



Fall 2013

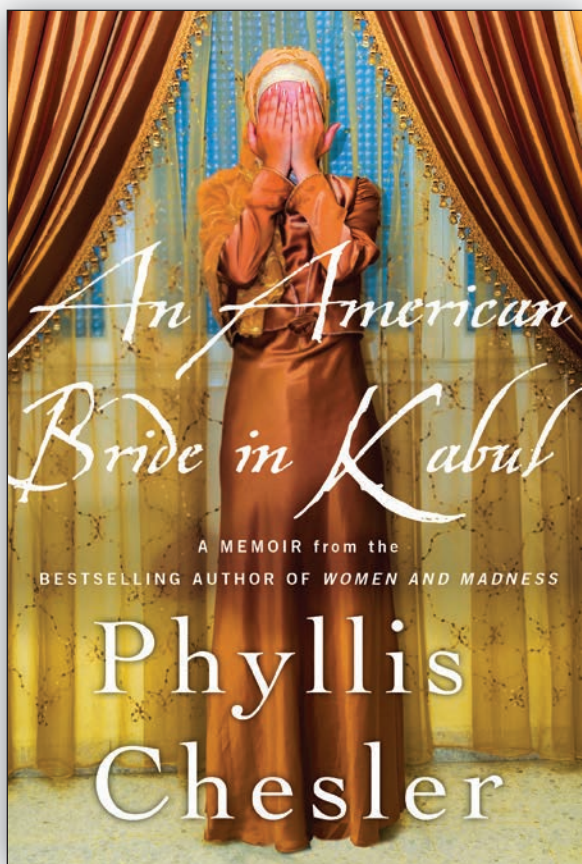
palgrave  
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# FALL 2013

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Palgrave Macmillan distributes I.B.Tauris in the US and Canada;  
and Manchester University Press, Pluto Press, and Zed Books in the US



# An American Bride in Kabul

*A Memoir*

Phyllis Chesler

A modern American woman reveals how her long-ago ordeal in a harem in Afghanistan led her to become a feminist leader and a legendary crusader for universal women's and human rights

## Marketing

- National print and broadcast publicity
- National advertising campaign
- Feature at Book Expo America
- Jewish Book Network promotion
- Author speaking engagements
- Online marketing campaign

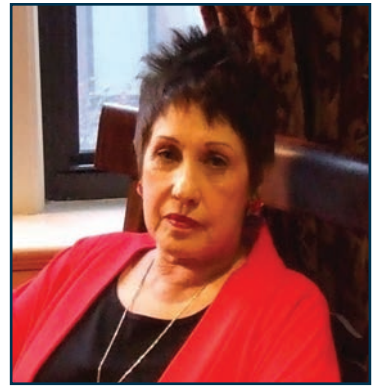
## Memoir

ISBN: 978-0-230-34221-7  
\$27.00 hc. (C\$31.00)  
6½ x 9¼ / 256 pp.  
8 page photo insert

## Also Available

*Women and Madness, Revised Edition (2005)*  
ISBN: 978-1-4039-6897-5  
\$18.00 pb. (C\$20.00)

Few westerners will ever be able to understand Muslim or Afghan society unless they are part of a Muslim family. Twenty years old and in love, Phyllis Chesler, a Jewish-American girl from Brooklyn, embarked on an adventure that has lasted for more than a half-century. In 1961, when she arrived in Kabul with her Afghan bridegroom, authorities took away her American passport. Chesler was now the property of her husband's family and had no rights of citizenship. Back in Afghanistan, her husband, a wealthy, westernized foreign college student with dreams of reforming his country, reverted to traditional and tribal customs. Chesler found herself unexpectedly trapped in a posh polygamous family, with no chance of escape. She fought against her seclusion and lack of freedom, her Afghan family's attempts to convert her from Judaism to Islam, and her husband's wish to permanently tie her to the country through childbirth. Drawing upon her personal diaries, Chesler recounts her ordeal, the nature of gender apartheid—and her longing to explore this beautiful, ancient, and exotic country and culture. Chesler nearly died there but she managed to get out, returned to her studies in America, and became an author and an ardent activist for women's rights throughout the world. *An American Bride in Kabul* is the story of how a naïve American girl learned to see the world through eastern as well as western eyes and came to appreciate Enlightenment values. This dramatic tale re-creates a time gone by, a place that is no more, and shares the way in which Chesler turned adversity into a passion for world-wide social, educational, and political reform.

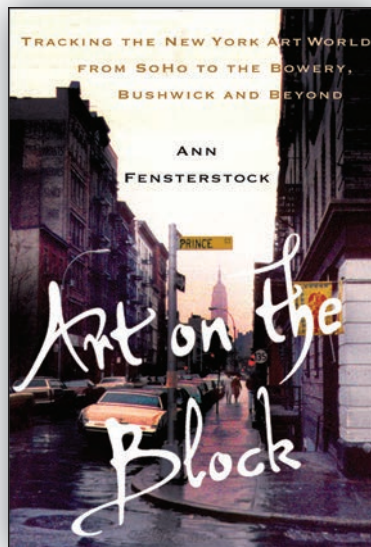


**Phyllis Chesler** is an Emerita Professor of Psychology and Women's Studies at City University of New York, best-selling author, legendary feminist leader, and psychotherapist. She is co-founder of the Association for Women in Psychology, the National Women's Health Network, and the International Committee for Women of the Wall. Dr. Chesler has lectured and organized women's rights and human rights campaigns all over the world and has also appeared on outlets such as CNN, Fox News, *The O'Reilly Factor*, *The Today Show*, *Oprah*, and multiple NPR programs, including a three year tenure as a regular contributor to NPR's *At the Opera*. Her writings have been featured in *The Washington Post*, *The International Herald Tribune*, *The Times of London*, *The Weekly Standard*, *National Review*, *Israel National News*, *The New York Times*, *Salon*, *The Globe and Mail*, *The London Guardian*, and the Jewish and Israeli media. Her archives are at Duke University. She lives in New York City.

# Art on the Block

*Tracking the New York Art World from SoHo to the Bowery, Bushwick and Beyond*

Ann Fensterstock



An informative tour of the last four decades of contemporary art in New York City, showing how artists were the unwitting footsoldiers of gentrification and how neighborhoods in turn shaped their art—with special attention to artists such as Basquiat, Cindy Sherman, and Jeff Koons

Stories of New York City's fabled art scene conjure up artists' lofts in SoHo, warehouse installations in DUMBO, and block after block of galleries in Chelsea. But today, no artist could afford a SoHo loft, Brooklyn has long gentrified, and even the galleries of Chelsea are beginning to move on. Based on interviews with over 500 gallery owners, as well as the artists themselves, art expert Ann Fensterstock explores the genesis, expansion, maturation and ultimate restless migration of the New York art world from one initially undiscovered neighborhood to the next. Opening with the colonization of the desolate South Houston Industrial District in the late 1960s, the book follows the art world's subsequent elopements to the East Village in the 1980s, Brooklyn in the mid-1990s, Chelsea at the beginning of the new millennium and, most recently, to the Lower East Side. With a look to the newest neighborhood that artists are just now beginning to colonize, this is a must-read for both art enthusiasts as well as anyone with a passion for New York City.



**Ann Fensterstock** is a leading expert on contemporary art. She sits on the board of many contemporary art museums including MOMA, the Whitney, New Museum, the Met, and the National Gallery in Washington, and serves as a lecturer and tour guide for the Cosmopolitan Club, the Colony Club, and regional museums, among others. Fensterstock is a founding member of the Contemporary Arts Council, and she writes a popular blog for *Artview's* website.

## Marketing

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

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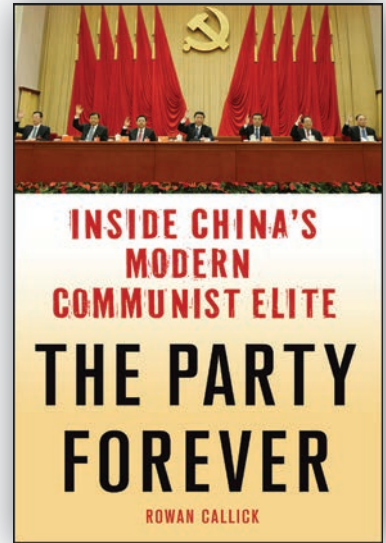
## Art

ISBN: 978-1-137-27849-4  
\$28.00 hc. (C\$32.00)  
6½ x 9¼ / 288 pp.  
24-page color insert

# The Party Forever

*Inside China's Modern Communist Elite*

Rowan Callick



An inside look at the new leaders of the Chinese Communist Party, and why the country's continued prosperity will keep them in power for years to come

A century after its underground beginnings, the Chinese Communist Party today exerts far-reaching control over every aspect of private life. Beyond its legendary control of the internet within China's borders, even seemingly non-political domains are subject to its authority: routine business deals require party approval; university courses reflect party doctrine; and party families amass incredible wealth while other enterprises are squeezed out. Experts predicted that the Party leadership would mellow as the country's economic fortunes soar, but the next generation of political heavyweights is keeping a tight grip on the reigns of power. Today's huge new class of young professionals, whether they believe in the Party's ideology or not, are as focused as ever on strengthening the Party's role and silencing dissent. In *The Party Forever*, Rowan Callick goes behind the scenes to reveal the workings of China's political elite, introduce us to its future leaders and explore how prepared it is to meet the challenges of its new role in the twenty-first century. This is an essential and eye-opening account of this poorly understood but hugely influential player in world politics.



**Rowan Callick** is Asia-Pacific editor for *The Australian* and was previously its Beijing-based China correspondent. He has also been the China correspondent (based in Hong Kong) for the *Australian Financial Review*, a senior writer with *Time* magazine, and his work has appeared in *Foreign Policy*. He received the Graham Perkin Award for Journalist of the Year in 1995 and has won two Walkley Awards for Asia Pacific coverage. He lives in Melbourne, Australia.

## Marketing

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

## Politics

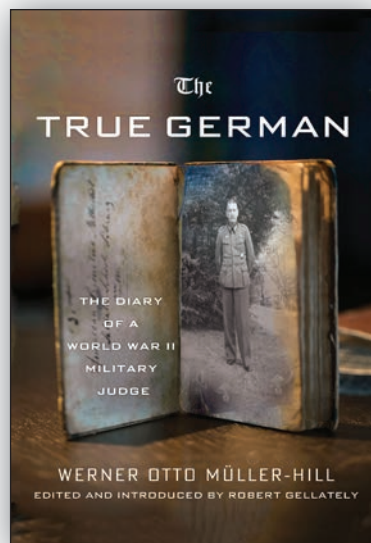
ISBN: 978-1-137-27885-2  
\$27.00 hc. (C\$31.00)  
6 1/8 x 9 1/4 / 272 pp.

