death: The Science That Is Rewriting The Boundaries Between Life And Death*, of movie mogul Mike Medavoy's *You're Only As Good As Your Next One*, and of Matt Graham's *Epic Survival: Extreme Adventure, Stone Age Wisdom, And Lessons In Living From A Modern Hunter-Gatherer*. Josh co-wrote Bob Newhart's comedic memoir *I Shouldn't Even Be Doing This*, Jay Mohr's *Gasping For Airtime: Two Years In The Trenches Of 'Saturday Night Live'*, and Jim Belushi's *Real Men Don't Apologize*.

## ***The Italians***

By John Hooper

(Penguin, 2016; Rights sold in Russia, Poland, Taiwan and Korea; remaining translation rights with agent)



Material available: Finished book

### **A vivid and surprising portrait of the Italian people from an admired foreign correspondent**

How did a nation that spawned the Renaissance also produce the Mafia? And why does Italian have twelve words for coat hanger but none for hangover?

John Hooper’s entertaining and perceptive new book is the ideal companion for anyone seeking to understand contemporary Italy and the unique character of the Italians. Twenty years as a foreign correspondent based in Rome have sharpened Hooper’s observations, and he looks at the facts that lie behind the stereotypes, shedding new light on everything from the Italians’ bewildering politics to their love of life and beauty. Hooper persuasively demonstrates the impact of geography, history, and tradition on many aspects of Italian life, including football and Freemasonry, sex, food, and opera. Brimming with the kind of fascinating—and often hilarious—insights unavailable in guidebooks, *The Italians* will surprise even the most seasoned Italophile.

“A compact but comprehensive study of the people of Italy. The author puts his finger on the vast diversity of the country through his descriptions of their linguistics, cultures, foods, economies and even journalism. What's not to love? A

thoroughly researched, well-written, ageless narrative of a fascinating people.”—**Kirkus, starred review**

“A sophisticated portrait of the Italians at their best and their worst: charming, imaginative, generous, full of life but also unreliable, more or less corrupt and often downright infuriating. I found myself laughing out loud at some of the humorous twists Mr. Hooper has put to his very perceptive analyses. A worthy and long-overdue successor to Luigi Barzini’s classic *The Italians*.”—**Andrea Di Robilant, author of *A Venetian Affair***

“John Hooper takes his readers deep into the Italian labyrinth. And they come out alive, with a smile on their faces! A remarkable achievement.”—**Beppe Severgnini, author of *Ciao America* and *La Bella Figura***

“In vivid and fluid prose, John Hooper has written an indispensable guide to life in Italy past and present. His incisive portrait, at turns hard-hitting and affectionate, reveals the Italians in all their complexity, from their dolce vita and transcendent art to their gut-wrenching social and political struggles.”—**Joseph Luzzi, author of *My Two Italies***

“Thanks to his great curiosity, his splendid comparative and analytical perspective, and a fine eye for telling details, John Hooper gets under the skin of a fascinating people in a remarkable and compelling way.”—**Bill Emmott, co-author of the documentary about Italy “Girlfriend in a Coma”**

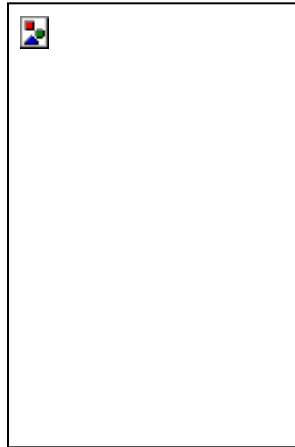
“Here is the history, passion, culture, and contradictions that make Italy and Italians so fascinating. John Hooper's *The Italians* is as enjoyable to read as taking a trip to my favorite country!” —**Ann Hood, author of *An Italian Wife***

**John Hooper** is the Italy correspondent of the *Economist* and a contributing editor of the *Guardian* (London). He has also written or broadcast for the BBC, NBC, and Reuters. His book *The Spaniards* won the Allen Lane Award and was revised and updated as *The New Spaniards* in 1995 and 2006.

***The Clock Mirage: Our Myth of Measured Time***

By Joe Mazur

(Yale University Press, 2020; Rights sold in China, Turkey and Italy; remaining translation rights with agent)



Material available: Finished book

**Named one of *Book Riot's* Six Great Nonfiction Books about Time: a tour of clocks throughout the centuries—from the sandglass to the telomere—that reveals the physical, biological, and social nature of time**

**“[A] mind-stretching book. . . . Skilfully written.”—John Carey, *Sunday Times* (London)**

What is time? This question has fascinated philosophers, mathematicians, and scientists for thousands of years. Why does time seem to speed up with age? What is its connection with memory, anticipation, and sleep cycles?

Award-winning author and mathematician Joseph Mazur provides an engaging exploration of how the understanding of time has evolved throughout human history and offers a compelling new vision, submitting that time lives within us. Our cells, he notes, have a temporal awareness, guided by environmental cues in sync with patterns of social interaction. Readers learn that, as a consequence of time's personal nature, a forty-eight-hour journey on the space shuttle can feel shorter than a six-hour trip on the *Soyuz* capsule, that the Amondawa of the Amazon do not have ages, and that time speeds up with fever and slows down

when we feel in danger.

With a narrative punctuated by personal stories of time's effects on truck drivers, Olympic racers, prisoners, and clockmakers, Mazur's journey is filled with fascinating insights into how our technologies, our bodies, and our attitudes can change our perceptions. Ultimately, time reveals itself as something that rides on the rhythms of our minds. *The Clock Mirage* presents an innovative perspective that will force us to rethink our relationship with time, and how best to use it.

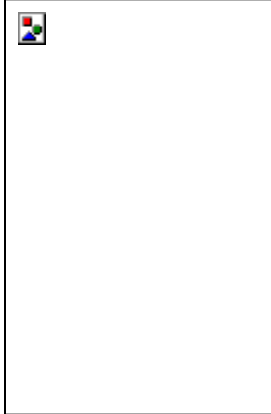
A provocative and beautifully written work of cross-disciplinary nonfiction that will offer a bold new understanding of time and how we experience it, *Zeno's Quiver* will appeal to readers of books such as *A Brief History of Time*, by Stephen Hawking, *Einstein's Clocks, From Eternity to Here*, by Sean Carroll, *Einstein's Clocks and Poincaré's Maps*, by Peter Galison, *Seven Brief Lessons on Physics*, by Carlo Rovelli and *The Fabric of the Cosmos* by Brian Greene.

Joseph Mazur is Professor Emeritus of Mathematics at Marlboro College, and is the author of five cross-disciplinary popular nonfiction books connecting mathematics to history, psychology, and literature, including *Fluke: The Math and Myth of Coincidence* (Basic Books, 2016; sold in 10 territories); *Enlightening Symbols: A Short History of Mathematical Symbols and Their Hidden Powers* (Princeton, March 2014; translated into 7 territories) *The Motion Paradox: The 2,500-Year-Old Puzzle Behind All the Mysteries of Time and Space* (Dutton, 2007; translated into 4 territories), and *What's Luck Got to Do with It? The History, Mathematics, and Psychology of the Gambler's Illusion* (Princeton, 2010; translated into 4 territories), and *Euclid in the Rainforest: Discovering Universal Truth in Logic and Math* (Pi Press, 2005; translated into 4 territories), which was a finalist for the PEN/America Martha Albrand Award for First Nonfiction. In 2012 The Guardian acclaimed this book as one of the "top 10 popular mathematics books" ever. The recipient of a Guggenheim Foundation Fellowship, a Bogliasco Fellowship, and a Rockefeller Bellagio Residency, a Fellow of the Vermont Academy of Arts and Sciences and a teacher at the Bread Loaf Writers Conference, he received his Ph.D. in mathematics from MIT.

*King of the Mississippi*

By Michael Freedman

(Hogarth, 2019; translation rights with agent)



Material available: Finished book

Written by a Special Forces veteran of the recent wars in Iraq and Afghanistan, *King of the Mississippi* marks the arrival of a major literary talent. A truly singular war novel set in the world of management consulting, it is the first great satire of the Trump era, and the manuscript has already garnered stellar endorsements from luminaries such as Ben Fountain, Philipp Meyer (“...the best comic novel since *Lucky Jim*”), Tim O’Brien, Robert Olen Butler, Ha Jin, Winston Groom, Amber Dermont and others.

Here are the endorsements from Ben Fountain, Ha Jin and Robert Olen Butler:

**"Mike Freedman's *King of Mississippi* takes us on a wild and raucous ride through the "homefront" of contemporary America and the foreign front of "over there," shredding--to hilarious and usually wincing effect--the prevailing pieties of corporate and military culture. Freedman has a keen eye for the damning detail, a quick ear for the unctuous con, which make him an ideal satirist/realist for our highly disturbed age. Joseph Heller, Terry Southern, Hunter**

**Thompson, George Saunders, say hello to the newest member of the American Jesters club."**

**– Ben Fountain**

**"The points of reference in America's literary heritage for Mike Freedman's *King of the Mississippi* are in some ways clear and compelling, from Twain to Heller and beyond. But in a very real way they do Freedman an injustice. Reading this book I found all the comparisons falling quickly away. He is an American original. *King of the Mississippi* weds dark hilarity and deep seriousness in ways that are, it seems to me, uniquely born from this apocalyptic era we have now entered. This is a remarkable debut from a truly important young American writer. *King of the Mississippi* weds dark hilarity and deep seriousness in ways that are, it seems to me, uniquely born from this apocalyptic era we have now entered. This is a remarkable debut from a truly important young American writer."**

**– Robert Olen Butler**

**"Mike Freedman writes with a distinct sensibility. His new novel *King of the Mississippi* throbs with humor and American exuberance."**

**– Ha Jin**

This darkly comic satire unfolds against the backdrop of the recent oil industry crash, and it charts the battle of two Alpha Male consultants, each believing he is the king of Houston's leading strategic consulting firm. At the height of a hundred-dollar-a-barrel oil, no one is riding higher among the Houston elites than mercilessly competitive native son Brock Wharton. That is until the arrival of his newly hired colleague Mike Fink fresh off the battlefields overseas, an operator who knows a thing or two about waging asymmetrical war.

So begins the ruthless competition for supremacy between the haughty and contemptuous Brock Wharton and the mercurial ex-Green Beret Mike Fink. From the business world of Houston, onsite consulting engagements, to Harvard Business School, their battle and yearning to be the best raises the stakes until they find themselves in the warzone of Iraq during the era of ISIS. Over the course of

their strange journey, they will discover empathy and what it really means to be a man.

A masterwork of black humor and blistering satire, *King of the Mississippi* will speak to readers of Ben Fountain, Evelyn Waugh, Terry Southern, George Saunders and Joseph Heller. The novel is marked by its starkly unique comic vision as well as its vastly different milieu; it's the first intimate window into the world of strategic management consulting in literary fiction (by an author with an MBA), while it also portrays combat in Iraq that comes from the author's experience. At the same time, *King of the Mississippi* acerbically savages the pillars of contemporary American identity – from the snake oil of management consulting ideology to the vacuity of the TED Talk meme ecology, from shallow patriotism to the insidious convergence of corporate and military cultures, from the dangers of toxic masculinity in Post-9/11 America to the national trauma of the Long War. It is also an examination of American folklore and the mythology of our country, as the character Mike Fink claims to be a descendant of the “King of the Mississippi” folk hero of the same name in this modern fable of the price of reinvention in America. Hilarious, antic, yet deadly serious, *King of the Mississippi* holds a Southern gothic mirror up to a society that is deeply at war with itself.

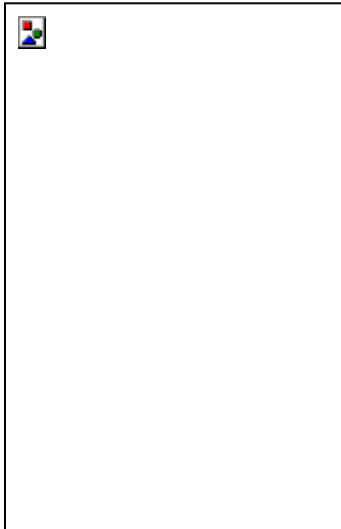
A native Houstonian, Mike Freedman volunteered for the Army after 9/11 and served in both the Infantry and the Special Forces as a Green Beret. He has done three combat tours with the Special Forces in Iraq and Afghanistan. He is an English Literature graduate of Tulane University and was awarded the Class of 2014's full scholarship from Rice University Business School, where he served as President of the Rice Veterans Association and founding Chair of the Baker Institute of Public Policy's Roundtable Young Professionals group.



## ***The Human Swarm: How Our Societies Arise, Thrive and Fall***

By Mark W. Moffett

(Basic Books, 2019; Rights have been sold in Germany, Japan, Italy, Korea, China, Spain, Brazil, Turkey and the Netherlands; remaining translation rights with agent)



Material available: Finished book

***The Human Swarm*** is a magisterial work on the origins of societies by eminent biologist, E.O. Wilson protege and explorer Mark W. Moffett. It offers a paradigm-shifting account of what causes societies to emerge, remain distinct, grow, transform and die that incorporates disciplines ranging from evolutionary biology and psychology to neuroscience to anthropology.

Mark currently holds positions at the Smithsonian and Harvard, and he is well-connected in the media and among fellow scholars. The academic paper upon which this book has generated wide praise among experts in the field: for instance, E.O. Wilson described the argument as an “important contribution on one of the key steps in prehuman evolution” and Roy Baumeister, author of the *NY Times* bestseller *Willpower* called it “brilliant”.

Bonding to groups is a primal human drive. We join up with book clubs, poker buddies, sports fans, political parties, religions. Most elemental is our connection to the society we live in. Other than our families, societies are the groups humans most often fight and die for. But given how central societies are to our world, very few understand this fundamental question: how do they actually

arise?

Dubbed “the Indiana Jones of Entomology” by the National Geographic Society, and “the Jane Goodall of ants” by Jane Goodall, Mark Moffett is a highly celebrated, award-winning ecologist and explorer—a protégé of E.O. Wilson and regular guest of *The Colbert Report* and Conan O’Brien—who has spent his life traveling the globe to discover new species and behavior. Mark’s travels among ants, chimps, and humans over the years have led him to explore how societies develop, and to ponder such essential questions as: How is it that humans are the only animals with a backbone who are able to form societies of more than 200 members, let alone nations over a billion strong? How is it that we can walk into a Starbucks full of unfamiliar people and not fly into a chimpanzee-style murderous rage? What does this mean for the way we understand our evolution?

