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WINTER 2014

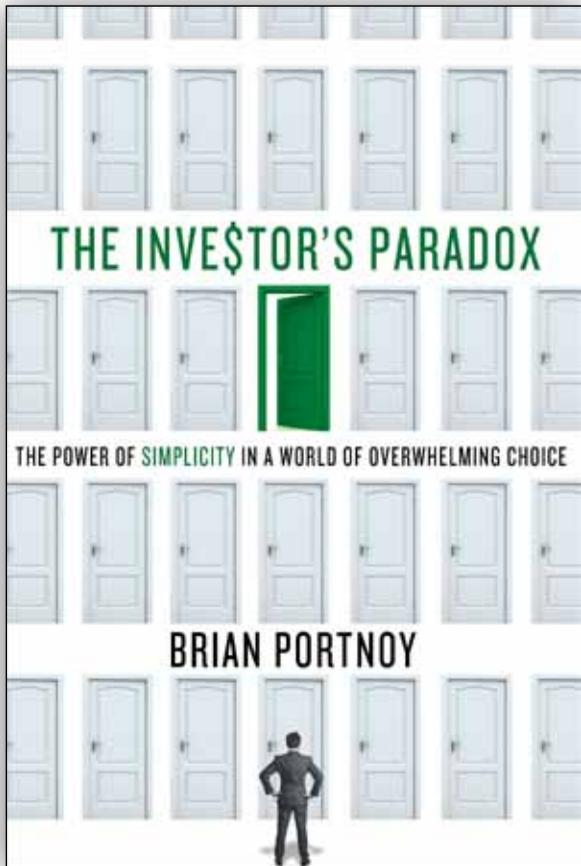
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WINTER 2014

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and Manchester University Press, Pluto Press, and Zed Books in the US



The Investor's Paradox

*The Power of Simplicity
in a World of
Overwhelming Choice*

Brian Portnoy

A long-time hedge fund advisor explains how investors can use the insights of social psychology to separate the winners from the losers in today's unpredictable markets

Marketing

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

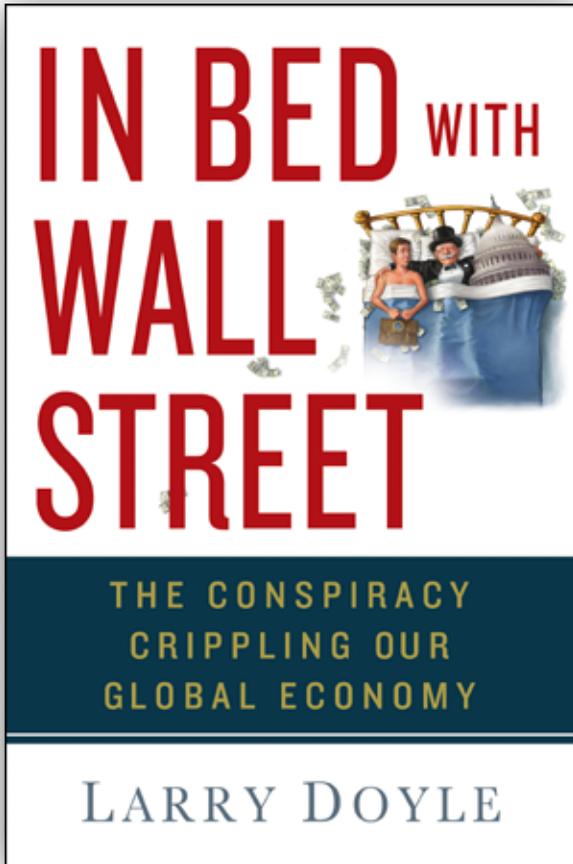
Finance

ISBN: 978-1-137-27848-7
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.

We're all familiar with "choice overload," whether on a trip to the grocery store, or while flipping through satellite TV channels. And while it's human to want all of the options, the surprising truth is that the more choice we have, the less satisfied we are. And nowhere is this more true—or more dangerous—than in our investments. Despite the troubled global economy, there are tens of thousands of mutual funds, hedge funds, exchange-traded funds, and other vehicles waiting to take your money. For help, individual and institutional investors alike turn to financial managers, though they are often no better equipped than the average person to assess and manage risk. In *The Investor's Paradox*, hedge fund expert Brian Portnoy explains how to sift through today's diverse investment choices and solve even the most daunting portfolio problems. Drawing on cutting-edge research in behavioral economics, social psychology and choice theory, Portnoy lays bare the biases that interfere with good decision-making, and gives readers a set of basic tools they can use to tell the good from the bad. Along the way, he demystifies hedge funds, cuts through the labyrinth of the modern financial supermarket, and debunks popular myths, including the idea that mutual funds can "beat the market."



Brian Portnoy is managing director and head of Alternatives and Strategic Initiatives at Chicago Equity Partners. He has spoken at numerous investing conferences across the US, Europe, and Asia, has appeared frequently on CNBC and CNN, and has been quoted in major publications, including *The Wall Street Journal* and *The New York Times*. Portnoy is the founder of NorthCenter Capital Advisors, and has previously held positions as the portfolio manager of the Vestian Core Fund and associate head of Research at Mesirow Advanced Strategies. He has received grants from the MacArthur Foundation and he was also the recipient of the University of Chicago's prestigious Century Fellowship. Across the US and Europe, Brian taught and lectured on numerous topics, ranging from classic political economy to the current challenges of globalization. At the University of Chicago, he served for two years as the coordinator of the prestigious Program on International Politics, Economics, and Security. He lives in Chicago, IL.



In Bed with Wall Street

The Conspiracy Crippling Our Global Economy

Larry Doyle

A look under the sheets at the incestuous relationship between Wall Street, Washington, and regulators who are supposed to protect the rest of us

Marketing

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

Economics

ISBN: 978-1-137-27872-2
\$26.00 hc. (C\$30.00)
6½ x 9¼ / 240 pp.

“Not only does Larry Doyle have years of Wall Street experience that make him an essential observer of the world of finance but he also has something that very few commentators of the scene have: an extraordinarily high-level of honor and integrity. The combination makes Larry Doyle’s new book a must read!”

— William D. Cohan, author of *House of Cards*

The Wall Street meltdown in 2008 brought the country to its knees, and spawned nationwide protests against the lack of regulation and oversight facing Wall Street. But the average American still fails to fully grasp what was—and still is—happening: that the inmates continue to run the asylum. Doyle has been tracking this story for years through his blog *Sense on Cents*, and exposes here how Wall Street, our politicians, and the regulators themselves have conspired for personal and industry-wide gains while failing to protect investors, consumers, and the American taxpayer. He details the corrupt nature of Wall Street’s financial police, who are little more than meter maids imposing fines that amount to nothing more than a slap on the wrist. He exposes the revolving door of Wall Street, wherein the regulators are all former or future employees of the very firms they’re tasked with overseeing, and how they routinely serve the interests of the industry itself rather than protecting investors and markets. Recent bombshells—such as multi-billion dollar trading losses at JP Morgan Chase, the manipulation of interest rates via the LIBOR scandal, and money laundering with North American drug cartels and rogue nations such as Iran—are symptomatic of this corrosive culture and the lack of trust and confidence in the system. As the big banks fight tooth and nail to avoid real reforms that would protect the economy, this book is a timely, important, and shocking look inside the Washington-Wall Street conspiracy crippling America and the global economy.

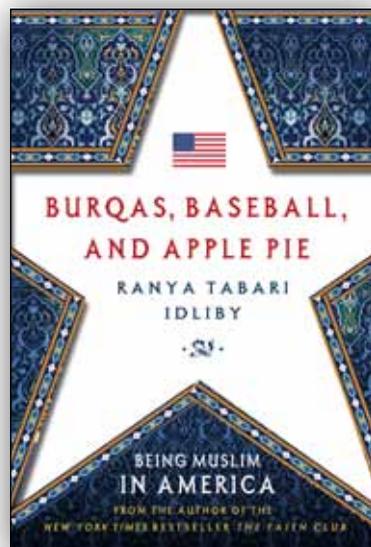


Larry Doyle is a former mortgage-backed securities trader who has worked for the First Boston Corporation, Bear Stearns, Union Bank of Switzerland, Bank of America, and JP Morgan Chase. He also served as chair of the Mortgage Trading Committee for the Public Securities Association (PSA). Doyle is a contributing author for a number of news outlets and financial sites including the widely read *Seeking Alpha*, *Before It’s News*, *Business Insider*, *Daily Markets*, *Benzinga*, *CNN/Fortune*, *ForexPros*, and *Wall Street Pit*. He has been interviewed on *Fox Business News*, *CNBC*, *Al Jazeera English*, *First Business News*, and *China Central TV*. His work has been featured in *Bloomberg Businessweek*, *Chicago Sun-Times*, *Financial Times*, *Forbes*, *New York Daily News*, *New York Post*, *The Wall Street Journal*, and *Yahoo! Finance*. He currently runs his own investment practice and lives in Connecticut.

Burqas, Baseball, and Apple Pie

Being Muslim in America

Ranya Tabari Idliby



An American experience of Muslim identity told through one woman's exploration and struggle with what her heritage and religion mean in today's America

For many Americans, the words 'American' and 'Muslim' simply do not marry well; for many the combination is an anathema, a contradiction in values, loyalties, and identities. This is the story of one American Muslim family—the story of how, through their lives, their schools, their friends, and their neighbors, they end up living the challenges, myths, fears, hopes, and dreams of all Americans. They are challenged by both Muslims who speak for them and by Americans who reject them. In this moving memoir, Idliby discusses not only coming to terms with what it means to be Muslim today, but how to raise and teach her children about their heritage and religious legacy. She explores life as a Muslim in a world where hostility towards Muslims runs rampant, where there is an entire industry financed and supported by think tanks, authors, film makers, and individual vigilantes whose sole purpose is to vilify and spread fear about all things Muslim. Her story is quintessentially American, a story of the struggles of assimilation and acceptance in a climate of confusion and prejudice—a story for anyone who has experienced being an “outsider” inside your own home country.



