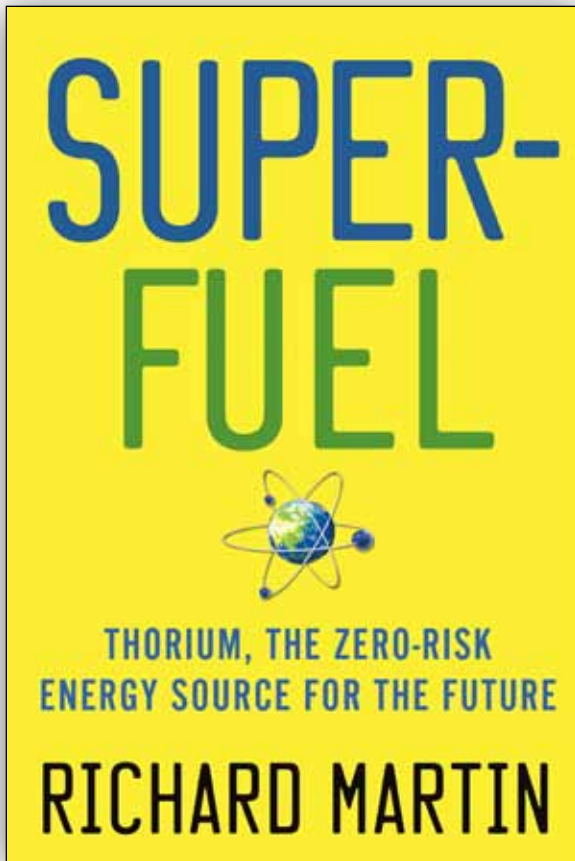


SPRING/SUMMER 2012

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Superfuel

*Thorium, the Zero-Risk
Energy Source for
the Future*

Richard Martin

A riveting look at how an alternate source of energy is revolutionizing nuclear power, promising a safe and clean future for millions, and why thorium was sidelined at the height of the Cold War

Marketing

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

Science

ISBN: 978-0-230-11647-4
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.

macmillanscience

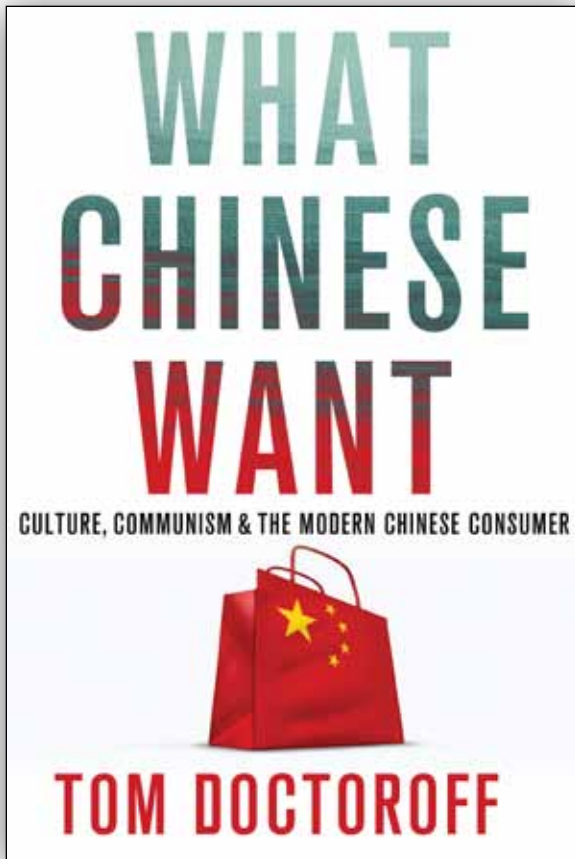
In this groundbreaking account of an energy revolution in the making, award-winning science writer Richard Martin introduces us to thorium, a radioactive element and alternative nuclear fuel that is far safer, cleaner, and more abundant than uranium. At the dawn of the Atomic Age, thorium and uranium seemed to be in close competition as the fuel of the future. Uranium, with its ability to undergo fission and produce explosive material for atomic weapons, won out over its more pacific sister element, relegating thorium to the dustbin of science. Now, as we grapple with the perils of nuclear energy and rogue atomic weapons, and mankind confronts the specter of global climate change, thorium is reemerging as the overlooked energy source that can wean us off our fossil-fuel addiction and avert the risk of nuclear meltdown.

The Untold Story of Thorium:

- Thorium-powered reactors produce zero nuclear waste and can produce electricity that's much cheaper and cleaner than burning coal.
- Thorium can't be used in nuclear weapons.
- Thorium power was developed in the U.S. during the Cold War, and we even ran a thorium-fueled reactor for five years.
- France, Norway, Canada, Brazil, Russia, and, most importantly, India and China, are building thorium-based reactors. India plans to produce the bulk of its power from thorium reactors by 2030, while China is attempting to build a domestic industry that will license thorium technology to other nations.
- A small group of activists and outsiders is working, with the help of Silicon Valley investors, to build a thorium-power industry in the United States.



Richard Martin is an energy expert and award-winning journalist. His work has appeared in *Time*, *Fortune*, *Wired*, *The Atlantic*, *The Asian Wall Street Journal*, and *The Best Science Writing* of 2004. Martin is a senior research analyst for Pike Research (www.pikeresearch.com), a leading clean-energy research firm based in Boulder, Colorado.



What Chinese Want

Culture, Communism and the Modern Chinese Consumer

Tom Doctoroff

A sweeping look at contemporary Chinese consumer behavior, how its cultural influences separate it from the West, and how marketers and businesses can harness the natural strengths of this age-old civilization to succeed there

Marketing

- National print and broadcast publicity
- Author tour (New York, D.C.)
- National advertising campaign
- Blog outreach

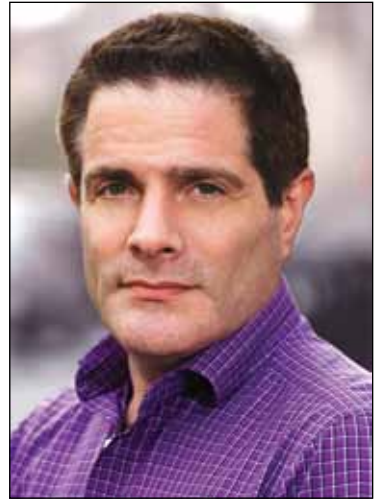
Business

ISBN: 978-0-230-34030-5
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 272 pp.

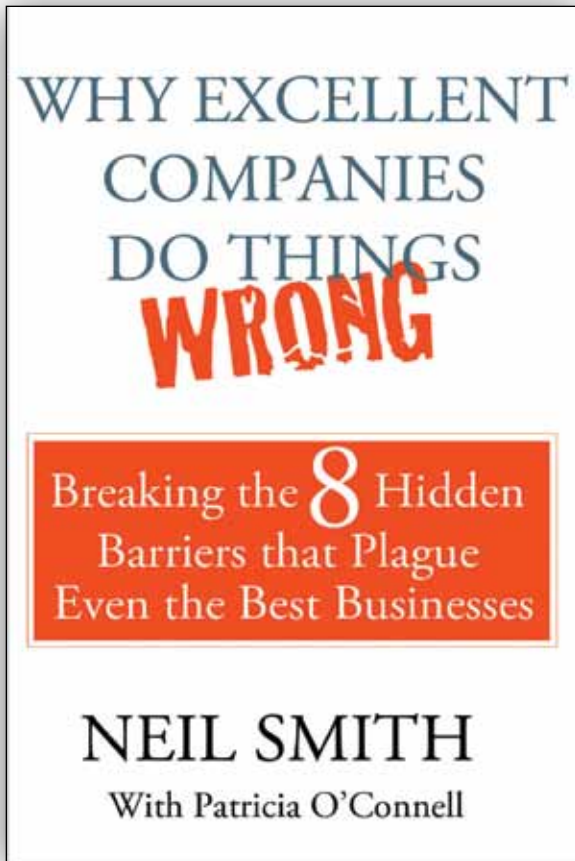
Today China is a critical player in the global marketplace, but there is still widespread confusion about what really makes the country tick—even the Chinese have difficulty explaining their own “Chineseness” to outsiders. In *What Chinese Want*, China expert Tom Doctoroff posits that China’s distinguishing traits explain the country in profound ways, including:

- **Connection to History:** For thousands of years, the impulses and conflicts within Chinese civilization have driven its people’s behavior and choices. More than any other nationality, they are driven by their past history as much as by their intense focus on the future. This manifests itself in a profound belief in their country’s stability and an intense national pride that often drives business decisions.
- **A Complex View of Morality:** As evidenced by their sticky human rights issues, rampant piracy, and endemic government corruption, the Chinese have a significantly higher tolerance for certain things the West would consider wrong. Doctoroff puts these differences in context so that the reader can understand their nuances and impact on business and international relations.
- **Family Over the Individual:** Whereas in America the individual is a prized source of originality, freewill, and consumer choice, in China the focus is squarely on the family and the larger society. This difference can be seen in the educational system, entrepreneurial activity, and many other key aspects of Chinese society.

From the new generation’s embrace of Christmas to the secrecy of industry titans; from the government’s meticulously incremental approach to currency appreciation to the middle class’s fixation with luxury brands, Doctoroff explains the mysteries of modern China for those looking to enter the market in a culturally sensitive and effective way.



Tom Doctoroff is the Northeast Asia Area Director and Greater China CEO for J. Walter Thompson, the author of *Billions*, and a leading authority on marketing in China and Chinese consumer culture, with more than thirteen years of experience in mainland China. He appears regularly on CNBC, NBC, Bloomberg, and National Public Radio and is frequently featured in publications ranging from the *Financial Times* and *Bloomberg Businessweek* to *The Wall Street Journal* and *The New York Times*. He is also a columnist for the *China Economic Review* and the Chinese magazine *Global Entrepreneur*. Doctoroff is the recipient of the Magnolia Government Award, the highest honor given by the Shanghai municipal government to expatriates, and was selected to be an official torchbearer for the Beijing 2008 Olympics.



Why Excellent Companies Do Things Wrong

Breaking the 8 Hidden Barriers that Plague Even the Best Businesses

Neil Smith
with Patricia O'Connell

A corporate manifesto that helps companies break down the barriers that prevent their success

Marketing

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

Business

ISBN: 978-1-137-00306-5
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.

Companies make headline news all the time for decisions that make many of us scratch our heads in wonder, even companies that are smart and successful. Here, Neil Smith, with more than 20 years of experience leading large-scale performance improvements, reveals the hidden barriers that cause excellent companies to do dumb things and cause smart people within companies to act in dumb ways. Drawing on his experience working with and helping transform top global businesses, Smith has identified 8 barriers that prevent organizations from achieving and maintaining sustainable success. Rich with anecdotes and case studies, Smith outlines a fast and proven process in which 12 principles of business transformation can break down the barriers holding companies back, including:

- The process must be personally led by the CEO
- It is easy to get ideas for improvement into the process; hard to remove them
- The ideas must be owned by the people responsible for implementing them
- There must be a focus on increasing revenue, not cutting costs
- Nothing less than 100% implementation is acceptable

Why Excellent Companies Do Things Wrong provides insights for anyone in business as well as those who have simply wondered, “Why on earth do they do that?”



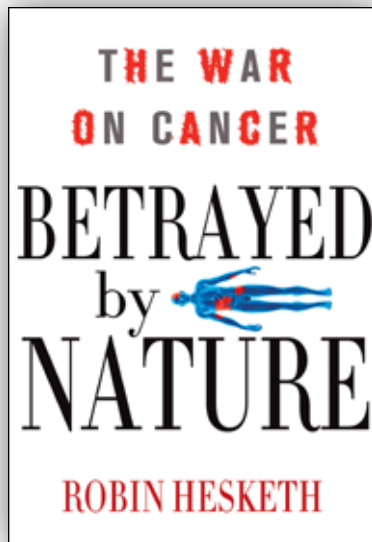
Neil Smith CEO of Promontory Growth and Innovation, has for the last 20 years focused on helping large corporations dramatically improve performance and profitability by growing revenues and innovatively reducing costs. Smith has led initiatives across a number of industries with some of the strongest companies in the U.S. including, Mellon Bank, Willis, and North American Van Lines. The firm he co-founded was responsible for the highly-praised PNC initiative in 2005, as well as spearheading projects at Heinz, Detroit Edison, Manpower and Blue Cross Blue Shield of Tennessee. These projects have helped increase profits at top companies by 20% or more.

Patricia O’Connell is a former Management Editor at BloombergBusinessweek.com. She brings more than 20 years of writing and editing in a variety of subjects, including business, leadership, and strategy.

Betrayed by Nature

The War on Cancer

Robin Hesketh



The history of the scientific advances in our battle against cancer

Despite the medical advances of the last century, cancer kills over half-a-million people every year in the United States. Yet despite the tenacity of this universal scourge, the science behind the disease remains a mystery to many people. In *Betrayed by Nature*, Robin Hesketh provides a concise and comprehensive history of both the science and the medical advances made over the decades. He takes the reader on a riveting tour of human biology to show what happens to the body when the disease develops and makes accessible the science of today's treatments. With cancer affecting one out of three people, this is an illuminating look at the future of one of the world's oldest killers.



