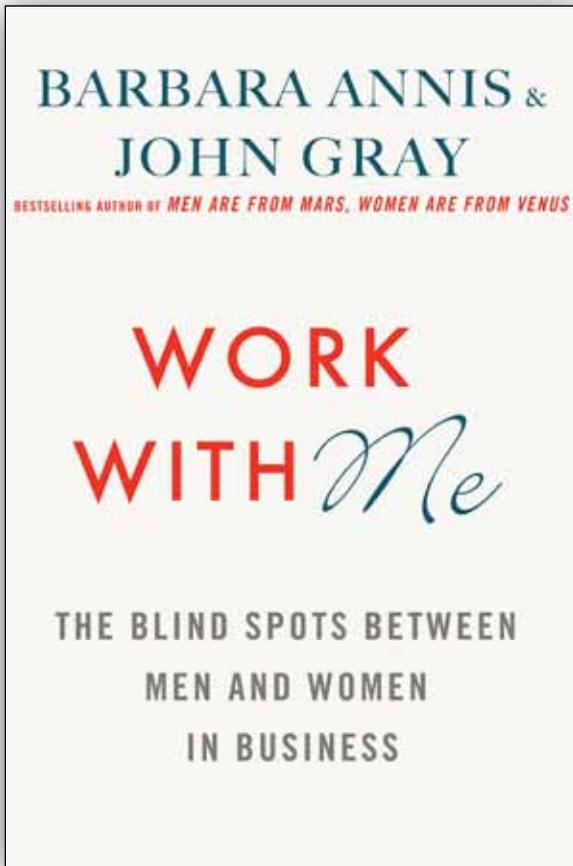


SPRING-SUMMER 2013

May	2
June	11
July	19
August	27
Subrights	39
Customer Service	40
International Sales Offices	41
Rights Offices	42
Index	43

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



Work With Me

*The Blind Spots between
Men and Women in
Business*

Barbara Annis
and John Gray

Barbara Annis and John Gray team up to break the myths about how and why men and women think and act as they do in the workplace

Marketing

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

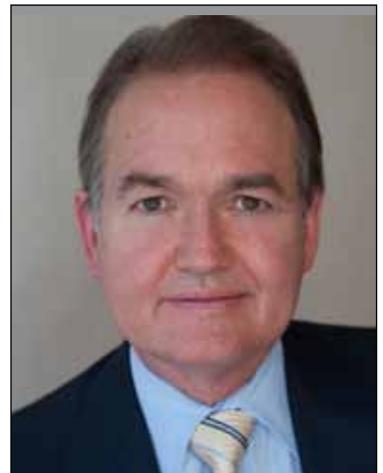
Business

ISBN: 978-0-230-34190-6
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 272 pp.

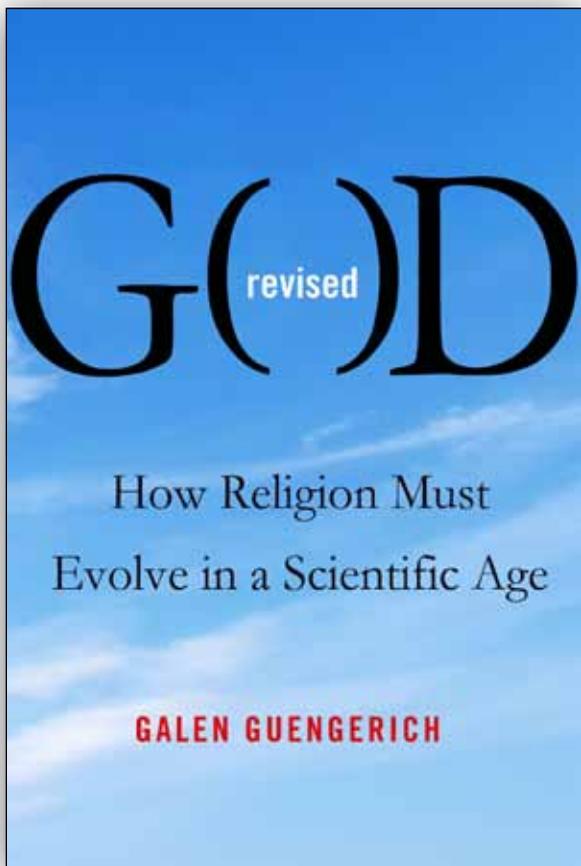
Work With Me is the timely collaboration of two of the world's foremost authorities on gender relations. Barbara Annis, world-renowned expert on gender issues in the workplace, and John Gray, author of the number one relationship book of all time, *Men Are from Mars, Women Are from Venus*, team up to resolve the most stressful and confusing challenges facing men and women at work. Annis and Gray reveal, 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 Eight Gender Blind Spots, the false assumptions and opinions men and women have of each other, and in many ways, believe of themselves. Through research, science, and stories, Annis and Gray expose the blind spots that cause our misunderstandings, miscommunications, mistrust, resentment, and frustrations at work. Readers will discover 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.



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 and he is a popular keynote speaker for international organizations and *Fortune* 500 companies. He is the founder of Mars Venus Coaching and has personally trained over 500 coaches in 27 countries to bridge the gender gap in business through gender smart leadership, sales, and team-building trainings.



God Revised

*How Religion Must
Evolve in a Scientific Age*

Galen Guengerich

A new understanding of God for the majority who stand between convinced atheists and “true believers”

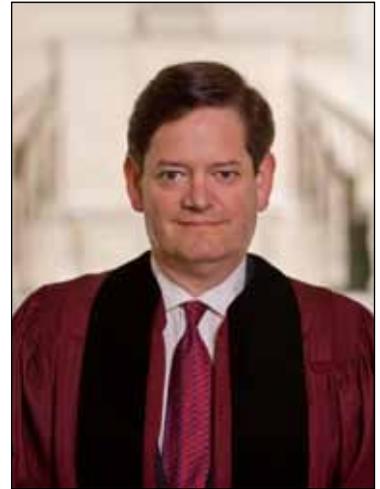
Marketing

- National print and broadcast publicity
- Author tour (New York, DC, San Francisco)
- National advertising campaign
- Marketing coordination with All Souls
- Online marketing campaign

Religion

ISBN: 978-0-230-34225-5
\$25.00 hc. (C\$29.00)
6½ x 9¼ / 240 pp.

Over the past few decades, the ever-expanding scientific knowledge of the universe and the human condition, combined with the evolution from religion-based to personal morality, has led to a mass crisis of faith. Leaders of most Protestant and Catholic religious traditions, which include nearly 80 percent of Americans, have watched their memberships stagnate or dwindle. Over the years, philosophers and scientists have argued that science has in fact “killed” God, and that if we believe the facts science has presented, we must also accept that God is fiction. Others, holding fast to their long-standing doctrines, attempt to justify their beliefs by using God to explain gaps in scientific knowledge. Having left an upbringing in a family of Mennonite preachers to discover his own experience of God, Galen Guengerich understands the modern American struggle to combine modern world views with outdated religious dogma. Drawing upon his own experiences, he proposes that just as humanity has had to evolve its conception of the universe to coincide with new scientific discoveries, we are long overdue in evolving our concept of God. Gone are the days of the magical, supernatural deity in the sky who visits wrath upon those who have not followed his word. Especially in a scientific age, we need an experience of a God we can believe in—an experience that grounds our morality, unites us in community, and engages us with a world that still holds more mystery than answers.

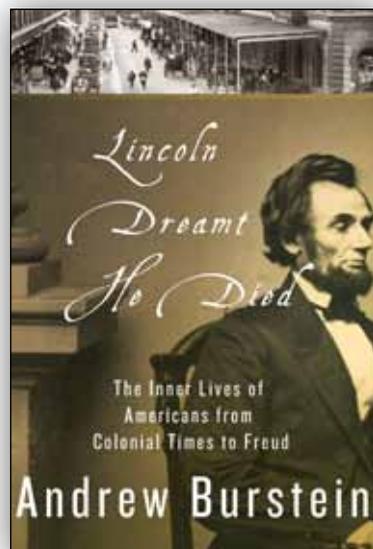


Rev. Dr. Galen Guengerich serves as the senior minister of All Souls in New York City, one of the largest and most prominent Unitarian Universalist congregations in the nation. He attended Princeton Theological Seminary, and earned a PhD in theology at the University of Chicago. His sermon “The Shaking of the Foundations” appeared in *Representative American Speeches 2001-2002* as one of seven responses to September 11, alongside former President George Bush and former Mayor Rudolph Giuliani.

Lincoln Dreamt He Died

The Inner Lives of Americans from Colonial Times to Freud

Andrew Burstein



Historian Andrew Burstein explores the early American psyche through the dream lives of its citizens, including such luminaries as Henry David Thoreau, Ralph Waldo Emerson, Abraham Lincoln, and Mark Twain

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 new 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, and thus gain 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.

Marketing

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

History

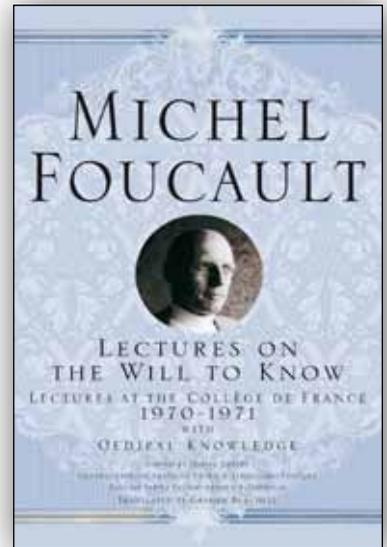
ISBN: 978-1-137-27827-2
\$28.00 hc. (C\$32.00)
6 1/8 x 9 1/4 / 336 pp.
Includes 20 b/w photos

The Will to Know

Michel Foucault

Edited by Arnold I. Davidson

Translated by Graham Burchell



Available in English for the first time, the ninth volume in Foucault's groundbreaking series of lectures gets to the heart of his views on truth

"Foucault is quite central to our sense of where we are." —*The Nation*

"Ideas spark off nearly every page . . . The words may have been spoken in [the 1970s], but they seem as alive and relevant as if they had been written yesterday." —*Bookforum*

The Will to Know reminds us that Michel Foucault's work only ever had one object: truth. Here, he builds on his earlier work, *Discipline and Punish*, to explore the relationship between tragedy, conflict, and truth-telling. He also explores the different forms of truth-telling, and their relation to power and the law. The publication of *The Will to Know* marks a milestone in Foucault's reception, and it will no longer be possible to read him in the same way as before.

Michel Foucault, (b. 1926; d. 1984) acknowledged as the preeminent philosopher of France in the 1970s and 1980s, continues to have enormous impact throughout the world in many disciplines.

Arnold I. Davidson is the Robert O. Anderson Distinguished Service Professor at the University of Chicago, US and professor of the History of Political Philosophy at the University of Pisa, Italy. He is co-editor of the volume *Michel Foucault: Philosophie*.

Graham Burchell has written essays on Michel Foucault and is an editor of *The Foucault Effect*.

Marketing

- National print publicity
- Academic promotion
- Blog outreach

Philosophy

ISBN: 978-1-4039-8656-6
\$30.00 hc. (C\$34.50)
5½ x 8¼ / 432 pp.

*Lectures at the Collège
de France Series*

Also Available

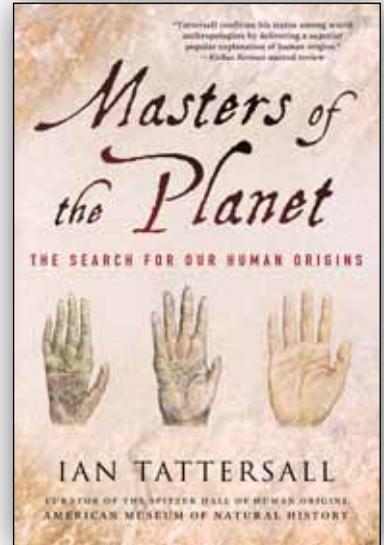
Government of Self and Others
ISBN: 978-1-4039-8666-5
\$30.00 hc. (C\$36.00)

Courage of Truth
ISBN: 978-0-230-11288-9
\$30.00 hc. (C\$34.50)

Masters of the Planet

The Search for Our Human Origins

Ian Tattersall, PhD



"Tattersall confirms his status among world anthropologists by delivering a superior popular explanation of human origins."