Ranya Tabari Idliby is a writer who lives in New York City. She co-authored *The Faith Club: A Muslim, A Christian, A Jew: Three Women Search for Understanding*, an intimate dialog on faith and identity in America. She has spoken in churches, temples, and mosques, as well as at interfaith organizations, the United Nations, and the State Department. She was interviewed by Diane Sawyer for a special program on moderate Muslim voices, in addition to many other media engagements, including CNN, Oprah radio's *Dr. Oz*, *The Diane Rehm Show*, *USA Today*, and the *Today Show*.

Marketing

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

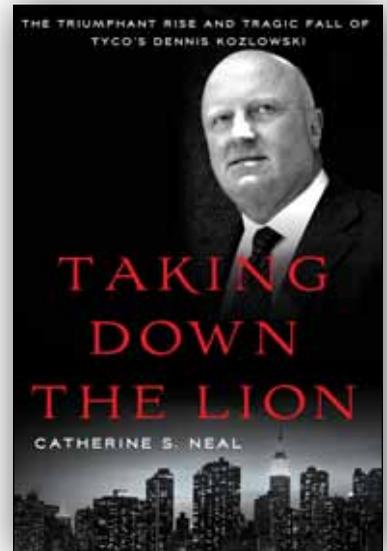
Memoir

ISBN: 978-0-230-34184-5
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 256 pp.

Taking Down the Lion

*The Triumphant Rise and Tragic Fall
of Tyco's Dennis Kozlowski*

Catherine S. Neal



An inside look at the career of Tyco's most infamous CEO, and what exactly brought him down so publicly

He is best known as the man who bought a \$6,000 shower curtain. He is one of the most well-known and infamous white-collar criminals in the history of US business, sitting at the center of one of the most notorious corporate scandals. Dennis Kozlowski is an icon of an era of excess and greed, who was tried and convicted in 2005 of crimes related to his receipt of \$81 million in purportedly unauthorized bonuses, the purchase of art for \$14.7 million, and the payment by Tyco of a \$20 million investment banking fee to Frank Walsh, a former Tyco director. In 2002, Tyco revealed that it had spent \$8 billion on more than 700 acquisitions in three years, without full reporting. The same year, CEO Dennis Kozlowski was indicted, and after his resignation, the company said he had taken millions of dollars in undisclosed compensation. On the heels of Kozlowski's imminent release from prison, this book is as much the story of Kozlowski's meteoric rise in business as Tyco's CEO and his public fall and humiliation, as it is about Tyco's continued success. The early 2000s were rocked by three high profile multibillion dollar corporate scandals: WorldCom, Enron, and Tyco, of which only Tyco is still in business and thriving—more profitable than ever. Law professor and author Neal has been granted full access to Dennis Kozlowski, his papers, his attorneys, family, friends, and former colleagues at Tyco, and uncovers exactly what went into taking down Kozlowski.



Catherine S. Neal is a Business Ethics and Business Law professor at Northern Kentucky University, a Corporate Law fellow in the Center for Corporate Law at the University of Cincinnati, and a practicing attorney.

Marketing

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

Business

ISBN: 978-1-137-27891-3
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 288 pp.

Archduke Franz Ferdinand Lives!

A World without World War I

Richard Ned Lebow



Publishing for the World War I centennial, an intellectually invigorating set of hypotheticals about the twentieth century had we been smart enough to avoid WWI

The “Great War” claimed nearly 40 million lives and set the stage for World War II, the Holocaust, and the Cold War. One hundred years later, historians are beginning to recognize how unnecessary it was. In *Archduke Franz Ferdinand Lives!*, acclaimed political psychologist Richard Ned Lebow examines the chain of events that led to war and what could reasonably have been done differently to avoid it. In this highly original and intellectually challenging book, he constructs plausible worlds, some better, some worse, that might have developed. He illustrates them with “what-if” biographies of politicians, scientists, religious leaders, artists, painters, and writers, sports figures, and celebrities, including scenarios where: there is no Israel; neither John Kennedy nor Barack Obama become president; Curt Flood, not Jackie Robinson, integrates baseball; Satchmo and many Black jazz musicians leave for Europe, where jazz blends with klezmer; nuclear research is internationalized and all major countries sign a treaty outlawing the development of atomic weapons; Britain and Germany are entrapped in a Cold War that threatens to go nuclear; and much more.

Richard Ned Lebow is professor of International Political Theory in the Department of War Studies at King’s College London and James O. Freedman Presidential Professor Emeritus of Government at Dartmouth College. He is also a bye-fellow of Pembroke College at the University of Cambridge, and the author of almost 30 books. His work has been cited in *The New York Times*, *The Wall Street Journal*, and *The Economist*, and he has been interviewed on NPR, the BBC, CSPAN, and German, French, and Italian radio and television. He lives in London, England and Etna, New Hampshire.

Marketing

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

History

ISBN: 978-1-137-27853-1
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 256 pp.

Power Branding

Leveraging the Success of the World's Best Brands

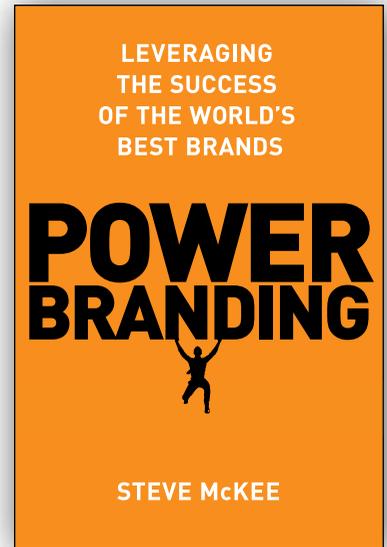
Steve McKee

How small and mid-sized business leaders can instantly improve their own marketing efforts and grow their businesses by applying the same business strategies from leading brands

Every one of the largest, most successful corporations were, at some point, mere startups. McKee explains what enables some companies to grow bigger and better, while others stumble along year after year, running but never winning the race. The difference is that the biggest and best brands aren't slaves to conventional marketing wisdom. McKee shows by example how the same, sometimes counter-intuitive, strategies used by the biggest brands can also best serve small and mid-sized companies. Among the topics explored: How can a company grow big by thinking small? Why do the best companies sometimes avoid being better? Why do brands that create the most memorable advertising stay away from focus groups? What is the secret to an effective slogan? When can admitting a negative become a positive? A diverse selection of companies provides powerful lessons, ranging from traditional icons like Coca-Cola, McDonald's, and General Motors, to new media models like Google and Facebook. This book appeals not only to time-starved executives, but also to middle managers and owners of small businesses who have a wide variety of marketing problems to address and who need to change the way they think about how to generate healthy, consistent growth.



Steve McKee is president of McKee Wallwork Cleveland, an integrated-marketing firm recognized by *Advertising Age* as one of top ten small agencies in the US. He is a BloombergBusinessweek.com columnist and is the author of the Axiom Award-winning business book *When Growth Stalls*.



Marketing

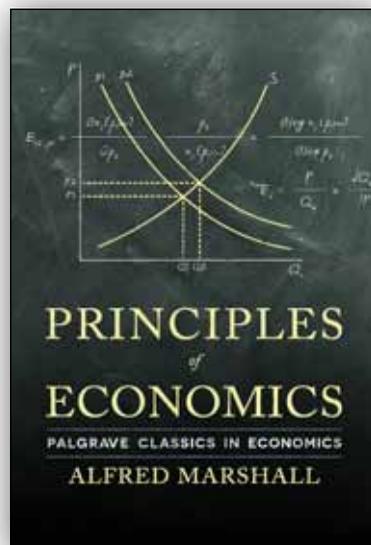
- National print and broadcast publicity
- Online marketing campaign
- Social media campaign
- Blog outreach

Business

ISBN: 978-1-137-27884-5
\$28.00 hc. (C\$32.00)
6 1/8 x 9 1/4 / 256 pp.

Principles of Economics

Alfred Marshall



Over a century after its publication, *Principles of Economics* continues to influence economic and business strategy

Originally published in 1890, *Principles of Economics* was the first text to bring together the theories of supply and demand, marginal utility, and cost of production into a coherent whole. It introduced a number of new concepts which have formed the building blocks of modern microeconomics and underpin modern-day business strategy. Explored concepts include: elasticity of demand—how consumer demand for a good or service is affected by a change in its price; consumer surplus—the difference between the maximum price a consumer is willing to pay and the price that they actually pay; and quasi-rent—the profit made in the short-term from a product/innovation due to a reduction in supply. The book also unveils the theory of supply and demand, emphasizing that the price and output of goods are determined by the intersection of supply and demand curves which act like scissor blades, and not by the theory of value. In this classic work, Marshall builds on the works of other great thinkers in the Classical School such as Adam Smith, David Ricardo, Thomas Robert Malthus, and John Stuart Mill, but shifts the emphasis, for the first time, away from the market to the individual and the study of human behavior. This re-issued classic contains a new introduction by Professor Peter Groenewegen who explores the profound impact that this critical work has had on economic and business thinking.

Alfred Marshall (1842-1924), widely regarded as the doyen of modern economics and the founder of the Neo-Classical School of Economics, is best known for revolutionizing the way economics is taught. Marshall's magnum opus *Principles of Economics* was first published in 1890 to world-wide acclaim and it cemented his reputation as one of the leading economists of his time.