Robin Hesketh is a professor in the department of Biochemistry at the University of Cambridge. He's been interviewed on BBC television and various radio programs and has published in the leading clinical journals, including *Nature*. He lives in Cambridge, England.

Marketing

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

Science

ISBN: 978-0-230-33848-7
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 256 pp.
Includes 20 illustrations

macmillan**science**

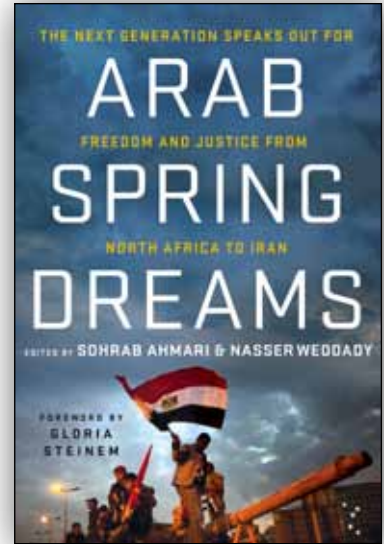
Arab Spring Dreams

The Next Generation Speaks Out for Freedom and Justice from North Africa to Iran

Edited by **Sohrab Ahmari** and **Nasser Weddady**

Foreword by **Gloria Steinem**

Afterword by Nobel Peace Prize Winner **Lech Walesa**



Middle Eastern youth dare to speak out in their own words about political freedom, human rights, and their hopes for transforming the region

During the Arab Spring, the world saw a long-suppressed group in the Middle East—young people—assert itself and demand its rights. But this youthful dissent did not appear overnight; for decades it has been simmering beneath the surface in countries from Saudi Arabia to Yemen, from Iran to Egypt. In *Arab Spring Dreams*, young Middle Easterner activists describe their experiences with the region's laws and cultural mores, including the crime of holding hands before marriage, discrimination and harassment over religious beliefs, and young women fighting for the right to complete their educations. They also discuss how previous uprisings, particularly the American civil rights movement of the 1960s, might be channeled to effect change in their own countries. Beautifully written and profoundly moving, these stories present a decisive call for change at a crucial point in the evolution of the Middle East.



Sohrab Ahmari is a law student at Northeastern University. As a member of the American Islamic Congress's New England Council, he organizes in Boston's Iranian and Muslim communities and frequently addresses diverse, interfaith audiences about the struggle for individual liberty in the Middle East.

Nasser Weddady is the Civil Rights Outreach Director of the American Islamic Congress. He helped design and administer the "Dream Deferred" essay contest, and has helped lead several high-profile campaigns to free imprisoned dissidents in North Africa, Egypt, Yemen, Saudi Arabia, Iran, and beyond.

Trade Paperback Original

Marketing

- National print and broadcast publicity
- National advertising campaign
- Radio satellite tour
- Social media campaign

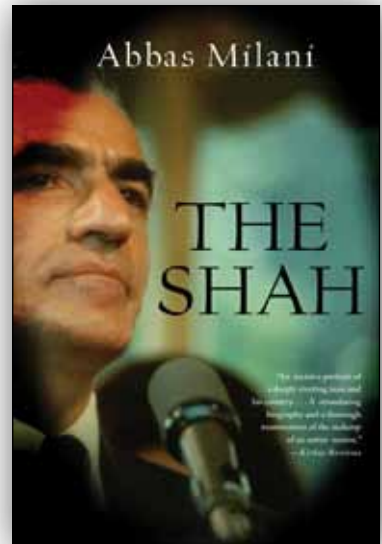
Middle Eastern Studies

ISBN: 978-0-230-11592-7
\$17.00 pb. (C\$19.50)
6 1/8 x 9 1/4 / 256 pp.

May

The Shah

Abbas Milani



"A finely wrought, enlightening biography."

—*The Wall Street Journal*

"The definitive biography . . . the scholarship is impressive"

—*The Washington Times*

"Splendidly detailed . . . [Milani] succeeds in turning out a thoughtful biography without rancor."

—*Chicago Tribune*

Though his monarchy was toppled in 1979 and he died in 1980, Mohammad-Reza Shah Pahlavi, the last Shah of Iran, remains relevant today. He was a social reformer, a romantic egomaniac, and a deeply conflicted man and leader. Here, internationally respected author Abbas Milani gives us the definitive biography, more than ten years in the making, of the monarch who shaped Iran's modern age and with it the contemporary politics of the Middle East. The Shah's was a life filled with contradiction—he built schools, increased equality for women, and greatly reduced the power of the Shia clergy. He made Iran a global power and nationalized his country's many natural resources. But he was deeply conflicted and insecure in his powerful role. Intolerant of political dissent, he was eventually overthrown by the very people whose loyalty he so desperately sought. This comprehensive and gripping account shows us how Iran went from politically moderate monarchy to totalitarian Islamic republic. Milani reveals the complex and sweeping road that would bring the United States and Iran to where they are today.

Abbas Milani is an Iranian-American scholar, and author. He is the director of the Iranian Studies Program at Stanford University. He is also a research fellow and codirector of the Iran Democracy Project at the Hoover Institution. Milani has appeared on *Anderson Cooper 360*, *Charlie Rose*, *PBS Newshour*, and *Hannity & Colmes*.

Now in Paperback

Marketing

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

Biography

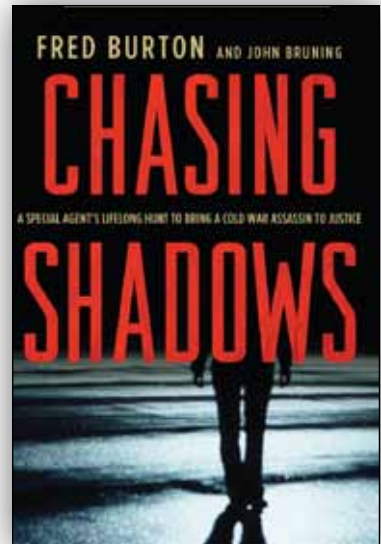
ISBN: 978-0-230-34038-1
\$18.00 pb. (C\$20.00)
6½ x 9¼ / 496 pp.

HC: 978-1-4039-7193-7

Chasing Shadows

A Special Agent's Lifelong Hunt to Bring a Cold War Assassin to Justice

Fred Burton and John Bruning



“There's nothing like opening a cold terrorism case and finally finding the truth. Burton's done it with gripping narrative, and a straight-shooting style.”

—Robert Baer, author of *See No Evil* and *The Company We Keep*

“Burton conveys an impressive passion to solve a mystery that higher authorities either did not want to solve or had already solved but refused to acknowledge . . . [he] should receive an A for effort.”

—Kirkus Reviews

On a warm Saturday night in July 1973 in Bethesda, Maryland, a gunman stepped out from behind a tree and fired five point-blank shots into Joe Alon, an unassuming Israeli Air Force pilot and family man. Alon's sixteen-year-old neighbor, Fred Burton, was deeply shocked by this crime that rocked his sleepy suburban neighborhood. As it turned out, Alon wasn't just a pilot—he was a high-ranking military official with intelligence ties. The assassin was never found and the case was closed. In 2007, Fred Burton—who had since become a State Department counterterrorism special agent—reopened the case. Published to widespread praise, *Chasing Shadows* spins a gripping tale of the secret agents, double dealings, terrorists, and heroes he encounters as he chases leads around the globe in an effort to solve this decades-old murder.

Fred Burton is one of the world's foremost experts on security, terrorists, and terrorist organizations. He was deputy director of the Counterterrorism Division of the State Department's Diplomatic Security Service and is currently a vice president at Stratfor, a global intelligence agency known as the “shadow CIA.” He is the author of *Ghost: Confessions of a Counterterrorism Agent* and has appeared on the *Daily Show*, *Glenn Beck* and *Anderson Cooper 360*, and on Fox, ABC, and CBS radio. He lives in Austin, Texas.

John Bruning is a military historian and the co-author of *House to House*. He lives in Independence, Oregon.

Now in Paperback

Marketing

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

History

ISBN: 978-0-230-33991-0
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 272 pp.
Includes 8 pp. b&w photos

HC: 978-0-230-62055-1

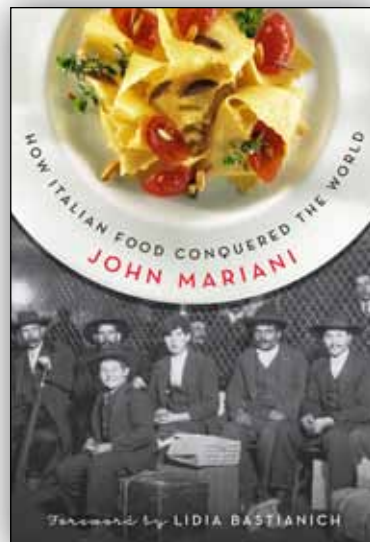
May

11

How Italian Food Conquered the World

John F. Mariani

Foreword by Lidia Bastianich



"Eating Italian will never be the same after reading John Mariani's entertaining and savory gastronomical history of the cuisine of Italy and how it won over appetites worldwide." —*USA Today*

"An entertaining and fact-filled chronicle." —*The Wall Street Journal*

"Informative and entertaining examination of the rise of Italian cookery." —*The Washington Post*

Not so long ago, Italian food was regarded as a poor man's gruel—little more than pizza, macaroni with sauce, and red wines in a box. Here, John Mariani shows how the Italian immigrants to America created, through perseverance and sheer necessity, an Italian-American food culture, and how it became a global obsession. Featuring evil villains such as the Atkins diet and French chefs, this is a rollicking tale of how Italian cuisine rose to its place as the most beloved fare in the world, through the lives of the people who led the charge. Full of savory anecdotes from top chefs and restaurateurs including Mario Batali, Danny Meyer, Tony Mantuano, Nigella Lawson, and many others, the book also goes inside famous restaurants such as Da Silvano Spiaggia, Union Square Cafe, Rao's and others.

John Mariani is a food and travel columnist for *Esquire*, wine columnist for Bloomberg News, and writer of a newsletter that goes out to 40,000 subscribers. He has been called by *The Philadelphia Inquirer* "the most influential food-wine critic in the popular press." He is author of *The Encyclopedia of American Food & Drink*, *The Dictionary of Italian Food & Drink*, and with his wife Galina, *The Italian-American Cookbook*. He lives in Tuckahoe, New York.

Lidia Bastianich is an American chef and restaurateur and host of the TV series *Lidia's Italy*. She owns four Italian restaurants.

Now in Paperback

Marketing

- National print and broadcast publicity
- E-newsletter promotion
- Author website
- Author speaking engagements

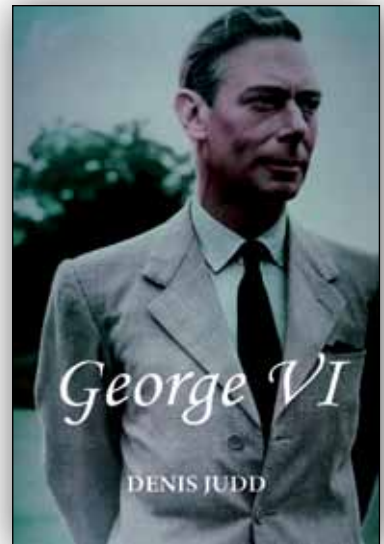
Food/Wine

ISBN: 978-0-230-34035-0
\$16.00 pb. (C\$18.50)
6½ x 9¼ / 288 pp.
Includes 8pp. b&w illustrations

HC: 978-0-230-10439-6

George VI

Denis Judd



In this acclaimed biography, Denis Judd tells the story of Prince Bertie's transformation into King George VI

"King George VI is dealt with sensibly and sympathetically."

—Asa Briggs, *The Guardian*

"Authoritative, readable, entertaining . . . half the length of the official Life and twice as readable . . . Judd tells the story with a frankness and objectivity and his book ends so movingly that one needs a few moments to recover."

—Brian Masters, *Evening Standard*

Despite his struggle with a crippling shyness and sense of inadequacy, exacerbated by the stammer that was the focus of the Oscar-winning film *The King's Speech*, George VI rose to challenges before him. His marriage to the self-assured and supportive Elizabeth Bowes-Lyons and his unexpected accession to the throne in 1936 changed the direction of the young prince's life for good. Once on the throne, it was he who bore the weighty responsibility for restoring the nation's confidence in their monarchy following his elder brother's abdication and for maintaining morale during the darkest days of World War II, when, together with Winston Churchill, his dignified presence functioned as a beacon of reassurance to civilians and military alike. Denis Judd provides a fascinating, if sometimes controversial, reassessment of the man who, quite unexpectedly, came to occupy an extraordinary position in a time of unprecedented change.

Denis Judd is Professor Emeritus of Imperial and Commonwealth History, London Metropolitan University and Visiting Professor at New York University in London. His books include *Empire; The Lion and the Tiger: The Rise and Fall of the British Raj; Balfour and the British Empire*; and others. He is a fellow of the Royal Historical Society.

Trade Paperback Original

Marketing

- National print publicity
- Online marketing campaign
- Blog outreach

Biography

ISBN: 978-1-78076-071-1

\$18.00 pb. (C\$20.00)

5½x 8¼/ 288 pp.