—Kirkus Reviews, starred review

"A concise history of how humans became humans . . . Tattersall moves through the complex fossil records effortlessly and with a welcome sense of wonder. He also consistently conveys a deep knowledge of his subject . . . Tattersall's combination of erudition and a conversational style make this an excellent primer on human evolution." —Publishers Weekly

Fifty thousand years ago—merely a blip in evolutionary time—our *Homo sapiens* ancestors were competing for existence with several other human species, just as their precursors had done for millions of years. Yet something about our species distinguished it from the pack, and ultimately led to its survival while the rest became extinct. Just what was it that allowed *Homo sapiens* to become masters of the planet? Ian Tattersall, curator emeritus at the American Museum of Natural History, takes us deep into the fossil record to uncover what made humans so special. Surveying a vast field from initial bipedality to language and intelligence, Tattersall argues that *Homo sapiens* acquired a winning combination of traits that was not the result of long-term evolutionary refinement. Instead, the final result emerged quickly, shocking our world and changing it forever.

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

Now in Paperback

Marketing

- National print and broadcast publicity
- Social media promotions through American Museum of Natural History
- Blog outreach

Science

ISBN: 978-1-137-27830-2
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 288 pp.

HC: 978-0-230-10875-2

macmillanscience

Strolling Through Rome

The Definitive Walking Guide to the Eternal City

Mario Erasmo

An essential traveler's guide to the city of Rome, perfect for first-time and returning visitors.

How can one visit the monuments and sites of Rome and not feel overwhelmed? *Strolling Through Rome* guides visitors, first-time or returning, through the streets, museums, piazze, and parks of the Eternal City. A guidebook that acts as a companion rather than an obtrusive guide, Erasmo's walking tours are literal scrolls through history and often retrace the exact steps taken by ancient Romans, early Christians, Medieval Pilgrims, Renaissance Artists and Architects, and Northern Europeans on the Grand Tour. Visitors and readers will be given a cultural history of Rome that contextualizes the history, art, and architecture of various periods of the City within a single book. This informative and lively book incorporates the latest archaeological and architectural research and is essential for anyone intending to explore the extraordinary sights and fascinating secrets of one of Europe's most beguiling cities.

Mario Erasmo is associate professor of Classics at the University of Georgia. He specializes in the History of Roman Culture, Roman Drama, and Latin Poetry and teaches a Classics Studies Abroad Rome Program, where he developed a course called "Reading Rome." He is the author of *Death: Antiquity and its Legacy* and *Reading Death in Ancient Rome*.

Marketing

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

Travel

ISBN: 978-1-78076-351-4
\$20.00 pb. (C\$23.00)
5 x 7¾ / 336 pp.
Includes 26 pp. b/w inserts

I.B. TAURIS
PUBLISHERS

Also Available

Strolling Through Istanbul
PB ISBN: 978-1-84885-154-2

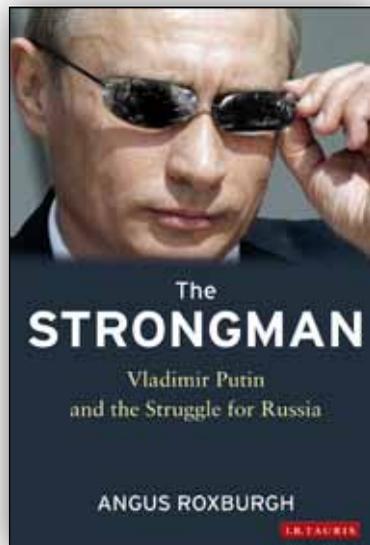
Strolling Through Venice
PB ISBN: 978-1-84511-578-4

Strolling Through Athens
PB ISBN: 978-1-85043-595-2

The Strongman

Vladimir Putin and the Struggle for Russia

Angus Roxburgh



"A solid foreign correspondent narrative of Putin's behavior."
—Bill Keller, *The New York Times*

"The considerable value of this book lies in [Roxburgh's] painstaking and empathetic effort to understand how Mr. Putin came to power, why many Russians still support him today, and how the West's approach to Russia has helped to shape his rule . . . Mr. Roxburgh persuasively argues."
—*Wall Street Journal*

Russia under Vladimir Putin has proved a prickly partner for the West, a far cry from the democracy many hoped for when the Soviet Union collapsed. Angus Roxburgh charts the dramatic fight for Russia's future under Vladimir Putin—how the former KGB man changed from reformer to autocrat, how he sought the West's respect but earned its fear, how he cracked down on his rivals at home and burnished a flamboyant personality cult, one day saving snow leopards or horse-back riding bare-chested, the next tongue-lashing Western audiences. Drawing on dozens of exclusive interviews in Russia, where he worked for a time as a Kremlin insider advising Putin on press relations, as well as in the US and Europe, Roxburgh also argues that the West threw away chances to bring Russia in from the cold, by failing to understand its fears and aspirations following the collapse of communism. Fully updated following the 2012 presidential election, the new edition of this acclaimed book provides a unique and penetrating inside view of Putin's Russia.

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

Now in Paperback

Marketing

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

History

ISBN: 978-1-78076-504-4
\$18.00 pb. (C\$20.00)
5½ x 8¼ / 368 pp.
Includes 16 pp.
b/w illustrations

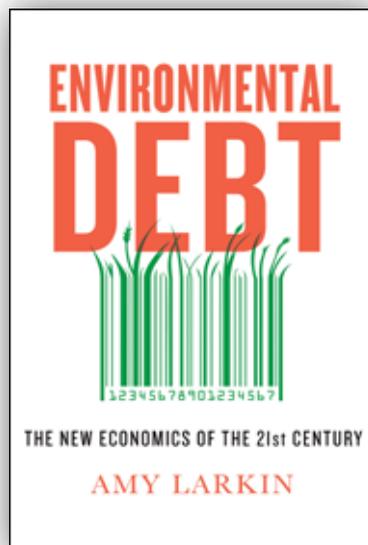
HC: 978-1-78076-016-2

I.B. TAURIS
PUBLISHERS

Environmental Debt

The New Economics of the 21st Century

Amy Larkin



An award-winning environmental activist and consultant argues that, far from being a roadblock to growth, conservation is imperative to economic success

Over a 50-year lifespan, a single tree generates \$62,000 worth of air pollution control, recycles \$37,500 worth of water, and controls \$31,000 worth of soil erosion. Environmental services like these contribute billions of dollars to the global economy every year, yet governments routinely ignore the importance of the natural world when planning economic development. In *Environmental Debt*, award-winning environmentalist Amy Larkin issues a clarion call for governments, businesses, and consumers to recalculate the financial contributions of the natural world—and the long-hidden costs of environmental damage. She explores the emerging concept of environmental debt, and the new accounting tools to track it, such as Environmental Profit & Loss Sheets, to show how businesses and governments can use conservation to drive growth by combining three central tenets: 1) take the long view; 2) accept that pollution can no longer be free or subsidized; and 3) policy must play a vital role in catalyzing clean technology and growth while preventing environmental destruction. As companies struggle to strategize in the face of uncertain oil prices and extreme weather, this timely and important book will transform how policymakers, business leaders, and environmentalists think about the future of commerce.



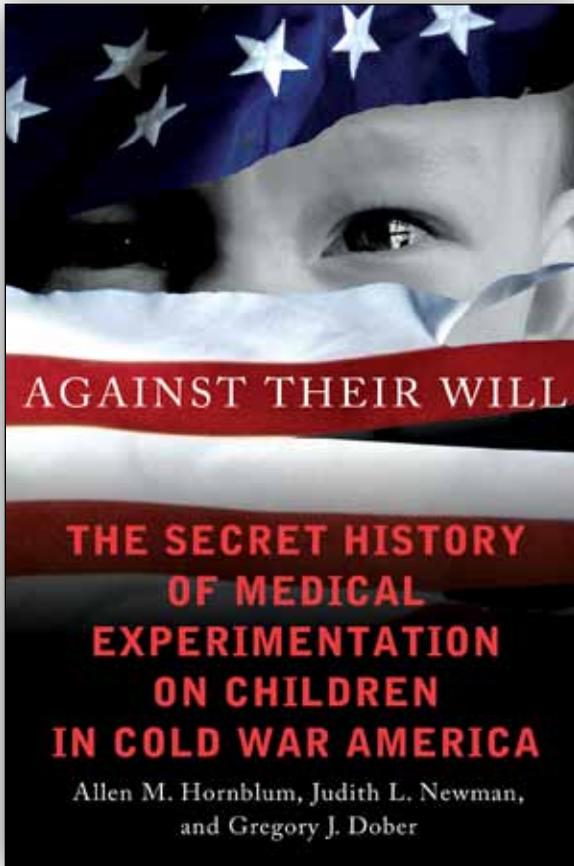
Amy Larkin is the business advisor for Greenpeace International and the former director of Greenpeace Solutions. She has been featured in *The Washington Post*, *Newsweek*, *Reuters*, *Bloomberg*, and *Greenbiz*, and has appeared on NPR and CNBC.

Marketing

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

Economics

ISBN: 978-1-137-27855-5
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 256 pp.



Against Their Will

The Secret History of Medical Experimentation on Children in Cold War America

Allen M. Hornblum,
Judith Lynn Newman,
and Gregory J. Dober

The shocking account of how doctors at prestigious institutions routinely used children to carry out dangerous research, including experiments with LSD and lobotomies

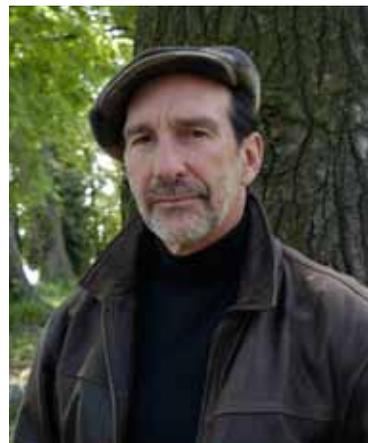
Marketing

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

History

ISBN: 978-0-230-34171-5
\$26.00 hc. (C\$30.00)
6½ x 9¼ / 272 pp.

During the Cold War, an alliance between American scientists, pharmaceutical companies, and the US military pushed the medical establishment into ethically fraught territory. Doctors and scientists at prestigious institutions were pressured to produce medical advances to compete with the perceived threats coming from the Soviet Union. In *Against Their Will*, authors Allen Hornblum, Judith Newman, and Gregory Dober reveal the little-known history of unethical and dangerous medical experimentation on children in the United States. Through rare interviews and the personal correspondence of renowned medical investigators, they document how children—both normal and those termed “feeble-minded”—from infants to teenagers, became human research subjects in terrifying experiments. They were drafted as “volunteers” to test vaccines, doused with ringworm, subjected to electric shock, and given lobotomies. They were also fed radioactive isotopes and exposed to chemical warfare agents. This groundbreaking book shows how institutional superintendents influenced by eugenics often turned these children over to scientific researchers without a second thought. Based on years of archival work and numerous interviews with both scientific researchers and former test subjects, this is a fascinating and disturbing look at the dark underbelly of American medical history.



Allen M. Hornblum is the author of five books, including *Aces of Skin* and *Sentenced to Science*. His work has been featured on *CBS Evening News*, *Good Morning America*, *NPR's Fresh Air*, *BBC World Service*, and *The New York Times*.

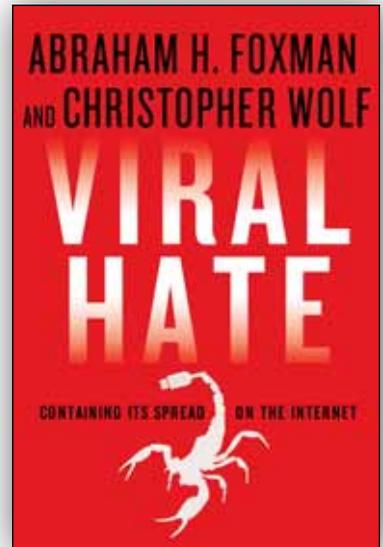
Judith Lynn Newman is an associate professor of Human Development at Penn State University (Abington).

Gregory J. Dober writes on medical issues for organizational newsletters such as *Prison Legal News*.

Viral Hate

Containing Its Spread on the Internet

Abraham H. Foxman
and Christopher Wolf



A hard look at the ease with which hate, bigotry, and incitements to violence are spread on the Internet, and the work we must do to stem the tide

Emboldened by anonymity, individuals and organizations from both left and right are freely spewing hateful vitriol on the Internet without worrying about repercussions. Lies, bullying, conspiracy theories, bigoted and racist rants, and calls for violence targeting the most vulnerable circulate openly on the web. And thanks to the guarantees of the First Amendment and the borderless nature of the Internet, governing bodies are largely helpless to control this massive assault on human dignity and safety. Abe Foxman and Christopher Wolf expose the threat that this unregulated flow of bigotry poses to the world. They explore how social media companies like Facebook and YouTube, as well as search engine giant Google, are struggling to reconcile the demands of business with freedom of speech and the disturbing threat posed by today's purveyors of hate. And they explain the best tools available to citizens, parents, educators, law enforcement officers, and policy makers to protect the twin values of transparency and responsibility. As Foxman and Wolf show, only an aroused and engaged citizenry can stop the hate contagion before it spirals out of control—with potentially disastrous results.

