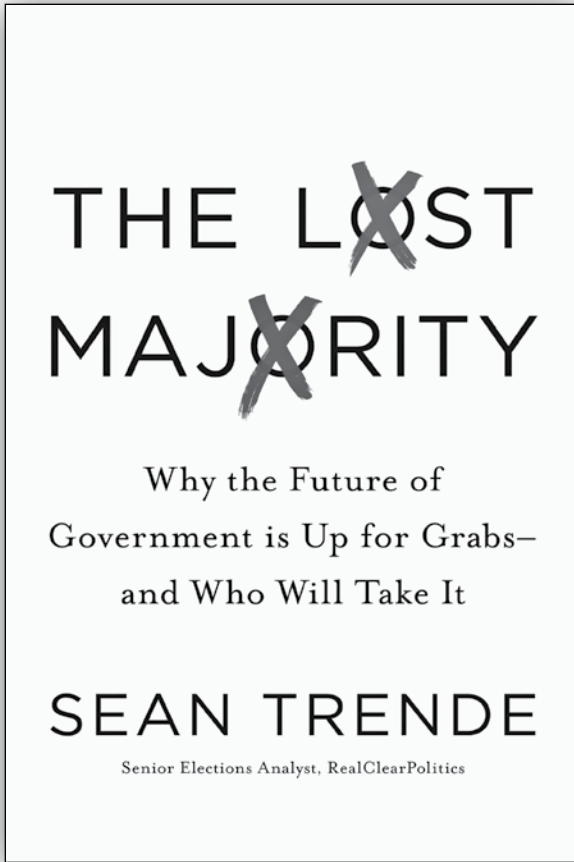


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The Lost Majority

Why the Future of Government Is Up for Grabs—and Who Will Take It

Sean Trende

From the senior elections analyst at RealClearPolitics, a trenchant historical analysis of the true fragility of political coalitions, and what it takes to create a lasting majority in 21st-century America

Marketing

- National print and broadcast publicity
- Online advertising campaign
- Promotion on RealClearPolitics.com
- Blog outreach
- Author speaking engagements

Political Science

ISBN: 978-0-230-11646-7
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.

In today's fraught political climate, one thing is indisputable: the dream of the emerging Democratic majority is dead. How did the Democrats, who seemed unstoppable only two short years ago, lose their momentum so quickly, and what does it mean for the future of our two-party system? Here, RealClearPolitics senior analyst Sean Trende explores the underlying weaknesses of the Democratic promise of recent years, and shows how unlikely a new era of liberal values always was as demonstrated by the current backlash against unions and other Democratic pillars. Persuasively arguing that both Republicans and Democrats are failing to connect with the real values of the American people—and that long-held theories of cyclical political “realignments” are baseless—Trende shows how elusive a true and lasting majority is in today's climate, how Democrats can make up for the ground they've lost, and how Republicans can regain power and credibility. Trende's surprising insights include:

- The South didn't shift toward the Republicans because of racism, but because of economics.
- Barack Obama's 2008 win wasn't grounded in a new, transformative coalition, but in a narrower version of Bill Clinton's coalition.
- The Latino vote is not a given for the Democrats; as they move up the economic ladder, they will start voting Republican.
- Even before the recent fights about the public sector, Democratic strongholds like unions were no longer relevant political entities.

With important critiques of the possible Republican presidential nominations in 2012, this is a timely, inspiring look at the next era of American politics.

Praise for Sean Trende:

“Among the smartest in the business.”

—Nate Silver, *The New York Times*

“The impressive number-cruncher at RealClearPolitics.”

—Rush Limbaugh



Sean Trende is the senior elections analyst for RealClearPolitics.com and has one of the top track records in the industry for correctly predicting the outcome of elections. His work is regularly cited by commentators on both sides of the political spectrum, including Rush Limbaugh, David Brooks, Michael Barone, and Nate Silver. He is a regular guest on Fox News and makes regular radio appearances on NPR's "All Things Considered," CNN Radio, and FoxNews Radio. He lives in Midlothian, Virginia.

The Tunisian Tsunami

Why Radical Islam Will Sweep the New Middle East

John R. Bradley

From the author of the book that predicted the Egyptian revolution comes another stark warning about the future of the Middle East

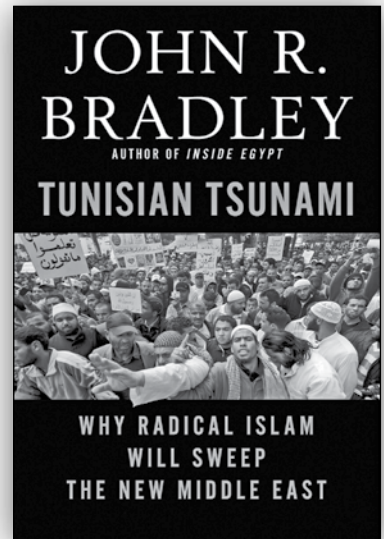
When popular revolutions erupted in Tunisia and Egypt, Western pundits were quick to hail the stirrings of an Arab Spring and draw parallels between the resulting upheaval in the Middle East and the fall of the Berlin Wall in 1989. In *The Tunisian Tsunami* John R. Bradley offers a sober counternarrative to this outlook. It is not liberalism, democracy, and pluralism that will emerge triumphant, he argues, but instead radical Islam. Bradley illustrates how, in a region awash with extremist Wahhabi ideology, intertribal rivalries, and Sunni-Shia divisions, the idea that liberal and progressive trends will prevail is little more than wishful thinking.

Praise for *Saudi Arabia Exposed*:

“A highly informed, temperate, and understanding account of a country . . . that is an enigma.”
—*The New York Times*

“A thoughtful, incisive portrait of a fractured nation . . . [a] remarkable volume.”
—*Newsweek*

John R. Bradley is a widely published British correspondent. Based in the Middle East for more than a decade and fluent in Arabic, he is the author of three previous books on the region: *Saudi Arabia Exposed*, a *Foreign Affairs* bestseller; the critically acclaimed *Inside Egypt*; and *Behind the Veil of Vice*. He divides his time between Tunis and Cairo.



Marketing

- National print and broadcast publicity
- Social media campaign
- Blog outreach

Politics

ISBN: 978-0-230-33819-7
\$26.00 hc. (C\$30.00)
6 1/8 x 9 1/4 / 256 pp.

Also Available:

Behind the Veil of Vice
ISBN: 978-0-230-11427-2
\$17.00 pb. (C\$19.50)

Saudi Arabia Exposed
ISBN: 978-1-4039-7077-0
\$16.00 pb. (C\$19.00)

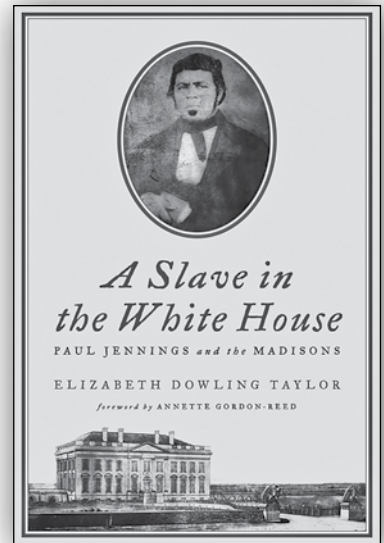
Inside Egypt
ISBN: 978-0-230-12066-2
\$16.00 pb. (C\$18.50)

A Slave in the White House

Paul Jennings and the Madisons

Elizabeth Dowling Taylor

Foreword by Annette Gordon-Reed



The inspiring story of a presidential slave's long struggle for freedom

“Taylor’s sensitive reconstruction of one man and his family’s experiences yields fresh perspectives. Scholars and general readers alike will not be able to put this remarkable book down.”

—Drew McCoy, history professor at Clark University and author of *The Last of the Fathers*

Paul Jennings was born into slavery on the plantation of James and Dolley Madison in Virginia, later becoming part of the Madison household staff at the White House. Once finally emancipated by Senator Daniel Webster later in life, he would give an aged and impoverished Dolley Madison, his former owner, money from his own pocket, write the first White House memoir, and see his sons fight with the Union Army in the Civil War. He died a free man in northwest Washington at 75. Based on correspondence, legal documents, and journal entries rarely seen before, this amazing portrait of the times reveals the mores and attitudes toward slavery of the nineteenth century, and sheds new light on famous characters such as James Madison, who believed the white and black populations could not coexist as equals; French General Lafayette who was appalled by this idea; Dolley Madison, who ruthlessly sold Paul after her husband's death; and many other since forgotten slaves, abolitionists, and civil right activists.

Elizabeth Dowling Taylor is director of interpretation at Thomas Jefferson’s Monticello and director of education at James Madison’s Montpelier. She became a research associate at Montpelier in July 2009 to work on the Paul Jennings project full time. She holds a PhD from the University of California at Berkeley. She lives in Barboursville, Virginia.

Annette Gordon-Reed is the author of *Thomas Jefferson and Sally Hemings: An American Controversy* (1997), and *The Hemingses of Monticello: An American Family* (2008).

Marketing

- National print and broadcast publicity
- National advertising campaign
- IndieBound promotion
- Online marketing campaign

History

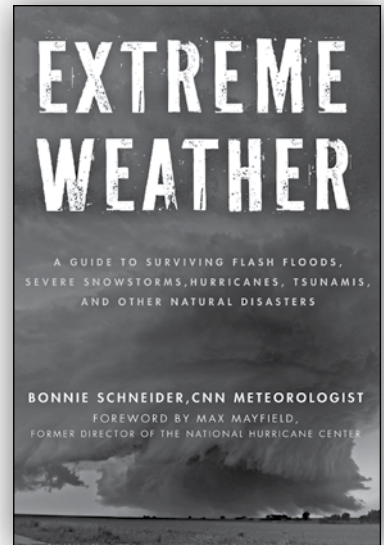
ISBN: 978-0-230-10893-6
\$28.00 hc. (C\$32.00)
6 1/8 x 9 1/4 / 336 pp.
Includes 8 b/w photos

Extreme Weather

A Guide to Surviving Flash Floods, Severe Snowstorms, Hurricanes, Tsunamis, and other Natural Disasters

Bonnie Schneider

Foreword by Max Mayfield



CNN meteorologist Bonnie Schneider explains when disasters strike and how to respond

“Extreme Weather breaks down the science behind extreme weather events and gives people valuable advice on what to do before, during, and after mother nature’s most terrifying situations.”

—Reed Timmer, host of the television show, *Storm Chasers* on the Discovery Channel

As CNN’s meteorologist, Bonnie Schneider reports daily on natural disasters. In *Extreme Weather*, Schneider interviews top experts from FEMA and NOAA on the best course of action in every season and every climate, including:

- how to handle extreme weather scenarios in your car, outside, or at home
- what you need to have at home to prepare for floods, earthquakes, or severe storms
- how to create a family evacuation plan for different emergencies

Extreme Weather provides details on what to have in emergency safety kits as well as how to make a family disaster plan.



Bonnie Schneider is a weather anchor for CNN, appearing on *Headline News*, and CNN Radio and writing the “Extreme Weather” column for CNN.com. With appearances on *Open House*, *House Call* with Dr. Sanjay Gupta, and CBS’s *The Saturday Early Show*, Schneider has also been awarded the American Meteorological Society’s Seal of Approval for achieving the highest standard of excellence in both technical weather knowledge and communication skills. She lives in Atlanta, Georgia.

Max Mayfield is the former Director of the National Hurricane Center in Miami.

Trade Paperback Original

Marketing

- National print and broadcast publicity
- National advertising campaign
- Marketing coordination with CNN
- Blog outreach

Science

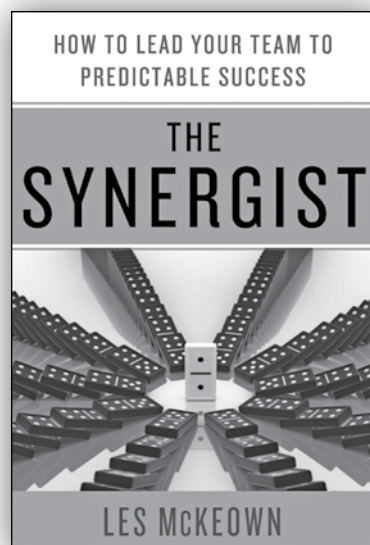
ISBN: 978-0-230-11573-6
\$17.00 pb. (C\$19.00)
6 1/8 x 9 1/4 / 256 pp.
Includes 20 b/w photos

macmillanscience

The Synergist

How to Lead Your Team to Predictable Success

Les McKeown



Bestselling author Les McKeown shows leaders how to achieve world-class results

Les McKeown provides anyone who works with others—whether they’re a leader or not—with a stunningly intuitive yet powerful model that will enable them to become a “leader of leaders”; lead any group away from gridlock and compromise to achieving exceptional results; produce cohesion and alignment in even the most dysfunctional team; and accelerate and consolidate the success of any group.