Includes 16 pp. b&w insert

I.B. TAURIS
PUBLISHERS

Prospero's Kitchen

Island Cooking of Greece

Diana Farr Louis and June Marinos

Lavishly illustrated and featuring over 150 easy-to-follow recipes as well as fascinating information on Ionian cooking and customs

"An excellent collection highly recommended for expanding the boundaries of Greek cuisine."

—Midwest Book Review

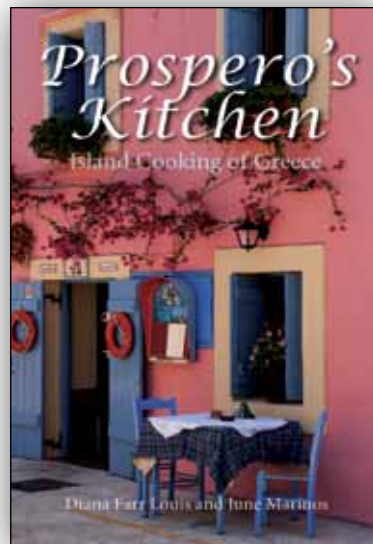
"Absolutely invaluable for cooks and travelers alike—there's no better way to get to know the islands than through the foodways, no better guides than Diana and June. Terrific stories, great recipes."

—Elisabeth Luard, author of
European Peasant Cookery and *European Festival Food*

Corfu, Kefalonia, Zakynthos, and the other Ionian islands are home to one of the finest cuisines of the Mediterranean. The stomping ground of Captain Corelli and Lawrence Durrell, the Ionians have always held a particular, almost mystical, fascination for visitors, and, for many of the thousands who travel to the region each year, it is the special nature of Ionian cooking that forms an essential and unforgettable part of their experience. Together, the recipes in this book provide a unique and tantalizing taste of the variety of Ionian cuisine—from starters and snacks including the ever-popular meat and vegetable pies (pittes) and stuffed artichokes; to main courses such as Kythera-style fish and a unique chicken recipe from the village of Agalá in Zakynthos; to desserts and sweets including Ithacan chocolate cake and Corfiot sweet potatoes.

Diana Farr Louis is an author and cooking and travel enthusiast. She has been Travel Correspondent for the *Athens News* since 1997 and is the author of a number of travel books on Greece, including *The Secrets of the Greek Islands*, *Athens and Beyond*, and *Travels in Northern Greece*. She is also the author of *Feasting and Fasting in Crete: Delicious Mediterranean Recipes*.

June Marinos is an expert on Greek cuisine. Her publications include *A Taste of Crete*, *A Taste of the Cyclades*, and *An Odyssey into Greek Cooking*.



Marketing

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

Cooking

ISBN: 978-1-78076-136-7

\$28.00 hc. (C\$32.00)

6½ x 9¼ / 272 pp.

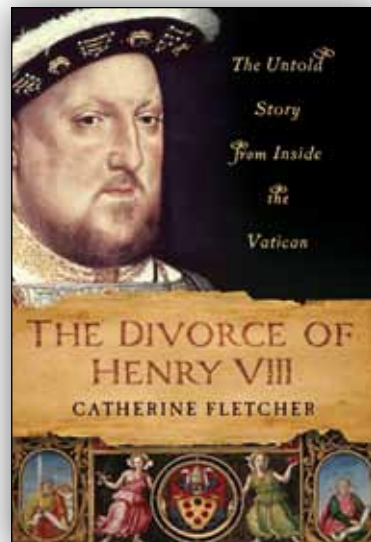
Includes color illus. & photos

I.B. TAURIS
PUBLISHERS

The Divorce of Henry VIII

The Untold Story from Inside the Vatican

Catherine Fletcher



A real life *Wolf Hall*: the gripping story of the Italian diplomat who negotiated Henry VIII's divorce from Catherine of Aragon and sparked the creation of the Church of England

In 1533 the English monarch Henry VIII decided to divorce his wife of twenty years Catherine of Aragon in pursuit of a male heir to ensure the Tudor line. He was also head over heels in love with his wife's lady in waiting Anne Boleyn, the future mother of Elizabeth I. But getting his freedom involved a terrific web of intrigue through the enshrined halls of the Vatican that resulted in a religious schism and the formation of the Church of England. Henry's man in Rome was a wily Italian diplomat named Gregorio Casali who drew no limits on skulduggery including kidnapping, bribery and theft to make his king a free man. In this absorbing narrative, winner of the Rome Fellowship prize and University of Durham historian Catherine Fletcher draws on hundreds of previously-unknown Italian archive documents to tell the colorful tale from the inside story inside the Vatican.



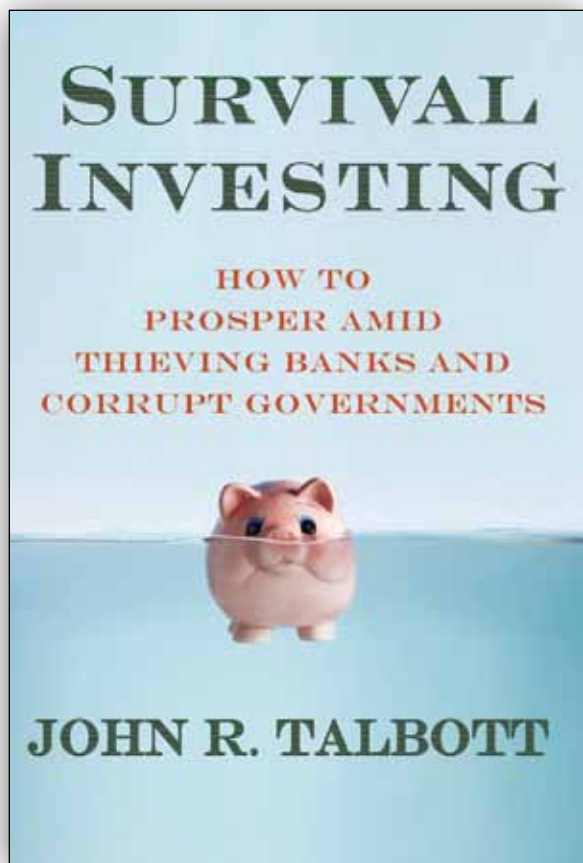
Catherine Fletcher holds a PhD in history from the University of London. She is the recipient of many awards and fellowships at the British School at Rome and the European University Institute in Florence. She teaches history at the University of Durham. This is her first book.

Marketing

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

History

ISBN: 978-0-230-34151-7
\$28.00 hc. (C\$32.00)
6 1/8 x 9 1/4 / 288 pp.



Survival Investing

How to Prosper Amid Thieving Banks and Corrupt Governments

John R. Talbott

A startling look at how unsustainable debt levels, in the U.S. and around the world, are endangering many standard investments, and what people need to know to protect their money

Marketing

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

Finance

ISBN: 978-0-230-34122-7
\$25.00 hc. (C\$29.00)
6½ x 9¼ / 256 pp.

“[Talbot is] an oracle with a track record.” —*Newsweek*

Most individuals and institutions hold the preponderance of their investments in common stocks, corporate bonds, mutual funds, index funds, muni bonds, money markets, bank CDs, and Treasury securities. But these conventional investments will not do well in a world dominated by corrupt, debt-laden governments and thieving bankers, brokers and middlemen. Finance guru John R. Talbott, prescient predictor of the financial crisis and the housing market crash, offers a new paradigm for the coming economic reality. He shows how the recent housing collapse and global economic crisis left governments of the world with enormous annual operating deficits at a time when the banking system continues to struggle with bad debts and requires additional government guarantees and bailouts. Add the fact that growth is constrained because the first wave of the baby boom is hitting 65 and consumers are still loaded with unsustainable levels of debt, and you have a recipe for an economic catastrophe. In this uncertain atmosphere, Talbott offers clear strategies on what you can do to protect your investments and your family.

Among the global dynamics covered are:

- the low-wage threat of China and India
 - the legitimacy of gold investing
 - the false security of diversification
 - the risks of sovereign debt
- . . . and why most economists are missing the boat.



John R. Talbott has established himself as a predictor of major economic events over the last two decades, including the dot.com technology stock collapse, the overheated national housing market, and the global mortgage crisis. Talbott has had articles published in *The Wall Street Journal*, the *Financial Times*, *The Boston Globe*, the *San Francisco Chronicle*, the *Los Angeles Times*, and *Salon.com* and is a regular contributor to *The Huffington Post*. He has appeared as a financial expert on television for CNN, CBS, Fox News, CNBC, Fox Business News, CSPAN, and MSNBC as well as on hundreds of radio programs. Talbott was previously a visiting scholar at UCLA's Anderson School of Management as well as a top Goldman Sachs investor. He lives in San Ysidro, CA.

Prize Fight

Ruthless Rivalry to be the First in Science

Morton Meyers, MD

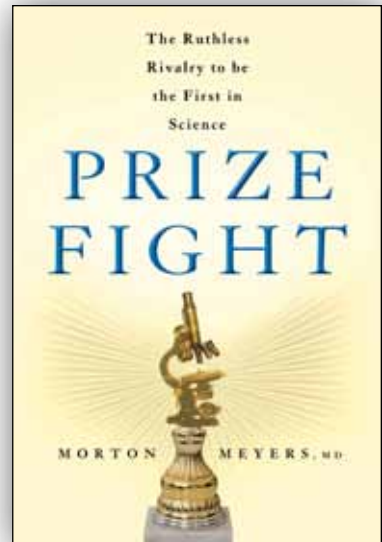
A fascinating glimpse into the world of competition and human drama that surround some of the greatest discoveries in science

We often think of scientists as dispassionate and detached, nobly laboring without any expectation of reward. But scientific research is much more complicated and messy than this ideal, and scientists can be torn by jealousy, impelled by a need for recognition, and subject to human vulnerability and fallibility. In *Prize Fight*, Emeritus Chair at SUNY School of Medicine Morton Meyers pulls back the curtain to reveal the dark side of scientific discovery. From allegations of stolen authorship to fabricated results and elaborate hoaxes, he shows us how too often brilliant minds are reduced to petty jealousies and promising careers cut short by disputes over authorship or fudged data.

Prize Fight is a dramatic look at some of the most notable discoveries in science in recent years, from the discovery of insulin, which led to decades of infighting and even violence, to why the 2003 Nobel Prize in Medicine exposed how often scientific objectivity is imperiled.



Morton A. Meyers, MD is Distinguished University Professor in the School of Medicine SUNY, Stony Brook. He is the author of the definitive textbook on radiology that has been translated into five languages. Meyers has been interviewed in a number of different media outlets, including Leonard Lopate, and on the CBS Sunday Morning Show. The author of *Happy Accidents: Serendipity in Modern Medical Breakthroughs*, he lives in Stony Brook, New York.



Marketing

- National print and broadcast publicity
- National advertising campaign
- Author speaking engagements

Science

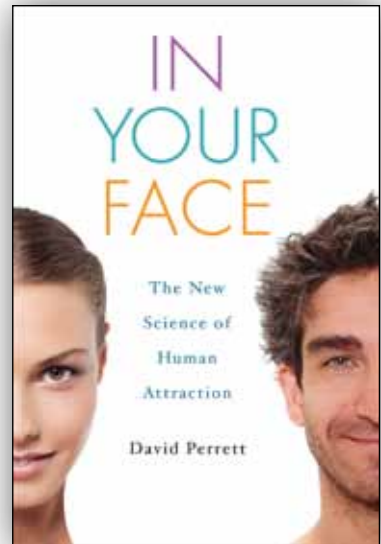
ISBN: 978-0-230-33890-6
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 256 pp.

macmillanscience

In Your Face

The New Science of Human Attraction

David Perrett



A leading expert explains how we judge attractiveness, and what someone's face tells us about their personality, trustworthiness, and compatibility

"Let's face it. David Perrett has written a truly compelling book. Chock full of science, but reader-friendly and entertaining. Now I have a new perspective on my own crooked smile and have learned many other fascinating things related to faces. Highly recommended."

—Joseph LeDoux, author of *The Emotional Brain* and *Synaptic Self*

In our daily lives, in our memories and fantasies, our mental worlds overflow with faces. But why do we have faces at all, and brains that are good at reading them? And why are we attracted to some faces more than others? *In Your Face* is an engaging and authoritative tour of the science of facial beauty and face perception. David Perrett, the preeminent scholar in the field, reveals and interprets the most remarkable findings and in the process demolishes many popular myths, setting the record straight on what neuroscience and evolutionary psychology are teaching us about beauty. The record is more surprising and often more unsettling than you might think.



David Perrett is a psychology professor at the University of St. Andrews in Scotland. Perrett received the Golden Brain award for his discoveries about the brain. His work has been featured in *The Los Angeles Times*, ABC News, AOL Health, and the BBC, among others. He lives in Scotland.

