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C L A S S I C S

Spring/
Summer
2015

CONTENTS

Allen Lane	3
Particular Books	31
Pelican Books	34
Penguin Modern Classics	37
Penguin Classics	42
Penguin Paperbacks	51

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The Brain's Way of Healing

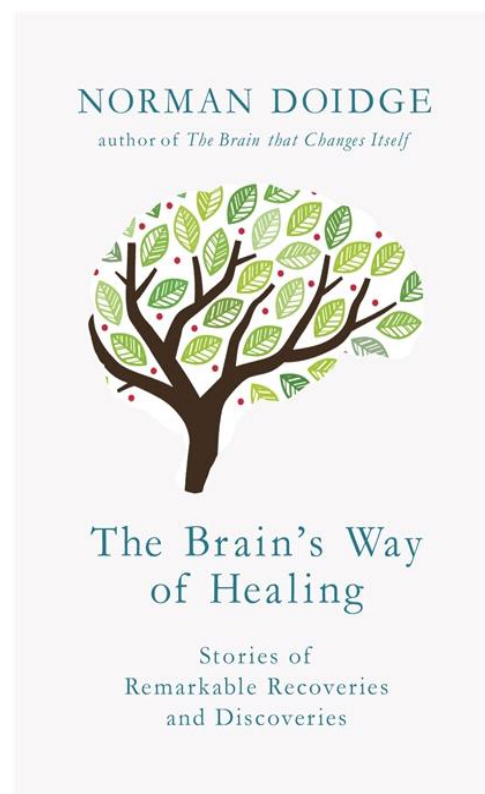
Stories of Remarkable Recoveries and Discoveries

Norman Doidge

The bestselling author of *The Brain That Changes Itself* presents astounding discoveries in the brain's healing power

The Brain's Way of Healing explores the astonishing advances in the discovery of neuroplasticity, showing that the brain has its own unique way of healing, only recently uncovered. Norman Doidge discusses a series of remarkable recoveries: patients told they would never improve have years of chronic pain alleviated or damage from debilitating strokes undone, and symptoms of multiple sclerosis, Parkinson's disease, brain injury, autism or learning disorders are reversed. He also shows how the risk of dementia can be lowered by 60%. Using stories to present cutting-edge science, Doidge illustrates principles that everyone can apply to improve their brain's performance.

Norman Doidge, M.D., is a psychiatrist, psychoanalyst, and *New York Times* bestselling author. He is on the faculty of the University of Toronto's Department of Psychiatry as well as the Research Faculty at Columbia University's Center for Psychoanalytic Training and Research in New York City. He lives in Toronto.



January 2015

9781846144240

£20.00

Royal Octavo : Hardback

432 pages

The Italians

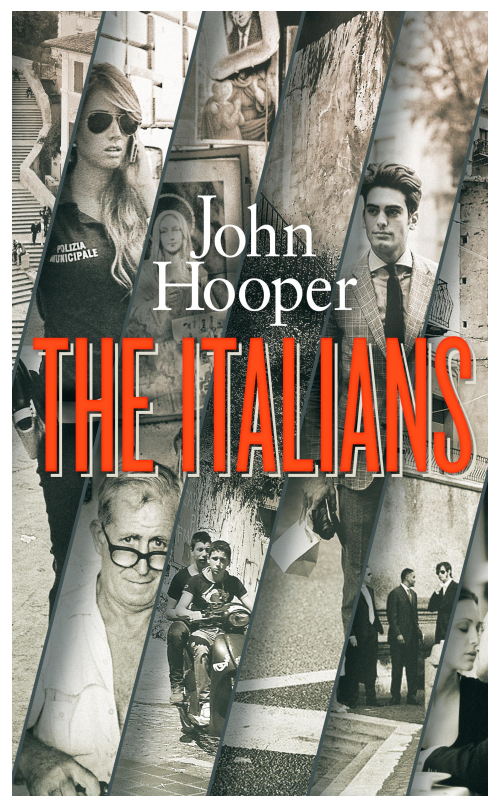
John Hooper

A deeply knowledgeable and enjoyable account of what makes the Italians tick

Sublime and maddening, fascinating yet baffling, Italy is a country of endless paradox and seemingly unanswerable riddles.

John Hooper's marvellously entertaining and perceptive new book is the ideal companion for anyone seeking to understand contemporary Italy and the unique character of the Italians. Looking at the facts that lie behind - and often belie - the stereotypes, his revealing book sheds new light on many aspects of Italian life: football and Freemasonry, sex, symbolism and the reason why Italian has twelve words for a coat hanger, yet none for a hangover.

John Hooper is Italy correspondent of the *Economist* and Southern Europe editor of the *Guardian* and *Observer*. He has spent more than thirty years as a foreign correspondent, reporting principally from the Mediterranean, but also on the conflicts in Northern Ireland, Kosovo and Afghanistan. His book *The Spaniards* (later revised under the title *The New Spaniards*) has established itself as a classic. *The Italians* is the fruit of more than 15 years based in Italy.



January 2015
9781846145445
£20.00
Royal Octavo : Hardback
336 pages

Gods and Kings

The Rise and Fall of Alexander McQueen and John Galliano

Dana Thomas

The story of how art, commerce, Galliano and McQueen changed the face of fashion

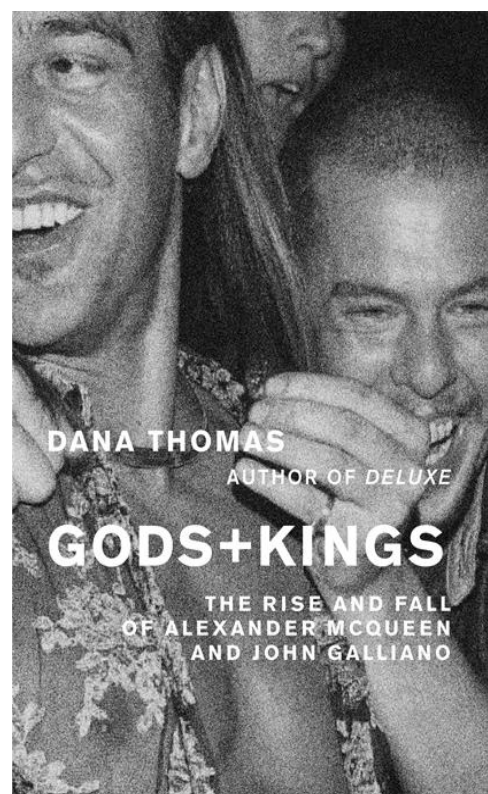
In the first decade of the 21st century the fashion world was dominated by two very different but equally successful and turbulent figures. But, within twelve months, Alexander McQueen had committed suicide, and John Galliano had professionally imploded. Who was to blame? And how was fashion changed by their rise and fall? Spanning the 80s, 90s and noughties, *Gods + Kings* tells the story of these two charismatic figures and times of great change in the world of fashion, from London's raucous art and club scene to the old-world glamour of Parisian couture, and reveals the machinations of this notoriously secretive industry.

Dana Thomas began her career writing for the Style section of the *Washington Post* and served as *Newsweek's* European culture and fashion correspondent for fifteen years. She has written for *The New York Times Magazine*, the *New Yorker*, *WSJ*, the *Financial Times*, *Vogue*, *Harper's Bazaar*, and was the European editor of *Condé Nast Portfolio*. She is a contributing editor for *T: The New York Times Style Magazine*, and the author of the *New York Times* bestseller, *Deluxe: How Luxury Lost Its Luster*. She lives in Paris.

Praise for Dana Thomas's *Deluxe*

'A crisp, witty social history that's as entertaining as it is informative' - Michiko Kakutani, *New York Times*

'What Fast Food Nation did for food service, this book does for fashion' - *Los Angeles Times*



February 2015

9781846146138

£20.00

Royal Octavo : Hardback

384 pages

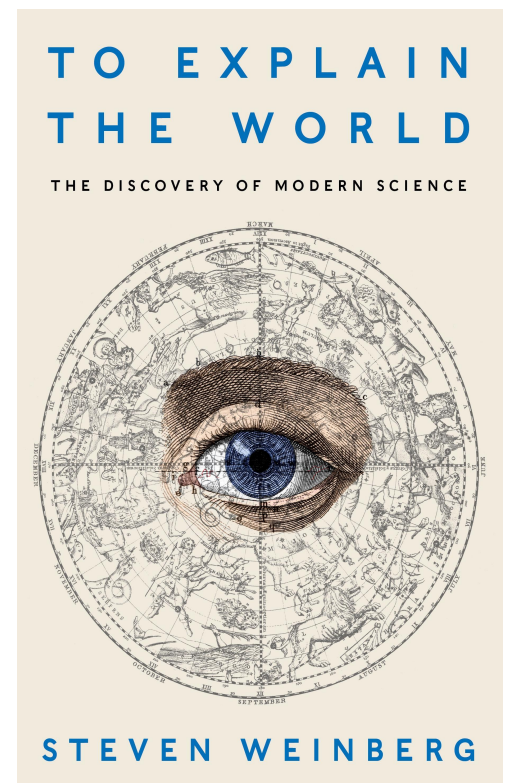
To Explain the World

The Discovery of Modern Science

From a Nobel Prize-winning physicist, a sweeping and original history of science and the impact of its discovery on human understanding

In *To Explain the World*, pre-eminent theoretical physicist Steven Weinberg offers a rich and irreverent history of science from a unique perspective - that of a scientist. Moving from ancient Miletus to medieval Baghdad to Oxford, and from the Museum of Alexandria to the Royal Society of London, he shows that the scientists of the past not only did not understand what we understand about the world - they did not understand what there *is* to understand. Yet eventually, through the struggle to solve such mysteries as the backward movement of the planets and the rise and fall of tides, the modern discipline of science emerged.

Steven Weinberg has won the Nobel Prize in Physics, the National Medal of Science, the Lewis Thomas Prize for the Scientist as Poet, and numerous honorary degrees. He is a member of the National Academy of Science, the Royal Society of London, and the American Philosophical Society. A long-time contributor to the *New York Review of Books*, he is the author of *The First Three Minutes* and *Dreams of a Final Theory*, among other books. He holds the Josey Regental Chair in Science at the University of Texas at Austin.



February 2015

9780241196625

£20.00

Royal Octavo : Hardback

384 pages

The Fall of the Ottomans

The Great War in the Middle East, 1914-1920

Eugene Rogan

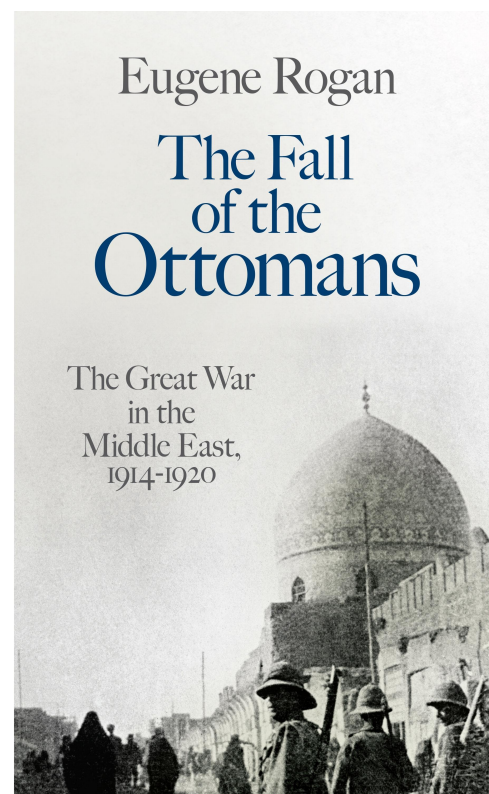
The final destruction of the Ottoman Empire - one of the great epics of the First World War

For some four centuries the Ottoman Empire had been one of the most powerful states in Europe as well as ruler of the Middle East. By 1914 it had been drastically weakened and circled by numerous predators waiting to finish it off.