Abraham H. Foxman is the national director of the Anti-Defamation League (ADL) and one of today's preeminent voices against hatred, discrimination, and violence in the United States and worldwide. He is the author of *Jews and Money*, *The Deadliest Lies*, and *Never Again?*.

Christopher Wolf is widely recognized as one of the leading American practitioners in the field of privacy and data security law and serves as the director of Hogan Lovell LLP's Privacy and Information Management practice group.

Marketing

- National print and broadcast publicity
- Promotion at Jewish Book Network
- Marketing coordination with the ADL
- Online marketing campaign

Current Affairs

ISBN: 978-0-230-34217-0
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.

Also Available

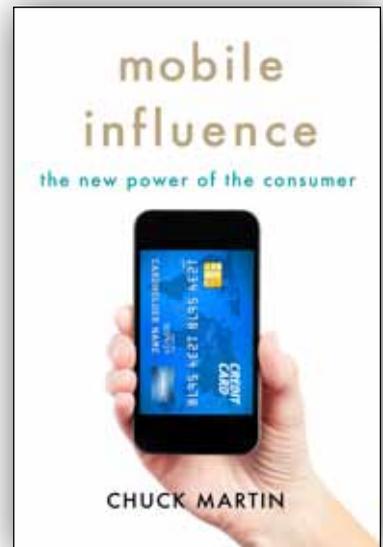
Jews and Money
ISBN: 978-0-230-12064-8
\$17.00 pb. (C\$19.00)

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

Mobile Influence

The New Power of the Consumer

Chuck Martin



Consumers have power in their palms like never before, and if businesses want to keep up with the mobile revolution they need a model to compete and capture that market share

The explosion of mobile access across the globe has shaken the foundations of the traditional sales funnel, and businesses are scrambling to adapt and find new ways to tap into the market. For all their effort, many have failed to realize that the issue is not how to reach the customer where they are, but where they are going and their mindset at the moment. With the staggering growth in the use of mobile technology as both product research and purchase point, businesses have yet to fully understand the important role mobile devices play in the basic structure of the traditional shopping model and the new importance on linking behavior with location. With the death of the traditional sales funnel comes author Chuck Martin's new model, the Mobile Shopping Life Cycle. Based on the author's in-depth research, Martin has identified the six specific moments in the timeline of the sale which marketers must target effectively in order to reach the mobile buyer. From location-based marketing to mobile payment systems, Martin's model gives marketers access to the tools necessary to build a new sales framework that properly addresses the future of the market.



Chuck Martin is the CEO of The Mobile Future Institute, a think tank focusing on business strategies and marketing tactics for the mobile market, and director of the Center of Media Research at MediaPost Communications Inc. Martin is the author of several books, including the *New York Times* business bestseller *The Digital Estate*, *The Third Screen*, and *The Smartphone Handbook*. He has appeared on CNN, CNBC, Fox, and ABC-TV's *News Now*.

Marketing

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

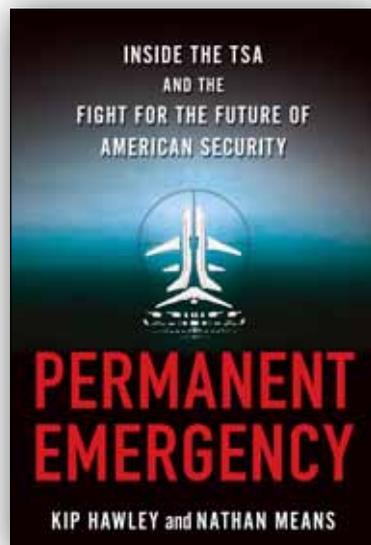
Business

ISBN: 978-1-137-27850-0
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 256 pp.

Permanent Emergency

Inside the TSA and the Fight for the Future of American Security

Kip Hawley and Nathan Means



"Throughout [Hawley's] narrative he brings to life details of incipient threats around the globe."

— *The Washington Post*

"This brisk and engaging narrative reveals the machinations behind the X-Ray machines and pat-downs in the nation's defense against airborne terrorist activity . . . The success with which the administrators managed these problems forms the dramatic, emotional core of this exciting book."

— *Publishers Weekly*

We're all familiar with the TSA by now—from the daunting lines to the X-ray machines to the curious three ounce rule governing liquids. But many question whether this strange assortment of regulations, meant to protect the two million people a day travelling through US airports, actually works. In this riveting exposé, former TSA administrator Kip Hawley unveils the agency's ongoing battle to outthink and outmaneuver terrorists, navigating bureaucratic limitations and public disdain to stay one step ahead of catastrophe. Citing foiled terrorist plots and near misses that have never been publicly revealed, Hawley suggests that the fundamental flaw in America's approach to national security is the belief that we can plan for every contingency. Instead, he argues, we must learn to manage reasonable levels of risk so we can focus our near-term energy on stopping truly catastrophic events while, in the long-term, engaging passengers to support a less rigid and more sustainable security strategy. This is a fascinating glimpse inside one of the country's most maligned agencies and the complex business of keeping Americans safe every day.

Kip Hawley left his job in Silicon Valley a month after 9/11 to help build the TSA. In mid-2005 he became the fourth administrator in the agency's troubled three-year existence. He lives in Pebble Beach, California.

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

Now in Paperback

Marketing

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

Current Affairs

ISBN: 978-1-137-27832-6
\$16.00 pb. (C\$18.50)
6½ x 9¼ / 272 pp.

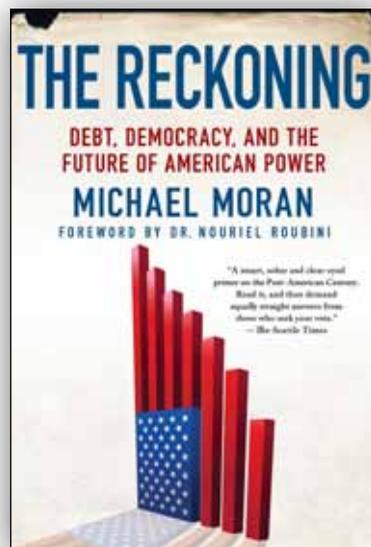
HC ISBN: 978-0-230-12095-2

The Reckoning

Debt, Democracy, and the Future of American Power

Michael Moran

Foreword by Dr. Nouriel Roubini



"A smart, sober and clear-eyed primer on the Post-American Century. Read it, and then demand equally straight answers from those who seek your vote."

—*The Seattle Times*

"A grim but hopeful analysis of the global position of the US and the dire need for change."

—*Booklist*

Today, a host of forces are converging to challenge America's cherished notion of exceptionalism, and risky economic and foreign policies have steadily eroded the power structure that has been in place since the Cold War. Staggering under a huge burden of debt, the country must make some tough choices—or cede sovereignty to its creditors. In *The Reckoning*, geostrategy analyst Michael Moran explores the challenges ahead—and what, if anything, can be done to prevent chaos as America loses its perch at the top of the mountain. He warns that the coming shift will have serious consequences not just for the United States, but for the wider world. Countries that have traditionally depended on the United States for protection and global stability will have to fend for themselves. Moran describes how, with a bit of wise leadership, America can weather the transition gracefully—by managing entitlements, reigniting sustainable growth, reforming immigration policy, and breaking the poisonous deadlock in Washington.

Michael Moran is editor-in-chief of Renaissance Insight, the thought-leadership arm of the global investment bank Renaissance Capital. Based in London and New York, Moran writes on and forecasts geopolitical and economic trends for the bank's clients and is author of "The Reckoning" blog on *Slate*. Moran worked directly with renowned economist Nouriel Roubini during the 2008–2009 economic crisis, and over the past 25 years he has reported on and analyzed major events for the world's leading intellectual and newsgathering institutions, winning numerous awards for his work on behalf of the Council on Foreign Relations, the BBC, MSNBC.com, and Radio Free Europe/Radio Liberty. He lives in Hoboken, New Jersey.

Now in Paperback

Marketing

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

Economics

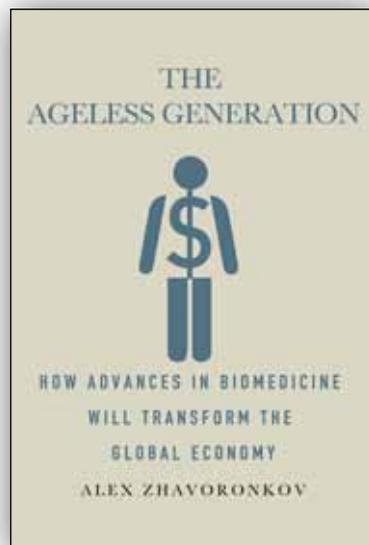
ISBN: 978-1-137-27833-3
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 256 pp.

HC ISBN: 978-0-230-33993-4

The Ageless Generation

How Advances in Biomedicine Will Transform the Global Economy

Alex Zhavoronkov, PhD



An intriguing look into advances in biomedical science and their impact on the future of healthcare, retirement, and the global economy

Over the past 20 years, the biomedical research community has been delivering hundreds of breakthroughs expected to extend human lifespan beyond thresholds imaginable today. However, much of this research has not yet been adopted into clinical practice, nor has it been widely publicized. Biomedicine will transform our society forever by allowing people to live longer and to continue working and contributing financially to the economy longer, rather than entering into retirement and draining the economy through pensions and senior healthcare. Old age will become a concept of the past, breakthroughs in regenerative medicine will continue, and an unprecedented boom to the global economy, with an influx of older able-bodied workers and consumers, will be a reality. A leading expert in aging research, author Alex Zhavoronkov provides a helicopter view on the progress science has already made, from repairing tissue damage to growing functional organs from a single cell, and illuminates the possibilities that the scientific and medical community will soon make into realities. *The Ageless Generation* is an engaging work that causes us to rethink our ideas of age and ability in the modern world.



Alex Zhavoronkov, PhD, is the director and trustee of the Biogerontology Research Foundation, a think tank supporting aging research worldwide. He heads the laboratory of bioinformatics at the Clinical Research Center for Pediatric Hematology, Oncology and Immunology, and is involved in the World Federation for Regenerative Medicine and the European Federation for Regenerative Medicine.

Marketing

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

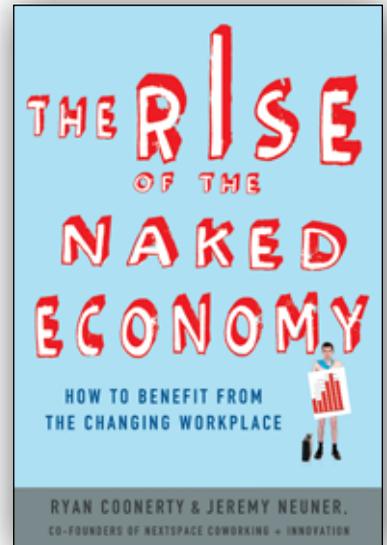
Current Affairs

ISBN: 978-0-230-34220-0
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 288 pp.

The Rise of the Naked Economy

How to Benefit from the Changing Workplace

Ryan Coonerty and Jeremy Neuner



An exploration of the new era of work and how to not only survive, but to thrive in this changing economy

What happens when work is no longer a place but a state of mind: when the trappings that have defined the economy as we knew it are stripped away and we start from the bare essence of what it means to make a living? From corner coffee shops to *Fortune* 500 companies, workers from all different backgrounds are creating a new reality and prosperity. *The Rise of the Naked Economy* shows readers how to achieve both personal and professional success in an economy that does not guarantee lifetime employment. Pioneers Coonerty and Neuner report from the front lines on the future of work. From the recently graduated to the recently laid off, this book covers how the rise in non-traditional employment calls for a new infrastructure, strategy, and attitude for workers, companies, and communities alike. Through interviews with the people, companies, and policymakers who are leading the change and already profiting from it, *The Rise of the Naked Economy* provides an optimistic, humorous, and inspirational vision for readers who want reclaim their lives and livelihoods.