Using multiple anecdotes and mini-case studies, the book begins by showing how groups of people with common goals almost always fail to produce great results, either because the group gridlocks at some point or because the group members compromise their expectations for great results in order to simply “get something done.” McKeown offers a detailed step-by-step guide to help managers develop their own Synergist skills, which will lead to improved results and repeatable success.

Les McKeown is the president and CEO of Predictable Success, a consulting firm with clients that include T-Mobile, Microsoft, the US Army, Harvard University, Bose, British Aerospace and many more. McKeown’s previous book, *Predictable Success*, hit the Wall Street Journal and USA Today bestseller lists in 2010. McKeown is a regular contributor to the Huffington Post and has appeared on CNN, ABC, and the BBC and has been quoted and featured in *Inc*, *Entrepreneur* magazine, *USA Today* and *The New York Times*. He lives in Cambridge, Massachusetts.

Marketing

- National print and broadcast publicity
- Author website
- Email blast campaign
- Author speaking engagements

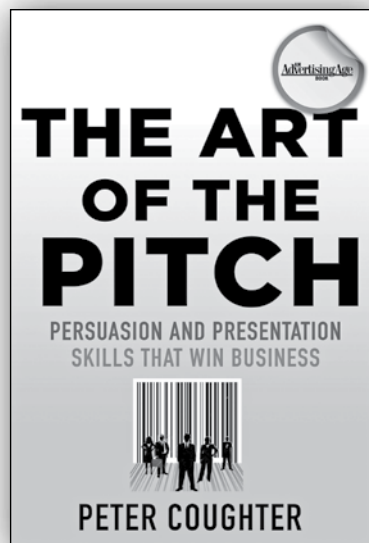
Business

ISBN: 978-0-230-12055-6
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 256 pp.

The Art of the Pitch

*Persuasion and Presentation Skills
that Win Business*

Peter Coughter



A new *Advertising Age* book showing executives how to win over clients

Occasionally, a great idea will sell itself. The other 99% of the time, you have to find a way to persuade others that it is, in fact, a great idea. Most executives spend the vast majority of their time creating their work, and almost no time on the presentation. Through an engaging and humorous narrative, Peter Coughter presents the tools he designed to help advertising and marketing professionals develop persuasive presentations that deliver business. Readers will learn how to hone their individual natural presentation style, how to organize a powerful presentation, how to harness the elegant power of simplicity, how to truly connect with an audience, how to rehearse effectively, and most importantly, how to win.

Peter Coughter is a professor at VCU Brandcenter at Virginia Commonwealth University and president of Coughter & Company, which consults with leading advertising agencies around the world. His clients include: Crispin Porter + Bogusky, DDB, Cramer-Krasselt, Dentsu, GSD&M, Goodby Silverstein, JWT, Leo Burnett, Publicis, Y&R, McKinney and many others. He lives in Richmond, Virginia.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Marketing coordination with *Advertising Age*
- Blog outreach

Business

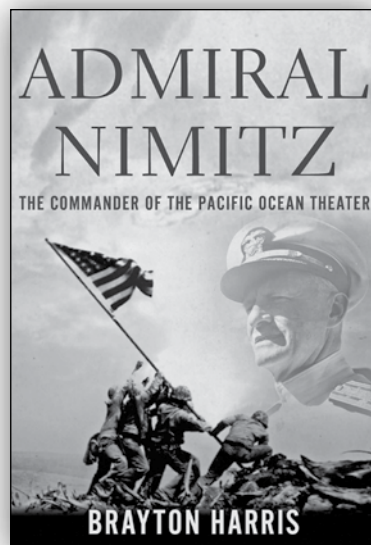
ISBN: 978-0-230-12051-8
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 256 pp.

AdvertisingAge

Admiral Nimitz

The Commander of the Pacific Ocean Theatre

Brayton Harris



The biography of legendary admiral Chester W. Nimitz, commander of key WWII battles in the Pacific

Chester Nimitz was an admiral's Admiral, considered by many to be the greatest naval leader of the last century. After the attack on Pearl Harbor, Nimitz assembled the forces, selected the leaders, and—as commander of all U.S. and Allied air, land, and sea forces in the Pacific Ocean—led the charge one island at a time, one battle at a time, toward victory. A brilliant strategist, he astounded contemporaries by achieving military victories against fantastic odds, outpacing more flamboyant luminaries like General Douglas MacArthur and Admiral “Bull” Halsey. And he was there to accept, on behalf of the United States, the surrender of the Japanese aboard the battleship USS *Missouri* in August 1945. In this first biography in over three decades, Brayton Harris uses long-overlooked files and recently declassified documents to bring to life one of America’s greatest wartime heroes.

Praise for *Blue & Gray in Black & White*:

“A lively account of Civil War reporting.”

—*Boston Globe*

“Concise and well-written . . . it brings the role of the press in the war to vivid life.”

—*Library Journal*



Brayton Harris is a retired navy captain, and the author of numerous books, including *Blue & Gray in Black & White: Newspapers in the Civil War* and *The Navy Times Book of Submarines: A Political, Social, and Military History*. He has been a guest on the *Today* show. His articles have appeared in the *Saturday Review*, *Civil War*, and *Proceedings* of the U.S. Naval Institute, among others. He lives in Mission Hills, Kansas.

Marketing

- National print and broadcast publicity
- National advertising campaign
- Online marketing campaign

Military History

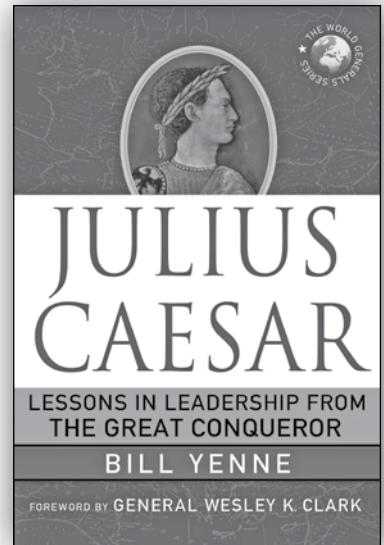
ISBN: 978-0-230-10765-6
\$26.00 hc. (C\$30.00)
6½ x 9¼ / 256 pp.
Includes 8 pp. b/w photos

Julius Caesar

*Lessons in Leadership from
the Great Conqueror*

Bill Yenne

Foreword by General Wesley K. Clark



The story of how Julius Caesar transformed Rome into an Empire and what we can draw from his visionary leadership today

No ancient ruler inspired more legends than Julius Caesar. Under his leadership, Rome conquered territory throughout Europe and the Mediterranean, reaching the North Sea and conducting the first Roman invasion of Great Britain. His tactical acumen and intuitive understanding of how armies work birthed a military structure that allowed Roman generals to expand the boundaries of the empire for generations, and his vision of a unified Europe inspired military leaders for hundreds of years. Yet, in addition to his commanding leadership of Roman troops, Caesar was also a gifted orator and skilled politician who successfully maneuvered within the most complex and well-established bureaucratic system in the world. In this fast-paced look at one of the greatest generals the world has ever seen, acclaimed author Bill Yenne charts the major events that shaped Caesar's leadership, his rise to power, and his crashing fall.

Praise for *Sitting Bull*:

“Stirring . . . Yenne captures the extraordinary life of Sitting Bull while providing new insight . . . In this remarkable, tragic portrait, Sitting Bull emerges as a thoughtful, passionate and very human figure.”
—*Publishers Weekly* (Starred Review)

“Excels as a study in leadership.”
—*The New Yorker*

Bill Yenne is the author of over three dozen books on historical topics including *Alexander the Great*, *Sitting Bull*, and *Aces High*, which was one of Amazon.com's "Best Books of the Year" in 2008. He has been involved in several History Channel programs and appeared recently in a National Geographic Channel program on Alexander the Great. Yenne lives in San Francisco, California.

Marketing

- National print and broadcast publicity
- Blog outreach
- Online marketing campaign

History/Military

ISBN: 978-0-230-11231-5
\$23.00 hc. (C\$26.50)
5 1/2 x 8 1/4 / 224 pp.
Includes 8 pp. b/w photos

World Generals

Also Available:

Alexander the Great
ISBN: 978-0-230-61915-9
\$22.00 hb. (C\$26.00)

Updated Edition

Inside Egypt

The Road to Revolution in the Land of the Pharaohs

John R. Bradley

Dispatches from behind the scenes of an unravelling kingdom, with new updates about the tumult in Egypt

“Bradley’s book suggests Egypt’s rupture had clear omens . . . and was promptly banned by the Mubarak government.”

—*The New Yorker*

“This dark and sober look at contemporary Egypt . . . offers a compelling explanation for the anger now being seen on the streets of Cairo.”

—*The Christian Science Monitor*

“Terrifically well told and extremely sobering.”

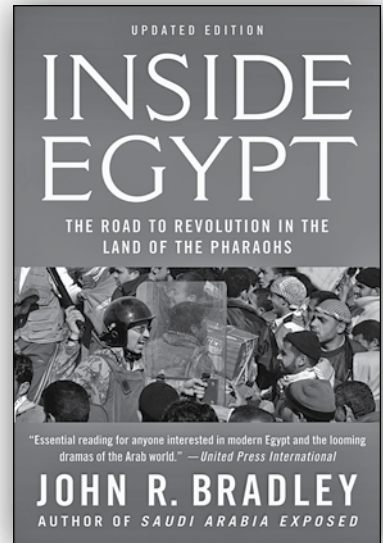
—*Kirkus Reviews*

“In this highly readable and thoughtful volume, Bradley provides a devastating critique of Egypt’s current dictatorial government.”

—*Library Journal*

The government of Egypt banned *Inside Egypt* in 2008—the first time a book on Egyptian politics had been banned in the country in decades—and quickly rescinded it after the media firestorm that followed. The book depicts the country before the collapse, and then explores recent events in Egypt and the realization of the predicted revolution. Through interviews with ordinary Egyptians and extensive travels in the country, Bradley reveals why Egypt was vulnerable to a popular uprising and how it could bring about an Iranian-style theocracy in a country once noted for its plurality and tolerance.

John R. Bradley is a widely published British correspondent. Based in the Middle East for more than a decade and fluent in Arabic, he is the author of two previous books on the region: *Saudi Arabia Exposed*, a *Foreign Affairs* bestseller and *Behind the Veil of Vice*. He divides his time between Tunis and Cairo.



Updated Edition

Marketing

- National print and broadcast publicity
- Online marketing campaign
- Social media campaign

Current Affairs

ISBN: 978-0-230-12066-2

\$16.00 pb. (C\$18.50)

6½ x 9¼ / 256 pp.

HC: 978-0-230-61437-6

Also Available:

Behind the Veil of Vice

ISBN: 978-0-230-11427-2

\$17.00 pb. (C\$19.50)

Saudi Arabia Exposed

ISBN: 978-1-4039-7077-0

\$16.00 pb. (C\$19.00)

Arab Voices

*What They Are Saying to Us,
and Why It Matters*

James Zogby

“Persuasively illustrates . . . that Americans tend to project their fears and desires onto Arabs . . . It’s hard to deny the validity of Zogby’s larger argument.”

—*The New York Times Book Review*

“An informative and readable book that avoids the reductionism, demonology, and victimology that all too often taint treatment of this subject.”

—*Foreign Affairs*

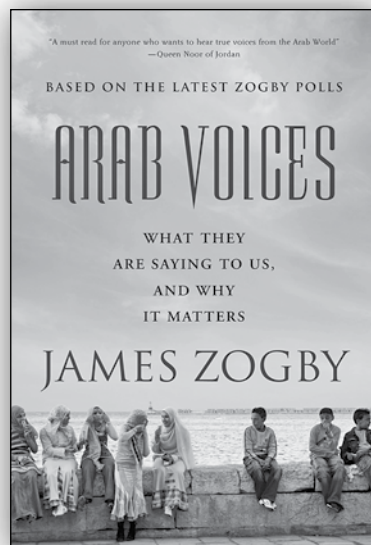
“[Shines] a bright light on a deeply misunderstood part of the world.”

—Arianna Huffington

Despite increased contact between the West and the Arab world, even top American political leaders have only limited awareness of the realities and complexities of their Arab counterparts. *Arab Voices* asks the questions, collects the answers, and shares the results that will help us see Arabs clearly, bringing into stark relief the myths, assumptions, and biases that hold us back from understanding this important variety of cultures. With a new afterword chronicling the importance of the recent uprisings across the Arab world, Zogby shows why it’s more important than ever to base policy and perception on reality, rather than stereotypes and theories.