Following the Ottoman decision to join the First World War on the side of the Central Powers, the British, French and Russians hatched a plan to finish the Ottomans off: an ambitious and unprecedented invasion of Gallipoli . . .

Eugene Rogan's remarkable new book recreates one of the most important but poorly understood fronts of the First World War. Despite fighting back with great skill and ferocity against the Allied onslaught and humiliating the British both at Gallipoli and in Mesopotamia (Iraq), the Ottomans were ultimately defeated, clearing the way for the making, for better or worse, of a new Middle East which has endured to the present.

Eugene Rogan is the author of the bestselling *The Arabs*. He is University Lecturer in the History of the Modern Middle East at the University of Oxford and a Fellow of St Antony's College.



February 2015

9781846144387

£25.00

Royal Octavo : Hardback

608 pages

c. 60 b&w illustrations throughout

Allen Lane

The Soul of the Marionette

A Short Enquiry into Human Freedom

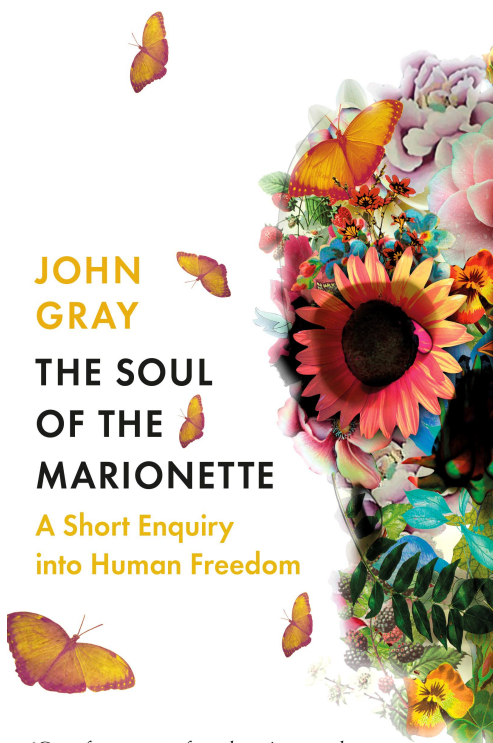
John Gray

A brilliantly enjoyable and freewheeling new book on human freedom from John Gray, bestselling author of *Straw Dogs*

In *The Soul of the Marionette*, John Gray draws together the religious, philosophic and fantastical traditions that question the very idea of human freedom. We flatter ourselves about the nature of free will and yet the most enormous forces - biological, physical, metaphysical - constrain our every action. Many writers and intellectuals have always understood this, but instead of embracing our condition we battle against it, with everyone from world conquerors to modern scientists dreaming of a 'human dominion' almost comically at odds with our true state.

This is a stimulating and enraging meditation on everything from cybernetics to the fairground marionettes of the title.

John Gray is the author of a number of highly regarded and controversial books, including *False Dawn*, *Straw Dogs* and, most recently, *The Silence of Animals*. He has taught at Oxford, Harvard, Yale and the LSE. John Banville described *The Silence of Animals* as 'a marvellous statement of what it is to be both an animal and a human in the strange, terrifying and exquisite world in which we straw dogs find ourselves'.



**JOHN
GRAY**
**THE SOUL
OF THE
MARIONETTE**
A Short Enquiry
into Human Freedom

'Gray forces us to face the mirror and see ourselves as we are' JAMES LOVELOCK

March 2015
9781846144493
£17.99
Demy Octavo : Hardback
192 pages

Seneca

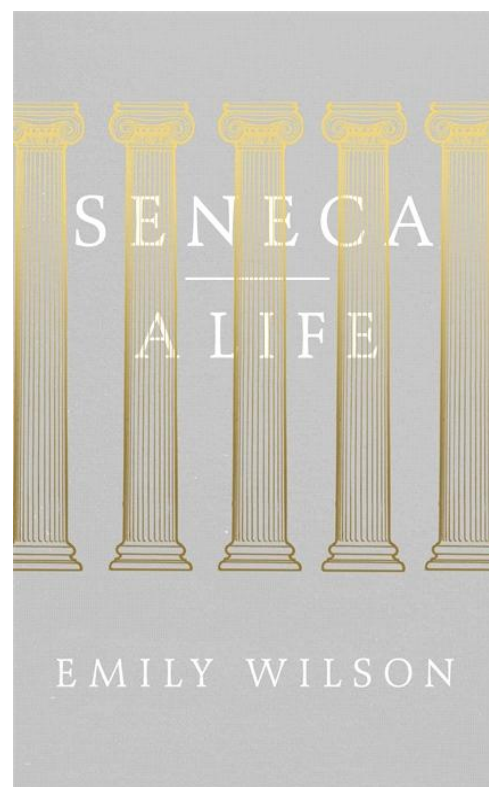
A Life

Emily Wilson

The definitive biography of ancient Rome's most powerful and colourful philosopher-politician

This book traces the eventful life of Seneca, the Roman philosopher, dramatist, essayist and rhetorician of the first century CE, who came from Spain to Rome, spent his youth in Egypt, was exiled to Corsica under Claudius but recalled after eight years, and rose to dizzying heights of wealth, power and social influence under Nero, before falling from favour and being forced to kill himself. The book analyzes the relationship of Seneca's life story to his literary self-fashioning, and the tensions between the external worlds of politics, consumerism, and social success, with the Stoic ideals of asceticism, virtue and self-control.

Emily Wilson is an Associate Professor in the Department of Classical Studies. She has a BA from Oxford in Classics, an MPhil, also from Oxford, in English Literature (1500-1660), and a PhD from Yale in Classics and Comparative Literature. Her first book was *Mocked with Death: Tragic Overliving from Sophocles to Milton*. Her second book was *The Death of Sophocles: Hero, Villain, Chatterbox, Saint*.



March 2015

9781846146374

£25.00

Royal Octavo : Hardback

512 pages

Rebooting Government Nandan Nilekani and Viral Shah

A timely call to reshape government through technology, from two leading experts in the field

For many aspects of how our countries are run - from social security and fair elections to communication, infrastructure and the rule of law - technology can play an increasingly positive, revolutionary role. In India, for example, where many underprivileged citizens are invisible to the state, a unique national identity system is being implemented for the first time, which will help strengthen social security. And throughout the world, technology is essential in the transition to clean energy.

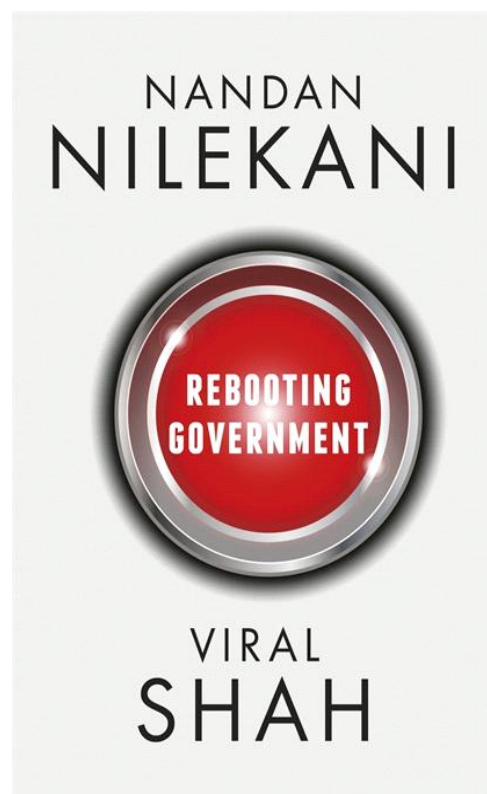
This book, based on the authors' collective experiences working with government, argues that technology can reshape our lives, in both the developing and developed world, and shows how this can be achieved.

Nandan Nilekani is a software entrepreneur, co-founder of Infosys Technologies, head of the Government of India's Technology Committee, and author of *Imagining India*. He was named one of the '100 Most Influential People in the World' by *TIME* magazine and *Forbes*' 'Business Leader of the Year', and he is a member of the World Economic Forum Board.

Viral Shah is a software expert who has created various systems for governments and businesses worldwide.

'A pioneer ... one of India's most celebrated technology entrepreneurs' - *Financial Times*

'There is a bracing optimism about Nilekani's analysis ... which can only be welcome in this age of doom and gloom' - *Telegraph*



March 2015

9780241003923

£20.00

Royal Octavo : Hardback

320 pages

Is Shame Necessary?

New Uses for an Old Tool

Jennifer Jacquet

Forget about being Nudged, it's time to be Shamed

In cultures that champion the individual, guilt is seen as the cornerstone of conscience yet it proves impotent in the face of corrupt corporate policies. Jennifer Jacquet persuasively argues that modern-day shaming is a non-violent form of resistance that can be used to bring about large-scale change. Shaming, Jacquet shows, works best when used sparingly, but when applied in just the right way and at just the right time, it can keep us from failing ourselves.

Jennifer Jacquet is an Assistant Professor in the Department of Environmental Studies at New York University. She works at the intersection of conservation and cooperation. She formerly wrote the 'guilty planet' blog at *Scientific American*, contributes to Edge.org, and conceived of the modernized shame totem pole for a presentation in 2011 at the Serpentine Gallery.

'Shaming is society's natural stabilizer and organic risk-management mechanism, and one that is ignored in modernity, particularly in the virtual world. Worse: it has been largely ignored by researchers before Jennifer Jacquet, whose book gives us an insightful treatment of a vital topic' - Nassim Taleb, author of *Antifragile*

'This is a wonderful, important and timely book. It shows us that the glue that really holds society together is not laws and diktats but honour and shame' - Brian Eno, Long Now Foundation



March 2015

9781846146114

£17.99

Royal Octavo : Hardback

224 pages

The Road to Depth

David Brooks

The big idea for 2015: why humility leads to greater success. From a writer with global influence and novelistic powers.

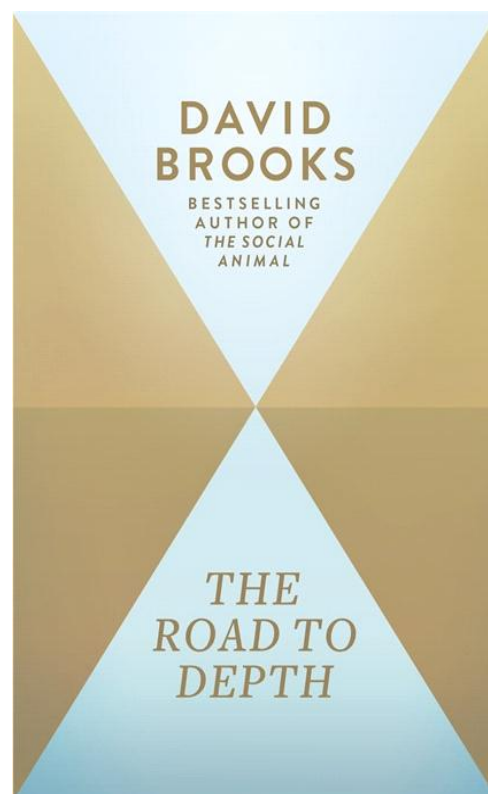
We live in a Big Me culture: universities and businesses alike reward goal-oriented superstars and those who self-promote are most likely to thrive. But what does this say about us?

