I’m Naomi Weinstein, Manager, Penguin Academic Marketing.
You can contact me with any questions or requests at Naomi.Weinstein@us.penguin.com
CURRENT AFFAIRS

The Real State of America Atlas: Mapping the Myths and Realities of the United States
Cynthia Enloe and Joni Seager
• 978-0-14-311935-7 • $22.00 • Aug 2011
• Reveals the myriad realities of the American experience—from our changing demographics to patterns of home ownership to the kind of food we eat.

The Most Dangerous Place: Pakistan’s Lawless Frontier
Imtiaz Gul • 978-0-14-311921-0 • $16.00 • June 2011 • “An unparalleled inside view of the region where Al Qaeda lives and still thrives.”—Ahmed Rashid, bestselling author of Taliban and Descent Into Chaos • “Gul brings his deep knowledge and reporting to bear on one of the world’s most opaque and under-reported places.”—Peter Bergan, CNN analyst and author of Holy War, Inc.

No Bad News for the King: The True Story of Cyclone Nargis and Its Aftermath in Burma
Emma Larkin • 978-0-14-311961-6 • $16.00 • July 2011 • “A formidable piece of reporting.”—The Wall Street Journal • “Larkin has no equal with her intimate knowledge and depth of experience about Burma. This is a book worth reading.”—José Ramos-Horta, Nobel Peace Prize Laureate and president of East Timor.

The Ragged Edge of the World: Encounters at the Frontier When Modernity, Wildlands, and Indigenous People Meet
Eugene Linden • 978-0-670-02251-9 • $26.95 • Mar 2011 • 256 pp • A noted environmentalist places a human face on globalism by examining how various cultures around the world are succumbing to—or resisting—modernity.

The Case of the Pope: Vatican Accountability for Human Rights Abuse
Geoffrey Robertson QC • 978-0-24-195384-6 • $9.99 • Currently available • Delivers an indictment of the way the Vatican has run a secret legal system that shields pedophile priests from criminal trials around the world.

You Can’t Afford to Get Sick: Your Guide to Optimum Health and Health Care
Andrew Weil, M.D. • 978-0-452-29660-2 • 16.00 • Jan 2011 • 288 pp • “A timely and extremely relevant exploration of the healthcare crisis and how it can change.”—All Headline News.

POLITICAL SCIENCE

Rise to Globalism: American Foreign Policy Since 1938, Ninth Revised Edition
Stephen E. Ambrose and Douglas G. Brinkley • 978-0-14-200494-4 • $18.00 • Jan 2011 • 480 pp • “One of the most lively and provocative interpretive studies of the major events in recent American diplomatic history.”—American Historical Review.

The Unfinished Global Revolution: The Limits of Nations and the Pursuit of a New Politics
Mark Malloch-Brown • 978-1-59420-177-6 • $27.95 • Feb 2011 • 288 pp • “Malloch-Brown deploys his…shrewd understanding of the forces that are shaping our world to argue for stronger, more inclusive global institutions…His message should resonate in national and international discourse for years to come.”—Kofi Annan • “Malloch-Brown has put the phenomenon of globalization and the challenges it poses for national and international governance into an historical, ethical, and prescriptive context that makes this a handbook for understanding and shaping our world.”—Strobe Talbott, author of The Great Experiment: The Story of Ancient Empires, Modern States, and the Quest for a Global Nation.
**AMERICAN HISTORY**

**Voodoo Histories: The Role of the Conspiracy Theory in Shaping Modern History**
David Aaronovich • 978-1-59448-498-8 • $16.00 • Jan 2011 • “Tackles the intriguing question of why people accept as factual things that are patently (and probably) untrue…The book is an even-handed, lively, and fascinating look not just at the people who believe these theories but also at the people who promote them: the evidence manipulators, the liars, the con artists, and the almost pathetically gullible and uninformed.” —Booklist (starred review) • “Deconstructs a dizzying array of conspiracy theories…with unsparring logic, common sense, and at times exasperated wit.” —The New York Times.

**The Making of African America: The Four Great Migrations**
Ira Berlin • 978-0-14-311879-4 • $17.00 • Jan 2011 • “Offers a fresh reading of American history through the prism of the great migrations that made and remade African and African American life…In particular, he follows the church as it moves, the music as it takes on various forms, and kinship as it broadens.” —Publishers Weekly.

**American Dreams: The United States Since 1945**

**Fire Monks: Zen Mind Meets Wildfire at the Gates of Tassajara**
Colleen Morton Busch • 978-1-59420-291-9 • $25.95 • July 2011 • “The true story of how five monks saved the oldest Zen Buddhist monastery in the U.S. from wildfire.”