Trade Paperback Original

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Blog outreach

Psychology

ISBN: 978-0-230-34043-5
\$16.00 pb. (C\$18.50)
6 1/8 x 9 1/4 / 272 pp.
Includes 63 b&w photos

macmillan**science**

The Startup Game

Inside the Partnership between Venture Capitalists and Entrepreneurs

William H. Draper III

foreword by Eric Schmidt

A riveting look at the relationship between entrepreneurs and venture capitalists

“Required reading. William H. Draper III, to give him his correct title, has lived an adventurous life, which makes his book more exciting than simply a list of high-tech firms he has backed . . . If the subject interests you then this volume offers advice from a wise figure.”

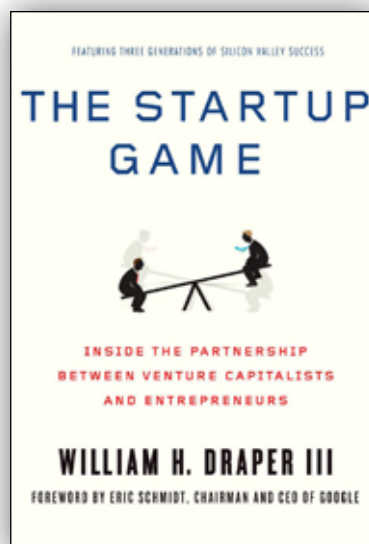
—*Financial Times*

“It’s not a stretch to say that the story of Bill Draper is the story of venture capital.”

—*The Wall Street Journal*

For more than 40 years, venture capitalist Bill Draper has worked with top entrepreneurs in fabled Silicon Valley, where today’s vision is made into tomorrow’s reality. From the VC who saw the value in Skype, Zappos, and many other companies, comes firsthand stories of success. In these pages Draper explores: how to evaluate innovative ideas and the entrepreneurs behind those ideas (lessons from Yahoo, Baidu, Tesla Motors, Activision, Measurex, and more); and the value of political leadership in creating opportunity, including on-the-ground accounts of how Deng Xiaoping brought China roaring into the modern world.

William H. Draper III is one of the West Coast’s first venture capitalists and the founder of Sutter Hill Ventures in Palo Alto, California. Former Chairman of the Export-Import Bank of the United States and Undersecretary General of the United Nations, he is currently the General Partner of the venture capital companies Draper Richards L.P., Draper Investment Company, and Draper International. He is also a member of the Council on Foreign Relations and the President’s Council on International Activities at Yale University. He lives in Atherton, California.



Now in Paperback

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Blog outreach

Business

ISBN: 978-0-230-33994-1
\$17.00 pb. (C\$19.00)
6 1/8 x 9 1/4 / 272 pp.

HC: 978-0-230-10486-0

The Last Mission of the Wham Bam Boys

Courage, Tragedy, and Justice in World War II

Gregory A. Freeman

The extraordinary true story of how a small German town became the site of the first war crimes trial of World War II

“Cool and lucid account of a terrible war crime.” —*The Washington Post*

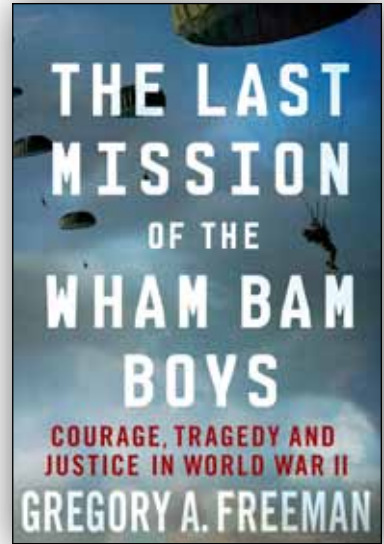
“A riveting narrative.” —*Kirkus Reviews*

“Freeman has once again crafted a gripping, cinematic narrative—one that raises important questions about justice and morality in a time of industrial annihilation of civilian populations. A timely and riveting story of heroism and horror.”

—Alex Kershaw, author of *The Longest Winter* and *The Bedford Boys*

Published to glowing reviews, *The Last Mission of the Wham Bam Boys* tells the riveting story of a nine-man American bomber crew after they were forced to bail out over Germany in August, 1944. Quickly taken prisoner by a mob of angry farmers, shopkeepers, railroad workers, women, and children, the soldiers were marched into the nearby town of Rüsselsheim and assaulted with stones, bricks, and wooden clubs before being left for dead at the nearby cemetery. Drawing from trial records, government archives, interviews with family members, and personal letters, author Gregory A. Freeman follows two army officers charged with investigating the murders, and brings to life the dramatic story of how the depravations of war led the citizens of a sleepy German village to commit horrific acts.

Gregory A. Freeman is an award-winning writer with more than 25 years of experience in journalism and historical nonfiction. He has won over two dozen awards for his writing, including the coveted Sigma Delta Chi Award for Excellence from the Society of Professional Journalists. His books include *Troubled Water*, *The Forgotten 500*, and the acclaimed *Sailors to the End*. He lives in Roswell, Georgia.



Now in Paperback

Marketing

- National print and broadcast publicity
- Online marketing campaign
- Author website

History/Military

ISBN: 978-0-230-34116-6
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 256 pp.
Includes 8 pp. b&w photos

HC: 978-0-230-10854-7

Also Available

Troubled Water
ISBN: 978-0-230-10339-9
\$16.00 pb. (C\$18.50)

The Victims Return

Survivors of the Gulag after Stalin

Stephen F. Cohen



Stalin's reign of terror as told by its survivors

“A striking memoir . . . Cohen engages fully—and personally—with the debate on the way [Russians] continue to grapple with their Stalinist legacy.”
—*The New Yorker*

Stalin's Reign of terror in the Soviet Union has been called “the other holocaust.” During the Stalin years, it is thought that more innocent men, women, and children perished than in Hitler's destruction of the European Jews. Many millions died in Stalin's Gulag of torture prisons and forced-labor camps, yet others survived and were freed after his death in 1953.

This book is the story of the survivors. Long kept secret by Soviet repression and censorship, it is now told by renowned author and historian Stephen F. Cohen, who came to know many former Gulag inmates during his frequent trips to Moscow over a period of 30 years. Based on first-hand interviews with the victims themselves and on newly available materials, Cohen provides a powerful narrative of the survivors' post-Gulag saga, from their liberation and return to Soviet society, to their long struggle to salvage what remained of their shattered lives and to obtain justice; showing that the struggle between anti-Stalinists and Stalinists is still under way in Russia today.

Stephen F. Cohen is a leading scholar of Soviet and post-Soviet Russia, a media commentator, and the author of several widely acclaimed books. He is a professor of Russian Studies and History at New York University and Emeritus Professor of Politics at Princeton. His books include *Bukharin and the Bolshevik Revolution: A Political Biography*; *Rethinking the Soviet Experience*; *Sovieticus*; *Failed Crusade: America*; and *the Tragedy of Post-Communist Russia and Soviet Fates and Lost Alternatives*. Cohen is married to Katrina vanden Heuvel, editor and publisher of *The Nation*, where he is a contributing editor.

Trade Paperback Original

Marketing

- National print publicity
- Online marketing campaign
- Blog outreach

History

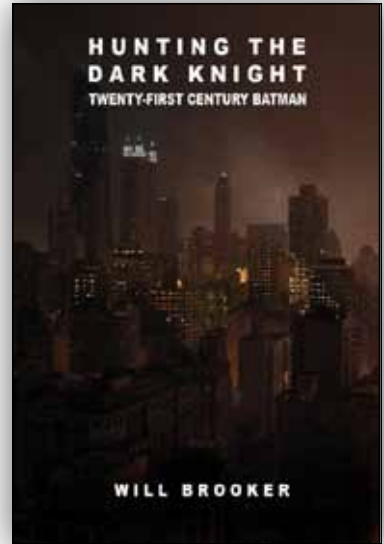
ISBN: 978-1-78076-137-4
\$14.00 pb. (C\$16.00)
5½ x 8¼ / 224 pp.
38 pp. b&w illus.

I.B. TAURIS
PUBLISHERS

Hunting the Dark Knight

Twenty-First Century Batman

Will Brooker



An in-depth investigation into *Batman Begins* and *The Dark Knight* franchise

Publishing on the eve of the world premiere of the third of Christopher Nolan's Batman movies, *The Dark Knight Rises*, in July 2012, Will Brooker's new book explores Batman's twenty-first century incarnations.

Will Brooker's in-depth investigation into *Batman Begins* and *The Dark Knight* uncovers the complex relationship between popular films, audiences, and producers in our age of media convergence. He addresses a myriad of questions raised by these films: did *Batman Begins* end when *The Dark Knight* began? Does its story include Burger King's "Dark Whopper," the Gotham Knight DVD, or the "Why So Serious" viral marketing campaign? Is it separate from the parallel narratives of the Arkham Asylum videogame, the monthly comic books, the animated series and the graphic novels? Can the brightly campy incarnations of the Batman ever be fully repressed by *The Dark Knight*, or are they an intrinsic part of the character? In other words, do all of these various manifestations feed into a single Batman metanarrative?



Will Brooker is reader and director of research in Film and Television at Kingston University, London. He is a leading expert on *The Dark Knight*, and author of the cultural history of *Batman*, *Batman Unmasked*. His other books include *Using the Force* and *Alice's Adventures*. He edited the *Audience Studies Reader* and *The Blade Runner Experience*, and wrote the BFI Film Classics volume on *Star Wars*.

Trade Paperback Original

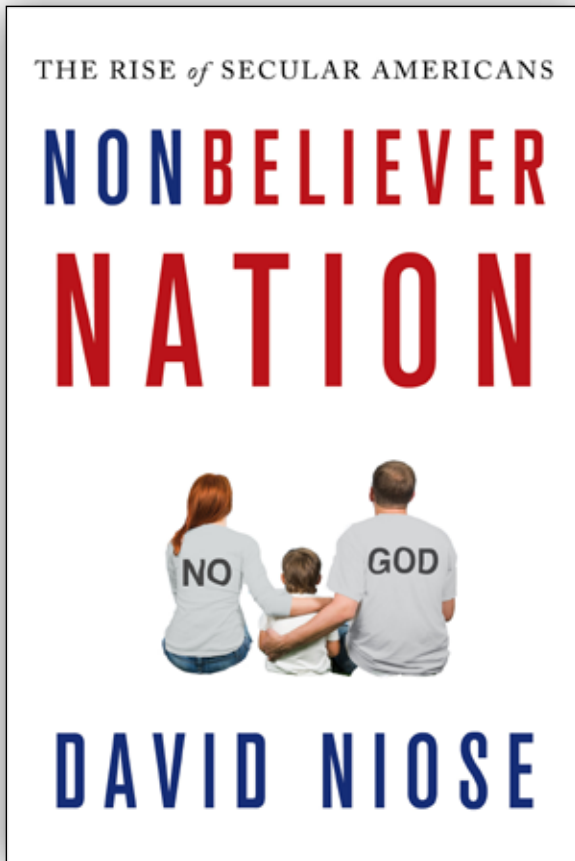
Marketing

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

Media/Film Studies

ISBN: 978-1-84885-280-8
\$16.00 pb. (C\$18.50)
5½ x 8¼ / 272 pp.
Includes 30 b&w photos

I.B. TAURIS
PUBLISHERS



Nonbeliever Nation

The Rise of Secular Americans

David Niose

An incisive look at how nonbelievers across the country are challenging the Religious Right in the culture wars

Marketing

- National print and broadcast publicity
- Marketing coordination with American Humanism Association
- Author speaking engagements
- Blog outreach

Current Affairs

ISBN: 978-0-230-33895-1
\$27.00 hc. (C\$30.00)
6½ x 9¼ / 256 pp.

“Dave Niose is a highly valued and respected leader in the secular movement.”

—Wendy Kaminer, author of *Free for All* and *I’m Dysfunctional, You’re Dysfunctional*

“Dave Niose writes clearly and concisely and advocates effectively for the secular tradition. I expect Secular Americans who read this book will feel more motivated to seek the visibility and respect they so richly deserve.”

—Herb Silverman, president of the Secular Coalition for America

“David Niose is a talented writer with keen insights into contemporary secularism. As a key leader in the secular movement, Niose is uniquely situated to help Americans understand this fast-growing phenomenon.”

—Rob Boston, author of *Why the Religious Right Is Wrong about Separation of Church and State*

Today's culture wars are more heated than ever. Education, public policy, and the separation between church and state have become a battlefield, and many are frustrated with the success the Religious Right has had in shaping the national agenda, from putting the brakes on gay marriage in California to stripping textbooks in Texas of references to Thomas Jefferson. But today, a growing nonreligious minority, nearly 20 percent of Americans, are finally organizing and taking explicit political positions. In *Nonbeliever Nation*, David Niose argues that America was never in fact a Christian nation and shows how the Religious Right successfully took control of the social and political narrative. He takes us across the country to meet the secular groups now forming in opposition to that force—from humanist gatherings to the rise of the New Atheists to the explosion of secular groups on college and even high school campuses. Niose discusses their political goals, including lobbying efforts, legal strategies, and outreach through advertising and education, and what still needs to be done to make the secular voice a game-changer in American politics.