Marketing

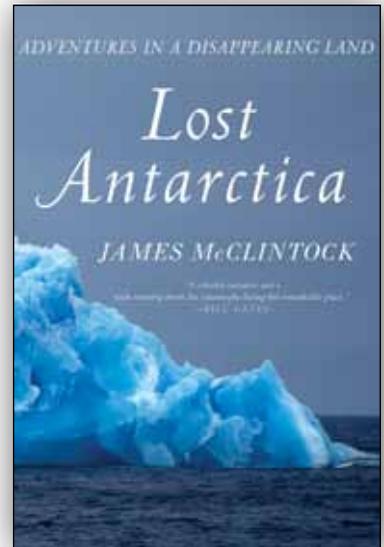
- National print publicity
- Online marketing campaign
- Academic promotion

Economics

ISBN: 978-0-230-24929-5
\$25.00 pb. (C\$29.00)
5¼ x 8½ / 715 pp.

Lost Antarctica

Adventures in a Disappearing Land
James McClintock



“A veteran of the extreme south, McClintock shares the otherworldly wonders unveiled by decades of research. The book is packed with joys.” —*Nature*

“A vivid portrait.”

—*The Washington Post*

Few of us will ever get to Antarctica. The bitter cold and three months a year without sunlight makes the sixth continent virtually uninhabitable for humans. Yet marine biologist James B. McClintock has spent three decades studying the frozen land in order to understand better the world that lies beneath it. In this luminous and closely observed account, one of the world’s leading experts on Antarctica introduces the reader to this fascinating world—the extraordinary wildlife that persists despite the harsh conditions and the way each of the pieces fit into the puzzle of the intricate environment: from single-celled organisms to baleen whales, with leopard seals, penguins, 50-foot algae, sea spiders, coral, and multicolored sea stars, in between. Now, as temperatures rise, the fragile ecosystem is under attack. Adélie penguins that have successfully nested on Antarctic islands for several hundred years have been nearly wiped out. King crabs that used to populate the deep seafloor are moving into shallower waters, disturbing the set order of life there. *Lost Antarctica* is an appeal to understand and appreciate the wondrous place at the bottom of the world that we are on the brink of losing.

James B. McClintock is one of the world’s foremost experts on Antarctica, and currently the Endowed University Professor of Polar and Marine Biology at the University of Alabama at Birmingham. McClintock has appeared on local, national, and international public radio, CNN news, and the Weather Channel. He has been quoted in *National Geographic*, *Discover Magazine*, *The Los Angeles Times*, *Chicago Tribune*, *The Wall Street Journal*, and others. Each year he leads a philanthropic cruise to the Antarctic Peninsula, sponsored by Abercrombie and Kent. McClintock Point, a body of land on the north side of the entrance of Explorer’s Cove on the Scott Coast of the Ross Sea, Antarctica, was named in honor of his research.

Now in Paperback

Marketing

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

Science

ISBN: 978-1-137-27888-3
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 256 pp.
Includes 8 pp. b&w photos

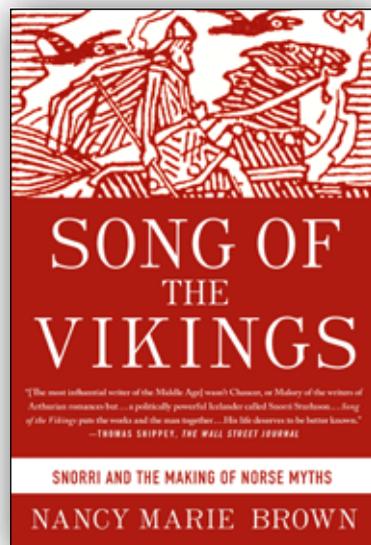
HC: 978-0-230-11245-2

macmillanscience

Song of the Vikings

Snorri and the Making of Norse Myths

Nancy Marie Brown



“[The most influential writer of the Middle Ages] wasn’t Chaucer, or Malory or the writers of Arthurian romances but . . . a politically powerful Icelander called Snorri Sturluson . . . *Song of the Vikings* puts the works and the man together . . . His life deserves to be better known.”

—Thomas Shippey, *The Wall Street Journal*

“An important undertaking . . . The first English-language book published on Snorri in 30 years . . . Readers will feel affected by the loss of this powerful and complicated man.” —*Kirkus Reviews*

An Indie Next pick for December 2012, *Song of the Vikings* brings to life Snorri Sturluson, wealthy chieftain, wily politician, witty storyteller, and the sole source of Viking lore for all of Western literature. Tales of one-eyed Odin, Thor and his mighty hammer, the trickster Loki, and the beautiful Valkyries have inspired countless writers, poets, and dreamers through the centuries, including Richard Wagner, JRR Tolkien, and Neil Gaiman, and author Nancy Marie Brown brings alive the medieval Icelandic world where it all began. She paints a vivid picture of the Icelandic landscape, with its colossal glaciers and volcanoes, steaming hot springs, and moonscapes of ash, ice, and rock that inspired Snorri’s words, and led him to create unforgettable characters and tales. Drawing on her deep knowledge of Iceland and its history and first-hand reading of the original medieval sources, Brown gives us a richly textured narrative, revealing a spellbinding world that continues to fascinate.

Nancy Marie Brown is the author of highly praised books of nonfiction, including *The Abacus and the Cross* and *The Far Traveler: Voyages of a Viking Woman*. She has studied Icelandic literature and culture since 1978. Formerly the editor of the award-winning magazine *Research/Penn State*, Brown lives in Vermont, where she keeps four Icelandic horses and an Icelandic sheepdog. She blogs at nancymariebrown.blogspot.com.

Now in Paperback

Marketing

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

History

ISBN: 978-1-137-27887-6
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 256 pp.
17 b/w illus. interspersed

HC: 978-0-230-33884-5

Defending Your Brand

How Smart Companies Use Defensive Strategy to Deal with Competitive Attacks

Tim Calkins

“Tim Calkins outlines the weapons and strategies available to defend against the big guys, while exploring how and when to defend against a guerilla insurgency. Wear a flak jacket.”

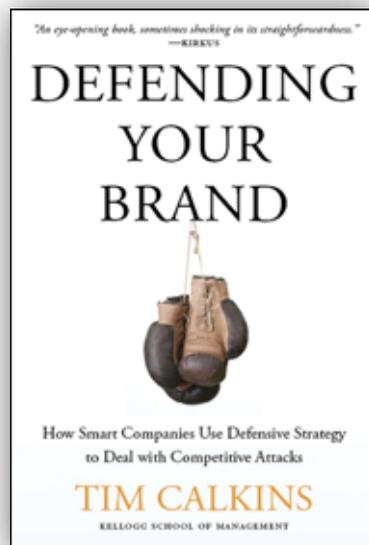
—Andy England, Executive Vice President
and Chief Marketing Officer, MillerCoors

Competitors take any and every opportunity they can to deride and dominate their opponents in the marketplace. While all companies strive to create innovative and aggressive campaigns to make gains in the market, the smart companies—the ones that thrive—make sure to create a defense strategy that is just as strong, if not stronger, to maintain the ground when push comes to shove. Indeed, a good defense is far more important than a good offense. If you fail trying to grow, you will miss your objectives. If you fail defending your business, you can lose everything.

Here Calkins shows business leaders how to create and maintain a defensive strategy using real life examples from major global companies including:

- how to understand and get competitive intelligence
- how to determine if your brand or company is at risk
- how to create a defensive strategy
- limiting risk and preventing a trial
- understanding your own IP as a weapon.

Tim Calkins is clinical professor of marketing at Northwestern University’s Kellogg School of Management and co-academic director of Kellogg’s branding program. He is the managing director of Class5 Consulting, a marketing strategy firm and has been quoted in *Businessweek*, *Newsweek*, the *Financial Times*, *The Wall Street Journal* and *The New York Times*. He lives in Evanston, IL.



Now in Paperback

Marketing

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

Business

ISBN: 978-1-137-27875-3
\$18.00 pb. (C\$20.00)
6½ x 9¼ / 304 pp.
20 b&w figures

HC: 978-0-230-34034-3

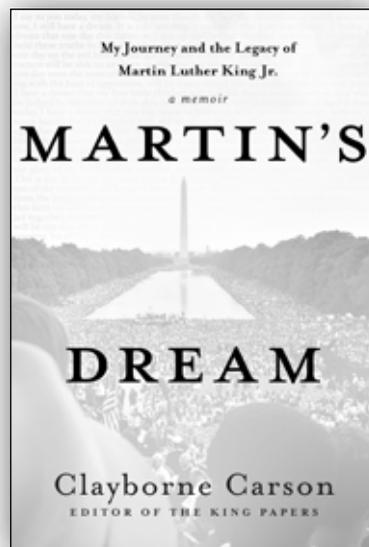
Also Available

Breakthrough Marketing Plans
ISBN: 978-0-230-34033-6
\$25.00 pb. (C\$29.00)

Martin's Dream

My Journey and the Legacy of Martin Luther King Jr.

Clayborne Carson



“The founding director of the Martin Luther King, Jr. Research and Education Institute reviews his own life, tells how he became involved with the publication of King’s papers, and charts the complicated choreography of his relationship with the King family . . . Compelling aspects of memoir and cultural history.” —*Kirkus Reviews*

On August 28, 1963, hundreds of thousands of demonstrators flocked to the nation’s capital for the March on Washington. That day Clayborne Carson, a 19-year-old black student from a working-class family in New Mexico who had hitched a ride to Washington, heard Dr. Martin Luther King, Jr. deliver his famous “I Have a Dream” speech. It was a life-changing occasion for the author as it launched him on a career to become one of the most important chroniclers of the civil rights era. Two decades later, as a distinguished professor of African American History at Stanford University, Mrs. King picked Dr. Carson to edit her late husband’s papers. Taking the reader on a journey of rediscovery of the King legend, he draws on new archives as well as unpublished letters. Dr. Carson examines his decades long quest to understand Martin Luther King, Jr. the man, delve into the construction of his legacy, and to understand how King’s “dream” has evolved.