**Sacred Ties: From West Point Brothers to Battlefield Rivals: A True Story of the Civil War**
Tom Carhart • 978-0-425-23910-0 • $16.00 • Apr 2011 • “Carhart tells the moving story of six cadets of the West Point class of 1861 and the bonds among them, which grew out of the shared experience of being cadets as well as attending illegal dinner parties at the tavern run by Benny Haven, former food supplier to the college.” —Booklist.

**Ask Not: The Inauguration of John F. Kennedy and the Speech That Changed America**
Thurston Clarke • 978-0-14-311897-8 • $16.00 • Jan 2011 • “Ask Not is a product of much diligence…Clarke has made a valuable start by evoking the vivid spirit of that time and documenting a major moment in American history.” —The Boston Globe.

**Asleep: The Forgotten Epidemic that Remains One of Medicine’s Greatest Mysteries**
Molly Caldwell Crosby • 978-0-425-23873-8 • Feb 2011 • $15.00 • From the national bestselling author of The American Plague • “Crosby has provided an…account of the fearful years between 1915 and 1927, when this mysterious, worldwide pandemic struck, giving us vivid, intensely human portraits of seven individuals caught up in this epidemic, and the physicians who did their best to understand and help them. In the end, Asleep reminds us that this strange, often terrible disease is not extinct, only quiescent.” —Oliver Sacks, author of Awakenings.

**The Fires: How a Computer Formula, Big Ideas, and the Best of Intentions Burned Down New York City—and Determined the Future of Cities**
Joe Flood • 978-1-59448-506-0 • $16.00 • Apr 2011 • “A gripping story of human tragedy and intellectual hubris that casts important new light in one of the most extraordinary episodes in the history of urban living. A cross between The Power Breaker and The Wire, The Fires gives us crucial answers to a big question: how do cities fail?” —Steven Johnson, author of Everything Bad is Good for You and The Ghost Map.

**Harvest of Empire: A History of Latinos in America**
Juan Gonzalez • Revised and Updated • 978-0-14-311928-9 • $18.00 • June 2011 • “A serious, significant contribution to understanding who the Hispanics of the United States are and where they came from.” —The New York Times Book Review • “A profound book with…historical lessons not found in many American textbooks.” —San Antonio Express.
The Watches: The Rise of America’s Surveillance State
Shane Harris • 978-0-14-318890-9 • $17.00 • Feb 2011 • 432 pp • “An insightful glimpse into how Washington works and how ideas are marketed and sold in the back rooms of power.”—The New York Times • “In this timely and admirably balanced account… Harris carefully examines how the nexus between terrorism and technology has complicated the age-old ‘conflict between security and liberty.’”—Publishers Weekly.

Ill Fares the Land
Tony Judt • 978-0-14-318876-3 • $15.00 • Apr 2011 • 256 pp • “Painful and arresting, both for who wrote it and for what it says… As an idealist, Mr. Judt hopes for a revived social democracy that will again speak its name. As a realist, he recognizes that it may be grievously, even terminally vulnerable.”—The Economist “A remarkably compelling book.”—The Los Angeles Times.

Lincoln on the Civil War: Selected Speeches
Abraham Lincoln • 978-0-14-319790-8 • $12.00 • Apr 2011 • Commemorates the 150th anniversary of the beginning of the Civil War.

The Great Oom: The Mysterious Origins of America’s First Yogi
Robert Love • 978-0-14-319197-7 • $17.00 • May 2011 • “Eastern spirituality and Western commercialism fuse in this flamboyant tale of an iconic American guru… Love credits Bernard with changing public perception of yoga from dissolute exoticism to healthful normalcy, but this colorful, frenetic tale reminds us that money is America’s true religion.”—Publishers Weekly • “Rollicking and well-researched.”—The Wall Street Journal.

Grant and Sherman: Civil War Memoirs
Edited by Mary Drake McFeely, William S. McFeely and Charles W. Royster • 978-0-940450-69-1 • $70.00 • Jan 2011 • 2,335 pp • The two greatest firsthand accounts of the Civil War, together in a boxed collector’s edition • “Anyone who wishes to know how and why the North won the Civil War can do no better than to read these volumes.”—James M. McPherson.

Grunts: Inside the American Infantry Combat Experience, World War II Through Iraq
John C. McManus • 978-0-451-23341-7 • $16.00 • Aug 2011 • McManus is Associate Professor of U.S. military history at Missouri University of Science and Technology as well as the official historian for the United States Army’s Seventh Infantry Regiment • “A superb book—an American equivalent to John Keegan’s The Face of Battle.”—Lieutenant Colonel Dave Grossman, U.S. Army (Ret.), author of On Killing.