James Zogby is founder and president of the Washington, D.C.-based Arab American Institute. He is a senior advisor with the polling firm Zogby International. He writes a weekly column that appears in 20 Arab newspapers and hosts a weekly call-in discussion program on Abu Dhabi television. A member of the Council on Foreign Relations, Democratic National Committee, and co-chair of the DNC’s Resolutions Committee, he lives in Washington, D.C.



Now in Paperback

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Marketing coordination with Zogby International

Current Affairs

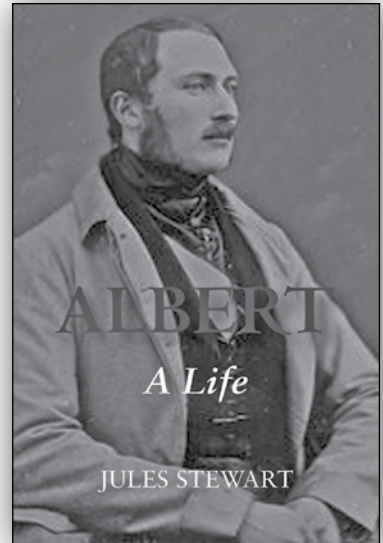
ISBN: 978-0-230-12068-6
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 256 pp.

HC: 978-0-230-10299-6

Albert

A Life

Jules Stewart



A revealing biography of Prince Albert, husband of Queen Victoria and one of the most influential figures of British society

Albert, prince consort to Queen Victoria and social and cultural visionary in his own right, defined the culture and direction of nineteenth century Britain—a superpower at the zenith of its influence—more than any other British royal or politician. The role he played in shaping Victorian culture stands today as indisputable proof of the enduring legacy of a man who spent just two decades of his short life in England.

Though overshadowed in history by his adoring wife and at times even mocked by her subjects, it was arguably Albert who gave form and substance to the Victorian Age. From the outset, he strove to win “the respect, the love and the confidence of the Queen and of the nation,” pursuing an extraordinary social and cultural crusade that has become his greatest legacy. From the Great Exhibition and the construction of many of London’s great museums to his social campaigns against slavery and the Corn Laws, Albert’s achievements were truly remarkable—in fact, very few have made such a permanent mark on British society.

Jules Stewart is an author, historian, and former Reuters journalist. His previous books include *On Afghanistan’s Plains: The Story of Britain’s Afghan Wars*; *Crimson Snow: Britain’s First Disaster in Afghanistan*; *The Savage Border: The Story of the North-West Frontier*; *The Khyber Rifles: From British Raj to Al Qaeda*; and *Spying for the Raj: The Pundits and the Mapping of the Himalaya*. He lives in London.

Marketing

- National print and broadcast publicity
- Blog outreach
- Academic promotion

Biography

ISBN: 978-1-84885-977-7
\$28.00 hc. (C\$32.00)
6¼ x 9¼/ 304 pp.
Includes 16 pp. b/w photos

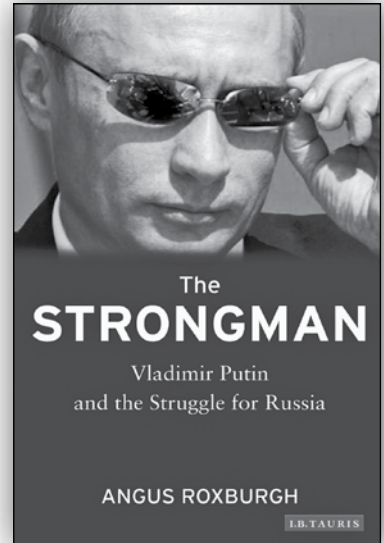
I.B. Tauris



The Strongman

Vladimir Putin and the Struggle for Russia

Angus Roxburgh



Using firsthand accounts from exclusive interviews, former Kremlin advisor Angus Roxburgh provides a unique look into Russia under Vladimir Putin's rule

Russia under Vladimir Putin has proved a prickly partner for the West, a far cry from the democratic ally many hoped for when the Soviet Union collapsed. Abroad, Putin has used Russia's energy strength as a foreign policy weapon, while at home he has cracked down on opponents, adamant that only he has the right vision for his country's future.

Former BBC Moscow correspondent Angus Roxburgh charts the dramatic fight for Russia's future under Vladimir Putin—how the former KGB man changed from reformer to autocrat; how he sought the West's respect but earned its fear; how he cracked down on his rivals at home and burnished a flamboyant personality cult, one day saving snow leopards or horseback riding bare-chested, the next tongue-lashing Western audiences. Drawing on dozens of exclusive interviews in Russia, where he worked as a Kremlin insider advising Putin on press relations, Roxburgh also argues that the West threw away chances to bring Russia in from the cold by failing to understand its fears and aspirations following the collapse of communism.



Angus Roxburgh is one of Britain's most distinguished foreign correspondents. An author and renowned journalist, he was the *Sunday Times* Moscow Correspondent in the 1980s until he was expelled from the Soviet Union in a tit-for-tat espionage row. He returned in the 1990s and was the BBC's Moscow correspondent during the Yeltsin years. Subsequently, he worked as an advisor and speechwriter for Putin's communications team, a role that gave him unrivaled access to the Kremlin's inner circle.

Marketing

- National print and broadcast publicity
- Email blast campaign
- Online marketing campaign

History

ISBN: 978-1-78076-016-2
\$28.00 hc. (C\$32.00)
5¼ x 8¼ / 288 pp.
Includes 8 b/w photos

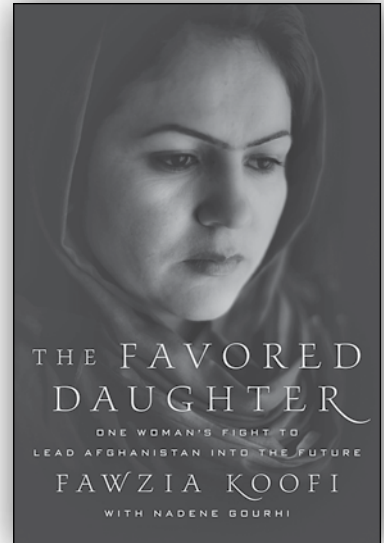
I.B. Tauris



The Favored Daughter

One Woman's Fight to Lead Afghanistan into the Future

Fawzia Koofi with Nadene Gourhi



The true and inspiring story of how one Afghani woman became the first female speaker of the Afghani Parliament and a leading contender for president in 2014

The nineteenth daughter of a local village leader in rural Afghanistan, Fawzia Koofi was left to die in the sun after birth by her mother. But she survived, and perseverance in the face of extreme hardship has defined her life ever since. Despite the abuse of her family, the exploitative Russian and Taliban regimes, the murders of her father, brother, and husband, and numerous attempts on her life, she rose to become the first Afghani woman Parliament speaker. Here, she shares her amazing story, punctuated by a series of poignant letters she wrote to her two daughters before each political trip—letters describing the future and freedoms she dreamed of for them and for all the women of Afghanistan.

Her story movingly captures the political and cultural moment in Afghanistan, a country caught between the hope of progress and the bitter truth of history.

Fawzia Koofi is currently a leading candidate for the Afghanistan presidential elections in 2014 and has been quoted by the BBC, *Time*, *The Washington Post*, the *Los Angeles Times*, CNN, *The Globe and Mail*, and many others. Koofi was selected as a Young Global Leader by the World Economic Forum in 2009. Previously, Koofi was employed by UNICEF as a child protection officer. She lives in Kabul.

Nadene Gourhi is an award-winning journalist and BBC correspondent.

Marketing

- National print and broadcast publicity
- Marketing outreach to human rights organizations
- Blog outreach

Current Affairs

ISBN: 978-0-230-12067-9
\$26.00 hc. (C\$)
6 1/8 x 9 1/4 / 272 pp.

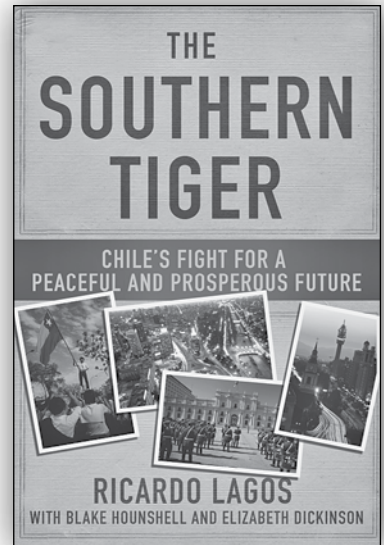
The Southern Tiger

Chile's Fight for a Peaceful and Prosperous Future

Ricardo Lagos with Blake Hounshell

and Elizabeth Dickinson

Foreword by Bill Clinton



From former Chilean president Ricardo Lagos, a fascinating glimpse inside that country's recent reinvention and why it will continue its meteoric rise on the world stage

Ricardo Lagos has been shaping the future of Chile for over five decades. A leader in the underground resistance movement against Augusto Pinochet and his Dirty War, Lagos exploded onto the national stage in 1988 when he gave a speech denouncing the dictator, the first of its kind. Revolution soon followed as Chileans took to the streets in one of the first oustings of a criminal dictator in history. In *The Southern Tiger*, Lagos shares the story of Chile's journey from terror and repression to a thriving open society during his presidency. Chile has emerged from crushing poverty to become one of the wealthiest nations in Latin America and adopted a centrist government that avoids the hard-line traps on both left and right. Just in time for the current wave of populist uprisings, Chile offers a sustainable political and economic model for new democracies to follow. This is a fascinating look at that country's rise under a charismatic and visionary leader and its role in today's global community.



Ricardo Lagos was president of Chile from 2000 to 2006, and the former UN special envoy for climate change. He has been profiled in media worldwide, including the BBC and *The New York Times*. He is also cochair of the Inter-American Dialogue in Washington and an editorial board member of *Americas Quarterly*. Currently a professor at large at Brown University, he lives in Santiago, Chile.

Blake Hounshell and Elizabeth Dickinson are the managing editors of *Foreign Policy* magazine. They live in New York City.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Online marketing campaign
- Marketing coordination with *Foreign Policy*

Political Science

ISBN: 978-0-230-33816-6
\$28.00 hc. (C\$32.00)
6 1/8 x 9 1/4 / 256 pp.

Victim

BFI Film Classics

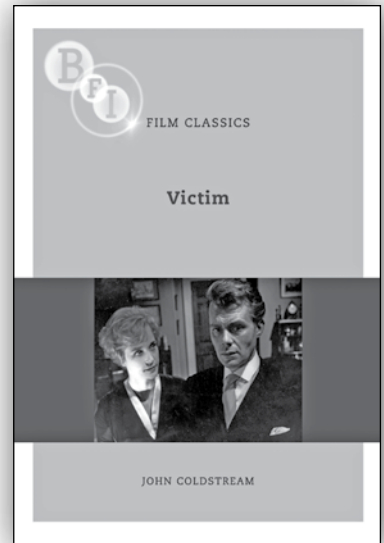
John Coldstream

Published in time to mark the 50th anniversary of the film's release, this insightful study addresses *Victim's* importance in the original campaign to decriminalize homosexuality in the 1960s

Victim (1961) was a landmark film, not only for Dirk Bogarde in taking on the role of the title's victim—the homosexual barrister who takes on the blackmailers who prey on gay men—but also in the personal lives of many who went to see the film. Its message about the need for society to remove, by decriminalization, a means of persecuting a specific minority was one with which Bogarde identified fully, but could, for obvious reasons, champion only through a work of fiction. James Mason and Jack Hawkins had turned down the role; Bogarde, with more to lose than either of them, seized it with relish. Published to mark the 50th anniversary of the film's release, John Coldstream's insightful study addresses the film's importance in the campaign to decriminalize homosexuality; the contribution of its stars Dirk Bogarde and Sylvia Syms to its emotional impact; and the risk Bogarde took in taking on the central role.



John Coldstream was the literary editor of *The Daily Telegraph* from 1991 to 1999. He is the author of *Dirk Bogarde: The Authorised Biography* and the editor of *Ever, Dirk: The Bogarde Letters*. He also collaborated with Bogarde on a collection of the latter's journalism for *The Time Being*.