Clayborne Carson is professor of History at Stanford University and director of the Martin Luther King, Jr., Research and Education Institute. Selected in 1985 by the late Mrs. Coretta Scott King to edit and publish Dr. King’s papers, Carson has devoted most of his professional life to the study of MLK. He has spoken about Dr. King and his legacy throughout the world, and has appeared on many national radio and television shows, including *Good Morning America*, *NBC Nightly News*, *CBS Evening News*, *The NewsHour*, *Fresh Air*, *Morning Edition*, *Tavis Smiley*, *Charlie Rose*, *Democracy Now*, and *Marketplace*.

Now in Paperback

Marketing

- National print and broadcast publicity
- Marketing promotions for MLK Day
- Online marketing campaign

History

ISBN: 978-1-137-27893-7
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 304 pp.
Plus 8-page glossy b/w photo insert

HC: 978-0-230-62169-5

The Safe Investor

*How to Make Your Money Grow
in a Volatile Global Economy*

Timothy F. McCarthy

Investing lessons from a unique perspective that
will provide returns safely for your entire lifetime

Investing information is everywhere; there are blogs, newspapers, magazines, and cable TV shows all dedicated to helping individuals invest in smarter and more successful ways. Yet despite all the efforts to educate the public on investing, most people still feel uncomfortable with how they should actually invest their money. Recent predictions about slowing economic growth, historically low interest rates, and volatile markets have investors scratching their heads about what to do with their money. And more than ever, people are scared about whether they can grow their money enough to last through their lifetime.

Expert investor Timothy McCarthy has spent the last 30 years in the US and overseas providing investment solutions to individuals and their advisors. He believes that understanding how to create a truly globally diverse portfolio while applying the magic of time will help all investors navigate risky markets. McCarthy also explores the fundamentals of picking and evaluating financial advisors for those who want to understand the principles of investing but not actually do the work themselves. McCarthy helps guide the reader along a straightforward path to investment success by telling engaging and actual stories to illustrate each of his seven lessons of successful investing. *The Safe Investor* will help even those readers with little interest or aptitude for finance to be comfortable in knowing what to do to manage their life investment plan and how to manage their own advisors.

Timothy F. McCarthy has the unique experience of heading up three of Asia's largest financial services firms, Nikko Asset Management Co., Goodmorning Securities, and Jardine Fleming UT. He has also served as President and COO of The Charles Schwab Corporation and President of the Fidelity Investment Advisor Group.

Marketing

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

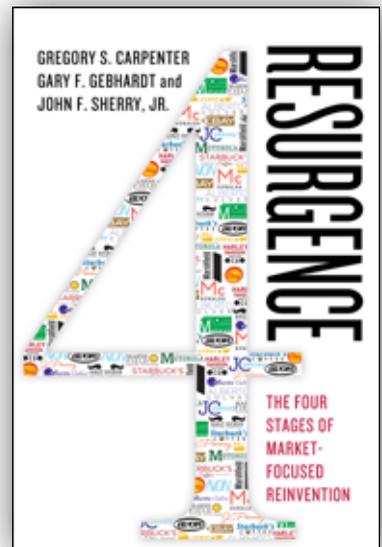
Business & Finance

ISBN: 978-1-137-27910-1
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 256 pp.

Resurgence

The Four Stages of Market-Focused Reinvention

Gregory S. Carpenter, Gary F. Gebhardt, and John F. Sherry, Jr.



A proven procedure for companies to successfully reinvent themselves and even eclipse their past success

Based on a multi-year study with several large companies, *Resurgence* reveals how some of the most interesting and notable brands in the world have managed to stage remarkably successful comebacks following periods of decline. The core of this book is a smart, simple four-part framework for reinvention, plus compelling advice distilled for general business readers. Yet, it also features fascinating, insider accounts of the change process, with stories from a core group of leaders at companies such as Motorola, Alberto Culver, Harley-Davidson, and others, as they considered the question: How do we reinvent a firm that does not recognize the need for radical change? Three top marketing experts bring a compelling wealth of experience and knowledge to the forefront as they were granted extensive access to the executives at these companies and track how each of these organizations look dramatically different as a result of its changed efforts.

Gregory S. Carpenter is the James Farley/Booz Allen Hamilton Professor of Marketing Strategy and director of the Center for Market Leadership at the Kellogg School of Management of Northwestern University, and he hosts the annual Kellogg Marketing Leadership Summit. He is a frequent speaker on marketing strategy and his research has been featured in *Harvard Business Review*, *Financial Times*, and NPR.

Gary F. Gebhardt is visiting professor of Marketing at HEC Montreal, following seven years as assistant professor of Marketing at the University of South Florida's College of Business Administration.

John F. Sherry, Jr. is Herrick chair and chairman of the Marketing Department at University of Notre Dame. An anthropologist, he taught at Northwestern's Kellogg School for over two decades.

Marketing

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

Business

ISBN: 978-1-137-27861-6
\$28.00 hc. (C\$32.00)
6 1/8 x 9 1/4 / 256 pp.

Imagine There's No Heaven

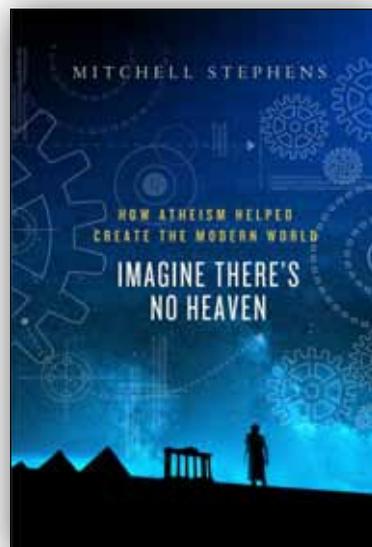
How Atheism Helped Create the Modern World

Mitchell Stephens

A provocative and sweeping narrative history that argues disbelief spurred some of civilization's greatest achievements

The historical achievements of religious belief have been large and well chronicled. But what about the accomplishments of those who have challenged religion? Traveling from classical Greece to twenty-first century America, *Imagine There's No Heaven* explores the role of disbelief in shaping Western civilization. At each juncture common themes emerge: by questioning the role of gods in the heavens or the role of a God in creating man on earth, nonbelievers help move science forward. By challenging the divine right of monarchs and the strictures of holy books, nonbelievers, including Jean-Jacques Rousseau and Denis Diderot, help expand human liberties, and influence the early founding of the United States. Revolutions in science, in politics, in philosophy, in art, and in psychology have been led, on multiple occasions, by those who are free of the constraints of religious life. Mitchell Stephens tells the often-courageous tales of history's most important atheists—like Denis Diderot and Salman Rushdie. Stephens makes a strong and original case for their importance not only to today's New Atheist movement but to the way many of us—believers and nonbelievers—now think and live.

Mitchell Stephens is a historian and journalist who has been researching the history of atheism for a decade. A professor of Media Studies at New York University, he has written for *The New York Times Magazine*, *The Washington Post*, *Chronicle of Higher Education*, *The Philadelphia Inquirer*, *Newsday*, *Chicago Tribune*, and *Los Angeles Times*, and has appeared on NPR. Stephens is also a member of the working group on Secularism of the Center for Religion and Media at New York University and is on faculty at the "Beyond Belief" program at the Center for Inquiry at the University of Buffalo. He lives in New York City.



Marketing

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

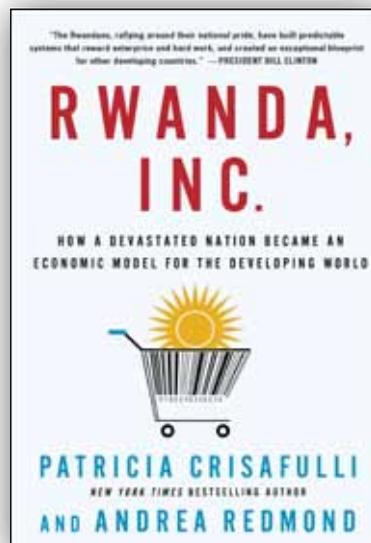
History

ISBN: 978-1-137-00260-0
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 288 pp.

Rwanda, Inc.

How a Devastated Nation Became an Economic Model for the Developing World

Patricia Crisafulli and
Andrea Redmond



“The Rwandans, rallying around their national pride, have built predictable systems that reward enterprise and hard work, and created an exceptional blueprint for other developing countries.” —Bill Clinton

“A fascinating portrait of a nation and a president at a pivotal moment in history.” —*Publishers Weekly*

Nearly two decades after Rwanda’s horrific genocide, the country has been transformed. High rises are going up in the capital city of Kigali; a newly established stock exchange is attracting investors; and the economy is transitioning from subsistence agriculture to information and communication technology. In pursuit of the alchemy that made Rwanda such an unlikely success story, Patricia Crisafulli and Andrea Redmond interviewed Rwandan government officials, including current president Paul Kagame, as well as business leaders, foreign investors, NGOs, and everyday civilians. In *Rwanda, Inc.* they look at the key factors that allowed this tiny country to beat the odds—including Rwanda’s efforts to encourage private sector development and foster entrepreneurship, and how Kagame’s unique leadership approach led to gains in health, education, and food sustainability. They also explore what the future holds for this resilient nation, and the steps it’s taking to develop the next generation of public servants. With so many eyes on Africa as nations rebuild in the wake of the Arab Spring, this is a timely and fascinating look at what other emerging democracies can learn from Rwanda’s triumph.