Ryan Coonerty is the co-founder and Chief Strategist for NextSpace. He served two terms as the Mayor of Santa Cruz, California and was selected by the Aspen Institute as "one of the nation's most promising young leaders." Ryan teaches constitutional law at the University of California, Santa Cruz and is the author of *Etched in Stone: Enduring Words from Our Nation's Monuments*.

Jeremy Neuner is the co-founder and CEO of NextSpace, where he and his team are leading the charge in the future of work. Before that, he was a Navy pilot, a management consultant, and a local government official. Jeremy spent time as a fellow at the Aspen Institute's Business and Society program where he studied the future of work with leaders of *Fortune* 500 companies.

Marketing

- National print and broadcast publicity
- Marketing coordination with NextSpace
- Online marketing campaign

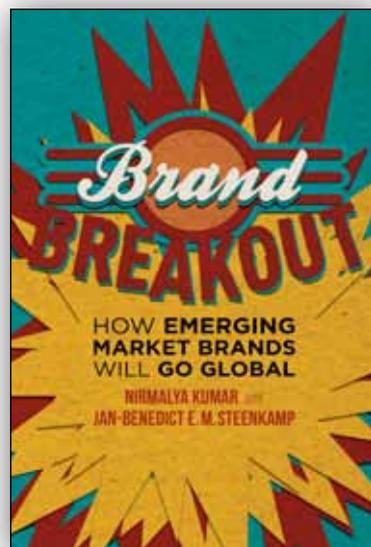
Business

ISBN: 978-0-230-34219-4
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 256 pp.

Brand Breakout

*How Emerging Market Brands
Will Go Global*

Nirmalya Kumar and
Jan-Benedict E.M Steenkamp



Written by leading thinkers on brand strategy, *Brand Breakout* highlights what emerging brands need to do to succeed in international markets and what they face when competing with western brands

Ask a person on any street in the West to quickly name a brand from an emerging market and you will draw a blank. In fact, a study of western consumers revealed just how low the spontaneous recall of Chinese brands is; emerging market companies are painfully aware of this fact. Many leading companies from emerging markets feel that their country of origin's image handicaps them and presents an obstacle when selling their products and services to western consumers. In *Brand Breakout*, marketing experts Nirmalya Kumar and Jan Steenkamp examine how companies from what are now considered emerging markets will successfully reach, and in some cases are already reaching, the developed world as consumer brands. The authors outline eight strategies that emerging market brands can pursue to become truly global consumer brands.

Nirmalya Kumar is professor of Marketing and co-director of Aditya Birla India Centre at London Business School. His research has been widely published in journals such as the *Harvard Business Review* and *Journal of Marketing Research*, and he has published six books.

Jan Benedict E.M. Steenkamp is the C. Knox Massey Distinguished Professor of Marketing and Marketing Area Chair at the Kenan-Flagler Business School at UNC. He has consulted companies like Procter & Gamble, Kraft, and Johnson & Johnson on branding and strategy, and he has written for the *Harvard Business Review*, *The Wall Street Journal*, and *Financial Times*, among others.

Marketing

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

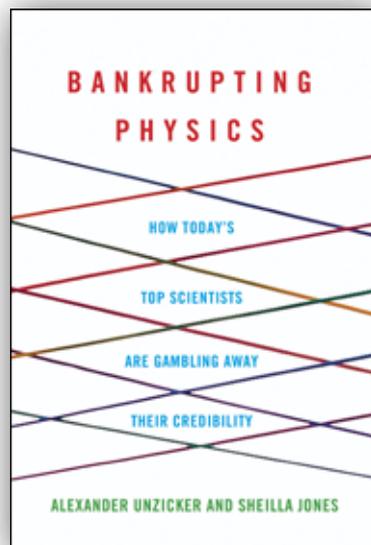
Business

ISBN: 978-1-137-27661-2
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.

Bankrupting Physics

How Today's Top Scientists are Gambling Away Their Credibility

Alexander Unzicker and Sheilla Jones



An award-winning scientist argues that theoretical physics has become too abstract and calls for science to return to the experimental method

“Unzicker's arguments are well-grounded, sound, [and] informed.”
—*Scientific American* (German edition)

The recently celebrated discovery of the Higgs boson has captivated the public's imagination with the promise that it can explain the origins of everything in the universe. It's no wonder that the media refers to it grandly as the “God particle.” Yet behind closed doors, physicists are admitting that there is much more to this story, and even years of gunning the Large Hadron Collider and herculean number crunching may still not lead to a deep understanding of the laws of nature. In this fascinating and eye-opening account, theoretical physicist Alexander Unzicker and science writer Sheilla Jones offer a polemic. They question whether the large-scale, multinational enterprises actually lead us to the promised land of understanding the universe. The two scientists take us on a tour of contemporary physics and show how a series of highly publicized theories met a dead end. Unzicker and Jones systematically unpack the recent hot theories such as “parallel universes,” “string theory,” and “inflationary cosmology,” and provide an accessible explanation of each. They argue that physics has abandoned its evidence-based roots and shifted to untestable mathematical theories, and they issue a clarion call for the science to return to its experimental foundation.

Alexander Unzicker is a German theoretical physicist and neuroscientist. The German language edition of *Bankrupting Physics* won the prestigious Science Book of the Year. His work has been covered in *Physics World*.

Sheilla Jones is the author of *The Quantum Ten* and an award-winning Canadian journalist and a science contributor to CBC. She reviews science books for *The Globe and Mail* and the *Literary Review of Canada*.

Marketing

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

Science

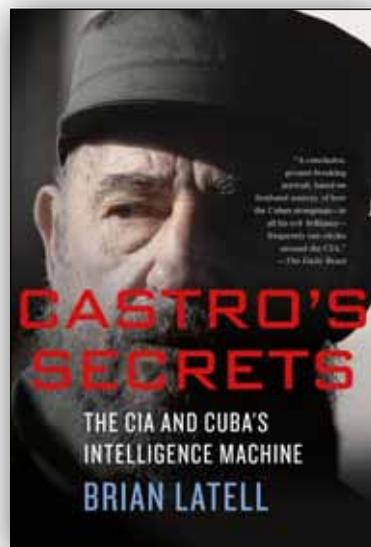
ISBN: 978-1-137-27823-4
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 256 pp.

macmillanscience

Castro's Secrets

The CIA and Cuba's Intelligence Machine

Brian Latell



“Castro’s Secrets begins like a slow murder mystery then builds damning fact after damning fact into a conclusive, ground-breaking portrait, based on firsthand sources, of how the Cuban strongman—in all his evil brilliance—frequently ran circles around the CIA.” —*The Daily Beast*

“The first substantial study of Fidel Castro’s intelligence operations... Latell’s book makes some new revelations and adds detail to older ones in making the argument that Castro played at least an indirect role in the assassination [of JFK].” —*The Miami Herald*

Published to glowing reviews, this riveting narrative takes us back to when the Cuban Revolution was young and offers a new and surprising look at Fidel Castro. Drawing on interviews with high-level defectors from Cuban intelligence, Cuba expert Brian Latell creates a vivid narrative that chronicles Castro’s crimes from his university days through nearly 50 years in power. As Cuba’s supreme spymaster Fidel built up an intelligence system that became one of best and most aggressive anywhere. Latell argues that the CIA grossly underestimated the Cubans’ extraordinary abilities to run moles and double agents and to penetrate the highest levels of American institutions. He reveals new details about the CIA’s most deplorable plots against Cuba and shocking new findings about what Fidel actually knew of Lee Harvey Oswald prior to the assassination of John F. Kennedy.

Brian Latell is the author of *After Fidel*, which has been published in eight languages. He began tracking the Castro brothers for the CIA in the 1960s. His articles have appeared in *The Washington Post*, *The Wall Street Journal*, *Time*, *The Miami Herald*, and *The Washington Quarterly*. Currently senior research associate at the Institute for Cuban and Cuban American Studies at the University of Miami, he previously taught for a quarter century at Georgetown University. He lives in Lancaster, Virginia.

Now in Paperback

Marketing

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

History

ISBN: 978-1-137-27841-8
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 288 pp.
Includes 4 pp. b/w photos

HC ISBN: 978-0-230-62123-7

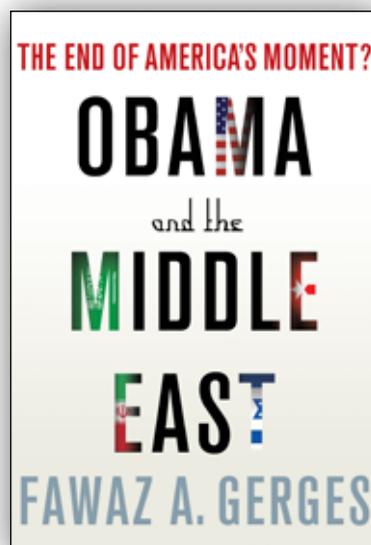
Also Available

After Fidel
ISBN: 978-1-4039-7507-2
\$16.00 pb. (C\$18.50)

Obama and the Middle East

The End of America's Moment?

Fawaz A. Gerges



From one of the top Middle East experts in the world comes a hard-hitting assessment of Obama's current foreign policy and a proposed plan for the region

"An exceptional book that thoroughly scrutinizes the struggles of all the nations of the Middle East and doesn't hesitate to distribute blame where it's warranted." —*Kirkus* (starred review)

"This is a highly readable book, recommended for anyone who regularly follows the news in this region." —*Library Journal*

Published to widespread media acclaim, Fawaz Gerges's work takes on the past, present, and future of the United States' relationship with the Middle East. Gerges, one of the world's top Middle East scholars, examines the US–Middle East relationship Obama has inherited, analyzes the administration's responses to the challenges it has faced, and highlights what must change in order to improve US outcomes in the region. Evaluating the president's engagement with the Arab Spring, his decision to order the death of Osama bin Laden, his intervention in Libya, and his relations with Iran, Gerges reaches a sobering conclusion: the United States is near the end of its moment in the Middle East. The cynically realist policy it has employed since World War II—and that the Obama administration has continued—is at the root of current bitterness and mistrust, and it is time to remake American foreign policy.

Fawaz A. Gerges is a professor of Middle Eastern Politics and International Relations at the London School of Economics and Political Science, where he is chair of the Middle East Centre. He was a senior ABC television news analyst from 2000 until 2007 and has been a guest on *Charlie Rose*, *Oprah*, *ABC Nightline*, and other prominent shows. He has contributed pieces to *The New York Times*, *The Washington Post*, *International Herald Tribune*, *Foreign Affairs*, *Foreign Policy*, *Middle East Journal*, *Al Mustaqbal al-Arabi*, and many others. He lives in London.

Now in Paperback

Marketing

- National print and broadcast publicity
- Online marketing campaign
- Academic promotion

Politics

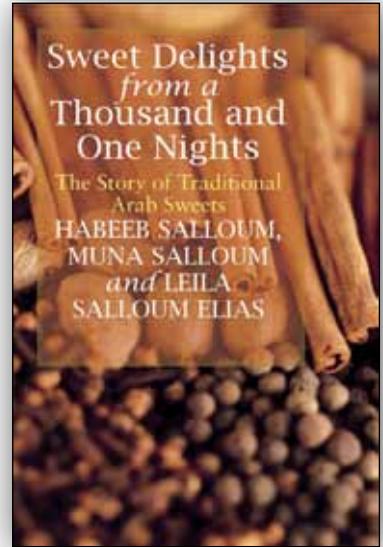
ISBN: 978-1-137-27839-5
\$18.00 pb. (C\$20.00)
6½ x 9¼ / 304 pp.

HC ISBN: 978-0-230-11381-7

Sweet Delights from a Thousand and One Nights

The Story of Traditional Arab Sweets

Habeeb Salloum, Muna Salloum,
and Leila Salloum Elias



Highlighting a virtually unknown area of Middle Eastern cooking, *Sweet Delights from a Thousand and One Nights* provides a unique look into the culinary history of traditional Arab sweets

Which dessert is named after the heroic third century Queen Zenobia of Palmyra? Which crunchy pastry shares its name with the caps worn by the Turkmens of Anatolia? How does one make the perfect Baqlawah? Blending cooking with culture and recipes with history, this is the fascinating and delectable story of traditional Arab sweets. Filling the tables of caliphs and noblemen, these sumptuous desserts of saffron and rose water conjure the opulence and grandeur of the medieval Islamic world. Bringing together tenth to fourteenth century Arabic texts, the authors retrace the history of these sweet dishes, reviving the original recipes and following their development and influence over the centuries into non-Arabic speaking lands. Honey, dates, figs, and pomegranates are just a few of the ingredients featured in this exquisite selection of mouth-watering desserts, all woven together with medieval poems and stories. A unique insight into Middle Eastern culinary history, this beautifully illustrated book is a must-have for anyone with a sweet tooth.