An epic and paradigm-shifting work that will offer a breakthrough in our understanding of life, *The Human Swarm* draws from disciplines not ordinarily discussed in one place—psychology, sociology, anthropology, ecology, evolutionary biology, and the neurosciences—to consider for the first time what causes societies to emerge, remain distinct, grow, transform, produce new societies, and die.

As *The Human Swarm* shows, an overlooked turning point in human evolution, most likely millions of years ago, was the shift from our need to know one another individually to the development of labels of identity that enabled strangers to coexist peaceably. Moffett overturns the widely accepted notion that cooperation is the keystone of societies by showing how human societies have managed to grow into the billions because people identify (and are comfortable around) individuals they haven’t met by recognizing their “labels” of society membership, such as accent, clothing, hairstyle, gestures, and rituals. Moffett puts forth the provocative case that the broad sweep of human history can be described in terms of the *stability of labels*, since a society is able to expand its population, and maintain its strength, only as far as the labels its members use to identify one another can spread and remain the same. As he charts the progress of humanity over the last millennia, Moffett persuasively argues that social labels have shaped humankind right up to our immersion in the complex iconographies of the Information Age.

*The Human Swarm* will be a book of voyages, as Moffett will take the reader around the world and back in time to behold humanity’s baby steps. Moffett will journey among lions, wolves, hyenas, dolphins, chimpanzees, and ants to clarify the evolutionary roots of human societies among the animals (and he will offer the startling conclusion that we are closer to ants than we ever imagined!). He will also roam with indigenous peoples of Australia and Africa that provide insights into humanity’s common past. Woven into the journey will be a detective

story: his compulsion to track down and consider what the humanities and the hard sciences teach us about personal identities and tribal impulses rooted deep within humans and other animal species. To show where these characteristics of humankind came from, he will examine the features of our early social groups, how those features have persisted in the tribal impulses of the modern world, and what these mean for the success and stability of modern multiethnic nations and the relations among them. His insights show that societies have been built to break down: archetypal rules by which people shift their identities over time assure a built-in obsolescence.

*The Human Swarm* will address surprisingly ignored questions about societies. What causes them to remain distinct, transform over time, and produce new societies? What happens in the minds of animals like chimps as their societies break apart and form anew, and in the minds of people as we formulate our own identities with societies? Is violence a sad necessity of the cycle? How did such traits come to be, and in what ways do they affect our daily lives?

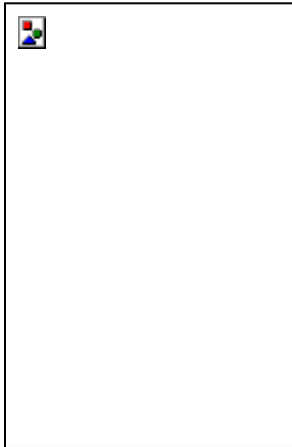
In many ways a prequel to *Guns, Germs, and Steel* by Jared Diamond, *The Human Swarm* will cover a broader sweep of time. A radical rereading of evolution through the lens of social identity, it will draw on examples throughout nature and from the hard and soft sciences to understand universal truths about societies. The book will illuminate how primeval bonds influence human beings today and what this tells us about our prospects for global stability, unification, and peace. As a groundbreaking account of human society and evolution, *The Human Swarm* will speak to readers of books by Jared Diamond, E.O. Wilson and Richard Dawkins, as well as Steven Pinker's *The Better Angels of Our Nature*, Jonathan Haidt's *Righteous Mind: Why Good People Are Divided by Politics and Religion*, and Roy Baumeister's *Willpower*, among others.

Mark Moffett is a research scientist at the Smithsonian Institution and a research associate in Human Evolutionary Biology at Harvard University. He has been a regular contributor to *the National Geographic*. He has won the Yale Poynter Journalism Fellowship, Harvard's Bowdoin Prize for writing, and the Lowell Thomas Medal from the Explorers Club, among others. He earned a Ph.D. in Evolutionary Biology under E.O. Wilson at Harvard, where he later served as a curator at the Museum of Comparative Zoology and a research associate in the Department of Human Evolution. Before joining the National Museum of Natural history at the Smithsonian he was Scholar in Residence at Museum of Vertebrate Zoology, University of California at Berkeley. He just received a Journalism-in-Residence fellowship at the National Evolutionary Synthesis Center at Duke to work on this book. His previous works include *Adventures Among Ants: A Global Safari with a Cast of Trillions* (University of California Press, 2011) and *The High Frontier: Exploring the Rainforest Canopy* (Harvard University Press, 1994). His

prose has been included in the series Best American Science and Nature Writing.

***Born to be Posthumous: The Eccentric Life and Mysterious Genius of Edward Gorey*** By Mark Dery

(Little, Brown, 2018; Rights have been sold in the UK and China; remaining translation rights with agent)



Material available: Finished book

**The definitive biography of Edward Gorey, the eccentric master of macabre nonsense.**

“Edward Gorey has been granted, after a life of improbable solitudes and elegant evasions, the most remarkable biography, one I believe he could have lived with. What was the likelihood that this singular genius could be restored, with such compassion and grace, within his whole context: Balanchine, Surrealism, Frank O’Hara, Lady Murasaki, et al? This is a Dery Gorey book.”

– Jonathan Lethem

As a perfervid Goreyphile, I was a bit leery of a biography undertaking to spell out the details of his life. Did I really want to have the mystery solved? But Mark Dery drags the pond to revelatory result, contextualizing and analyzing Gorey, plunging into his obsessions, dissecting his sexuality, and even examining the philosophical import of nonsense while somehow managing to leave the central enigma radiantly intact. This is an absolutely riveting book about an utterly sui generis subject.

— Allison Bechdel

From *The Gashlycrumb Tinies* to *The Doubtful Guest*, Edward Gorey's wickedly funny and deliciously sinister little books have influenced our culture in

innumerable ways, from the works of Tim Burton and Neil Gaiman to Lemony Snicket. Some even call him the Grandfather of Goth.

But who was this man, who lived with over twenty thousand books and six cats, who roomed with Frank O'Hara at Harvard, and was known--in the late 1940s, no less--to traipse around in full-length fur coats, clanking bracelets, and an Edwardian beard? An eccentric, a gregarious recluse, an enigmatic auteur of whimsically morbid masterpieces, yes--but who *was* the real Edward Gorey behind the Oscar Wildean pose?

He published over a hundred books and illustrated works by Samuel Beckett, T.S. Eliot, Edward Lear, John Updike, Charles Dickens, Hilaire Belloc, Muriel Spark, Bram Stoker, Gilbert & Sullivan, and others. At the same time, he was a deeply complicated and conflicted individual, a man whose art reflected his obsessions with the disquieting and the darkly hilarious.

Based on newly uncovered correspondence and interviews with personalities as diverse as John Ashbery, Donald Hall, Lemony Snicket, Neil Gaiman, and Anna Sui, *BORN TO BE POSTHUMOUS* draws back the curtain on the eccentric genius and mysterious life of Edward Gorey.

Mark Dery is a cultural critic and the author of *Escape Velocity: Cyberculture at the End of the Century* (Grove, 1996) and *The Pyrotechnic Insanitarium: American Culture on the Brink* (Grove, 1999). He has written for the *New York Times Magazine*, *Rolling Stone*, *The Village Voice Literary Supplement*, *Bookforum*, *Lingua Franca*, *Suck*, *Feed*, and *Salon*. He is a frequent lecturer in the U.S. and Europe on new media, fringe thought, popular -- and unpopular -- culture, and has taught media studies and narrative nonfiction in the Department of Journalism at NYU, was a Chancellor's Distinguished Fellow at UC Irvine, and has been a scholar in residence at the American Academy in Rome.

***Stealth: The Secret Race to Invent the Invisible Airplane***

By Peter Westwick

(Oxford University Press, 2020; rights sold in Japan and China;  
remaining translation rights with agent)

Material available: Finished book

In January 1991, as Operation Desert Storm began in the skies over Iraq, American television viewers got their first glimpses of the Stealth F-117 aircraft dropping bombs down the airshafts of Baghdad buildings. Along with the B-2 bomber, these new and uniquely-shaped planes transfixed viewers and marked a military revolution. The question on everyone's mind was how did scientists and engineers make such large airplanes essentially invisible to radar?

For the first time, *Stealth* tells the story of engineers at two companies, Lockheed and Northrop, and their epic race to build the first Stealth plane. Conducted under the highest levels of secrecy in the Cold War, these remarkable engineers arrived at two drastically different solutions in less than five years: the sharp facets of Lockheed's F-117 and the rounded curves of Northrop's B-2. In describing the riveting contest between these two programs to help explain why these airplanes emerged when they did, the book explains the longer-term implications of Stealth and the military revolution, and highlights the central role of scientists and engineers in modern warfare.

Stealth was a solution to the problem of air defense. Over the course of the Cold War the Soviets built a formidable network of radar-guided anti-aircraft missiles. In the early 1970s the American experience in the air over Vietnam, along with Israel's in the 1973 Yom Kippur war, persuaded American military planners that the Soviets now had the strategic advantage over American aircraft. The U.S. needed an airplane that Soviet radars couldn't see. As the book shows, Stealth offered an alternative to nuclear weapons, a way out of the looking-glass labyrinth of nuclear strategy. In general, there were two ways to destroy a target: either a small bomb close to the target, or a big bomb not so close to the target. Stealth, together with precision-guided munitions, changed that equation. Now you didn't need a big bomb—a small one would do. So this book is not only about where Stealth came from, and why the planes look the way they do. It is also about why Stealth was important—and that is because it helped launch a reconsideration of strategic fundamentals.

*Stealth* is also a study of how this monumental technology emerged from the crucible of geopolitics, regional culture, and unique personalities. As the book shows how Southern California's Disney-inflected culture of visionaries

contributed to the building of stealth, it also tells the story of the people who built it, a fascinating cast of characters including the legendary Ben Rich, head of the Skunk Works, an incorrigible joker and raconteur, his counterpart Tom Jones, a charming engineer with an entrepreneurial streak, verging on riverboat-gambler; Bob Murphy, a blunt, profane Irishman with a high-school degree who was a genius of the Lockheed shop floor; and many more. Despite these different personalities and characters, all of these men realized that they constituted an exclusive fraternity within American aerospace, working on utterly novel and unique aircraft that would place scientists and engineers at the center of modern warfare, with long-term implications on military strategy.

Stealth will appeal to an audience of readers of popular and military history, readers interested in history of technology and the Cold War, and aviation buffs. It will speak to the broader demand for books on military technology, evident in Max Boot, *War Made New*, P.W. Singer, *Wired for War*, Paul Kennedy, *Engineers of Victory*, and Richard Whittle, *Predator*. Existing literature is dominated by Ben Rich's 1996 memoir, which, as a bestseller that continues to sell, does suggest the potential market, though it provides only the Lockheed perspective. No book has told the story of both planes in detail or compared the design approaches of the two firms, which is exactly what *Stealth* will do.

Peter Westwick is Director of the Aerospace History Project at the Huntington-USC Institute on California and the West. His previous appointments include Eleanor Searle Visiting Professor in the History of Science at Caltech, and Olin Fellow in International Security Studies at Yale. He received his BA in physics and PhD in history from Berkeley. He is the author of *The World in the Curl: An Unconventional History of Surfing* (Crown, 2013), *Blue Sky Metropolis: The Aerospace Century in Southern California* (Yale University Press, 2007), and *The National Labs: Science in an American System, 1947-1974* (Harvard University Press, 2003).



## **Previously Published Books**

### ***Narconomics: How to Run a Drug Cartel***

By Tom Wainwright

(Public Affairs, 2016; Rights have been sold in the UK, Germany, Spain, Portugal, Hungary, Japan, France, Finland, Sweden, Ukraine, Russia, Romania, Bulgaria, China, Taiwan and Poland; remaining translation rights with agent)



Material available: Finished book

How does a budding cartel boss succeed (and survive) in the \$300 billion illegal drug business? By learning from the best, of course. From creating brand value to fine-tuning customer service, the folks running cartels have been attentive students of the strategy and tactics used by corporations such as Walmart, McDonald's, and Coca-Cola.

And what can government learn to combat this scourge? By analyzing the cartels as companies, law enforcers might better understand how they work—and stop throwing away \$100 billion a year in a futile effort to win the “war” against this global, highly organized business.

Your intrepid guide to the most exotic and brutal industry on earth is Tom Wainwright. Picking his way through Andean cocaine fields, Central American prisons, Colorado pot shops, and the online drug dens of the Dark Web, Wainwright provides a fresh, innovative look into the drug trade and its 250 million customers.

The cast of characters includes “Bin Laden,” the Bolivian coca guide; “Old Lin,” the Salvadoran gang leader; “Starboy,” the millionaire New Zealand pill maker; and a cozy Mexican grandmother who cooks blueberry pancakes while plotting murder. Along with presidents, cops, and teenage hitmen, they explain such matters as the business purpose for head-to-toe tattoos, how gangs decide

whether to compete or collude, and why cartels care a surprising amount about corporate social responsibility.

More than just an investigation of how drug cartels do business, *Narconomics* is also a blueprint for how to defeat them. Gripping, thought-provoking and authoritative, *Narconomics* will use unorthodox methods to explain the drug industry in an unprecedented way. As it shines a light on the peculiar ways that the logic of the modern market can be used to understand even the most extreme activities, *Narconomics* will speak to readers of bestsellers such as *Freakonomics* (Morrow, 2009) Sudhir Venkatesh's *Gang Leader for a Day* (Penguin Press, 2008) Misha Glenny's *McMafia* (Knopf, 2008), not to mention fans of series such as *Breaking Bad* and *The Wire*.