The Lakotas and the Black Hills: The Struggle for Sacred Ground
Jeffery Ostler • 978-0-14-31920-3 • $14.00 • July 2011 • “Ostler has given us an admirably clear, engaging, and fair-minded account of the long battle for the Black Hills. His book performs an important service, not only in elucidating the often complex cultural and legal issues, but also—crucially—in demonstrating the continuity of the Lakota experience from the earliest historic times to the present.”—James Wilson, author of The Earth Shall Weep: A History of Native America.

The Girls of Murder City: Fame, Lust, and the Beautiful Killers Who Inspired Chicago
Douglas Perry • 978-0-14-319222-7 • $16.00 • Aug 2011 • “It turns out that behind Chicago there was a sexy, swaggering, historical tale in no need of a soundtrack.”—The Wall Street Journal • “[Perry’s] savvy, flamboyant social history illuminates a dawning age of celebrity culture.”—Publishers Weekly.

Away Off Shore: Nantucket Island and its People, 1602-1890
Nathaniel Philbrick • 978-0-14-312012-4 • $16.00 • May 2011 • From the National Book Award–winning author of Mayflower and In the Heart of the Sea comes this huge history of the tiny island of Nantucket which reveals the great and obscure, famous and infamous, people and stories that made this island, at one time, the whaling capital of the world. Will publish simultaneously with the paperback edition of The Last Stand—Philbrick’s most recent New York Times bestseller. • “A gem of a book… meticulously detailed, filled with fine anecdotes, and a fascinating look at a fascinating place.”—H. G. Bissinger, author of Friday Night Lights.

The Last Stand: Custer, Sitting Bull, and the Battle of the Little Bighorn
Nathaniel Philbrick • 978-0-14-319609-0 • $17.00 • May 2011 • From the National Book Award winner (In the Heart of the Sea) and Pulitzer Prize finalist (The Mayflower) • “An engrossing, thoughtfully researched, and tautly written account of a critical chapter in American History.”—Los Angeles Times • “The Last Stand makes it clear that Mr. Philbrick has done a prodigious amount of research… and he’s woven it all into an evocative and cinematic narrative.”—Michiko Kakutani, The New York Times.

Conscience: Two Soldiers, Two Pacifists, One Family—a Test of Will and Faith in World War I
Louisa Thomas • 978-1-59420-294-0 • $25.95 • June 2011 • 256 pp • Norman Thomas and his brothers’ upbringing prepared them for a life of service—but their calls to conscience threatened to tear them apart.

What Would the Founders Say?: A Patriot’s Answers to America’s Most Pressing Problems
Larry Schweikart • 978-1-59420-282-7 • $27.95 • Feb 2011 • 352 pp • Schweikart tackles key issues confronting our nation today: education, government bailouts, gun control, health care, the environment, and more.

The Civil War: The First Year of the Conflict Told by Those Who Lived It
Edited by Brooks D. Simpson, Stephen Sears and Aaron Sheehan-Dean • 978-1-59853-088-9 • $37.50 • Jan 2011 • 720 pp • The first volume in a four-volume series • Our country’s greatest conflict comes to life in the 150th anniversary collection of firsthand accounts.

Tangled Webs: Perjury and its Consequences
James B. Stewart • 978-1-59420-269-8 • $27.95 • Apr 2011 • 352 pp • Looking to a set of marquee name trials, the Pulitzer Prize-winning author reveals the terrible cost of perjury to our justice system and our national conscience.

Moneymakers: The Wicked Lives and Surprising Adventures of Three Notorious Counterfeiters
Ben Tarnoff • 978-1-59420-287-7 • $27.95 • Feb 2011 • 368 pp • “Lively and insightful, makes the most out of the entertaining tale of three master counterfeiters, using their careers to open an unexpected window on the making of the American economic imagination.”—T. J. Stiles, author of The First Tycoon: The Epic Life of Cornelius Vanderbilt and Jesse James: Last Rebel of the Civil War • “Moneymakers is history as it should be written, brimming with the sort of vivid details that makes the past come alive.”—Liaquat Ahamed, author of Lords of Finance.
Carthage Must Be Destroyed: The Rise and Fall of an Ancient Civilization
Richard Miles • 978-0-670-02266-3 • $35.00
• Aug 2011 • “Miles has skillfully fused the works of ancient historians such as Polybius and Livy, a wide range of modern studies and recent archaeological research to create a convincing and enthralling narrative.”—The Economist.

The Black Nile: One Man’s Amazing Journey Through Peace and War on the World’s Longest River
Dan Morrison • 978-0-14-311937-1 • $16.00
• Aug 2011 • “Captures the sun-baked, hallucinatory aura that slow boat travel can induce…[and] excels in bringing the place, the politics and history of this fragile region alive.”—The Boston Globe.

Twelve Who Don’t Agree
Valery Panyushkin • Translated by Marian Schwartz • 978-1-60945-010-6 • $15.00 • July 2011 • Illuminates the lives and convictions of twelve men and women who, despite varied backgrounds, all took part in the March of the Dissidents in 2007.