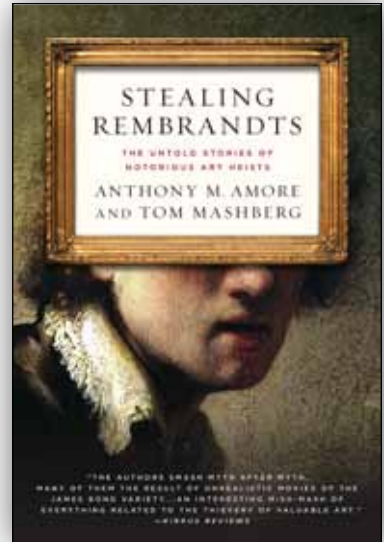


David Niose is president of the American Humanist Association and an attorney who has litigated on behalf of secular groups and individuals in church-state and equal rights matters. Author of the popular *Psychology Today* blog “Our Humanity, Naturally,” he has been interviewed on national television and radio including Fox News, the Associated Press, *The National Journal*, the BBC, Thom Hartmann’s show, the Alan Colmes radio show, and many others. Niose has also served on the advisory board of the Secular Coalition for America and initiated the first-ever national advertising campaign by a secular group in America.

Stealing Rembrandts

The Untold Stories of Notorious Art Heists

Anthony M. Amore and
Tom Mashberg



“The authors smash myth after myth, many of them the result of unrealistic movies of the James Bond variety . . . An interesting mish-mash of everything related to the thievery of valuable art.”

—Kirkus Reviews

“A quick and entertaining read.”

—*The Christian Science Monitor*

“A fast-paced and engrossing exposé of the shady underbelly of the art world.”

—Robert K. Wittman, *New York Times* bestselling author of *Priceless*

Art security expert Anthony M. Amore and award-winning investigative reporter Tom Mashberg reveal the actors behind the major Rembrandt heists in the last century. Through thefts around the world—from Stockholm to Boston—the authors track daring entries and escapes from the world’s most renowned museums. There are robbers who coolly walk off with multimillion dollar paintings; self-styled art experts who fall in love with the Dutch master and desire to own his art at all costs; and international criminal masterminds who don’t hesitate to resort to violence.

Anthony M. Amore is the head of security at the Isabella Stewart Gardner Museum and contributes to *The Boston Herald* and The Huffington Post. He serves as trustee of the Association for Research into Crimes against Art and lectures widely on art crime.

Tom Mashberg is an award-winning investigative reporter and the former Sunday editor for *The Boston Herald*. During his 30-year career he has reported for *The New York Times* and *The Boston Globe*, as well as writing for *Vanity Fair* and many other publications. He was called “the quintessential newspaperman” by *FOX-TV’s America’s Most Wanted*.

Now in Paperback

Marketing

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

History

ISBN: 978-0-230-33990-3
\$16.00 pb. (C\$18.50)
6½ x 9¼ / 272 pp.
Includes 8 pp. b&w photos

HC: 978-0-230-10853-0

One Nation Under Sex

How the Private Lives of Presidents, First Ladies and Their Lovers Changed the Course of American History

Larry Flynt and
David Eisenbach, Ph.D.

“Those looking for salacious details will find them, but Flynt and Eisenbach favor analysis over sensationalism, providing a new perspective of the men and women who have shaped our nation.”

—*Publishers Weekly*

“Well reasoned, well written, and well documented.”

—*Booklist*

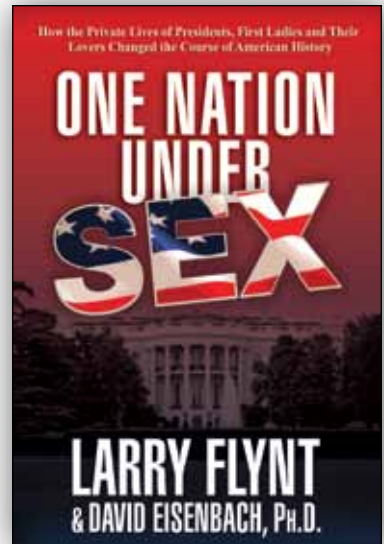
“Only liars will pretend that this book isn’t absolutely fascinating.”

—*Buffalo News*

In *One Nation Under Sex*, free speech activist and notorious *Hustler* magazine publisher Larry Flynt teams up with Columbia University history professor David Eisenbach to peek behind the White House bedroom curtains and document how hidden passions have shaped public life. They unpack salacious rumors and outright scandals, showing how private affairs have driven pivotal decisions—often with horrific consequences. Along the way, they explore the origins of America’s fascination with sex scandals and explain how we can put aside our political moralism and begin focusing on the real problems that threaten our nation.

Larry Flynt is the publisher of *Hustler* magazine and has been an activist for First Amendment and privacy rights for over three decades. A former political candidate, Flynt remains active in his longstanding campaign to expose sexual hypocrisy in politics and transform the national political dialogue. He lives in Los Angeles, California.

David Eisenbach, Ph.D., is a professor of American history at Columbia University as well as the creator, writer, and host of the two-hour History Channel special, *The Beltway Unbuckled*, about how presidential sex shaped American history. His first book, *Gay Power: An American Revolution*, won the ALA 2007 Stonewall Honor Book award. He lives in New York City.



Marketing

- National print and broadcast publicity
- Marketing coordination with *Hustler* magazine
- Author speaking engagements

History

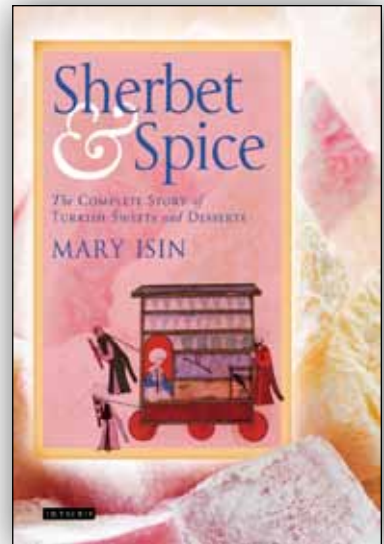
ISBN: 978-0-230-33992-7
\$16.00 pb. (C\$18.50)
6½ x 9¼ / 304 pp.
Includes 8 pp. b&w photos

HC: 978-0-230-10503-4

Sherbet and Spice

The Complete Story of Turkish Sweets and Desserts

Mary Isin



The first study of Turkish desserts, *Sherbet and Spice* offers a rare look into the evolution of Turkish sweets

“Mary Isin has penned a masterpiece in its field. This is a dizzying book that carries us into daily life, social life, and the world of customs and traditions.”

—Selim Ileri, *Zaman*

“The Turks have been famous for their sweet tooth since the days when so many confectioners worked at the Topkapi Palace that they had their own mosque. Sweets permeate Turkish life. Mary Isin has gathered a mountain of information on this rich subject—recipes from the Middle Ages to the present, science, history, and folkways. It’s a sweet read.”

—Charles Perry, food historian

“A fascinating and informative exploration of the role of sweetness in Turkish culture over the centuries.”

—Laura Mason, food historian and author of *Sugar-plums and Sherbet*

One hundred sculpted sugar lions, baklava the size of cartwheels a thousand layers thick, helva made in memory of the dead, rose jam in a hundred pots of Dresden china, violet sherbet for the sultan, and parrots addicted to sugar . . . the stories behind Turkey’s huge variety of sweets and puddings, valued not only for their taste but as symbols of happiness, good fortune, and goodwill, are as fascinating as their flavor. This riveting exploration of their history and role in Turkish culture is a voyage of adventure, taking us from the sultan’s palace to the homes of ordinary people in Turkey’s villages and towns, and beyond to Central Asia, Persia, Arabia, and Egypt.

Mary Isin has lived in Turkey since 1973. She has translated over 150 books on Turkish history, culture, and archaeology, and in 1983 she started researching Ottoman cuisine and learned Ottoman Turkish so as to be able to read old cookbooks. She is the author of *The Turkish Kitchen* and a forthcoming encyclopedic dictionary of Ottoman cuisine.

Marketing

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

Cooking

ISBN: 978-1-84885-898-5

\$28.00 hc. (C\$32.00)

6½ x 9¼ / 256 pp.

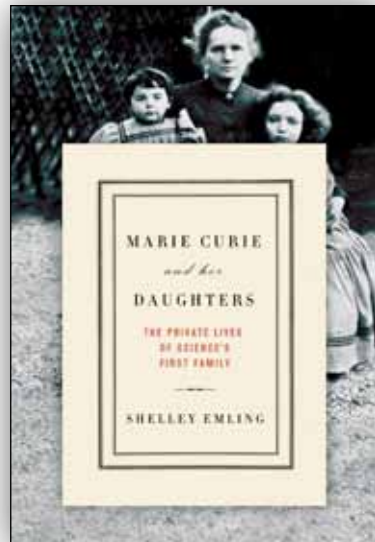
Includes 30 color photos

I.B.TAURIS
PUBLISHERS

Marie Curie and Her Daughters

The Private Lives of Science's First Family

Shelley Emling



The rich and fascinating life of famed scientist Marie Curie, and her remarkable bond with her two daughters

Marie Curie was the first person to be honored by two Nobel Prizes and she pioneered the use of radiation therapy for cancer patients. But she was also a mother, widowed young, who raised two extraordinary daughters alone: Irene, a Nobel Prize winning chemist in her own right, who played an important role in the development of the atomic bomb, and Eve, a highly regarded humanitarian and journalist, who fought alongside the French Resistance during WWII. As a woman fighting to succeed in a male dominated profession and a Polish immigrant caught in a xenophobic society, she had to find ways to support her research. Drawing on personal interviews with Curie's descendents, as well as revelatory new archives, this is a wholly new story about Marie Curie—and a family of women inextricably connected to the dawn of nuclear physics.



Shelley Emling has been a journalist for twenty years, and her work, including science articles, has previously appeared in *The New York Times*, *USA Today*, *Fortune*, *Slate*, *The Wall Street Journal*, *The Times*, *The Huffington Post*, *FoxNews.com*, *Beliefnet.com*, *The Christian Science Monitor*, and the *International Herald Tribune*. She is currently employed by AOL to establish local news websites, called Patch sites, across the United States. She lives in Montclair, New Jersey.

Marketing

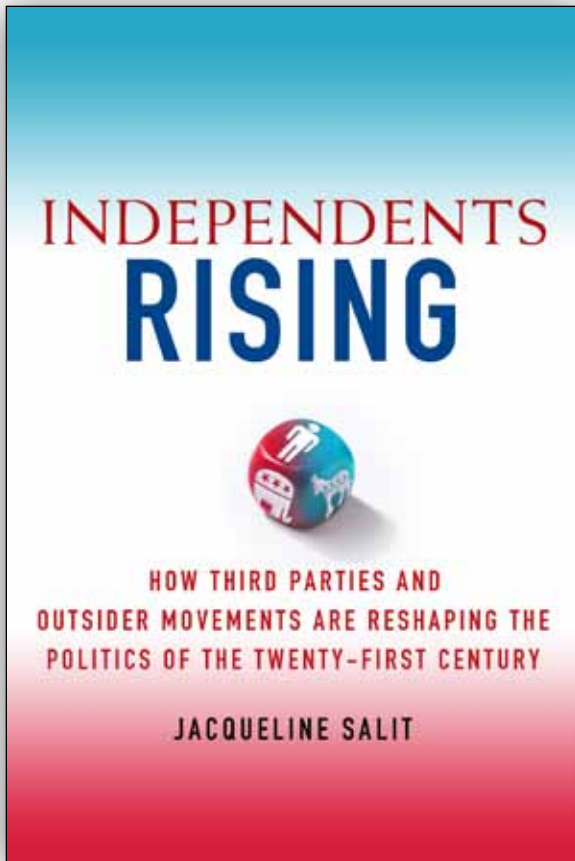
- National print & broadcast publicity
- Online marketing campaign
- Blog outreach

History

ISBN: 978-0-230-11571-2
\$26.00 hc. (C\$30.00)
6½ x 9¼ / 272 pp.
Includes 8 pp. b&w photos

Also Available

The Fossil Hunter
ISBN: 978-0-230-10342-9
\$16.00 pb. (C\$18.50)



Independents Rising

How Third Parties and Outsider Movements Are Reshaping the Politics of the 21st Century

Jacqueline Salit

A revealing look at how the seemingly amorphous bloc of independent voters has solidified over the past 30 years into a force that challenges the political establishment and upends elections

Marketing

- National print and broadcast publicity
- Author tour (New York, D.C.)
- Promotion tied to election 2012
- Social media campaign
- Blog outreach

Politics

ISBN: 978-0-230-33912-5
\$25.00 hc. (C\$29.00)
5½ x 8¼ / 256 pp.