# The True German

*The Diary of a World War II Military Judge*

Werner Otto Müller-Hill

Edited by Robert Gellately



A recently discovered diary held by a German military judge from 1944 to 1945 that sheds new light on anti-Hitler sentiments inside the German army

**"Perfectly clear-headed. An important document "** —*Le Figaro*

**"This document confirms that German officials knew about the final solution."** —*Le Nouvel Observateur*

Werner Otto Müller-Hill served as a military judge in the Wehrmacht during World War II. From March 1944 to the summer of 1945, he kept a diary, recording his impressions of what transpired around him as Germany hurtled into destruction—what he thought about the fate of the Jewish people, the danger from the Bolshevik East once an Allied victory was imminent, his longing for his home and family and, throughout it, a relentless disdain and hatred for the man who dragged his beloved Germany into this cataclysm, Adolf Hitler and the Nazi party. Müller-Hill calls himself a German nationalist, the true Prussian idealist who was there before Hitler and would be there after. Published in Germany and France, Müller-Hill's diary has been hailed as a unique document, praised for its singular candor and uncommon insight into what the German army was like on the inside. It is an extraordinary testament to a part of Germany's people that historians are only now starting to acknowledge and fills a gap in our knowledge of WWII.

**Werner Otto Müller-Hill** was a military judge in the Wehrmacht who began a diary in the last days of World War II. He survived the war and went on to become a prosecutor. He died in 1977. Robert Gellately is the Earl Ray Beck Professor of History at Florida State University and recently was the Bertelsmann Visiting Professor of Twentieth Century Jewish Politics and History at Oxford University. He is the author of *Lenin, Stalin, and Hitler* and *Backing Hitler*, and he edited *The Nuremberg Diaries* by Leon Goldensohn.

## Marketing

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

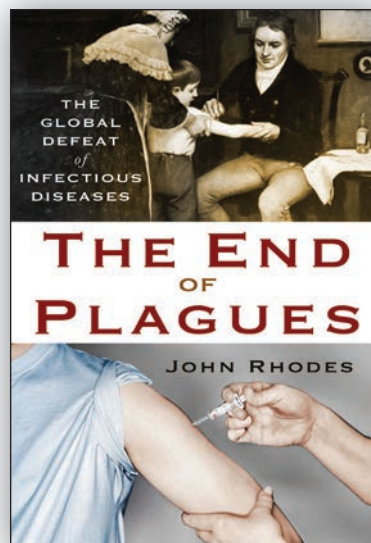
## History

ISBN: 978-1-137-27854-8  
\$25.00 hc. (C\$29.00)  
6½ x 9¼ / 240 pp.  
8-page photo insert

# The End of Plagues

*The Global Defeat of Infectious Diseases*

John Rhodes



An absorbing history of the battle against the world's deadliest scourges, including smallpox and polio, and how today's scientists are racing against the clock to eradicate humanity's more feared viruses once and for all

At the turn of the twentieth century, smallpox claimed the lives of two million people per year. By 1979, the disease had been eradicated and victory was declared across the globe. Yet the story of smallpox remains the exception, as today a host of deadly contagions, from polio to AIDS, continue to threaten human health around the world. Spanning three centuries, *The End of Plagues* weaves together the discovery of vaccination, the birth and growth of immunology, and the fight to eradicate the world's most feared diseases. From Edward Jenner's discovery of vaccination in 1796, to the early nineteenth-century founding voyages in which chains of orphans, vaccinated one by one, were sent to colonies around the globe, to the development of polio vaccines and the stockpiling of smallpox as a biological weapon in the Cold War, world-renown immunologist John Rhodes charts our fight against these plagues, and shows how vaccinations gave humanity the upper hand. Today, aid groups including the Bill and Melinda Gates Foundation and the World Health Organization have made the eradication of polio a priority, and Rhodes takes us behind the scenes to witness how soon we may be celebrating the eradication of polio.

**John Rhodes** is one of the world's leading immunologists, and has held research fellowships at the US National Institutes of Health and the University of Cambridge. From 2001 to 2007 he was director of strategy in immunology at GlaxoSmithKline, a leading multinational healthcare company. He is a fellow of the Royal College of Pathologists, has been published in *Nature*, *Science*, and the *Lancet*. He lives and works in Cambridge, UK.

## Marketing

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

## Science

ISBN: 978-1-137-27852-4  
\$27.00 hc. (C\$31.00)  
6 1/8 x 9 1/4 / 256 pp.

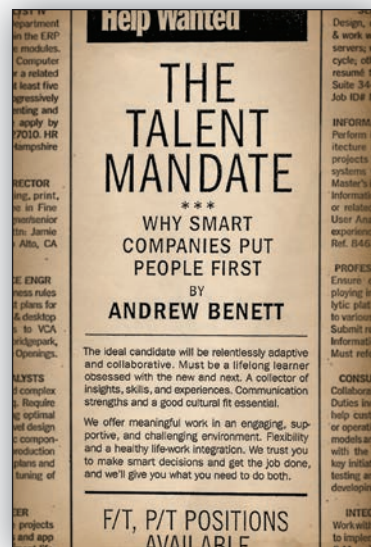
macmillanscience



# The Talent Mandate

*Why Smart Companies Put People First*

Andrew Benett



## An insightful argument for why CEOs need to retake the reins of talent

“Our employees are our greatest asset”—it’s a cliché companies feel obliged to spout. Some may even believe it. But as with eating healthy food and getting exercise, lip-service doesn’t make goals come true. In this groundbreaking book, Andrew Benett explores how truly “talent centric” organizations thrive in today’s changing economy. Based on original research and in-depth interviews with outstanding leaders of talent-driven organizations such as Zappos, DreamWorks Animation SKG, Nestle, Dow Chemical, The Motley Fool, AnswerLab, and more, Benett uncovers emerging trends and benchmarks and shows why it is so important to invest in and develop tomorrow’s talent. Readers will come away with a clear lesson: Talent is no longer something to be palmed off down the chain of command. It must be the top business priority of the most senior people in the company—including the CEO.



**Andrew Benett** is global president of Havas Worldwide, the fifth-largest advertising agency, with clients that include some of the world’s most renowned brands. He is also chief strategy officer for Havas Creative. His previous books include *Good for Business: The Rise of the Conscious Corporation* and *Consumed: Rethinking Business in the Era of Mindful Spending*. He lives in Connecticut.

## Marketing

- National print and broadcast publicity
- Author speaking engagements
- Marketing coordination with Havas Worldwide
- Online marketing campaign

## Business

ISBN: 978-0-230-34087-9  
\$28.00 hc. (C\$32.00)  
6 1/8 x 9 1/4 / 256 pp.

## Also Available

### Good for Business

ISBN: 978-0-230-10345-0  
\$19.00 pb. (C\$22.00)

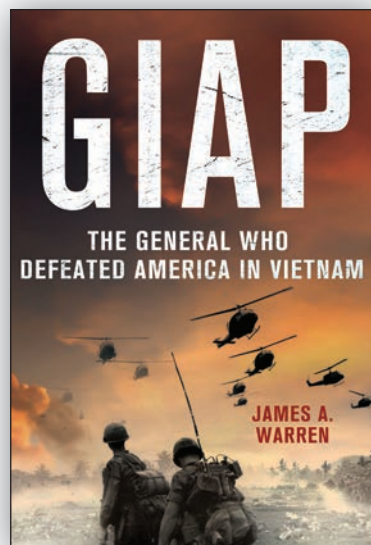
### Consumed

ISBN: 978-0-230-10178-4  
\$30.00 hc. (C\$34.50)

# Giap

*The General Who Defeated America  
in Vietnam*

James A. Warren



An in-depth look at the strategy and tactics of the visionary commander who beat the United States in the Vietnam War

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 Western powers and their Vietnamese allies, forever changing modern warfare. In *Giap*, military historian James A. Warren dives deep into the conflict to bring to life a revolutionary general and reveal the groundbreaking strategies that 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 more than 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 writer specializing in modern American military history. He has written books on the Vietnam War and the Cold War 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 Providence, R.I.

## Marketing

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

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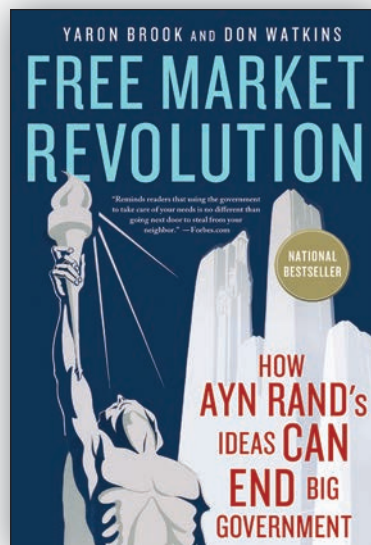
## History

ISBN: 978-0-230-10712-0  
\$25.00 hc. (C\$29.00)  
6 1/8 x 9 1/4 / 256 pp.  
Includes 8 pp. b/w photos and 4 maps

# Free Market Revolution

*How Ayn Rand's Ideas Can End Big Government*

Yaron Brook and Don Watkins



“Very good and very informative . . . the beauty of *Free Market Revolution* is that it reminds readers that using the government to take care of your needs is no different than going next door to steal from your neighbor.” —*Forbes.com*

“While you might not agree with Yaron Brook and Don Watkins, it is all but certain that you will learn from them. I certainly did, and I have a newfound appreciation for free market ideals.”—*The Washington Times*

Already a National Bestseller, in *Free Market Revolution*, the keepers of Ayn Rand’s legacy argue that the answer to our current economic woes lies not in “trickle-down government” but in Rand’s inspiring philosophy of capitalism and self-interest—a philosophy that more and more people are turning to for answers. Here, Brook and Watkins explain how her ideas can solve a host of political and economic ills, including the debt crisis, looming inflation, anti-business regulation, and the swelling entitlement state. And most important, they show how Rand’s principles allow defenders of the free market to seize the moral high ground in the fight to limit government. This is a fresh and urgent look at the ideas of one of the most controversial figures in modern history—ideas that may prove the only hope for the future.

**Yaron Brook** is Executive Director of the Ayn Rand Institute. An internationally sought-after speaker, he has appeared on *The O’Reilly Factor*, *The Glenn Beck Show*, *On the Money*, and *Closing Bell*, among others. His writings have appeared in the *Wall Street Journal*, *USA Today*, *Investor’s Business Daily*, and CNN.com, and he is co-author with Don Watkins of a popular column on business and capitalism at Forbes.com.

**Don Watkins** is a fellow at the Ayn Rand Institute and the co-writer with Yaron Brook of a column on business and capitalism at Forbes.com. He appears regularly on radio and TV, and his op-eds have appeared in such venues as *Investor’s Business Daily*, *USA Today*, FoxNews.com, and *Forbes*.

Now in Paperback

## Marketing

- National print and broadcast publicity
- Author speaking engagements
- Marketing coordination with the Ayn Rand Institute
- Social media campaign

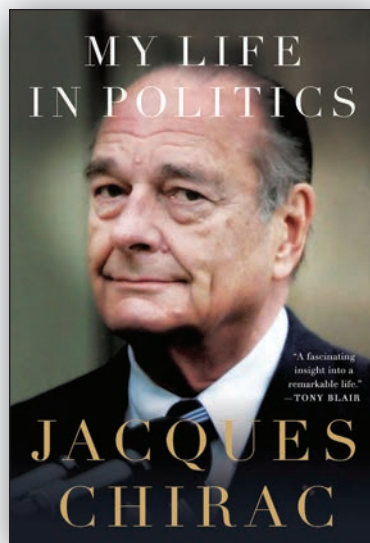
## Economics

ISBN: 978-1-137-27838-8  
\$17.00 pb. (C\$19.00)  
6½ x 9¼ / 272 pp.

