

PALGRAVE MACMILLAN

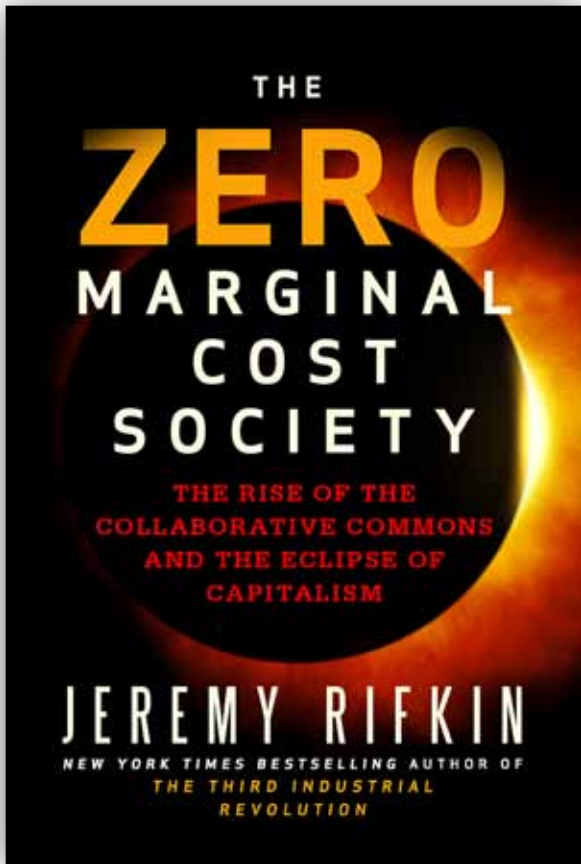


SPRING/SUMMER 2014

SPRING/SUMMER 2014

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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



The Zero Marginal Cost Society

The Rise of the Collaborative Commons and the Eclipse of Capitalism

Jeremy Rifkin

New York Times bestselling author Jeremy Rifkin explores how today's unprecedented interconnectedness is making core institutions such as private property, democracy, and national boundaries irrelevant—and explains what will replace them

Marketing

- National print and broadcast publicity
- National advertising campaign
- Author tour (New York, DC, San Francisco, Seattle, Toronto)
- Online marketing campaign
- Marketing coordination with the Foundation on Economic Trends

Economics / Current Affairs

ISBN: 978-1-137-27846-3
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 336 pp.

Also Available

The Third Industrial Revolution
ISBN: 978-0-230-34197-5
\$17.00 pb. (C\$19.00)

Praise for *The Third Industrial Revolution*:

“Jeremy Rifkin argues that green energy and the internet will revolutionize society and the environment...With the European Union already on board, this is a big idea with backbone.”—*Nature*

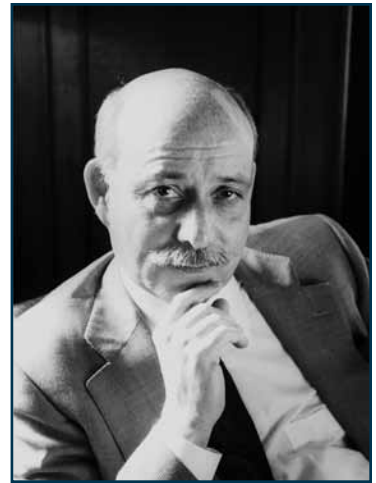
“An indispensable roadmap.”

—Arianna Huffington

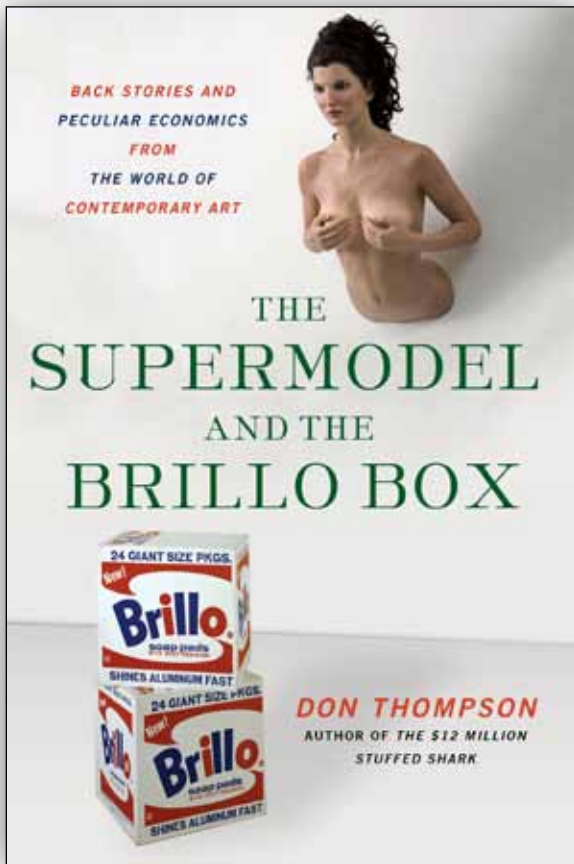
The capitalist era is passing—not quickly, but inevitably. Rising in its wake is a new global collaborative Commons that will fundamentally transform our way of life. Ironically, capitalism’s demise is not coming at the hands of hostile external forces. Rather, *The Zero Marginal Cost Society* argues, capitalism is a victim of its own success. Intense competition across sectors of the economy is forcing the introduction of ever newer technologies. Bestselling author Jeremy Rifkin explains that this competition is boosting productivity to its optimal point where the marginal cost of producing additional units is nearly zero, which makes the product essentially free. In turn, profits are drying up, property ownership is becoming meaningless, and an economy based on scarcity is giving way to an economy of abundance, changing the very nature of society.

Rifkin describes how hundreds of millions of people are already transferring parts of their economic lives from capitalist markets to global networked Commons. “Prosumers” are producing their own information, entertainment, green energy, and 3-D printed products at nearly zero marginal cost, and sharing them via social media sites, rentals, redistribution clubs, bartering networks, and cooperatives. Meanwhile, students are enrolling in massive open online courses (MOOCs) that also operate at near-zero marginal cost. And young social entrepreneurs are establishing ecologically sensitive businesses, crowdsourcing capital, and even creating alternative currencies in the new sharable economy. As a result, “exchange value” in the marketplace—long the bedrock of our economy—is increasingly being replaced by “use value” on the collaborative Commons.

In this new era, identity is less bound to what one owns and more to what one shares. Cooperation replaces self-interest, access trumps ownership, and networking drubs autonomy. Rifkin concludes that while capitalism will be with us for at least the next half century, albeit in an increasingly diminished role, it will no longer be the dominant paradigm. We are, Rifkin says, entering a world beyond markets where we are learning how to live together collaboratively and sustainably in an increasingly interdependent global Commons.



Jeremy Rifkin, one of the most popular social thinkers of our time, is the bestselling author of 19 books including *The Third Industrial Revolution*, *The Empathic Civilization*, *The European Dream*, *The Age of Access*, *The Hydrogen Economy*, *The Biotech Century*, and *The End of Work*. His books have been translated into more than 35 languages. Rifkin is an advisor to the European Union and heads of state around the world. He is a senior lecturer at the Wharton School’s Executive Education Program at the University of Pennsylvania and the president of the Foundation on Economic Trends in Washington, DC.



The Supermodel and the Brillo Box

Back Stories and Peculiar Economics from the World of Contemporary Art

Don Thompson

A look at the contemporary art market and the economics and psychology that first produced a market crash, and then two years later resulted in astronomical prices

Marketing

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

Economics

ISBN: 978-1-137-27908-8
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 288 pp.
Includes an 8-page color insert

Also Available

The \$12 Million Stuffed Shark
ISBN: 978-0-230-62059-9
\$17.00 pb.

Praise for *The \$12 Million Stuffed Shark*:

“Don Thompson has written, by far, the best book on the economics of the contemporary art market yet written.”

— Felix Salmon, Portfolio.com

“Ought to be required reading for collectors intending to wade into well publicized contemporary art auctions.” —Economist.com

Acquiring contemporary art is about passion and lust, but it is also about branding, about the back story that comes with the art, about the relationship of money and status, and, sometimes, about celebrity. *The Supermodel and the Brillo Box* follows Don Thompson’s 2008 bestseller *The \$12 Million Stuffed Shark* and offers a further journey of discovery into what the Crash of 2008 did to the art market and the changing methods that the major auction houses and dealerships have implemented since then. It describes what happened to that market after the economic implosion following the collapse of Lehman Brothers and offers insights and art-world tales from dealers, auction houses, and former executives of each, from New York and London to Abu Dhabi and Beijing. It begins with the story of a wax, trophy-style, nude upper-body sculpture of supermodel Stephanie Seymour by Italian artist Maurizio Cattelan, which sold for \$2.4 million to New York über-collector and private dealer Jose Mugrabi, and recounts the story of a wooden Brillo box that sold for \$722,500. *The Supermodel and the Brillo Box* looks at the increasing dominance of Christie’s, Sotheby’s, and a few über dealers; the hundreds of millions of new museums coming up in cities like Dubai, Abu Dabai, and Beijing; the growing importance of the digital art world; and the shrinking role of the mainstream gallery.

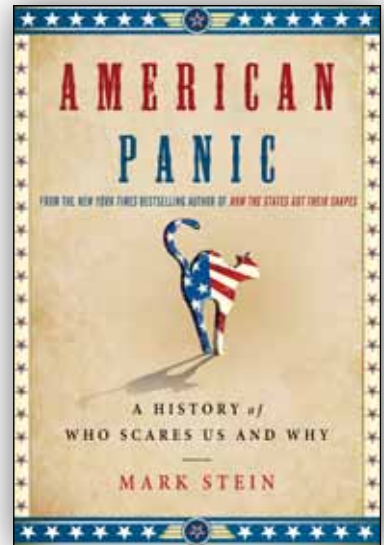


Don Thompson is an economist and Emeritus Nabisco Brands Professor of Marketing and Strategy at the Schulich School of Business at York University in Toronto. He has taught at Harvard Business School and the London School of Economics, and is the author of 11 books. He writes on the economics of the art market for publications as diverse as *The Times* (London), *Harper’s Magazine*, and *The Art Economist*. He lives in Toronto, Canada.