## Reviews

“[Tom Wainwright] brings a fine and balanced analytical mind to some very good research...By looking at the drug trade as a business, Wainwright is able to reveal much about why it wreaks such havoc in Central and South America. Wainwright show[s] how drug violence is not so much senseless but the devastating result of economic calculations taken to their brutal extreme. [His] conclusion is titled 'Why Economists Make the Best Police Officers.' It is one of the pithiest and most persuasive arguments for drug law reform I have ever read.”—**Misha Glenny, *New York Times Sunday Book Review***

“A lively and engaging book, informed by both dogged reporting and gleanings from academic research...”—***Wall Street Journal***

"Tom Wainwright has powerfully argued in favor of legalizing drugs. He says that the policies aimed at stifling the drug trade seem to be misdirected and have failed... a controversial but well-argued book... a must-read for everyone interested in solving the drug issue. Wainwright makes a lot of sense at a time when the world seems helpless against drug traffickers."—***The Washington Book Review***

“Tom Wainwright of the *Economist* brings a fine and balanced analytical mind to some very good research...”—***Minneapolis Star Tribune***

“An entertaining read, “Narconomics” is also thoughtful and in many regards persuasive.” – ***Reuters***

“One of the most exciting business books of the last few years” – ***Management Today***

“[Wainwright’s] book is courageous on several levels... [he] challenges everyone at once—the dealers, the drug czars, and the bystanders in between. A daring work of investigative journalism and a well-reasoned argument for smarter drug policies.”—*Kirkus Reviews*

“Readers interested in the intersection of crime, economics, entrepreneurship, and law enforcement will find this work fascinating.”—*Library Journal*

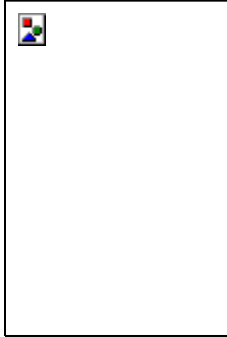
**An Amazon Best Book of February 2016:** Chances are when you hear someone talking about the drug trade what comes to mind is an image from T.V. or the movies—seedy dealers, million-dollar busts, films like *Traffic* and shows like *The Wire*. In *Narconomics*, author Tom Wainwright looks at the drug business as...a business. And it’s fascinating. We already know how internet shopping has changed the way people buy and sell goods, but in the course of his research Wainwright learned that all manner of illegal drugs are increasingly being bought and sold online, too. Interesting, right? Just wait until you read how customer service and product quality have been impacted by this change... And this is just one of the many ways in which an economist’s view paints a very different picture than the one we’re used to seeing. Wainwright’s fresh look at a decades-old problem shows not only how the narcotics industry is run, but also how the “war on drugs” could be more effective if law enforcement started thinking about the drug business as just another corporate jungle. --*Seira Wilson*

Tom Wainwright is the homepage editor of *The Economist*. Until last year he was the newspaper’s Mexico City correspondent, covering Mexico, Central America and the Caribbean, as well as parts of South America and the United States border region. Before moving to Mexico in early 2010 he covered crime and social affairs for the Britain section of *The Economist*. Before joining *The Economist* in 2007, Tom was a reporter on the London *Daily Express*. He has freelanced for newspapers including the London *Times*, the *Guardian*, the *Literary Review*, and assorted other newspapers. He has a first-class degree in philosophy, politics and economics from Oxford University.

## ***Unbroken Brain: A Revolutionary New Way of Understanding Addiction***

By Maia Szalavitz

(St. Martin's, 2016; Rights have been sold in Germany, China, Taiwan, Estonia and Russia; remaining translation rights with agent)



*New York Times* Bestseller

Material available: Finished book

More people than ever before see themselves as addicted to, or recovering from, addiction, whether it be alcohol or drugs, prescription meds, sex, gambling, porn, or the internet. But despite the unprecedented attention, our understanding of addiction is trapped in unfounded 20th century ideas, addiction as a crime or as brain disease, and in equally outdated treatment.

Challenging both the idea of the addict's "broken brain" and the notion of a simple "addictive personality," *Unbroken Brain* offers a radical and groundbreaking new perspective, arguing that addictions are learning disorders and shows how seeing the condition this way can untangle our current debates over treatment, prevention and policy. Like autistic traits, addictive behaviors fall on a spectrum -- and they can be a normal response to an extreme situation. By illustrating what addiction is, and is not, the book illustrates how timing, history, family, peers, culture and chemicals come together to create both illness and recovery- and why there is no "addictive personality" or single treatment that works for all.

Combining Maia Szalavitz's personal story with a distillation of more than 25 years of science and research, *Unbroken Brain* provides a paradigm-shifting approach to thinking about addiction.

### Reviews

"Maia Szalavitz is one of the bravest, smartest writers about addiction anywhere. Everything she writes should be read carefully - I guarantee you'll have a lot to

think about, and you'll know far more than at the start."

– **Johann Hari, *New York Times* bestselling author of *Chasing the Scream***

“Maia Szalavitz is one of our most incisive thinkers about neuroscience in general and addiction in particular and her writing is astonishingly clear and compelling. In the timely, important, and insightful *Unbroken Brain*, Szalavitz seamlessly interweaves her moving personal story with her investigation into what addiction is (and isn't) and how we can most effectively prevent and treat it.” --**David Sheff, *New York Times* bestselling author of *Clean and Beautiful Boy***

"Through the lens of her own gripping story of addiction – supported with empirical evidence – Szalavitz persuasively shows that addiction is a disorder of learning, *not* one characterized by progressive brain dysfunction." --**Carl Hart, Ph.D., author of the Pen/Faulkner award-winning *High Price: A Neuroscientist's Journey of Self-Discovery That Challenges Everything You Know About Drugs and Society***

"Of the countless writers out there who's focus is addiction, no one can begin to touch the brilliance of Maia Szalavitz. She is by far my favorite addiction writer, perhaps one of my favorite writers ever. Her passion and exceptional writing talent combined with her exhaustive research, create a book that will inspire, educate, enrage, and entertain. I can only promise one thing: if you read this book, you will never be the same again."

--**Kristen Johnston, actress, author of the *New York Times* bestselling memoir *Guts*, addiction advocate, founder of SLAM, NYC**

“As more professionals realize that addiction isn't really a disease, our challenge is to determine exactly what it is. Szalavitz catalogs the latest scientific knowledge of the biological, environmental and social causes of addiction and explains precisely how they interact over development. The theory is articulate and tight, yet made accessible and compelling through the author's harrowing autobiography. *Unbroken Brain* provides the most comprehensive and readable explanation of addiction I've yet to see.” --**Marc Lewis, author of *The Biology of Desire***

"... a new way of looking at drug addiction that offers a fresh approach to managing it. [Szalavitz] writes frankly about her background .... In a heartfelt manner, she exposes her own fears and pain ... A dense blending of self-exposure, surprising statistics, and solid science reporting that presents addiction as a misunderstood coping mechanism, a problem whose true nature is not yet recognized by policymakers or the public." –**Kirkus**

"Journalist Szalavitz offers a multifaceted, ground-up renovation of the concept of addiction--both its causes and its cures." -PW

"Journalist Szalavitz offers a multifaceted, ground-up renovation of the concept of addiction--both its causes and its cures." -PW

"Anyone who has battled addiction or seen it harm a loved one will gain insights from "Unbroken Brain," and if it influences policymakers, too, everyone will benefit." -AP

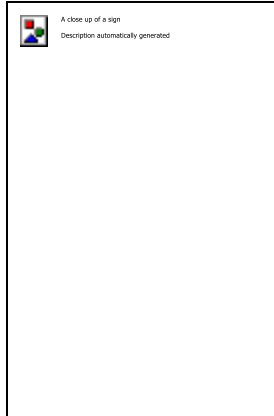
"Ms. Szalavitz deftly threads her life story through the book to illustrate the dynamics that put people at risk of addiction" -WSJ

Maia Szalavitz is an acclaimed science journalist who has authored or coauthored several books, including the national bestseller, *The Boy Who Was Raised as a Dog* (Basic, 2007) with leading child psychiatrist Bruce Perry, as well as *Born For Love: Why Empathy Is Essential—and Endangered* (Morrow, 2010), *Lost Boy: The True Story of One Man's Exile From a Polygamist Cult and His Brave Journey to Reclaim his Life* with Brent Jeffs (Broadway, 2010) and her own *Help at any Cost: How the Troubled Teen Industry Cons Parents and Hurts Kids* (Riverhead, 2006). In addition to TIME.com, she has written for the *New York Times* (magazine and op-ed), the *Washington Post*, *Newsday*, *Newsweek*, *New York Magazine*, *Redbook*, *McCall's*, *New Scientist*, *Salon*, *Brill's Content* and *Spin*.

## ***Break Through the Noise: The Nine Rules to Capture Global Attention***

By Tim Staples with Josh Young

(Houghton Mifflin Harcourt, 2019; rights have been sold in China, Taiwan, Korea and Russia; remaining translation rights with agent)



Material available: Finished book

Sharing content online has become one of the most vital elements of any business strategy today. Whether you are an entrepreneur courting investors, a small business owner trying to build your customer base, the chief marketing officer for a Fortune 500 company, or even an activist trying to get your message out, if you don't understand the principles of sharing online content, you are in trouble. The sharing of content on social media is the new, and often only, way for brands to create meaningful relationships with customers affordably. Yet it is becoming harder than ever to have your content shared in a meaningful way, because we live in an online world that is walled in by the three behemoths, Facebook, Google and Amazon, who control the flow of Internet content and direct this traffic so that it monetizes their platforms. If you don't learn how to navigate the digital ecosystem that these three have created, your brand will slowly rot away and your message will not be heard.

Tim Staples' company Shareability is one of the world's leading social media companies. They are known for creating some of the biggest viral video successes of the past five years, combining content, data and technology to reshape how brands communicate and engage with their customers. Their videos have had over 2 *billion* organic views and 50 million shares, and have generated more than 100,000 articles. When you consider that the odds of making the YouTube front

page with a video on any given day is 1-in-2,000,000+, the fact that they have done it 25 times has led *Mashable* to call their batting average “jaw dropping.”

***Break Through the Noise*** will reveal the secrets behind why videos are shared, how these shared videos can launch a global business without spending a cent on traditional advertising, and what the new frontier of sharing will look like. Drawing on insights from behavioral psychology and social physics (MIT professor Alex Pentland collaborates with Shareability), and going inside the firm’s groundbreaking campaigns for Pepsi, Cricket Wireless, Hyatt, the Olympic Games, and Fresh Pet, among others, this is a book for anyone who seeks to understand how and why certain social media content is shared by millions of people, while other content back by millions of dollars is ignored, and how to create that content for their business and make sure it reaches an engaged audience.

***Break Through the Noise*** delves into the how the human need to tell stories and the selfish desire to build our own personal identities is changing the way brands can interact with customers. The book starts by looking at the underlying factors of the current landscape and then moves into what you need to know about the psychology behind why people share videos in the first place. It examines the seven emotions of sharing and shows how the spreading of these emotions when attached to a video results in what is called social diffusion, the process of tracking how a piece of content spreads from its starting point. Using the insights from social physics, it shows how we can hack the sharing code and cause content to diffuse on our terms, rather than on those set by the companies controlling the internet.

***Break Through the Noise*** also tells the story of how a small company has built a marketing engine for the digital age that is changing the way all of us learn about products, altering our feelings about brands, and ultimately influencing what we buy. Some of the featured stories that bring to life the eight rules of sharing include: how Shareability launched ROC Headphones, a \$100 million global brand, with a viral video of Cristiano Ronaldo in disguise, without spending a nickel a nickel in traditional advertising; how they used babies to create the most successful social video ever about the Olympic Games; how they turned Winston House, a place where young guys in Venice Beach let struggling musicians crash on their couch, into an eight-figure content and media brand that has attracted artists like Ed Sheeran, Justin Bieber and Weezer; how they propelled a small pet food company from obscurity to an IPO on the power of two viral videos, including the most shared Christmas ad of all time; how they created “Your Mom



Would Love This,” a teenage girl-focused Facebook channel that has engagement rates 40 times higher than BuzzFeed and is a platform for the next new form of online content.

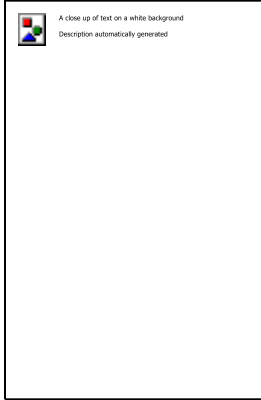
***Break Through the Noise*** will be the definitive book on how to use social media properly to connect brands with their customers as well as any individual with her intended audience. The book will appeal to readers of the *New York Times* bestselling titles about the various permutations of how an understanding of all aspects of social media can help the reader, including *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World* by Gary Vaynerchuk; *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* by Eric Ries; *Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration* by Ed Catmull and Amy Wallace; *The Art of Social Media: Power Tips for Power Users* by Guy Kawasaki and Peg Fitzpatrick; *Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising* by Ryan Holiday.

Tim Staples is an entrepreneur at the forefront of digital marketing. In 2016, he was named one of “11 Innovators Who Are Disrupting Hollywood” by The Wrap. He is the Co-Founder and CEO of Shareability, and also Co-Founder of ROC, a consumer electronics company in partnership with global soccer superstar Cristiano Ronaldo. Josh Young is the co-author of five *New York Times* bestsellers, including comedian Howie Mandel’s *Here’s The Deal: Don’t Touch Me*; Bob Newhart’s comedic memoir *I Shouldn’t Even Be Doing This*, Jay Mohr’s *Gasping For Airtime: Two Years In The Trenches Of ‘Saturday Night Live’*, Jim Belushi’s *Real Men Don’t Apologize*, and Dr. Sam Parnia’s *Erasing Death*.

***White House Warriors: How the National Security Council has Transformed the American Way of War***

By John Gans

(Liveright, 2019; translation and UK rights with agent)



Material available: Finished book

One of the nation's, if not the world's, most powerful organization, the National Security Council and its role remain opaque to the outside world. Its staff does not face congressional confirmation or appear on a ballot, but they often hold more sway than the Secretaries of State and Defense, the Joint Chiefs of Staff, and the intelligence community. Indeed, no institution or individual have exerted more influence on the president's decisions and on the nation's wars than the NSC Staff over the last seventy years.

***White House Warriors*** will tell the war stories of the National Security Council, showing how the NSC Staff has evolved since its creation in a single line of law in 1947 from a collection of administrative clerks to the president's "personal band of warriors," and explain how it has shaped Washington and the American way of war. A compelling historical narrative based on exhaustive research, trenchant analysis and interviews with many of the principals, including former national security advisors, secretaries of state, defense secretaries and NSC staffers, this book will introduce readers to the people and extraordinary power of the NSC Staff.

Author John Gans, Jr. was, until recently, Chief Speechwriter to Secretary of Defense Ash Carter. Before that, he finished his Ph.D. at Johns Hopkins, he was a research assistant to James Mann for his book *The Obamians*, and served as an advisor to then-Senator Hillary Rodham Clinton. Thus, he has had unique access to many of the principals featured in this book, a number of whom have already

offered endorsements for the manuscript, including Ash Carter, James Mann, Eliot Cohen, the *New York Times*' Max Fisher, Kurt M. Campbell and Josh Earnest, among other.