Marketing

- National print publicity
- Online marketing campaign
- Academic promotion to film schools

Film

ISBN: 978-1-84457-427-8
\$15.00 pb. (C\$17.00)
5 x 7¼ / 96 pp.
Includes 60 b/w photos



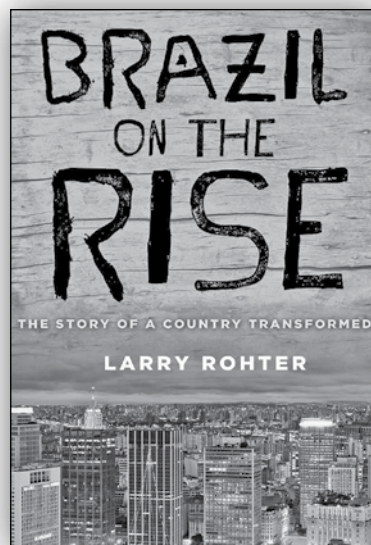
British Film Institute

Brazil on the Rise

The Story of a Country Transformed

Larry Rohter

with a new afterword by the author



“Anyone wanting to understand Brazil’s place in the world today must first read this book.”

—Paulo Coelho, author of *The Alchemist*

“For some time there has been a gap in the market for a good English book on Brazil. [Rohter] finds stories that bring Brazil alive.”

—*The Economist*

In this hugely praised narrative, *New York Times* reporter Larry Rohter takes the reader on a lively trip through Brazil's history, culture, and booming economy. Going beyond the popular stereotypes of samba, supermodels, and soccer, he shows us a stunning and varied landscape—from breathtaking tropical beaches to the lush and dangerous Amazon rainforest—and how a complex and vibrant people defy definition. He charts Brazil's amazing jump from a debtor nation to one of the world's fastest growing economies, unravels the myth of Brazil's sexually charged culture, and portrays in vivid color the underbelly of impoverished favelas. With Brazil leading the charge of the Latin American decade, this critically acclaimed history is the authoritative guide to understanding its meteoric rise.



Larry Rohter is the former bureau chief for *The New York Times* in Rio de Janeiro. He is widely considered a top expert on Brazil. Now a culture reporter for *The New York Times*, he is a frequent commentator on Brazil for national media. He lives in Hoboken, New Jersey.

Now in Paperback

Marketing

- National print and broadcast publicity
- Book website (brazilontherise.com)
- Author speaking engagements

Current Affairs

ISBN: 978-0-230-12073-0
\$17.00 pb. (C\$19.00)
6 1/8 x 9 1/4 / 304 pp.

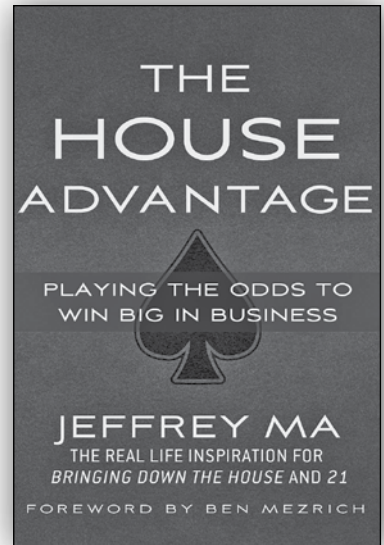
HC: 978-0-230-61887-9

The House Advantage

Playing the Odds to Win Big in Business

Jeffrey Ma

Foreword by Ben Mezrich



From the genius card-counter who inspired the movie *21*, new mathematical strategies applied for business success

“An efficient and enjoyable read that reflects Jeff’s nuanced understanding about how to run the numbers in a real-world context.”

—Nate Silver, Statistician and Founder of FiveThirtyEight.com

As part of the notorious MIT team depicted in Ben Mezrich’s now classic *Bringing Down the House*, Jeff Ma used math and statistics to master the game of blackjack and reap handsome rewards at casinos. Years later, Ma has inspired not only a bestselling novel and hit movie, but has also started three different companies. *The House Advantage* reveals Ma’s cutting-edge mathematical insights into the world of statistics and makes them applicable to a wide business audience. He argues that numbers are the key to analyzing nearly everything in the world of business, from how to spot and profit from global market inefficiencies to having multiple backup plans in anticipation of every probability. Ma’s stories and business lessons are as intriguing as they are universally applicable.



Jeffrey Ma was the basis for the main character of the book *Bringing Down the House* and the film *21*. A former options trader on the Chicago Board of Options Exchange, he cofounded PROTRADE, a sports stock market website, and consults for professional sports teams including the Portland Trail Blazers and the San Francisco 49ers. He lives in San Francisco, California.

Now in Paperback

Marketing

- National print and broadcast publicity
- Online marketing campaign
- Blog outreach
- Author speaking engagements

Business & Finance

ISBN: 978-0-230-12063-1
\$16.00 pb. (C\$18.50)
6½ x 9¼ / 272 pp.

HC: 978-0-230-62272-2

MASTERS OF THE PLANET

*The Search for Our
Human Origins*

IAN TATTERSALL

Masters of the Planet

*The Search for Our
Human Origins*

Ian Tattersall

The definitive account of human origins showing how we prevailed among other early humans through our cognitive superiority, from the Curator of the Hall of Human Origins at the American Museum of Natural History

Marketing

- National print and broadcast publicity
- National advertising campaign
- Promotions tied to the American Museum of Natural History's Hall of Human Origins exhibit
- Author speaking engagements

Science

ISBN: 978-0-230-10875-2
\$26.00 hc. (C\$30.00)
6 1/8 x 9 1/4 / 272 pp.
Includes 8 pp. b/w photos

macmillanscience

When homo sapiens made their entrance 100,000 years ago they were confronted by a wide range of other early humans—homo erectus, who walked better and used fire; homo habilis who used tools; and of course the Neanderthals, who were brawny and strong. But shortly after their arrival, something happened that vaulted the species forward and made them the indisputable masters of the planet. This book is devoted to revealing just what that difference is. It explores how the physical traits and cognitive ability of homo sapiens distanced them from the rest of nature. Even more importantly, *Masters of the Planet* looks at how our early ancestors acquired these superior abilities; it shows that their strange and unprecedented mental facility is not, as most of us were taught, simply a basic competence that was refined over unimaginable eons by natural selection. Instead, it is an emergent capacity that was acquired quite recently and changed the world definitively.

Based in the latest research, Tattersall upends myths and reveals fascinating new facts, including how humans:

- were originally prey, not predators
- came to walk upright, and why this was critical to our evolution
- evolved to have the capacity for symbolic thought
- elbowed out their cousins such as Ardipithecus or the Neanderthals to become dominant species

Praise for *Extinct Humans*:

“An intellectual adventure.” —*Scientific American*

“This impressive and indispensable book is a contribution to modern paleoanthropology. Highly recommended.”
—*Library Journal*

Praise for *The Fossil Trail*:

“Tattersall weaves a vigorous historical narrative.”
—*Publishers Weekly*

“Informative and highly readable . . . highly recommended.”
—*Library Journal*



Ian Tattersall is the co-curator of the Spitzer Hall of Human Origins at the American Museum of Natural History in New York City. He is the acknowledged leader of the human fossil record, and has won several awards, including the Institute of Human Origins Lifetime Achievement Award. Tattersall has appeared on *Charlie Rose* and NPR’s *Science Friday* and has written for *Scientific American* and *Archaeology*. He’s been widely cited by the media, including *The New York Times*, BBC, MSNBC, and National Geographic. Tattersall is the author of *Becoming Human*, among others. He lives in New York City.

iDisorder



UNDERSTANDING OUR
DEPENDENCY ON TECHNOLOGY AND
OVERCOMING OUR ADDICTION

Larry D. Rosen

iDisorder

*Understanding Our
Dependency on Technology
and Overcoming Our
Addiction*

Larry D. Rosen, PhD

When your smartphone, your iPad, and iTouch drive you to distraction, technology and psychology expert looks at the stress and illness that our constantly connected world has created and offers solutions

Marketing

- National print and broadcast publicity
- National advertising campaign
- Author website
- Author speaking engagements
- Blog outreach

Psychology

ISBN: 978-0-230-11757-0
\$25.00 hc. (C\$29.00)
6½ x 9¼ / 256 pp.

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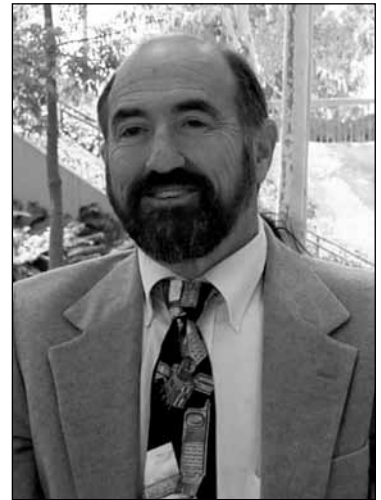
“Well-researched insights into the impact of technology on our psychological well-being and mental health. Rosen continues to serve as a pioneer in the field with this groundbreaking book that provides guidance and expertise on the deeper roots of psychological problems related to technology use.”

—Dr. Kimberly Young, Author of *Caught In The Net* and *Internet Addiction: A Handbook and Guide for Evaluation and Treatment*

“In iDisorder, Dr. Rosen provides comprehensive coverage of many mental health issues facing our overuse of technology. This complex and challenging book provides clear and concise guidance when dealing with these issues. It's a ‘must read.’”

—Martin A. Saeman, managing editor *The National Psychologist*

iDisorder: changes to your brain’s ability to process information and your ability to relate to the world due to your daily use of media and technology resulting in signs and symptoms of psychological disorders—such as stress, sleeplessness, and a compulsive need to check in with all of your technology. Based on decades of research and expertise in the “psychology of technology,” Dr. Larry Rosen offers clear, down-to-earth explanations for why many of us are suffering from an “iDisorder.” Rosen offers solid, proven strategies to help us overcome the iDisorder we all feel in our lives while still making use of all that technology offers. Our world is not going to change, and technology will continue to penetrate society even deeper leaving us little chance to react to the seemingly daily additions to our lives. Rosen teaches us how to stay human in an increasingly technological world.

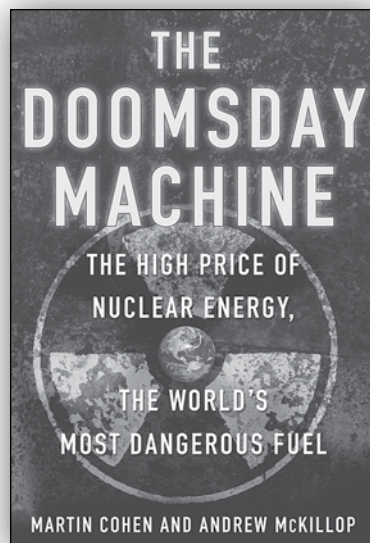


Larry Rosen, PhD is past chair and professor of Psychology at California State University, Dominguez Hills. He is a research psychologist and computer educator, and is recognized as an international expert in the “Psychology of Technology.” Dr. Rosen and his colleagues have examined reactions to technology among more than 30,000 children, teens, and adults in the United States and in 23 other countries. Dr. Rosen has been a commentator on *Good Morning America*, MSNBC, Fox News Channel, CNN, and Lifetime Television, and has been quoted in hundreds of magazines and newspapers, including *Newsweek*, the *Los Angeles Times*, *Newsday*, *The Chronicle of Higher Education*, *The New York Times*, and *USA Today*. He is a featured blogger for *Psychology Today*. He lives in San Diego, California.

The Doomsday Machine

The High Price of Nuclear Energy, the World's Most Dangerous Fuel

Andrew McKillop and Martin Cohen



An incisive look at nuclear power and its true costs to the taxpayer, the environment, and human health and safety

Today, there are over one hundred nuclear reactors operating in our backyards, from Indian Point in New York to Diablo Canyon in California. Proponents claim that nuclear power is the only viable alternative to fossil fuels, and due to rising energy consumption and the looming threat of global warming, they are pushing for an even greater investment. Here, energy economist Andrew McKillop and social scientist Martin Cohen argue that the nuclear power dream being sold to us is pure fantasy. Debunking the multilayered myth that nuclear energy is cheap, clean, and safe, they demonstrate how landscapes are ravaged in search of the elusive yellowcake to fuel the reactors, and how energy companies and politicians rarely discuss the true costs of nuclear power plants—from the subsidies that build the infrastructure to the unspoken guarantee that the public will pick up the cleanup cost in the event of a meltdown, which can easily top \$100 billion dollars.

Andrew McKillop has worked for thirty years as an energy economist and consultant. He is involved in plans to redraw the energy map of Europe and is the former chief policy analyst for the European Commission's Energy Directorate. McKillop has been published in *The Ecologist*, *New Scientist*, and *International Journal of Energy Research*, among others. He lives in Vannes, France.

Martin Cohen is a social scientist and the author of eight books, including *Philosophical Tales* and *Mind Games*. He wrote an influential series of articles in the *Times Higher* (London) about the politics of the climate change debate. He lives in Normandy, France.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Online marketing campaign
- Blog outreach

Current Affairs

ISBN: 978-0-230-33834-0
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 256 pp.