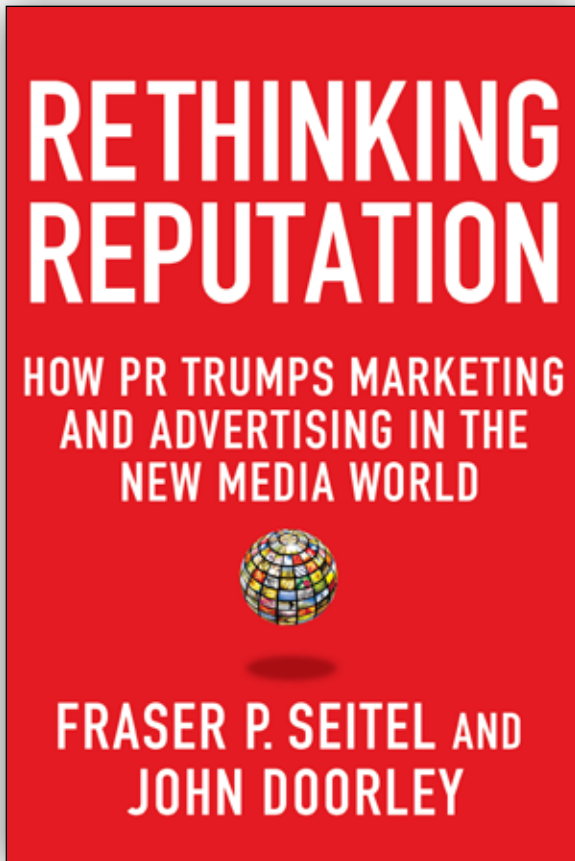
As today's Tea Party movement demonstrates, Republicans and Democrats are out of touch with a huge section of the electorate. Despite two-party dominance in Washington, a full 38 percent of Americans identify themselves as independents who hold no allegiance to either the Democrats or the Republicans. Yet, as large as this group has become, they are only vaguely understood. Independent insider Jacqueline Salit chronicles the history of the independent movement on both ends of the spectrum, and explores what these unclaimed voters mean for the future of American politics. She argues that over the last 30 years, an increasing number of Americans have come to feel disenfranchised, and that opting for a third party candidate, whether it be Ross Perot or Ralph Nader, is a way to send a message of their discontent to Washington. She also shows how independent voters too often underestimate their own political power, and offers a blueprint for how groups across the country can make their voices and issues heard.

Salit shows how:

- Mike Bloomberg made moderation popular in a fiercely Democratic city
 - The far right failed to co-opt Ross Perot's independent movement, and their struggles to do the same with the Tea Party today
 - How the Clinton coalition alienated the progressive wing of the Democratic Party, laying the groundwork for liberal independents
 - Minorities are a potent force in today's third party politics
- . . . and much more.



Jacqueline Salit is the president of IndependentVoting.org, the country's leading strategy and organizing center for independents, with chapters in 40 states, and the publisher of *The Neo-Independent* magazine. Her political commentary has appeared in *USA Today*, *The Christian Science Monitor*, *The Huffington Post*, *New York Daily News*, *San Francisco Chronicle*, *The Washington Times*, *Seattle Post-Intelligencer*, *Legal Times*, *The Buffalo News*, *Union Leader*, *Albany Times Union*, and *Newsday*. She's been a featured commentator on CNN, MSNBC, CNBC, CBC, PBS, FOX and CSPAN. Salit is also a regular contributor to the nationally syndicated radio program *The Fairness Doctrine* and produces *Talk/Talk* with public philosopher Fred Newman. She lives in New York.



Rethinking Reputation

How PR Trumps Marketing and Advertising in the New Media World

Fraser P. Seitel and John Doorley

Why PR is more important than advertising or marketing—and how to harness its power to get new customers and protect your reputation in today's media-saturated world

Marketing

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

Business

ISBN: 978-0-230-33833-3
\$26.00 hc. (C\$30.00)
6½ x 9¼ / 256 pp.

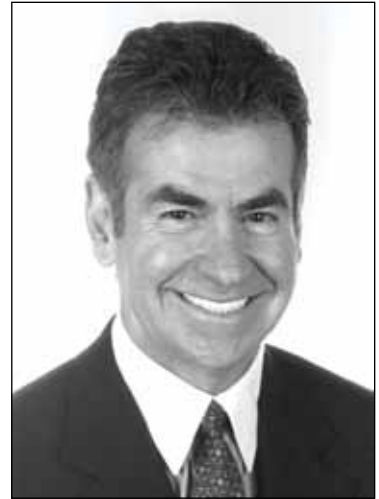
“[Seitel is] the man who practically wrote the book on PR.”

—Larry King

Good public relations is no longer just icing—it’s a strategic imperative more important to your competitive success than even advertising or marketing. This is true whether you’re a century-old multibillion-dollar corporation or a penniless start-up. In *Rethinking Reputation*, public relations guru Fraser Seitel and John Doorley, founder of the Academy for Communication Excellence and Leadership at Johnson & Johnson, examine a fascinating new set of case studies—including the BP oil spill and the launch of CitySlips—to glean the PR dos and don’ts for the new media world, covering both standard reputation maintenance and crisis management. They also show start-up companies and entrenched organizations how to use the power of word-of-mouth to jump-start business like never before. This is a wake-up call from two industry legends—for public relations professionals as well as entrepreneurs, CEOs, and anyone else tasked with representing their organization to the world.

These new media lessons include:

- Remember that research is cheaper, and more critical, than ever.
- Don’t let the perfect be the enemy of the good—launch your idea before someone else does.
- Don’t get so excited about social media that you forget about traditional media.
- In a crisis, you are never offstage.
- Never lie, never whine, and never try to predict the future!



Fraser P. Seitel is a public relations consultant, author, lecturer, columnist and media commentator, appearing frequently on the Fox News Network and other outlets. He is the author of *The Practice of Public Relations*, which is used in universities worldwide, and has sold over a million copies in 11 editions.

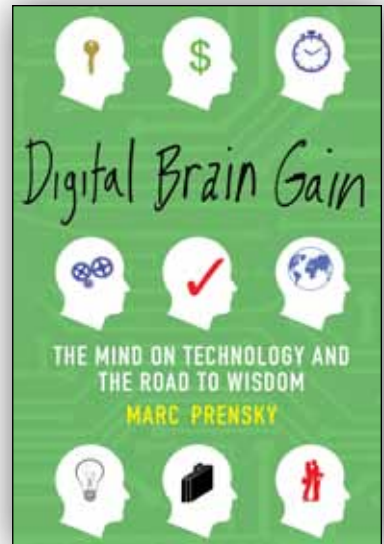


John Doorley is founding academic director of the Master of Science Degree Program in Public Relations at New York University. He also founded and directs the Academy for Communication Excellence and Leadership at Johnson & Johnson. Until 2000, Doorley was head of corporate communication at Merck & Co., which was named America’s Most Admired Company.

Digital Brain Gain

The Mind on Technology and the Road to Wisdom

Marc Prensky



A persuasive argument that the power of technology can improve natural cognitive abilities

The majority of people now use technology to help them keep track of appointments, get from point A to point B, and stay socially and professionally connected. Yet, we're constantly questioning if this is truly a useful "crutch," or if we're merely dampening our own ability to think and remember. In *Digital Brain Gain*, tech and education expert Marc Prensky shows that both the human brain and technology have strengths—our own cognitive function for sense-making and complex reasoning; technology for the ability to store and process large amounts of data. But how can we combine the strengths of each for maximum benefit? Drawing on the latest neuroscience and his own extensive research with cutting-edge experts in mind-machine combination, Prensky shows readers how smart people are now learning to improve our thinking power by using technology wisely, without losing our humanity.



Marc Prensky is an internationally acclaimed speaker, writer, and consultant in education and learning. He gives about 50 talks a year in addition to appearing on CNN, Fox News, and CNBC, and has written for or been interviewed by *The New York Times*, *San Francisco Examiner*, *Newsweek*, *Fast Company*, and *Maxim*. He is the author of *Digital Game-Based Learning*, *Don't Bother Me Mom—I'm Learning!*, and *Teaching Digital Natives: Partnering for Real Learning*. Prensky also writes a regular column for *Educational Technology*.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Blog outreach

Psychology

ISBN: 978-0-230-33809-8
\$25.00 hc. (C\$29.00)
6 1/8 x 9 1/4 / 256 pp.

Savage Anxieties

The Invention of Western Civilization

Robert A. Williams, Jr.

An original and striking intellectual history of the West's bias against tribalism—from the dawn of civilization to the present, by an award-winning author and law professor

From one of the world's leading experts on Native American law and indigenous peoples' human rights comes an original and striking intellectual history of the tribe and Western civilization that sheds new light on how we understand ourselves and our contemporary society. Throughout the centuries, conquest, war, and unspeakable acts of violence and dispossession have all been justified by citing civilization's opposition to these differences represented by the tribe. Robert Williams, award-winning author, legal scholar, and member of the Lumbee Indian Tribe, proposes a wide-ranging reexamination of the history of the Western world, told from the perspective of civilization's war on tribalism as a way of life. Williams shows us how what we thought we knew about the rise of Western civilization over the tribe is in dire need of reappraisal.



Robert A. Williams Jr. is a member of the Lumbee Indian Tribe as well as the professor of law and director of the Indigenous Peoples Law and Policy Program at the University of Arizona. He is the author of the classic work on Indian rights under US law, *The American Indian in Western Legal Thought*, which won the Gustavus Meyer human rights award. The recipient of awards from the MacArthur, Ford, and Soros foundations, Williams is also well known for his work defending tribal groups before the United Nations and the Supreme Court.

SAVAGE ANXIETIES

*The Invention of
Western Civilization*

ROBERT A. WILLIAMS, JR.

Marketing

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

History

ISBN: 978-0-230-33876-0
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 256 pp.

Giap

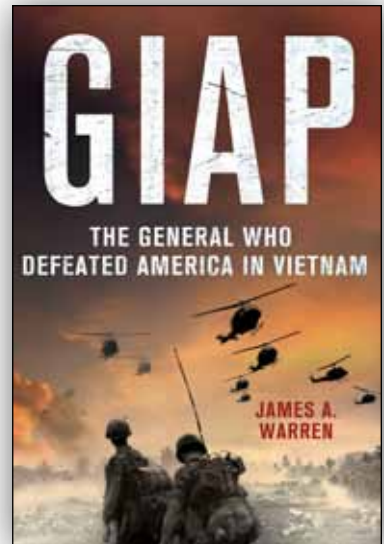
The General Who Defeated America in Vietnam

James A. Warren

An in-depth look at the architect of the guerilla tactics that defeated two Western powers

General Vo Nguyen Giap was the commander in chief of the communist armed forces during two of his country's most difficult conflicts—the first against Vietnam's colonial masters, the French, and the second against the most powerful nation on earth, the United States. After long and bloody conflicts, he defeated both great Western powers and their Vietnamese allies, forever changing modern warfare. In *Giap*, military historian James A. Warren brings to life a revolutionary general who deftly defeated world powers against incredible odds. Synthesizing ideas and tactics from an extraordinary range of sources, Giap was one of the first to realize that war is not only a series of battles between two armies and that victory can be won through the strength of a society's social fabric. As America's wars in the Middle East rage on, this is an important and timely look at a man who was a master at defeating his enemies even as they thought they were winning.

James A. Warren is a military historian and freelance writer specializing in modern American military history. He has written books on the Vietnam War and the Cold War including *American Spartans*, and contributed the chapter on the Vietnam War to *The Atlas of American Military History*. His reviews and articles have appeared in *MHQ: The Quarterly Journal of Military History*, as well as in *Society* and *The Providence Journal*. He lives in New York City.



Marketing

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

History/Military

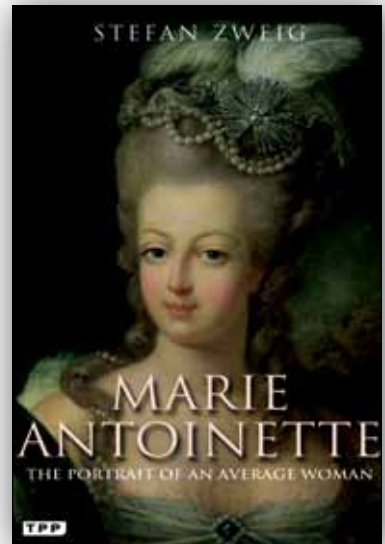
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6 1/8 x 9 1/4 / 240 pp.
Includes 8 pp. b&w photos

TAURIS PARKE PAPERBACKS 

Marie Antoinette

The Portrait of an Average Woman

Stefan Zweig



A dramatic and compelling account of the guillotine's most famous victim

"Certainly no one can arise unmoved from the reading of this powerful work."
—*The New Republic*

"Excellent biography."
—*The New York Times*

Life at the court of Louis XVI and Marie Antoinette has long captivated readers, who have been drawn by accounts of the intrigues and pageantry that were to come to such a sudden and unexpected end: the fourteen-year-old who took Versailles by storm, her frustrations with an aloof and inattentive husband, her affair with the Swedish Count von Fersen, her lavish tastes and spending and, ultimately, the chaos of the French Revolution and the savagery of the Terror. An impassioned narrative, Zweig's classic account, a combination of history and literary flair, focuses on the human emotions of the participants and victims of the French Revolution, making it both an engrossingly compelling read and a sweeping and informative history.

Stefan Zweig (1881-1942) was a celebrated Austrian novelist, playwright, biographer, and journalist. He is best known for his novels, notably *The Royal Game*, *Amok*, *Beware of Pity*, *Confusion of Feelings*, and the posthumously published *The Post Office Girl*, and biographies.