In this book, readers will see NSC Staff member Michael Forrestal push first President John F. Kennedy and then President Lyndon Johnson to make fateful—and in one case fatal—decisions that would deepen America's role in the Vietnam War. Readers will be riveted as Nixon NSC Staffers Al Haig, Morton Halperin, and Anthony Lake fight for influence under National Security Advisor Henry Kissinger as he sought to build the leverage he and President Nixon needed to end the Vietnam War. We'll watch how Richard Haass developed—and then fought—for the ultimatum that President George H. W. Bush issued to Iraq's Saddam Hussein before the Gulf War. Readers will be surprised to see it was NSC Staffers Meghan O'Sullivan, Brett McGurk, Peter Feaver, and Bill Luti who did so much to produce the policy that became known as the "Surge." And readers will see, for the first time, the much-maligned Obama NSC Staff in action, as Doug Lute, Ben Rhodes, Denis McDonough and Mark Lippert sought to shape President Obama's own surge in Afghanistan.

*White House Warriors* will also shed new light on these wars and presidents.. Readers—and reporters—will find quotes and documents that prove Nixon considered using nuclear weapons in Vietnam. They will see Reagan pushing a more forceful American posture for the U.S. Marines in Beirut in 1983, but then absent from the key meetings where that plan was opposed by his Defense Secretary and Chairman of the Joint Chiefs of Staff; and then, using proposals written before the American barracks was bombed to respond to the attack that killed 241 U.S. Marines. They will read for the first time the terse words the Joint Chief of Staff used to more forcefully and personally oppose the NSC Staff's plan to present an ultimatum to Saddam Hussein before the Gulf War and demonstrate why some in the White House and the Defense Department called them, as Dick Cheney explained in an interview, the "reluctant generals." And they will see for the first time how much more central and prominent a role the NSC Staffs of Presidents George W. Bush and Barack Obama played in the respective "surges" in Iraq and Afghanistan.

Because the NSC Staff fights—and writes—in deeply classified documents, behind ciphered doors, and over secure video teleconferences, no one—until now—has produced the essential book that profiles these White House Warriors or explores and explains their unmatched power. *White House Warriors* will be the first book to provide a three-dimensional portrait of the NSC Staff's people and power in action, as it leverages remarkable, wide-ranging interviews with the NSC Staff, their colleagues, and their competitors and nearly 10,000 original documents, many never before cited.

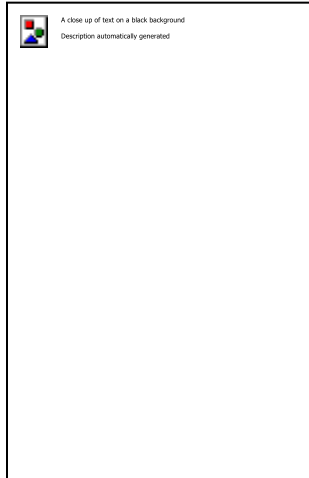
Given the radical nature of President Trump’s approach to foreign policy making, there is increased attention to the NSC and its role. These previously untold NSC Staff war stories will introduce America to some of its finest public servants—dogged in their pursuit of the ideas, both good and bad, which they believe will further the nation’s interests—and to the victims of their fights in Washington and around the world. These stories will help readers better understand the NSC Staff, Washington, and how America wages war. ***White House Warriors*** will speak to readers of bestselling books such as James Mann’s *The Rise of the Vulcans* and *The Obamians*, Eliot Cohen’s *Supreme Command*, David Rothkopf’s *Running the World*, and David Sanger’s *Confront and Conceal*.

Until recently Dr. John A. Gans, Jr. was the Chief Speechwriter to the Secretary of Defense. He is currently a professorial lecturer at Johns Hopkins SAIS and an instructor at the Hopkins Krieger School of Arts and Sciences Advanced Academic Program where he teaches courses on American national security and the politics and process of American foreign policy. In addition to leading the writing team for Defense Secretary Carter, Gans has also served as senior speechwriter for Defense Secretary Chuck Hagel and Secretary of the Treasury Jack Lew. Over the course of his career, he has also worked with Speaker of the U.S. House of Representatives Nancy Pelosi and U.S. Senator Hillary Rodham Clinton. Gans is also a reserve Navy Public Affairs Officer (PAO). In addition to his professional and dissertation writing, Gans has published widely, with articles, reviews and opinion pieces for *The Atlantic*, *The International Herald Tribune*, *The Times of London Literary Supplement*, *Survival*, *The Boston Globe*, *Foreign Policy*, *The American Interest*, and *The Baltimore Sun*.

## ***Collusion: How Central Bankers Rigged the World***

By Nomi Prins

(Nation Books, 2018; Rights have been sold in China and Japan; remaining translation rights with agent)



Material available: Finished book

*Collusion* probes a disturbing, new phenomenon – the pronounced shift in the method of Central Bank creation of money and its accelerated use as a weapon to formulate global policy. It reveals how elite Central Banks, through the unprecedented and voluminous crafting of epic amounts and permutations of artificial money combined with active engagement in international economic policies, have become the rising global power brokers. They will shape the future of the international order.

*Collusion* exposes the relationships between the individuals running these massive pools of fabricated capital, the titans of private finance and global political leaders. The book examines the lasting and future economic repercussions of synthetic financial systems and impact on people worldwide.

Central Banks have become the financial system itself and yet, no one can control or regulate what they do. The Bank of International Settlements (BIS) or bank to the Central Banks even recently noted, “Global financial markets remain dependent on Central Banks.” Dependent is a strong word. The concept of free markets has been turned on its head by erstwhile supporters of the idea. That’s a remarkable development.

As a result of their new supremacy, elite Central Banks can enact financial warfare alongside governments to extract assets and austerity from smaller countries as private banking deals have done, while holding a book of \$7 trillion, and counting, worth of debt.

This new phase of “crafted“ or “artisanal” money is setting us up for a long-term transformation of the global economy and years of instability. Buying bonds from favored banks or nations (or QE-infinity) isn’t a solution to assuage the perpetual hunger for liquidity that masks the true, insolvent state of the big banks. It’s a deflection from responsibility to find lasting remedies to economic risk – and a form of financial subterfuge acting as a temporary salve that is causing extra problems. These range from asset bubbles in stock, bond, and corporate loan markets, to the inability of pension and life insurance funds to source long term assets that pay enough interest to meet liabilities. That poses significant risk to the world’s seniors.

*Collusion* traces the traditional role of major Central Bank entities through their original role of holding bank reserves for rainy days, setting interest rates and allocating funds in order to restructure the world after panics and wars in tangible ways to their current position of securing the entire financial system. It explores how unrestricted money and liquidity creation will have major implications in terms of the future availability of cash, credit and economic democracy for the majority of the planet.

*Collusion* dissects the past decade of financial instability (assuming a 2017 pub. date) from the perspective of the unprecedented Central Bank interventions by the Federal Reserve and the European Central Bank (EBC) and how they undermined “lesser” locales, nations and individuals from Greece to Puerto Rico to Brazil to Russia.

Nomi Prins is a journalist and Senior Fellow at Demos. She is the author of *All the Presidents’ Bankers: The Hidden Alliances that Drive American Power* (Nation Books, 2014); *It Takes a Pillage: Behind the Bonuses, Bailouts and Backroom Deals from Washington to Wall Street* (Wiley, 2009) and *Other People’s Money: The Corporate Mugging of America* (The New Press, 2004), a devastating exposé into corporate corruption, political collusion and Wall Street deception. *Other People’s Money* was chosen as a Best Book of 2004 by *The Economist*, *Barron’s* and *The Library Journal*. She is currently writing *Before* becoming a journalist, Nomi worked on Wall Street as a managing director at Goldman Sachs, and

running the international analytics group at Bear Stearns in London. She has appeared on numerous TV; internationally on BBC World, BBC and Russian TV, and nationally on CNN, CNBC, MSNBC, ABC, CSPAN, Democracy Now, Fox and PBS. She has been featured on hundreds of radio shows globally including for CNNRadio, Marketplace, Air America, NPR, regional Pacifica stations, New Zealand, BBC, and Canadian Programming. Her writing has appeared in *The New York Times*, *Fortune*, *Newsday*, *Mother Jones*, *The Daily Beast*, *Newsweek*, *Slate.com*, *The Guardian UK*, *The Nation*, *The American Prospect*, *Alternet*, *LaVanguardia*, and other publications.

## ***Shift Ahead: How the Best Companies Stay Relevant in a Fast-Changing World***

By Allen Adamson and Joel Steckel

(Amacom, 2017; Rights have been sold in China; remaining translation rights with agent)



Material available: Finished book

When *National Geographic* was slammed with online competition and declining subscriptions, the magazine resisted adapting. In the end, it was taken over by Fox. Forbes Media, in contrast, swiftly reinvented its business model to focus on online platforms and new content creation strategies.

As the world began going paperless, Xerox made a last-minute effort to rebrand as a “solutions company.” It stumbled and was soon split into two enterprises. IBM, on the other hand, built on its legacy of change to successfully move from computer vendor into enterprise consulting.

In example after example, shifting markets, customers, competitors, and technology have left organizations struggling to stay relevant. While some become paralyzed, others make bold steps forward. Some bungle their change efforts, but others emerge stronger. What puts them on such different paths?

The authors of *Shift Ahead* interviewed more than 100 executives and experts who lived through change or analyzed the phenomenon, such as MTV and Nickelodeon creator Bob Pittman, Delta Airlines CEO Ed Bastian, *New York Times* columnist Thomas Friedman, former Ogilvy & Mather chairman Shelly Lazarus, and Conservation International founder Peter Seligmann. They distill those experiences into a set of lessons applicable to any organization, from small startups to nonprofits to multinational corporations, including how to:

- Read the signs that it’s time to shift business strategy
- Overcome financial, cultural, and psychological barriers to change



- Get ready for change by financing the effort, adopting the right attitude, and communicating effectively
- Discover what customers really want
- Turn threats into new ways to extend a brand's promise
- Lead an organization through a period of rapid change
- Stay aligned to your "True North"
- And more

Change is difficult. But when new technology can quickly dismantle traditional operations . . . when competitors can appear out of nowhere . . . when trends and tastes constantly fluctuate, organizations need to continually monitor developments and prepare to act. Packed with fascinating first-person accounts and detailed case studies, *Shift Ahead* explains how to recognize when it's time to change direction and pull it off while bolstering the brand.

"Relevance is about managing the tension between staying attuned to what your customers want, but also staying in tune with who you are as a company and where the world is going. *Shift Ahead* is an invaluable collection of ideas, tools, and case studies that will help you manage that tension and adapt to the emerging economy with both intelligence and speed." — **Beth Comstock, Vice Chair, GE**

"In this brilliant new book, Adamson and Steckel absolutely nail the key issues in moving organizations forward in the right directions and at the right pace. Based on thorough research and a fascinating set of interviews with business leaders from all walks of life, *Shift Ahead* is a highly entertaining and hugely informative playbook for the savvy top business executive." — **Kevin Keller, Professor of Marketing at the Tuck School of Business, Dartmouth College**

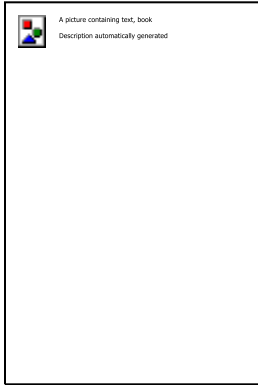
"In today's rapidly changing multi-platform and digitally focused environment, it is more difficult than ever for brands to become—and remain—relevant to their consumers. *Shift Ahead* provides important perspective, offering valuable insight on brands that have successfully made this transition." — **Robert Pittman, Chairman and CEO, iHeartMedia, Inc.**

Allen Adamson is a branding expert, a *Forbes.com* columnist, and the author of three books, including *BrandSimple* and *BrandDigital*. Joel Steckel is professor of marketing and vice dean of doctoral education at NYU Stern School of Business. Joel is an accomplished Little League coach as well as an author of three books and approximately 50 peer-reviewed articles.

## ***Hannibal's Oath: The Life and Wars of Rome's Greatest Enemy***

**By John Prevas**

(Da Capo, 2017; Rights have been sold in Russia, Spain and Holland; remaining translation rights with agent)



Material available: Finished book

Books written about Hannibal focus primarily on two things: his crossing of the Alps and his famous battlefield victories against the Romans in Italy. Authors do this because they believe this period to have been his finest hour- he was on a winning streak and everybody loves a winner. What has been left unwritten or at best only briefly covered is his life after his defeat by the Romans at Zama in North Africa. Even this author in his first book ***Hannibal Crosses the Alps*** focused on the epic crossing and the events leading up to it.

After Hannibal came down from the Alps he spent nearly fifteen years fighting the Romans in Italy but what most readers outside of a few scholarly specialists on the Punic Wars do not know is that the Carthaginian commander spent the next twenty years following the end of the war organizing resistance against the Romans keeping one step ahead of them as they expanded their empire into the eastern part of the Mediterranean world. It is a fascinating story because it focuses more on Hannibal, the man, than on his great battlefield victories and tells us more about his character as a statesmen, resistance leader, husband and father than it does about the great military commander.

The book is intended as a companion volume or sequel to the author's first work ***Hannibal Crosses the Alps*** and will follow the same general format. Research will be done in primary sources, the ancient manuscripts, and then the

author intends to actually follow in Hannibal's footsteps through North Africa, to the island of Crete, the coast of Lebanon and finally end the journey among the ruins of a remote coastal town in Turkey where Hannibal died. This is a successful formula which the author has utilized in his prior books, tracing the route of Hannibal over the Alps, Alexander through the east and Xenophon through the Persian Empire.

In this book Hannibal is no longer the supreme battlefield commander who answers to no one but himself. Following his defeat at Zama he becomes a statesman and champion of the poor and middle class in their struggle against the plutocrats who have been ruling Carthage for decades. Putting aside personal gain Hannibal endeavors to do what is best for his city to recover after the Second Punic War.

In taking control of Carthage Hannibal comes into conflict with the established power- the aristocracy who blame him for the loss of the war just as they blamed his father for the loss of the First Punic War. The conflict becomes intensely personal as Hannibal focuses on the redistribution of power which traditionally rested with the aristocracy. The aristocracy sees him as a threat as he begins to channel power to the people through their popular assemblies.

The same charisma and talent which earned him the respect and devotion of his mercenary soldiers draws the people of Carthage to him. The more popular and powerful Hannibal becomes as a leadership figure in the city the more the aristocratic class comes to hate him. Hannibal proposes that the aristocracy, who over the years profited at public expense and exploited the public treasury, be the ones who will pay the heavy indemnity due to Rome. Carthage recovers economically under Hannibal and the aristocrats plot to destroy him by playing on Roman fears of his resurgence.