David Brooks argues that our hunger for wealth and status is eroding our ability to create meaningful inner lives. To show us how to live better, he looks at people whose sense of humility was fundamental to their success. What they all understood was a simple but counterintuitive truth: in order to fulfil yourself, you must learn how to forget yourself.

David Brooks is a columnist for *The New York Times* and frequent broadcaster. His previous books include the bestsellers *The Social Animal* and *Bobos in Paradise*. His *New York Times* columns reach over 800,000 readers across the globe.

Praise for *The Social Animal*

'An uncommonly brilliant blend of sociology, intellect and allegory' - *Kirkus Reviews*



April 2015

9780241186725

£17.99

Royal Octavo : Hardback

240 pages

How to Run A Government

so that citizens benefit and taxpayers don't go crazy

Michael Barber

The secrets of successful government from one of the world's leading experts on carrying out lasting improvements in public life

Political parties make many promises during an election, but how can they ensure that they actually make things happen once they are in office? And how can we know whether their plans are being carried out successfully before it's too late?

Drawing on his experience in UK government and subsequent advisory roles around the world, Michael Barber sets out his expertise on how governments and institutions can implement change more effectively and deliver on their promises.

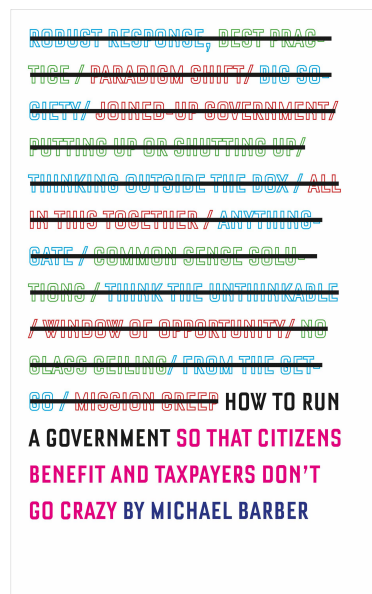
This book is for those in government who want to deliver, for those in universities who want to research policy, and for those citizens who would like to see governments succeed.

Sir Michael Barber has worked for over 20 years in education and government reform and improvement. He served as advisor to the UK Prime Minister from 2001-5 and is a global expert on education reform and the implementation of large-scale system change. His previous books include *Instruction to Deliver*.

Praise for *Instruction to Deliver*

'Wonderful' - Bill Bryson

'One of the best books written on British government for many years' - *Financial Times*



March 2015

9780241004975

£16.99

Royal Octavo : Trade Paperback

400 pages

Augustus

A Biography

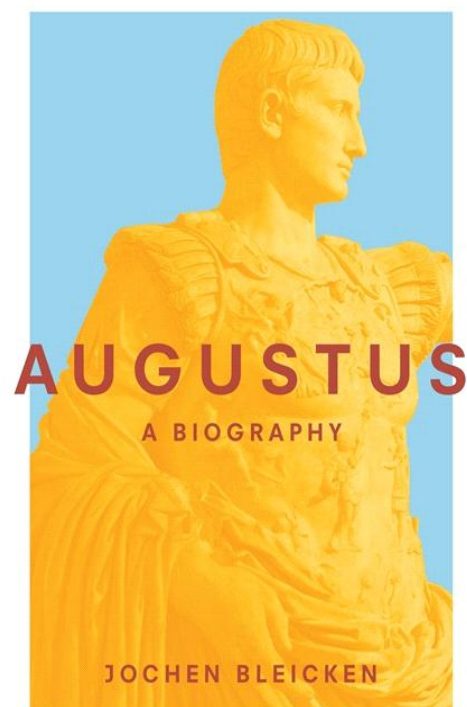
Jochen Bleicken

**The great modern biography of Augustus,
founder of the Roman Empire**

Octavian was a young soldier training abroad when he heard news of Julius Caesar's brutal assassination - and discovered that he was the dictator's sole political heir. With the opportunism and instinct for propaganda that were to characterize his rule, Octavian rallied huge financial, military and political backing to take autocratic control of a state devoted to Republicanism. He became Augustus - Rome's first Emperor and founder of the greatest empire the world had ever seen.

In this monumental biography, translated into English by Anthea Bell, Jochen Bleicken tells the story of the man who found himself a demi-god in his own lifetime.

Jochen Bleicken was born in 1926 on the island of Sylt in Germany. He studied History and Classical Philology at the universities of Kiel and Frankfurt from 1948 to 1954 before going on to work as a Professor of History at Hamburg, Frankfurt and Göttingen. In 1978, he was made a member of the Göttingen Academy of Sciences. He retired in 1991, but continued to give lectures for years thereafter, finally stopping in 1999. He died in 2005.



March 2015

9780713994773

£25.00

Royal Octavo : Hardback

656 pages

Allen Lane

The Shepherd's Life

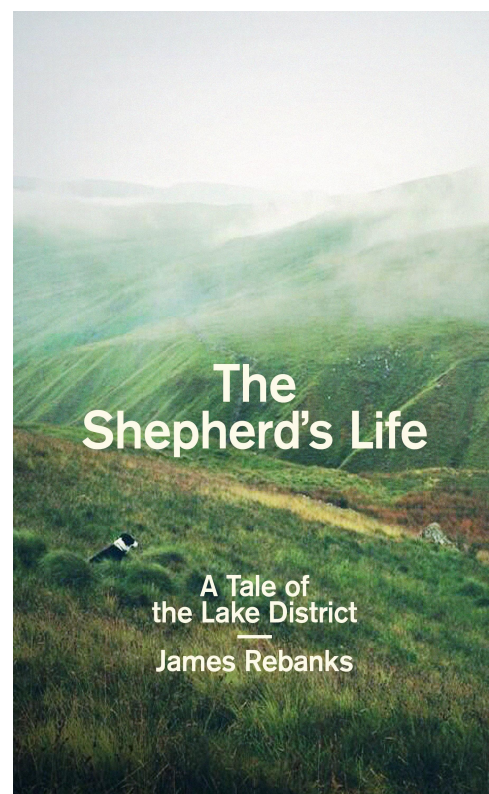
A Tale of the Lake District

James Rebanks

A shepherd writes about his life and the land he loves, in a work that will redefine the literature of rural life

This is a book about a very deep-rooted attachment to place. It is a book I have wanted to write my whole life. I love this valley and this ancient way of life and I want to help you see and know our world. This is the story of my growing up in this landscape, the people around me, our working lives on the farms and fells. It is the untold story of the Lake District, of a people who exist and endure out of sight in the midst of the most iconic literary landscape in the world.

James Rebanks is the Herdwick Shepherd, whose account of shepherding has a strong following on Twitter. His family have farmed in the same place for six hundred years.



April 2015

9781846148545

£16.99

Royal Octavo : Hardback

256 pages

Why Information Grows

The evolution of order, from atoms to economies

César Hidalgo

Is economic development related to fundamental laws of nature? A radical interpretation of global economics

While economists often turn to measures like GDP or per-capita income, Cesar Hidalgo turns to information theory to explain the success or failure of a country's economic performance. Through a radical rethinking of what the economy *is*, Hidalgo shows that natural constraints in our ability to accumulate knowledge, knowhow and information explain the evolution of social and economic complexity. This is a rare tour de force, linking economics, sociology, physics, biology and information theory, to explain the evolution of social and economic systems as a consequence of the physical embodiment of information in a world where knowledge is quite literally power.

Cesar Hidalgo leads the Macro Connections group at the MIT Media Lab. A trained statistical physicist and an expert on Networks and Complex Systems, he also has extensive experience in the field of economic development and has pioneered research on how big data impacts economic decision-making.



Deepak Jagdish

April 2015

9780241003558

£20.00

Royal Octavo : Hardback

256 pages

Move UP

Why some cultures advance while others don't

Clotaire Rapaille and Andrés Roemer

An irreverent and controversial examination of why some nations succeed that will overturn all received wisdom

With an abundance of data and evidence, *Move UP* explores the societal and biological factors that determine whether cultures are able to ascend socially, economically and intellectually. This provocative, ambitious and entertaining book devises a formula that will allow countries and individuals to assess their own potential for upward mobility. Drawing on science and statistics as much as on human instinct and emotion, *Move UP* reconsiders the modern world with a motion to improving it.

Dr Clotaire Rapaille is a marketing expert - drawing on psychology and anthropology in his research - and the CEO and founder of Archetype Discoveries Worldwide. He has written over fourteen books, most recently *The Culture Code*, which has been translated into twelve languages.

Dr Andrés Roemer is a journalist, civil servant, entrepreneur and academic. He has written over eighteen books on a diversity of topics including economics, happiness, art and crime, and is the President of the think tank, Poder Cívico.

'Not since *The Naked Ape* have I seen a book that so gleefully revels in tweaking the nose of conventional sensitivities. Whether you love it or hate it, this quirkily perceptive - or insouciantly provocative - book will enliven dinner party conversations, and will delight and infuriate in equal measure' - Richard Dawkins, bestselling author of *The Selfish Gene* and *The God Delusion*



April 2015

9780241186992

£16.99

Demy Octavo : Hardback

352 pages

Allen Lane

How the French Think

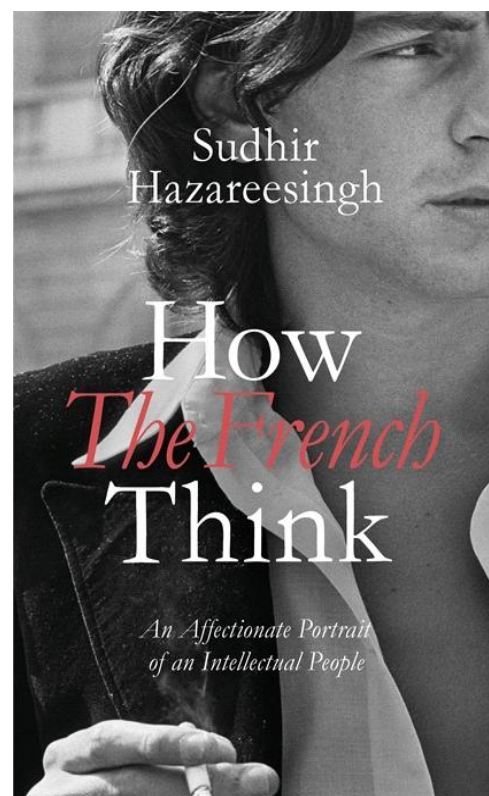
An Affectionate Portrait of an Intellectual People

Sudhir Hazareesingh

A warm yet incisive exploration of the French intellectual tradition, and its exceptional place in a nation's identity and lifestyle

Why are the French an exceptional nation? Why do they *think* they are so exceptional? An important reason is that in France intellectual activity is regarded not just as the preserve of the thinking elite but for almost everyone. French thought can sometimes be austere and often opaque, yet it is undeniably bold and innovative, and driven by a relentless quest for the regeneration of humanity. Sudhir Hazareesingh traces its tumultuous history in an enormously enjoyable and highly original manner, showing how the French ways of thought and life connect. This will be one of the most revealing books written about them - or any other European country - for years.