Yalta: The Price of Peace
S.M. Plokhy • 978-0-14-311862-3 • $18.00 • Feb 2011 • 480 pp • “A masterful work…He brings to his subject qualities of intellect, scholarship and judgment that would be remarkable in any book but are especially so in one covering ground that has inspired many controversies.”—The New Leader • “Harvard historian Plokhy (Unmaking Imperial Russia) enhances his stature as a scholar of modern Russia in this convincing revisionist analysis.”—Publishers Weekly (starred review).

The Birth of Classical Europe: A History from Troy to Augustine
Simon Price and Peter Thonemann • 978-0-670-02247-2 • $35.00 • Feb 2011 • 416 pp • A look at the foundations of Western civilization from two leading historians.

The Last Crusaders: The Hundred-Year Battle for the Center of the World
Barnaby Rogerson • 978-1-59020-440-5 • $17.95
• Apr 2011 • “The author imbues his text with an excellent sense of person and place, presenting not only the exploits of both Christians and Muslims on the battlefield but also their shifting alliances and internal struggles.”—Library Journal.

For All the Tea in China: How England Stole the World’s Favorite Drink and Changed History
Sarah Rose • 978-0-14-311874-9 • $15.00 • Mar 2011 • 272 pp • “In this lively account of the adventures (and misadventures) that lay behind Robert Fortune’s bold acquisition of Chinese tea seedlings for transplanting in British India, Rose demonstrates in engaging detail how botany and empire building went hand in hand.”—Jonathan Spence, author of The Search for Modern China.

Myths and Legends of Ancient Egypt
Joyce Tyldesley • 978-184-614369-4 • $35.00
• Currently available • Gathered from pyramid friezes, archaeological finds, and contemporary documents, these strange stories explain everything from why the Nile flooded every year to beliefs about what exactly happened after death, and sheds light on what life was like for both rich and poor.

In the Neighborhood: The Search for Community on an American Street, One Sleepover at a Time
Peter Lovenheim • 978-0-399-53647-2 • $13.95
• Apr 2011 • “Lovenheim’s writing is genteel and elegantly detailed, revealing much about his subjects—issues of class, relationships, likes and gripes, obsessions and everyday struggles—that would be easy to miss in broad cultural assessments.”—Publishers Weekly.

Reality is Broken: Why Games Make Us Better and How They Can Change the World
Jane McGonigal • 978-1-39420-283-8 • $26.95
• Jan 2011 • 400 pp • “McGonigal’s penetrating, entertaining look into gaming culture is a vibrant mix of technology, psychology, and sociology.”—Publishers Weekly (starred review) • “McGonigal’s groundbreaking research offers a surprising solution to how we can build stronger communities and collaborate at extreme scales.”—Jimmy Wales, Founder of Wikipedia.

Being African
Mandivamba Rukuni • 978-0-14-302680-8 • $20.00 • Currently available • Explores the age-old richness and values of ubuntu (a quality that includes the essential human virtues, compassion and humanity) as a modern basis for the African Renaissance.

The Steal: A Cultural History of Shoplifting
Clay Shirky • 978-0-14-352735-0 • $22.00
• May 2011 • A collection of true stories that illustrate the traditional belief system of sub-Saharan Africa, placing them in their contemporary and historical contexts.

In the Neighborhood: The Search for Community on an American Street, One Sleepover at a Time
Peter Lovenheim • 978-0-399-53647-2 • $13.95
• Apr 2011 • “Lovenheim’s writing is genteel and elegantly detailed, revealing much about his subjects—issues of class, relationships, likes and gripes, obsessions and everyday struggles—that would be easy to miss in broad cultural assessments.”—Publishers Weekly.

Reality is Broken: Why Games Make Us Better and How They Can Change the World
Jane McGonigal • 978-1-39420-283-8 • $26.95
• Jan 2011 • 400 pp • “McGonigal’s penetrating, entertaining look into gaming culture is a vibrant mix of technology, psychology, and sociology.”—Publishers Weekly (starred review) • “McGonigal’s groundbreaking research offers a surprising solution to how we can build stronger communities and collaborate at extreme scales.”—Jimmy Wales, Founder of Wikipedia.

Being African
Mandivamba Rukuni • 978-0-14-302680-8 • $20.00 • Currently available • Explores the age-old richness and values of ubuntu (a quality that includes the essential human virtues, compassion and humanity) as a modern basis for the African Renaissance.

It Gets Better: Coming Out, Overcoming Bullying, and Creating a Life Worth Living
Edited by Dan Savage and Terry Miller • 978-0-525-95233-6 • $21.95 • Apr 2011 • Inspired by the “It Gets Better Project” on YouTube • Includes inspirational stories from celebrities and non-celebrities in the LGBT community about surviving bullying and moving on to build successful and happy lives.