The second part of the book will deal with Hannibal on the run. The Romans send a "fact finding" commission of senators to Carthage to investigate allegations that he has been "plotting with enemies of Rome." Hannibal can see the direction this wind is blowing and anticipating trouble he leaves for the east ahead of the Roman arrival. Landing in Syria he finds refuge for several years in the court of King Antiochus III one of the descendants of the Antiochus who was one of Alexander the Great's generals. Antiochus styles himself as the new Alexander and is bent on building an empire that will encompass the entire Mediterranean. Hannibal serves as a political and military advisor to the king and in the years that follow events play out within the context of the Roman takeover of Greece, their expansion into the Middle East and their relentless pursuit of Hannibal. Hannibal is there at every juncture to confront Rome up until the day of his death.

This book will also explore the dark side of Hannibal's personality, a subject avoided by prior authors who tend to glorify him as a great historical personage.

The theme which flows through this book is Lord Acton's dictum, "the greatest men in history are invariably the most evil." Was Hannibal evil and is that what it takes to become great? The manuscripts tell us that Hannibal was obsessed with money, the accumulation of wealth and there are numerous examples of this, none of which is flattering to his historical image. Hannibal could also be very cruel toward his adversaries and his soldiers. At the same time he could be merciful and compassionate. He had a Roman soldier fight an elephant and when the soldier won rewarded him for his valiant effort. Then Hannibal had him executed so that word would not spread that Hannibal's war elephants were vulnerable.

Following his defeat at Zama in 202 B.C. the Romans spared Hannibal and allowed him to become the new leader of Carthage. He took on the task of rebuilding the city's economic base and reorganizing its political structure. For the Romans their clemency was all about money. The two Punic Wars had been costly; not only in human life but in the devastation they brought to the Italian economy. Vast stretches of Italian farmland had been laid waste and because of the high numbers of wartime casualties there was a shortage of labor to till what little land remained fertile. Villages, towns and cities had been destroyed by Hannibal's invading army and the battles that had been fought near them and had to be rebuilt. Rome depended on reparations extracted from Carthage to help begin the rebuilding of Italy and looked to Hannibal to reorganize the city's finances and political base toward that end.

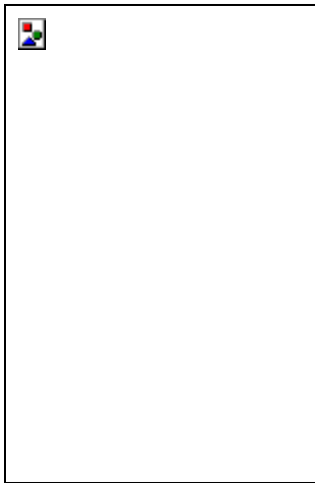
John Prevas is a *New York Times* Bestselling author, adventurer, and a teacher of classics, whose books include *Hannibal Crosses the Alps: The Enigma Re-Examined* (Da Capo, 2009) *Xenophon's March: Into the Lair of the Persian Lion* (Da Capo, 2002), and *Envy of the Gods: Alexander the Great's Ill-Fated Journey Across Asia* (Da Capo, 2004). He has taught Latin, Greek, Government, Law and History at St. Mary's College of Maryland and Towson University, and from 2001 until 2011 he was scholar in residence and assistant professor of classics at Eckerd College in St. Petersburg, Florida. His books include *Hannibal Crosses the Alps*, *Xenophon's March*, *Envy of the Gods* and the *New York Times* bestselling *Power Ambition Glory: The Stunning Parallels between Great Leaders of the Ancient World and Today . . . and the Lessons You Can Learn*, co-authored with Steve Forbes (Crown Business, 2009).

## **Backlist**

### ***Enlightening Symbols: A Short History of Mathematical Notation and Its Hidden Powers***

By Joseph Mazur, Ph.D.

(Princeton University Press, 2014; Rights have been sold in Japan, Italy, Korea, Turkey, China and the Czech Republic; remaining translation rights with agent)



Material available: PDF of final book, and finished copies

While all of us regularly use basic math symbols such as those for plus, minus, and equals, few of us know that many of these symbols weren't available before the sixteenth century. What did mathematicians rely on for their work before then? And how did mathematical notations evolve into what we know today? In *Enlightening Symbols*, popular math writer Joseph Mazur explains the fascinating history behind the development of our mathematical notation system. He shows how symbols were used initially, how one symbol replaced another over time, and how written math was conveyed before and after symbols became widely adopted.

Traversing mathematical history and the foundations of numerals in different cultures, Mazur looks at how historians have disagreed over the origins of the numerical system for the past two centuries. He follows the transfigurations of algebra from a rhetorical style to a symbolic one, demonstrating that most algebra

before the sixteenth century was written in prose or in verse employing the written names of numerals. Mazur also investigates the subconscious and psychological effects that mathematical symbols have had on mathematical thought, moods, meaning, communication, and comprehension. He considers how these symbols influence us (through similarity, association, identity, resemblance, and repeated imagery), how they lead to new ideas by subconscious associations, how they make connections between experience and the unknown, and how they contribute to the communication of basic mathematics.

From words to abbreviations to symbols, this book shows how math evolved to the familiar forms we use today.

"Mazur (*Euclid in the Rainforest*) gives readers the fascinating history behind the mathematical symbols we use, and completely take for granted, every day. Mathematical notation turns numbers into sentences--or, to the uninitiated, a mysterious and impenetrable code. Mazur says the story of math symbols begins some 3,700 years ago, in ancient Babylon, where merchants incised tallies of goods on cuneiform tablets, along with the first place holder--a blank space. Many early cultures used letters for both numbers and an alphabet, but convenient objects like rods, fingers, and abacus beads, also proved popular. Mazur shows how our 'modern' system began in India, picking up the numeral 'zero' on its way to Europe, where it came into common use in the 16th century, thanks to travelers and merchants as well as mathematicians like Fibonacci. Signs for addition, subtraction, roots, and equivalence followed, but only became standardized through the influence of scientists and mathematicians like René Descartes and Gottfried Leibniz. Mazur's lively and accessible writing makes what could otherwise be a dry, arcane history as entertaining as it is informative."--

*Publishers Weekly*

"This book provides an insightful synthesis of the historical and mental revolutions that created humanity's most useful symbols--mathematical expressions."--

**Stanislas Dehaene, author of *Reading in the Brain***<sup>[SEP]</sup>

"Mathematical symbols are much more than squiggles on paper--they serve as potent sources of insight into a wonderfully complex language. In this book, Joseph Mazur takes us on a fascinating journey into the origins of these symbols.

You cannot ask for a better guide."--**Mario Livio, astrophysicist and author of *Brilliant Blunders***<sup>[L]</sup><sub>[SEP]</sub>

"Joseph Mazur teaches us that the history of mathematical notation is the history of human civilization."--**Kenneth A. Ribet, University of California, Berkeley**

"In this thoughtful, entertaining, and carefully researched book, Mazur lays out the development of the mathematical notations and symbols that we take for granted. He offers a fascinating look at the history of the conventions of writing mathematical ideas, and shows how important our choice of conventions has been for the growth of mathematical knowledge."--**Emily R. Grosholz, author of *Representation and Productive Ambiguity in Mathematics and the Sciences***<sup>[L]</sup><sub>[SEP]</sub>

"Worldwide, mathematicians speak a common symbolic language. Mazur traces how symbols developed and gradually took hold, uniting arithmetic, algebra, and geometry to give us metaphors as powerful as those of poems. A fascinating history!"--**Philip Holmes, coauthor of *Celestial Encounters***<sup>[L]</sup><sub>[SEP]</sub>

"A curiosity cabinet of mathematical gems, curated by Joseph Mazur's cosmopolitan good taste."--**Siobhan Roberts, author of *Wind Wizard***<sup>[L]</sup><sub>[SEP]</sub>

"*Enlightening Symbols* explains the origins of symbols used in mathematics. But this fun book is so much more than this. Filled with interesting stories, captivating material, and delightful observations, it offers readers a better understanding of the nature of mathematics and a wonderful overview of mathematical history."--**Dominic Klyve, Central Washington University**

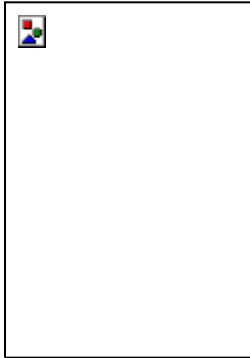
Emeritus Professor of Mathematics at Marlboro College, Joseph Mazur is the author of three cross-disciplinary nonfiction books connecting mathematics to history, psychology and literature, including *Euclid in the Rainforest: Discovering Universal Truth in Logic and Math* (Pi Press, 2005), which was a finalist for the PEN/America

***The Enlightened Gene; Biology, Buddhism, and the Convergence that Explains the World***

By Dr. Arri Eisen and Geshe Yungdrung Konchok.

Preface by the Dalai Lama

(UPNE, 2017; rights have been sold in Korea; remaining translation rights with agent)



Material available: Finished book

Eight years ago, in an unprecedented endeavor, The Dalai Lama invited Emory University to integrate modern science into the education of the thousands of Tibetan Buddhist monks and nuns in exile in India. This project, the Emory Tibet Science Initiative, became the first major change in the monastic curriculum in six centuries. Eight years in, the results are transformative. The singular backdrop of teaching science to Tibetan Buddhist monks and nuns offered provocative insights into how science and religion can work together to enrich each other, as well as to shed light on life and what it means to be a thinking, biological human.

In *The Enlightened Gene*, Emory University Professor Dr. Arri Eisen, together with monk Geshe Yungdrung Konchok will explore the striking ways in which the integration of Buddhism with cutting-edge discoveries in the biological sciences can change our understanding of life and how we live it. What the book discovers along the way will fundamentally change the way you think.

Are humans inherently good? Where does compassion come from? Is death essential for life? Is experience inherited? These questions have occupied philosophers, religious thinkers and scientists from the beginning of civilization, but in today's political discourse, much of the dialogue surrounding them and



larger issues -- such as climate change, abortion, genetically modified organisms, and evolution, are often framed in a sciences *versus* spirituality and religion context. This book will show that this doesn't have to be the case.

*The Enlightened Gene* will use the prism of this cross-cultural experiment integrating biology and Buddhism to shine a light on the fundamental questions of what it means to be human. For example, it will demonstrate how a Buddhist perspective on bacteria helps us understand how they are actually vital organisms, necessary for thinking, eating, and otherwise living life as we know it; illustrate the essential nature of death within life—the Buddhist worldview of cycling, self-sacrifice and altruism—at every step of biological development from sperm and egg to adult, from the molecular level to the very nature of our brains and how we learn: show how the startling physical and mental adaptations of Tibetans relates to the extraordinary new research on how genes and environment together shape who we are and what we become; uncork discoveries in epigenetics —the next level of the genes-environment conversation that has recently greatly stirred up biology and the social sciences— and mix it into the story of Tibetans' and all humans' remarkable resilience; show the amazing extent to which new ways of thinking about ecosystems resonate with the central Buddhist concepts of karma and interdependence, catalyzing new insights into conserving our planet; and provoke a discussion of the inherent nature of human goodness to link Buddhist thought and recent research exploring the effects of meditation on empathy and compassion.

*The Enlightened Gene* arrives at a key moment, a nexus in time joining Americans' longtime fascination with 'the wisdom of the East' and very recent quantum leaps in biological knowledge. Strikingly, many of these new biological discoveries can actually be read as moving science *closer to spiritual concepts*, rather than further away. In fact, a recurring theme of the book is that science often 'discovers' significant truths that Buddhism and other religions have long known (but from a different angle and without the measurables of science).

*The Enlightened Gene* will realign our thinking about the biological knowledge we thought we already understood, tackling life's big questions on multiple levels -- from molecular to genetic, psychological to ecological -- with surprising and often profound answers. It will stand out as a singular account exploring the unrealized connections between Buddhism and cutting-edge biology, showing how this convergence offers a new way of looking at ourselves and the world.

There is a huge readership for books that explore the intersection of Eastern thought with modern science, as well as for books centered around Buddhism. *The Enlightened Gene* will speak to readers of classics such as *The Tao of Physics* by Fritjof Capra and Gary Zukav's *The Dancing Wu Li Masters*, as well as recent bestsellers such as Sharon Begley's *Train Your Mind: Change Your Brain*, the

Dalai Lama's *The Universe in a Single Atom*, Deepak Chopra and Leonard Mlodinow's *War of the Worldviews: Where Science and Spirituality Meet – and Do Not* and Sam Harris' *Waking Up*, not to mention the bestselling works of established Buddhist authors such as Thich Nhat Hanh, Jon Kabat-Zinn and Jack Kornfield. The book will also benefit greatly from the active participation of the Dalai Lama and his organization in the Emory Tibet Science Initiative.

Dr. Arri Eisen is a Professor of Pedagogy in Biology, the Institute of the Liberal Arts, and the Center for Ethics at Emory University. He has taught and done research at Emory University for more than 25 years, after obtaining a PhD in Biochemistry from the University of Washington in 1990. He founded and has directed for over a decade Emory's Program in Science & Society, which develops innovative programs for the public and students in and out of the classroom in science and religion, science and ethics, and science and art. Dr. Eisen has won numerous awards, including Emory's top honor in teaching, the Emory Williams Award, and was for a year a Distinguished Visiting Professor at the United States Air Force Academy. As well as publishing in the peer-reviewed literature, Dr. Eisen writes in the popular media, including on CNN.com, ReligionDispatches.com, and in *The Chronicle of Higher Education*.

Geshe Yungdrung Konchok was born in 1982 in a mountainous village between Tibet and Nepal, in a place still not connected to the rest of the world. Konchok runs the Tibetan Yungdrung Bon Library at his monastery—a huge facility dedicated by the Dalai Lama. He was in the initial group of monastics of the Emory Tibet Science Initiative in 2008 in Dharamsala and was selected as a Tenzin Gyatso scholar with five other monks from that cohort to study science at Emory for three years. Konchok attained his geshe degree at Menri in 2014, and he has been serving as a translator in the Emory Tibet Science Initiative since then.

***The Philosophy of Childing:***

***Re-Imagining Adulthood Through the Wisdom of Our Youngest***

By Christopher Phillips, Ph.D.