American Panic

A History of Who Scares Us and Why

Mark Stein



What political panics—from the Salem Witch Trials to the Tea Party—can tell us about our modern society

In *American Panic*, *New York Times* bestselling author Mark Stein traces the history and consequences of American political panics through the years. Virtually every American, on one level or another, falls victim to the hype, intensity, and propaganda that accompanies political panic, regardless of their own personal affiliations. By highlighting the similarities between American political panics from the Salem witch hunt to present-day vehemence over issues such as Latino immigration, gay marriage, and the construction of mosques, Stein closely examines just what it is that causes us as a nation to overreact in the face of widespread and potentially profound change. This book also devotes chapters to African Americans, Native Americans, Catholics, Mormons, Jews, Chinese and Japanese peoples, Communists, Capitalists, women, and a highly turbulent but largely forgotten panic over Freemasons. Striking similarities in these diverse episodes are revealed in primary documents Stein has unearthed, in which statements from the past could easily be mistaken for statements today. As these similarities come to light, Stein reveals why some people become panicked over particular issues when others do not.

Mark Stein is the author of *How the States Got Their Shapes*, a *New York Times* bestseller that became the basis of the History Channel series of the same name, in which he frequently appears. He is also the author of *How the States Got Their Shapes Too: The People Behind the Borderlines*. He lives in Washington, DC, where he has taught at the Catholic University of America and American University.

Marketing

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

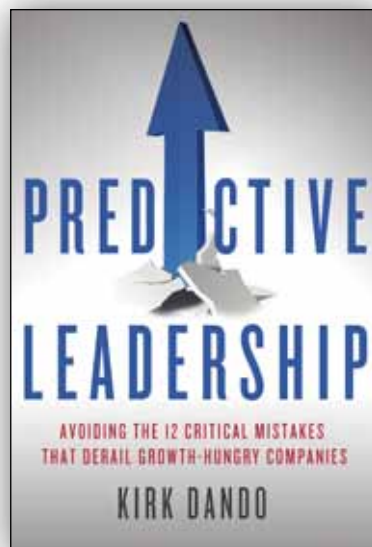
History

ISBN: 978-1-137-27902-6
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 288 pp.

Predictive Leadership

Avoiding the 12 Critical Mistakes That Derail Growth-Hungry Companies

Kirk Dando



Leadership and growth expert Kirk Dando points out the most common mistakes successful businesses make while scaling up—and how to avoid them

Surprisingly, most companies fail not because demand is low or conditions are difficult, but simply because they don't know how to manage, nurture, or even maintain their own growth and success. At each developmental stage, they become vulnerable to chaos, no matter how strong or expert their leaders. Most leaders feel a sense of isolation, assuming they have to "know it all" and end up making critical mistakes. Dando calls these critical mistakes the "12 Warning Signs of Success," and he helps leaders across industries identify, anticipate, and avoid them on the way from startup to Fortune 500. Maybe you've hired the wrong person, have too many direct reports, or say yes to everything; you might believe your own hype, incentivize failure, or lose track of your core values. Dando, known in leadership circles as the "Company Whisperer," encountered all the same challenges as a C-level executive in a high-growth billion-dollar business, and he knows that these moments of truth determine whether the leader and the company become a strong, mature, and sustainable organization, or drift toward an uncertain future.

Kirk Dando is a highly sought-after and well-respected leadership and growth expert. He is CEO of Dando Advisors, a consultancy he launched after helping build a billion-dollar company. He has coached over 5,000 growth hungry leaders, including the 2009, 2010, 2011, and 2012 regional Ernst & Young Entrepreneur of the Year award winners. He lives in Fort Collins, Colorado.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Marketing coordination with Dando Advisors
- Social media campaign
- Online marketing campaign

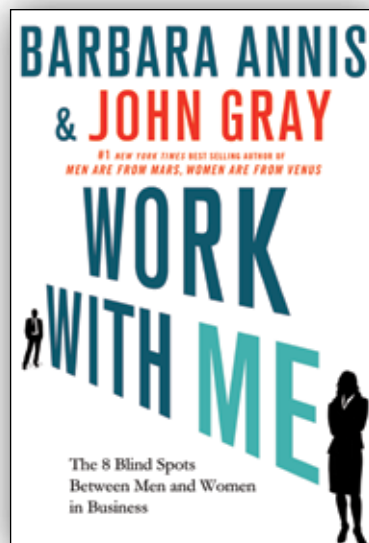
Business

ISBN: 978-1-137-27932-3
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 240 pp.
Includes 16 b&w illustrations

Work with Me

The 8 Blind Spots Between Men and Women in Business

Barbara Annis and John Gray



“[A] must-read ... Pragmatic and timely, *Work with Me* promises to be a game changer!”

—*Publishers Weekly*, Starred Review

Work with Me is the timely collaboration of two of the world’s foremost authorities on gender relations—Barbara Annis and John Gray. Here they team up to resolve the most stressful and confusing challenges facing men and women at work, revealing, for the first time, survey results of over 100,000 in-depth interviews of men and women executives in over 60 *Fortune* 500 companies. Readers will discover the 8 Gender Blind Spots: the false assumptions and opinions men and women have of each other, and in many ways, believe of themselves. Also unveiled are the biology and social influences that compel men and women to think and act as they do, and direct how they communicate, solve problems, make decisions, resolve conflict, lead others, and deal with stress, enabling them to achieve greater success and satisfaction in their professional and personal lives. *Work with Me* is the definitive work-life relational guide, filled with “ah-ha!” moments and discoveries that will remove the blind spots and enable men and women to work and succeed together.

Barbara Annis is a world-renowned expert on Gender Intelligence® and inclusive leadership, advocating the value and practice of Gender Intelligence® in over 60 *Fortune* 500 companies, ten governments, and numerous organizations across the globe. She lives in New York.

John Gray, PhD, is the leading relationship expert in the world and bestselling relationship author of all time. His book, *Men are from Mars, Women are from Venus*, is ranked by *USA Today* as one of the top ten most influential books over the last 25 years. His 17 books have been published in 50 different languages.

Now in Paperback

Marketing

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

Business

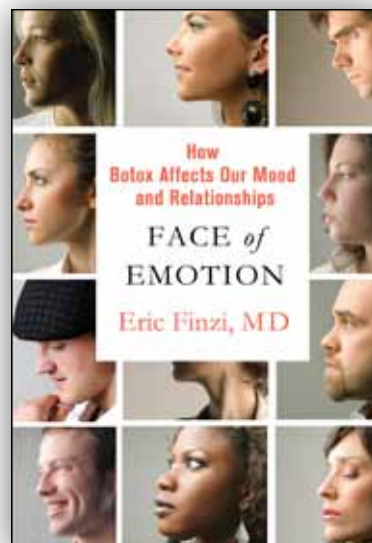
ISBN: 978-1-137-27911-8
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 272 pp.

HC: 978-0-230-34190-6

The Face of Emotion

*How Botox Affects Our Moods
and Relationships*

Eric Finzi, MD



“Well worth reading. The scientific debate about the regulation of the emotions is as lively as ever, and this is a provocative and insightful contribution.”
—*New Scientist*

“Even those who know all about [botox] will be intrigued.”
—*The New York Times*

“A cool new book...there are real lessons to be learned.”
—*Self magazine*

With compassion and insight, pioneering dermatologist Eric Finzi demonstrates the privileged role our facial expressions have in our lives, for our emotions, feelings, and relationships. We discover, through stories of individuals as well as current research, how our smiles and frowns powerfully affect our mental and physical health. He shows us how our moods, happiness, and valuations of the world are directly influenced by the unconscious faces we make. Finzi shows us through clinical trials his surprising discovery that Botox can be used to treat depression, even in patients who had been suffering for years. Finzi argues that Botox helps control the flow of negative emotions by inhibiting frowning, and how this feeds back to our brain to make us happier. A bold call to reevaluate how our minds really work, his provocative book introduces a new approach to mental health.

Eric Finzi, MD, is the medical director and president of two dermatology practices in the DC area. He has authored over 20 research publications and has been on the faculty of the Dermatology department at Johns Hopkins Medical Center. Dr. Finzi has been featured on *Good Morning America*, the *Today Show*, and A&E, and has contributed to articles in *The Washington Post*, *Los Angeles Times*, and *US News & World Report*, among others.

Now in Paperback

Marketing

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

Psychology

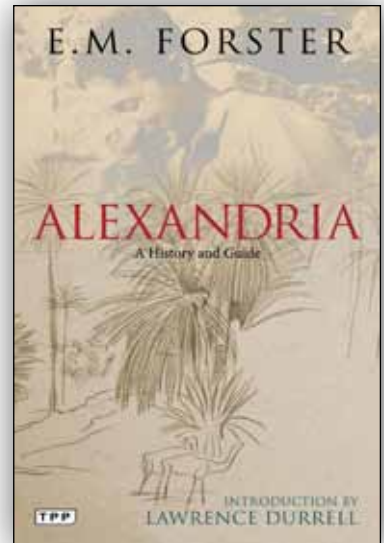
ISBN: 978-1-137-27913-2
\$17.00 pb. (C\$19.00)
5½ x 8¼ / 240 pp.
Includes 15 b&w photos

HC: 978-0-230-34185-2

Alexandria

A History and Guide

E.M. Forster



Back in print for the first time in over 30 years, E.M. Forster narrates his unique journey through the mesmerizing city of Alexandria

"This work is something more than just a work of literary piety devoted to that strange and evocative city called Alexandria... it succeeds in being a small work of art, for it contains some of Forster's best prose as well as felicities of touch only a novelist of major talent could command. Vintage Forster."

—Lawrence Durrell, author of *The Alexandria Quartet*

In the autumn of 1915, in a slightly heroic mood, E.M. Forster arrived in Alexandria, full of lofty ideals as a volunteer for the Red Cross. Yet most of his time was spent exploring the magic, antiquity, and complexity of the place in order to cope with living in what he saw as a “funk-hole.” With a novelist’s pen, he brings to life the fabled, romantic city of Alexander the Great, capital of Graeco-Roman Egypt, beacon of light and culture symbolized by the Pharaohs, where the doomed love affair of Antony and Cleopatra was played out and the greatest library the world has ever known was built. Threading 3,000 years of history with vibrant strands of literature and punctuating the narrative with his own experiences, Forster immortalized Alexandria, painting an incomparable portrait of the great city and, inadvertently, himself.

E.M. Forster (1879-1970) was perhaps the most quintessential of English novelists. From the stifling drawing rooms of *Howard’s End* to the dust and dark undercurrents of *A Passage to India*, he captured the spirit of his time in a way that has made his six novels unforgettable and much-loved classics.