HC ISBN: 978-0-230-34169-2

# My Life in Politics

Jacques Chirac



“Jacques Chirac started his career in 1950 on the streets of Paris, handing out copies of the communist daily and ended it in 2007 as president of the French Republic. True to his reputation, he comes across as likable, unpretentious, and intelligent.” —*Foreign Affairs*

Two-time president of France, mayor of Paris, and international politician, Jacques Chirac stands with Mikhail Gorbachev, Helmut Kohl, and Margaret Thatcher as one of the most iconic statesmen of the twentieth century. In this revealing and informative memoir, he looks back at his 50 years in politics and some of the twentieth century’s most significant events. He discusses his relationship with Saddam Hussein and other Arab leaders, including serving as confidante to Yasser Arafat during the Camp David peace talks, as well as being France’s point person in the early planning stages for the European Economic Union. And Chirac takes us through the toughest challenge that he faced as president—standing up to George W Bush in the run up to the Iraq War and then deciding to keep France’s army out of the military conflict. As much a tour of the historic events that defined the twentieth century as an intelligent and philosophical meditation on the nature and purpose of power, Jacques Chirac gives us a revealing look at the political forces that shaped the world we live in today—as well as an inside look at a country that holds a perennial fascination for us.

**Jacques Chirac** is a lifelong French politician and one of the most charismatic figures of twentieth century politics. He was president of France from 1995 to 2007. He also served as Prime Minister of France twice in the 1970s and 1980s, and as Mayor of Paris from 1977 to 1995. He is best known for being one of the most prominent international opponents of the Bush administration’s intention to go to war in Iraq. He also worked to abate nuclear armament, banning the further continuation of nuclear tests in France.

Now in Paperback

## Marketing

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

## Memoir

ISBN: 978-1-137-27843-2  
\$18.00 pb. (C\$20.00)  
6½ x 9¼ / 368 pp.  
16-page insert

HC ISBN: 978-0-230-34088-6

# What Chinese Want

*Culture, Communism and the Modern Chinese Consumer*

Tom Doctoroff

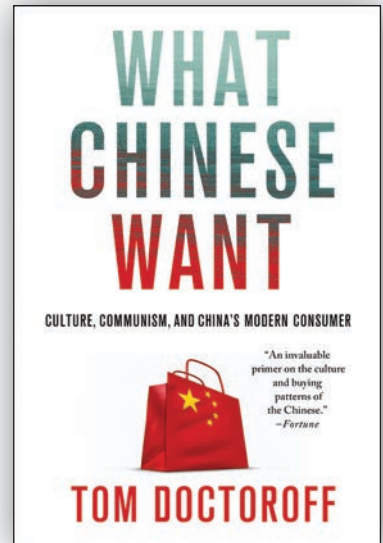
“An invaluable primer on the culture and buying patterns of the Chinese.” — *Fortune*

“Brilliantly written, colorful, witty and well signposted.” — *Financial Times*

“I highly recommend the landmark and essential book *What Chinese Want* by Tom Doctoroff, to any business leaders, entrepreneurs, public officials, trade organizations, and members of the general public who are seeking a deeper and more profound understanding of the Chinese market and its consumers than is found anywhere else.” — *Business World*

Today, most Americans take for granted that China will be the next global superpower. But despite the nation's growing influence, the average Chinese person is still a mystery to most of us—or, at best, a baffling set of seeming contradictions. Here, Tom Doctoroff, the guiding force of advertising giant J. Walter Thompson's (JWT) China operations, marshals his 20 years of experience navigating this fascinating intersection of commerce and culture to explain the mysteries of China. He explores the many cultural, political, and economic forces shaping the twenty-first-century Chinese and their implications for businesspeople, marketers, and entrepreneurs—or anyone else who wants to know what makes the Chinese tick. From the new generation's embrace of Christmas to the middle-class fixation with luxury brands; from the exploding senior demographic to what the Internet means for the government's hold on power, Doctoroff pulls back the curtain to reveal a complex and nuanced picture of a fascinating people whose lives are becoming ever more entwined with our own.

**Tom Doctoroff** is the North Asia Area Director and Greater China CEO for J. Walter Thompson (JWT), the author of *Billions*, and a leading authority on marketing in China and Chinese consumer culture. He has appeared regularly on CNBC, NBC, Bloomberg, and National Public Radio and has been featured in the *Financial Times*, *Business Week*, *The Wall Street Journal* and *The New York Times* among others. 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.



Now in Paperback

## Marketing

- National print and broadcast publicity
- Marketing coordination with J. Walter Thompson
- Blog outreach

## Business

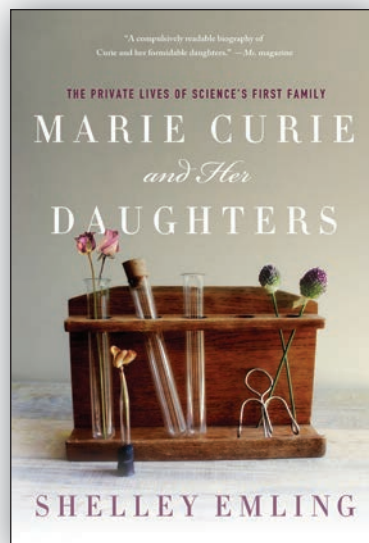
ISBN: 978-1-137-27835-7  
\$16.00 pb. (C\$18.50)  
6½ x 9¼ / 272 pp.

HC ISBN: 978-0-230-34030-5

# Marie Curie and Her Daughters

*The Private Lives of Science's First Family*

Shelley Emling



**“A compulsively readable biography of Curie and her formidable daughters.”**

—Ms. magazine

**“Emling offers an intimate look at Curie’s relationship with her children . . . [and a] fascinating, moving story . . . [with an] inspiring message conveyed throughout.”**

—The Boston Globe

Published to widespread acclaim, in *Marie Curie and Her Daughters*, science writer Shelley Emling shows that far from a shy introvert toiling away in her laboratory, the famed scientist and two-time Nobel prize winner was nothing short of an iconoclast. Emling draws on personal letters released by Curie’s only granddaughter to show how Marie influenced her daughters yet let them blaze their own paths: Irene followed her mother’s footsteps into science and was instrumental in the discovery of nuclear fission; Eve traveled the world as a foreign correspondent and then moved on to humanitarian missions. Emling also shows how Curie, following World War I, turned to America for help. Few people know about Curie’s close friendship with American journalist Missy Meloney, who arranged speaking tours across the country for Marie, Eve, and Irene. Months on the road, charming audiences both large and small, endeared the Curies to American women and established a lifelong relationship with the United States that formed one of the strongest connections of Marie’s life. Factually rich, personal, and original, this is an engrossing story about the most famous woman in science that rips the cover off the myth and reveals the real person, friend, and mother behind it.

**Shelley Emling** has written for the *The New York Times*, *USA Today*, *Fortune*, *Slate*, *The Wall Street Journal*, *The Times* (London), *The Huffington Post*, FoxNews.com, Beliefnet.com, *The Christian Science Monitor*, and the *International Herald Tribune*. She launched one of the first blogs for the *International Herald Tribune*, called Raising the Roof. She is the author of the highly acclaimed *The Fossil Hunter* and lives in Montclair, New Jersey.

Now in Paperback

## Marketing

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

## History

ISBN: 978-1-137-27836-4  
\$16.00 pb. (C\$18.50)  
6 1/8 x 9 1/4 / 256 pp.  
8 pages b&w photos

HC ISBN: 978-0-230-11571-2

## Also Available

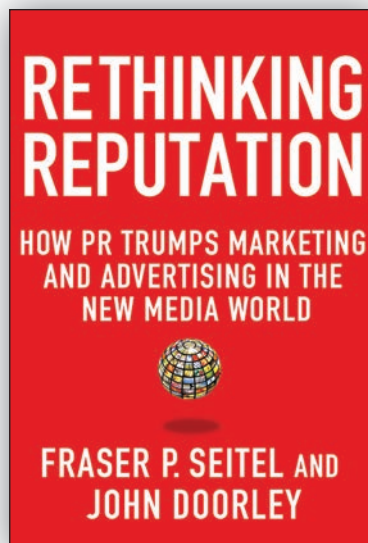
### The Fossil Hunter

ISBN: 978-0-230-10342-9  
\$18.00 pb. (C\$20.00)

# Rethinking Reputation

*How PR Trumps Marketing and Advertising in the New Media World*

Fraser P. Seitel and John Doorley



“Should be required reading for every communications student and their instructors, and for every person involved in a business that may some day have a PR problem or use a PR firm.

Put it on your must-read list.” —O’Dwyer’s

“A fun and educational discussion of building and protecting a reputation by two leaders in the field of public relations.” —Kirkus Reviews

Once just the icing on a good campaign, PR is now the lynchpin of any reputation management strategy. Little wonder, in a time when even minor gaffes can ruin the careers of politicians, celebrities, athletes and high-flying CEOs—and a single well-placed endorsement can launch an unknown startup into the stratosphere. In *Rethinking Reputation*, public relations gurus Fraser Seitel and John Doorley examine the pivotal PR moments of recent years—including the BP oil spill and the 2012 Republican primaries—to glean the dos and don’ts for the new media world. They show everyone from mom-and-pop shops to Fortune 500 companies how to wield the power of word-of-mouth, relationships, and publicity to maximize coverage and minimize harm. In between, they illustrate the character-based communication strategies that have bulletproofed countless businesses—and how you can use them too.

**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 the founding academic director of the Master of Science in Public Relations degree program at New York University. He also founded and directs the Academy for Communication Excellence and Leadership at Johnson & Johnson, with multiple course offerings in the United States, Europe, and Asia.

Now in Paperback

## Marketing

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

## Business

ISBN: 978-1-137-27870-8  
\$17.00 pb. (C\$19.00)  
6½ x 9¼ / 256 pp.

HC ISBN: 978-0-230-33833-3

# How Excellent Companies Avoid Dumb Things

*Breaking the 8 Hidden Barriers that Plague Even the Best Businesses*

Neil Smith  
with Patricia O'Connell

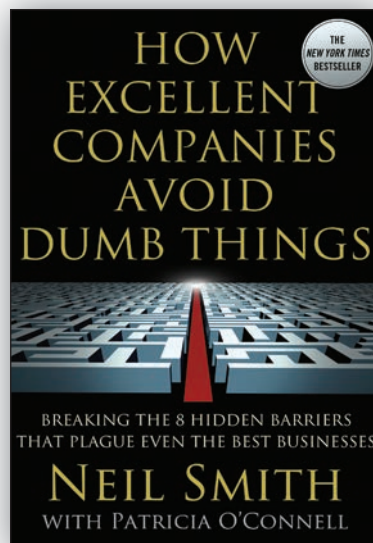
In this *New York Times* bestseller, Neil Smith shows companies how to break the barriers that prevent success

**“A helpful reminder on how lack of oversight on even commonplace issues can interfere with an enterprise’s productivity and success, this work will appeal to managers and leaders alike.”** —*Publishers Weekly*

**“Smith illustrates his ideas with a variety of interesting examples—sometimes his methods can be painful but beneficial to a company.”** —*Kirkus*

Companies make headline news all the time for decisions that make many of us scratch our heads in wonder, even those companies that are smart and successful. Here, *New York Times* bestselling author 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 years of experience working with CEOs and helping transform top global businesses, and insights to CEOs around the world, Smith has identified eight barriers that prevent organizations from both 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.