(Skyhorse, 2016; rights sold in Spain; remaining translation rights with agent)

Material available: Finished book

Despite the fact that we live in an era of unprecedented child-obsession, the idea that children and childhood are sources of wisdom and insight is completely absent in the Western philosophical and cultural tradition. From Plato to Montaigne to Piaget, children have been seen as uncontrollable, devoid of reason, pure id, and incapable of contributing anything of substance besides the need to be parented. But what if instead of looking at human development as a necessary arc from the deficiency of childhood to the full maturation and self-realization of adulthood, we reversed the order? That it is indeed childhood, and “childness”, which offers an ideal model for human development and achievement, and that we ignore their lessons at our peril?

Weaving together philosophy, social science and neuroscience research, personal anecdotes and dialogues, *The Philosophy of Childing* presents a compelling and transformative philosophical treatise for human fulfillment that makes the provocative case that we should look to children and youth as a lodestar for development in all aspects of our lives. Incorporating the thinking of a band of philosophers from across the ages, along with contemporary neuroscientists and psychologists, Phillips argues that with the passage of time we are apt to shrink mentally, emotionally, cognitively: if we’re not vigilant, our sense of who we are can become fuzzier over time, diminishing our prospects for further development. If we persist in denaturing our original childlike nature – which they claim is one that brims at the outset with the blooming capacity for curiosity, empathy, reason, wonder, and a will to experiment and understand – we’ll regress in key areas of our development, and everyone in our orbit will pay a steep price.

*The Philosophy of Childing* will feature the ideas of philosophers and researchers who are resisting the dominant Western paradigm regarding childhood and radically reassessing long-dominant notions of what human flourishing can be about; they do so in ways that present an intriguing set of new possibilities. Their iconoclastic if not heretical perspectives presage many of the groundbreaking findings today by researchers in cognitive science, psychology and neuroscience, among other human sciences disciplines, who are confirming empirically some of their more disconcerting and exhilarating insights.

Far from settling matters, this opens up new lines of inquiry for how we

can best ‘child’ one another. The philosophy of childing elaborated here will challenge the mindset that childhood is merely a state of *becoming*, while adulthood is one of *being*, as if we’ve ‘arrived’ and reached the summit. The book will show how studies reveal that our youngest are hard-wired to be helpful and empathetic and thus can play an integral role in caring; call into question long-prevalent notions of the maternal instinct; upend the widespread view that adolescence is our most problematic stage, when, as a time of unrivaled brain plasticity, it should be deemed the most opportunistic; take issue with the pat assumption that adults are the ones who express their faculties in the most mature and developed manner-- rather, children and youth tend to think and feel and reason in far different ways than adults, making it incumbent upon adults to understand how best to exploit this capacity of theirs, since this is the critical stage for endowing us with the capacity for conscious, explicit, practical reasoning and can provide vital clues for how to sustain this capacity as we grow older.

A lively work of wide-ranging erudition and philosophical reflection, ***The Philosophy of Childing*** will speak to the readership of books like Martin Seligman’s *Flourish*, Alison Gopnik’s *The Philosophical Baby*, and Dee Joy Coulter’s *Original Mind*. It is comparable to philosopher Daniel Klein’s bestselling *Travels with Epicurus: A Journey to a Greek Island in Search of a Fulfilled Life* and is kindred to the more popular works by Alain de Botton, Anthony Grayling, and Thomas Moore, as well as Susan Blakewell’s *How to Live*. It should enjoy particularly broad appeal to parents and all other adults open to the notion that children and youth play a vital role in their own continued development, and that of society.

Christopher Phillips, Ph.D., is a Network Fellow at Harvard University's Edmond J. Safra Center for Ethics, recipient of the Distinguished American Leadership Award, and a Senior Education Fellow at the National Constitution Center. He is the author of the critically acclaimed national bestseller *Socrates Café: A Fresh Taste of Philosophy* (Norton, 2002), *Six Questions of Socrates: A Modern-Day Journey of Discovery Through World Philosophy* (Norton, 2005), *Socrates in Love: Philosophy for a Passionate Heart* (Norton, 2007) and *Constitution Café: Jefferson’s Brew for a True Religion* (Norton, 2012). A foremost specialist in the Socratic Method, Dr. Phillips – who has been featured on several occasions on National Public Radio, as well in *TIME*, the *New York Times*, *USA Today*, the *Los Angeles*, has helped create more than 500 ongoing discussion groups for philosophical speculation around the world. He is a sought-after educational consultant.

## **Crouching Tiger**

### **What China's Militarism Means for the World**

By Peter Navarro, Ph.D.

(Prometheus, 2015; Rights have been sold in Japan, Korea and Taiwan; remaining translation rights with agent)



Material available: Finished book

*Crouching Tiger* provides the most complete and up-to-date assessment of the probability of conflict in Asia, together with the most in-depth analysis of possible pathways towards peace. The book synthesizes the insights of more than forty of the top experts in the world on China, along with Professor Navarro's own research. This fast-paced volume is written in sharp-edged, bite-sized chapters as a highly interactive detective story, and readers are tasked with solving the mystery of the book's title: Will There Be War With China?

Chapter by revelatory chapter, clues appear in the form of intriguing questions that often challenge the conventional wisdom, and possible answers are provided across the range of expert thought and opinion. Through this interactive and investigative process, readers not only come face to face with the harsh realities – and growing dangers – of everything from anti-ship ballistic missiles and rising rocket mines designed to obliterate American aircraft carriers; they also learn how some of America's "best friends" in Europe and Asia are now selling their corporate souls – and highly lethal weapons systems – to China. As a result of such twisted globalization, we are now faced with the prospect of an Australian-designed Chinese catamaran powered by French diesel engines firing Russian-bought missiles at American, Japanese, or Vietnamese ships.

As the book shows, beyond this surfeit of kinetic dangers, readers must also sift through the latest Chinese "non-kinetic" forms of media, legal, and psychological warfare – China's so-called "Three Warfares." Here, on this new 21<sup>st</sup> century battlefield, it may well be the best narrative, rather than the best

weapons, that wins the many spoils of war in the East and South China Seas and on the Indian sub-continent.

The book's ultimate uniqueness in the marketplace lies in its complete view of the conflict chessboard; the ability of the author to look at the problem in a multidisciplinary way through the lenses of economics, geopolitics, history, international relations, military doctrine, and political science; its clear accessibility to both a trade and educational audience; and its strong emphasis on the ways that peace can be achieved.

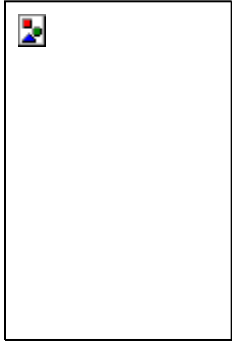
*Crouching Tiger*'s ultimate goal is to provide a transformational work with a long shelf life. In this way, the book hopes to raise both public and policymaker awareness about one of the most compelling and dangerous problems of our nuclear-tipped times.

Peter Navarro is a Professor in The Paul Merage School of Business at the University of California-Irvine. He is a public policy expert with a Masters of Public Administration from the Kennedy School of Government and a distinguished macroeconomist with a Ph.D. from Harvard. Professor Navarro has written extensively on Asia and its implications for the United States economy and national security in both scholarly journals and for the trade press. He is the author of *Death by China, Always a Winner, The Well-Timed Strategy, When the Market Moves Will You Be Ready?* and the best-selling *If It Rains in Brazil, Buy Starbucks*. He has appeared regularly on outlets such as the BBC, CNN, CNBC, MSNBC, and the CBS News as well as on a "60 Minutes" China-themed segment. His op-ed articles have been published in every major newspaper in the country, from the *Boston Globe, Chicago Tribune, and Los Angeles Times* to the *International Herald Tribune, New York Times, and Wall Street Journal*. Professor Navarro currently serves as director of the National Trade Council, a newly-created entity in the executive branch of the U.S. federal government

***Epic Survival: Extreme Adventure, Stone Age Wisdom and Lessons in Living From a Modern Hunter-Gatherer***

By Matt Graham and Josh Young

(Gallery/S&S, 2015; Rights have been sold in Germany, Japan and Russia; remaining translation rights with agent)



Finished book available

Matt Graham is one of the world's premiere survival adventurers and primitive living skills teachers. He lives life as a hunter-gatherer, eschewing modern conveniences and amenities, hunting for his food, and roaming the land to understand it better. His passion for revealing the challenges of living in the wild have been featured in documentaries and on television, and he currently stars in two Discovery Channel shows: as one of the two stars on hit reality series *Dual Survivor*, now filming its fourth season, and as one of the stars of the series *Dude You're Screwed*, which will soon begin filming its second season.

In *Epic Survival*, written with Josh Young, co-author of five *New York Times* best sellers, Matt takes us inside life as a hunter-gatherer, and details the physical, mental and emotional joys and struggles of this kind of existence. In this riveting account, which brings together adventure, modern medicine and spiritual quest, he shows us what the human body is capable of enduring when pushed to its limits.

*Epic Survival* will relay the captivating stories from Matt's extraordinary life pursuing experiences that lead him closer to the earth in its rawest form. He will describe his time learning the secrets of running from the Tarahumara Indians (the tribe profiled in *Born to Run*) that led to him running the 1,600 mile Pacific Crest Trial in just 58 days and enduring temperature swings of 100 degrees. He will take us with him as he treks into the wilderness to live alone for a half a year, armed with nothing but a loin cloth, a pair of sandals, a stone knife and chia seeds. He'll recount near-death experiences as he hikes alone through the snow drifts at the bottom of the Grand Canyon, and he'll show us a new way to understand fear.

He will also relate his discussions with medical professionals on how the body and mind can be conditioned to produce the energy needed to live in seemingly unlivable circumstances.

The book will explain the lessons that come from truly living off the land, from life-altering diets and extrasensory vision to the power of silence. Ultimately, *Epic Survival* will show us how the wisdom of the hunter-gather lifestyle can be applied to our own lives, whether we reside in New York City or in the outback.

*Epic Survival* is a sui generis book about the wilderness and our connection to it. The book takes up where Christopher McDougal's *Born to Run* left off. It has the adrenaline of *Mud, Sweat and Tears* by Bear Grylls; the spirit of Cody Lundin's books *When All Hell Breaks Loose* and *98.6 Degrees*; the physical challenges endured in *Swimming to Antarctica* by Lynne Cox, and the practical advice of *Will to Live: Dispatches from the Edge of Survival* by Les Stroud.

The one-two punch of *Dual Survivor* and *Dude You're Screwed*, combined with the publicity Matt receives from the shows, provides an ideal marketing platform for *Epic Survival*. *Dual Survivor* is one of the highest-rated shows on the Discovery Channel. *Dude You're Screwed* premiered in December 2013 and was recently picked up for a second season, which will begin airing in the first quarter of 2015. Matt has recently been featured in the *New York Times*, *Los Angeles Times*, and *Trekking* magazine, and he currently consults for the BBC's survival and wilderness shows. Because Matt is well known as one of the premiere survival adventurers and primitive living skills teachers, *Epic Survival* is positioned to capitalize on Matt's fan base and to ride the wave of growing public interest in this world. Additionally, Matt's charismatic onscreen persona makes him easily bookable on the morning and talk show circuit.

JOSH YOUNG is a best-selling author whose works spans entertainment, business, politics, science and natural history. He has co-authored five *New York Times* best sellers and two additional national best sellers, including comedian Howie Mandel's *Here's the Deal: Don't Touch Me* (Bantam, 2009); Dr. Sam Parnia's *Erasing Death: The Science that is Rewriting the Boundaries Between Life and Death* (HarperOne, 2013); Bob Newhart's memoir *I Shouldn't Even Be Doing This* (Hyperion, 2007); Jay Mohr's *Gasp for Airtime: Two Years in the Trenches of 'Saturday Night Live'* (Hyperion, 2005); Jim Belushi's *Real Men Don't Apologize* (Hyperion, 2007); *David Attenborough's First Life: A Journey Back in Time* (Collins, 2010); Colin Tudge's *The Link: Uncovering Our Oldest Ancestor* (Little Brown, 2009); and movie mogul Mike Medavoy's *You're Only as Good as Your Next One* (Atria, 2002).



Gemma Halliday

**High Heels Mystery Series**  
**Hollywood Headline Mystery Series**  
**By Gemma Halliday**

Rights to *High Heels* have sold in Germany, Poland and India

Rights to *Hollywood Headline* have sold in Germany and Turkey

Material available: 8 complete novels in the High Heels series, 3 complete novels in the Hollywood Headline series

Gemma Halliday is a powerhouse in the romantic suspense/mystery genre. She has sold, cumulatively, over 1.5 million copies of her three series: High Heels Mystery series, Hollywood Headlines Mystery series, and the Jamie Bond series. The novels have won a Golden Heart, two National Reader's Choice Awards and three RITA nominations.

Several titles of the High Heels Mystery series have hit the *New York Times*, *USA Today* and Kindle (#1) bestseller lists, cumulatively have sold over **1 million copies**. The novels, which are in the romantic suspense/mystery genre, follow the adventures of fashion designer Maddie Springer, as her world of high fashion collides with the world of high crime.

Here is some praise for the High Heels series:

"A saucy combination of romance and suspense that is simply irresistible."

- *Chicago Tribune*

"Stylish... nonstop action...guaranteed to keep chick lit and mystery fans happy!"

- *Publishers' Weekly*, starred review

"Maddie Springer is like a cross between Paris Hilton and Stephanie Plum, only better. The dialogue is snappy and the suspense beautifully interwoven with Ms. Halliday's unique humor. This is one HIGH HEEL you'll want to try on again and

again "

- *Romance Junkies*

"It's rare to find a romantic mystery that's so funny, but this is certainly one of them. Maddie Springer (is) a 'Versace' Nancy Drew everyone can appreciate."

- *Press & Sun Bulletin*

Books in the High Heels Mystery series (as of 2014):

Spying in High Heels<sup>[L][SEP]</sup>

Killer in High Heels<sup>[L][SEP]</sup>

Undercover in High Heels<sup>[L][SEP]</sup>

Christmas in High Heels (holiday short story)

Alibi in High Heels

Mayhem in High Heels<sup>[L][SEP]</sup>

Honeymoon in High Heels (novella)

Sweetheart in High Heels (short story)

Fearless in High Heels<sup>[L][SEP]</sup>

Danger in High Heels<sup>[L][SEP]</sup>

Homicide in High Heels<sup>[L][SEP]</sup>

Deadly in High Heels (coming in Feb 2015)

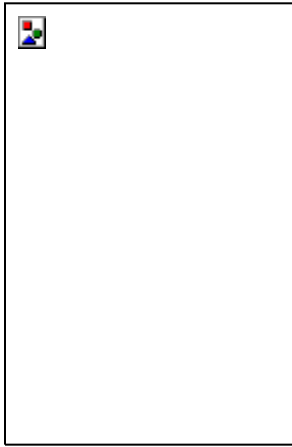
Gemma is also the author of the Hollywood Headlines Mystery Series, which is a spinoff to the High Heels Mystery series. The three novels in the Hollywood Headlines series revolve around the adventures of three beautiful and sexy reporters for Hollywood's most notorious tabloid. Bad Guys beware - if you commit a crime in their town, the Informer's girls won't let you get away with it. Each book in this series follows the adventures of a different reporter, from her unique point of view.