Marketing

- National print publicity
- Online marketing campaign
- Blog outreach

Travel

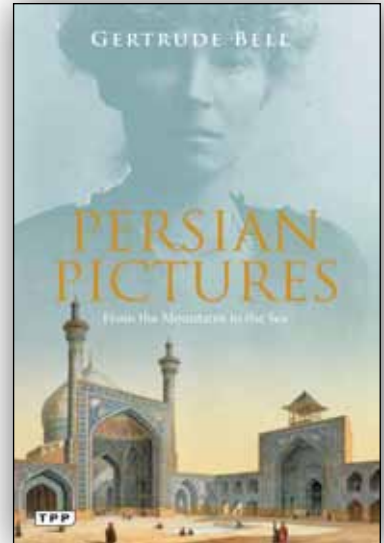
ISBN: 978-1-78076-357-6
\$18.00 pb. (C\$20.00)
5 x 7¼ / 320 pp.



Persian Pictures

From the Mountains to the Sea

Gertrude Bell



Celebrated writer Gertrude Bell shares her journeys through Persia and its inspiration on her life's work

“Her remarkable intellectual abilities and masculine demeanour make *Persian Pictures* all the more interesting.”

—Geoffrey Nash, author of *From Empire to Orient: Travellers to the Middle East*

When Gertrude Bell’s uncle was appointed Minister in Tehran in 1891, she declared that the great ambition of her life was to visit Persia. Several months later, she did. And so began a lifetime of travel and a lifelong enchantment with what she saw as the romance of the East, which evolved into a deep understanding of its cultures and people. Originally published in 1894, and then reprinted in 2005, this updated edition features a new foreword by acclaimed author Janet Wallach of *Desert Queen: The Extraordinary Life of Gertrude Bell*. The vivid and impressionistic series of sketches within presents an evocative meditation that moves between Persia’s heroic past and its long decline. From the vantage of Tehran, Bell explores the otherworldly “secret, mysterious life of the East”—the lives of its women and its lush, enclosed gardens—from the bustling cities to the lonely wastelands of Khorasan.



Gertrude Bell, CBE (1868–1926) was a writer, traveler, political officer, archaeologist, and spy who traveled extensively throughout Syria, Mesopotamia, Asia Minor, and Arabia. Along with T.E. Lawrence, Bell helped establish the Hashemite dynasties in what is today Jordan as well as in Iraq. She played a major role in establishing and helping administer the modern state of Iraq, using the perspective gained from her travels and relations with tribal leaders in the Middle East.

Marketing

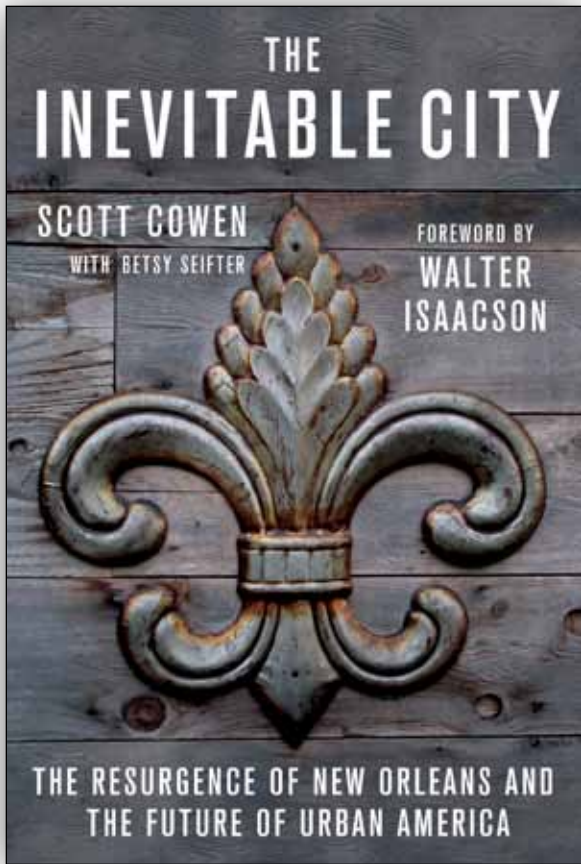
- National print publicity
- Online marketing campaign
- Blog outreach

Travel

ISBN: 978-1-78076-692-8
\$17.95 pb. (C\$19.95)
5 x 7¼ / 208 pp.



TAURIS PARKE
PAPERBACKS



The Inevitable City

The Resurgence of New Orleans and the Future of Urban America

Scott Cowen
foreword by Walter Isaacson

The incredible story of how New Orleans came back after Hurricane Katrina stronger than before, and how its success can be reproduced, from the man who spearheaded the efforts

Marketing

- National print and broadcast publicity
- National advertising campaign
- Author speaking engagements
- Marketing coordination with Tulane University
- Online marketing campaign

Business

ISBN: 978-1-137-27886-9
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.
Includes an 8-page b&w photo insert

“On its surface *The Inevitable City* is a book about leadership by a man who led his community through a crisis. But what it really is is the story of a love affair, between a man and the city he did so much to save. One day historians will realize how incredible it was that, in the wake of Hurricane Katrina, New Orleans found its greatest leader in a university president. They will turn here to see how and why he did what he did.”

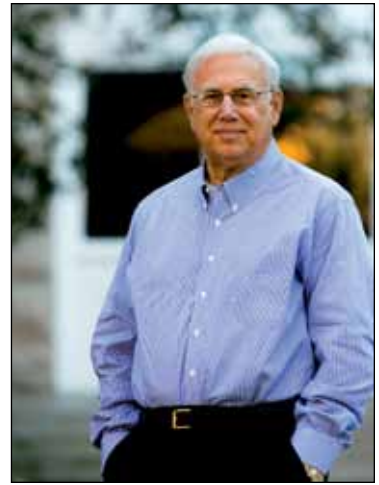
—*New York Times* bestselling author Michael Lewis

“Our most famous fictional resident, Blanche DuBois observed that she depended on the kindness of strangers. The truth is in the time after Hurricane Katrina the fate of New Orleans was depending on the vision and competence of a guy that grew up in New Jersey. That person was Tulane President Dr. Scott Cowen. New Orleanians unanimously credit him as being the most significant individual in the resurrection and rebirth of the city. This book is a superb place to become educated on post-Katrina New Orleans.”

— James Carville

After seven years of service as the president of Tulane University, Scott Cowen watched the devastation of his beloved New Orleans at the hands of Hurricane Katrina. When federal, state, and city officials couldn't find their way to decisive action, Cowen, known for his gutsy leadership, quickly partnered with a coalition of civic, business, and nonprofit leaders looking to work around the old institutions to revitalize and transform New Orleans. This team led the charge to restore equilibrium and eventually to rebuild. For the past nine years, Cowen has continued this work, helping to bring the city of New Orleans back from the brink. *The Inevitable City* presents 12 principles that changed the game for this city, and, if adopted, can alter the curve for any business, endeavor, community—and perhaps even a nation.

This is the story of the resurgence and reinvention of one of America's greatest cities. Ordinary citizens, empowered to actively rescue their own city after politicians and government officials failed them, have succeeded in rebuilding their world. Cowen was at the leading edge of those who articulated, shaped, and implemented a vision of transformative change that has yielded surprising social progress and economic growth: a drowned city identified with the shocking images of devastation and breakdown has transformed itself into a mecca of growth, opportunity, and hope.

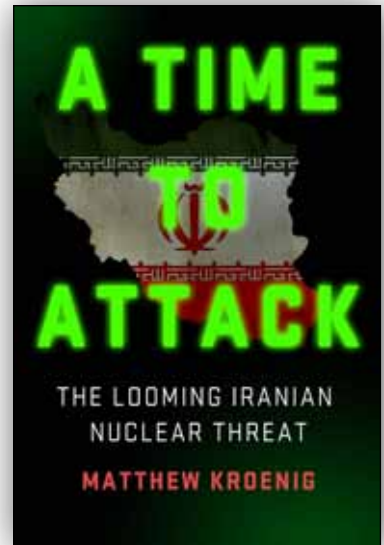


Scott Cowen is president of Tulane University and was one of the key players in the rebuilding of New Orleans after Hurricane Katrina. His work has been widely covered by the media, including *Fast Company Magazine*, *Newark Star Ledger*, *The New York Times*, and *The Chronicle of Higher Education*. He is also a guest panelist on the Sirius talk show “Doctor Radio.” *TIME* magazine has named President Cowen one of the nation's Top 10 Best College Presidents and *New Orleans CityBusiness* called him one of the 30 “Driving Forces” in New Orleans in the last 30 years.

A Time to Attack

The Looming Iranian Nuclear Threat

Matthew Kroenig



What does it mean for Iran to have nuclear weapon capabilities? And what should the United States do about this threatening situation?

Iran's rapidly advancing nuclear program may be the world's most important emerging international security challenge. Not only does Iran have confirmed nuclear capabilities, but the country also has the ability to supply them to other regimes—potentially an even greater, imminent global threat. In this dramatic call to action, Matt Kroenig explains why we need to take immediate steps to a diplomatic and, if necessary, a military solution—now—before Iran makes any further nuclear advances. He draws on the current crisis in Syria, an indicator of the devastating potential of just one nation's chemical capabilities. *A Time to Attack* provides an authoritative account of the history of Iran's nuclear program and the international community's attempts to stop it, explains and assesses the options available to policymakers, and reflects on what the resolution of the Iranian nuclear challenge will mean for the future of international order. As this crisis is still developing, this book provides an insider's account of what is being said in Washington about what our next move must be.



Matthew Kroenig is internationally recognized as one of the world's leading authorities on Iran's nuclear program. From 2010 to 2011, he was a Special Advisor in the Office of the Secretary of Defense, where he worked on defense policy and strategy for Iran. He has also worked as a Stanton Nuclear Security Fellow at the Council on Foreign Relations. He is associate professor and international relations field chair in the department of government at Georgetown University and author of *Exporting the Bomb*.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Marketing coordination with the Council on Foreign Relations
- Online marketing campaign

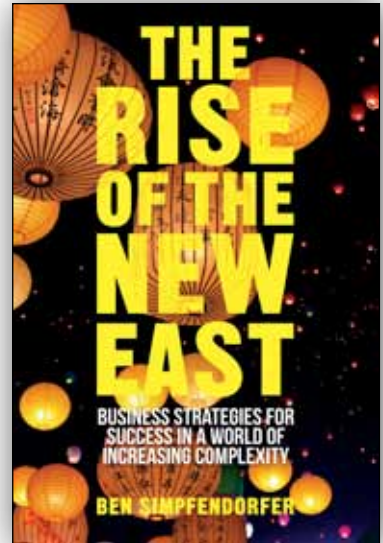
Current Affairs

ISBN: 978-1-137-27953-8
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 272 pp.