Marketing

- Online marketing campaign
- Blog outreach to history blogs
- Email blast campaign

Biography

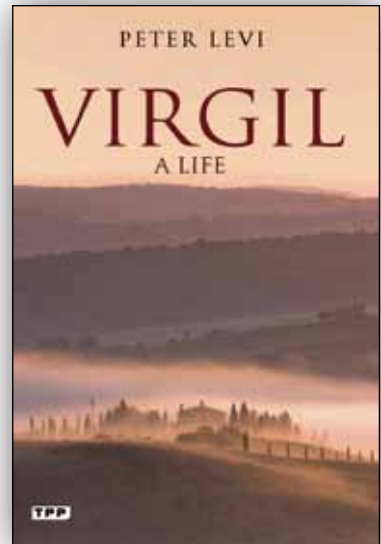
ISBN: 978-1-78076-050-6
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5 x 7¼ / 496 pp.

Tauris Parke Paperbacks 

Virgil

A Life

Peter Levi



Peter Levi's *Virgil* is the definitive biography of the great Roman poet

Born in 70 BC, in a small village near Mantua, Publius Vergilius Maro—Virgil—grew up to be hailed as the greatest Roman poet. And although his work has influenced Western literature for two millennia, little is known about the man himself. Who was the man who created the Aeneid—one of the most important poems in Western literature—and such universal phrases as “love conquers all” and “fortune favors the bold?” Peter Levi here reconstructs the poet's life, from a childhood largely shrouded in mystery to his work as a great literary genius and revolutionary poet, by examining archaeological and historical evidence from Augustan Rome, as well as through close readings of the poet's own work. “Virgil is an intensely personal poet, yet he is anonymous . . . My aim is not so ambitious as to try and restore his prestige single-handed. It has simply been to try to understand him in his original context.” In this highly acclaimed, now-classic biography, Peter Levi discards the myths and brilliantly reveals the life of Virgil and the extraordinary times during which he lived.

Peter Levi (1931-2000) was a poet, archaeologist, Jesuit priest, travel writer, scholar, biographer, and critic. Professor of Poetry at Oxford from 1984–89, Levi also worked for *The Times* (London), traveled with Bruce Chatwin in Afghanistan, and Leigh Fermor in Greece, and wrote over 60 highly acclaimed biographies and works of travel, including *The Light Garden of the Angel King*.

Marketing

- National print publicity
- Blog outreach
- Email blast campaign

Biography

ISBN: 978-1-84885-904-3
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Tauris Parke Paperbacks



The Divine Supermarket

Travels in Search of the Soul of America

Malise Ruthven

An upbeat and thrilling firsthand account of a journey through America's religious heartland

"Ruthven is a civilized man, sharp-witted and clever, with an impressive mastery of American social and cultural history and he has written a brilliant account of his travels in search of our spiritual byways and backwaters."
—*Los Angeles Times*

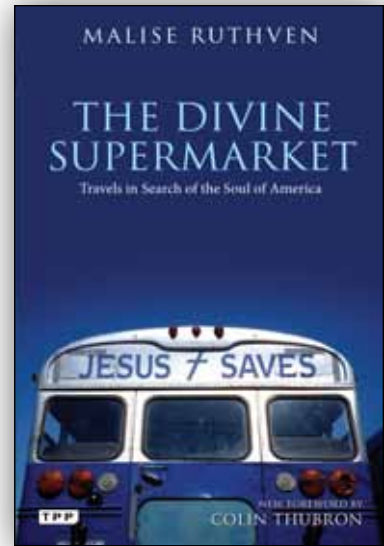
"A perfect and crazy concept . . . It's a rocking good read and something of a pocket guide to hell."

—*Time Out*

Traveling in a battered camping van, Malise Ruthven set out across America in search of the manifestations—often bizarre and sometimes terrifying—of its religious spirit. The journey took him from the dark woods of Puritan New England to neo-Nazi cults in the Rockies; from Mormons and snake handlers to fundamentalist groups who challenge the teaching of evolution; from channelers in California to the sexual and financial scandals surrounding millionaire TV preachers. *The Divine Supermarket* is his quirky and brilliantly-observed account of the journey, offering illuminating and humorous insights into the baffling soul of modern America.



Malise Ruthven is a writer and historian of the Islamic world, with a focus on religious fundamentalism. He has been a scriptwriter with the BBC Arabic and World Services, and has taught Islamic Studies and Comparative Religion at the University of Aberdeen, the University of California, and at Dartmouth. He is a frequent contributor to *The New York Review of Books*, among other publications, and is the author of several other books, including *Fury for God and Fundamentalism*.



Marketing

- Online marketing campaign
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Travel

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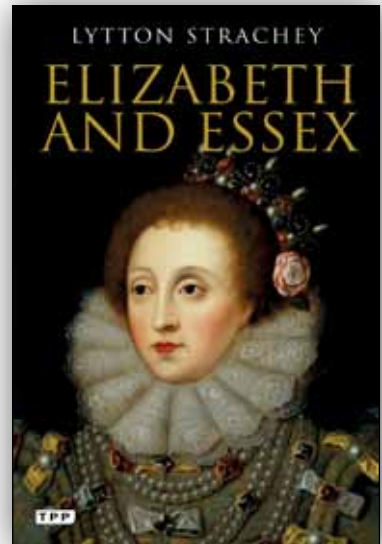
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Elizabeth and Essex

A Tragic History

Lytton Strachey



An inside look into the story behind one of the most famous and tortured romances in history

“A beautiful and memorable book.”

—*Atlantic Monthly*

“The real drama of ambition, passion, and personality in the pageant of veracious history.”

—*The Philadelphia Enquirer*

One of the most famous and tortured romances in history—between Elizabeth I, Queen of England, and Robert Devereux, Earl of Essex—began in 1587, when she was 53 and he was 19. Their passionate affair continued for five years, until Essex was beheaded for treason in 1601. In a fast-paced succession of brilliantly-rendered scenes, Lytton Strachey portrays Elizabeth and Essex's compelling attraction for each other, their impassioned disagreements, and their mutual struggle for power, which culminated so tragically—for both of them. Alongside the doomed love affair, Strachey pins colorful portraits of the leading characters and influential figures of the time: Francis Bacon, Walter Raleigh, Robert Cecil, and other members of her glittering court who fought to assert themselves in a kingdom and a country defined by Elizabeth's incomparable reign. Strachey here illuminates, in spellbinding prose, one of the most poignant affairs in history alongside the glamor and intrigue of the Elizabethan era.

Lytton Strachey (1880-1932), one of the most famous writers of his time, was a prominent member of the Bloomsbury set and pioneer of a new style of biography. He was the author of, among others, *Landmarks*, *Eminent Victorians*, and *Queen Victoria*.

Marketing

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History

Biography

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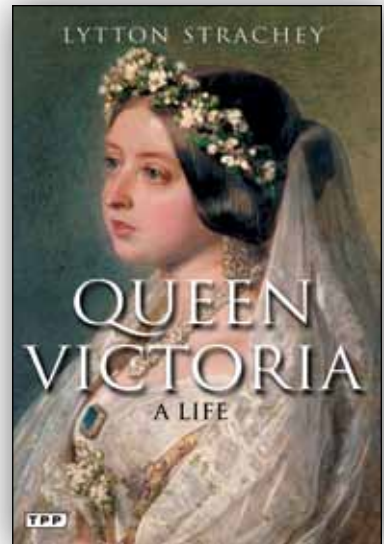
5 x 7¼ / 304 pp.

Tauris Parke Paperbacks 

Queen Victoria

A Life

Lytton Strachey



Awarded the James Tait Black Memorial Prize, Strachey's classic biography remains one of the best and most readable accounts of the Queen who defined an era

Lytton Strachey's acclaimed portrayal of Queen Victoria revolutionized the art of biography by using elements of romantic fiction and melodrama to create a warm, humorous, and very human portrait of this iconic figure. We see Victoria as a strong-willed child with a famous temper, as the 18-year-old girl queen, as a monarch, wife, mother, and widow. Equally fascinating are the depictions of her relationships: with her governess "precious Lehzen," with Peel, Gladstone, and Disraeli, with her beloved Albert, and, in later life, her legendary devotion to her Highland servant John Brown, all of which show a different side of the staid, pious image that is so often attached to her.

Lytton Strachey (1880-1932), one of the most famous writers of his time, was a prominent member of the Bloomsbury set and pioneer of a new style of biography. He is the author of, among others *Landmarks*, *Eminent Victorians*, and *Elizabeth and Essex*.

Marketing

- Online marketing campaign
- Blog outreach to history blogs
- Email blast campaign

Biography

ISBN: 978-1-78076-048-3
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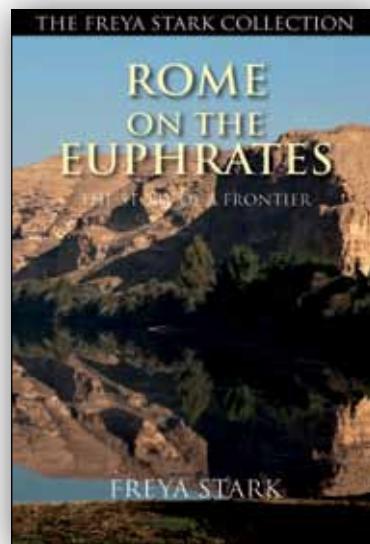
Tauris Parke Paperbacks



Rome on the Euphrates

The Story of a Frontier

Freya Stark



A detailed account of famed travel writer Freya Stark's journey through the Mediterranean

“One of the finest travel writers of our century.” —*The New Yorker*

“[Freya Stark] writes angelically in the great tradition of Charles Doughty and T. E. Lawrence. The pulse quickens as you read, because she can bring the sights and sounds of incredible countries before you in the twinkling of an eye.” —*The New York Times Book Review*

When Roman legions marched into Asia Minor in 200BC, their plan was to secure a buffer zone between the Mediterranean, which they virtually owned, and the area beyond, which they sought to isolate rather than control. Along the long frontier of the Euphrates in Turkey lay the easternmost limits of the Roman Empire—a region they called Augusta Euphrantensis. Their expanding involvement lasted eight centuries, draining their energies and culminating in the destruction of the bridge that, since the time of Alexander the Great, had linked China to the commerce of the Mediterranean. Tracing the path of this ancient river and highlighting her travels with the vibrant history of 800 years of Roman warfare and the history of this mighty river, Freya Stark ultimately reveals the futility of war, of arbitrary boundaries, and territorial conquest. *Rome on the Euphrates*, at once travel and history, is one of her most magnificent and highly acclaimed works.

Freya Stark (1893-1993), “the poet of travel,” was the doyenne of Middle East travel writers and one of the most courageous and adventurous female travelers in history. Usually solo, she ventured to places few Europeans had ever been. Her travels earned her the title of Dame and huge public acclaim and her many, now classic, books include *Travels in the Near East*, *A Winter in Arabia*, *The Southern Gates of Arabia*, *Alexander's Path*, *Dust in the Lion's Paw*, *East is West*, and *Valleys of the Assassins*, *Baghdad Sketches*.

Marketing

- National print publicity
- Online marketing campaign
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Travel

ISBN: 978-1-84885-314-0
\$19.00 pb. (C\$22.00)
5 x 7¼ / 448 pp.
Includes 54 b/w illus. and 2 maps

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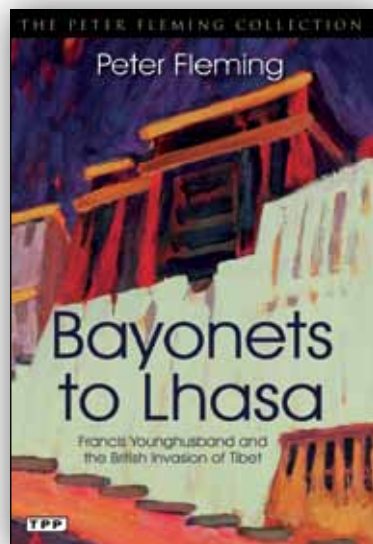
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Bayonets to Lhasa

Francis Younghusband and the British Invasion of Tibet

Peter Fleming



A brilliant portrayal of what is now viewed as the key episode of the Great Game

“An observer of great wisdom and learning.” —Simon Winchester

“One reads him for literary delight and for the pleasure of meeting an Elizabethan spirit allied to a modern mind . . . but he is also an observer of penetrating intellect.”

—Vita Sackville-West, *The Spectator*

The British invasion of Tibet in 1904 is one of the strangest events in British imperial history. Planned by Lord Curzon as a strategic move in the Great Game, the incursion was in fact ill-conceived and inspired by only the weakest of motivations. Led by the soldier, explorer, and mystic Francis Younghusband, the mission—doomed from the very beginning—became caught in political cross-fire and the distant and destructive machinations of China and England and ended in ignominy and disappointment. Peter Fleming's *Bayonets to Lhasa* is a gripping depiction of this unusual chain of events, its charismatic protagonists, and the repercussions that continue to be felt throughout the region.

Peter Fleming (1907-1971) was a journalist and writer and one of the last great adventurers of the twentieth century. He began his career as a special correspondent with *The Times* (London), and later wrote for *The Spectator*. He served with the Grenadier Guards during World War II and from 1942 was in charge of military deception operations in Southeast Asia. He is author of several classic books, including *Brazilian Adventure*, *To Peking*, *One's Company*, and *News from Tartary*. In his memory, The Royal Geographical Society established The Peter Fleming Award for projects that seek to advance geographical science.