Cognitive Surplus: How Technology Makes Consumers into Collaborators
Clay Shirky • 978-0-14-311958-6 • $16.00 • June 2011 • 256 pp • “Shirky writes convincingly about the intersection of technological innovation and social change.”—The New York Observer • “Shirky may be the finest thinker we have on the Internet revolution.”—Stephen Johnson, author of Everything Bad is Good for You.

The Steal: A Cultural History of Shoplifting
Rachel Shitei • 978-1-39420-297-1 • $25.95 • July 2011 • 256 pp • A history of shoplifting, revealing the roots of our modern dilemma.
**SPORTS**

**Pacific Rims: Beermen Ballin’ in Flip-Flops and the Philippines’ Unlikely Love Affair with Basketball**
Rafe Bartholomew • 978-0-451-23322-6 • $15.00  
• June 211 • 400 pp • ”The kind of book that makes you proud to be a sportswriter…Pacific Rims is nothing but a joy.”—Rick Telander, author of Heaven Is a Playground.

**Branch Rickey: A Penguin Life**
Jimmy Breslin • 978-0-670-02249-6 • $19.95  
• Mar 2011 • A biography of the man who integrated baseball in 1947, when as the owner and general manager of the Brooklyn Dodgers he brought Jackie Robinson into the major leagues and forever changed the face of the game.

**American Victory**
Henry Cejudo • 978-0-451-32203-8 • $15.00  
• Jan 2011 • ”[Cejudo’s] is a story about change—for himself, for his family…The gold medal, and his path to it, changed so many lives along the way.”—The New York Times.

**The Big Fight: My Life In and Out of the Ring**
Ray Leonard with Michael Arkush  
• 978-0-670-02272-4 • $26.95 • June 2011 • In this inspiring autobiography, one of the greatest boxing legends in America finally faces his single greatest competitor: himself.

**The Eastern Stars: How Baseball Changed the Dominican Town of San Pedro de Macorís**
Mark Kurlansky • 978-1-59448-505-3 • $16.00  
• Apr 2011 • ”Kurlansky homes in on a singular subject and magnifies its every facet under the brilliant light of his investigative reporting, his historical sensibility, and his lively storytelling.”—Publishers Weekly (starred review)  
“Charming and finely observed.”—The New York Times.

**PHYSIOLOGY**

**Beyond Blame: Freeing Yourself from the Most Toxic Form of Emotional Bullsh*t**
Carl Alasko, Ph. D. • 978-1-58542-876-2 • $15.95  
• Aug 2011 • Presents readers with a step-by-step program for learning how to replace blame with accountability.

**Resilience: How Your Inner Strength Can Set You Free From the Past**
Boris Cyrulnik • 978-1-58542-850-2 • $14.95  
• Feb 2011 • 320 pp • ”This fascinating and revolutionary book argues that suffering can be the making of somebody rather than their destruction…even children who appear to be beyond help can be saved.”—The Guardian (UK).

**The Longevity Project: Surprising Discoveries for Health and Long Life from the Landmark Eight-Decade Study**
Howard S. Friedman, Ph.D. and Leslie R. Martin, Ph.D. • 978-1-59463-075-0 • $25.95  
• Mar 2011 • “A compelling and objective assessment of character traits associated with longevity. Only a handful of studies in this field last long enough to give meaningful results, and even fewer remain significant after their primary investigators have passed away.”—Andrew Weil, M.D.

**A Billion Wicked Thoughts: What the World’s Largest Experiment Reveals About Human Desire**
Sai Gaddam, Ph. D. and Ogi Ogas, Ph. D. • 978-0-525-95209-1 • $26.95 • Mar 2011 • Using a mixture of search data, website traffic, and online content analysis, two neuroscientists reveal the hidden brain software driving the most intimate urges of women and men.

**Future Babble: Why Expert Predictions Are Next to Worthless, And You Can Do Better**
Daniel Gardner • 978-0-525-95205-3 • $26.95  
• Mar 2011 • 320 pp • The award-winning journalist uses landmark research to debunk the expert prediction industry, and explores the psychology of our obsession with future history  
“Genuinely arresting…required reading for journalists, politicians, academics and anyone who listens to them.”—Steven Pinker.

**How to Save Your Own Life: 15 Inspiring Lessons Including: Finding Blessings in Disguise, Coping With Life’s Greatest Challenges, and Discovering Happiness at Any Age**
Michael Gately Gill • 978-1-592-40603-6 • $14.00  

**A First-Rate Madness: Uncovering the Links Between Leadership and Mental Illness**
Nassir Ghaemi • 978-1-59420-295-7 • $27.95  
• Aug 2011 • 320 pp • An investigation into the surprisingly deep correlation between mental illness and successful leadership, as seen through some of history’s greatest politicians, generals, and businesspeople.