The Rise of the New East

Business Strategies for Success in a World of Increasing Complexity

Ben Simpfendorfer



Influential author and *Financial Times* columnist Ben Simpfendorfer on the next generation of thinking on the East, and how business leaders can operate in a world in which there is no “East” and “West”

Taking the reader on a tour of the fast-changing East, *The Rise of the New East* provides simple business strategies for dealing with the world’s growing complexity. From China to India to Dubai, powerfully disruptive forces have resulted from the East’s resurgence, and the clash of these forces has had unexpected economic, political, and social outcomes. Influential author Ben Simpfendorfer leads the next generation of commentary on emerging markets to take it beyond simple straight-line outcomes, arguing that the business world should respond to the East’s rise by embracing complexity and planning for the unexpected. In a rare combination of high-level economic and political analysis and street-level experience—from China’s vast factories, to Indonesia’s Muslim consumers, to India’s Bollywood films—the emerging world is presented in an accessible and engaging way, and the result is essential guidance for financial investors, senior managers, and business owners. Simpfendorfer relates his experience of working for some of the world’s largest multinationals, transacting deals between countries such as China and Pakistan, and assisting mid-sized foreign companies in deciding how to enter the East, in order to provide readers with commercially relevant and tested solutions.

Ben Simpfendorfer is founder & managing director of Silk Road Associates, a strategy consultancy and economic advisory based in Hong Kong with offices in Bangkok and Melbourne. He is a member of CNN’s Globex20, writes a regular column for FT.com’s blog “beyondbrics,” and is the author of *The New Silk Road*. He lives in Hong Kong.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Marketing coordination with Silk Road Associates
- Online marketing campaign

Business

ISBN: 978-1-137-37005-1
\$26.00 hc. (C\$30.00)
6½ x 9¼ / 240 pp.

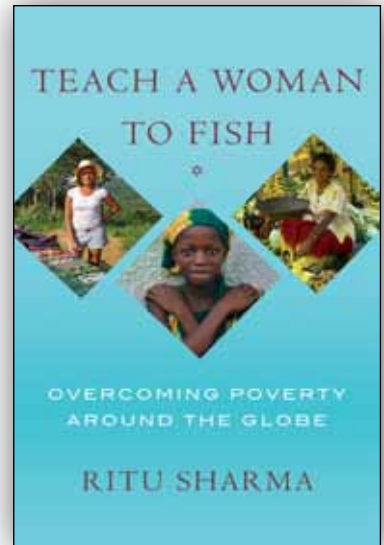
Also Available

The New Silk Road
ISBN: 978-0-230-28485-2
\$23.00 (C\$26.50)

Teach a Woman to Fish

Overcoming Poverty Around the Globe

Ritu Sharma



The firsthand account of one woman’s rugged travels through three impoverished nations, and of the women living, struggling, and overcoming the forces that threaten to keep them in poverty

As the old axiom goes: “Give a man a fish and he eats for a day. Teach a man to fish and he eats for a lifetime.” But teach a *woman* to fish, and *everyone* eats for a lifetime. In this firsthand account, Ritu Sharma shares how women can, and are, overcoming the forces that keep them in poverty. She chronicles her travels through three countries—Sri Lanka, Burkino Faso, and Honduras—and the intimate interactions she had with the women living there. Sharma’s story not only details her experiences, but also looks at the broader systems that prevent women from leaving poverty behind. From lack of property rights and government corruption to the scarcity of basic infrastructure like roads, these women are restricted by the external limitations placed upon them. Sharma draws from her experiences to frame a larger exploration of how Americans can be instrumental in helping women break free of restrictive systems and begin to facilitate women’s upward mobility. Written in her engaging personal voice, *Teach a Woman to Fish* provides an insider’s look at women in poverty, how Washington works, and how change *really* happens—from the United States to the rest of the world.



Ritu Sharma is a leading voice on international women’s issues and US foreign policy. She is co-founder of Women Thrive Worldwide, a non-profit that places the concerns of women and girls living in poverty at the forefront of US international assistance. She lives in Annapolis, Maryland.

Marketing

- National print and broadcast publicity
- Marketing promotions with Women Thrive Worldwide
- Online marketing campaign
- Blog outreach

Current Affairs

ISBN: 978-1-137-27858-6

\$26.00 hc. (C\$30.00)

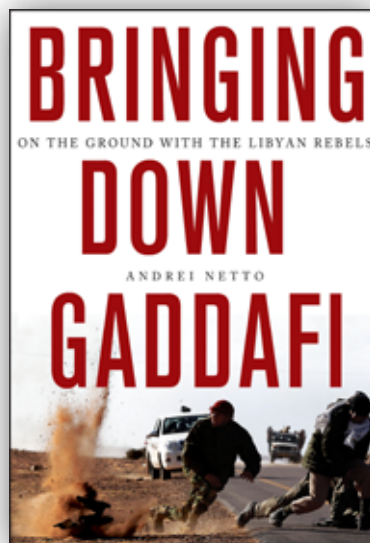
6½ x 9¼ / 272 pp.

Includes an 8-page b&w insert

Bringing Down Gaddafi

On the Ground with the Libyan Rebels

Andrei Netto



As told by participants in the Libyan revolution and the assassination of Gaddafi, a riveting look at how decades of silence suddenly erupted against the dictator

In February 2011, Andrei Netto, a reporter for *O Estado de São Paulo*, one of Brazil's main newspapers, traveled without permission into a region of Libya controlled by the regime, aiming to cover the first armed revolution of the Arab Spring. One of the first foreigners to reveal to the world the extent of the uprisings, he spoke to hundreds of Libyans, including many of the students, shopkeepers, doctors, teachers, and intellectuals who armed themselves with rifles, grenades, and anti-aircraft guns to attack the armored vehicles of an illegitimate regime responsible for 42 years of torture, murder, and terrorism. This is their story. A unique and memorable account of a revolutionary war, *Bringing Down Gaddafi* provides previously unpublished information about the Libyan conflict, including the circumstances of Gaddafi's death, behind the scenes diplomacy at the UN Security Council, and the supply of weapons to the Libyan rebels from abroad. Andrei Netto's testimony alerts the world to the atrocities committed by both sides in the conflict ended with Muammar Gaddafi's summary execution on the outskirts of his home city. Netto provides a powerful journalistic narrative with the spirit of a road movie and the elements of suspense worthy of a thriller.



Andrei Netto is a Paris correspondent for *O Estado de S. Paulo*, one of the leading Brazilian newspapers. He has reported on major events including the Arab Spring from about 40 different countries. He was previously a reporter for the Brazilian economic bestselling newspaper *Gazeta Mercantil*. He lives in Paris.

Marketing

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

Current Affairs

ISBN: 978-1-137-27912-5

\$28.00 hc. (C\$32.00)

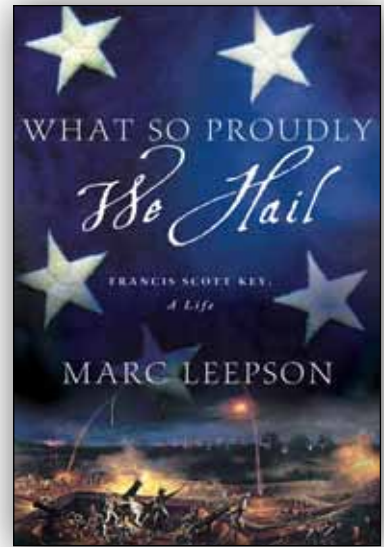
6½ x 9¼ / 320 pp.

Includes an 8-page b&w photo insert

What So Proudly We Hail

Francis Scott Key, A Life

Marc Leepson



A fresh look at Francis Scott Key, a man who embodied the contradictions of his time, coinciding with the 200th anniversary of “The Star-Spangled Banner”

Francis Scott Key is enshrined in America’s iconography as a paragon of patriotism on par with Betsy Ross, Thomas Paine, Patrick Henry, Paul Revere, and John Hancock—individuals who hold exalted places in early American history for performing one memorable act. For Francis Scott Key, that immortal moment was writing “The Star-Spangled Banner” under the most dramatic (and unlikely) of circumstances: while witnessing the all-night Battle of Baltimore onboard a British ship in that city’s harbor. In *What So Proudly We Hail*, historian Marc Leepson reveals Francis Scott Key as a man of his time, full of contradictions, as a slave owner who fought slave trafficking and defended slaves for free. An influential confidant and advisor to Andrew Jackson and a close friend of Senator John Randolph, Key’s home in Georgetown was a frequent gathering point for the intellectual heavyweights of the day. He was a leader of the American Colonization Society, a national movement that worked to send freed slaves back to Africa—a movement that led to the creation of the West African nation of Liberia. The first full-length biography of Francis Scott Key in more than 75 years, this is a fascinating story of a forgotten American patriot that makes plain his important legacy.

Marc Leepson is the author of eight books, including *Lafayette*, *Desperate Engagement*, *Saving Monticello*, and *Flag*. Former staff writer for *Congressional Quarterly*, his work has appeared in *Smithsonian*, *The Washington Post*, *The New York Times*, *The Wall Street Journal*, *Christian Science Monitor*, and *USA Today* among others. He has been interviewed on the *Today* show, MSNBC, CNBC, CNN, BBC’s *Newshour*, and the History Channel. He lives in Middleburg, Virginia.