Sudhir Hazareesingh was born in Mauritius. He is a Fellow of the British Academy and has been a Fellow and Tutor in Politics at Balliol College, Oxford, since 1990. Among his books are *The Legend of Napoleon* (Granta, 2004) and *Le Mythe Gaullien* (Gallimard, 2010). He won the Prix du Memorial d'Ajaccio and the Prix de la Fondation Napoleon for the first of these, and a Prix d'Histoire du Senat for the second.



April 2015

9781846146022

£20.00

Royal Octavo : Hardback

368 pages

Towards the Flame

Empire, War and the End of Tsarist Russia

Dominic Lieven

A powerful, brilliantly written new account of the destruction of Imperial Russia

The Russian decision to mobilize in July 1914 may have been the single most catastrophic choice of the modern era. Some articulate, thoughtful figures around the Tsar understood Russia's fragility, and yet they were shouted down by those who were convinced that, despite Germany's patent military superiority, Russian greatness required decisive action. Russia's rulers thought they were acting to secure their future, but in fact - after millions of deaths and two revolutions - they were consigning their entire class to death or exile and their country to a uniquely terrible generations-long experiment under a very different regime.

Dominic Lieven is Professor of Russian Government at the London School of Economics and a Fellow of Trinity College, Cambridge. His *Russia Against Napoleon* (Penguin) won the Wolfson Prize for History.



April 2015

9781846143816

£25.00

Royal Octavo : Hardback

480 pages

40 b&w illustrations throughout

Zero Zero Zero Roberto Saviano

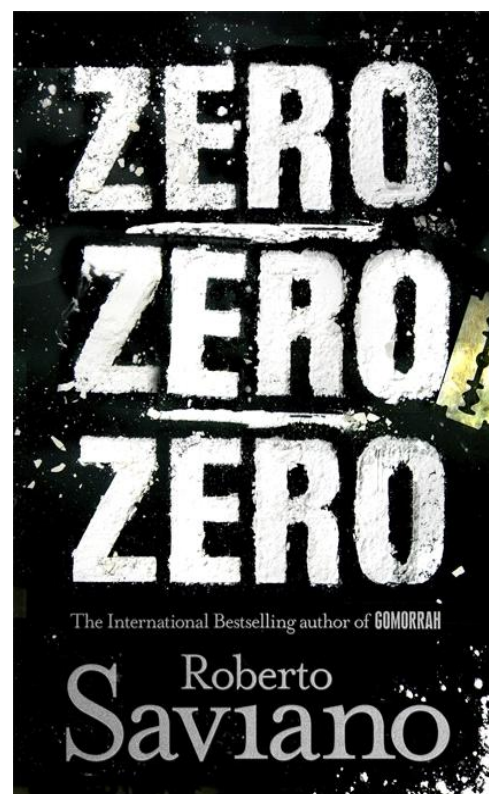
From the author of the international bestseller *Gomorra*, this courageous non-fiction novel unveils the dark world of the international cocaine trade

In *Zero Zero Zero*, Roberto Saviano maps the international cocaine trade. He investigates the evolution of cocaine trafficking, from Mexican drug cartels to money laundering through Wall Street. Tracking cocaine's physical journey - from South America to the beaches of Miami and the streets of New York, and on to Africa and throughout Europe and even further to China and India - Saviano follows the human trail of users, victims and traffickers. First-hand accounts will show how the global sale and consumption of cocaine has radically altered economies over recent decades, and has impacted societies globally. With these stories, Saviano makes a secret world readable.

Roberto Saviano was born in Naples in 1979. He is the author of the international bestseller *Gomorra*, which has sold over ten million copies in fifty languages worldwide. The film adaptation of *Gomorra* won the Grand Prix of the 2008 Cannes Film Festival. He has been living under police protection since October 2006, following threats received from the criminal organizations that he denounced. In November 2008 Saviano was invited by the Nobel Committee in Stockholm to give a lecture on 'Freedom of Speech and Lawless Violence'.

'After reading Saviano, it becomes impossible to see Italy, and the global market, in the same way again' - *The New York Times*

'Saviano has an astonishing ability to write luminously yet subtly about terrible things' - *Le Parisien*



July 2015
9781846147692
£20.00
Royal Octavo : Hardback
304 pages

PostCapitalism

A Guide to Our Future

Paul Mason

We know that our world is in the process of seismic change - but how can we emerge from the crisis a fairer, more equal society?

In this groundbreaking book, Paul Mason explores how past societies have collapsed or changed, and provides a powerful critique of why our present system of financial capitalism has failed us. Most of all, he shows how, from the ashes of the crisis, we have the chance to create a more socially just and sustainable economy. While the dangers ahead are profound, he argues, there is cause for hope. This is the first time in human history in which, equipped with an understanding of what is happening around us, we can predict and shape, rather than simply react to, seismic change.

Paul Mason is the award-winning economics editor of BBC2's *Newsnight*. His books include *Meltdown: The End of the Age of Greed* and *Why It's Kicking Off Everywhere: the New Global Revolutions* and he writes for, among others, the *Guardian* and the *New Statesman*.



Emma Lynch

May 2015

9781846147388

£14.99

Royal Octavo : Trade Paperback

288 pages

The Brunis and the Brutis

Knights, Corsairs, Jesuits and Spies in the Sixteenth-Century Mediterranean World

Noel Malcolm

The sixteenth-century Mediterranean seen through the extraordinary history of a family, uncovered by one of Britain's most original scholars

Beginning with an archival discovery worthy of a Borges story, *The Brunis and the Brutis* describes the paths taken through the eastern Mediterranean and its hinterland by an eminent Venetian-Albanian family - amongst them an archbishop in the Balkans, the captain of the papal flagship at Lepanto, the power behind the throne in the Ottoman province of Moldavia, a dragoman (interpreter) at the Porte - previously almost invisible to history. Through them, Noel Malcolm casts the world between Venice and Istanbul in a fresh light, illuminating subjects as diverse as espionage, slave-ransoming and the grain trade. It is a masterpiece of both scholarship and storytelling, creating a panoramic picture of interrelations between the Christian and Ottoman worlds.

Noel Malcolm, a Senior Research Fellow at All Souls College, Oxford, has previously written histories of Bosnia (1994) and Kosovo (1998). He is a general editor of the Clarendon edition of Thomas Hobbes, for which he himself has produced acclaimed editions of Hobbes's letters (1994) and *Leviathan* (2012). He is also a former foreign editor of the *Spectator*. He was knighted in 2014.



May 2015

9780241003893

£25.00

Royal Octavo : Hardback

512 pages

8 pp colour

Lives of the Artists, Lives of the Architects

Hans Ulrich Obrist

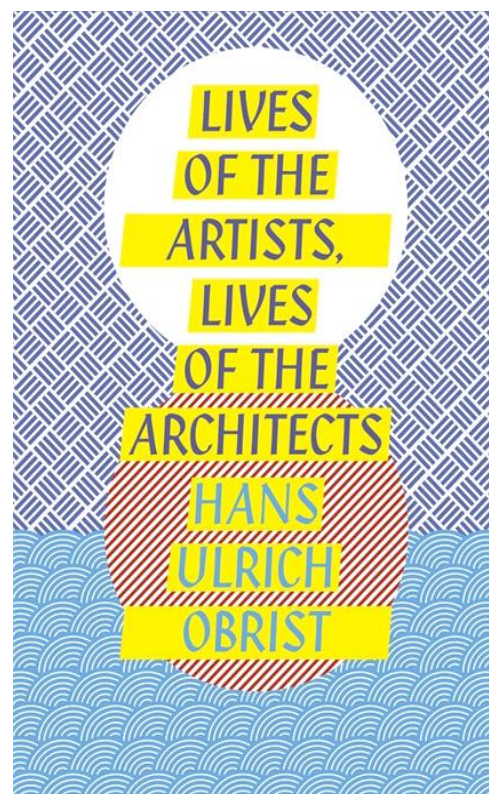
A unique opportunity to learn about the creative lives of the world's leading artists and architects

Hans Ulrich Obrist has been conducting ongoing conversations with the world's greatest living artists since he began in Switzerland, aged 19, with Fischli and Weiss. Here he chooses nineteen of the greatest figures and presents their conversations, offering the reader intimacy with the artists and insight into their creative processes. Inspired by the great Vasari, *Lives of the Artists*, *Lives of the Architects* explores the meaning of art and artists today. Including David Hockney, Gilbert and George, Gerhard Richter, Louise Bourgeois, Rem Koolhaas and Oscar Niemeyer, this is a wonderful and unique book for those interested in modern art.

Hans Ulrich Obrist is a curator and writer. Since 2006 he has been co-director of the Serpentine Gallery, London. He is the author of *Ways of Curating* and, with Ai Weiwei, of *Ai Weiwei Speaks*.

'Officially the most powerful man in art' - *Daily Telegraph*

'The interviews Mr Obrist has conducted over the years currently add up to some 2,000 hours' worth of tape ... Through these interviews, Mr Obrist has established himself as the unofficial secretary of the contemporary art world. "The way we might read Vasari for primary information on the Italian Renaissance," said [Jeffrey] Deitch, "people will be looking at the archive of Hans Ulrich's interviews to construct the art history of this era."' - *New York Observer*



May 2015

9781846148279

£20.00

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Misbehaving

The Story of Behavioural Economics

Richard Thaler

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Why are we more likely to forgo the opportunity to sell a £100 bottle of wine rather than actually taking money out our wallet to pay for it, when ultimately the 'opportunity cost' of doing so is the same? Why would the 'endowment effect' mean that we value a free ticket worth hundreds of pounds more than the money we would get from selling it? In this new, ambitious work, Thaler presents his findings in behavioural economics and breaks down the biases and irrational tendencies in our thinking, showing us how to avoid making costly mistakes in life.

Richard H. Thaler is the Ralph and Dorothy Keller Distinguished Service Professor of Behavioral Science and Economics and the director of the Center for Decision Research at the University of Chicago's Graduate School of Business. He is the author of *Nudge: Improving Decisions About Health, Wealth and Happiness*.



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Class Actions

Revolutionizing Education from the Ground Up

Ken Robinson and Lou Aronica

A revolutionary book on why we must change our education system, from the bestselling author of *The Element*

Our education system is built on an industrial model that focuses on installing a standardized curriculum into all students the way you would install an engine into a car on an assembly line. But, education is not a mechanical process; it is an organic one and we now have the creative and technological resources to change our outmoded approach.

In this groundbreaking book, Ken Robinson argues that the real solution to the underlying problems with our education system can be found in understanding the climate in which individual schools and learners will flourish. He shows how harnessing technology to allow for more individualized approaches to learning can benefit students, schools and society as a whole.

Sir Ken Robinson, PhD, is an internationally recognized leader in the development of creativity, innovation, and human potential. He advises governments, corporations, education systems, and some of the world's leading cultural organizations. His famous 2006 talk to the prestigious TED Conference is the most watched video on TED.com with over 15 million views to date.