**The Lab Rat Chronicles: A Neuroscientist Reveals Life Lessons from the Planet’s Most Successful Mammals**
Kelly Lambert, Ph.D. • 978-0-399-53663-2 • $15.00 • June 2011 • Sheds new light on what we can learn about the world—and ourselves—from lab rats.

**The Psychopath Test: Why Expert Predictions Are Next to Worthless, And You Can Do Better**
Daniel Gardner • 978-0-525-95205-3 • $26.95 • Mar 2011 • 320 pp • The award-winning journalist uses landmark research to debunk the expert prediction industry, and explores the psychology of our obsession with future history  
“Genuinely arresting…required reading for journalists, politicians, academics and anyone who listens to them.”—Steven Pinker.

**The Kitchen Shrink: A Psychiatrist’s Reflections on Healing in a Changing World**
Dora Calott Wang, M.D. • 978-1-59448-517-6 • $15.00 • May 2011 • ”A beautifully written memoir…[with] a thoroughly compelling message.”—Kirkus Reviews (starred review).
Hinduism: An Alphabetical Guide  
Roshen Dalal • 978-0-14-314121-6 • $25.00  
• May 2011 • Citing extensively from the regional languages, Dalal describes Hinduism’s innumerable myths and legends and looks at the many versions of texts including the Ramayana and Mahabharata, placing each entry in its historical context and tracing it to the present.

The Religions of India: A Concise Guide to Nine Major Faiths  
Roshen Dalal • 978-0-14-400058-6 • $20.00  
• May 2011 • A comprehensive account of every major faith practiced in India today—Hinduism, Islam, Sikhism, Christianity, Buddhism, Jainism, Zoroastrianism, Judaism, and the Bahai faith. Places each religion in its historical context, tracing its evolution from its inception to the present.

The Penguin Handbook of the World’s Living Religions  
Edited by John R. Himmels • 978-0-14-103546-8 • $25.00 • Jan 2011 • 1,008 pp • Includes a brand new section on religions in twenty-first century America, Britain, Canada and Australia. Examines such issues as the interaction between recent immigrants of different faiths and reactions to 9/11.

Jesus: A Biography from a Believer  
Paul Johnstone • 978-0-14-311877-0 • $15.00  
• Mar 2011 • 256 pp • “A short, penetrating, sometimes controversial, and often moving account of Jesus’ life…[A] superbly written and deeply knowledgeable of Jesus’ life and times. It is consistently thought-provoking—not in the sense of offering a new image of Jesus, but in its ability to draw the reader inside the world of Jesus’ words and deeds.”—The Denver Post.

Prodigal God: Recovering the Heart of the Christian Faith  
Timothy Keller • 978-1-59448-402-5 • $14.00  
• Mar 2011 • The New York Times-bestselling author of The Reason for God uses the parable of the Prodigal Son to reveal an unexpected message of hope and salvation.

Case of the Pope: Recovering the Heart of the Christian Faith  
Timothy Keller • 978-024-195384-6 • $9.99  
• Oct 2010 • An indictment of the way the Vatican has run a secret legal system that shields paedophile priests from criminal trial around the world. from a distinguished human rights lawyer and judge.

Christianity: The First Three Thousand Years  
Diarmaid MacCulloch • 978-0-14-311869-5 • $25.00 • Mar 2011 • 1,184 pp • Winner of the 2010 Cundill Prize in History • “MacCulloch demonstrates rare talent for probing the human dynamics of Christianity’s long and complex evolution….this capricious narrative opens unexpected perspectives…MacCulloch exposes unfamiliar but unmistakably human personalities who have shaped the worship of the divine.”—Booklist • “Sprawling, sensible, and illuminating….It is difficult to imagine a more comprehensive and surprisingly accessible volume on the subject than MacCulloch’s.”—New York Times Book Review.

What Is God?  
Jacob Needleman • 978-1-58542-847-2 • $14.95  
• Jan 2011 • 302 pp • “A powerful and deeply personal book about [Needleman’s] lifelong effort to connect with God using both his head and his heart….a rare book that manages to be both skeptical and inspiring.”—San Francisco Chronicle.

J K The Lost Gospel: Jesus’ Marriage to Mary Magdalene, Bride of God  
Barrie Wilson and Simcha Jacobovici • 978-1-59020-341-5 • $26.95  
• Feb 2011 • “Jacobovici is a maverick, a self-made Indiana Jones.”—Newsweek • “Wilson writes with an engaging style accessible to the non-specialist while thoroughly academic in quality.”—James D. Tandor, author of The Jesus Dynasty.