Habeeb Salloum is a freelance writer and author. He has written several books, including *Arabic Contributions to the English Vocabulary*, and *Journeys Back to Arab Spain*, in addition to five cookbooks that deal with Arab cuisine.

Muna Salloum is a freelance writer and author. She is author of *The Sweets of Araby*, co-authored by Leila Salloum Elias.

Leila Salloum Elias is a freelance writer and author. She is the author of several books, including *The Sweets of Araby*, co-authored by Muna Salloum.

Marketing

- National print publicity
- Online marketing campaign
- Blog outreach

Cooking

ISBN: 978-1-78076-464-1
\$29.00 hc. (C\$33.50)
6½ x 9¼ / 272 pp.
Includes 10 b/w illustrations,
plus 16 pp. color inserts

I.B. TAURIS
PUBLISHERS

Also Available

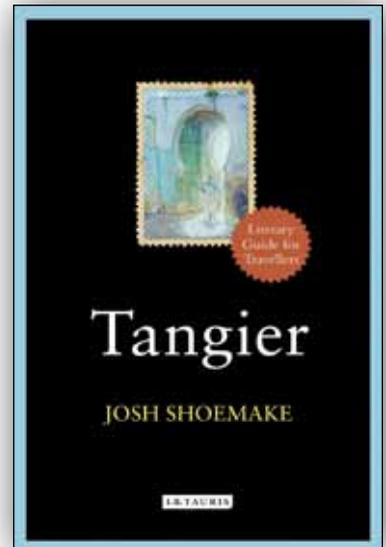
Classic Turkish Cooking
ISBN: 978-1-84885-984-5
\$25.00 pb. (C\$29.00)

Prospero's Kitchen
ISBN: 978-1-78076-136-7
\$28.00 hc. (C\$32.00)

Tangier

A Literary Guide for Travellers

Josh Shoemake



A multi-layered look at the literary history of Tangier

An edge city, poised at the northernmost tip of Africa, just nine miles across the Strait of Gibraltar from Europe and overlooking both the Mediterranean and the Atlantic, Tangier is more than a destination, it is an escape, and the Interzone, as William Burroughs called it, has attracted spies, outlaws, outcasts, and writers for centuries—men and women working out at the edge of literary forms, breaking through artistic borders. This outlaw originality is what most astonishes when encountering the literary history of Tangier for the first time. Particularly in the past century, the results were some of the most incendiary and influential books of our time, the most prominent being Burroughs' *Naked Lunch* and Bowles' *The Sheltering Sky*. The list of "edge" writers who were drawn to Tangier is long, among them Ibn Battuta, Samuel Pepys, Alexandre Dumas, Mark Twain, Edith Wharton, Walter Harris, Jean Genet, Paul and Jane Bowles, Tennessee Williams, William Burroughs, Brion Gysin, Patricia Highsmith, Jack Kerouac, Truman Capote, Gore Vidal, Allen Ginsberg, Alfred Chester, Joe Orton, and Mohamed Choukri. This is a book that will capture the unconventional, multilayered story of literary Tangier and will be a must-have for travelers, armchair adventurers, and literature buffs, particularly aficionados of the Beat generation writers and poets who made the city their home.

Josh Shoemake was a reader in English at Columbia University. He has lived in Morocco since 1996. He spent three years in Tangier, where he taught literature and formed close friendships with Paul Bowles, Mohamed Choukri, and other local artists and writers. He then served for five years as headmaster of The American School of Marrakech and has published stories about Tangier in *The Threepenny Review* and elsewhere.

Marketing

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

Travel

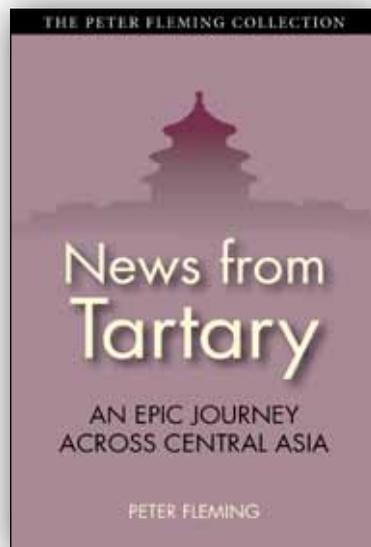
ISBN: 978-1-78076-276-0
\$25.00 hc. (C\$29.00)
5 x 7¾ / 288 pp.
Includes 8 pp. b/w inserts

I.B. TAURIS
PUBLISHERS

News from Tartary

An Epic Journey Across Central Asia

Peter Fleming, OBE



The fourth title in The Peter Fleming Collection, *News from Tartary* chronicles his successful and remarkable journey from Peking to Kashmir

News from Tartary describes a phenomenally successful attempt that legendary adventurer Peter Fleming made to travel overland from Peking to Kashmir. The journey took seven months and covered about 3,500 miles. and Motivated largely by curiosity, he set out with his companion Ella Maillart across a China torn by civil war to journey through Xinjiang to British India. It had been eight years since anyone had crossed Xinjiang; in between those who had entered this inhospitable and politically volatile area—under the control of a warlord supported by Stalin's Red Army—seldom left alive. Entering the province by a little known route and following the path of the Silk Road, they ended up in Kashgar before crossing the Pamirs to India. Beautifully written and superbly observed, this is not simply an account of a part of the world few of us will ever see, but also a marvellous insight into the last days of the Great Game, when Britain and Russia still faced each other across a Central Asia in a state of anarchy.

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

Marketing

- National print publicity
- Online marketing campaign
- Blog outreach

Travel

ISBN: 978-1-78076-503-7
\$18.00 pb. (C\$20.00)
5 x 7¼ / 424 pp.



Also Available

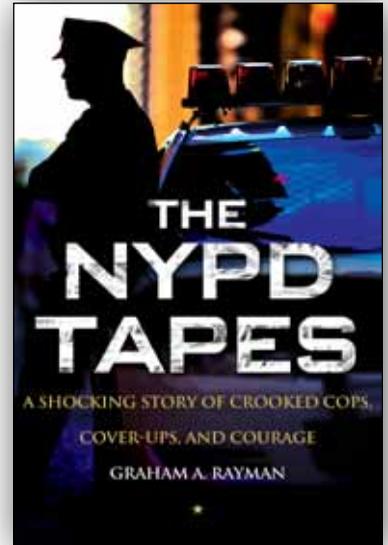
Operation Sea Lion
ISBN: 978-1-84885-699-8
\$18.00 pb. (C\$20.00)

To Peking
ISBN: 978-1-84511-966-6
\$16.00 pb. (C\$18.00)

The NYPD Tapes

A Shocking Story of Crooked Cops, Cover-ups, and Courage

Graham A. Rayman



The inside story of one of the biggest police cover-ups in history, and its implications for a system now used across the country for tracking crime and accountability

In May 2010, NYPD officer Adrian Schoolcraft made national headlines when he released a series of secretly recorded audio tapes exposing corruption and abuse at the highest levels of the police department. But, according to a lawsuit filed by Schoolcraft against the City of New York, instead of admitting mistakes and pledging reform Schoolcraft's superiors forced him into a mental hospital in an effort to discredit the evidence. In *The NYPD Tapes*, the reporter who first broke the Schoolcraft story brings his ongoing saga up to date, revealing the rampant abuses that continue in the NYPD today, including warrantless surveillance, systemic harassment and underreporting of serious crimes like rape and murder. Through this lens, he tells the broader tale of how American law enforcement has for the past thirty years been distorted by a ruthless quest for numbers, in the form of CompStat, the vaunted data-driven accountability system first championed by New York police chief William Bratton and since implemented in police departments across the country. Forced to produce certain crime stats each quarter or face discipline, cops in New York and everywhere else fudged the numbers, robbing actual crime victims of justice and sweeping countless innocents into the police net. Rayman paints a terrifying picture of a system gone wild, and the pitiless fate of the whistleblower who tried to stop it.

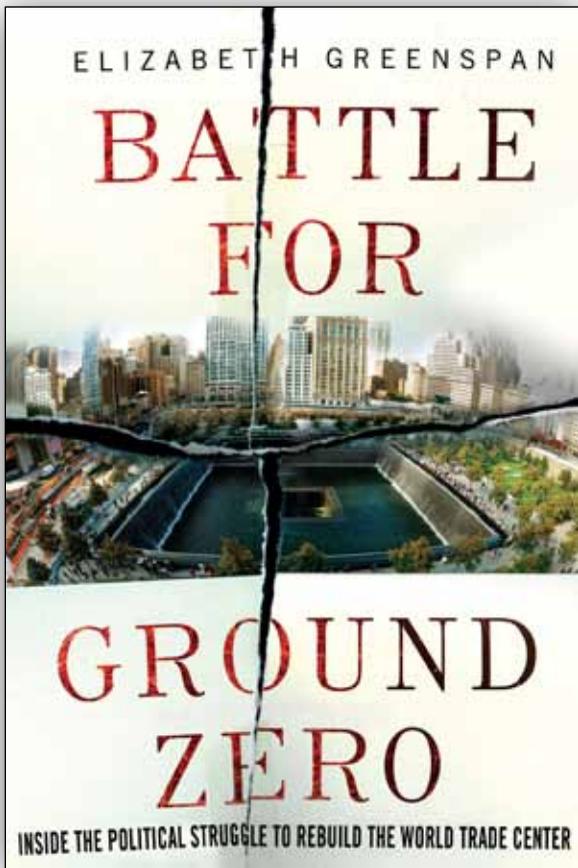
Graham A. Rayman is a writer for *The Village Voice* who has covered the New York City Police Department for 17 years. His NYPD Tapes series has been nominated for the Pulitzer Prize, the Polk Award, the Harvard Goldsmith award, and a half-dozen other prizes. Previously, he was at *Newsday*, covering Ground Zero on the day of the 9/11 attacks and writing about the start of the Iraq War after being embedded with a US Marine Corps. He lives in New York City.

Marketing

- National print and broadcast publicity
- Regional author events
- Online marketing campaign

Current Affairs

ISBN: 978-0-230-34227-9
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 272 pp.



Battle for Ground Zero

Inside the Political Struggle to Rebuild the World Trade Center

Elizabeth Greenspan

On the eve of the opening of One WTC, a revealing look at the heated politics behind the long struggle to rebuild at Ground Zero

Marketing

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

Current Affairs

ISBN: 978-0-230-34138-8
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 288 pp.

In the aftermath of 9/11, Americans came together in a way not seen for a generation, pledging unity to rebuild after the horrific loss of the Twin Towers. People were signing up to go to war; rescue workers were laboring to clear rubble. But instead of becoming a rallying symbol in the fight against terrorism, Ground Zero has been plagued by intense conflict and controversy from the very start. *Battle for Ground Zero* goes behind the scenes of this fight to rebuild, revealing how grieving families, commercial interests, and politicking bureaucrats clashed at every step of the way, confounding progress and infuriating the public. Since the fall of 2001, author Elizabeth Greenspan has been documenting the drama—conducting interviews with neighborhood residents, architects, officials, rescue workers, and victims’ relatives, as well as key New York players like Mayor Bloomberg, uber-developer Larry Silverstein, and Governor Pataki. Here she provides a warts-and-all look at this pivotal decade—from the bitter feuding between city officials and victims’ families, to the endless controversy over the memorial design, to the fraught tenth anniversary, against a still-unfinished building. Publishing just as the memorial is finally completed, *Battle for Ground Zero* is an exhaustively researched reminder of how long it took to put a brave face on the horror of 9/11.



Elizabeth Greenspan is a writer and urban anthropologist currently teaching at Harvard University. She writes regularly about Ground Zero for *The Atlantic* online. Her writing has also appeared in *The Washington Post* and *The Harvard Review*, among other publications, and she has worked for the Associated Press Rome Bureau, and *National Journal* magazine. She has lectured about Ground Zero and 9/11 at numerous colleges and universities, including Harvard, Brandeis College, the University of Pennsylvania, Haverford College, Temple University, and SUNY-Albany. She lives in Cambridge, MA.