Marketing

- National print and broadcast publicity
- Marketing promotions for the 200th anniversary
- Author speaking engagements
- Online marketing campaign

History

ISBN: 978-1-137-27828-9
\$26.00 hc. (C\$30.00)
6½ x 9¼ / 256 pp.
Includes 12 b&w photos

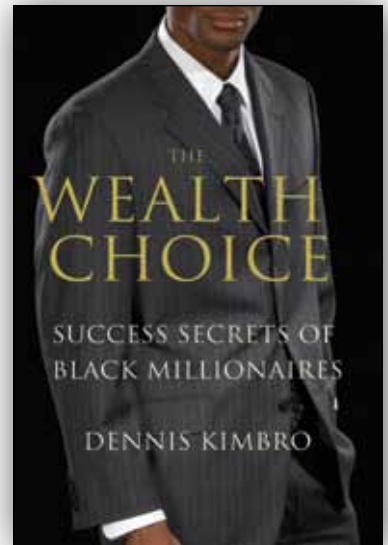
Also Available

Lafayette
ISBN: 978-0-230-10504-1
\$23.00 (C\$26.50)

The Wealth Choice

Success Secrets of Black Millionaires

Dennis Kimbro



“Kimbro aims to empower, encourage and educate readers to rethink their relationships with money. Filled with good advice, this faith-based primer will cheer readers up and on.” — *Success Magazine*

“Readers of all races and ethnicities will appreciate these inspiring stories and insights on overcoming obstacles and achieving wealth.” — *Booklist*

Approximately 35 percent of African Americans had no measurable assets in 2009, and 24 percent of these same households had only a motor vehicle. Dennis Kimbro, observing how the weight of the continuing housing and credit crises disproportionately impacts the African American community, takes a sharp look at a carefully cultivated group of individuals who’ve scaled the heights of success and how others can emulate them. Based on a seven-year study of 1,000 of the wealthiest African Americans, *The Wealth Choice* offers a trove of sound and surprising advice about climbing the economic ladder, even when the odds seem stacked against you. Readers will learn about how business leaders, entrepreneurs, and celebrities like Bob Johnson, Spike Lee, L. A. Reid, Herman Cain, T. D. Jakes, and Tyrese Gibson found their paths to wealth; what they did or didn’t learn about money early on; what they had to sacrifice to get to the top; and the role of discipline in managing their success.

Dennis Kimbro is the author of four books, including *Think and Grow Rich: A Black Choice*, and is a certified Napoleon Hill Science of Success trainer and leadership coach. Kimbro’s motivational lectures have influenced the boardrooms of General Motors, Walt Disney, Frito-Lay, and Wells Fargo. He has appeared on such shows as the *Today* show and *Larry King Live*, and has been featured in *Success*, *The Wall Street Journal*, *The New York Times*, and *USA Today*. Kimbro is listed in *Who’s Who in Black America* and is the former director of the Center of Entrepreneurship at Clark Atlanta University.

Now in Paperback

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Marketing coordination with Napoleon Hill Foundation
- Online marketing campaign

Business & Finance

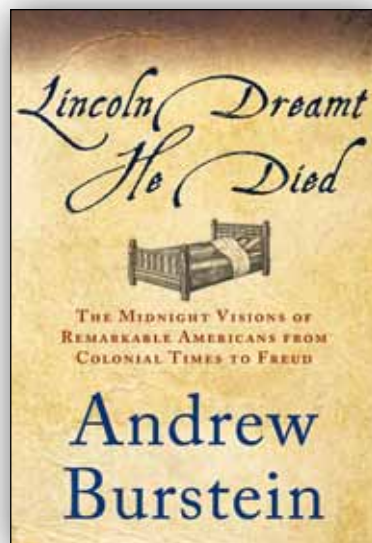
ISBN: 978-1-137-27914-9
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 304 pp.

HC: 978-0-230-34207-1

Lincoln Dreamt He Died

The Midnight Visions of Remarkable Americans from Colonial Times to Freud

Andrew Burstein



“This quirky, episodic 200-year gambol explores the development of the American Dream by unpacking Americans’ dreams.... Burstein’s elegantly crafted nightstand tome demonstrates that dreams reflect a distinctly... human desire to chart time via stories.” —*Publishers Weekly*

Before Sigmund Freud made dreams the cornerstone of understanding an individual’s inner life, Americans shared their dreams unabashedly with one another through letters, diaries, and casual conversation. In this innovative book, highly regarded historian Andrew Burstein goes back for the first time to discover what we can learn about the lives and emotions of Americans, from colonial times to the beginning of the modern age. Through a thorough study of dreams recorded by iconic figures such as John and Abigail Adams, Thomas Jefferson, and Abraham Lincoln, as well as everyday men and women, we glimpse the emotions of earlier generations and understand how those feelings shaped their lives and careers, thus gaining a fuller, multi-dimensional sense of our own past. No one has ever looked at the building blocks of the American identity in this way, and Burstein reveals important clues and landmarks that show the origins of the ideas and values that remain central to who we are today.

Andrew Burstein is the Charles P. Manship Professor of History at Louisiana State University, and the author of *The Passions of Andrew Jackson*, *Jefferson’s Secrets*, and *Madison and Jefferson*, among others. Burstein’s writing has appeared in *The New York Times*, *The Washington Post*, *The Nation*, and Salon.com, and he advised Ken Burns’s production “Thomas Jefferson.” He has been featured on C-SPAN’s *American Presidents Series* and *Booknotes*, as well as numerous NPR programs, including *Talk of the Nation* and *The Diane Rehm Show*. He lives in Baton Rouge, Louisiana.

Now in Paperback

Marketing

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- Online marketing campaign
- Blog outreach

History

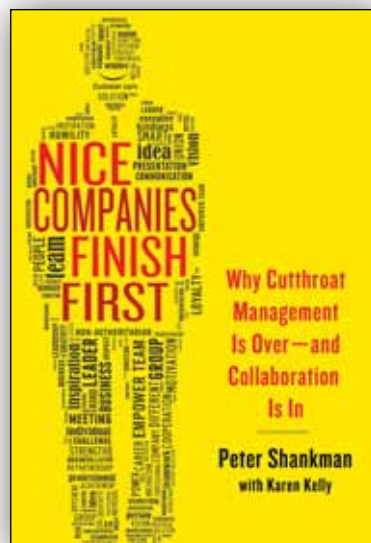
ISBN: 978-1-137-27916-3
\$18.00 pb. (C\$20.00)
6½ x 9¼ / 336 pp.
Includes 20 b&w photos

HC: 978-1-137-27827-2

Nice Companies Finish First

*Why Cutthroat Management Is Over
—and Collaboration Is In*

Peter Shankman with Karen Kelly



“Looks at how treating customers really well can bring huge dividends...in the era when customers can share information instantly on social networking sites like Twitter and Facebook, it’s more important than ever for companies to keep them happy.”
—Forbes.com

The era of authoritarian cowboy CEOs like Jack Welch and Lee Iacocca is over. In an age of increasing transparency and access, it just doesn’t pay to be a jerk—to employees, customers, competitors, or anyone else. In *Nice Companies Finish First*, Shankman, a pioneer in modern PR, marketing, advertising, social media, and customer service, profiles the famously nice executives, entrepreneurs, and companies that are setting the standard for success in this new collaborative world. He explores the new hallmarks of effective leadership, including loyalty, optimism, humility, and a reverence for customer service, and shows how leaders like Dave Needleman of Jet Blue, Tony Hsieh of Zappos, Ken Chenault of Amex, Indra Nooyi of Pepsi, and the team behind Patagonia harness these traits to build productive, open, and happy workplaces for the benefit of their employees, themselves, and the bottom line.

Peter Shankman is the founder of Help a Reporter Out (HARO), the largest free source repository for journalists in the world, as well as the founder and CEO of The Geek Factory, Inc., a 15-year-old marketing, branding, and PR company based in New York City with clients worldwide. His PR and social media clients have included AmEx, Sprint, the US Department of Defense, Royal Bank of Canada, Snapple, Saudi Aramco, Walt Disney World, Discovery Networks, Harrah’s Hotels, and many others. He is the author of *Can We Do That?!*, which has been named one of the six “must read” PR books by PR Channel.

Now in Paperback

Marketing

- National print publicity
- Email blast campaign
- Author speaking engagements
- Online marketing campaign
- Social media campaign

Business

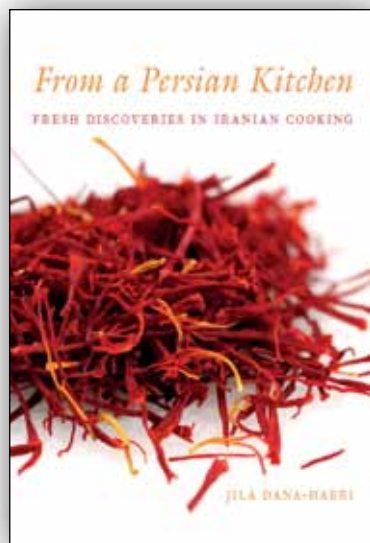
ISBN: 978-1-137-27915-6
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 256 pp.

HC: 978-0-230-34189-0

From a Persian Kitchen

Fresh Discoveries in Iranian Cooking

Jila Dana-Haeri



A celebration of Persian cuisine, featuring over 100 recipes for cooks of all levels

The food of Iran is a riot of tastes and aromas, and is one of the great—but least known—cuisines of the world. With an emphasis on the use of seasonal ingredients, fresh herbs, and fragrant spices, Jila Dana-Haeri presents a unique guide to quintessential Persian cooking. The varieties of beautiful jeweled rice dishes, hearty winter dishes, and crisp summer salads showcase the diversity of Iranian regional cooking, from the sweet and sour flavors of the Northern Caspian Coast to the spicy and aromatic tastes of the South and the Persian Gulf. The complementary mix of flavors—the fresh tartness of pomegranate seeds and the subtle perfume of saffron, tarragon, dill, and fenugreek—create an array of mouth-watering recipes that are now accessible to cooks of all levels. This lavishly-illustrated cookbook offers an enticing selection of recipes for any occasion. Including over 100 recipes such as apple khoresh, beetroot pahti, and biryani, this volume will be essential for all interested in expanding their cultural and culinary horizons.



Jila Dana-Haeri is an expert in Persian cuisine. A doctor specializing in clinical pharmacology, she has a particular interest in nutrition, which is reflected in her recipes. Jila grew up in Iran, where she honed her cooking skills in the family kitchen, and now lives in the English countryside where she entertains family and friends with her Persian dishes. She is the co-author of *New Persian Cooking*.