Patricia Crisafulli is the author of the *New York Times* bestseller, *The House of Dimon*. She lives in Chicago, IL.

Andrea Redmond is the co-author with Patricia Crisafulli of *Comebacks*, which won a Gold Medal in the 2011 Axiom Business Book Awards. She lives in Chicago, IL.

Now in Paperback

Marketing

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

Economics

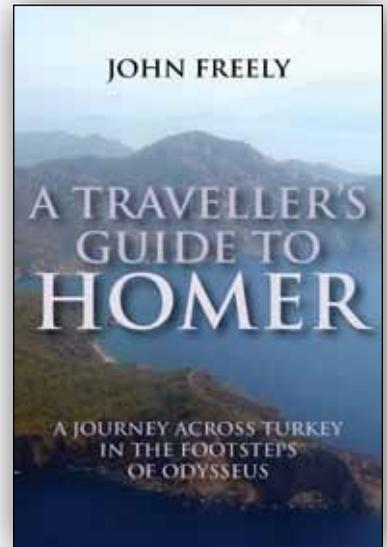
ISBN: 978-1-137-27895-1
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 256 pp.

HC: 978-0-230-34022-0

A Traveller's Guide to Homer

On the Trail of Odysseus Through Turkey and the Mediterranean

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. Throughout his 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, and Athens, and currently lives in 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 9¼ / 256 pp.
8 pp. b/w insert & 2 maps

I.B. TAURIS
PUBLISHERS

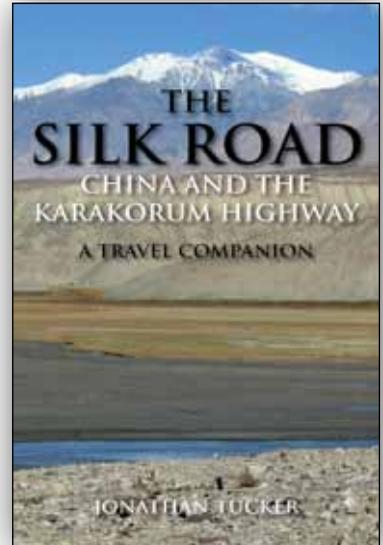
Also Available

Strolling Through Venice
ISBN: 978-1-84511-578-4
\$18.00 pb. (C\$20.00)

The Silk Road

China and the Karakorum Highway

Jonathan Tucker



A beautifully illustrated guide for travelers interested in exploring one of the most well-known routes on the Silk Road

This beautifully illustrated book is intended as background reading for travelers on one of the most popular sections of the Silk Road—the Xian to Kashgar route through China, linking with the Karakorum Highway through Northern Pakistan. The ancient trade routes between Europe and the Orient, specifically between Rome and the old Chinese capital of Xian, endured for almost two thousand years. Along with trade goods came new ideas—religions, medical knowledge, and scientific and technological innovations passed in both directions and the Silk Road became a great network of veins and arteries, carrying the life-blood of nations across the known world. *The Silk Road* is a concise, more portable version of Jonathan Tucker’s acclaimed book, *The Silk Road: Art and History*, acclaimed by the *Literary Review* as “a beautiful book . . . the most informative work on the subject.” Replete with fascinating details of the main historical sites, works of art, accounts by ancient and modern travelers, legends, poetry and other literary references, photographs, maps, and site-plans, this will be essential reading for all those interested in or planning to travel the ancient Silk Road.

Jonathan Tucker is a consultant on South East Asian art for Bonhams. He is the author of *The Silk Road: Art and History* and *The Troublesome Priest*.

Now in Paperback

Marketing

- National print publicity
- Online marketing campaign
- Blog outreach

Travel

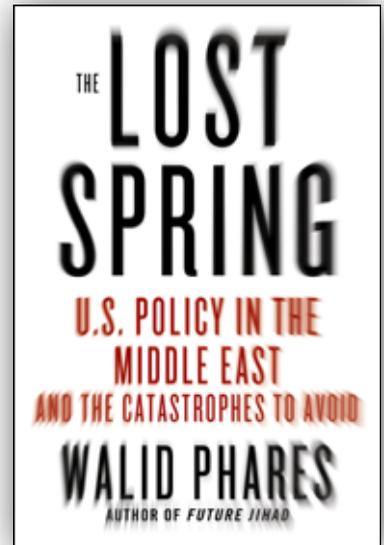
ISBN: 978-1-78076-356-9
\$20.00 pb. (C\$23.00)
5 x 7¾ / 288 pp.
40 b/w photos &
16 color photos

I.B. TAURIS
PUBLISHERS

The Lost Spring

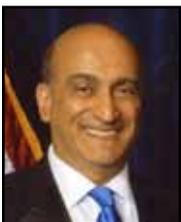
*U.S. Policy in the Middle East
and the Catastrophes to Avoid*

Walid Phares



An examination of the West's failure to predict the Arab Spring in world affairs, to meet its challenges, and how the outcome will affect US policies in the Middle East

One of the greatest unanswered questions after the massive and violent changes that hit the Middle East in 2011, known to some as the "Arab Spring" and to others as the "Islamist Winter," is how the West failed to predict both cataclysmic seasons in world affairs and to meet their challenges. The so-called spring didn't last long, quickly unraveling into a collection of civil wars, civil unrest, and secessions. Phares argues that Washington is too hesitant to take action when necessary, that US policy is highly disoriented on counter terrorism efforts, and that the effects of these errors have already proven costly. In Benghazi, US foreign policy failed to see the explosions coming, didn't meet the challenges of political transformation where and with whom it should, and failed in isolating the Jihadi terrorists worldwide. Too many strategic errors were committed. In this fascinating new book, Phares, the only expert who accurately predicted the Arab Spring, will foretell a major demise in US and Western policies in the Middle East, unless a deep change in strategies and policies are made in Washington and around the world.



Dr. Walid Phares is a world-renowned terrorism and Middle East expert and serves as an advisor to Congress and to members of the European Parliament. He is a visiting fellow at the European Foundation for Democracy and is a frequent guest on US and Arab media. His columns have appeared in many publications including *The Jerusalem Post*, *The Washington Times*, and *The Wall Street Journal*. He has been projecting the next stages of the upheavals seen since the start of the revolts in 2011.

Marketing

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

Current Affairs

ISBN: 978-1-137-27903-3
\$27.00 hc. (C\$31.00)
6 1/8 x 9 1/4 / 256 pp.

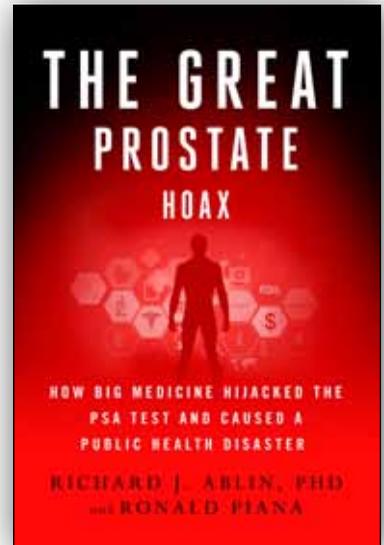
Also Available

Future Jihad
ISBN: 978-1-4039-7511-9
\$20.00 pb. (C\$23.00)

The Great Prostate Hoax

How Big Medicine Hijacked the PSA Test and Caused a Public Health Disaster

Richard J. Ablin, PhD
with Ronald Piana



The shocking story of how a multibillion-dollar industry was built out of a prostate cancer test that has systematically ruined the lives of millions of American men—by the scientist behind the key discovery that led to the test

Every year, more than a million men undergo painful needle biopsies for prostate cancer, and upward of 100,000 have radical prostatectomies, resulting in incontinence and impotence. But the shocking fact is that most of these men would never have died from this common form of cancer, which frequently grows so slowly that it never even leaves the prostate. How did we get to a point where so many unnecessary tests and surgeries are being done? In *The Great Prostate Hoax*, Richard J. Ablin exposes how a discovery he made in 1970, the prostate-specific antigen (PSA), was co-opted by the pharmaceutical industry into a multibillion-dollar business. He shows how his discovery of PSA was never meant to be used for screening prostate cancer, and yet nonetheless the test was patented and eventually approved by the FDA in 1994. Now, doctors and victims are beginning to speak out about the harm of the test, and beginning to search for a true prostate cancer-specific marker.

Richard J. Ablin, PhD, DSc (HON) is a professor of Pathology at University of Arizona College of Medicine. In 1970 he identified PSA—the prostate specific antigen that is used as a test for prostate cancer. For decades he has fought against the misuse of his discovery, including a 2010 *New York Times* op-ed titled “The Great Prostate Mistake.” He lives in Tucson, AZ.

Ronald Piana is a science writer specializing in oncology. He edits and writes for ASCO, the publication of the American Society for Clinical Oncology. He lives in Huntington, NY.

Marketing

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

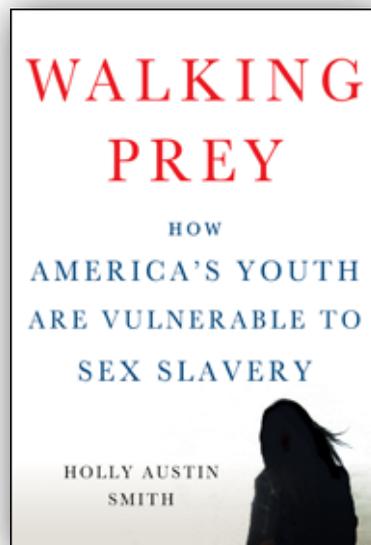
Health/Medicine

ISBN: 978-1-137-27874-6
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 272 pp.