Lou Aronica is the author of two novels and coauthor of several works of non-fiction, including *The Culture Code* (with Clotaire Rapaille) and *The Element*.



Todd Bigelow Photography

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Landscapes of Communism

Owen Hatherley

An evocative historical journey in search of the landscapes that communism built

What do we think of when we think about Eastern Europe? Stalinism and the Stasi, maybe, or the grey and chilling landscape of cold-war espionage. Contemporary accounts focus on the sex industry, stag parties, and immigration. Our views of its architecture and cities can be similarly unflattering: 'Soviet' and 'Eastern Bloc' are commonly used as pejoratives for anything large and made of concrete.

Yet, as acclaimed cultural commentator Owen Hatherley shows, the region's architecture tells the story of two of the 20th century's most wide-ranging political experiments: full-scale socialism post-1945 and, after 1989, neo-liberal capitalism. Hatherley travels through the region's immense boulevards, monumental, windswept squares and crumbling apartment blocks, exploring the original ideals behind their creation and asking what we can learn from them today.

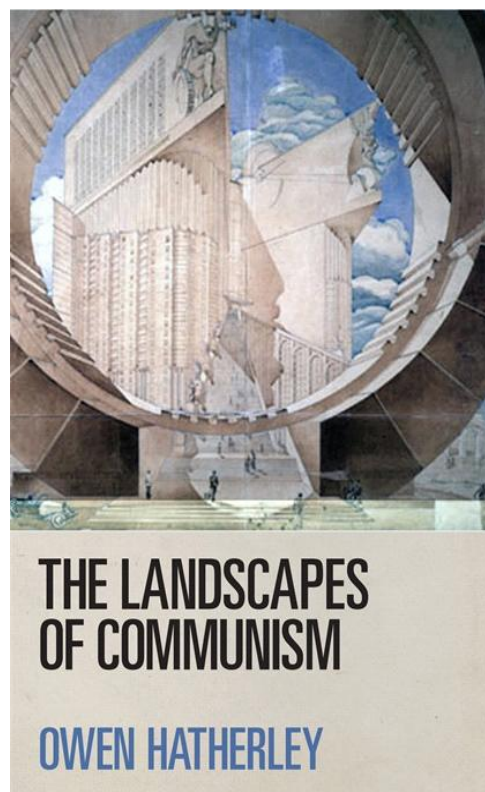
From Warsaw to Berlin, Kiev to Moscow, this is a passionate journey in search of the true meaning of cities and the ways in which they reflect our values and shape our lives.

Owen Hatherley is the author of the acclaimed *Militant Modernism*, a defense of the modernist movement, and *A Guide to the New Ruins of Great Britain*. He writes regularly on the political aesthetics of architecture, urbanism and popular culture for a variety of publications, including *Building Design*, *Frieze*, the *Guardian* and the *New Statesman*.

Praise for *A Guide to the New Ruins of Great Britain*

'A book of finespun rage ... a book that had to be written. Wittily, bitterly, pithily, mostly accurately, Hatherley tells it how it is' - Rowan Moore, *Observer*

'Intensely passionate ... I was reminded at times of the thunderous laments of the Victorian sage Thomas Carlyle' - Rupert Christiansen, *Daily Telegraph*



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A Beautiful Question

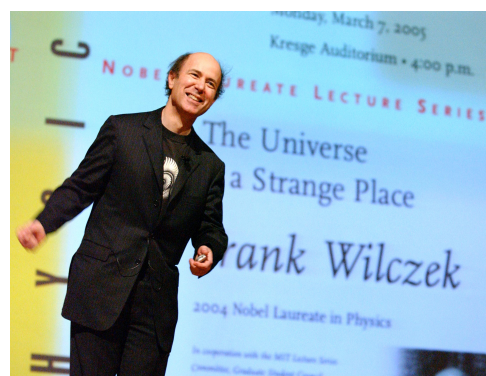
In Pursuit of the Hidden Logic of the Universe

Frank Wilczek

A Nobel Prize-winning physicist makes the groundbreaking argument that beauty is the fundamental organizing principle for the entire universe

In this scientific tour de force, world-class physicist Frank Wilczek argues that beauty is at the heart of the logic of the universe, a principle that has guided his pioneering work in quantum physics. As this book demonstrates, the human quest to find the beauty embodied in the universe connects all scientific pursuit from Pythagoras and Plato on to Galileo and Newton, Maxwell and Einstein. Indeed, Wilczek shows us just how deeply intertwined our ideas about beauty and art are with our scientific understanding of the cosmos. Gorgeously illustrated, *A Beautiful Question* is the culmination of Wilczek's life work and a mind-expanding book that combines the age-old human quest for beauty and the age-old human quest for truth.

Frank Wilczek won the Nobel Prize in Physics in 2004 for work he did as a graduate student. A regular contributor to *Nature* and *Physics Today*, Wilczek's work has also been anthologized in *Best American Science Writing* and the *Norton Anthology of Light Verse*. He is the Herman Feshbach Professor of Physics at the Massachusetts Institute of Technology, and the author of *Longing for the Harmonies* and *The Lightness of Being*.



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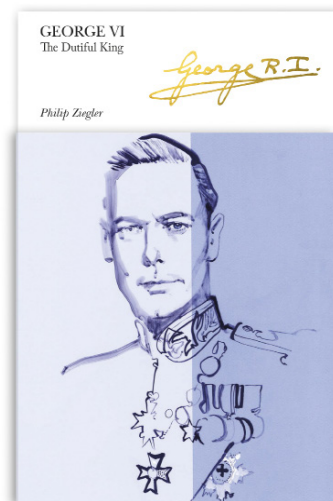
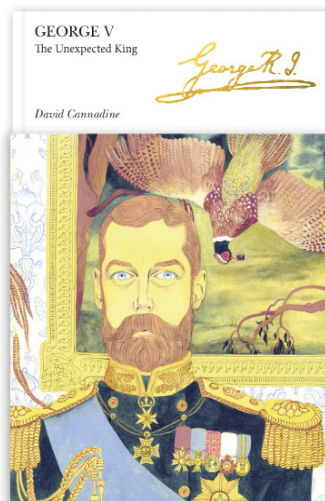
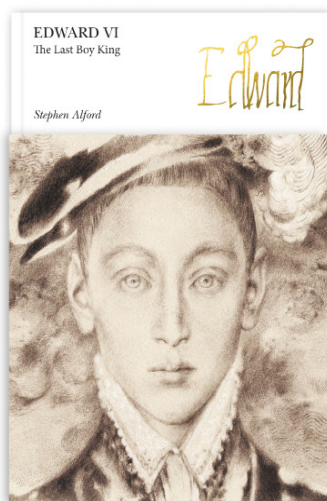
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Robert Penn

From the author of the bestseller *It's All About the Bike*, another exuberant tale of craftsmanship and human history

Robert Penn cut down an ash tree to see how many things could be made from it. After all, ash is the tree we have made greatest and most varied use of over the course of human history. Journeying from Wales across Europe and Ireland to the USA, Robert finds that the ancient skills and knowledge of the properties of ash, developed over millennia making wheels and arrows, furniture and baseball bats, are far from dead. The book chronicles how the urge to understand and appreciate trees still runs through us all like grain through wood.

Robert Penn is an author, journalist and TV presenter. Robert wrote and presented *Tales from the Wild Wood*, a TV series about British woodlands. He lives in a wooded valley in the Black Mountains, South Wales, with his wife, three children, two spaniels and a collection of axes.



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Banged Up in the Greybar Hotel

A Lifer's A-Z of the Criminal Underworld

Noel Smith

The ultimate guide to the criminal world through its slang - from insults to terms of respect, weapons to injuries, crimes to punishment

I have spent almost 33 of the last 53 years in and out of prison, but mainly in. I was a juvenile offender back in the mid 1970s and went on to become an adult prisoner in the 1980s and beyond. My shortest prison sentence was 7 days (for criminal damage) and my longest sentence was life (for bank robbery and possession of firearms). I have 58 criminal convictions for everything from attempted theft to armed robbery and prison escape, and I was a career criminal for most of my life. What I do not know about criminal and prison slang could be written on the back of a postage stamp and still leave room for The Lord's Prayer . . . '

From ex-professional bank robber and bestselling author Noel Smith, this is the most authoritative dictionary of criminal slang out there - and an absorbing journey, through words, into the heart of the criminal world.

Noel Smith was born in London in 1960. He has 58 criminal convictions and has spent the greater portion of his adult life in prison. Whilst in prison he taught himself to read and write, gained an Honours Diploma from the London School of Journalism and an A-Level in Law. Author of four books, he has been awarded a number of Koestler awards for his writing and has written for numerous major publications. He is now out of prison and Editor at *Inside Time* magazine.



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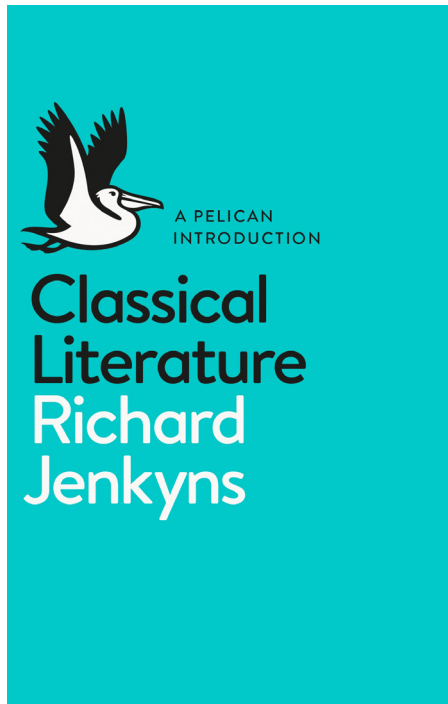
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Richard Jenkyns is Professor of the Classical Tradition, University of Oxford, and a fellow of Lady Margaret Hall. In 2004 he became the university's Public Orator. His previous books include the award-winning *The Victorians and Ancient Greece*, *Virgil's Experience* and *A Fine Brush of Ivory*.

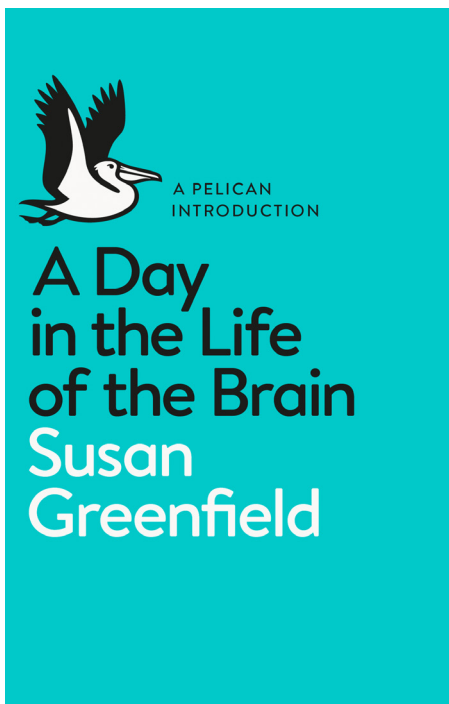
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Anthony King is Millennium Professor of British Government at the University of Essex. He broadcasts frequently on politics and elections for the BBC and writes on the same subjects for the *Financial Times*, the *Daily Telegraph* and the *Observer*. He is the co-author of the bestselling *The Blunders of Our Governments*, which Andrew Marr called 'an astonishing achievement'.