Capture the Mindshare and the Market Share Will Follow

The Art and Science of Brand Building

Libby Gill

An insightful look at how great companies build authentic brands that attract loyal, long-term customers using a proven seven-step methodology

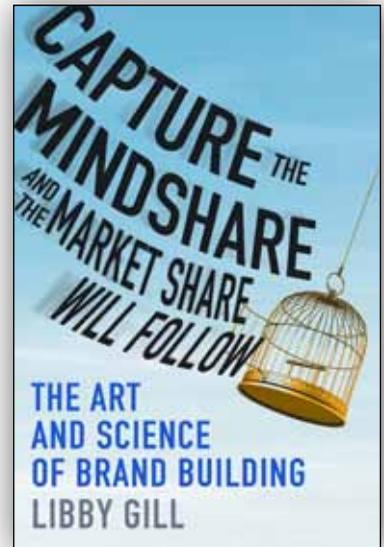
"We've seen a lot of great speakers here at Disney, but Libby's presentation was one of the most inspiring I've seen in a long time. She managed to blend practical business information with deep insights about personal responsibility and leadership. After a very challenging year, our group was ready to get back to work, totally re-energized by her empowering message."

—Sharon Williams, Senior Vice President, Disney, ABC

Capture the Mindshare and the Market Share Will Follow reveals how strong branding creates awareness, provides authentic value, motivates others to act, and builds long-term customer loyalty based on trust and respect. Author Libby Gill helps businesses define and articulate their unique brand promise by exploring case studies and client success stories to help readers master the Six Core Mindshare Methods, including concepts to Clarify, Commit, Collaborate, Connect, Communicate, and Contribute. Readers will see their relationships deepen, opportunities expand, and careers flourish as they learn to differentiate themselves in a competitive environment by promising and delivering massive value.



Libby Gill is an internationally respected executive coach, brand strategist, and bestselling author. Libby works with top companies to help them successfully position their leaders, business, and brands including Nike, Disney, Kellogg, Oracle, PayPal, Royal Caribbean Cruise Lines, and more. Libby is a frequent TV and radio guest offering expert opinions and guidance on brand strategy and professional development. She has appeared on the *Today* show, *Dr. Phil*, CNN, NPR, *Oprah & Friends Radio*, and many more.



Marketing

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

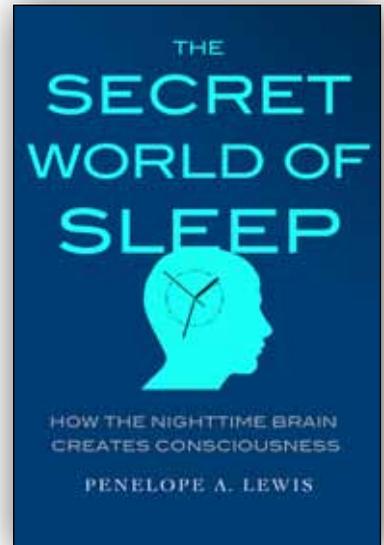
Business

ISBN: 978-1-137-27851-7
\$26.00 hc. (C\$30.00)
6½ x 9¼ / 240 pp.

The Secret World of Sleep

How the Nighttime Brain Creates Consciousness

Penelope A. Lewis



A highly regarded neuroscientist explains the little known role of sleep in processing our waking life and making sense of difficult emotions and experiences

In recent years neuroscientists have uncovered the countless ways our brain trips us up in day-to-day life, from its propensity toward irrational thought to how our intuitions deceive us. The latest research on sleep, however, points in the opposite direction. Where old wives tales have long advised to "*sleep on a problem*," today scientists are discovering the truth behind these folk sayings, and how the busy brain radically improves our minds through sleep and dreams. In *The Secret World of Sleep*, neuroscientist Penny Lewis explores the latest research into the nighttime brain to understand the real benefits of sleep. She shows how, while our body rests, the brain practices tasks it learned during the day, replays traumatic events to mollify them, and forges connections between distant concepts. By understanding the roles that the nocturnal brain plays in our waking life, we can improve the relationship between the two, and even boost creativity and become smarter. This is a fascinating exploration of one of the most surprising corners of neuroscience that shows how science may be able to harness the power of sleep to improve learning, health, and more.

Penelope A. Lewis is a neuroscientist at the University of Manchester, where she runs the Sleep and Memory Lab. She has written for a number of popular science publications, including *New Scientist*. Her research has been featured on the BBC, and she's received funding from top institutes, including the Wellcome Trust and Unilever. She lives in Manchester, United Kingdom.

Marketing

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

Science

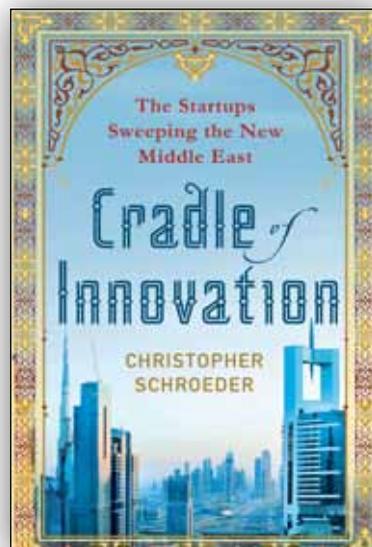
ISBN: 978-0-230-10759-5
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.
Includes 15 b/w illustrations

macmillanscience

Cradle of Innovation

The Startups Sweeping the New Middle East

Christopher Schroeder



A surprising look at the surge of entrepreneurship that has accompanied the recent uprisings in the Middle East, and why it's the new best place for Western investment and opportunity

Despite the world's elation at the Arab Spring, shockingly little has changed politically in the Middle East; even frontliners Egypt and Tunisia continue to suffer repression, fixed elections, and bombings, while Syria descends into civil war. But in the midst of it all, a quieter revolution has begun to emerge, one that might ultimately do more to change the face of the region: entrepreneurship. As a seasoned angel investor in emerging markets, Christopher Schroeder was curious but skeptical about the future of investing in the Arab world. Travelling to Dubai, Cairo, Amman, Beirut, Istanbul, and even Damascus, he saw thousands of talented, successful, and intrepid entrepreneurs, all willing to face cultural, legal, and societal impediments inherent to their worlds. Equally important, he saw major private equity firms, venture capitalists, and tech companies like Google, Intel, Cisco, Yahoo, and Living Social making significant bets, despite the uncertainty in the region. Here, he marries his own observations with the predictions of these tech giants to offer a surprising and timely look at the second stealth revolution in the Middle East—one that promises to reinvent it as a center of innovation and progress.



Christopher Schroeder is an entrepreneur and angel investor. In 2010, he wrote an op-ed for *The Washington Post* about the start-ups in Dubai, and was subsequently invited by Secretary of State Hillary Clinton to judge a start-up competition in Cairo one week before Tahrir Square. He is on the boards of advisors of the American University of Cairo School of Business and regional start-up resources Wamda and Oasis500. He lives in Washington, DC.

Marketing

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

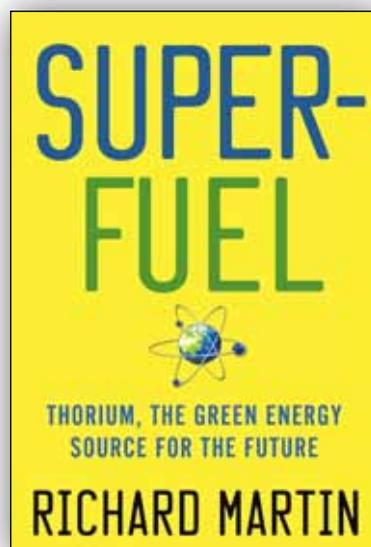
Business

ISBN: 978-0-230-34222-4
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.
Includes 8 b/w photos

SuperFuel

Thorium, the Green Energy Source for the Future

Richard Martin



"A gripping narrative. The implications of this subject could not be more vital . . . *SuperFuel* clearly and fairly spells out the reasons for both optimism and for caution." —James Fallows, *The Atlantic*

"Makes the case that thorium, an abundant, safe element that cannot easily be turned into a weapon, should be fuelling our reactors instead of uranium ... convincing." —*New Scientist*

"[Martin] makes a solid, convincing case for thorium as a superfuel, not simply to replace uranium, but to reduce the use of much dirtier fuels such as coal ... With readable presentations like *SuperFuel*, the path to a better energy future just got a little easier." —*The Washington Times*

At the dawn of the atomic age, uranium and thorium were equally important as the elements of choice in researching nuclear energy—either one could have powered the world's reactors. But it was uranium that won out, and thorium, which is far cleaner, safer, and more abundant than uranium, was relegated to the dustbin of science. With it went the possibility of creating a low-risk nuclear energy source to power our planet. Now, as the world searches for cheap, non-carbon-emitting energy sources, thorium is reemerging as an overlooked solution. As one of the first energy experts to promote the development of thorium, award-winning science writer Richard Martin combines science, new historical research, and a timely business narrative to show how we can wean ourselves off our fossil-fuel addiction and shift to a lower-risk energy source. At once a big think book and a science manifesto, *SuperFuel* challenges us to look back at what could have been different in history as well as forward to an energy revolution in the making.

Richard Martin is an award-winning science writer whose work has appeared in *Wired*, *Time*, *Fortune*, *The Atlantic*, and *The Best Science Writing of 2004*. He is the editorial director of Pike Research, a leading clean energy firm. He lives in Boulder, Colorado.

Now in Paperback

Marketing

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

Science

ISBN: 978-1-137-27834-0
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 272 pp.

HC ISBN: 978-0-230-11647-4

macmillanscience

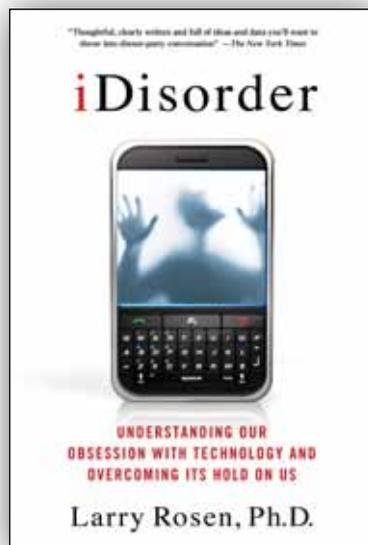
August

33

iDisorder

*Understanding Our Obsession with
Technology and Overcoming Its Hold on Us*

Larry D. Rosen, PhD

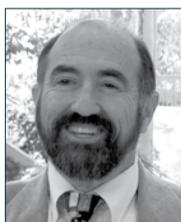


"Thoughtful, clearly written and full of ideas
and data you'll want to throw into dinner-party
conversation."
—*The New York Times*

"In *iDisorder*, Dr. Larry Rosen takes readers on a thought-provoking tour of how new technology is dramatically changing our lives and redefining what we consider normal versus disordered behavior."

—Gary Small, M.D., director of UCLA Center on Aging and bestselling author of *The Memory Bible*

Based on decades of research on the social impact of technology, Dr. Larry Rosen offers clear, down-to-earth explanations for why many of us are suffering from an "iDisorder." Rosen offers solid, proven strategies to help us overcome the iDisorder we all feel in our lives while still making use of all that technology offers. Our world is not going to change, and technology will continue to penetrate society even deeper leaving us little chance to react to the seemingly daily additions to our lives. Rosen teaches us how to stay human in an increasingly technological world.



Larry D. Rosen, PhD is past chair and professor of Psychology at California State University, Dominguez Hills. He is a research psychologist and computer educator, and is recognized as an international expert in the "Psychology of Technology." Dr. Rosen has been a commentator on *Good Morning America*, MSNBC, Fox News Channel, CNN, and Lifetime Television, and has been quoted in hundreds of magazines and newspapers, including *Newsweek*, the *Los Angeles Times*, *Newsday*, *The Chronicle of Higher Education*, *The New York Times*, and *USA Today*.

Now in Paperback

Marketing

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

Psychology

ISBN: 978-1-137-27831-9
\$16.00 pb. (C\$18.50)
6½ x 9¼ / 256 pp.