Walking Prey

How America's Youth Are Vulnerable to Sex Slavery

Holly Austin Smith



A former sex trafficking victim argues that thousands of children across the United States are at risk of being sold into prostitution, and shows how popular culture is fuelling this dangerous trend

Today, two cultural forces are converging to make America's youth easy targets for sex traffickers. Younger and younger girls are engaging in adult sexual attitudes and practices, and the pressure to conform means thousands have little self-worth and are vulnerable to exploitation. At the same time, thanks to social media, texting, and chatting services, predators are able to ferret out their victims more easily than ever before. In *Walking Prey*, advocate and former victim Holly Austin Smith shows how middle class suburban communities are fast becoming the new epicenter of sex trafficking in America. Smith speaks from experience: neglected by her alcoholic parents at 14, she was ripe for exploitation. A chance encounter with an older man led her to run away from home, and she soon found herself on the streets of Atlantic City. Her experience led her two decades later to become one of the foremost advocates for trafficking victims. Smith argues that these young women should be treated as victims by law enforcement, but that too often the criminal justice system helps to trap them in a vicious cycle of prostitution. This is a clarion call to take a sharp look at one of the most striking human rights abuses, and one that is going on in our own backyard.



Holly Austin Smith is an advocate for human trafficking victims who speaks about her own experience nationwide. Her story has been featured on *Dr. Oz*, as well as in *Associated Press*, *Richmond Times Dispatch*, *Cosmopolitan* magazine, and *Dallas Morning News*. Smith writes a weekly column for *The Washington Times*, and she has testified before Congress. She lives in Richmond, VA.

Marketing

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

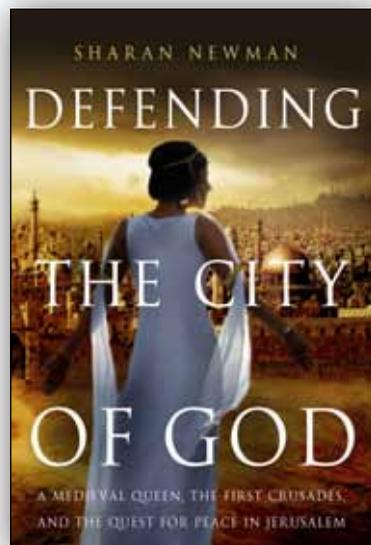
Sociology

ISBN: 978-1-137-27873-9
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.

Defending the City of God

A Medieval Queen, the First Crusades, and the Quest for Peace in Jerusalem

Sharan Newman



A fresh and highly accessible history of the Holy Lands during the Middle Ages, revealing a rich and diverse culture and the fight to save Jerusalem from the Crusaders

Jerusalem sits at the crossroads of three continents and has been continuously invaded for millennia. Yet, in the middle of one of the region's most violent eras, the Crusades, an amazing multicultural world was forming. Templar knights, Muslim peasants, Turkish caliphs, Jewish merchants, and the native Christians, along with the children of the first crusaders, blended cultures while struggling to survive in a land constantly at war. *Defending the City of God* explores this fascinating and forgotten world, and how a group of sisters, daughters of the King of Jerusalem, whose supporters included Grand Masters of the Templars and Armenian clerics, held together the fragile treaties, understandings, and marriages that allowed for relative peace among the many different factions. As the crusaders fought to maintain their conquests, these relationships quickly unraveled, and the religious and cultural diversity was lost as hardline factions took over. Weaving together the political intrigues and dynastic battles that transformed the Near East with an evocative portrait of medieval Jerusalem, this is an astonishing look at a forgotten side of the first Crusades.

Sharan Newman is a medieval historian and award-winning author of nonfiction and fiction. Her books include *The Real History Behind the Templars* and *The Real History Behind the Da Vinci Code*. She's been featured in *The Catholic World Report*, *The Oregonian*, *Fortean Times*, *Yahoo! Voices*, and on TLC. She lives in Ashland, Oregon.

Marketing

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

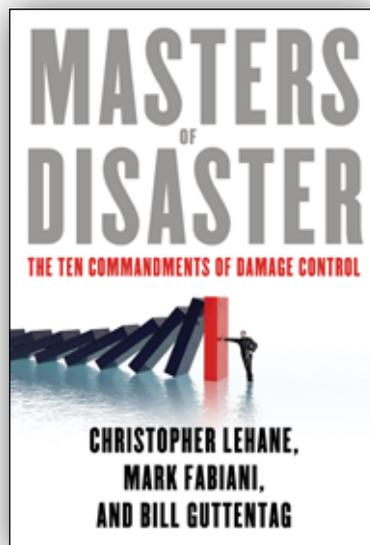
History

ISBN: 978-1-137-27865-4
\$28.00 hc. (C\$32.00)
6½ x 9¼ / 272 pp.

Masters of Disaster

The Ten Commandments of Damage Control

Christopher Lehane, Mark Fabiani
and Bill Guttentag



“Masters of Disaster is the perfect playbook for how to respond when you’re under enemy fire.”

—*The Huffington Post*

“The go-to manual.”

—starred review, *Publishers Weekly*

Whether you’re a politician caught with his pants down, an investment bank accused of accounting improprieties, or even a family-owned restaurant with a lousy Yelp review, a crisis doesn’t have to be the make-or-break moment of your career. Correctly managed, even the most embarrassing “reply all” can quickly become a thing of the past. In *Masters of Disaster*, Christopher Lehane and Mark Fabiani, reveal the magic formula you need to take control when it’s your turn to be sucked into the vortex of the modern spin cycle. Covering the ten commandments of damage control, and based on their work for clients like Bill Clinton, Goldman Sachs and Hollywood studios, the authors outline the strategies that can make real time news alerts, Twitter trend lines and viral videos work for you rather against you. Full of both lively personal anecdotes and hard-knuckled straight talk, this is a must-read for anyone who wants to emerge with their reputation intact.

Christopher Lehane and **Mark Fabiani** have provided damage control for global Fortune 500 companies, prominent elected officials, and well-known celebrities. Previously, they worked for the Clinton White House as part of the “rapid-response” team employed to respond to the various investigations of the Clinton Administration. Boasting frequent media appearances for their expert commentary on the art of damage control, both authors are lawyers with degrees from Harvard Law School.

Bill Guttentag is a two-time Oscar-winning documentary and feature film writer-producer-director. His films include the dramatic features *Knife Fight* and *Live!*, and the documentaries *Nanking* and *Soundtrack for Revolution*. He lectures at the Graduate School of Business at Stanford University.

Now in Paperback

Marketing

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

Business

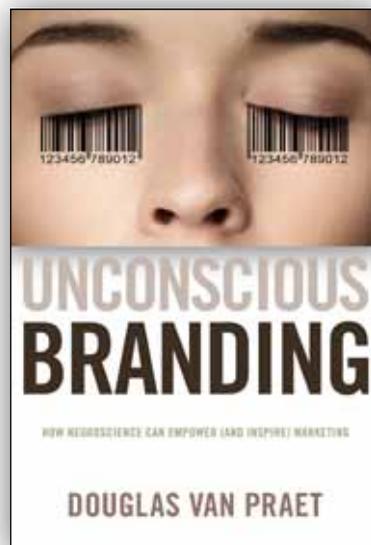
ISBN: 978-1-137-27896-8
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 256 pp.

HC: 978-0-230-34180-7

Unconscious Branding

*How Neuroscience Can Empower
(and Inspire) Marketing*

Douglas Van Praet



“A provocative approach that should give pause to consumers as well as marketers.”

—*Kirkus Reviews*

“Doug Van Praet knows what’s going on in your mind better than you do. This is the only book that finally provides a useful ‘how to’ when it comes to applying neuroscience to marketing. We’re using it. It works.”
—Mike Sheldon, CEO, Deutsch LA

For too long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking them directly through traditional marketing research why they do what they do? They simply can’t tell us because they don’t really know. Before marketers develop strategies, they need to recognize that consumers have strategies too . . . human strategies, not consumer strategies. We need to go beyond asking why, and begin to ask how, behavior change occurs. Here, author Douglas Van Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age. Van Praet simplifies the most complex object in the known universe—the human brain—into seven codified actionable steps to behavior change. These steps are illustrated using real world examples from advertising, marketing, media, and business to consciously unravel what brilliant marketers and ad practitioners have long done intuitively, deconstructing the real story behind some of the greatest marketing and business successes in recent history, such as Nike’s “Just Do It” campaign; “Got Milk?”; Wendy’s “Where’s the Beef?”; and the infamous Volkswagen “Punch Buggy” launch as well as their beloved “The Force” (Mini Darth Vader) Super Bowl commercial.

Douglas Van Praet is executive vice president at Deutsch LA, one of the nation’s hottest ad agencies, where his responsibilities include group planning director for the iconic, highly acclaimed and coveted Volkswagen account.

Now in Paperback

Marketing

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

Business

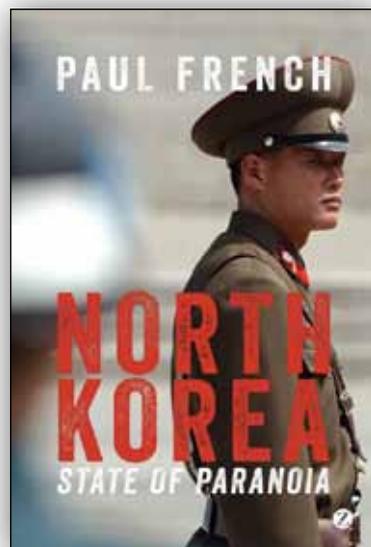
ISBN: 978-1-137-27892-0
\$17.00 pb. (C\$19.00)
6½ x 9¼ / 288 pp.