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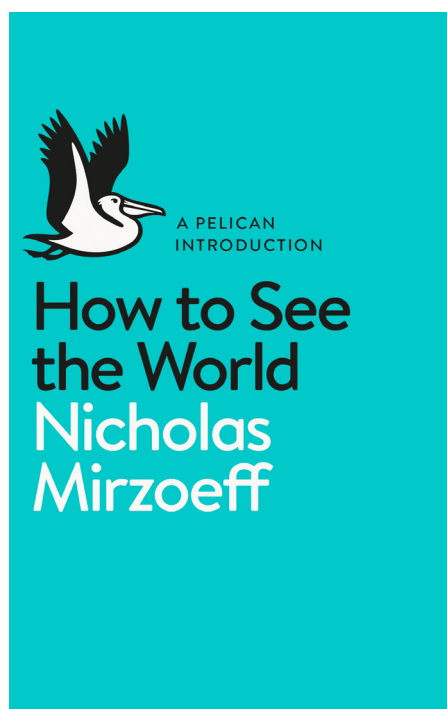
Baroness Susan Greenfield CBE is a Senior Research Fellow at Lincoln College, Oxford University and a scientist, writer and broadcaster. She has received 30 honorary degrees, and many awards including the Michael Faraday Medal from the Royal Society. Her previous books include *The Private Life of the Brain*, which the *Sunday Times* called 'lucid, humane and stimulating'.

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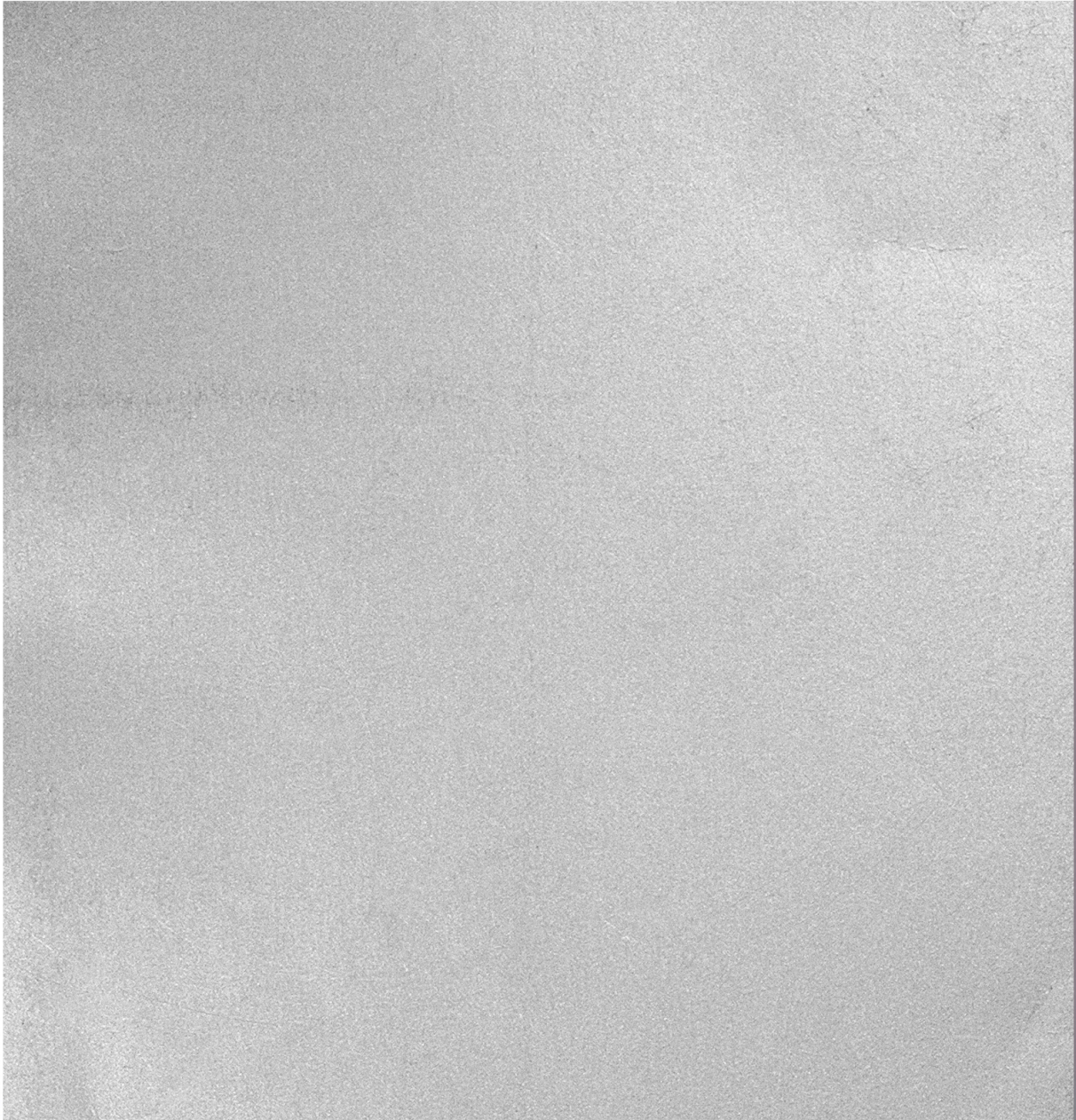
Nicholas Mirzoeff is Professor of Media, Culture and Communication at New York University. His book *Watching Babylon*, about the Iraq war as seen on TV and in film, was described by art historian Terry Smith as 'a tour de force by perhaps the most inventive - certainly the most wide-ranging - practitioner of visual culture analysis in the world today'.





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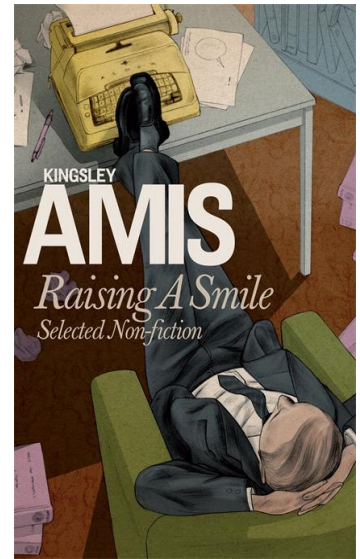
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This vast and hugely entertaining collection is vintage Amis from a succession of good years. All of his best non-fiction pieces have been gathered together to reveal Kingsley Amis at his most typically robust and incisive: cutting a swathe through such subjects as writers and writing, 'Abroad', eating and drinking, music, language and education. Ridden hard and fast are such Amis hobby-horses as arts subsidies, literary prizes, and jazz; and among the writers discussed at length are Evelyn Waugh, Anthony Powell, Anthony Burgess and Ian Fleming, as well as Amis's beloved Philip Larkin.

In these pages we can eat out at some of Amis's favourite (and unfavourite) restaurants, we can sample the Amis hangover cure, and we can wince at the horrible truth of *Sod the Public: A Consumer's Guide*.



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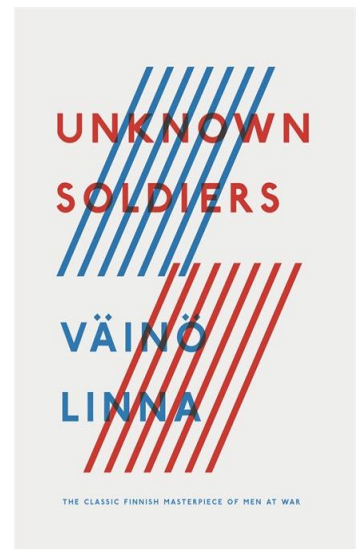
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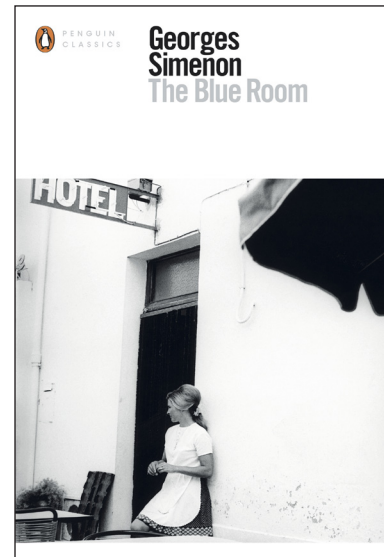
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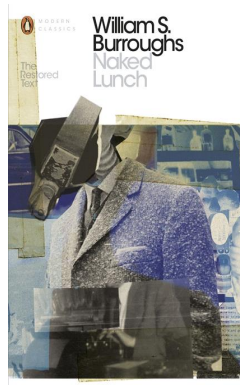
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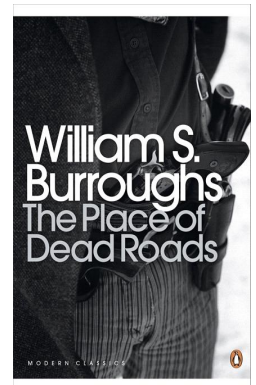
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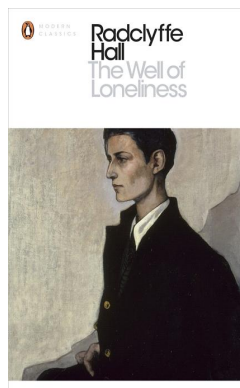
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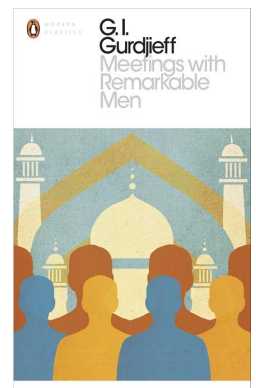
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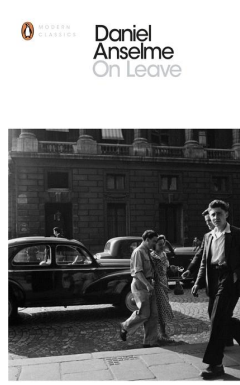
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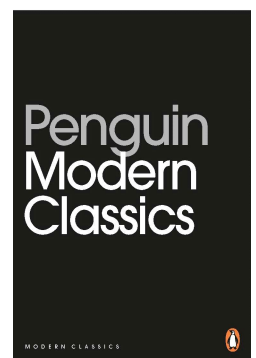
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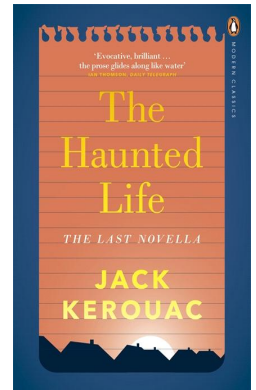
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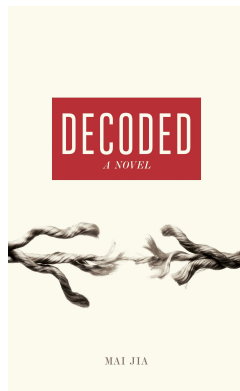
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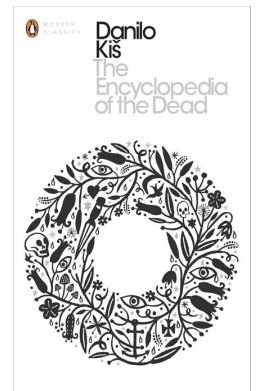