**Neil Smith**, CEO of Promontory Growth and Innovation (PGI), has for 20 years focused on helping corporations dramatically improve performance and profitability by growing revenues and innovatively reducing costs. Smith has led initiatives with companies including Mellon Bank, Willis, and North American Van Lines. He recently spearheaded the highly visible initiative across Bank of America. Patricia O'Connell, former Management Editor at *BloombergBusinessweek.com*, brings more than 20 years of writing and editing in a variety of subjects, including business, leadership, and strategy.



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## Business

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6½ x 9¼ / 224 pp.

HC ISBN: 978-1-137-00306-5



# The Famine Plot

*England's Role in Ireland's Greatest Tragedy*

Tim Pat Coogan

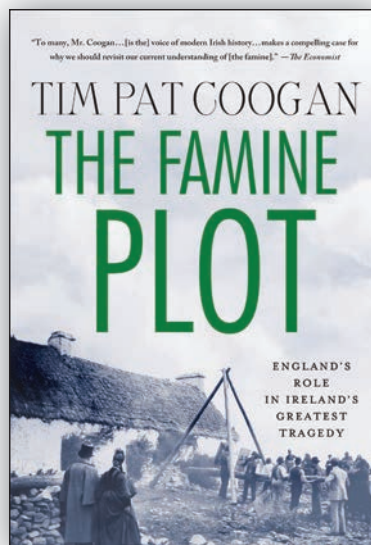
"To many, Mr. Coogan . . . [is the] voice of modern Irish history . . . makes a compelling case for why we should revisit our current understanding of [the famine]." — *The Economist*

"Horrorific, heart-breaking detail . . . Backed up by impressive research . . . Coogan's examining the moral dimensions of [England's] policies, and how they fueled the horrors on the ground, represents his greatest contribution." — *The Boston Globe*

"Acclaimed Irish historian Coogan opens up the truth about the Irish potato famine, and it's uglier than you thought . . . the full story is just now unfolding. This book is a great start." — *Kirkus Reviews*

During a Biblical seven years in the middle of the nineteenth century, fully a quarter of Ireland's citizens either perished from starvation or emigrated in what came to be known as Gorta Mór, the Great Hunger. Waves of hungry peasants fled across the Atlantic to the United States, with so many dying en route that it was said, "you could walk dry shod to America on their bodies." In this sweeping history Ireland's best-known historian, Tim Pat Coogan, tackles the dark history of the Irish Famine and argues that it constituted one of the first acts of genocide. In what *The Boston Globe* calls "his greatest achievement," Coogan shows how the British government hid behind the smoke screen of laissez faire economics, the invocation of Divine Providence and a carefully orchestrated publicity campaign, allowing more than a million people to die agonizing deaths and driving a further million into emigration. Unflinching in depicting the evidence, Coogan presents a vivid and horrifying picture of a catastrophe that shook the nineteenth century and finally calls to account those responsible.

**Tim Pat Coogan** is Ireland's best known historian and the author of numerous important works on Irish history, including *Michael Collins* and *The IRA*, published to wide acclaim. The former editor of *The Irish Press*, he lives in Dublin, Ireland.



Now in Paperback

## Marketing

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## History

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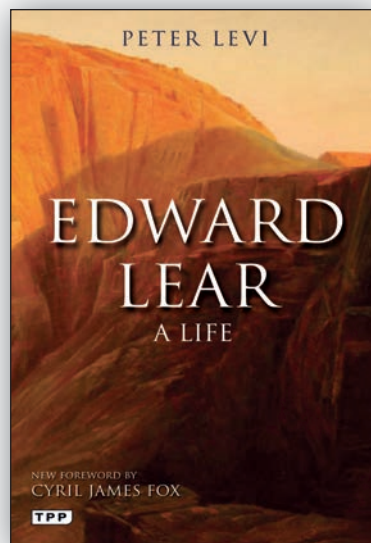
### Wherever Green Is Worn

ISBN: 9781403960146  
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# Edward Lear

*A Life*

Peter Levi



In this biography, Peter Levi describes the works of Lear's captivating illustrations and paintings across his extensive journeys

**"Children swarmed to him like settlers. He became a land."** —W.H. Auden

Edward Lear—beloved nonsense poet, author of such adored poems as *The Owl and the Pussycat*, inventor of otherworldly characters like Quangle-Wangles and of the modern limerick; lauded artist and illustrator—was a genius who defies classification. Gregarious and popular, Lear had a wide circle of friends, but was often lonely and subject to frequent bouts of depression and debilitating epilepsy. In this captivating biography, fellow poet Peter Levi renders descriptions of Lear's sketches and watercolors (of which he painted some 10,000 in the course of his career) and provides incisive portraits of his classic poems, such as *The Jumblies*, *The Owl and the Pussycat* and *The Yonghy-Bonghy-Bo*, setting them in the wider context of traditional nursery rhymes. Lear belonged to the great tradition of adventurous British travellers, undertaking extensive journeys in Italy and Greece, Albania, Turkey, Egypt, Palestine and India and these always-eventful journeys are related here, alongside extracts and quotations from his letters and diaries—an essential biography for all lovers of this remarkable British literary figure and now recognized as one of the greatest nineteenth century landscape painters.

**Peter Levi**, FSA, FRSL, (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*, traveled with Bruce Chatwin in Afghanistan, with 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
- Online marketing campaign
- Blog outreach

## Biography

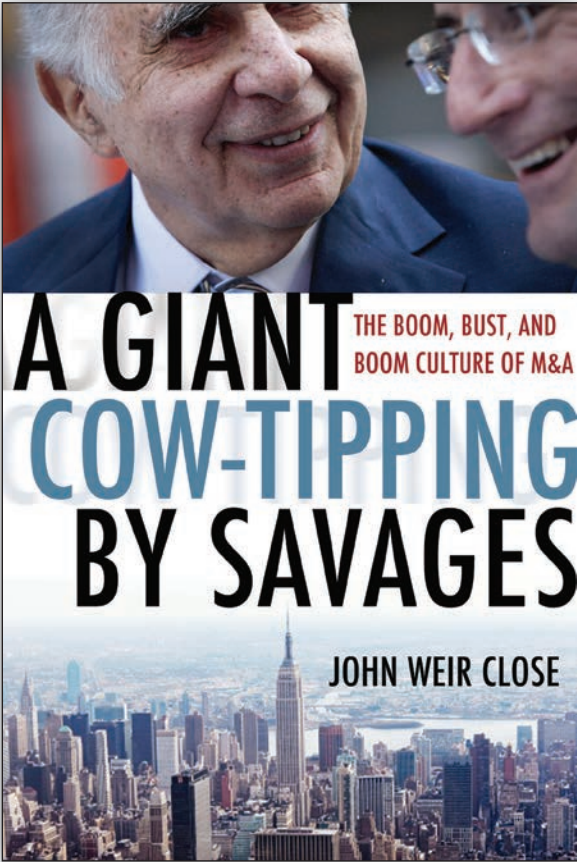
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## Also Available

**Horace**  
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\$19.00 (C\$22.00)



# A Giant Cow-Tipping by Savages

*The Boom, Bust, and Boom  
Culture of M&A*

John Weir Close

From corporate boardrooms and coke-filled offices to the nightclubs and summer palaces of the M&A movers and shakers, this dramatic narrative starts at the origin and moves through to the present and next wave of mergers & acquisitions

## Marketing

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

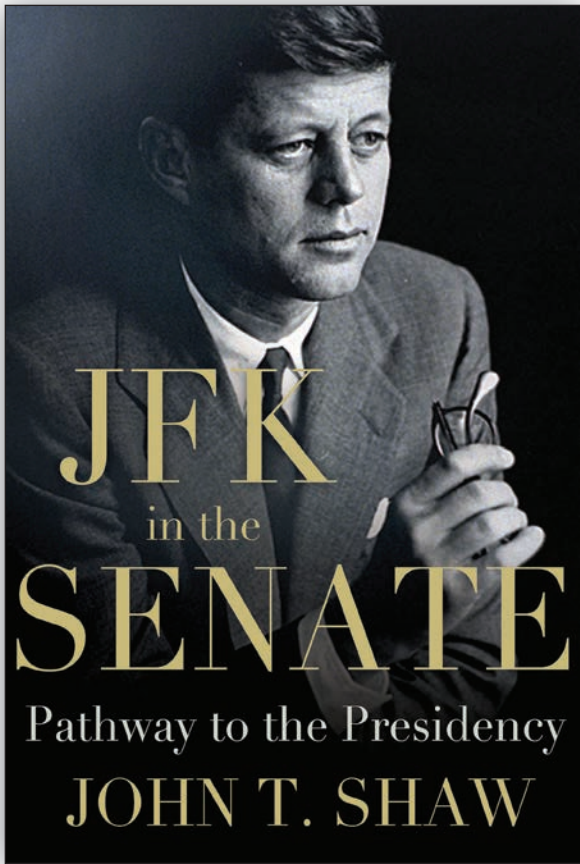
## Business

ISBN: 978-0-230-34181-4  
\$27.00 hc. (C\$31.00)  
6½ x 9¼ / 256 pp.  
8-page b&w insert

Modern mergers and acquisitions, or M&A as it's more commonly known, is a new phenomenon. The buying and selling, the breaking up and combining of companies—the essence of M&A—has been a part of commerce throughout history, but only in our era has M&A itself become a business. In 2007, before the recession hit, it was a \$4.4 trillion global enterprise. And yet, it remains largely unexplored. Discrete stories have been pulled from the annals of M&A, both true and fictionalized, that have become touchstones for wealth and excess. Who can forget Gordon Gecko and his "Greed is Good" speech? But while there have been a few iconic characters and tales to emerge, no one has told the rich history of M&A, until now. This is a look into that world and the people who created it. This reads like *Dallas* meets Wall Street, told through an intriguing narrative that not only brings to light in gritty detail all of the back room drama of such powerful players as Carl Icahn, Joe Flom, Marty Lipton, and Bruce Wasserstein, but also reveals how the new generation, including activist whirlwind Bill Ackman and iconoclastic new Delaware judge Leo Strine, will dominate the next tsunamic, and imminent, M&A boom.