Creatures of the Night

*In Search of Ghosts, Vampires,
Werewolves and Demons*

Gregory L. Reece

A wry exploration of the secret and secretive subculture of fantasy, and why society is so obsessed with it

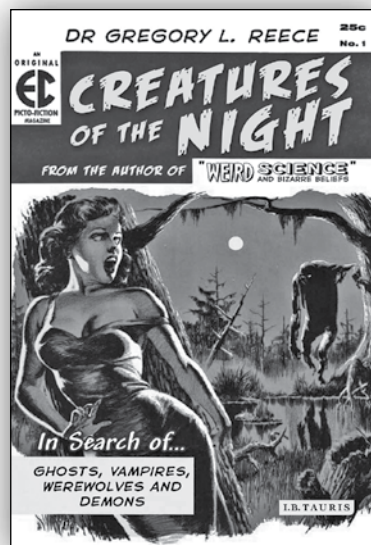
Intrigued by some of the most sinister legends of Western civilization, Gregory Reece goes in search of answers to the question: why is our culture so obsessed by the eerie and the macabre? Why have the *Twilight* and *True Blood* series skyrocketed in popularity, with millions of readers and primetime television and movie adaptations? Whether tracking night-stalking werewolves, chanting black magic mantras with Satanists, or interviewing a modern-day Count Dracula, Reece is determined to uncover the truth in this bold and startling journey into a world that has so often seemed to lie beyond the limits of rational comprehension.

Praise for *UFO Religion: Inside Flying Saucer Cults and Culture*:

“Both insightful and humorous . . . Reece travels to the Mojave Desert to join a group scanning the night sky for alien visitors, considers reports of the so-called Men in Black and Tall Whites identified by many ufologists, and visits the twin ground zeros of U.S. UFO culture, Area 51 in Nevada and Roswell, New Mexico . . . Consider this book an excellent introduction to its genuinely spacey subject.”

—*Booklist*

Gregory L. Reece is an independent writer and scholar with special interests in new religious movements and cult beliefs. His previous books include *Elvis Religion: The Cult of the King*, *UFO Religion: Inside Flying Saucer Cults and Culture*, and *Weird Science and Bizarre Beliefs*. He lives in Montevallo, Alabama.



Trade Paperback Original

Marketing

- National print and broadcast publicity
- Online marketing campaign
- Blog outreach to science fiction fan websites

General Interest

ISBN: 978-1-84885-385-0
\$17.00 pb. (C\$19.00)
5½ x 8¼ / 256 pp.
Includes 30 b/w illus.

I.B. Tauris

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PUBLISHERS

Also Available:

UFO Religion

ISBN: 978-1-84511-451-0
\$17.95 pb. (C\$19.95)

Weird Science and Bizarre Beliefs

ISBN: 978-1-84511-756-6
\$18.95 pb. (C\$20.95)

March

25

Jews and Money

The Story of a Stereotype

Abraham H. Foxman

The head of the Anti-Defamation League dispels the most dangerous and pervasive myth about the Jewish people: that Jews have a special—and unsavory—relationship with money

“Lucid and authoritative.”

—*Publishers Weekly*

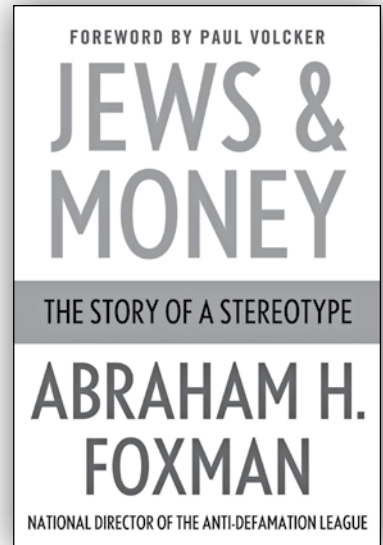
“Foxman made a genuine contribution and a worthy attempt to speak truth to nonsense.”

—*The Jerusalem Post*

In the wake of Bernie Madoff’s ruinous investment schemes and the tumbling of Wall Street, Abe Foxman takes a cultural and political look at the many variations throughout history of the assumptions made about Jews and money. These include: Jews as greedy global capitalists; Jews as wealthy secret communists; Jews as cheapskates; and Jews as media manipulators using their money to unduly influence society. Foxman makes the case that these stereotypes have permeated cultures globally and argues that these beliefs are rooted in deep-seated and pervasive anti-Semitism. As with all forms of bigotry, society at large needs to respond to the persistence of stereotypes by educating the young, denouncing hate speech, and encouraging Jews, like all groups, to express pride in their ethnic and religious heritage.



Abraham H. Foxman is the national director of the Anti-Defamation League (ADL) and one of today’s preeminent voices against hatred, discrimination, and violence in the United States and worldwide. Born in Poland in 1940, he survived the Holocaust when his parents entrusted him to their Catholic nursemaid, who baptized him and raised him as her own son. He is the author of *The Deadliest Lies: The Israel Lobby and the Myth of Jewish Control*. He lives in New York City.



Now in Paperback

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Marketing coordination with the ADL

Current Affairs

ISBN: 978-0-230-12064-8
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 256 pp.

HC: 978-0-230-62385-9

Also Available:

The Deadliest Lies
ISBN: 978-0-230-60404-9
\$14.95 pb. (C\$16.95)

The Power of the Sea

*Tsunamis, Storm Surges, Rogue Waves,
and Our Quest to Predict Disasters*

Bruce Parker

with a new afterword on the
Japanese tsunami

“[The Power of the Sea] examines the violent impact of the seas on human society, and our long struggle to understand them . . . any reader with an interest in the subject will appreciate Parker’s expertise.”

—*Publishers Weekly*

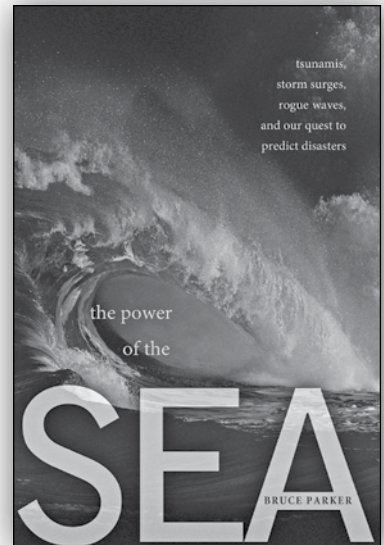
“A fascinating exploration.” —Andrew Revkin, *The New York Times*

“A lucid, original contribution to popular-science writing.”
—*Kirkus Reviews*

The Power of the Sea describes our struggle to understand the physics of the sea, so we can use that knowledge to predict when the sea will unleash its fury against us. In a wide-sweeping narrative spanning much of human history, Bruce Parker, former chief scientist of the National Ocean Service, interweaves thrilling and often moving stories of unpredicted natural disaster with an accessible account of scientific discovery. The result is a compelling scientific journey, from ancient man’s first crude tide predictions to today’s advanced early warning ability based on the Global Ocean Observing System. It is a journey still underway, as we search for ways to predict tsunamis and rogue waves and critical aspects of El Niño and climate change caused by global warming.



Bruce Parker is the former chief scientist of the National Ocean Service in NOAA and is presently a visiting professor at the Center for Maritime Systems at the Stevens Institute of Technology. He is a world-recognized physical oceanographer who has received the U.S. Department of Commerce Gold Medal and the Commodore Cooper Medal from the International Hydrographic Organization. His son is Sean Parker of Napster and Facebook fame. He lives in Herndon, Virginia.



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Marketing

- National print and broadcast publicity
- Author speaking engagements
- Online marketing campaign

Science

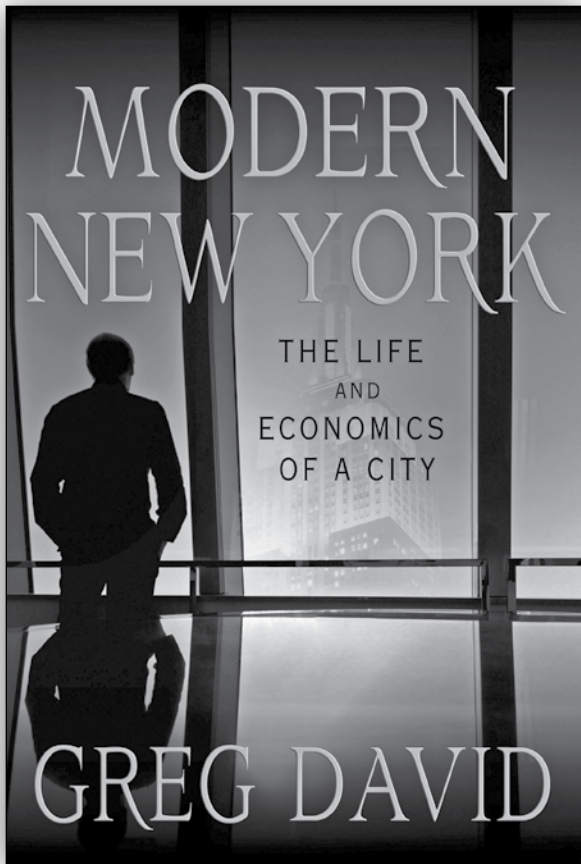
ISBN: 978-0-230-12074-7
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 320 pp.
includes 17 b/w illustrations

macmillan**science**

HC: 978-0-230-61637-0

March

27



Modern New York

The Life and Economics of a City

Greg David

New York's economics and politics expert Greg David reveals what insider real estate laws, the untaxed underground economy, and Wall Street's influence mean for the city and the world

Marketing

- National print and broadcast publicity
- National advertising campaign
- Author speaking engagements
- Blog outreach
- Marketing coordination with Crain's Communications

Economics

ISBN: 978-0-230-11510-1
\$28.00 hc. (C\$32.00)
6 1/4 x 9 1/4 / 272 pp.

“David brings to his account of the transformation of the city’s economy... a reporter’s attention to detail, a storyteller’s sense of drama, and an insistence on integrity.”

—Matthew Goldstein,
chancellor of the City University of New York

“Greg David is one of the most thoughtful, incisive and fearless commentators on the New York City economy and its fiscal condition. No one is better equipped to explain how New York City came to what it is today and what is needed for its economy and citizens to prosper in the 21st Century.”

—Carol Kellerman,
president of the Citizens Budget Commission

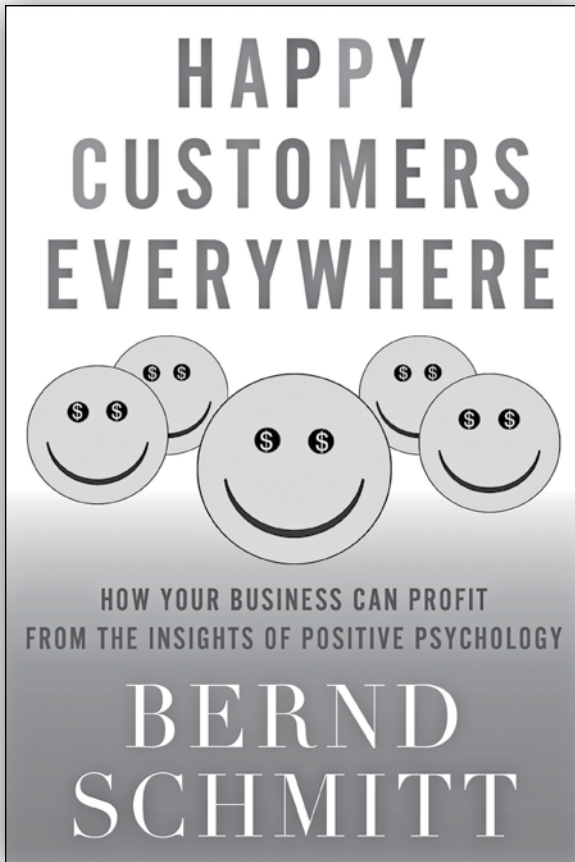
The economic history of New York is filled with high-stakes drama and big figures. In *Modern New York*, renowned economist and political commentator Greg David tells the story of the metropolis’s financial highs and lows since the 1960s. He takes a hard look at how Wall Street came to dominate the economy in the years following the wrenching decade of the Fiscal Crisis and how New York’s high finance roller coaster came to affect the entire city and the world. He tackles the major controversies over real estate development, the growth of inequality, the role of immigration and the prospects for diversification.

In addition *Modern New York* profiles the business and political leaders at the forefront of today’s economic issues, as well as the average people who benefit from (and are the casualties of) the structure and cycles of this hub’s capricious economy. From covert breakfasts with Wall Street heads to profiles of people like the brilliant but complex economic development artist Dan Doctoroff, *Modern New York* features all sorts of characters with big personalities and big wallets, from Donald Trump to Michael Bloomberg.