HC ISBN: 978-0-230-11757-0

Also Available

Rewired

ISBN: 978-0-230-61478-9
\$17.00 pb. (C\$18.95)

Me, MySpace & I

ISBN: 978-0-230-60003-4
\$16.95 pb. (C\$18.95)

A Traveller's Guide to Homer

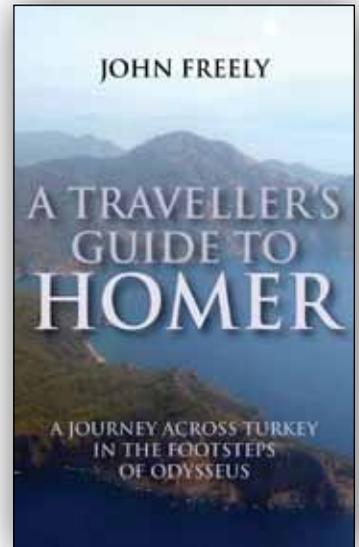
A Journey across Turkey in the Footsteps of Odysseus

John Freely

An essential traveler's guide to Greece and Turkey, through the path of Homer's great works

In October 1945, at the age of 19, John Freely passed the southernmost tip of Crete on his way home from the war in China, just as Odysseus did on his homeward voyage from the battle of Troy. He has been mesmerized with Homer and the lands of Homer's epics ever since. As the culmination of a life spent exploring both these lands and the stories by and connected to Homer, Freely has forged a captivating traveler's guide to Homer's lost world and to his epics—*The Iliad* and *The Odyssey*—investigating where such places as the Land of the Lotus Eaters are and what it was about the landscapes of Greece and Turkey that influenced and inspired Homer—arguably the greatest classical epic poet. This will be a traveler's guide to all of those places linked to Homer that can be identified and it will also speculate on where such places as the Land of the Lotus Eaters might be. With a revealing introduction to Homer and his times and an outline of the wanderings of Odysseus the book follows in his footsteps from Troy to his final return to Ithaca. Finally, Freely illuminates how the Homeric epics took their final form and their subsequent echoes in literature, art, legend and folklore: all part of the romance of the wandering hero.

John Freely was born in New York and joined the US Navy at the age of 17, serving with a commando unit in Burma and China during the last years of World War II. He has lived in New York, Boston, London, Athens, and Istanbul and has written over 40 travel books and guides, most of them about Greece and Turkey. He is author of *The Grand Turk*, *Storm on Horseback*, *Children of Achilles*, *The Cyclades*, *The Ionian Islands*, *Celestial Revolutionary*, and *Light from the East*, *Crete*, *The Western Shores of Turkey*, *Strolling through Athens*, *Strolling through Venice*, and *Strolling through Istanbul*.



Marketing

- National print publicity
- Online marketing campaign
- Blog outreach

Travel

ISBN: 978-1-78076-197-8
\$28.00 hc. (C\$32.00)
6½ x 9 / 256 pp.
Includes 8 pp. b/w inserts,
plus 2 maps



Also Available

Light From the East
ISBN: 978-1-84885-452-9
\$28.00 hc. (C\$32.00)

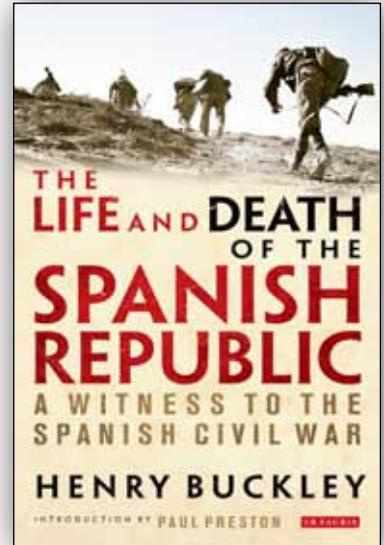
Children of Achilles
ISBN: 978-1-84511-941-6
\$30.00 hc. (C\$36.00)

The Life and Death of the Spanish Republic

A Witness to the Spanish Civil War

Henry Buckley

Introduction by Paul Preston



A unique first person account of the Spanish Republic and Civil War from the front lines

In 1940, *The Daily Telegraph* correspondent Henry Buckley published his eyewitness account of his experiences reporting from the Spanish Civil War. The copies of the book, stored in a warehouse in London, were destroyed during the Blitz and only a handful of copies of his unique chronicle were saved. Now, 70 years after its first publication, this exceptional eyewitness account of the war is republished with a new introduction by Paul Preston. *The Life and Death of the Spanish Republic* is a unique account of Spanish politics throughout the entire life of the Second Republic, combining personal recollections of meetings with the great politicians of the day with eyewitness accounts of dramatic events. This important book is one of the most enduring records of the Spanish Republic and the civil war and a monumental testimony to Buckley's work as a correspondent.

Henry Buckley was *The Daily Telegraph's* correspondent in Spain during the Spanish Civil War. He arrived in Spain in 1929, six years before the outbreak of the conflict and left Spain with the remnants of the Republican forces that fled following their defeat by Franco in 1939. After covering World War II, Buckley returned to Spain in 1949, living there until his death in 1972. Paul Preston is professor of Contemporary Spanish Studies and director of the Cañada Blanch Centre for Contemporary Spanish Studies at the London School of Economics. He is one of the world's leading historians of the Spanish Civil War and the author of several books on the topic, most recently *The Spanish Holocaust: Inquisition and Extermination in Twentieth Century Spain*.

Paul Preston is Professor of Contemporary Spanish Studies and Director of the Cañada Blanch Centre for Contemporary Spanish Studies at The London School of Economics. He is one of the world's leading historians of the Spanish Civil War and the author of several books on the topic, most recently *The Spanish Holocaust: Inquisition and Extermination in Twentieth Century Spain*.

Marketing

- National print publicity
- Online marketing campaign
- Academic marketing campaign

History

ISBN: 978-1-78076-429-0
\$29.00 hc. (C\$33.50)
5½ x 8¼ / 448 pp.
Includes 8 pp. b/w inserts

I.B. TAURIS
PUBLISHERS

Passage to America

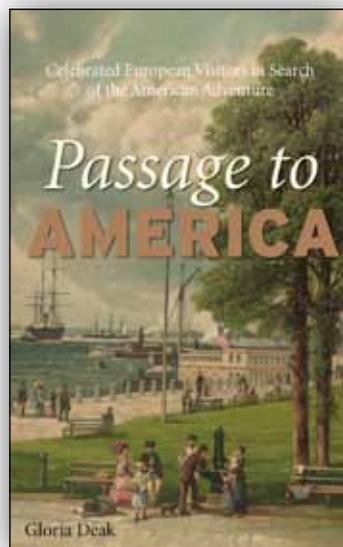
Celebrated European Visitors in Search of the American Adventure

Gloria Deak

A unique portrait of America from the collective writings of the nineteenth century's most prominent Europeans

America was a source of fascination to Europeans arriving there during the course of the nineteenth century. At first glance, the New World was very similar to the societies they left behind in their native countries, but in many aspects of politics, culture, and society, the American experience was vastly different—almost unrecognizably so—from Old World Europe. Europeans were astounded that America could survive without a monarch, a standing army, and the hierarchical society which still dominated Europe. Many prominent visitors to the United States recorded their responses to this emerging society in their diaries, letters and journals. They provide an insight into an America which is barely recognizable today while their writings set down a diverse and lively assortment of personal travel accounts. This book compares the impressions of a group of discerning and prominent Europeans from the cultural sphere—from the writers Charles Dickens, William Makepeace Thackeray, and Oscar Wilde to luminaries of music and ballet such as Tchaikovsky and Nijinsky. Their reactions to the New World are as revealing of the European and American worlds as they are colorful and varied, providing a unique insight into the experiences of nineteenth-century travelers to America.

Gloria Deak is a writer and independent scholar, specializing in American art and cultural affairs. Her books include *Picturing New York: The City from its Beginnings to the Present*; *Picturing America: Volumes I and II*; *Profiles of American Artists* and *American Views: Prospects and Vistas*.



Marketing

- National print publicity
- Online marketing campaign
- Academic promotion

History

ISBN: 978-1-78076-075-9
\$28.00 hc. (C\$32.00)
6½ x 9 / 256 pp.
Includes 25 b/w illustrations

I.B. TAURIS
PUBLISHERS

Kipling and The Sea

Rudyard Kipling

Edited by Andrew Lycett

Available for the first time, the complete collection of Rudyard Kipling's nautical voyages

Kipling may be best known as a commentator on the British Empire, but he was also a vivid observer and chronicler of the sea—and of ships and all who sailed in them. For him, the sea was the glue which bound the British Empire together. So Kipling wrote copiously about his own voyages—to India, across the Pacific and Atlantic, down to South Africa and Australia—and about the voyages of others. Sailors were particular heroes of his, as adventurers who braved every kind of element and danger in order to reach distant lands. In writing about them, he was enthralled by the romance of the sea, touching on everything from pirates to technical changes in ships. At all stages of his life Kipling peppered his many letters with observations about the sea, encompassing his own voyages and his other nautical interests. Edited and with a commentary by Kipling expert and author of the much-praised *Kipling Abroad*, *Kipling and the Sea* illuminates a side of Kipling's work that has for too long languished in the shadows.

Rudyard Kipling (1865-1936) was an English short story writer, poet, and novelist, most commonly known for his tales and poems of British soldiers in India, and children stories. Some of his bestselling works include *The Jungle Book*, *Just So Stories*, and the short story *The Man Who Would Be King*.

Andrew Lycett is author of the acclaimed biography of Rudyard Kipling and the successful and acclaimed *Kipling Abroad* (I.B.Tauris). As a former foreign correspondent, he has traveled widely and worked in most parts of the world written about by Kipling. His other books include highly regarded lives of Ian Fleming, Dylan Thomas, and Sir Arthur Conan Doyle. He is a member of the Council of the Kipling Society and a Fellow of the Royal Geographical Society.

Marketing

- National print publicity
- Online marketing campaign
- Blog outreach

Travel

ISBN: 978-1-78076-273-9
\$28.00 hc. (C\$32.00)
5½ x 8¼ / 256 pp.
Includes 2 maps



Also Available

Kipling Abroad
ISBN: 978-1-848-85072-9
\$28.00 hc. (C\$36.00)

Subrights

Title

Rights

Against Their Will	World
Ageless Generation, The	World English
Bankrupting Physics	World English
Battle for Ground Zero, The	World English
Brand Breakout	World English
Capture the Mindshare and the Market Share Will Follow	World English
Castro's Secrets	World English
Cradle of Innovation	World English
Environmental Debt	World English
God Revised	World
iDisorder	World
Kipling and The Sea	US & Canada
Life and Death of the Spanish Republic, The	US & Canada
Lincoln Dreamt He Died	World
Masters of the Planet	World
Mobile Influence	World
News from Tartary	US & Canada
NYPD Tapes, The	US & Canada
Obama and the Middle East	World
Passage to America	US & Canada
Permanent Emergency	World English
Reckoning, The	World
Rise of the Naked Economy, The	World
Secret World of Sleep, The	World
Strolling Through Rome	US & Canada
Strongman, The	US & Canada
Superfuel	World English
Sweet Delights from a Thousand and One Nights	US & Canada
Tangier	US & Canada
Traveller's Guide to Homer, A	US & Canada
Viral Hate	World English
Will to Know, The	World English
Work With Me	US & Canada

Customer Service

Address for Orders

MPS Distribution Center
16365 James Madison Highway
Gordonsville, VA 22942-8501
888-330-8477
Fax: 800-672-2054

Telephone Ordering

888-330-8477
Fax: 800-672-2054
Gift retailer or Gift wholesaler:
800-221-7945: ext. 5441
Fax: 212-598-9173

Customer Service Representative

888-330-8477
Fax: 540-672-7703

Director of Credit Management

888-330-8477 ext. 7680

To reach a specific division

Marketing / Advertising: 646-307-5039
Author Events: 646-307-5711
Publicity / Review copies: 646-307-5698
Sales: 646-307-5034
Coop Advertising Manager: 646-307-5428

Mail order catalogs, special sales

Special Marketing Department
Macmillan
175 Fifth Avenue
New York, NY 10010
Tel: 800-221-7945 ext. 5445
Fax: 212-598-9173

Order Department Hours

8:00 AM - 5:00 PM Eastern Time,
Monday through Friday.
MPS orders on Pubnet: SAN #6315011
Other EDI orders: call 540-672-7675

Shipping Points

Qualifying orders of titles in this catalog shipped to destinations within the United States under Macmillan's regular shipping cycles will be shipped free freight. All prices listed in this catalog are the Publisher's suggested retail price. Retailers may charge whatever price they find appropriate. All prices are subject to change without notice.