**John Close** is an award-winning journalist who has been covering mergers and acquisitions for decades. He is the editor and founder of *The M&A Journal* where he's covered all of the major transactions and has profiled all of the big players. He is also a former editor at *The American Lawyer/Court TV* where he worked for ten years; there he was in charge of two monthly magazines, one on M&A and one aimed at in-house law departments. Close started his career in Saudi Arabia as a stringer for the *Financial Times* and *The Wall Street Journal* and an editor at Jeddah's *The Arab News*. He then became a corporate lawyer and worked in M&A on Wall Street for four years. He's been published in the *Financial Times*, *The Wall Street Journal*, *The Asian Wall Street Journal*, the *International Herald Tribune*, *The Observer*, *The American Lawyer*, *Corporate Control Alert*, and *Corporate Counsel*. He lives in New York.



# JFK in the Senate

*Pathway to the Presidency*

John T. Shaw

Based on newly opened archives, congressional historian and political insider John T. Shaw sheds new light on JFK's term in the Senate

## Marketing

- National print and broadcast publicity
- National advertising campaign
- Online marketing campaign
- Promotion tied to 50<sup>th</sup> anniversary of JFK's assassination

## History

ISBN: 978-0-230-34183-8  
\$26.00 hc. (C\$30.00)  
6½ x 9¼ / 272 pp.

Before John F. Kennedy became a legendary young president he was the junior senator from Massachusetts. The Senate was where JFK's presidential ambitions were born and first realized. In the first book to deal exclusively with JFK's Senate years, author John T. Shaw looks at how the young Senator was able to catapult himself on the national stage. Tip O'Neill once quipped that Kennedy received more publicity for less accomplishment than anyone in Congress. But O'Neill didn't understand that Kennedy saw a different path to congressional influence and ultimately the presidency. Unlike Lyndon Johnson, the Democratic leader in the Senate, JFK never aspired to be "The Master of the Senate" who made deals and kept the institution under his control. Instead, he envisioned himself as a "Historian-Scholar-Statesman" in the mold of his hero Winston Churchill which he realized with the 1957 publication of *Profiles of Courage* that earned JFK a Pulitzer Prize and public limelight. Smart, dashing, irreverent and literary, the press could not get enough of him. Yet, largely overlooked has been Kennedy's tenure on a special Senate committee to identify the five greatest senators in American history—JFK's work on this special panel coalesced his relationships in Congress, and helped catapult him toward the presidency. Based on primary documents from JFK's Senate years as well as memoirs, oral histories, and interviews with his top aides, *JFK in the Senate* provides new insight into an underappreciated aspect of his political career.

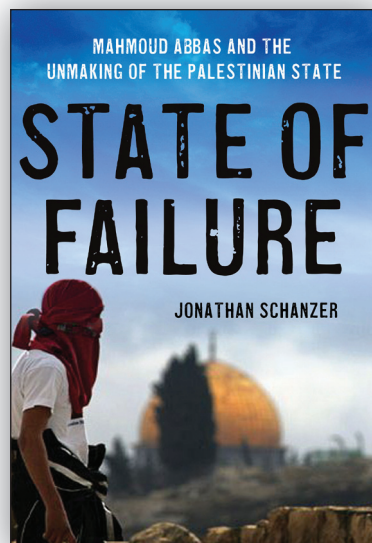


**John T. Shaw** is a senior correspondent and vice president for *Market News International* and a contributing writer for the *Washington Diplomat*. He is a frequent guest on C-SPAN, where he discusses Congress, as well as on KPCC, an NPR affiliate in Los Angeles. He has also appeared on the "PBS News Hour." Shaw was a Media Fellow at the Hoover Institution at Stanford University for six years, and he speaks frequently to seminars for diplomats in Washington. He lives in Washington, DC.

# State of Failure

*Mahmoud Abbas and the Unmaking of the Palestinian State*

Jonathan Schanzer



A provocative look at the past, present, and future of Palestine, arguing that the biggest obstacle to Palestinian statehood isn't Israel, but its own corrupt leadership

With Iran's nuclear program heating up, and rockets once again firing between Tel Aviv and Gaza, the whole world's eyes are once again on Israel's difficult relationship with their neighbors in the Middle East. At the heart of this conflict is Palestine, which many believe Israel keeps downtrodden as a barrier against its own enemies. In *State of Failure*, Israeli-Palestine experts Jonathan Schanzer and James Prince argue that the reasons behind Palestine's inertia are far more complex than its supporters believe, and that, despite recent rumblings, the dream of statehood may again be scuttled by internal corruption and incompetence. Drawing on exclusive sources within the Palestinian Authority, the authors show how Mahmoud Abbas used President George W. Bush's support to catapult himself into the presidency. Prince and Schanzer reveal how Abbas, now four years past the end of his legitimate term, may cost the Palestinians everything. This is a must-read for both pro-Israel and pro-Palestinian partisans at this critical juncture in Middle Eastern politics.

**Jonathan Schanzer** is the vice president for research at the Foundation for Defense of Democracies and the author of *Hamas vs. Fatah*. He previously worked at the U.S. Department of the Treasury, the Washington Institute for Near East Policy, the Jewish Policy Center, and the Middle East Forum. Schanzer has testified before Congress and appeared on Fox News, CNN, and Arabic language television channels including al-Jazeera. He lives in Potomac, MD.

## Marketing

- National print and broadcast publicity
- Author speaking engagements
- Marketing coordination with the Foundation for Defense of Democracies and Democracy Council
- Blog outreach

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## Current Affairs

ISBN: 978-1-137-27824-1  
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6½ x 9¼ / 256 pp.

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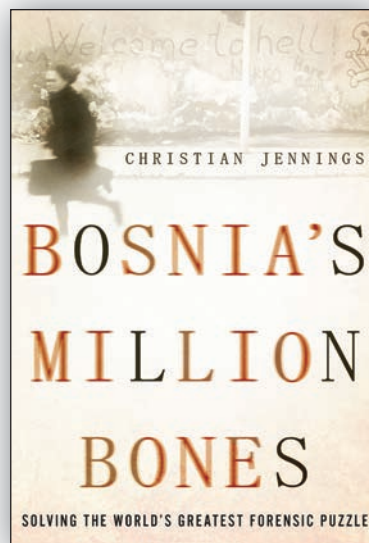
## Also Available

**Hamas vs. Fatah**  
ISBN: 978-0-230-60905-1  
\$27.00 (C\$31.00)

# Bosnia's Million Bones

*Solving the World's Greatest Forensic Puzzle*

Christian Jennings



The amazing story of how a team of forensic scientists pioneered ground-breaking techniques to identify the victims of the Yugoslav Wars, and how their work is bringing war criminals to justice worldwide

In July 1995, at the height of the conflict in Bosnia, 8,000 men and boys in the small town of Srebrenica were massacred in what has been described as the worst war crime in Europe since World War II. In its road to healing, a team of forensic scientists, under the aegis of the International Commission for Missing Persons, worked relentlessly to identify every one of the victims. The process pioneered a new science that is being used in war zones around the world to identify and document victims. Foreign correspondent and former communications director at International Commission on Missing Persons, Christian Jennings reveals how this new science is being used to gather forensic evidence of those killed in Iraq, as well as delving decades back to trace the dead in the brutal regimes in Chile, Argentina, and Colombia. With special insights into how these new forensic tools helped to identify the victims of both 9/11 and Hurricane Katrina, this is a moving and fast-paced story about the power of science to bring justice to a broken country.

**Christian Jennings** is a journalist and human rights activist who has written for *Wired* and *The Economist*, among others. He is the former Communications Director at the International Commission for Missing Persons, the international forensic science organization, founded by Bill Clinton, that uses advanced DNA technology to identify persons missing from conflicts worldwide. He lives in Sarajevo, Bosnia.

## Marketing

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

## Current Affairs

ISBN: 978-1-137-27868-5  
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6½ x 9¼ / 272 pp.  
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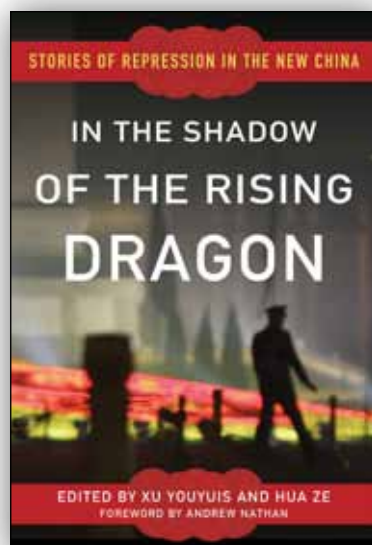


# In the Shadow of the Rising Dragon

*Stories of Repression in the New China*

Edited by **Xu Youyu** and **Hua Ze**

Forward by **Andrew Nathan**



Dissidents in China risk their freedom to reveal the truth about life under their country's police state

Over the last decade China has undergone a transformation. After the dark days of the Cultural Revolution, it has emerged as one of the twenty-first century's most powerful economies, with millions of citizens now entering the middle class. Yet, despite these rapid changes, China's human rights record remains abysmal, and a heavy shroud of secrecy protects the one-party system from accountability. In *In the Shadow of the Rising Dragon*, Chinese citizens from all walks of life share their stories of brutality and oppression. While inconceivable in the West, public beatings, grueling official questioning, unexplained detentions, and house arrest have become common-place occurrences, requiring only a minor infraction to set into motion. Those that dare to push the boundaries of the totalitarian regime, including one essayist's visit to the human rights activist Chen Guangcheng, are sentenced to life-long imprisonment, subjected to physical and psychological torture, and, frighteningly, made to "disappear." What emerges is a pattern of harassment directed, not at opposition figures, but ordinary citizens who live in crippling uncertainty of their future. Edited by two Chinese scholars, both of whom have experienced surveillance, control, abduction, and detention, this is a probing and revealing look at life under the police state of the world's most populous country.

**Xu Youyu** is one of the signatories of Charter 08, a manifesto drafted by Liu Xiaobo and other intellectuals calling for substantive political reform in China. Xu received a human rights prize on behalf of Liu Xiaobo in 2009, and he publicly supported Liu's Nobel Peace Prize in 2010.

**Hua Ze** is also a signatory of Charter 08 and filmmaker that exposes China's human rights transgressions. She has been detained in police custody and is currently a visiting scholar at Columbia University.

Trade Paperback Original

## Marketing

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

## Current Affairs

ISBN: 978-1-137-27879-1  
\$16.00 pb. (C\$18.50)  
6½ x 9¼ / 256 pp.

# Cartel

*The Coming Invasion of Mexico's Drug Wars*

Sylvia Longmire



**"One-stop shopping for basic knowledge about US-Mexican narcotics diplomacy."** — *Kirkus Reviews*

**"In *Cartel* Sylvia Longmire furthers our understanding of a very complex health and national security issue south of the border and within the United States itself."** —Malcolm Beith, author of *The Last Narco*

The drug war has claimed thousands of lives in Mexico and now the violence has crossed the border into the United States. Nearly 40,000 people have already lost their lives south of the border, and now the cartels have moved their operations north and into our cities. Having followed Mexico's cartels for years, security expert Sylvia Longmire takes us deep into the heart of their world to witness a dangerous underground where people will do whatever it takes to deliver drugs to willing American consumers, including using armies of submarines that transport narcotics along the Central American coast, a network of secret tunnels used to smuggle tons of illegal drugs north, a no-fail system of transporting high-powered assault weapons south, marijuana farms inside our national parks, and meth houses in the Midwest. Drawing on her vast expertise in national security, Longmire offers real solutions to the critical problems facing Mexico and the United States, including programs to deter youths in Mexico from joining the cartels and changes that should be made to drug laws on both sides of the border. This is an important look at how Mexico's drug wars are compromising our national security, and a pressing call to rethink our relationship with our southern neighbor.