This book takes readers on a journey to understanding the machinery and people as well as the spirit of New York. With its many great stories and applicability to other metropolises such as London, Singapore, Sydney, or Hong Kong, it will be relevant to readers around the world.



Greg David was the editorial director of *Crain’s New York Business* for 25 years and now writes a weekly column and blogs for the publication. He is also the director of the business and economics reporting program at the Graduate School of Journalism at the City University of New York. He is a commentator for WNYC’s *Financial 411* on the city’s economy, business, and politics and makes frequent media appearances on WCBS Newsradio 880 and other outlets. He lives in New York City.



Happy Customers Everywhere

How Your Business Can Profit from the Insights of Positive Psychology

Bernd Schmitt

“Experiential Marketing” guru Bernd Schmitt shows companies how to harness the power of happiness to attract and keep a wide array of customers

Marketing

- National print and broadcast publicity
- Online advertising campaign
- Author website
- Author speaking engagements
- Social media campaign
- Blog outreach

Business

ISBN: 978-0-230-11645-0
\$26.00 hc. (C\$30.00)
6½ x 9¼ / 256 pp.
Includes 30 b/w illustrations

The best customer for any business is a happy customer. He returns again and again, brings his friends and relatives, and his loyalty becomes a marketing platform of its own. But growing a loyal base is challenging, and what works brilliantly for one company might backfire on another. Over the last ten years, however, researchers and psychologists have begun to seriously measure what triggers happiness for the first time, and in this revealing look at the commercial power of positive psychology Columbia business professor Bernd Schmitt explores how marketers and brand managers can harness customer emotion through one of three approaches:

- The Feel Good Method: Hook customers through the experience of pleasure and positive emotions, and let those feel-good moments transform a once-in-a-blue-moon customer to a committed loyalist.
- The Meaningful Method: Engage customers through core values, including family, social responsibility, or the environment to attract passionate customers to your business.
- The Learning and Growing Method: Help your customers achieve personal growth by making your product an indispensable part of their individual development.

Schmitt shows marketers and brand managers how to determine which of these best fits their company and how to turn this insight into an authentic and successful campaign that will reach, grow, and sustain a loyal base of customers.

Praise for *Experiential Marketing*:

“Schmitt is a marketing guru . . . He makes sense on every level—from the intellectual to the emotional.”

—Ronald A. Galotti, president and publisher, Talk Media, Inc.

Praise for *Big Think Strategy*:

“Schmitt practices what he preaches. This book opens up minds—and tantalizing opportunities.”

—Sir Martin Sorrell

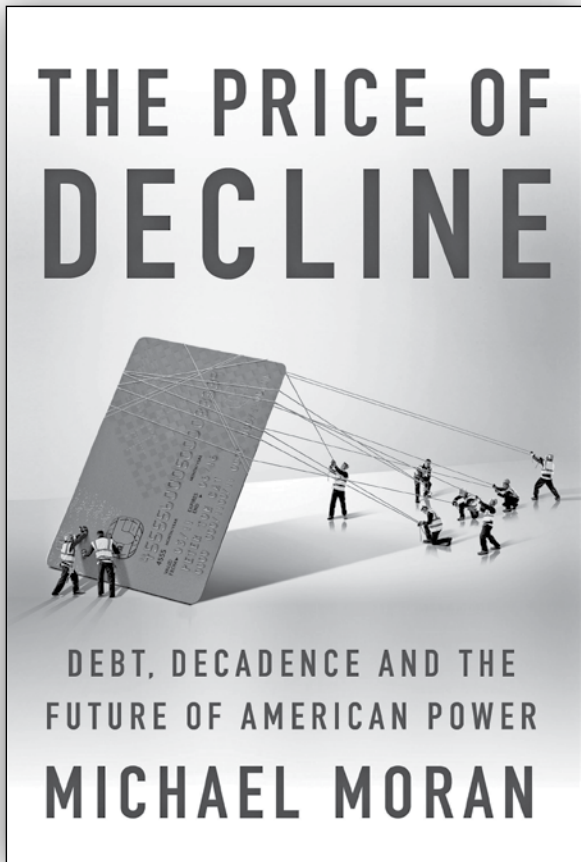
Praise for *Customer Experience Management*:

“Schmitt’s prescription makes it more satisfying to be a customer, more satisfying to be a brand manager.”

—Martyn Straw, chief strategy officer, BBDO Worldwide



Bernd Schmitt is the Robert D. Calkins Professor of International Business at Columbia University, the director of the Center on Global Brand Leadership, and CEO of the EX Group. He is a frequent keynote speaker at conferences worldwide and has appeared on the BBC, CNBC, CNN, and *The Daily Show*. Schmitt has written for *The New York Times*, *The Asian Wall Street Journal*, and *Financial Times*, and is also the author of several books including *Big Think Strategy*, *Customer Experience Management*, and *Experiential Marketing*, which have been translated into more than 20 languages. He lives in New York City.



The Price of Decline

Debt, Decadence and the Future of American Power

Michael Moran

A leading forecaster shows how America's runaway debt and wayward foreign policy threaten its place on the world stage—and how its leaders can turn the ship around

Marketing

- National print and broadcast publicity
- Online advertising campaign
- Author speaking engagements
- Marketing coordination with Roubini Global Economics
- Online marketing campaign

Economics

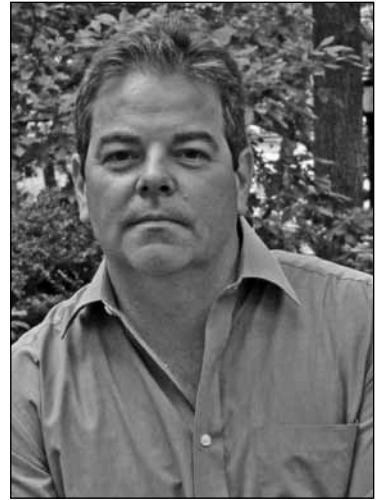
ISBN: 978-0-230-33993-4
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.

“Michael Moran understands what few Americans do: that we have reached a tipping point in global history that will fundamentally change the planet . . . America will find it very difficult to adjust to its new place as a peer, rather than a dominant nation.”

—From the Foreword by Nouriel Roubini,
Chairman and Founder, Roubini Global Economics

The age of American global dominance is ending. In recent years, risky economic and foreign policies have steadily eroded the power structure in place since the Cold War. And now, staggering under a huge burden of debt, the country must make some tough choices—or watch its creditors walk away. In *The Price of Decline*, Michael Moran, a leading geostrategy analyst at Roubini Global Economics, the Council on Foreign Relations, and other leading institutions, explores how a variety of forces are converging to challenge U.S. leadership—including unprecedented information technologies, the growing prosperity of countries like China, India, Brazil, and Turkey, and the diminished importance of Wall Street in the face of global markets.

This shift will have serious consequences for the wider world as well. Countries that have traditionally depended on the United States for protection will have to adjust their policies to reality. Each nation will be responsible for its own human rights record, energy production, and environmental policy, and revolutions will succeed or fail unaided. Moran describes how, with a bit of political leadership, America can transition to this new world order gracefully—by managing entitlements, reigniting sustainable growth, reforming immigration policy, and breaking the poisonous deadlock in Washington. If not, he warns, the new era will arrive on its own terms and provide a nasty shock to those clinging to the 20th century.



Michael Moran is executive editor and head of digital strategy at Group SJR in New York and provides geostrategic analysis for Roubini Global Economics, working directly with renowned economist Nouriel Roubini and a 40-strong team of economists and analysts who forecast global trends in economics and politics for a diverse range of clients. Over the past 25 years, he has reported and analyzed major events for some of the world’s leading intellectual and newsgathering institutions, including the Council on Foreign Relations, the BBC, MSNBC.com and Radio Free Europe/Radio Liberty. He lives in Hoboken, NJ.

Permanent Emergency

The Truth about the TSA and the Fight for the Future of Security

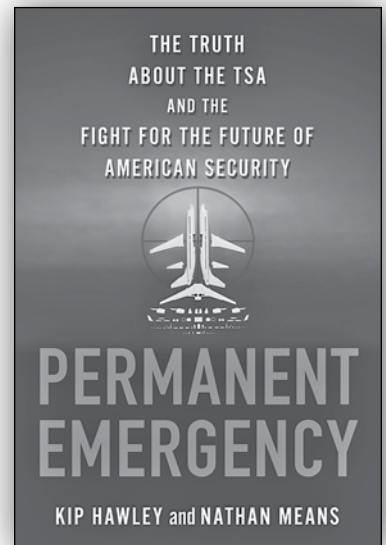
Kip Hawley and Nathan Means

From the former head of the Transportation Security Administration comes an inside look at how this much-maligned agency fights terrorism, and why only a risk-tolerant strategy—not more bureaucracy—will make us safe

Since 2001 the TSA has accepted responsibility for protecting over two million people a day at U.S. airports and managing transportation operations around the world. But how effective is this beleaguered agency, and is it really keeping us safe from terrorism? In this riveting expose, former TSA administrator Kip Hawley reveals the secrets behind the agency's ongoing battle to outthink and outmaneuver terrorists, illuminating the flawed, broken system that struggles to stay one step ahead of catastrophe. Citing numerous thwarted plots and government actions that have never before been revealed publicly, Hawley suggests that the fundamental mistake in America's approach to national security is requiring a protocol for every contingency. Instead, he claims, we must learn to live with reasonable risk so that we can focus our efforts on long-term, big-picture strategy, rather than expensive and ineffective regulations that only slow us down.

Kip Hawley left his job in Silicon Valley a month after 9/11 to help build the TSA. In mid-2005 he became the fourth administrator in the agency's troubled three-year existence. Since leaving the TSA, Hawley has been called on frequently for comment from such publications as *The New York Times*, *USA Today*, and *Los Angeles Times*, among others and appears regularly on CNN and Fox News, among others. Today Hawley is a private consultant living in Pebble Beach, California.

Nathan Means has worked on a variety of non-fiction books, including *New York Times* bestseller *In Fed We Trust* and other well-received titles such as *Arab Voices* and *The India Way*. He lives in Portland, Oregon.



Marketing

- National print and broadcast publicity
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- Author speaking engagements

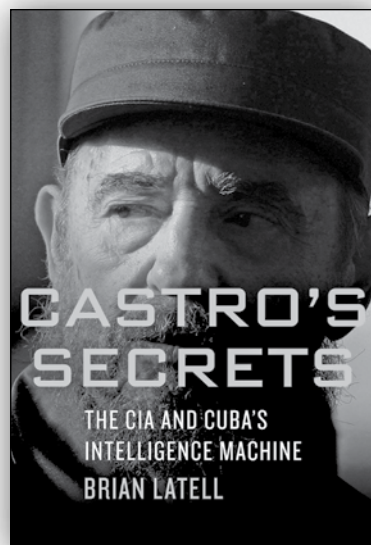
Current Affairs

ISBN: 978-0-230-12095-2
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 272 pp.

Castro's Secrets

The CIA and Cuba's Intelligence Machine

Brian Latell



The never-before-told story of how Cuba's intelligence agency became the most powerful in the world, and how Fidel Castro used it to try to start a third world war

"Few Americans understand Cuba—past, present, and future—better than Brian Latell." —Evan Thomas, *Newsweek Magazine*, *New York Times* bestselling author of *Robert Kennedy: His Life*

In this riveting Cold War history, highly acclaimed author Brian Latell offers us a new and surprising look at Fidel Castro. Latell draws his narrative on personal interviews with high level defectors from Cuba's intelligence, many of whom have not spoken out for over nearly five decades. The result is a vivid and revelatory account that revises our understanding of how Fidel operated, what his goals were, and how he imagined the future for his tiny island nation. Latell takes us from from the crimes Fidel allegedly committed as a youth in the anti-Battista movement, to how quickly he built up an intelligence system that rivaled the Soviet Union's KGB and Britain's M15 in effectiveness, and how that translated into a feud with JFK's administration and the CIA, and the ultimate confrontation during the Cuban Missile Crises that brought the world to the brink of a nuclear holocaust.

Brian Latell has tracked Castro for the CIA since the 1960s. He is the recognized authority in Cuban-American history with regular appearances on NBC News, as well as CNN and NPR. He is a senior research associate at the Institute for Cuban and Cuban-American Studies at the University of Miami. He lives in Key Biscayne, Florida.