Marketing

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History

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Includes 16 pp. b&w photos

Tauris Parke Paperbacks 

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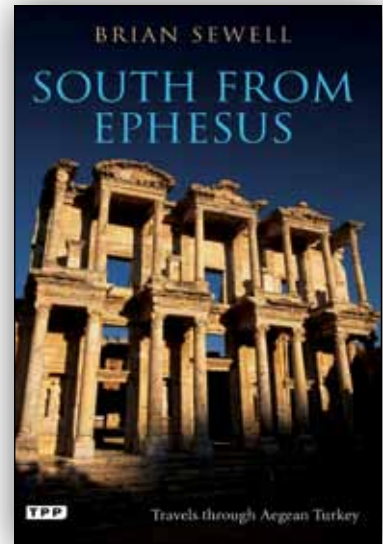
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South From Ephesus

Travels through Aegean Turkey

Brian Sewell



An incomparable portrait of Turkey and its artistic heritage

“An excellent read.”

—*Evening Standard*

“Startlingly original.”

—*Times Literary Supplement*

Weary of what he called the “tyranny” of western art, Brian Sewell first visited Turkey—a country that had captivated him since he was a boy—in 1975. He thought that there, anything he found would have no relevance to the European art that he had so compulsively “stitched in to the dense fabric of my art-historical memory” and that he could therefore enjoy the art for its own sake. But Turkey surprised him, and he delighted in the unexpected wealth of Greek, Roman, Byzantine, and Islamic cultures there, returning three or four times a year until 1990. The bulk of this book focuses on his journey from Ephesus to Side one winter. With typically acerbic commentary, Sewell describes (not always favorably) the archaeological and historical sites he comes across, the landscapes that so clearly thrill him, the encounters he has along the way, and the fractious, though wonderfully funny, relationship he forms with Ayhan, his driver. This is a book that could only have been written by Sewell and has become a quirky classic of travel literature.

Brian Sewell is one of the most recognizable names in art criticism today: discerning, often controversial, and—without fail—entertaining and informative. He appears regularly on TV and radio and is the art critic of the *Evening Standard*.

Marketing

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- Email blast campaign with other Tauris Parke Paperback books

Travel

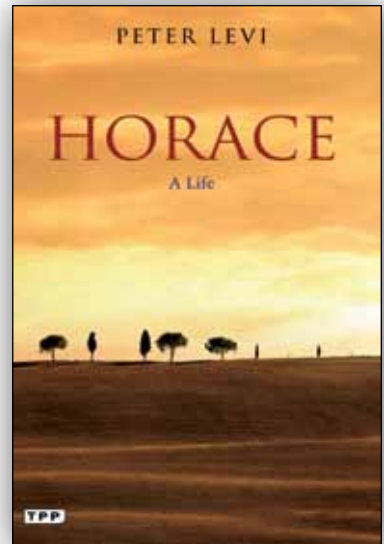
ISBN: 978-1-78076-120-6
\$18.00 pb. (C\$20.00)
5 x 7¼ / 288 pp.
Includes 8 pp. b&w photos

Tauris Parke Paperbacks 

Horace

A Life

Peter Levi



A complete biography of the life and work of the great Roman poet, Horatius Flaccus

“Wonderfully readable, yet a triumph of scholarship. An enthralling examination of Horace himself, explaining his background and his relationships with other men and women in the Augustan era. A masterpiece.”

—Kirkus Reviews

The work of the great Roman poet, Horatius Flaccus (65 BC to 8 BC), spanned all aspects of Roman life—politics, the arts, religion, and the authority of the emperor—while his legendary poems (*Satires, Odes, Epistles*) about friendship, philosophy, love, and sex still have considerable appeal. This biography presents a complete picture of Horace's life and world. It considers the details of Horace's romantic liaisons and why he never married, what the status of his father—a freedman—meant to the poet, and his distinctive brand of philosophy. In this acclaimed biography, Peter Levi, a fellow poet, has produced a thrilling and eminently readable book, the definitive account of Rome's greatest poet and the times during which he lived.

Peter Levi (1931-2000) was a poet, archaeologist, Jesuit priest, travel writer, scholar, biographer, and critic. Professor of Poetry at Oxford from 1984–89, Levi also worked for *The Times* (London), traveled with Bruce Chatwin in Afghanistan, and Leigh Fermor in Greece, and wrote over 60 highly acclaimed biographies and works of travel, including *The Light Garden of the Angel King*.

Marketing

- National print publicity
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Biography

ISBN: 978-1-78076-139-8

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6½ x 9¼ / 288 pp.

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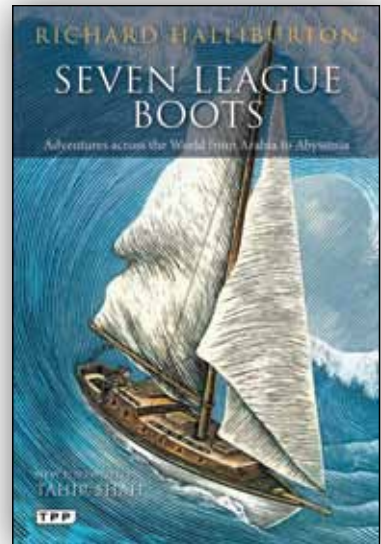


Seven League Boots

Adventures across the World from Arabia to Abyssinia

Richard Halliburton

New Foreword by Tahir Shah



The fifth and final book by Richard Halliburton depicts the essence of his time spent following his passions, traveling and writing

“From the Jazz Age through the Great Depression to the eve of World War II, he thrilled an entire generation of readers. Clever, resourceful, undaunted, cheerful in the face of dreadful odds, ever-optimistic about the world and the people around him, always scheming about his next adventure . . . a spokesman for the youth of a generation.”

—James O'Reilly

Richard Halliburton's fifth and last book, *Seven League Boots*, illustrates how he followed the orders to move fast, visit strange places, and meet anyone who was interesting with passion and abandon. America's favorite adventure writer dined with, Haile Selassie and rode the Rhinoceros Express in Ethiopia, had an audience with King Ibn Saud outside the gates of Mecca (which he had tried to sneak into), and finally rode an elephant over the Alps, following the tracks of Hannibal. This is Halliburton at his best, reckless and romantic, and it is the last chapter of a life grown tragic. Nearing 40, physically exhausted, and in financial trouble, Halliburton thought to roll the dice once again, hoping that the charm that had always saved him in the past would materialize one more time. Soon after finishing this book, he embarked on his last, fatal, journey.

Richard Halliburton (1900-1939) was America's great adventurer and one of the most successful adventure travel writers of the twentieth century. Through a life spent chasing horizons and concocting ever more daring schemes—from swimming the length of the Panama Canal to flying around the world in an open cockpit plane to crossing the Alps on an elephant—Halliburton dazzled the western world. His final adventure, sailing a junk across the Pacific, was also his last. Halliburton disappeared in March 1939 and was never seen again. 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

Travel

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Classic Turkish Cooking

Ghillie Basan and Jonathan Basan



The bestselling cookbook on Turkish cuisine, from internationally acclaimed cook and food writer Ghillie Basan

“Suddenly and quite desperately, I want to go to Turkey . . . The reason? I have been reading *Classic Turkish Cookery*.”

—Lady Claire Macdonald, *The Herald* (Glasgow)

“Extensively researched and laid out . . . very evocative and comprehensive.”

—*Food Illustrated*

Turkish cooking ranks among the greatest cuisines of the world. It has a long and colorful history, from its nomadic Central Asian routes to the refined recipes of the Ottoman empire that influenced culinary traditions throughout the Middle East and Mediterranean. In this classic and much-loved work—shortlisted for the Glenfiddich Cookery Award and the Guild of Food Writers Award—Ghillie Basan presents a unique collection of delicious traditional dishes from the Anatolian heartlands and sophisticated and classical recipes from the palace kitchens of the Ottoman sultans.

Ghillie Basan is an internationally acclaimed cook and food writer, known for her books on the culinary cultures of Turkey, the Middle East, North Africa, and Southeast Asia. She has worked in Europe and the Middle East as a cook, food writer, restaurant critic, English teacher, and journalist. Her food and travel articles have appeared in the *Sunday Herald*, *Scotland on Sunday*, *Sunday Times*, *BBC Good Food Magazine*, and *TasteTurkey*. She is also the author of *The Middle Eastern Kitchen*, among other cookbooks.

Jonathan Basan is a photographer whose work also appears in *The Middle Eastern Kitchen*.

Marketing

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

Cooking

ISBN: 978-1-84885-984-5

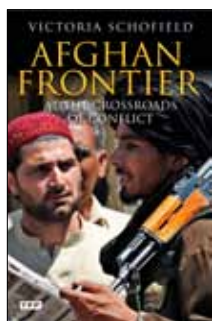
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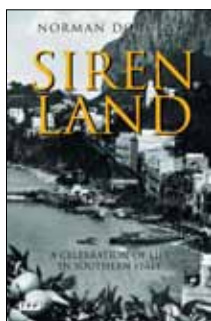
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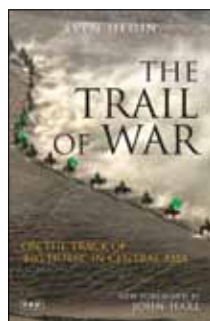
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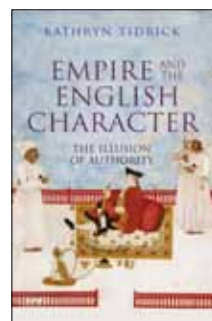
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Victoria Schofield
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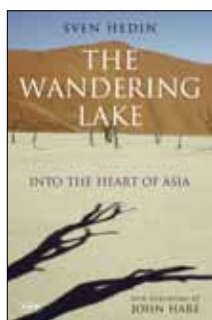
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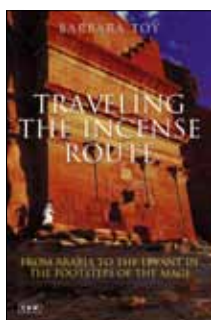
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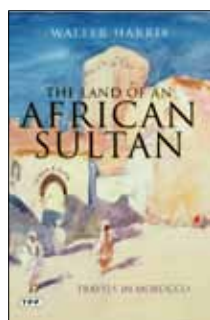
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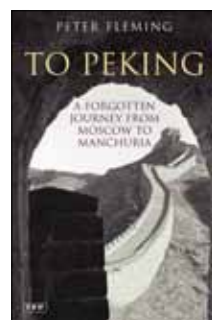
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Sven Hedin
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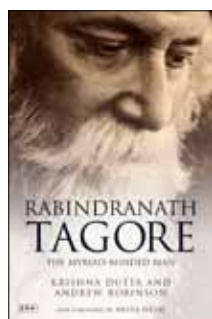
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Barbara Toy
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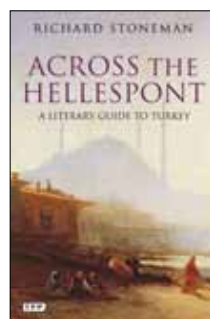
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A Forgotten Journey from Moscow to Manchuria
Peter Fleming
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ISBN: 978-1-84511-996-6



Rabindranath Tagore
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Krishna Dutta and Andrew Robinson
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ISBN: 978-1-84511-804-4



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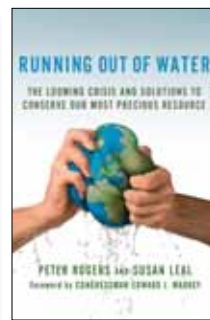
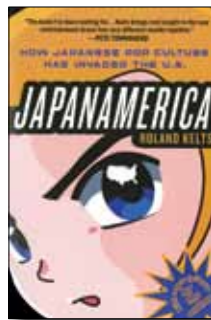
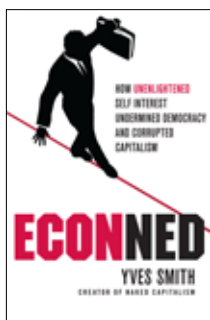
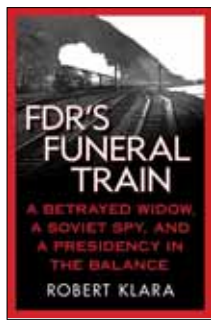
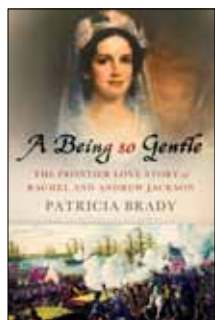


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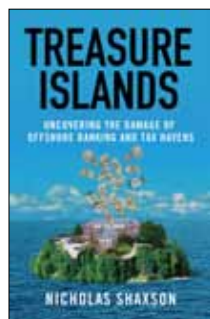
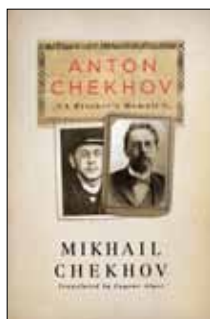
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