**Sylvia Longmire** served as senior intelligence analyst on drug trafficking and border violence for California. She has been interviewed on *Geraldo at Large*, CNN and CNN International, and BBC World Radio, and her writing is regularly featured in *Homeland Security Today* magazine. Currently, Longmire is an independent consultant and testifies as an expert witness on US asylum cases.

Now in Paperback

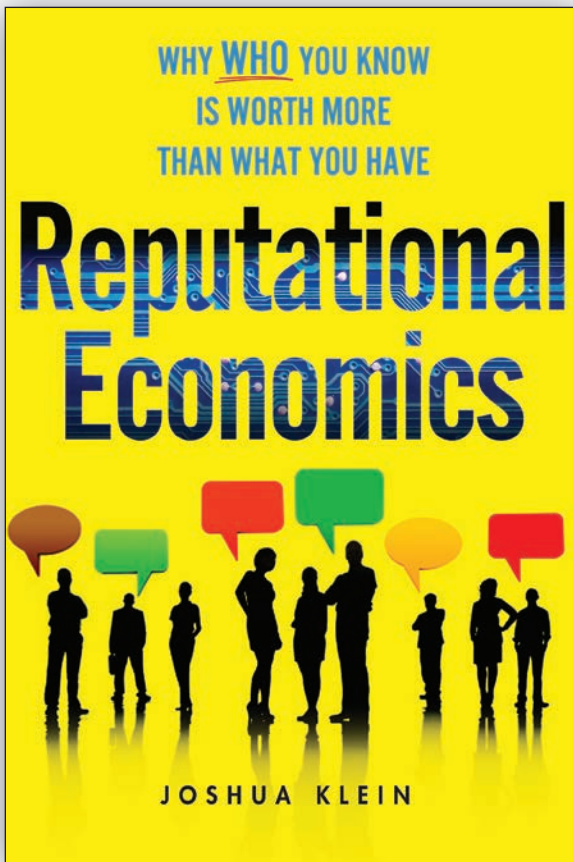
## Marketing

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

## Current Affairs

ISBN: 978-1-137-27869-2  
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6½ x 9¼ / 256 pp.

HC ISBN: 978-0-230-11137-0



# Reputational Economics

*Why Who You Know is Worth More Than What You Have*

Joshua Klein

In an increasingly Internet-focused world, online reputation, from number of Twitter followers to shopping habits, has become a new form of currency—and both consumers and companies are cashing in

## Marketing

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

## Business

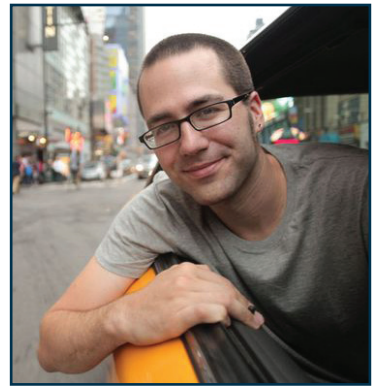
ISBN: 978-1-137-27862-3  
\$28.00 hc. (C\$32.00)  
6½ x 9¼ / 256 pp.

As the internet has increasingly become more social, the value of individual reputations has risen, and a new currency based on reputation has been created. This means that not only are companies tracking what an individual is tweeting and what sites they spend the most time on, but they're using this knowledge to predict the consumer's future behavior. And a world in which Target knows that a woman is pregnant before she does, or where a person gets a job (or loses one) based on his high school hijinx is a scary one indeed. But what if there were a way to harness the power of these new technologies to empower the individual and entrepreneur? What if it turned out that David was actually better suited to navigate this new realm of reputation than Goliath? And what if he ushered in a new age of business in which reputation, rather than money, was the strongest currency of all? This is all currently happening online already.

Welcome to the age of Reputational Economics:

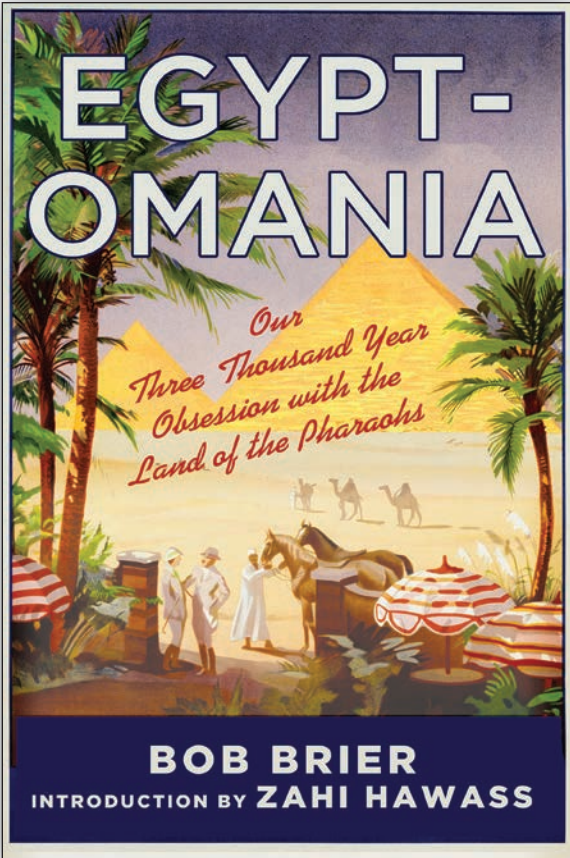
- Where Avis is currently discounting car rentals based on Twitter followers
- Where Carnival Cruise Lines are offering free upgrades based on a Klout score
- Where Amazon and Microsoft are a short way away from dynamically pricing their goods based on a consumer's reach and reputation online
- Where Klout scores are being used to vet job applications

The value of individual reputation is already radically changing the way business is done.



**Joshua Klein** is an internationally known technology expert who studies systems, from computer networks and institutions to consumer hardware.

His recent projects have included an acclaimed new television series on the history of innovation on the National Geographic Channel, called *The Link*, one of the most watched TED videos of all time (about vending machine to train crows to exchange found coins for peanuts) and the development of a cell phone application to create a virtuous cycle of education and employment in South Africa. His work has appeared in *The New York Times*, *Wired*, *O Magazine*, and *The Harvard Business Review*. He has made appearances on MSNBC, NPR, and has spoken at conferences from TED to Davos, and presented in front of organizations ranging from the State Department to the Young Presidents Organization Global Leadership Congress, to Microsoft to Amazon. He lives in New York City.



# Egyptomania

*Our Three Thousand Year Obsession with the Land of the Pharaohs*

**Bob Brier**

A rollicking journey through the history of our infatuation with pharaohs, mummies, and pyramids, from the preeminent Egyptologist known as "Mr. Mummy"

## Marketing

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

## History

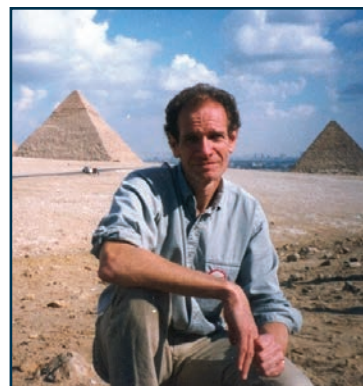
ISBN: 978-1-137-27860-9

\$27.00 hc. (C\$31.00)

6½ x 9¼ / 256 pp.

24 pages color inserts; 30 b&w images throughout

The world has always been fascinated with ancient Egypt. When the Romans conquered Egypt, it was really Egypt that conquered the Romans. Cleopatra captivated both Caesar and Marc Antony and soon Roman ladies were worshipping Isis and wearing vials of Nile water around their necks. What is it about Ancient Egypt that breeds such obsession and imitation? *Egyptomania* explores the burning fascination with all things Egyptian and the events that fanned the flames—from ancient times, to Napoleon’s Egyptian campaign, to the Discovery of Tutankhamen’s tomb by Howard Carter in the 1920s. For forty years, Bob Brier, one of the world’s foremost Egyptologists, has been amassing one of the largest collections of Egyptian memorabilia and seeking to understand the pull of Ancient Egypt on our world today. In this original and groundbreaking book, with twenty-four pages of color photos from the author’s collection, he explores our three-thousand-year-old fixation with recovering Egyptian culture and its meaning. He traces our enthrallment with the mummies that seem to have cheated death and the pyramids that seem to have grown from the sand. Drawing on his personal collection—from Napoleon’s twenty volume Egypt encyclopedia to Howard Carter’s letters to an actual mummy—this is an inventive and mesmerizing tour of how an ancient civilization endures in ours today.

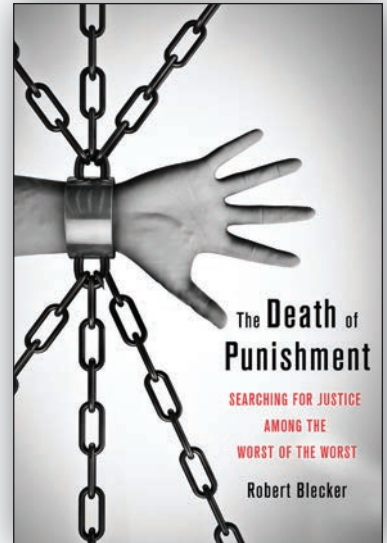


**Bob Brier**, known as Mr. Mummy, is a Senior Research Fellow at the C.W. Post Campus of Long Island University and the author of eight books, including *The Murder of Tutankhamen*. He has conducted pioneering research in mummification practices and has investigated some of the world’s most famous mummies, including King Tut, Lenin, Ramses the Great, Evita, and the Medici family of Renaissance Italy. He has conducted research in pyramids and tombs in 15 countries and was the host of several award-winning television specials for TLC, including the blockbuster series *Pyramids*, *Mummies & Tombs* and *Mummy Detective*. In 2010 National Geographic TV presented his documentary “Secret of the Great Pyramid.” A contributing editor to *Archaeology Magazine*, he also writes articles for many other magazines, including *Smithsonian*, and *KMT*. He lives in the Bronx, NY.

# The Death of Punishment

*Searching for Justice among the Worst of the Worst*

Robert Blecker



A passionate and counterintuitive defense of the death penalty that asks us to reconsider punishment as the key to reforming our judicial system

For twelve years Robert Blecker, a criminal law professor, wandered freely inside Lorton Central Prison, armed only with cigarettes and a tape recorder. *The Death of Punishment*, the result of the thousands of hours over twenty-five years spent with convicted street criminals inside maximum security prisons and on death rows in seven states, tests legal philosophy against the reality and wisdom of street criminals. Some killers' poignant circumstances should lead us to mercy; others show clearly why they should die. In between these extremes Blecker exposes the perversity of justice: The worst criminals live the best lives and criminal punishment—as currently conceived and practiced in the U.S. and Europe—doesn't really exist. Arguing that society must redesign life and death in prison to make the punishment more nearly fit the crime, *The Death of Punishment* challenges the deeply held beliefs on life and death as punishment that flare up with every news story of a heinous crime.