Marketing

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- Author speaking engagements
- Online marketing campaign

History

ISBN: 978-0-230-62123-7
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After Fidel
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A Full Life with Autism

From Learning to Forming Relationships to Achieving Independence

Chantal Sicile-Kira and
Jeremy Sicile-Kira
Foreword by Temple Grandin

From one of autism's leading experts, a guide for parents to help their children beyond diagnosis and early care into meaningful and independent lives

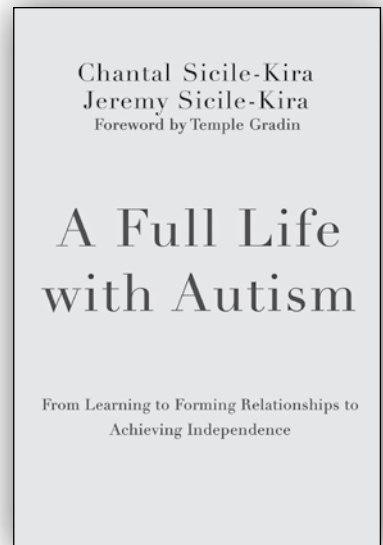
In the next five years, hundreds of thousands of children with autism spectrum disorder will reach adulthood. And while diagnosis and treatment for children has improved dramatically in recent years, parents want to know: What happens to my child when I am no longer able to care for or assist him? In this ground-breaking book, autism expert Chantal Sicile-Kira and her son Jeremy offer real solutions to a host of difficult questions, including how young adults across the autism spectrum can:

- negotiate adult life in this new economy where adult service resources are scarce
- cope with the difficulties of living apart from the nuclear family
- find and keep a job that provides meaning, stability and an income
- discover the joys of fulfilling relationships

Chantal Sicile-Kira is an award-winning author, columnist, and speaker on autism. The author of four other books, Sicile-Kira writes for *The Huffington Post* and *PsychologyToday.com*. Her story has been covered by a wide variety of media, including NPR, PBS, MTV, the *Chicago Tribune*, *Newsweek*, and Fox News.

Jeremy Sicile-Kira was diagnosed as severely autistic when he was born in 1989. In 2010, he gave a commencement speech at his high school graduation. Jeremy writes for autism magazines, *AutismCollege.com*, and was featured in *Newsweek*. In 2007, Jeremy was on MTV's *True Life* in the episode, "I Have Autism," which won a 2007 Voice Award.

Temple Grandin is the bestselling author of *Animals in Translation*, among others.



Marketing

- National print and broadcast publicity
- Author website
- Blog outreach
- Promotion for Autism Awareness Month

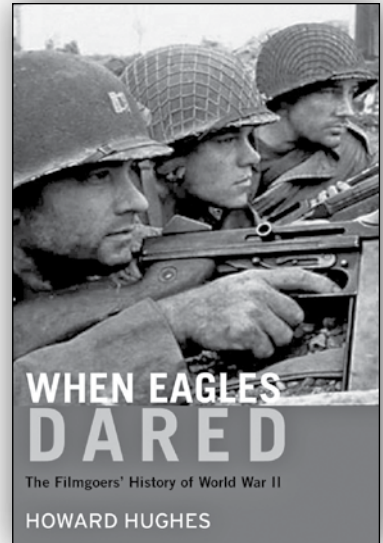
Family & Child Care

ISBN: 978-0-230-11246-9
\$18.00 pb. (C\$20.00)
5½ x 8¼ / 256 pp.

When Eagles Dared

The Filmgoers' History of World War II

Howard Hughes



A guide to more than 50 classic war films that have depicted the historical events of World War II for the cinema

“Hughes is a fan and his enthusiasm, as well as his research, shines through.”
— Keith Richmond, *Tribune*

When Eagles Dared tells the stories of the historical events of World War II and the films that have depicted these events on cinema screens, presenting a guide to history through cinema that compares the cinematic myth with the historical reality. Illustrated with rare posters and stills, it gives a unique view of this war through the lenses of over 50 diverse films including *Downfall*, *Patton*, *Tora! Tora! Tora!*, *Anzio*, *The Thin Red Line*, *Letters from Iwo Jima*, *Stalingrad*, *Battle of the Bulge*, *Cross of Iron*, and *A Bridge Too Far*.

Events discussed include the war in the skies (*Battle of Britain* and *The Dambusters*), the sea (*Sink the Bismarck!*), and the North African desert (*The Battle of El Alamein* and *Tobruk*). There are “special mission” movies, including *Where Eagles Dare* and *Inglourious Basterds*, classic tales of ingenuity (*The Great Escape*), and human endurance (*The Bridge on the River Kwai*).



Howard Hughes is the author of *Aim for the Heart: The Films of Clint Eastwood* and of the *Filmgoers' Guides: Stagecoach to Tombstone: The Filmgoers' Guide to the Great Westerns; Crime Wave: The Filmgoers' Guide to the Great Crime Movies; and Once Upon a Time in the Italian West: The Filmgoers' Guide to Spaghetti Westerns*. He lives in Huntington, UK.

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Media/Film Studies

ISBN: 978-1-84885-650-9
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Includes 45 b/w photos

I.B. Tauris



Also Available:

Cinema Italiano

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Lethal Warriors

*When the New Band of Brothers
Came Home*

David Philipps

“Lethal Warriors is a must-read for every American. In compelling and heart-healing stories, he tells the story of the other war—the one at home.”

—Tom Brokaw

“Philipps’ exploration of the ravages of PTSD among returning soldiers is a study in the balance of honoring service while recognizing the toll war can take on the human soul.”

—*The Atlantic* online

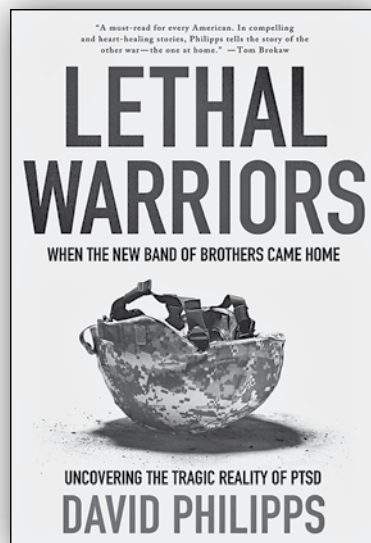
“A searing exposé that might make readers wonder how Army commanders and civilian warmongers sleep at night given the disgraceful handling of traumatized veterans who fought in Iraq.”

—*Kirkus Reviews*

Pulitzer Prize finalist David Philipps brings to life the chilling story of how today’s American heroes are slipping through the fingers of society—with multiple tours of duty and inadequate mental-health support creating a crisis of PTSD and a large-scale failure of veterans to reintegrate into society. Following the frightening narrative of the 506th Infantry Regiment—who had rebranded themselves as the Lethal Warriors after decades as the Band of Brothers—he reveals how the painful realities of war have multiplied in recent years, with tragic outcomes for America’s soldiers, compounded by an indifferent government and a shrinking societal safety net.



David Philipps is a features writer for the *Colorado Springs Gazette* whose articles have also appeared in the *Los Angeles Times*, the *Chicago Tribune*, *The Philadelphia Inquirer*, and *The Seattle Times*, among others. His coverage of the violence at Fort Carson won him the Livingston Award for National Reporting, and he was a finalist for the Pulitzer Prize. This book was a finalist for the J. Anthony Lukas Work-in-Progress Award. He lives in Colorado Springs, Colorado.



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Current Affairs

ISBN: 978-0-230-12069-3
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Includes 8 pp. b/w photos

HC: 978-0-230-10440-2

The Presumption of Guilt

The Arrest of Henry Louis Gates, Jr. and Race, Class and Crime in America

Charles Ogletree

Charles Ogletree, renowned Harvard law professor and special counsel to Barack Obama, uses Henry Louis Gates's headline-making arrest to discuss how the presumption of guilt affects justice in this national bestseller

"Ogletree makes a significant and fair-minded contribution to the literature on race, class, and law enforcement."

—*The Philadelphia Inquirer*

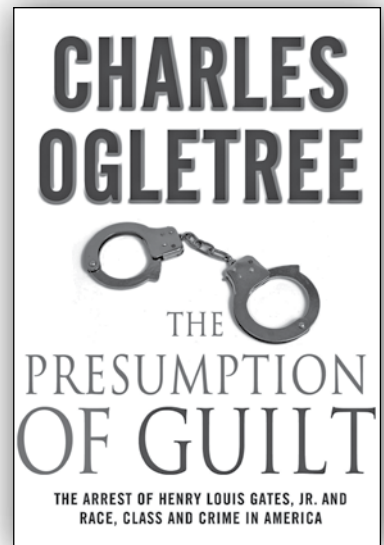
"Ogletree brings an informed opinion regarding Gates' arrest... [and] uses contemporary incidents to explore current notions of race and class . . . Recommended."

—*Choice*

Shortly after noon on Tuesday, July 16, 2009, Henry Louis Gates, Jr., MacArthur fellow and Harvard professor, was mistakenly arrested by Cambridge police sergeant James Crowley for attempting to break into his own home. Charles Ogletree, one of the country's foremost experts on civil rights, uses this incident as a lens through which to explore issues of race, class, and crime, with the goal of creating a more just legal system for all. Working from years of research and based on his own classes and experiences with law enforcement, the author illuminates the steps needed to embark on the long journey toward racial and legal equality for all Americans.



Charles Ogletree is the Jesse Climenko Professor of Law at Harvard Law School and the founding and executive director of the Charles Hamilton Houston Institute for Race and Justice at the law school. He is the author of four books on race and the law, including the critically acclaimed *All Deliberate Speed*, and has received numerous awards and honors, including being named one of the 100+ most influential black Americans by *Ebony*. He lives in Cambridge, Massachusetts.



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ISBN: 978-0-230-12065-5
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6 1/8 x 9 1/4 / 256 pp.

HC: 978-0-230-10326-9

April

39

TAURIS PARKE PAPERBACKS

The Flying Carpet

Adventures in a Biplane from Timbuktu to Everest and Beyond

Richard Halliburton

Foreword by Tahir Shah



The thrilling account of renowned travel adventurer Richard Halliburton's 1931 aviation adventure

Thirsting for a new adventure and announcing that “an adventure not in the air is obsolete,” Richard Halliburton hired pioneer aviator Moye Stephens in 1931 and fearlessly set out to circle the world in an open cockpit biplane optimistically named *The Flying Carpet*. For Halliburton, it was the ultimate in romantic, risky exploration and was a means of seeing the world in a way that few had ever seen it before. True to form, his journey was breathtakingly audacious. They performed aerobatics in Fez; landed in mysterious Timbuktu; spent time with the French Foreign Legion in Algeria; and explored Cairo, Damascus, and Petra. In India, they flew over the Taj Mahal—upside down—and, soaring over the Himalayas, Halliburton took the first aerial photograph of Everest. A journey as dazzling as Halliburton himself and, with the world at war less than a decade later, marking the end of an era, the story of *The Flying Carpet* is as captivating today as it was to the world 80 years ago.

Richard Halliburton (1900-1939) was America's greatest adventurer and one of the most successful adventure travel writers of the 20th century. His final adventure, sailing a junk across the Pacific, was also his last. Halliburton disappeared in March 1939 and was never seen again. A great and original traveler, his wild adventures live on in the books that have captivated millions of readers and inspired generations of writers.

Marketing

- National print publicity
- Online marketing campaign
- Marketing outreach to travel-interest blogs

History

ISBN: 978-1-84885-914-2
\$17.00 pb. (C\$19.00)
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Tauris Parke Paperbacks 

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Goering

Hitler's Iron Knight

Richard Overy

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"A closely argued and detailed analysis providing a new and proper insight into an evil and inefficient war machine."

—*The Economist*

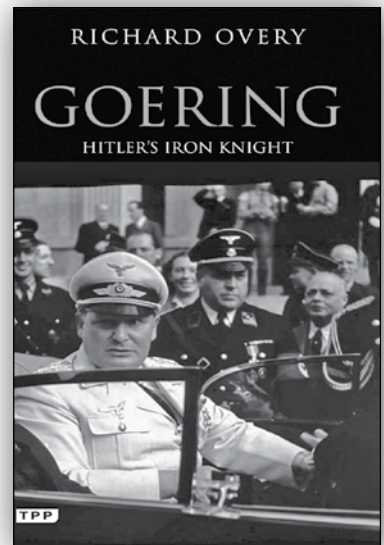
"The richest book on the whole subject that I have read for a long time."

—Norman Stone, *The Sunday Times*

Hermann Goering was Hitler's most loyal supporter, his designated successor, and the second most powerful man in the Third Reich. One of the main architects of the Nazi regime, he was also instrumental in the creation of the Gestapo and directly ordered the Final Solution. But who was the man behind the carefully constructed mask?