Marketing

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

Cooking

ISBN: 978-1-78076-801-4
\$29.00 hc. (C\$33.50)
7½ x 9¾ / 272 pp.
Includes 100 color illustrations



Also Available

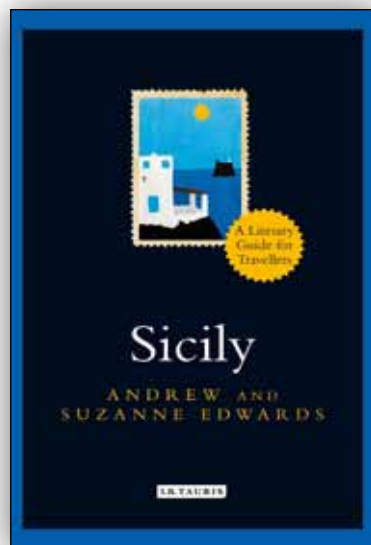
New Persian Cooking
ISBN: 978-1-84885-586-1
\$29.00 (C\$33.50)

Sicily

A Literary Guide for Travellers

Andrew Edwards

and Suzanne Edwards



The first literary guide to Sicily, told through the collective voice of the famous writers who made an indelible mark on the popular island

Rising up from the heart of the Mediterranean, Sicily has a rich and ancient history spanning over 2,000 years. A bounty prized by invaders from the Greeks, Romans, and Vandals to the Byzantines, Arabs, and Normans, Sicily's violently beautiful landscapes are haunted by a vibrant mix of cultures, and her soil has always been fertile ground for the literary and artistic imagination. This compelling guide uncovers the island's multi-faceted personality through the experiences of those literary figures who have managed to get under her skin, including Pindar, Cicero, Aeschylus, Shakespeare, Cervantes, DH Lawrence, Coleridge, Oscar Wilde, Truman Capote, Tennessee Williams, Ezra Pound, and Lawrence Durrell; as well as local writers who have defined the modern Italian novel, including Giuseppe di Lampedusa and Leonardo Sciascia. Through their words and lives we witness the beauty, pain, and power of the Sicilian cultural landscape and discover how the potent mix of influences on the island's society have been preserved forever in literature.

Andrew Edwards is a librarian, translator, and freelance writer. Andrew has written articles for *The Linguist* magazine and has also had translations published in *Mirator* and the *Medieval History Journal*.

Suzanne Edwards currently lectures at Kings College Kent, UK.

Marketing

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

Travel

ISBN: 978-1-78076-794-9
\$25.00 hc. (C\$29.00)
5 x 7¼ / 256 pp.
Includes 16 pp. b&w insert

I.B. TAURIS
PUBLISHERS

Outer Limits

The Filmgoers' Guide to the Great Science-Fiction Films

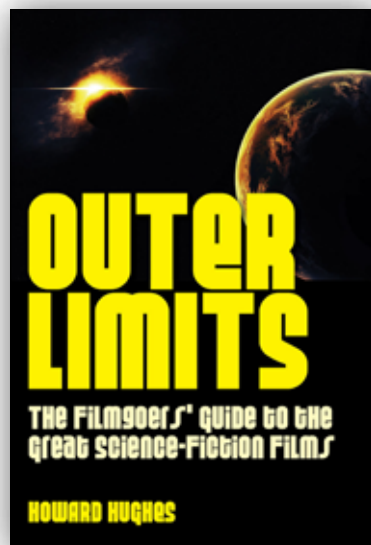
Howard Hughes

Covering the inside stories of over 50 movies from *Metropolis* to *Avatar*, this is a detailed companion to the best sci-fi movies from the 1920s to today

Science fiction is probably the most popular box office genre in movie history and has given filmgoers some of their most memorable cinematic experiences. *Outer Limits* takes its readers on a tour of the sci-fi cinema universe in all its fantastical, celestial glory. From *Metropolis* to *Avatar*, these milestone films are included in this illustrative Filmgoers' Guide, and have captivated those who enjoy sci-fi since the dawn of cinema. Featuring examples of sci-fi film poster art, *Outer Limits* dives deep into some of the most interesting and popular movies since the establishment of the genre. Howard Hughes tells the stories from pre-production to box office returns of *The War of the Worlds*, *Independence Day*, *Tarantula*, *Godzilla*, *The Time Machine*, *The Thing*, *Invasion of the Body Snatchers*, *Forbidden Planet*, *Barbarella*, *Galaxy Quest*, *Minority Report*, *Planet of the Apes*, *Mad Max 2*, *Back to the Future*, *Alien*, *Terminator 2: Judgement Day*, *The Man Who Fell to Earth*, *The Matrix*, *Star Trek*, *Apollo 13*, *Blade Runner*, and many more.



Howard Hughes, film writer and historian, is the author of *Aim for the Heart: The Films of Clint Eastwood* and of the Filmgoers' Guide series, *Stagecoach to Tombstone*, *When Eagles Dared*, *Crime Wave*, *Once Upon a Time in the Italian West*, and *Cinema Italiano*. He is contributor to 'The James Bond Archives,' the official fiftieth anniversary celebration of 007, and writes regularly for the film magazine *Cinema Retro*.



Marketing

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

Media/Film Studies

ISBN: 978-1-78076-166-4
\$19.50 pb. (C\$22.50)
6½ x 9¼ / 320 pp.
Includes 45 b&w images



Also Available

Aim for the Heart
ISBN: 978-1-84511-902-7
\$30.00 (C\$34.50)

Cinema Italiano
ISBN: 978-1-84885-608-0
\$19.00 (C\$22.00)

Pragmatic Capitalism

A Macroeconomics Look at Money and Finance

Cullen Roche

An insightful and original look at why understanding macroeconomics is essential for all investors

Being successful in the modern world of finance requires a more in-depth understanding of our global economies on a macro level. What does a shifting demographic cycle mean? How does the explosive growth of emerging markets matter? Why does the world's population affect my portfolio? Does the global monetary system impact my results this year? How does government intervention in markets impact my strategy? In *Pragmatic Capitalism*, Cullen Roche explores how our global economy works and why it is more important now than ever for investors to understand macroeconomics. Cullen Roche combines his expertise in global macro portfolio management, quantitative risk management, behavioral finance, and monetary theory to explain to readers how macroeconomics works, and provides insights and suggestions for getting the most out of their investment strategies. This book will uncover market myths and explain the rise of macroeconomics and why it impacts the readers' portfolio construction. *Pragmatic Capitalism* is a must for any sophisticated investor who wants to make the most of their portfolio.



Cullen Roche is the founder of Orcam Financial Group, a San Diego based financial consulting firm that works with individual investors and institutions. He previously worked at Merrill Lynch before starting a small investment partnership. He is best known for his work on the Great Recession and having predicted the housing bubble. He is the founder of the popular financial blog "Pragmatic Capitalism," which feeds through to *Seeking Alpha*. He is regularly cited in *The Wall Street Journal* and the *Financial Times*.

PRAGMATIC CAPITALISM

A Macroeconomics
Look at Money
and Finance

CULLEN ROCHE

Marketing

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

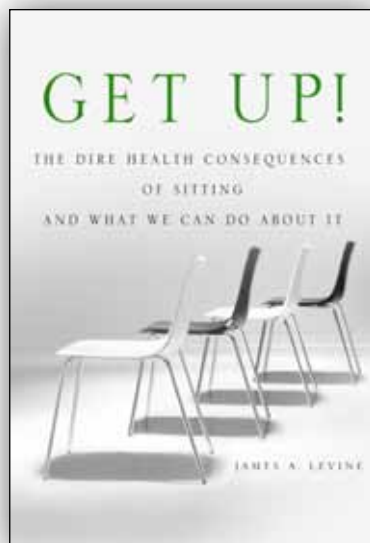
Business & Finance

ISBN: 978-1-137-27931-6
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 256 pp.
Includes 25 b&w illustrations

Get Up!

The Dire Health Consequences of Sitting and What We Can Do About It

James A. Levine



From the director of the Mayo Clinic and inventor of the treadmill desk, a fascinating wake-up call about our sedentary lifestyle

That the average adult spends 50 to 70 percent of their day sitting is no surprise to anyone who works in an office environment. But few realize the health consequences they are suffering as a result of modernity's increasingly sedentary lifestyle, or the effects it has had on society at large. In *Get Up!*, health expert James A. Levine's original scientific research shows that today's chair-based world, where we no longer use our bodies as they evolved to be used, is having negative consequences on our health, and is a leading cause of diabetes, cancer, and heart disease. Over the decades, humans have moved from a primarily active lifestyle to one that is largely sedentary, and this change has reshaped every facet of our lives—from social interaction to classroom design. Levine shows how to throw off the shackles of inertia and reverse these negative trends through simple changes in our daily lives.

James A. Levine directs the obesity wing of the Mayo Clinic. The inventor of the treadmill desk, he has published more than 100 scientific papers, worked on dozens of corporate programs, and served as an advisor for schools on how to make the classroom a more active place. He was awarded the Invention of the Year Award by NASA, the Platinum Award at the World Fair, and Entrepreneur of the Year in the State of Minnesota. His work has been featured on *Rock Center*, *60 Minutes*, BBC, and all major network US morning shows, as well as in *The New York Times*, and *The Times of London*.

Marketing

- National print and broadcast publicity
- Author speaking engagements
- Marketing promotions with Mayo Clinic
- Online marketing campaign

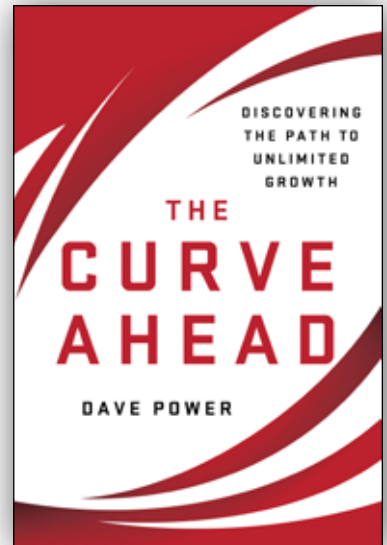
Science

ISBN: 978-1-137-27899-9
\$26.00 hc. (C\$30.00)
5 ½ x 8 ½ / 224 pp.

The Curve Ahead

Discovering the Path to Unlimited Company Growth

Dave Power



How do you sustain growth in a company and become as successful as Google or Facebook?

Why do most growth companies stop growing? What can their leaders do to overcome the barriers to growth? *The Curve Ahead* tackles these questions, focusing in on “gazelles,” defined as high-growth companies that grow revenue 20 percent annually. Their challenge is to transition from entrepreneurial focus to a repeatable process for innovation and sustained growth—and the stakes are high. *The Curve Ahead* utilizes the power of storytelling to teach company leaders how to sustain long-term growth. Dave Power explores examples of “the curve” in many relevant companies including LoJack, which soared to success only to be brought down by competitors such as OnStar; MySpace, which was quickly overshadowed by the success of similar social networking sites; and Groupon, which suffered from “customer fatigue” and a business model that was too easy for competitors to emulate. This book will help thousands of mid-sized companies overcome the growth hump by providing the tools necessary to not only succeed but thrive in the future.