HC: 978-0-230-34179-1

North Korea: State of Paranoia

A Modern History

Paul French



An inside look into North Korea, dissecting the politics behind this historically secretive country, and its global impact

North Korea is a country that continues to make headlines—arousing curiosity and fear in equal measure. The world’s most secretive nuclear power, it is a nation that still has Gulag-style prison camps, no internet, and bans its people from talking to foreigners without official approval. In this remarkable and eye-opening book, bestselling author Paul French takes the reader inside the world’s most secretive country. He examines the history and politics of North Korea, Pyongyang’s complex relations with South Korea, Japan, and America. As China begins to tire of its unruly ally, what are the implications of Kim Jong-un’s increasingly belligerent leadership following the death of his father, Kim Jong-il? As an already unstable North Korea grows ever more unpredictable, antagonizing enemies and allies alike, *North Korea: State of Paranoia*, delivers a provocative and frightening account of a potentially explosive nuclear tripwire.



Paul French, born in London and educated there and in Glasgow, has lived and worked in Shanghai for many years. He is a widely published analyst and commentator on Asia, Asian politics and current affairs. Paul was awarded the 2013 Edgar for best fact crime for his international bestseller *Midnight in Peking*. He is currently based in Shanghai, China.

Marketing

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

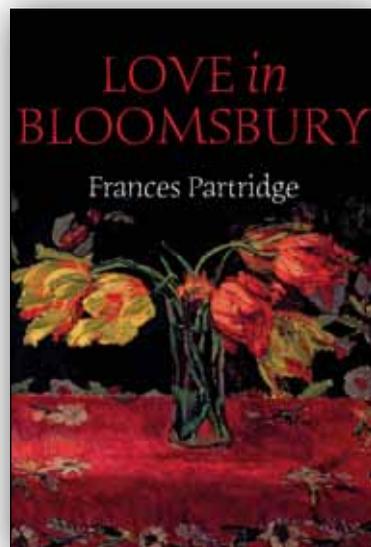
Current Affairs

ISBN: 978-1-78032-947-5
\$19.95 pb.
5½ x 8¼ / 480 pp.

 Zed Books

Love in Bloomsbury

Frances Partridge



The longest living member of the Bloomsbury Group, Frances Partridge recounts her vivid Victorian upbringing and the infamous star-crossed quartet

“Her diaries were . . . distinguished by the honesty, humour, and plain curiosity about human nature that were the outstanding qualities of Frances Partridge’s writing.” —*The Independent*

“A writer blessed with style and an unflinching gaze. Her diaries and memoirs provide a vivid, engaging and often touching account of a way of life that now seems impossibly remote.” —*The Daily Telegraph*

The Bloomsbury Group was as well known for its love affairs as for the work that was produced by its members. Of all the romantic entanglements, the love quadrangle between Frances Partridge, her husband Ralph Partridge, his first wife, Dora, and Lytton Strachey was one of the most notorious (Frances loved Ralph, who loved Dora, who loved Lytton, who loved Ralph) and tragic, ending in the death of Strachey and the suicide of Dora. *Love in Bloomsbury*, Frances Partridge’s celebrated memoirs, describes her Victorian upbringing and tells the story of the star-crossed quartet, two of whom were doomed, the other two survivors. Replete with vivid accounts of parties and infused with the heady, Bohemian atmosphere which flourished after the First World War and revealing character sketches of all the principal “Bloomsberries”—Leonard and Virginia Woolf, her sister Vanessa Bell, John Maynard Keynes and Roger Fry. This is Bloomsbury laid bare—a window onto the lives, loves, and excesses of some of the twentieth century’s most intriguing, yet enigmatic, players.

Frances Partridge, CBE (1900-2004), was “the last survivor” of the Bloomsbury Group and the author of memoirs and diaries such as *A Pacifist’s War*, *Julia*, *Nothing to Lose*, and *Hangin’ On*, among many others.

Marketing

- National print publicity
- Online marketing campaign
- Blog outreach

Memoir

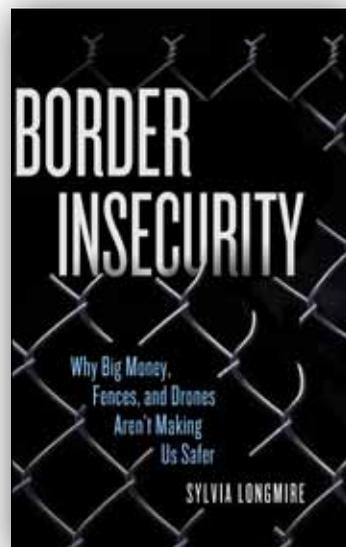
ISBN: 978-1-78076-690-4
\$18.00 pb. (C\$20.00)
5 x 7¼ / 256 pp.
8 pp. b/w insert



Border Insecurity

Why Big Money, Fences, and Drones Aren't Making Us Safer

Sylvia Longmire



Intelligence expert Sylvia Longmire identifies the threats our porous borders pose to national security, by cutting through the bipartisan rhetoric to examine the real challenges, and offer a strategy forward

When confronted with the challenges of border security and illegal immigration, government officials are fond of saying that our borders have never been as safe and secure as they are now. But ranchers in the borderlands of Arizona and Texas fear for their lands, their cattle, their homes, and sometimes their lives due to the human and drug smuggling traffic that regularly crosses their property. Who is right? What does a secure border actually look like? More importantly, is a secure border a realistic goal for the United States? *Border Insecurity* examines all the aspects of the challenge—and thriving industry—of trying to keep terrorists, drug smugglers, and illegal immigrants from entering the United States across our land borders. It looks at on-the-ground issues and controversies like the border fence, the usefulness of technology, shifts in the connection between illegal immigration and drug smuggling, and the potential for terrorists and drug cartels to work together. *Border Insecurity* also delves into how the border debate itself is part of why the government has failed to improve information sharing and why this is necessary to establish a clear and comprehensive border security strategy.

Sylvia Longmire is an independent consultant, and testifies as an expert witness on US asylum cases. She has been interviewed extensively by Fox News Channel, CNN, MSNBC, AOL News, BBC Radio, *The Miami Herald*, *The Houston Chronicle* and *The San Diego Union-Tribune*, among others. She contributed to Glenn Beck's *Cowards*, and her first book, *Cartel*, was nominated for a *Los Angeles Times* Book Prize. She lives in Tuscon, Arizona.

Marketing

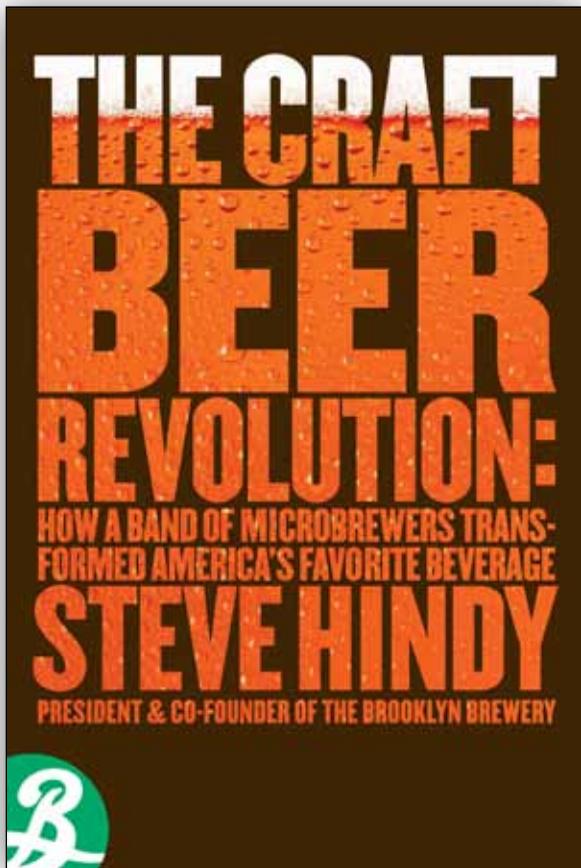
- National print and broadcast publicity
- Author speaking engagements
- Online marketing campaign
- Blog outreach

Current Affairs

ISBN: 978-1-137-27890-6
\$27.00 hc. (C\$31.00)
6½ x 9¼ / 256 pp.
8-page b/w insert

Also Available

Cartel
ISBN: 978-1-137-27869-2
\$17.00 pb. (C\$19.00)



The Craft Beer Revolution

*How a Band of
Microbrewers
Transformed the
World's Favorite Drink*

Stephen Hindy

From the co-founder of Brooklyn Brewery, a look at the entrepreneurs that challenged Anheuser-Busch, Coors, and Miller to build a craft brew revolution—and how their tactics can inform other challenger brands

Marketing

- National print and broadcast publicity
- Marketing coordination with Brooklyn Brewery
- IndieBound promotion
- National advertising campaign
- Author speaking engagements
- Social media campaign

Business

ISBN: 978-1-137-27876-0
\$25.00 hc. (C\$29.00)
6½ x 9¼ / 256 pp.
8-page photo section

Over the past 30 years craft-brewed beer has exploded in growth. In 1980, a handful of “microbrewery” pioneers launched a revolution that would challenge the dominance of the national brands, Budweiser, Coors, and Miller, and change the way Americans think about, and drink, beer. Today, there are more than 2400 craft breweries in the United States and another 1,000 are in the works. Their influence is spreading to Europe’s great brewing nations, and to countries all over the globe. In *The Craft Beer Revolution*, Steve Hindy, co-founder of Brooklyn Brewery, tells the inside story of how a band of homebrewers and microbrewers came together to become one of America’s great entrepreneurial triumphs. Beginning with Fritz Maytag, scion of the washing machine company, and Jack McAuliffe, a US Navy submariner who developed a passion for real beer while serving in Scotland, Hindy tells the story of hundreds of creative businesses like Deschutes Brewery, New Belgium, Dogfish Head, and Harpoon. He shows how their individual and collective efforts have combined to grab 10 percent of the dollar share of the US beer market. Hindy also explores how Budweiser, Miller, and Coors, all now owned by international conglomerates, are creating their own craft-style beers, the same way major food companies have acquired or created smaller organic labels to court credibility with a new generation of discerning eaters and drinkers. This is a timely and fascinating look at what America’s new generation of entrepreneurs can learn from the intrepid pioneering brewers who are transforming the way Americans enjoy this wonderful, inexpensive, storied beverage: beer.