Catalogs

View Palgrave catalogs online at www.AboveTheTreeline.com.
You may request academic catalogs by contacting us at: marketing@palgrave-usa.com

Returns Policy

We accept returns for credit of books purchased on a returnable basis directly from us. We reserve the right not to accept returns that are marked and/or are not in saleable condition. Our full returns policy is available on request. Returns must be shipped prepaid:

MPS Returns Center
14301 Litchfield Drive
Orange, VA 22960

International Sales Offices

UK, Ireland, Latin America,
Caribbean, Japan, & all areas
not listed below

Palgrave Macmillan
Houndmills; Basingstoke
RG21 6XS
United Kingdom
Tel: +44 (0) 1256 329242
Fax: +44 (0) 1256 330688
E-mail: orders@macmillan.co.uk
www.palgrave.com

Australia

Palgrave Macmillan
Level 1, 15-19 Claremont St
South Yarra VIC 3141
Tel: (03) 9825 1111
Fax: (03) 9825 1010
E-mail: palgrave@macmillan.com.au
www.palgravemacmillan.com.au

Austria, Germany & Switzerland

Annika Fesch
Scharnhäuser Str 20
73760 Ostfildern
Germany
Tel: +49 711 12157184
Mobile: +49 17661358876
E-mail: k.lilienthal@palgrave.com

Benelux

Daan Timmermans
Tel: +31 (0) 650614101
E-mail: d.timmermans@palgrave.com

Canada

Raincoast Books
2440 Viking Way, Richmond
British Columbia V6V 1N2
Tel: 604-448-7100
800-663-5714
Fax: 604-270-7161
800-565-3770
Email: customerservice@raincoast.com

Central and Eastern Europe

Jacek Lewinson
Nowogrodzka 18 m.20
PL-00-511 Warsaw
Poland
E-mail: jacek.lewinson@data.pl
Tel/Fax: +48 22 6283956
Mobile: +48 (0) 502603290
E-mail: jacek@jaceklewinson.com

China

Macmillan Ltd
Beijing Rep Office
Rm 3302, West Wing, FLTRP
19 Xi San Huan Beilu
Beijing 100089
China
Tel: +86 (10) 8881 1358
Fax: +86 (10) 8881 1359
E-mail: china@macmillan.com.cn

Denmark, Norway, Finland, Iceland, & Sweden

Ben Greig, Colin Flint Limited
26 Harvey Goodwin Avenue
Cambridge, CB4 3EU
Tel: +44 1223 565052
Mobile: +44 785 4961315
E-mail: ben.greig@dial.pipex.com

Greece and Cyprus

Zitsa Seraphimidi
Malta
Tel: +210 5245 798
Fax: +210 9816 816
Mobile: + 00 30 6944 441184
Email: zitsaser@otenet.gr

Hong Kong, Korea, Malaysia, Singapore, Taiwan, Thailand, and rest of East Asia

Palgrave Macmillan
Macmillan East Asia
18/F Paul Y Centre
51 Hung To Road
Kwun Tong
Hong Kong
Tel: +852 2811 7176
Fax: +852 2811 0743
E-mail: macasia@macmillan.com.hk

India

Kalpna Shukla
Palgrave Macmillan
4676/21 First Floor
Ansari Road
Daryaganj
New Delhi 110 002
Tel: +91 11 2324 4186
Tel/Fax: +91 11 2327 2010
E-mail: palgraveindia@vsnl.net

Italy and France

David Pickering
Mare-Nostrum
Tel: +39 348 3183884
UK Mobile: +44 798 6559391
E-mail: davidpickering@mare-nostrum.co.uk

Middle East

Jan Rylewicz
Regional Sales Manager-Middle East
Tel: +971 (0) 4 390 2735
Fax: +971 4 390 8057
Email address: j.rylewicz@palgrave.com

New Zealand

Vicki Johnson
Macmillan Publishers
New Zealand Ltd
24 The Warehouse Way
Northcote
North Shore City 0632
Auckland
New Zealand
Tel: +64 9 414 0350
Fax: +64 9 414 0351
E-mail: vicki.johnson@macmillan.co.nz

Southern Africa

Cory Voigt
Palgrave Macmillan
2nd Floor
34 Whiteley Road
The Piazza
Melrose Arch
Johannesburg
2070
South Africa
Tel: +27 11 731 3300
Fax: +27 11 731 3569
E-mail: palgrave@macmillan.co.za

Spain

Trinidad Lopez
Tel/fax: +34 91 3528349
E-mail: trini@arrakis.es

Rights Offices

To inquire about translation rights for any Palgrave Macmillan title, please contact the appropriate agent:

I.B. Tauris & Tauris Parke Paperbacks

I.B. Tauris & Co. Ltd.
6 Salem Road
London
W2 4BU
Tel: +44 (0) 20 7243 1225
Fax: +44 (0) 20 7243 1226
E-mail: rights@ibtauris.com

Pluto Press

Gilly Duff
Pluto Press
345 Archway Road
London
N6 5AA
Tel: +44 (0) 20 348 2724
Fax: +44 (0) 20 348 9133
E-mail: rights@plutobooks.com

Zed Books

Julian Hosie
Zed Books
7 Cynthia Street
London N1 9Jf
Tel: +44 (0) 20 7837 4014
Fax: +44 (0) 20 7833 3960

Brazil

Flavia Sala
International Editors' Co.
Rua Dom Manuel 166
04602-050 Sao Paulo, S.P.
Brazil
Tel/Fax: (55-11) 3846-5475

China

Jackie Huang
Andrew Nurnberg Associates
International Ltd.
Beijing Representative Office
Room 1705, Culture Square
No. 59 Jia
Zhongguancun Street
Haidian District, Beijing
100872, P.R. China
Tel: 0086-10 82504106
Fax: 0086-10 82504200

France

Eliane Benisti
80 rue des Sts. Pères
75007 Paris, France
Tel: (33-1) 4222-8533
Fax: (33-1) 4544-1817

Germany

Thomas Schlück
Thomas Schlück GmbH
Hinter der Worth 12
30827 Garbsen
Germany
Tel: (49-5131) 497560
Fax: (49-5131) 497589

Greece & Eastern Europe

Ana Milenkovic
Prava I Prevodi
Yu-Business Centre
Blvd. Mihaila Pupina 10B/1
5th floor, Suite 4
11070 Belgrade
Serbia and Montenegro
Tel: (381-11) 301-6141
Fax: (381-11) 311-9879

Hungary

Norbert Uzseka
Lex Copyright Office
1365 Budapest
PK 742, Hungary
Tel: (361) 332-9340
Fax: (361) 331-6181

Israel

Shoshi Grajower
The Book Publishers
Association of Israel
29 Carlebach St.
Tel-Aviv 67-132
Israel
Fax: (972-3) 561-1996

Italy

Daniela Micura
Literary Services
Via Barrili 36
20141 Milano
Italy
Tel/Fax: 0039-02-89506385

Japan

Hamish Macaskill
The English Agency
Japan Ltd.
Sakuragi Bldg. 4F
6-7-3 Minami Aoyama
Minato-ku, Tokyo 107-0062
Tel: (03) 3406-5385
Fax: (03) 3406-5387

Spain & Portugal

Isabel Monteagudo
International Editors' Co.
Provenza, 276 Ir.
08008 Barcelona, Spain
Tel: (34-93) 215-8812
Fax: (34-93) 487-3583

Spanish Language in Latin America

Nicolas Costa
International Editors' Co.
Av. Cabildo 1156
1426 Buenos Aires
Argentina
Tel: (54-11) 4788-2992
Fax: (54-11) 4786-0888

Sweden, Denmark, Norway, Finland & Iceland

Ulf Toregard
Sane Toregard Agency
Hollanderplan 9
S-37434 Karlsham
Sweden
Tel: (46-454) 12356
Fax: (46-454) 14920

Taiwan

Whitney Hsu
Andrew Nurnberg Associates
International Ltd.
Taiwan Representative Office
10F, No. 170, Sec. 4
Nanking East Road
Taipei 10553, Taiwan
Tel: 886 2 25798251 ext. 12
Fax: 886 2 25798564

Thailand

Pimolporn Yutisri
Tuttle Mori Agency
6th floor
Siam Intercomics Bldg
459 Soi Piboon-oppatham
Samsen Nok
Huy Kwang, Bangkok 10320
Thailand
Tel: (662) 694-3026
Fax: (662) 694-3027

All Other Territories

Kerry Nordling
St. Martin's Press, LLC
Foreign Rights Director
175 Fifth Avenue
New York, NY 10010
Tel: (646) 307-5718
Fax: (212) 677-7456

Index

Against Their Will; Allen M. Hornblum, Judith Lynn Newman, and Gregory J. Dober.....	12
Ageless Generation, The; Alex Zhavoronkov....	18
Annis, Barbara; Work With Me.....	2
Bankrupting Physics; Alexander Unzicker and Sheilla Jones.....	21
Battle for Ground Zero; Elizabeth Greenspan...	28
Brand Breakout; Nirmalya Kumar and Jan-Benedict E.M. Steenkamp.....	20
Buckley, Henry; The Life and Death of the Spanish Republic.....	36
Burstein, Andrew; Lincoln Dreamt He Died.....	6
Capture the Mindshare and the Market Share Will Follow; Libby Gill.....	30
Castro's Secrets; Brian Latell.....	22
Coonerty, Ryan; The Rise of the Naked Economy.....	19
Cradle of Innovation; Christopher Schroeder...	32
Deak, Gloria; Passage to America.....	37
Dober, Gregory J.; Against Their Will.....	12
Elias, Leila Salloum; Sweet Delights from a Thousand and One Nights.....	24
Environmental Debt; Amy Larkin.....	11
Erasmus, Mario; Strolling Through Rome.....	9
Fleming, Peter; News from Tartary.....	26
Foucault, Michel; The Will to Know.....	7
Foxman, Abraham H.; Viral Hate.....	14
Freely, John; A Traveller's Guide to Homer.....	35
Gerges, Fawaz A.; Obama and the Middle East.....	23
Gill, Libby; Capture the Mindshare and the Market Share Will Follow.....	30
God Revised; Galen Guengerich.....	4
Gray, John; Work With Me.....	2
Greenspan, Elizabeth; Battle for Ground Zero ..	28
Guengerich, Galen; God Revised.....	4
Hawley, Kip; Permanent Emergency.....	16
Hornblum, Allen M.; Against Their Will.....	12
iDisorder; Larry Rosen.....	34
Jones, Sheilla; Bankrupting Physics.....	21
Kipling and The Sea; Rudyard Kipling.....	38
Kipling, Rudyard; Kipling and The Sea.....	38
Kumar, Nimalya; Brand Breakout.....	20
Larkin, Amy; Environmental Debt.....	11
Latell, Brian; Castro's Secrets.....	22
Lewis, Penelope A.; The Secret World of Sleep...	31
Life and Death of the Spanish Republic, The; Henry Buckley.....	36
Lincoln Dreamt He Died; Andrew Burstein.....	6
Martin, Chuck; Mobile Influence.....	15
Martin, Richard; Superfuel.....	33
Masters of the Planet; Ian Tattersall.....	8
Means, Nathan; Permanent Emergency.....	16
Mobile Influence; Chuck Martin.....	15
Moran, Michael; The Reckoning.....	17
Neuner, Jeremy; The Rise of the Naked Economy.....	19
Newman, Judith Lynn; Against Their Will.....	12
News from Tartary; Peter Fleming.....	26
NYPD Tapes, The; Graham A. Rayman.....	27
Obama and the Middle East; Fawaz A. Gerges.....	23
Passage to America; Gloria Deak.....	37
Permanent Emergency; Kip Hawley and Nathan Means.....	16
Rayman, Graham A.; The NYPD Tapes.....	27
Reckoning, The; Michael Moran.....	17
Rise of the Naked Economy, The; Ryan Coonerty and Jeremy Neuner.....	19
Rosen, Larry; iDisorder.....	34
Roxburgh, Angus; The Strongman.....	10
Salloum, Habeeb; Sweet Delights from a Thousand and One Nights.....	24
Salloum, Muna; Sweet Delights from a Thousand and One Nights.....	24
Schroeder, Christopher; Cradle of Innovation ..	32
Secret World of Sleep, The; Penelope A. Lewis...	31
Shoemake, Josh; Tangier.....	25
Steenkamp, Jan-Benedict E.M.; Brand Breakout.....	20
Strolling Through Rome; Mario Erasmo.....	9
Strongman, The; Angus Roxburgh.....	10
Superfuel; Richard Martin.....	33
Sweet Delights from a Thousand and One Nights; Habeeb Salloum, Muna Salloum, and Leila Solloum Elias.....	24
Tangier; Josh Shoemake.....	25
Tattersall, Ian; Masters of the Planet.....	8
Traveller's Guide to Homer, A; John Freely.....	35
Unzicker, Alexander; Bankrupting Physics.....	21
Viral Hate; Abraham H. Foxman and Christopher Wolf.....	14
Will to Know, The; Michel Foucault.....	7
Wolf, Christopher; Viral Hate.....	14
Work With Me; Barbara Annis and John Gray....	2
Zhavoronkov, Alex; The Ageless Generation....	18