In total, over 150,000 copies of this series have been sold in ebook—including 3 individual novels, and 1 boxed set of all 3 books.

*All the Presidents' Bankers: The Hidden Alliances that Drive American Power*

By Nomi Prins

(Nation Books, 2014; Rights have been sold in Japan and China; remaining translation rights with agent).



Material available: Finished book

Who rules America?

*All the Presidents' Bankers* is a groundbreaking narrative of how an elite group of men transformed the American economy and government, dictated foreign and domestic policy, and shaped world history.

Culled from original presidential archival documents, *All the Presidents' Bankers* delivers an explosive account of the hundred-year interdependence between the White House and Wall Street that transcends a simple analysis of money driving politics—or greed driving bankers.

Prins ushers us into the intimate world of exclusive clubs, vacation spots, and Ivy League universities that binds presidents and financiers. She unravels the multi-

generational blood, intermarriage, and protégé relationships that have confined national influence to a privileged cluster of people. These families and individuals recycle their power through elected office and private channels in Washington, DC.

*All the Presidents' Bankers* sheds new light on pivotal historic events—such as why, after the Panic of 1907, America's dominant bankers convened to fashion the Federal Reserve System; how J. P. Morgan's ambitions motivated President Wilson during World War I; how Chase and National City Bank chairmen worked secretly with President Roosevelt to rescue capitalism during the Great Depression while J.P. Morgan Jr. invited Roosevelt's son yachting; and how American financiers collaborated with President Truman to construct the World Bank and IMF after World War II.

Prins divulges how, through the Cold War and Vietnam era, presidents and bankers pushed America's superpower status and expansion abroad, while promoting broadly democratic values and social welfare at home. But from the 1970s, Wall Street's rush to secure Middle East oil profits altered the nature of political-financial alliances. Bankers' profit motive trumped heritage and allegiance to public service, while presidents lost control over the economy—as was dramatically evident in the financial crisis of 2008.

This unprecedented history of American power illuminates how the same financiers retained their authoritative position through history, swaying presidents regardless of party affiliation. *All the Presidents' Bankers* explores the alarming global repercussions of a system lacking barriers between public office and private power. Prins leaves us with an ominous choice: either we break the alliances of the power elite, or they will break us.

"Prins divides her justifiably long text into digestible one- to three-page segments and seamlessly incorporates dozens of prominent banker profiles. Her work is highly recommended both to general readers and to students of financial history."—*Library Journal*

"A revealing look at the often symbiotic, sometimes-adversarial relationship between the White House and Wall Street... [A] sweeping history of bank presidents and their relationships with the nation's chief executives"—*Kirkus Reviews*

"The relationship between Washington and Wall Street isn't really a revolving

door. Its a merry-go-round. And, as Prins shows, the merriest of all are the bankers and financiers that get rich off the relationship, using their public offices and access to build private wealth and power. Disturbing and important." —Robert B. Reich, Chancellor's Professor of Public Policy, University of California at Berkeley

"Nomi Prins follows the money. She used to work on Wall Street. And now she has written a seminal history of America's bankers and their symbiotic relationship with all the presidents from Teddy Roosevelt through Barack Obama. It is an astonishing tale. All the Presidents' Bankers relies on the presidential archives to reveal how power works in this American democracy. Prins writes in the tradition of C. Wright Mills, Richard Rovere and William Greider. Her book is a stunning contribution to the history of the American Establishment." —Kai Bird, Pulitzer Prize-winning biographer and author of *The Good Spy: The Life and Death of Robert Ames*

"Nomi Prins takes us on a brisk, panoramic, and eye-opening tour of more than a century's interplay between America's government and its major banks – exposing the remarkable dominance of six major banks, and for most of the period, the same families, over U.S. financial policy." —Charles R. Morris, author of *The Trillion Dollar Meltdown*

"Nomi Prins has written a big book you just wish was bigger: page after page of killer stories of bank robbers who've owned the banks—and owned the White House. Prins is a born story-teller. She turns the history of the moneyed class into a breathless, page-turning romance—the tawdry affairs of bankers and the presidents who love them. It's brilliant inside stuff on unforgettable, and unforgivable, scoundrels." —Greg Palast, Investigative reporter for BBC Television and author of *Billionaires & Ballot Bandits*

"In this riveting, definitive history, Nomi Prins reveals how US policy has been largely dominated by a circle of the same banking and political dynasties. For more than a century, Presidents often acquiesced or participated as bankers subverted democracy, neglected the public interest, and stole power from the American people." —Paul Craig Roberts, former *Wall Street Journal* editor and Assistant Secretary of the US Treasury

"Nomi Prins has done it again – this time with a must read, a gripping, historical story on the first corporate staters – the handful of powerful bankers and their decisive influence over the White House and the Treasury Department from the

inside and from the outside to the detriment of the people. All the Presidents' Bankers speaks to the raw truth today of what Louis D. Brandeis said a hundred years ago: 'We must break the Money Trust or the Money Trust will break us.'" — Ralph Nader

"Money has been the common denominator in American politics for the last 115 years, as Nomi Prins admirably points out. All the Presidents' Bankers is an excellent survey of how money influences power and comes dangerously close to threatening democracy." —Charles Geisst, author of *Wall Street: A History*

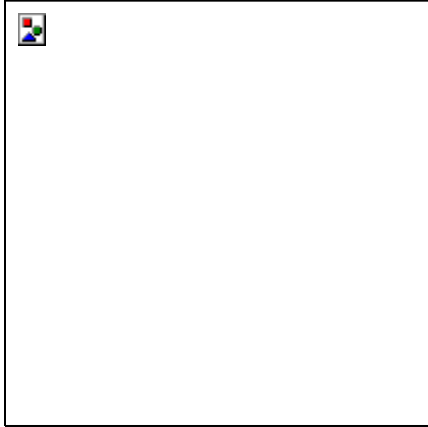
"All the Presidents' Bankers is gracefully written, carefully researched, and accessible. It is a must read for anyone concerned with politics and economics — in other words, just about everybody." —Thomas Ferguson, Professor of Political Science at the University of Massachusetts, Boston and Senior Fellow at the Roosevelt Institute

Nomi Prins is a journalist and Senior Fellow at Demos. She is the author of *It Takes A Pillage: Behind the Bonuses, Bailouts, and Backroom Deals from Washington to Wall Street* (Wiley, September, 2009) and *Other People's Money: The Corporate Mugging of America* (The New Press, October 2004), a devastating exposé into corporate corruption, political collusion and Wall Street deception. *Other People's Money* was chosen as a Best Book of 2004 by *The Economist*, *Barron's* and *The Library Journal*. She is currently writing *Before* becoming a journalist, Nomi worked on Wall Street as a managing director at Goldman Sachs, and running the international analytics group at Bear Stearns in London. She has appeared on numerous TV; internationally on BBC World, BBC and Russian TV, and nationally on CNN, CNBC, MSNBC, ABC, CSPAN, Democracy Now, Fox and PBS. She has been featured on hundreds of radio shows globally including for CNNRadio, Marketplace, Air America, NPR, regional Pacifica stations, New Zealand, BBC, and Canadian Programming. Her writing has appeared in *The New York Times*, *Fortune*, *Newsday*, *Mother Jones*, *The Daily Beast*, *Newsweek*, *Slate.com*, *The Guardian UK*, *The Nation*, *The American Prospect*, *Alternet*, *LaVanguardia*, and other publications.

*Nazis, Islamists and the Making of the Modern Middle East*

By Barry Rubin and Wolfgang Schwanitz

(Yale University Press, 2014; Rights have been sold in Holland, Poland and the Czech Republic; remaining translation rights with agent)



Material available: PDF of final book and finished copies

During the 1930s and 1940s, a unique and lasting political alliance was forged among Third Reich leaders, Arab nationalists, and Muslim religious authorities. From this relationship sprang a series of dramatic events that, despite their profound impact on the course of World War II, remained secret until now. In this groundbreaking book, esteemed Middle East scholars Barry Rubin and Wolfgang G. Schwanitz uncover for the first time the complete story of this dangerous alliance and explore its continuing impact on Arab politics in the twenty-first century.

Rubin and Schwanitz reveal, for example, the full scope of Palestinian leader Amin al-Husaini's support of Hitler's genocidal plans against European and Middle Eastern Jews. In addition, they expose the extent of Germany's long-term promotion of Islamism and jihad. Drawing on unprecedented research in European, American, and Middle East archives, many recently opened and never before written about, the authors offer new insight on the intertwined development of Nazism and Islamism and its impact on the modern Middle East.

“This book is a model of original research and the ultimate scholarly study of German-Arab and German-Muslim cooperation during the first half of the twentieth century, covering both World Wars. It is a major contribution in the

field, a *magnum opus*.”—Jacob M. Landau, Hebrew University of Jerusalem

“This book presents an abundance of previously un- or under examined material. It is most impressive and greatly advances our knowledge.”—Jeffrey Herf, University of Maryland

“In this hugely important book Barry Rubin and Wolfgang G. Schwanitz show that not only did Nazism enjoy widespread popularity in the contemporary Middle East, but its profound effects on pan-Arabist and Islamist thinking, as well as the evolution of Palestinian Arab nationalism, continue to reverberate throughout the region to date. A must read.”—Efraim Karsh, King’s College London

"Rubin and Schwanitz have done a major, double service - by tracing the historical links between Islamist jihadism and German policy from the Wilhelmine to the Nazi eras; and by highlighting the common (anti-democratic, anti-liberal and anti-Semitic) ideological basis of Nazism and Islamism during the Second World War. The center-piece of their study is the description of the mid-20th century alliance between the Nazis and militant Arab nationalists, which still affects current Middle Eastern politics and policies."—Benny Morris, author of *One State, Two States*

"*Nazis, Islamists and the Making of the Modern Middle East* is a welcome addition to the short list of indispensable books on the Arab-Israeli conflict. We owe a great debt to Barry Rubin and to Wolfgang G. Schwanitz for revealing an urgent story the international community should have known but somehow missed -- a story that is a key to understanding how we got to this current moment in the Middle East."—Yossi Klein Halevi, Shalom Hartman Institute

Barry Rubin was Director of the Global Research in International Affairs (GLORIA) Center of the Interdisciplinary Center (IDC) in Herzliya, Israel. He was the author of numerous books, including *The Truth About Syria* (Palgrave Macmillan, 2007; translation rights with agent); *The Long War for Freedom: The Arab Struggle for Democracy in the Middle East* (Wiley, 2005; rights with publisher); *Yasir Arafat: A Political Biography* (Oxford University Press, 2003); *Paved with Good Intentions: The American Experience and Iran* (Oxford University Press, 1994); *The Transformation of Palestinian Politics* (Harvard

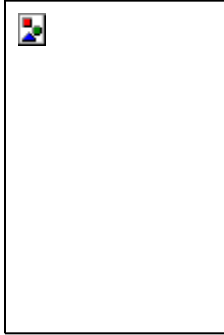


University Press, 1999) and *Assimilation and Its Discontents* (Times Books, 1995).  
**Wolfgang G. Schwanitz** is visiting professor at the Global Research in  
International Affairs Center of the Interdisciplinary Center, Israel, and an associate  
fellow at the Middle East Forum of Pennsylvania.

## ***Wildcat Currency: The Virtual Transformation of the Economy***

By Edward Castronova

(Yale University Press, 2014; Rights have been sold in Japan and China; remaining translation rights with agent).



Material available: PDF of first pass pages

Private currencies have always existed, from notes printed by individual banks to the S&H Green Stamps that consumers once redeemed for household items. Today's economy has seen an explosion of new forms of monetary exchange not created by the federal government. Credit card companies offer points that can be traded in for a variety of goods and services, from airline miles to online store credit. Online game creators have devised new mediums of electronic exchange that turn virtual money into real money. Meanwhile, real money is increasingly going digital, where it competes with private currencies like Bitcoin. The virtual and the real economic worlds are intermingling more than ever before, raising the possibility that this new money might eventually replace the government-run system of dollars, euros, and yen.

Edward Castronova is the leading researcher in this field, a founder of scholarly online game studies and an expert on the economies of virtual worlds. In this dynamic and essential work, he explores the current phenomenon of virtual currencies and what it will mean legally, politically, and economically in the future. In doing so, he provides a fascinating, often surprising discourse on the meaning of money itself—what it is, what we think it is, and how we relate to it on an emotional level.

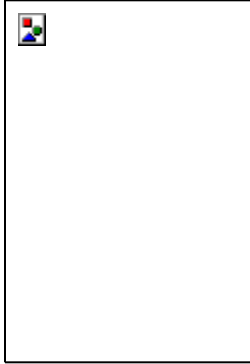
Edward Castronova is a Full Professor of Telecommunications and Cognitive Science at Indiana University. Castronova has a PhD in Economics from the University of Wisconsin-Madison and was the first to calculate the economic value

of virtual goods. He is a founder of scholarly online game studies and an expert on the societies of virtual worlds. He has written numerous articles and two books: *Synthetic Worlds* (University of Chicago Press, 2005) and *Exodus to the Virtual World* (Palgrave, 2007; rights have been sold in Japan and Russia; UK and remaining translation rights with agent). Professor Castronova teaches graduate and undergraduate courses on the design of games, the game industry, and the management of virtual societies. He was named Professor of the Year at the University of Rochester in 1999. His research and game development has been funded by the MacArthur Foundation and The National Science Foundation. In 2008, he was named a Virtual Worlds Pioneer by the Virtual Worlds Management Association. Outside his academic work, Professor Castronova makes regular appearances in mainstream media (60 Minutes, the *New York Times*, NPR, the *Economist*) as well as cutting-edge forums (TED, PopTech). Castronova has given keynotes at major conferences (Austin Game Conference, Digital Games Research Association Conference, Interactive Software Federation of Europe), and provided consulting for business (McKinsey, Vivendi, Forrester) as well as expert testimony in virtual world legal cases.