Dave Power, president of Power Strategy, has guided growth companies as an operating executive, board member, and advisor for over 25 years. Dave was CEO of Novera Software, SVP Marketing of RSA Security, and a venture capital investor with Fidelity Ventures. He is a Certified Gazelles International Coach and teaches Strategic Management and Innovation at the Harvard Extension School.

Marketing

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

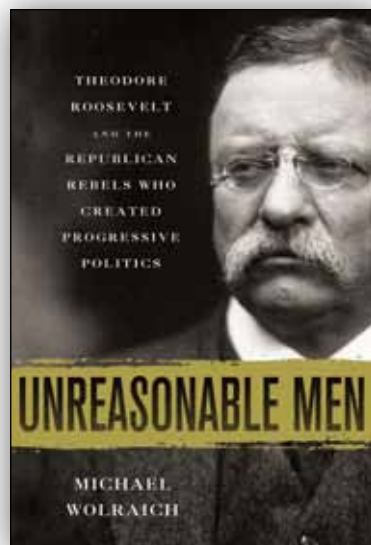
Business

ISBN: 978-1-137-27922-4
\$25.00 hc. (C\$29.00)
6½ x 9¼ / 224 pp.
Includes 15 b&w illustrations

Unreasonable Men

Theodore Roosevelt and the Republican Rebels Who Created Progressive Politics

Michael Wolraich



The gripping tale of a few brave Republicans whose revolt against their own party started the war between Progressives and Conservatives that now defines modern American politics

Theodore Roosevelt has always been considered the boldest of presidents—Leader of the Rough Riders, Buster of the Trusts, and a shining example of Progressive politics. Yet even the fearless Roosevelt hesitated to confront the powerful Speaker of the House, “Uncle Joe” Cannon. Cannon and his cabal of conservative “Standpatters” aligned themselves with big corporations and stifled reforms they deemed bad for business, including eight-hour workdays, child labor laws, anti-trust legislation, and income taxes. The Democrats, outnumbered and divided, were powerless to interfere. Finally, one Republican senator stood up to his own party. In the wake of a devastating financial crisis, Robert La Follette of Wisconsin led his little band of “unreasonable” congressmen in a revolt against Uncle Joe’s authority. Their historic crusade to rescue the country from corporate influence shattered the Republican Party and redrew the political battle lines. In *Unreasonable Men*, Michael Wolraich leads us into the heart of the conflict, vividly recounting the fascinating back-room struggle that introduced the words “*progressive*” and “*conservative*” to American politics and initiated the greatest period of political change in US history.



Michael Wolraich is a political writer, author of *Blowing Smoke*, and co-founder of the political blog *dagblog.com*. He has written for CNN.com, TalkingPointsMemo.com, and *Pando Daily* and has appeared on C-SPAN’s *BookTV*, *The John Batchelor Show*, *Culture Shocks*, and various radio shows across the country. He lives in New York City.

Marketing

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

History

ISBN: 978-0-230-34223-1
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 288 pp.

Marketplace 3.0

Rewriting the Rules of Borderless Business

Hiroshi Mikitani



“Highly readable...an inspiration to aspiring digital entrepreneurs.” —*Financial Times*

“Japanese executives aren’t known for bucking the establishment. Hiroshi Mikitani is a rare exception at a time when rebellion is most needed.” —*Bloomberg BusinessWeek*

Hiroshi Mikitani, founder of e-commerce giant Rakuten, has seen the next battleground in the fight for the future of the Internet. Today’s major e-commerce players are quietly building borderless platforms that are overturning the global brick-and-mortar model, and changing the way local businesses think about their customers. But is this good or bad? Rejecting the zero-sum model practiced by some global retailers, who view the Internet purely as a facilitator of speed and profit, Mikitani argues for an alternate model that benefits vendors, customers, and communities alike by empowering players at every step in the process. He envisions retail “ecosystems,” where brick-and-mortar businesses around the world partner with e-retailers to maximize their customer bases and service capabilities, and he shows why emphasizing collaboration over competition, customization over top-down control, and long-term growth over short-term revenue is by far the best use of the Internet’s power. Rakuten is already pioneering this new model, and *Marketplace 3.0* offers colorful examples of its success in Japan and around the world. Mikitani reveals how the company enforces a global mindset (for instance, by requiring all its employees to speak English, even in Tokyo); how it incorporates new acquisitions rather than seeking to sell them for a quick profit; and how it competes with other retailers on speed and quality, without sacrificing the public good.

Hiroshi Mikitani is the founder and chief executive of Rakuten, the third largest e-commerce marketplace company in the world. Mikitani has been featured in national and international broadcast and print media, including CNN, *The Wall Street Journal*, Bloomberg, and *The New York Times*.

Now in Paperback

Marketing

- National print and broadcast publicity
- Marketing coordination with Rakuten
- Online marketing campaign
- Blog outreach

Business

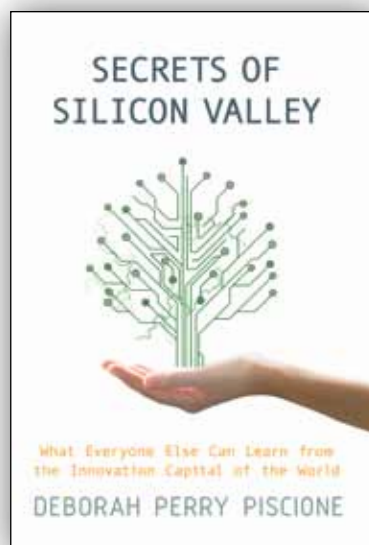
ISBN: 978-1-137-27918-7
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 272 pp.

HC: 978-0-230-34214-9

Secrets of Silicon Valley

What Everyone Else Can Learn from the Innovation Capital of the World

Deborah Perry Piscione



“Piscione offers a bird’s-eye view of one of the most exceptional economic ecosystems in the US, which is sure to interest entrepreneurs and leaders alike.”

— *Publishers Weekly*

“A mixture of captivating history and thought-provoking anecdotes. Perry Piscione gives you an appreciation for both the legends that built Silicon Valley and the visionaries who continue to reinvent it all over again.”—Barbara Corcoran, investor, co-host of ABC’s *Shark Tank*

While the global economy languishes, one place just keeps growing despite failing banks, uncertain markets, and high unemployment: Silicon Valley. In the last two years, more than 100 incubators have popped up there, and the number of angel investors has skyrocketed. Today, 40 percent of all venture capital investments in the United States come from Silicon Valley firms, compared to 10 percent from New York. In *Secrets of Silicon Valley*, entrepreneur and media commentator Deborah Perry Piscione takes us inside this vibrant ecosystem where meritocracy rules the day. She explores Silicon Valley’s exceptionally risk-tolerant culture, and why it thrives despite the many laws that make California one of the worst states in the union for business. Drawing on interviews with investors, entrepreneurs, and community leaders, as well as a host of case studies from Google to Paypal, Piscione argues that Silicon Valley’s unique culture is the best hope for the future of American prosperity and the global business community and offers lessons from the Valley to inspire reform in other communities and industries, from Washington, DC to Wall Street.

Deborah Perry Piscione is CEO of Alley to the Valley, an organization that networks the world’s most influential women for dealmaking, and BettyConfidential. She is also a commentator on CNN and NPR, and has appeared as a guest on the *Today* show, *Wolf Blitzer Reports*, *The O’Reilly Factor*, *Hardball* with Chris Matthews, and *Politically Incorrect*, and has been a featured guest on PBS, BET, and NPR programs including *The Tavis Smiley Show*.

Now in Paperback

Marketing

- National print publicity
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- Blog outreach

Business

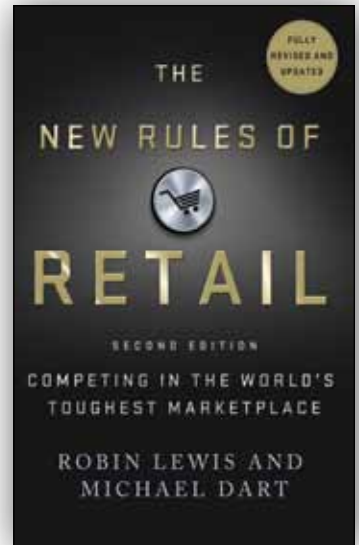
ISBN: 978-1-137-27917-0
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 256 pp.
Includes 10 b&w photos

HC: 978-0-230-34211-8

The New Rules of Retail

Competing in the World's Toughest Marketplace

Robin Lewis and Michael Dart



A second, fully revised edition of the essential guide to the modern retail industry

“There is not a more crucial time to assess the current retail model and explore creative alternatives in driving the success than there is today...a credible insider in our industry.” —Kenneth Cole

In *The New Rules of Retail*, industry gurus Robin Lewis and Michael Dart explained how unprecedented consumer power, enabled by technology and globalization, is revolutionizing retail. They warned that survival in these dynamic times called for a business model based on three distinct competencies: preemptive, perpetual distribution; a neurological customer connection; and total control of the value chain. In the years since that book published, many of their predictions have come true. Now, they revisit timeless case studies like Ralph Lauren and Sears, as well as new additions like Trader Joe's, Lululemon, and Warby Parker, to assess how retailers must continue to evolve in the era of e-commerce, data mining, and tiered distribution. They also identify the five current trends that are currently driving consumer demand, including technology integration and channel consolidation, as exemplified by Jeff Bezos at Amazon. This is a fully revised and updated guide from two proven retail prognosticators.

Robin Lewis is the founder and CEO of The Robin Report. He launched the Goldman Sachs retail consulting network, Vantage Marketplace, prior to which he was executive editor of *Women's Wear Daily*. He is often quoted in *Time* magazine, *Chicago Sun Times*, *Financial Times*, *The New York Times*, *The Wall Street Journal*, *Brand Week*, and *Advertising Age*, as well as appearing on CNBC, Fox News, and *Good Morning America*.