The Best Spiritual Writing 2011  
Edited by Philip Zaleski • 978-0-14-311867-1 • $16.00 • Jan 2011 • 272 pp • Gathers the finest pieces of spiritual writing to appear in American publications during the past year, ranging from poetry to short fiction to essay, by writers such as Rick Bass, Philip Yancey, Terry Teachout, and Robert D. Kaplan “Zaleski’s compilation of spiritual writings restores ‘best’ to its rightful exceptional place.”—Publishers Weekly.

Beginnings of Infinity: Explanations That Transform the World  
David Deutsch • 978-0-670-02275-5 • $30.00  
• June 2011 • Using cutting-edge research on the brain, Davidson shows how the phenomenon of “attention blindness” shapes our lives, and how it has led to one of the greatest problems of our historical moment: while we have embraced the technology of our times, we have largely left our institutions unchanged.

Moonwalking with Einstein: The Art and Science of Remembering Everything  
Joshua Foer • 978-1-59420-229-2 • $26.95 • Mar 2011 • 352 pp • “[A] splendid overview of an essential aspect of our humanity—our memory; it is also a witty and engaging account of how Foer went from being a guy with an average memory to winning the U.S. Memory Championship.”—Dan Ariely, author of The Upside of Irrationality and Predictably Irrational.

Bursts: The Hidden Patterns Behind Everything We Do, From Your Email to Bloody Crusades  
Albert-László Barabási • With a New Afterword • Interactive website: www.brsts.com  
978-0-452-29718-0 • $16.00 • June 2011 • 320 pp • From the founding director of the Center for Network Science at Northeastern University “A rich, rewarding read that illuminates a cutting-edge topic: the patterns of human mobility in an era of total surveillance.”—Ogi Ogas, Ph.D., and Sai Gaddam, Ph.D., Boston University.

The Poisoner’s Handbook: Murder and the Birth of Forensic Medicine in Jazz Age New York  
Deborah Blum • 978-0-14-311882-4 • $16.00  
• Feb 2011 • 336 pp • “Pulitzer Prize–winning science journalist Blum (Ghost Hunters) makes chemistry come alive in her enthralling account of two forensic pioneers in early 20th-century New York…With the pacing and rich characterization of a first-rate suspense novelist, Blum makes science accessible and fascinating.”—Publishers Weekly (starred review).

Now You See It: How the Brain Science of Attention Will Change Our Schools, Workplaces, and Everything Else  
Cathy Davidson • 978-0-670-02282-3 • $27.95  
• Aug 2011 • Using cutting-edge research on the brain, Davidson shows how the phenomenon of “attention blindness” shapes our lives, and how it has led to one of the greatest problems of our historical moment: while we have embraced the technology of our times, we have largely left our institutions unchanged.
How to Listen to Great Music: A Guide to Its History, Culture, and Heart
Robert Greenberg • 978-0-452-29708-1 • $16.00
• May 2011 • 304 pp • First book in the series tied to The Teaching Company, a group that sells DVD versions of college professor lectures.

I Want My MTV: The Uncensored Story of the Music Video Revolution
Craig Marks and Rob Tannenbaum • 978-0-525-95230-5 • $26.95 • Aug 2011 • The first oral history of the network, which coincides with its 30th anniversary. Full of behind-the-scenes stories from major artists, directors, producers, executives and others.

Believing Is Seeing: Observations on the Mysteries of Photography
Errol Morris • 978-1-59420-301-5 • $32.95 • Sep 2011 • 416 pp • Academy Award-winning filmmaker Morris (The Fog of War) investigates the hidden truths behind a series of documentary photographs.

The Art Detective: Adventures of an Antiques Roadshow Appraiser
Philip Mould • 978-0-14-311916-6 • $16.00 • May 2011 • “Mould recounts, with considerable wit and charm, his adventures in the trade, and the stories behind his most noteworthy finds.” —Booklist “An engaging and informative romp from start to finish…Mould is an Indiana Jones-style adventurer, as well as a super sleuth.” —California Literary Review.

Talking to Girls About Duran Duran: One Young Man’s Quest for True Love and a Cooler Haircut

Zero to Breakthrough: The 7-Step, Battle-Tested Method for Accomplishing Objectives that Matter
Vernice Armour • 978-1-39184-402-0 • $25.95 • July 2011 • A manifesto on what makes a great business leader in the modern era, by one of India’s most prominent and respected businessmen.

Nothing to Lose, Everything to Gain: How I Went from Gang Member to Multimillionaire Entrepreneur
Ryan Blair with Don Yaeger • 978-1-39184-403-7 • $25.95 • Aug 2011 • “Thrust from middle class security into poverty, Blair joined a gang before a new mentor showed him how having nothing to lose could be the foundation of entrepreneurial success.”