**Robert Blecker** is a professor at New York Law School and a nationally known expert on the death penalty. He served previously as Special Assistant Attorney General in the New York State Office of Special Anti-Corruption Prosecutor, and was a Harvard University Fellow in Law and Humanities. The sole keynote speaker supporting the death penalty at major conferences and at the Association of the Bar of the City of New York. He is a frequent commentator for national media, including *The New York Times*, PBS, CourtTV, CNN, and BBC World News. He lives in New York City.

## Marketing

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

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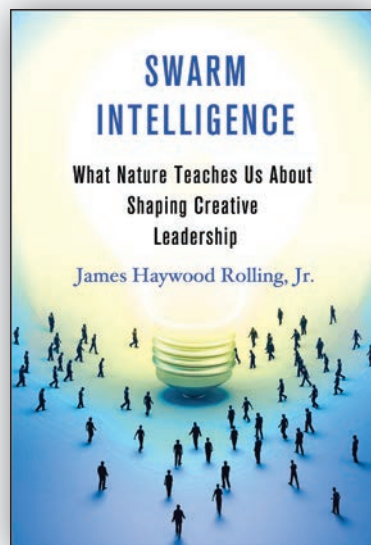
## Politics

ISBN: 978-1-137-27856-2  
\$27.00 hc. (C\$31.00)  
6½ x 9¼ / 320 pp.

# Swarm Intelligence

*What Nature Teaches Us about Shaping Creative Leadership*

James Haywood Rolling, Jr.



A surprising look at the true origins of creativity, urging more group collaboration, and social networking, in the pursuit of innovation

CEOs around the world rank creativity as the most desirable leadership quality of the future. US employers rate innovation and problem solving as in-demand skills for workers and report a shortage of job candidates that measure up. Yet, our schools are increasingly turning into educational environments that stymie creativity—leaving children cut off from their natural impulses and boxed in by expectations. In *Swarm Intelligence*, Rolling argues that we need to turn our classrooms—and workplaces—into crucibles for collective creativity. Drawing on cutting-edge research in the realms of biological swarm theory, systems theory, and complexity theory and writing in an accessible narrative style, Rolling shows why working in groups makes us both smarter and more creative, and how we can put these principles in practice at the earliest stages of life, to develop the next generation of capable leaders. He argues that this model, rather than the pursuit of individual achievement, promises the greatest potential for the next generation, both as learners and as a nation.



**James Haywood Rolling, Jr.** is the chair of Art Education and a dual associate professor in Art Education and Teaching and Leadership at Syracuse University. He presently sits on the Board of Directors of the National Art Education Association, and is the author of over 20 articles, eight book chapters, and two books on the subjects of the arts, education, creativity and human identity. He is a frequent speaker, and works for the TED-Ed Brain Trust. He lives in Syracuse, New York.

## Marketing

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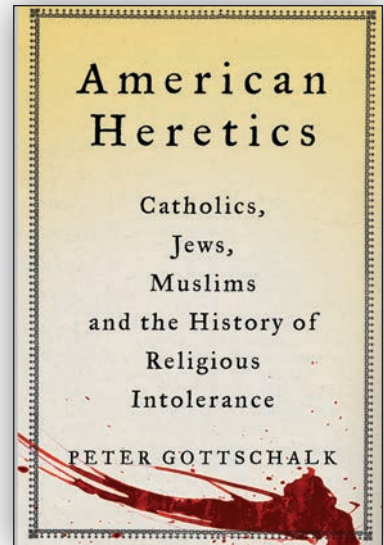
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# American Heretics

*Catholics, Jews, Muslims and the History of Religious Intolerance*

Peter Gottschalk



A journey through American history that reveals an unsettling pattern of religious intolerance, from colonial anti-Quaker sentiment to modern-day Islamophobia

In the middle of the nineteenth century a group of political activists in New York City joined together to challenge a religious group they believed were hostile to the American values of liberty and freedom. Called the Know Nothings, they started riots during elections, tarred and feathered their political enemies, and barred men from employment based on their religion. The group that caused this uproar?: Irish and German Catholics—then known as the most villainous religious group in America, and widely believed to be loyal only to the Pope. It would take another hundred years before Catholics threw off these xenophobic accusations and joined the American mainstream. The idea that the United States is a stronghold of religious freedom is central to our identity as a nation—and utterly at odds with the historical record. In *American Heretics*, historian Peter Gottschalk traces the arc of American religious discrimination and shows that, far from the dominant protestant religions being kept in check by the separation between church and state, religious groups from Quakers to Judaism have been subjected to similar patterns of persecution. Today, many of these same religious groups that were once regarded as anti-thetical to American values are embraced as evidence of our strong religious heritage—giving hope to today's Muslims, Sikhs, and other religious groups now under fire.

**Peter Gottschalk** is the chair of the Religion department at Wesleyan University. He is the co-author of the scholarly text *Islamophobia: Making Muslims the Enemy*, which examines the depiction of Muslims in political cartoons. It was reviewed in *The New York Times Book Review*, and he was interviewed on CNN, NPR, Air America, and Voice of America, and was featured in *USA Today*, and *The Washington Post's* "On Faith" website. He lives in Middletown, CT.

## Marketing

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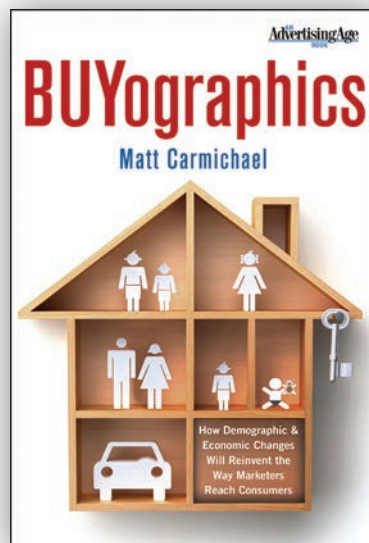
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# Buyographics

*How Demographic and Economic Changes Will Reinvent the Way Marketers Reach Consumers*

Matt Carmichael



A broad sweeping look at the changing American consumer trends based on demographic data

Author Matt Carmichael has been tracking demographic shifts for years, and provides a data-rich look at the changing American consumer. This book follows 11 families in 11 representative counties to examine their lives and how the decisions they make impact consumer behavior. This is not just a data book, because in the end each of those numbers—in datasets big and small—is a person. As you read those stories, the trends come to life and give you a greater understanding of how to reach your target—whether it’s a baby boomer farmer in Teton, Montana or a set of working parents in one of the most affluent counties in the US. Carmichael focuses on the top ten trends that are reshaping the consumer landscape and impacting buying behavior and the economic outlook of the world’s most important market. For each trend he provides ethnographic research from the families, stats from the leading consumer data sources, and exclusive interviews and examples from marketers, agencies, and media executives. These trends show how America is aging, growing more diverse ethnically, and becoming more polarized economically. *Buyographics* is a smart, engaging read that will be important for every marketer to consider before creating a successful campaign.



**Matt Carmichael** is senior director of research and data at *Crain’s Chicago Business*. Carmichael has spent more than a dozen years at *Advertising Age* and *Crain’s Chicago Business*. He has won numerous industry awards for his writing and innovative uses of multimedia. He launched and produced the AdAgeStat blog and has moderated panels for brands such as the NFL, Unilever, and Federal Express. As a freelance writer and photographer, his work has appeared in publications such as *Rolling Stone*, *USA Today*, *Sports Illustrated*, *The Washington Post*, and more. He lives in Chicago, IL.

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# The Meaningful Brand

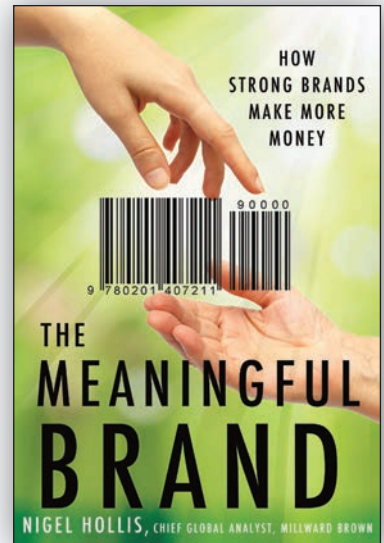
*How Strong Brands Make More Money*

Nigel Hollis

Why a meaningful, different, salient brand is key to unlocking financial value growth in today's hypercompetitive marketplace

Why do consumers pay a premium price for a brand? Is it better quality, the look and feel, or is it the brand's social standing? Author Nigel Hollis believes the answer to all those questions is "yes." Yet the vast majority of brands today trade on past equity and transient buzz. And marketers focus on plan execution rather than creating meaningful differentiation rooted in the brand experience. This lack of meaning is creating a market full of commodities rather than products that instill loyalty. But loyalty (i.e., repeat business) is the key to long term success, and that requires focusing on meaningful differentiation: functional, emotional, or societal. Here, brand expert Nigel Hollis focuses on the four components of a meaningfully different brand: purpose, delivery, resonance, and difference. This unique model will be applied to two very different brand models: premium priced and value priced. The models will show readers how to amplify what their brand stands for across all the brand touch points including: findability, affordability, credibility, vitality, and extendibility. The book will include cases of global brands such as Dysor, Johnny Walker, Geico, Volkswagen, and more.

**Nigel Hollis** is executive vice president and chief global analyst at Millward Brown. Nigel brings 30 years of research experience to bear on his understanding of how marketing communications can build and maintain brands. Nigel has worked with clients in many different industries and countries, and has been instrumental in developing some of Millward Brown's most successful research solutions. He has a popular brand blog called Straight Talk with Nigel Hollis. A four-time winner of WPP's Atticus Award. He lives in Vermont.



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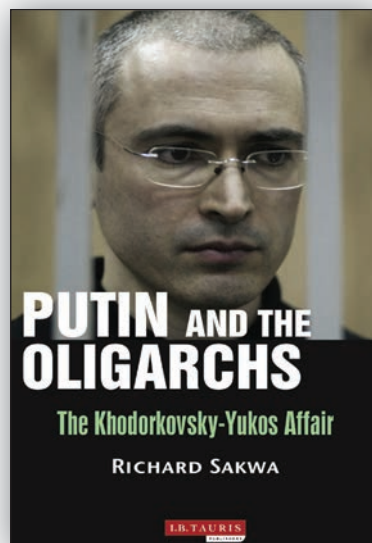
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# Putin and the Oligarchs

*The Khodorkovsky-Yukos Affair*

Richard Sakwa



A detailed examination of Russian politics including the Russian oil industry and the relationship of Putin's state

The arrest of Mikhail Khodorkovsky, the head of the Yukos oil company, in October 2003, was a key turning point in modern Russian history. Although officially charged with fraud and tax evasion, many speculated that the real catalyst for Khodorkovsky's arrest was his outspoken criticism of President Vladimir Putin's regime. After two controversial trials, attracting widespread international condemnation, Khodorkovsky was sentenced to 14 years in jail. In this book, Richard Sakwa examines the rise and fall of Yukos and considers the relationship between Putin's state and big business during Russia's traumatic shift from the Soviet planned economy to capitalism, as well as Russia's emergence as an energy superpower. The attack on Khodorkovsky had—and continues to have—far-reaching political and economic consequences but it also raises fundamental questions about the quality of freedom in Putin's Russia as well as the world at large.