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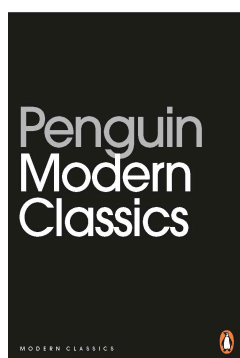
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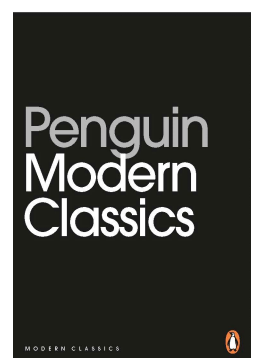


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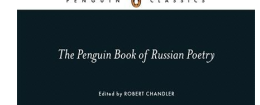
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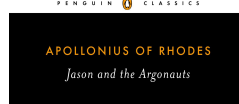
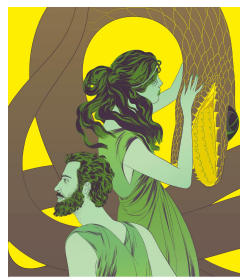


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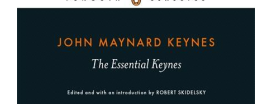
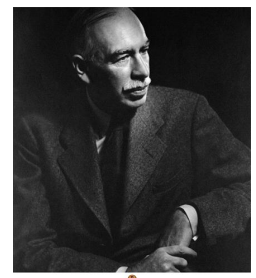


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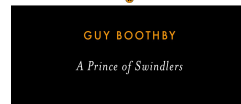
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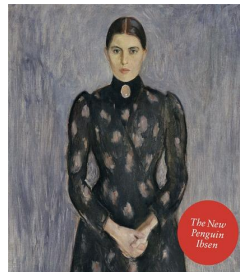
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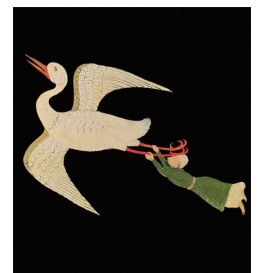
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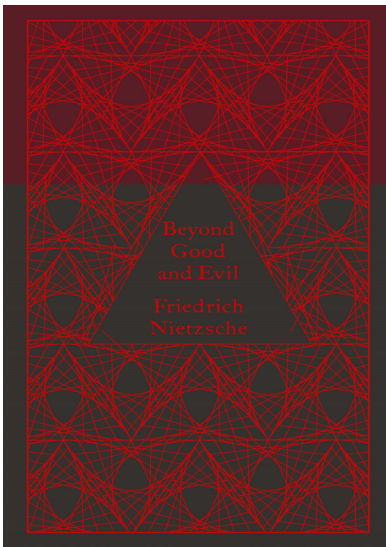
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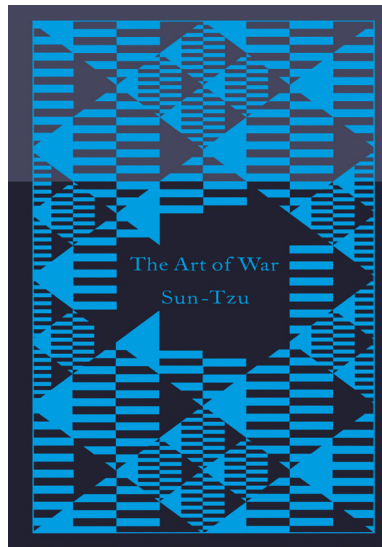
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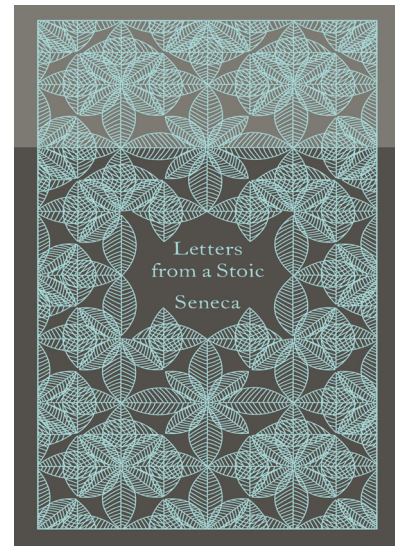
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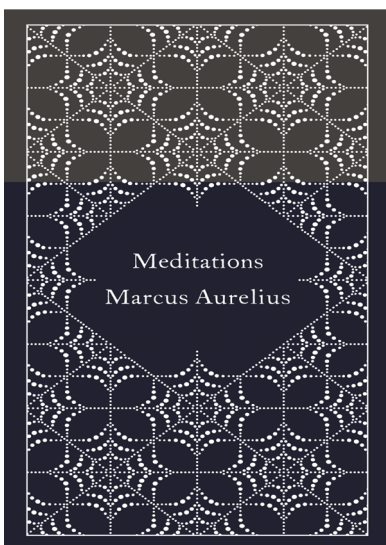
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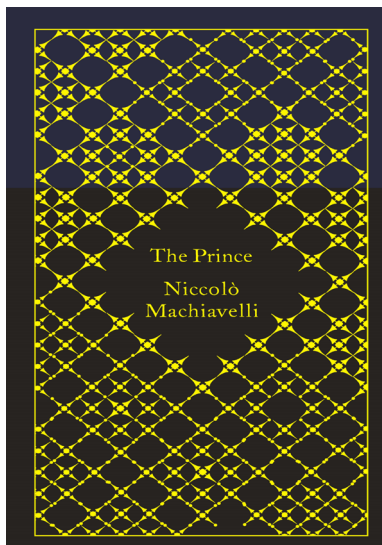
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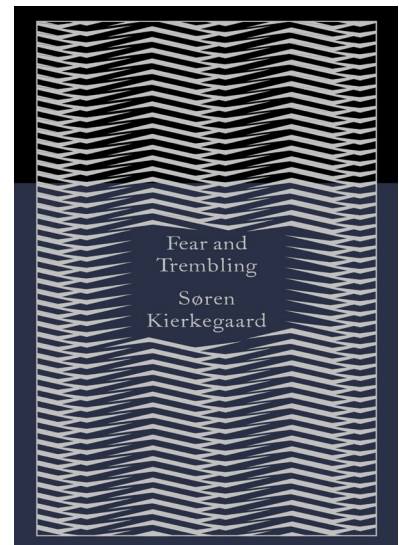
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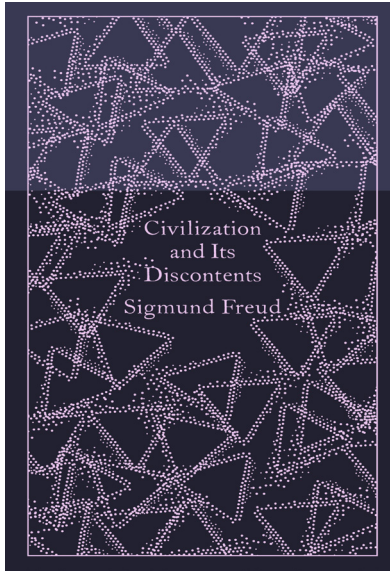
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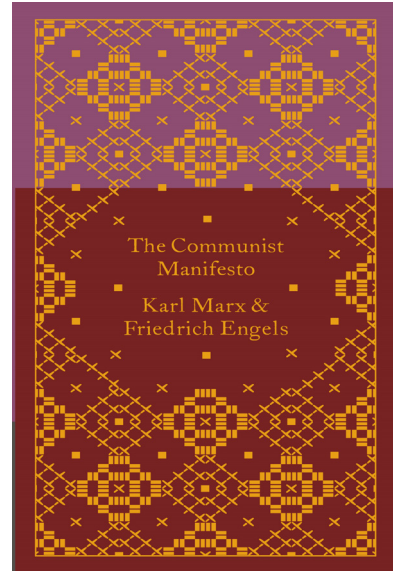
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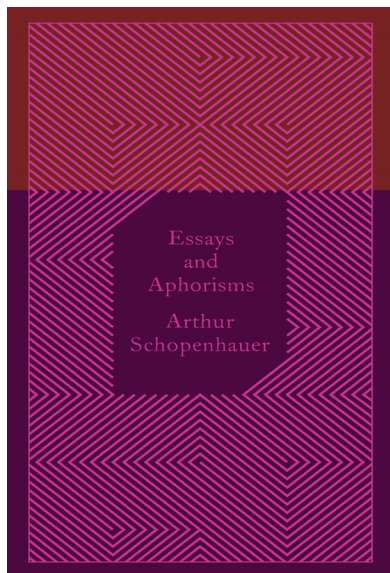
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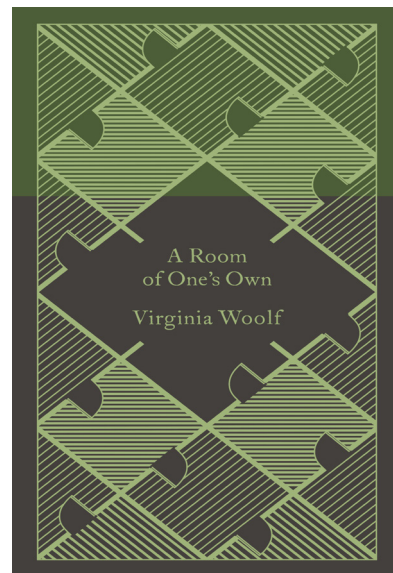
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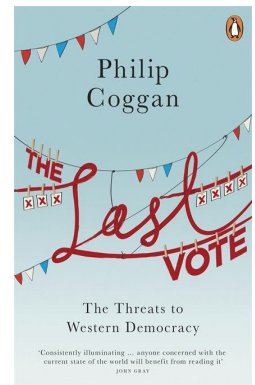
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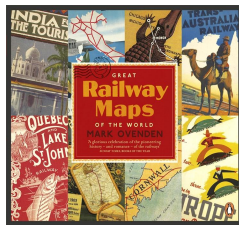