Stephen Hindy is the author of *Beer School* and co-founder, chairman and president of Brooklyn Brewery, one of America’s top 20 breweries. A former journalist, he became interested in homebrewing while serving as a Beirut-based Middle East Correspondent for the Associated Press. He and Brooklyn Brewery have been featured in *The New York Times*, the *New York Post*, *Crain’s New York Business*, *New York* magazine, CNN, *The Huffington Post*, and countless beer blogs and specialty publications. Hindy is a member of the Board of Directors of the Beer Institute and the Brewers Association. He lives in Brooklyn, NY.



Beauty Queen

*Inside the Reign of
Avon's Andrea Jung*

Deborrah Himself

An inside look at the rise and fall of former Avon CEO Andrea Jung, and what it can teach us about twenty-first century leadership

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6½ x 9¼ / 240 pp.

Andrea Jung, the glamorous former head of Avon, was arguably the world's most charismatic and effective CEO, credited with the astonishing turnaround of the venerable brand. Avon's board was filled with tough-minded, successful CEOs and other high achievers, but when Jung walked into a room wearing her Chanel suit, custom-blended lipstick and signature pearls, every head turned and she had them eating out of her hand. She seemed incapable of making a wrong move, until, amid declining sales, an investigation by the SEC, and a brand in crisis she stepped down in late 2012. In *Beauty Queen*, former Avon VP Deborah Himsel uses Jung's story as a case study for two timeless leadership questions: What makes great leaders great? And what makes them fail? She explores both Jung's early years of success as well as the combination of missteps that led to her downfall, including her failure to nurture Avon's direct selling channel, the erosion of trust that occurred as a result of frequent decision reversals, and her ignorance of operational details, including how her people secured a license to conduct door-to-door sales in China, that led to a federal investigation. Through interviews with other CEOs, Avon executives past and present, and leadership experts, she explores the unique challenges Jung faced as a female Fortune 500 CEO; the thin line between pride and hubris; and the danger of the so-called "halo effect" in our high-stakes times.



Deborah Himsel is the author of *Leadership Sopranos Style*. From 1999 to 2005 she worked alongside Andrea Jung at Avon as VP of Global Organization Effectiveness. A former Vice President of Deutsche Bank, Himsel is a leadership consultant for many Fortune 500 companies, including Johnson & Johnson, KPMG, Exxon/Mobile, Bain, Citigroup, and Walmart. She teaches at Thunderbird School of Global Management and The Helsinki School of Economics at Aalto University. She's been featured in various media, including Fox News, CNBC, and Bloomberg, and she wrote commentary on the television series *The Apprentice* for *USA Today*. She lives in Gold Canyon, AZ.

The Big Truck That Went By

How the World Came to Save Haiti and Left Behind a Disaster

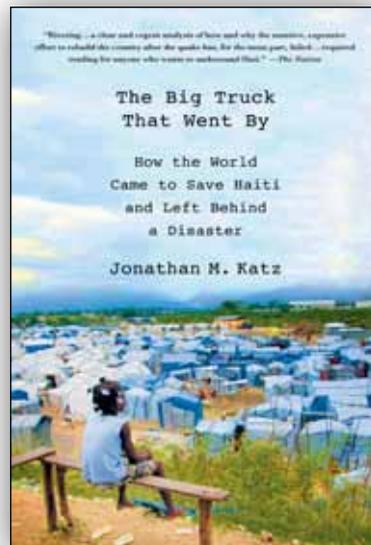
Jonathan M. Katz

“Riveting . . . a clear and cogent analysis of how and why the massive, expensive effort to rebuild the country after the quake has, for the most part, failed . . . required reading for anyone who wants to understand Haiti.” —*The Nation*

“Katz succeeds in transporting the reader straight into the midst of the events he describes so eloquently.” —*The Boston Globe*

Published to glowing reviews, and winner of the J. Anthony Lukas Work-in-Progress Award, *The Big Truck That Went By* is an important and timely look at the failure of international aid. Jonathan M. Katz was the only full-time American news correspondent in Haiti on January 12, 2010, when the deadliest earthquake in the history of the Western Hemisphere struck the small island nation. More than half of American adults gave money for Haiti, part of a global response totaling \$16.3 billion in pledges. But three years later the effort has foundered. Its most important promises—to rebuild safer cities, alleviate severe poverty, and strengthen Haiti to face future disasters—remain unfulfilled. How did so much generosity amount to so little? What went wrong? Katz follows the money to uncover startling truths about how good intentions go wrong, and what can be done to make aid “smarter.” Reporting alongside Bill Clinton, Wyclef Jean, Sean Penn, and Haiti’s leaders and people, Katz creates a complex, darkly funny, and unexpected portrait of one of the world’s most fascinating countries.

Jonathan M. Katz was the 2010 recipient of the Medill Medal for Courage in Journalism and the 2012 winner of the J. Anthony Lukas Work-in-Progress Award for *The Big Truck That Went By*. He wrote and edited for the *Associated Press* for seven years, three and a half of which he spent as correspondent in Port-au-Prince, Haiti. Katz has also reported from the Dominican Republic, China, Israel, the West Bank, Washington, New York, Mexico, and around the Caribbean. He lives in Durham, NC.



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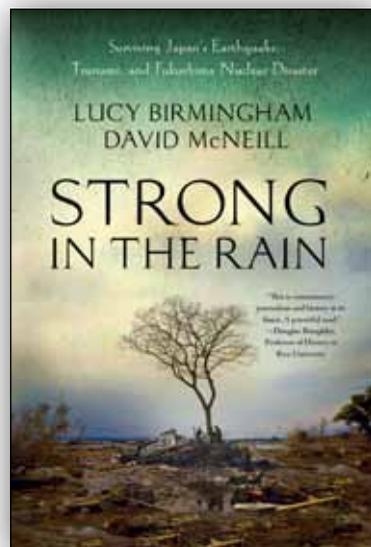
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Strong in the Rain

Surviving Japan's Earthquake, Tsunami, and Fukushima Nuclear Disaster

Lucy Birmingham and David McNeill



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In March of 2011, a 9.0 earthquake struck off the northeastern coast of Japan, unleashing a tsunami onto the densely populated coast. Over 19,000 people would be left dead, or missing, and the disaster triggered the world's worst nuclear crisis since Chernobyl: a triple meltdown at the Fukushima Daiichi Nuclear plant. As the world offered support, people everywhere wondered how the Japanese, facing such horrific destruction, were able to exhibit such calm, selflessness, and fortitude in picking up the pieces. Blending history, science, and gripping storytelling, *Strong in the Rain* vividly explores the country beyond the headlines, as well as the personal and national stories behind the earthquake. Following the narratives of six individuals, including a worker in the Fukushima nuclear plant who returned to work during the meltdown and the mayor of a coastal town who stayed round the clock on the job without knowing the fate of his family, it offers a glimpse of the surprising ways the Japanese people stood strong in the face of disaster.

Lucy Birmingham is *Time* magazine's Tokyo-based reporter and covered the March 2011 earthquake, tsunami and nuclear crisis. Since coming to Japan in the mid-1980s, her articles have appeared in *Bloomberg News*, *Newsweek*, *The Wall Street Journal*, and *The Boston Globe*. She is also an editor and scriptwriter for NHK, Japan's national television and radio broadcaster. A board member of the Foreign Correspondents' Club of Japan, she lives in Tokyo.

David McNeill is the Japan correspondent for *The Independent* and *The Chronicle of Higher Education*. He writes for *The Irish Times* and *The Japan Times*, while teaching at Sophia University in Tokyo. His work has appeared in *Newsweek*, *New Scientist*, *Marie Claire*, *International Herald Tribune*, *Chicago Tribune*, and on the BBC. He lives in Tokyo.

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Kipling and the Sea

*Voyages and Discoveries from
North Atlantic to South*

Rudyard Kipling

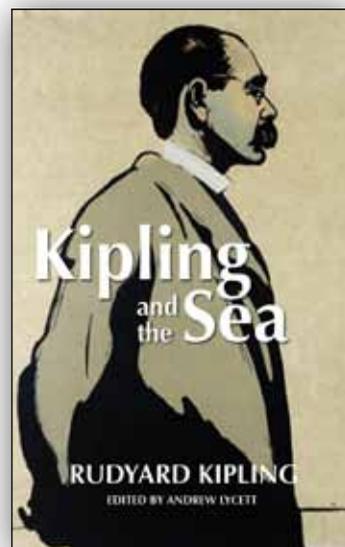
edited by Andrew Lycett

Available for the first time, the complete collection
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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. Newly edited and featuring 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 not yet been fully explored.

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's 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*. 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.



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