Self-indulgent and ruthless, sybaritic and brutal, egotistical yet capable of self-effacement, weak-willed yet fiercely calculating, Goering was a contradictory, complex, and often buffoonish character. In this classic biography, Richard Overy takes the reader on a chilling journey into the heart of Hitler's inner circle. He illuminates the many facets of Goering's personality and charts his story from his golden days as Hitler's most trusted commander to his failures and loss of power after the Battle of Britain, his sensational trial at Nuremberg, and his ignominious death by suicide on the eve of his execution.

Richard Overy is an award-winning writer on the history of World War II and the Third Reich, and was a professor of Modern History for ten years at Kings College, London. Overy is also a fellow of the Royal Historical Society, fellow of the British Academy, fellow of King's College, and currently professor of History at the University of Exeter.



Marketing

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- Online marketing campaign
- Marketing outreach to WWII organizations

Biography

ISBN: 978-1-84885-932-6

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Winston Churchill— The Wilderness Years

*Speaking out Against Hitler in
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Martin Gilbert

A reissue of a critical, historic account of Winston Churchill's years out of office in the prelude to World War II

"A lucid and insightful distillation of Gilbert's detailed official biography.

—Michael Heskett, *Houston Chronicle*

"A timely study of how democracy allowed considerations of political convenience and budgetary 'necessity' to control defense policy."

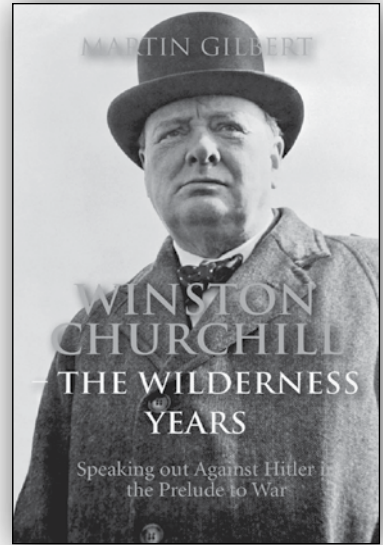
—George F. Will, *Washington Post*

"It is a delight to read."

—*Kansas City Missouri Times and Star*

In 1928, Winston Churchill was at the height of his career. Chancellor of the Exchequer and a powerful and popular orator, leadership of the Conservative Party seemed within his grasp. A year later, however, all had changed. The Conservatives were defeated, and when a National Government was formed in 1931, Churchill was not asked to join it. Though he was a lone figure from this point, his acute political sense, foresight, and courage were undiminished. Fed with secret inside information by a group of brave men, Churchill consistently warned of the Nazi danger, even before the rise of Hitler. The government fought him at every turn, even refusing him the right to broadcast. But he never gave up. It was as a direct result of his brave perseverance that the British public came to realize the truth of his warnings—a bond formed that would be so vital in the years to come.

Sir **Martin Gilbert** is Winston Churchill's official biographer and a leading historian of the modern world. He is the author of over 70 books, including *Churchill: A Life*. He is an honorary fellow of Merton College, Oxford, and a distinguished fellow of Hillsdale College, Michigan.



Marketing

- National print and broadcast publicity
- Online marketing campaign
- Blog outreach

Biography

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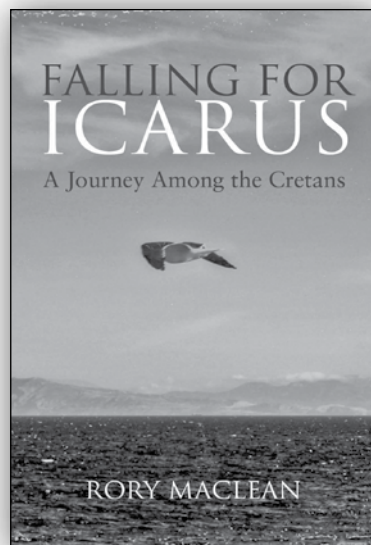
Includes 48 b/w photos

Tauris Parke Paperbacks 

Falling for Icarus

A Journey among the Cretans

Rory MacLean



A memoir of loss, love, and rediscovery that follows one man's endeavor to build a plane and try to fly

"The heart-warming evocation of one man's loving obsession: lyrical, funny, compassionate."

—Colin Thubron, travel writer and novelist

"An extraordinary work, curious and entertaining, tantalizing, often moving and above all entirely original – like everything MacLean writes, it's in a genre of its own"

—Jan Morris, author, journalist, and travel writer

On a windy spring morning in an ancient Cretan village, Rory MacLean fell to earth. His mother had died a few months earlier and a single obsession had risen from his grief: the notion to build a feather-light flying machine. And so, on the island where Daedalus and Icarus had made man's maiden flight, MacLean journeyed back to beginnings, back into the Greek myths, and—with the help of his Cretan neighbors and plenty of wine—built a plane and tried to fly.

Falling for Icarus is at once a meditation on love, a celebration of the passion for flight, and a hilarious, vivid portrait of a village. Its generous and exhilarating characters restore MacLean's faith in life. Through them, he tells a soaring, moving story about how a dream can transform sadness.

Rory MacLean is a writer, broadcaster, blogger, and fellow of the Royal Society of Literature. He has won awards from the Canada Council and the Arts Council of England as well as a Winston Churchill Travelling Fellowship, and was nominated for the International IMPAC Dublin Literary prize. Born in Canada and resident for many years in Britain, Rory now divides his time between London and Berlin.

Marketing

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Travel

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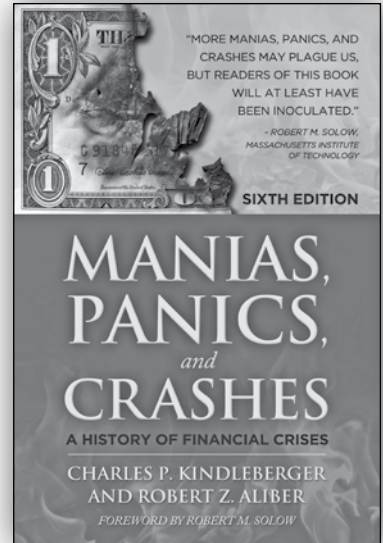
Manias, Panics and Crashes

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Charles P. Kindleberger and

Robert Z. Aliber

Foreword by Robert Solow



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Selected as one of the best investment books of all time by the *Financial Times*, *Manias, Panics and Crashes* puts the turbulence of the financial world in perspective. Here is a vivid and entertaining account of how mismanagement of money and credit has led to financial explosions over the centuries. Covering topics such as the history and anatomy of crises, speculative manias, and the lender of last resort, this book has been hailed as “a true classic . . . both timely and timeless.” In this new, updated fifth edition, Kindleberger and Aliber expand upon the ideas presented in the previous edition, and include two new chapters on the real estate price bubble that occurred in Norway, Sweden, and Finland at the end of the 1980s, and the three asset price bubbles that occurred between 1985 and 2000 in Japan and other Asian countries.

Charles P. Kindleberger (1910–2003) was the Ford Professor of Economics at MIT for 33 years. He was a financial historian and prolific writer who published thirty books.

Robert Aliber is professor emeritus of International Economics and Finance at the University of Chicago Graduate School of Business, where he has been a faculty member since 1965.

New Edition

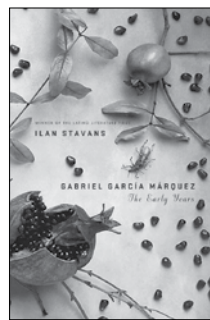
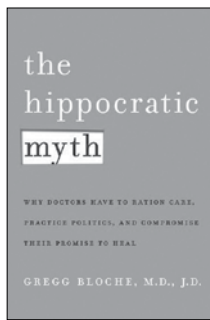
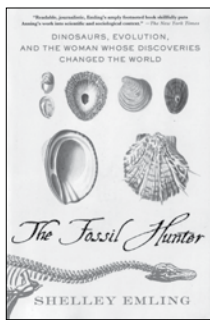
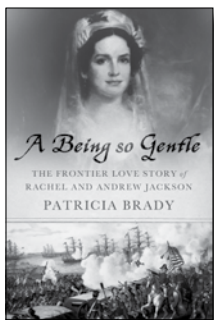
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Polanski

A Biography

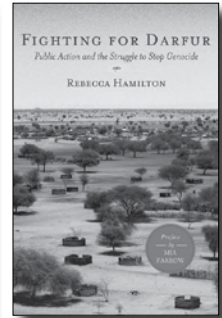
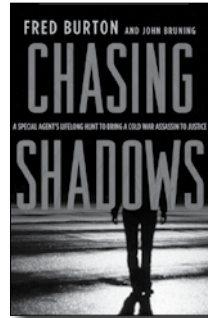
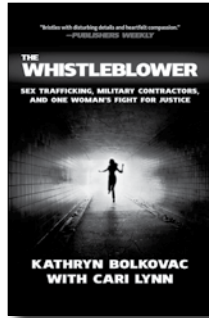
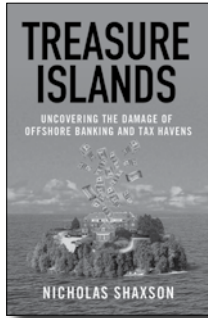
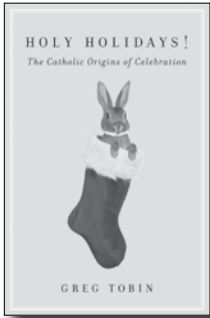
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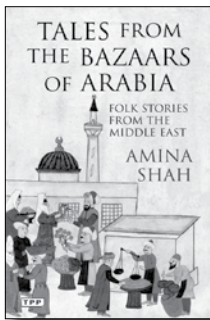
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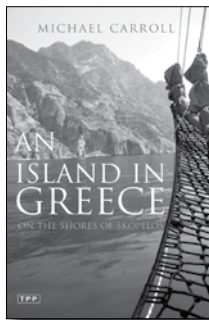
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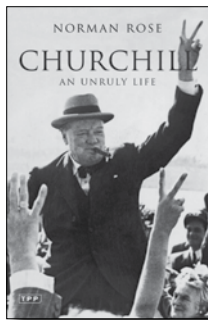
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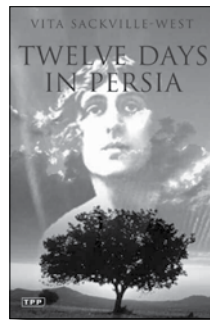
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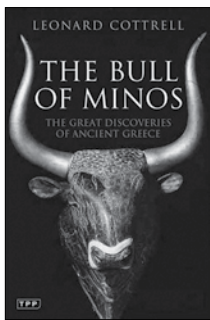
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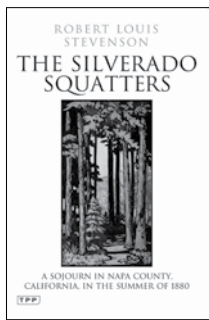
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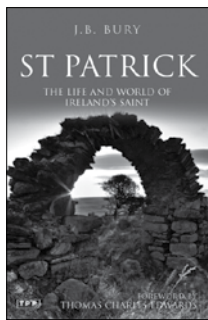
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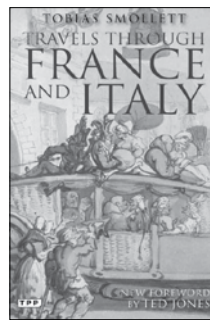
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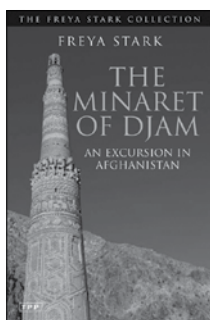
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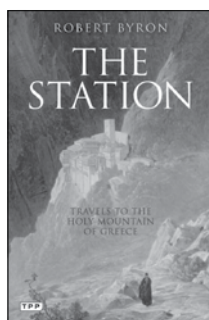
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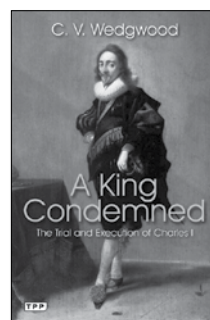
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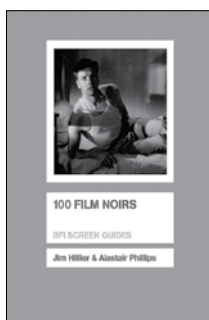
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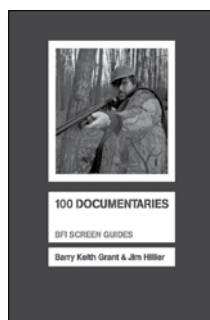
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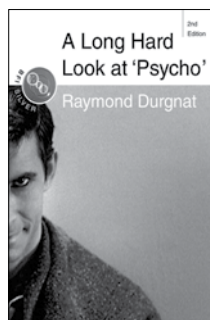
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