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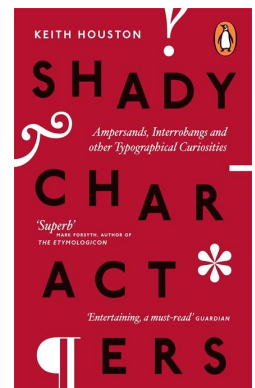
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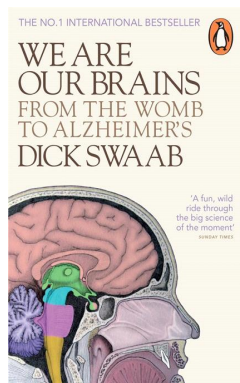
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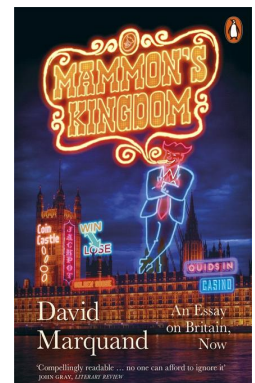
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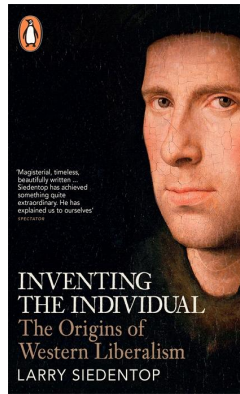
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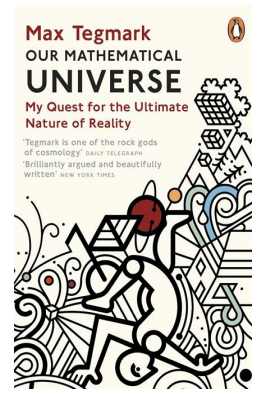
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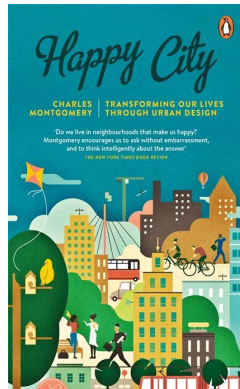
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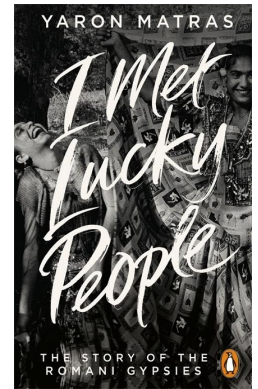
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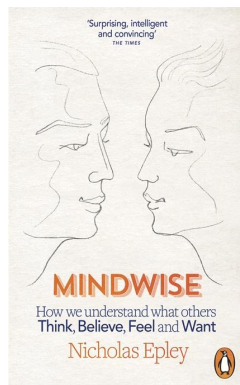
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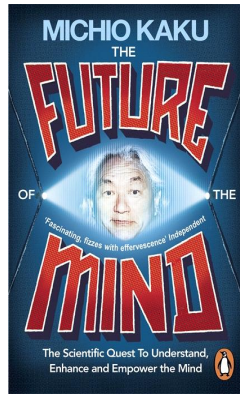


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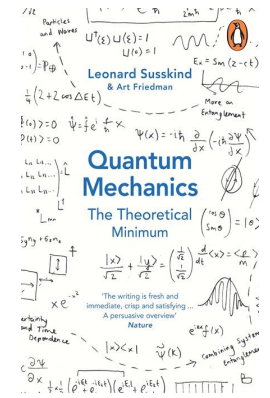


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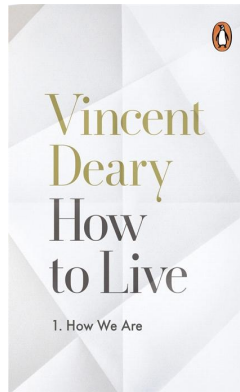


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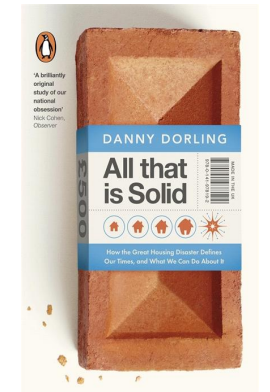
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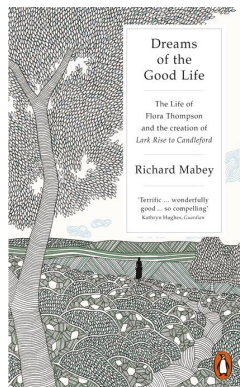


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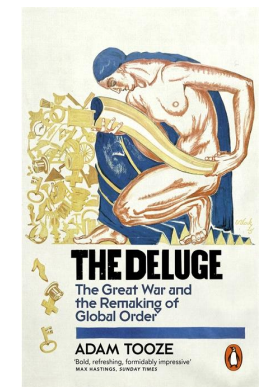
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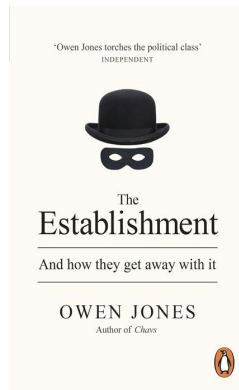
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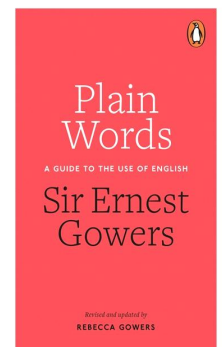


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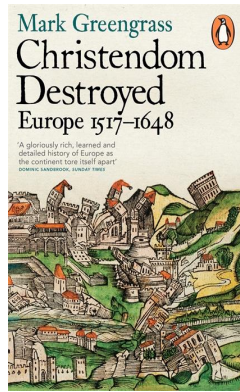


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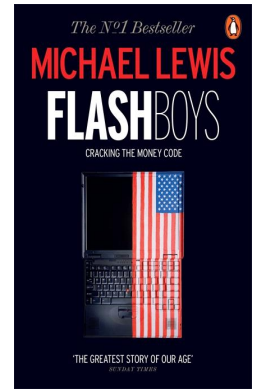


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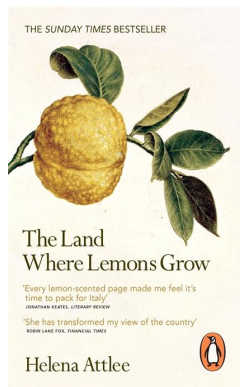
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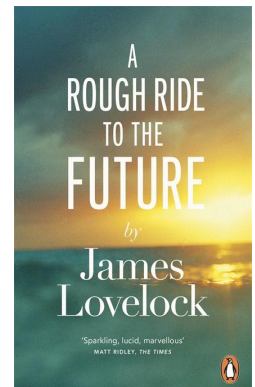


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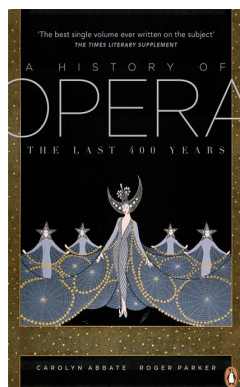
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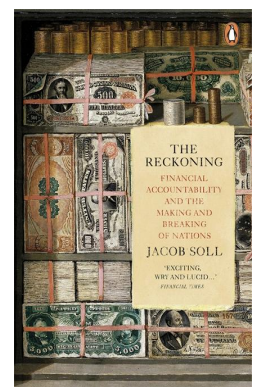
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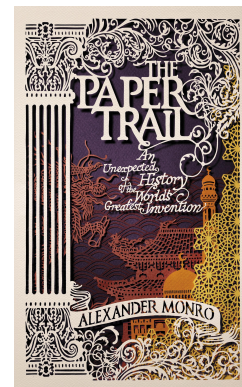
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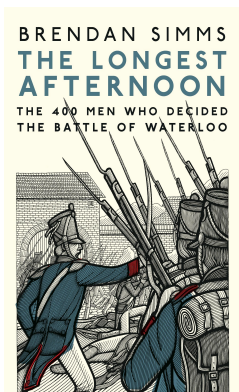
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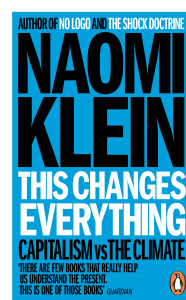
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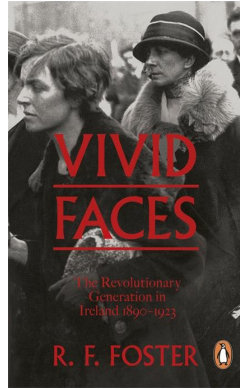
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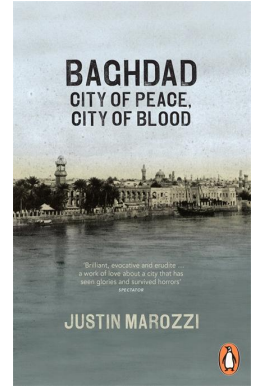


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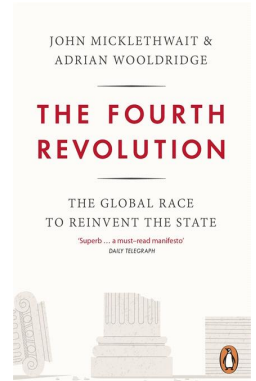
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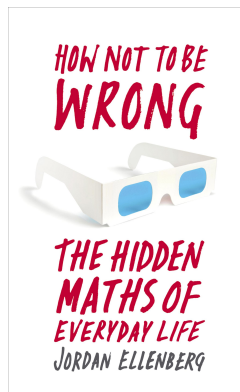
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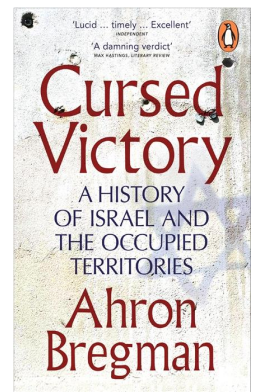
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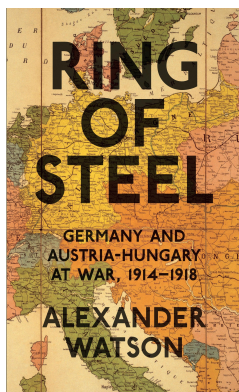
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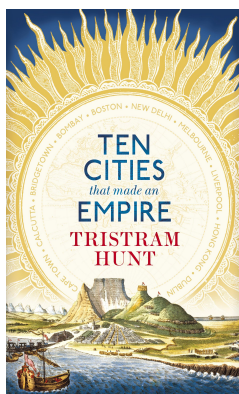
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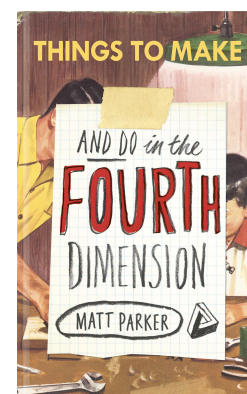
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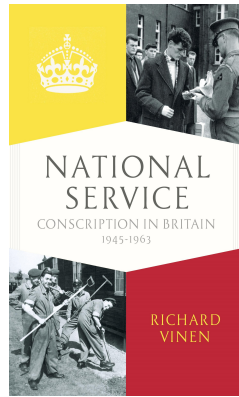
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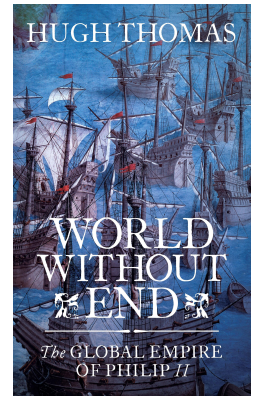


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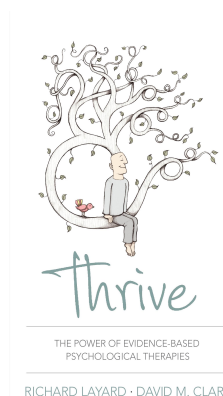
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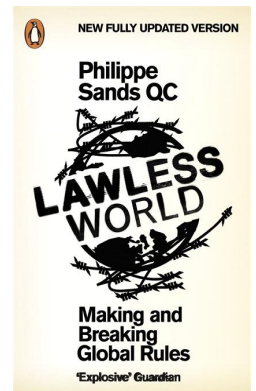
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