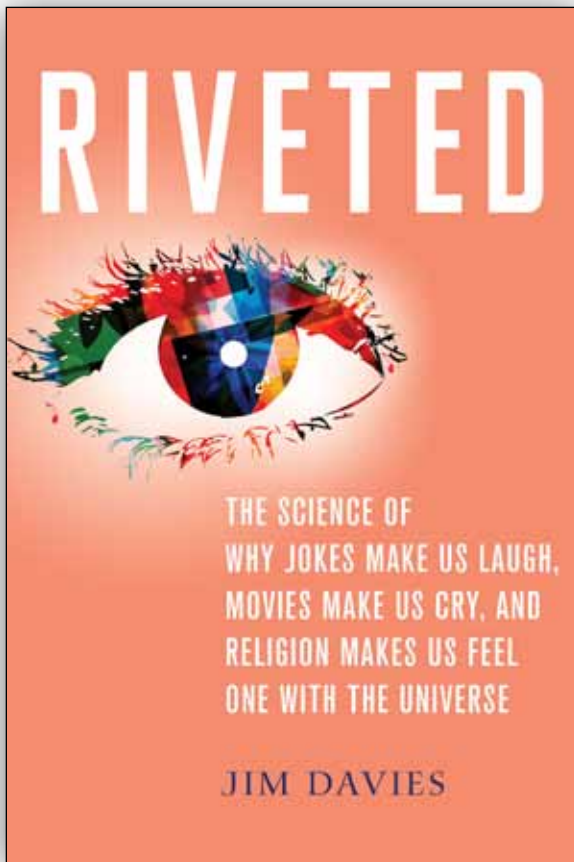
Michael Dart is the principal head of Private Equity & Strategy at Kurt Salmon Associates, a global management consulting firm specializing in retail, consumer products, and healthcare. He lives in San Francisco, California.

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Business

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Second Edition



Riveted

The Science of Why Jokes Make Us Laugh, Movies Make Us Cry, and Religion Makes Us Feel One with the Universe

Jim Davies

foreword by

Michael Shermer

A sweeping look at what grabs our attentions that pulls back the curtain on the psychological and evolutionary reasons that everyone is drawn to religion, conspiracy theories, and the news

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Why do some things pass under the radar of our attention, but other things capture our interest? Why do some religions catch on and others fade away? What makes a story, a movie, or a book riveting? Why do some people keep watching the news even though it makes them anxious?

The past 20 years have seen a remarkable flourishing of scientific research into exactly these kinds of questions. Professor Jim Davies' fascinating and highly accessible book, *Riveted*, reveals the evolutionary underpinnings of why we find things compelling, from art to religion and from sports to superstition. Compelling things fit our minds like keys in the ignition, turning us on and keeping us running, and yet we are often unaware of what makes these "keys" fit. What we like and don't like is almost always determined by subconscious forces, and when we try to consciously predict our own preferences we're often wrong. In one study of speed dating, people were asked what kinds of partners they found attractive. When the results came back, the participants' answers before the exercise had no correlation with who they actually found attractive in person! We are beginning to understand just how much the brain makes our decisions for us: we are rewarded with a rush of pleasure when we detect patterns, as the brain thinks we've discovered something significant; the mind urges us to linger on the news channel or rubberneck an accident in case it might pick up important survival information; it even pushes us to pick up *People* magazine in order to find out about changes in the social structure.

Drawing on work from philosophy, anthropology, religious studies, psychology, economics, computer science, and biology, Davies offers a comprehensive explanation to show that in spite of the differences between the many things that we find compelling, they have similar effects on our minds and brains.

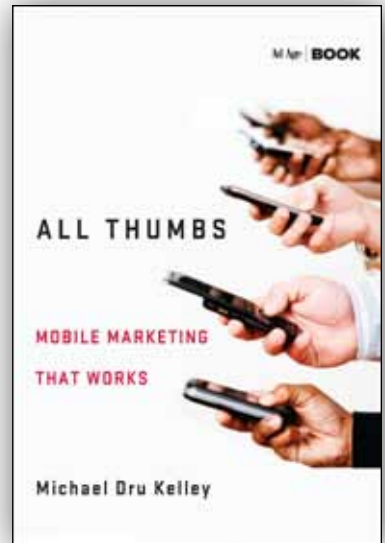


Jim Davies is a professor at the Institute of Cognitive Science of Carleton University, and director of the Science of Imagination Laboratory. He has been featured in *Skeptic* and *Nautilus* magazines, and has presented at Pecha Kucha Ottawa and TEDx on his theories of imagination. He writes a *Psychology Today* blog called *The Science of Imagination*. He lives in Ottawa, Canada.

All Thumbs

Mobile Marketing that Works

Michael Dru Kelley



A guide for marketers and business owners to build campaign-driven successful mobile brand experiences, from mom and pop shops to multinational corporations

With mobile devices in the hands of nearly half of the world's population virtually 24/7, businesses of all sizes must be prepared for the world of mobile marketing. Marketers need to create a mobile experience that is easily activated with the press of a thumb and that allows consumers to take action directly. Right now 80 percent of mobile marketing is just plain bad. It either doesn't work and has a high abandon rate, or doesn't fit into a brand's overall strategy. Michael Kelley is going to change all that. With his experience running top brand mobile campaigns, this book will show business owners, marketers, and advertising managers how to develop a campaign that gets results. *All Thumbs* provides a very simple yet practical guide to help companies ranging from small mom and pop shops to multinational corporations to build multi-level campaign-driven, mobile brand experiences designed for maximum effectiveness, while at the same time providing a strategic overview of how mobile marketing fits into an overall brand and media campaign.



Michael Dru Kelley is the co-founder of Unconventional Partners, a firm that specializes in three areas: producing multi-platform video properties; creating branded content; and designing the mobile experiences for the world's leading brands. Most recently, Michael has worked with *OK! Magazine* to launch OK! TV. Since 2010, his firm has designed and built mobile experiences for P&G's sponsorships of the 2012 Olympics, MTV's VMAs, and the Grammy Awards. He lives in New York, NY.

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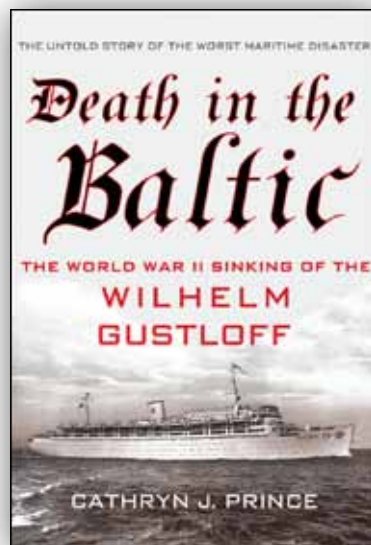
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Ad Age | **BOOK**

Death in the Baltic

The World War II Sinking of the Wilhelm Gustloff

Cathryn J. Prince



“In describing the experiences of survivors, whom she has been adept in tracing, Cathryn Prince gives voices to ‘ordinary people who suffered during extraordinary times’ —and does so with scrupulous empathy.” —*The Spectator*

“An engaging study of a shocking tragedy.” —*Kirkus Reviews*

Winner of the 2013 Military Writers Society Founders' Award

January 1945: the outcome of World War II has been determined. The Third Reich is in free fall as the Russians close in from the east. Berlin plans an eleventh-hour exodus for the German civilians trapped in the Red Army's way. More than 10,000 women, children, sick, and elderly pack aboard the *Wilhelm Gustloff*, a former cruise ship. Soon after the ship leaves port, three Soviet torpedoes strike it, inflicting catastrophic damage and throwing passengers into the frozen waters of the Baltic. More than 9,400 perished in the night—six times the number lost on the *Titanic*. Yet as the Cold War started no one wanted to acknowledge the sinking. Drawing on interviews with survivors, as well as the letters and diaries of those who perished, award-winning author Cathryn Prince reconstructs this forgotten moment in history. She weaves these personal narratives into a broader story, finally giving this WWII tragedy its rightful remembrance.

Cathryn J. Prince is the author of *A Professor, a President, and a Meteor: The Birth of American Science*, for which she won the Connecticut Press Club's 2011 Book Award for nonfiction. She is also the author of *Burn the Town and Sack the Banks: Confederates Attack Vermont!* and *Shot from the Sky: American POWs in Switzerland*. She worked as a correspondent for *The Christian Science Monitor* in Switzerland and in New York, where she covered the United Nations. Prince covers the Connecticut State House for Patch.com. She lives in Weston, CT.

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History

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Environmental Debt

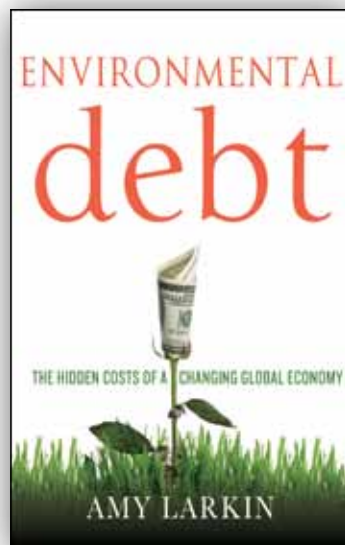
The Hidden Costs of a Changing Global Economy

Amy Larkin

“For anyone interested in environmental and economic policy, this is a fascinating, provocative book. Brisk, bold, and blunt, Larkin is a devastating critic of current business practices, but she wants to inspire, not scold.” — *Publishers Weekly*

For decades, politicians and business leaders alike told the American public that our most important challenge was growing the economy, and that environmental protection could be left to future generations. Now, in the wake of billions of dollars in costs associated with coastal devastation from Hurricane Sandy, rampant wildfires across the West, and groundwater contamination from reckless drilling, it's increasingly clear that yesterday's carefree attitude about the environment has morphed into a fiscal crisis of epic proportions. *Environmental Debt* argues that the costs of global warming, extreme weather, pollution, and other forms of “environmental debt” are wreaking havoc on the economy. To combat these trends, author Amy Larkin proposes a new framework for twenty-first century commerce, based on three principles: 1) Pollution can no longer be free; 2) All business decision making and accounting must incorporate the long view; and 3) Government must play a vital role in catalyzing clean technology and growth while preventing environmental destruction. Profiling the multinational corporations that are transforming their operations with downright radical initiatives, Larkin presents smart policy choices that would actually unleash these business solutions to many global financial and environmental problems.

Amy Larkin is the business advisor for Greenpeace International and the former director of Greenpeace Solutions. She has been featured in various print and broadcast media, and has won multiple awards, including a recent nomination for the United Nations Foundation Clean Energy, Education and Empowerment Award. She is the chair of the Advisory Board of Biomimicry NYC and a strategic advisor to the public policy think tank RESOLVE. She lives in New York City.



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