**Richard Sakwa** is professor of Russian and European Politics and head of the School of Politics and International Relations at the University of Kent. He is also an associate fellow of the Russian and Eurasia Programme at Chatham House and the author of *Communism in Russia*. Sakwa currently resides in the UK.

## Marketing

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## Politics

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# Israel

## *The Will to Prevail*

Danny Danon



### A leading Israeli politician envisions a controversial path to victory for a democratic Israel at peace with its neighboring partners

Since its inception, the state of Israel has had a tumultuous relationship with its neighboring nations. Years of political fallout and military conflict have created continual tension in the region. Meanwhile, the United States continues to use Israel as a subordinate satellite at the same time as it imposes policies to be enforced by the State without thought to whether they are in Israel's best interests. However, a new generation coming to power in Israel sees that the present moment is the crucial time for Israel to assert its sovereignty to the external forces who have mistreated the country. From this new generation, deputy speaker of the Knesset Danny Danon has become a strong voice for Israelis who no longer care to acquiesce to the demands of others. With an infectious ardor, he takes on the issues that impede Israel's ability to fully establish itself in the modern era, caused to years of unquestioning fealty to US policy. Envisioning a bold new path to a final peace in a region that continues to argue over the same failed solutions, Danon shows how a victorious, independent Israel that is able to defend its borders and interests without foreign intervention is not only beneficial to establishing peace in the region, but to world at large.

**Danny Danon** is deputy speaker of the Knesset, chairman of World Likud and chair of the Knesset Committee for Aliya (immigration), Absorption and Diaspora Affairs along with being active in numerous other committees. A rising star in Israel politics both in his homeland and abroad, he has contributed to publications including *The New York Times* and the *Wall Street Journal*, and appeared on networks such as CNN and Fox News to discuss the status of Israel. He lives in Moshav Mishmeret, Israel.

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# Prize Fight

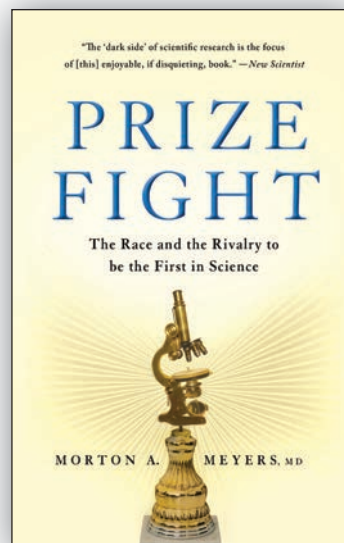
*The Race and the Rivalry to be the First in Science*

Morton Meyers

"In *Prize Fight*, Dr. Morton A. Meyers presents a comprehensive catalog of the inglorious behaviors provoked by this love of others." — *The New York Times*

In the highly praised *Prize Fight*, acclaimed author Morton Meyers pulls back the curtain to reveal the hidden side of scientific discovery, from the international scandal over who discovered the AIDS virus to the fiery dispute that raged for 30 years over the development of the MRI, and many other discoveries that profoundly impact our lives. Exploring cases closely guarded by the scientific community, from allegations of stolen authorship to lifelong struggles to gain recognition, Meyers shows us how too often brilliant minds are reduced to bitter conflicts and promising careers are cut short by disputes over authorship or fudged data. He also discusses ways in which the scientific community can better resolve conflicts over the attribution of credit and avoid the paralyzing disputes that too often interrupt the pursuit of scientific progress. Drawing on extensive research and a lifetime in the scientific community, *Prize Fight* is a dramatic look at how scientific integrity is often imperiled through the lens of some of the most notable discoveries in science.

**Morton A. Meyers, MD** is Distinguished University Professor and emeritus chair of the Department of Radiology in the School of Medicine SUNY, Stony Brook. He is the author of the seminal textbook on abdominal radiology (now in its sixth edition) that has been translated into Spanish, Italian, Japanese, Chinese, and Portuguese editions and has worldwide sales total over 50,000, and is the founding editor in chief of the international journal *Abdominal Imaging*. He lives in Stonybrook, New York.



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# The New Democrats and the Return to Power

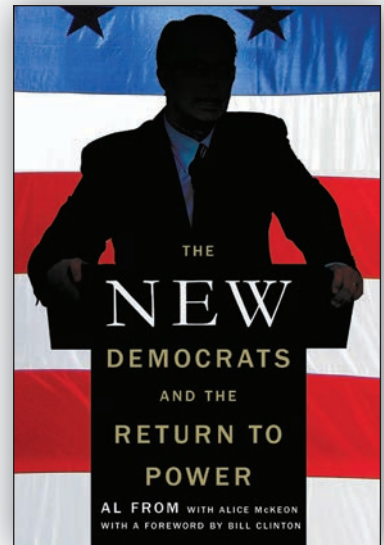
Al From  
Foreword by Bill Clinton

From the founder of the influential Democratic Leadership Council, a behind-the-scenes look at the rise of the New Democrats and how they built the foundation for a new generation of progressive leaders

**“It would be hard to think of a single American citizen who, as a private citizen, has had a more positive impact on the progress of American life in the past 25 years than Al From.”** —Bill Clinton

After Barack Obama's solid win in the 2012 election, it's easy to forget that there was a time, not long ago, when the Democrats were shut out of power for over a decade. But Al From remembers. In 1984, he led a small band of governors, US senators, and members of Congress to organize the Democratic Leadership Council (DLC). Their mission: to rescue the party from the political wilderness, redefine its message, and, most importantly, win presidential elections. In April 1989, From traveled to Little Rock, Arkansas, to recruit the state's young governor, Bill Clinton, to be chairman of the DLC. Here, Al From explores the founding philosophy of the New Democrats, which not only achieved stunning validation during Clinton's two terms, but also became the model for resurgent center-left parties in Europe and throughout the democratic world. Here, he outlines for the first time the principles at the heart of the movement, including economic centrism, national security, and entitlement reform, and why they are vital to the success of the Democratic Party in the years ahead.

Al From is the founder of the Democratic Leadership Council and served as its CEO for 25 years. Called a “legislative genius” by *Washingtonian Magazine*, From's work has been published in the *Wall Street Journal*, the *Washington Post*, the *New York Times*, the *Los Angeles Times*, the *Chicago Tribune*, *The Atlantic*, *Politico.com* and many more. From has appeared on various media outlets including *Face the Nation*, the *Newshour with Jim Lehrer*, and as a PBS commentator during national elections. He lives in Annapolis, Maryland.



## Marketing

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## Politics

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# War Crimes, Genocide, and Justice

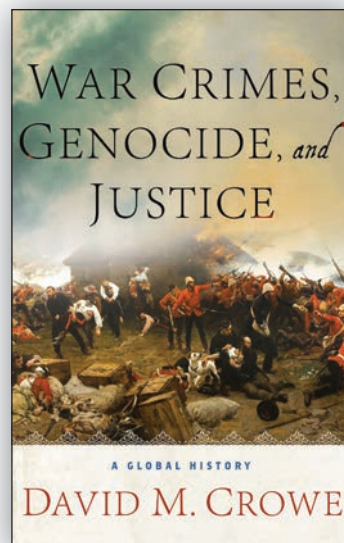
*A Global History*

David Crowe

An eye-opening history of war crimes and genocide by one of the world's leading historians of human rights

In this sweeping, definitive work, leading human rights scholar David Crowe offers an unflinching account of the long and troubled history of genocide and war crimes. From atrocities in ancient Europe and Asia to more recent horrors in Nazi Germany, Cambodia, and Rwanda, Crowe reveals not only the disturbing consistency they have shown over time, but also the often heroic efforts that nations and individuals have made to break seemingly intractable patterns of violence and retribution. While facing head-on the brutal realities of human history, this book nonetheless finds some cause for hope in the international institutions that have evolved over the last several centuries, and provides critically important insights into the ongoing abuses in Darfur, Guantanamo Bay, Chechnya, and elsewhere.

**David M. Crowe** is a professor of History and Law at Elon University. He has been a visiting scholar at the Harriman Institute at Columbia University and has taught at Central European University in Budapest. His most recent books include *Oskar Schindler: The Untold Account of His Life, Wartime Activities, and the True Story behind the List* (2004; History Book Club selection), *A History of the Gypsies of Eastern Europe and Russia, Second Edition* (2007; History Book Club selection), and *The Holocaust: Roots, History, and Aftermath* (2008). His work has been featured in articles in the *New York Times*, *Jerusalem Post*, *Evening Standard*, *Washington Post*, and other publications.



## Marketing

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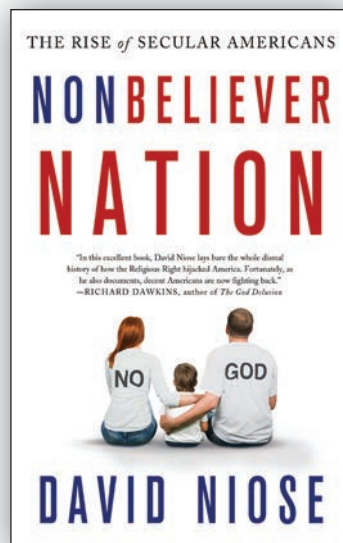
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6½ x 9¼ / 496 pp.



# Nonbeliever Nation

*The Rise of Secular Americans*

David Niose



“This excellent book is simultaneously disturbing and reassuring. David Niose lays bare the whole dismal history of how the Religious Right hijacked America and betrayed the secular intentions of the Founding Fathers.” —Richard Dawkins

Today, one in five Americans are nonbelievers—a rapidly growing group at a time when traditional Christian churches are dwindling in numbers. Still we see almost none of them openly serving in elected office, while Mitt Romney, Rick Santorum, and many others continue to loudly proclaim the falsehood of America as a Christian nation. In *Nonbeliever Nation*, leading secular advocate David Niose calls for nonreligious Americans from all backgrounds to step out of the shadows and signal their opposition to the long-dominant Religious Right. Exploring all the hot-button issues that divide the country—from gay marriage to education policy to contentious church-state battles—he shows how Secular Americans—a group comprised not just of atheists and agnostics, but lapsed Catholics, secular Jews, and millions of others who have walked away from organized religion—are mobilizing and forming groups all over the country (even atheist clubs in Bible-belt high schools) to challenge the exaltation of religion in American politics and public life. This is a timely and important look at a growing demographic that is flexing its muscles for the first time.

**David Niose** is president of the Secular Coalition for America 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, Alan Colmes Radio Show, and many others.

Now in Paperback

## Marketing

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