*A Skeptic's Guide to the Mind: What Neuroscience Can and Cannot Tell Us About Ourselves*

By Robert Burton

(St. Martin's, 2013; Rights have been sold in Russia, Turkey and China; remaining UK and translation rights with agent).



Material available: PDF of final book and finished copies

What if our soundest, most reasonable judgments are beyond our control? Despite 2500 years of contemplation by the world's greatest minds and the more recent phenomenal advances in basic neuroscience, neither neuroscientists nor philosophers have a decent understanding of what the mind is or how it works. The gap between what the brain does and the mind experiences remains uncharted territory. Nevertheless, with powerful new tools such as the fMRI scan, neuroscience has become the *de facto* mode of explanation of behavior. Neuroscientists tell us why we prefer Coke to Pepsi, and the media trumpets headlines such as "Possible site of free will found in brain." Or: "Bad behavior down to genes, not poor parenting."

Robert Burton believes that while some neuroscience observations are real advances, others are overreaching, unwarranted, wrong-headed, self-serving, or just plain ridiculous, and often with the potential for catastrophic personal and social consequences. In *A Skeptic's Guide to the Mind*, he brings together clinical observations, practical thought experiments, personal anecdotes, and cutting-edge neuroscience to decipher what neuroscience can tell us – and where it falls woefully short. At the same time, he offers a new vision of how to think about

what the mind might be and how it works.

*A Skeptic's Guide to the Mind* is a critical, startling, and expansive journey into the mysteries of the brain and what makes us human.

“An informative, witty, provocative meditation on the mind-brain paradox.” – *Kirkus*, starred review<sup>[SEP]</sup> “Written in a relatable style that balances hard science with philosophy and speculation, Burton’s project is . . . to emphasize that ‘a humble acknowledgement of the limits of inquiry should be the first step in the study of the mind.’ It’s an important point.” –*Publishers Weekly*<sup>[SEP]</sup> “Burton does an excellent job retracing the history of neuroscience studies and directing readers’ attention to future discoveries. He takes an unbiased look at the fundamentals of the field, and posits that, no matter how much the field advances, slippery notions of consciousness and moral decision-making will always allow for some amount of speculation. Recommended for skeptics and enthusiasts alike.” –*Library Journal*

“The neurologist Robert Burton is skeptical, to say the least. His new book, “A Skeptic’s Guide to the Mind,” is a scathing indictment of reductionism in all its guises, and a stirring call to consider whether scientists are even asking the right kinds of questions.” – *Salon.com*<sup>[SEP]</sup>

“Recommended. . . . Notable” - *Scientific American*<sup>[SEP]</sup>

“An excursion into the choppy waters of intelligence, consciousness, and language. It is, Burton says, ‘best read as a late-night meditation’, which might explain his slightly circular thesis: that our innate irrationality, revealed by neuroscience, has itself led neuroscientists astray in their attempts to understand the mind. For the most part, his conclusions are spot on.” --*New Scientist*<sup>[SEP]</sup> “Burton is no defeatist; he’s a skeptic with something to offer beyond criticism. While reading this book, you’re likely to learn more about what we *do know* about our elusive brains – and what we can reasonably argue about the mind – than from most others on the shelf.” –*Forbes.com*<sup>[SEP]</sup> “Covers such topics as the brain’s role in ‘out-of-body’ experiences and the lingering effects of limb amputations. It also examines the latest neurological research, which Burton argues is often overstated by the media.” –*Washington Post*<sup>[SEP]</sup> “Neuroscientists themselves are like any author: They bring their own prejudices, needs, hopes and dreams to their work. Because their data is highly susceptible to interpretation, you need to understand who they are, where they come from and what personal slant they bring to that data before you believe any of it.” --*CBS.com*

“Sharply guides us through a litany of initially promising, but eventually debunked, research and illuminating examples countering the conventional wisdom that humans occupy a special place in the animal world because of the uniqueness of their ‘mind.’ It is a book that should give philosophers, psychologists and neuroscientists reason for pause.” –*Marin Independent Journal*

“This is heady stuff. It challenges our preconceptions. It is packed with the results of intriguing scientific experiments that raise more questions than they answer. The committee in my brain passed on a strong “thumbs up” vote to my conscious mind.” –*Science-Based Medicine*

Burton’s tour through the latest brain research demolishes certainty like a daisy-cutter bomb. By the time he points to a study indicating that brain images themselves are a potent factor in convincing people of neuroscience’s new claims – our brains are impressed by the elegant shapes and ethereal colours – he has us. We have seen the pattern, even if Burton keeps begging us to distrust it.” –*Maclean’s*

“A Skeptic’s Guide to the Mind is a gripping and timely book. With an engaging blend of data and cases, neurologist Robert Burton delivers an important warning that there is often more to neuroscience than meets the eye, and shares surprising insights about how our minds really work. You will never look at the space between your ears in the same way.” --Adam Grant, author of *Give and Take*

“Robert Burton's Skeptics Guide provides a thoughtful meditation on the mismeasure of mind. With a rich tapestry of neurological case studies, allusions to film and literature, compelling personal stories, and challenging thought experiments, Burton describes the abundant philosophical and scientific challenges to the belief that we know — or even that we can know — our own minds.” --Daniel Simons, *New York Times* bestselling co-author of *The Invisible Gorilla: How Our Intuitions Deceive Us*

"A Skeptic's Guide to the Mind is a unique combination of science and thought-provoking criticism. I highly recommend it to everyone who is fascinated by the mystery of how our brains make us who we are." --Ginger Campbell, M.D., author of *Are You Sure? The Unconscious Origins of Certainty* and host of the *Brain Science* podcast

"There is no bigger challenge to our self-understanding than the exploding field of neuroscience, but if we are to benefit from its discoveries, we must learn how to think about them in the right way. And at the moment, we don't. Thus far, neuroscience research has been oversold by scientists themselves and overhyped by journalists. We have to do better. In *A Skeptic's Guide to the Mind*, Robert Burton does a beautiful job explaining what modern neuroscience has to offer, and just as important, what it doesn't, and probably can't have to offer. A careful reading of this well-written book will go a long way toward enabling us

to draw the right lessons from what neuroscience has to offer." --Barry Schwartz, author of *The Paradox of Choice* and *Practical Wisdom*. "Burton questions the fundamental assumptions of his field – with *A Skeptic's Guide to the Mind*, he takes on the very foundations of cognitive science, leading readers to valuable insights in the process." --Vinod Khosla, co-founder of Sun Microsystems

"This engaging book captures the strengths and limitations of modern neuroscience in unlocking the secrets of mind and brain. It stands alone. In a style that joins academic writing, case histories, and narrative, Burton brings the reader to the many places where person and identity, self and society, health and disease, and, most pointedly, where scientist and social responsibility meet." --Judy Illes, author of the *Oxford Handbook of Neuroethics* and Professor of Neurology and Canada Research Chair in Neuroethics at the University of British Columbia  
"In recent years, there's been a lot of neurotrash infecting everything from economics, business and ethics to romance, gastronomy and parenting. At last, Robert Burton, with the knowledge and wisdom to tackle the subject head-on, dares to separate nonsense from wisdom. With the delicacy of a philosopher and the real life expertise of a physician, he dares to show us how much we've learned but also how much we have to discover. This is one of the most elegant combinations of science and life I've come across for a long time." --Margaret Heffernan, author of *Willful Blindness*

"Popular media is awash in an endless deluge of neuroscience findings—particularly those that imply neuroscience is the new arbiter of “truth” for everything from why we like certain colors to whether someone is lying on the witness stand. Readers on the receiving end of neuro-mania are left confused about what to believe, which is why Robert Burton’s *A Skeptic’s Guide to the Mind: What Neuroscience Cannot Tell Us About Ourselves* is such a valuable addition to the library of anyone interested in cognitive science. Burton cuts through the clutter and incisively reveals what the current state of neuroscience is truly capable of telling us about ourselves. It’s a top-tier contribution from one of the leading minds in the field.” --David DiSalvo, author of *What Makes Your Brain Happy and Why You Should Do the Opposite*

"Neuroscientific high jinks of the best sort. A salutary reminder that we only understand 10% of our brains." --Nick Humphrey, author of *Soul Dust*, *The Magic of Consciousness*, and Emeritus Professor of Psychology, London School of Economics

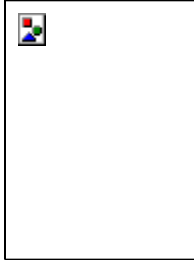
Robert Burton, M.D. has spent thirty-five years as a clinical neurologist and writes a feature column for Salon (“Ask Dr. Bob”). He is the author of *On Being Certain: Believing You are Right Even When You're Not* (St. Martin’s, 2008; rights sold in China (simple and complex), Korea, Holland and Japan; UK and remaining translation rights with agent). His medical career has combined private practice, clinical teaching at UCSF as well as NIH projects in stroke prevention. He served as the Chief of the Division of Neurology at Mt. Zion-UCSF hospital, where he subsequently became Associate Chief of the Department of Neurosciences. He has also been a lecturer in the Medicine and Literature program at Stanford University. He is the author of three critically acclaimed novels (including *Doc-in-a-Box* and *Cellmates* [Putnam]), and op-ed pieces, essays, and book reviews for various Bay Area papers and magazines. He has been the subject of feature articles in the *San Francisco Chronicle*, *San Francisco Examiner*, and *People*.



## ***The Intelligence Paradox: Why the Intelligent Choice Isn't Always the Smart One***

By Satoshi Kanazawa

(John Wiley, 2012: Rights have been sold in Japan, Russia, Brazil and Korea; remaining translation rights with agent).



Material available: PDF of the final book and finished copies

Satoshi Kanazawa's *Why Beautiful People Have More Daughters* (written with Alan S. Miller) was hailed by the *Los Angeles Times* as "a rollicking bit of pop science that turns the lens of evolutionary psychology on issues of the day." That book answered such burning questions as why women tend to lust after males who already have mates and why newborns look more like Dad than Mom. Now Kanazawa tackles the nature of intelligence: what it is, what it does, what it is good for (if anything).

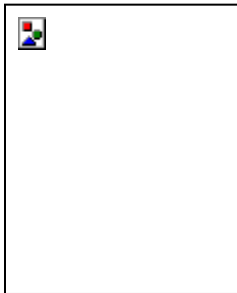
Highly entertaining, smart (dare we say intelligent?), and daringly contrarian, **The Intelligence Paradox** will provide a deeper understanding of what intelligence is, and what it means for us in our lives.

- Asks why more intelligent individuals are not better (and are, in fact, often worse) than less intelligent individuals in solving some of the most important problems in life—such as finding a mate, raising children, and making friends
- Discusses why liberals are more intelligent than conservatives, why atheists are more intelligent than the religious, why more intelligent men value monogamy, why night owls are more intelligent than morning larks, and why homosexuals are more intelligent than heterosexuals
- Explores how the purpose for which general intelligence evolved—solving evolutionarily novel problems—allows us to explain why intelligent people have the particular values and preferences they have

- Challenging common misconceptions about the nature of intelligence, this book offers surprising insights into the cutting-edge of science at the intersection of evolutionary psychology and intelligence research.

Satoshi Kanazawa is Reader of Management and Research Methodology at the London School of Economics and Political Science. He is the author of *Why Beautiful People Have More Daughters: From Dating, Shopping, and Praying to Watching Porn, Going to War, and Becoming a Billionaire—Two Evolutionary Psychologists Explain Why We Do What We Do* (Perigee, 2007; rights have been sold in Japan, Korea, China (simplified and complex), Italy, Greece, Lithuania, Poland, Romania, Russia, Macedonia and Brazil; UK and remaining translation rights with agent), which David P. Barash has called “an exuberant, accessible, exhilarating, intellectually aerobic workout of an introduction to the new science of human nature.” He received his MA from the University of Washington, and Ph.D. from the University of Arizona, both in sociology. He was the first sociologist to introduce modern evolutionary psychology into sociology. His evolutionary psychological work has appeared in peer-reviewed journals in all major social sciences (sociology, psychology, political science, economics, and anthropology) as well as biology, and he has published more than 50 articles and chapters. He currently serves on the editorial board of *Managerial and Decision Economics*. His work has been widely featured in mass media round the world, including the *New York Times*, the *Washington Post*, the *Los Angeles Times*, the *Boston Globe*, the *Times* (London), *Time*, *Psychology Today*, the *Times Higher Education Supplement*, and he has been interviewed on BBC Radio 4 and the National Public Radio's *All Things Considered*, among other TV and radio shows.

*A User's Guide to the Universe: Surviving the Perils of Black Holes, Time Paradoxes, and Quantum Uncertainty* by Dave Goldberg, Ph.D. and Jeffrey Blomquist (John Wiley, 2010; Rights have been sold in Russia, China (simple and complex), Korea, Poland, Turkey, Greece and Italy; remaining translation rights with agent).



Material available: PDF of final book and finished copies

With a large measure of humor and a minimum of math (one equation), physics professor Goldberg and engineer Blomquist delve into the fascinating physics topics that rarely make it into introductory classes, including time travel, extraterrestrials, and "quantum weirdness" to prove that physics' "reputation for being hard, impractical, and boring" is wrong by at least two-thirds: "Hard? Perhaps. Impractical? Definitely not... But boring? That's where we really take issue." Breaking up each topic into common sense questions ("How many habitable planets are there?" "What is Dark Matter?" "If the universe is expanding, what's it expanding into?"), the duo provides explanations in everyday language with helpful examples, analogies, and Blomquist's charmingly unpolished cartoons. Among other lessons, readers will learn about randomness through gambling; how a Star Trek-style transporter might function in the real world; and what may have existed before the Big Bang. Despite the absence of math, this nearly-painless guide is still involved and scientific, aimed at science hobbyists rather than science-phobes; it should also prove an ideal reference companion for more technical classroom texts.

Dave Goldberg is Associate Professor and Director of Undergraduate Studies in the Department of Physics at Drexel University. He ghostwrote Stephen Hawking's commentary on Einstein's original works, in *A Stubbornly Persistent Illusion*. (Running Press, 2007). He is the recipient of the prestigious Rothwarf Award for excellent in teaching. He received his Ph.D. in Astrophysics from Princeton University. His most recent book is *The Universe in the Rare View Mirror: A High Speed Tour of Antimatter, Evil Twins and Symmetries* (Dutton, 2013; rights with publisher), which was named by *New Scientist* as one of their 10 best science books of 2013.