The Art of Negotiating
Richard Fisher and William Ury • 978-0-8144-7387-6 • $15.00 • May 2011 • 224 pp • “This is by far the best thing I’ve ever read about negotiation.” —John Kenneth Galbraith

Linchpin: Are You Indispensable?
Seth Godin • 978-1-59184-409-9 • $16.00 • May 2011 • Through interviews with current and former employees, competitors, partners, and senior Google management, plus conversations with the founders themselves, Brant demystifies the company and clarifies a number of misconceptions.

Edited by Debi Ghate and Richard E. Ralston • Intro by John Allison • 978-0-451-23269-4 • $15.00 • Apr 2011 • Intellectual tools needed in the boardroom. Includes rare essays by Ayn Rand.

How Did That Happen?: Holding People Accountable for Results the Positive, Principled Way
Roger Connors and Tom Smith • 978-1-39184-414-3 • $17.00 • Aug 2011 • New York Times bestseller that provides a proven approach to improve accountability and the bottom line “Definitely the ‘go-to’ book for teaching organizational accountability that works—without the backlash.” —Stephen R. Covey, author of The 7 Habits of Highly Effective People.

Never Make the First Offer: (Except When You Should)
Wisdom from a Master Dealmaker
Donald Dell with John Boswell • 978-1-39184-346-7 • $16.00 • Aug 2011 • Dell reveals the advanced strategies and tactics that he has developed over a lifetime of high-stakes deals “An educational and entertaining book about how to make a deal. [Dell] is truly a master of his game.” —Frederick W. Smith, President and CEO of FedEx Corporation.

Getting to Yes: Negotiating Agreement Without Giving In
Roger Fisher and William Ury and for the Revised Editions, Bruce Patton of the Harvard Negotiation Project • Newly updated and revised • 978-0-14-311875-6 • $15.00 • May 2011 • 224 pp • “This is by far the best thing I’ve ever read about negotiation.” —John Kenneth Galbraith

Linchpin: Are You Indispensable?
Seth Godin • 978-1-39184-409-9 • $16.00 • May 2011 • “This is what the future of work (and the world) looks like. Actually, it’s already happening around you.” —Tony Hsieh, CEO, Zappos.com.

Empire State of Mind: How Jay-Z Went from Street Corner to Corner Office
Zack O’Malley Greenburg • 978-1-39184-381-8 • $25.95 • Mar 2011 • An in-depth look at the business behind Jay-Z’s hip-hop empire.

Enchantment: The Art of Changing Hearts, Minds, and Actions
Guy Kawasaki • 978-1-39184-379-5 • $26.95 • Mar 2011 • The author of the international bestseller The Art of the Start offers a new perspective on the art of influence.
The Method Method: Seven Obsessions That Helped Our Scrapy Start-up Turn an Industry Upside Down
Eric Ryan and Adam Lowry with Lucas Conley • 978-1-59184-399-3 • $26.95 • June 2011 • An inspiring case study for the next generation of start-ups by the unconventional founders of Method.

Denial: Why Business Leaders Fail To Look Facts in the Face—And What to Do About It
Richard S. Tedlow • 978-1-59184-391-7 • $16.00 • Mar 2011 • 272 pp • “Tedlow blends historical rigor with practical insights useful to today’s leaders—a rare and wonderful combination. His huge lesson—that the seeds of tragic demise are almost always visible, if only leaders would face them square-on—should terrify any successful person.”—Jim Collins, author Good to Great and How the Mighty Fall.

Better By Mistake
Alina Tugend • 978-1-59448-785-9 • $25.95 • Mar 2011 • “Fascinating, vivid, and spectacularly useful. Tugend is a whip-smart guide to the secret landscape where our (so-called) errors are transformed into powerful opportunities.”—Daniel Coyle, author of The Talent Code.

ECONOMICS / ECONOMIC HISTORY

More Than Good Intentions: How a New Economics Is Helping to Solve Global Poverty
Dean Karlan and Jacob Appel • 978-0-0-525-95189-6 • $26.95 • Apr 2011 • “The most urgent challenge in the world is economic development, and Dean Karlan is right at its cutting edge.”—Tim Harford, author of The Undercover Economist and The Logic of Life.

The End of Wall Street
Roger Lowenstein • 978-0-0-311872-5 • $17.00 • Apr 2011 • 288 pp • “Lowenstein, a highly accomplished financial journalist, lays out what may be the best explanation yet of the recent crash—and as good a prediction as any on what happens next.”—Barron’s.

The Next Hundred Million:
America in 2050
Joel Kotkin • 978-0-0-311881-7 • $16.00 • Feb 2011 • 320 pp • “Given the viral finger-pointing and hand-wringing over what’s seen as America’s decline these days, Mr. Kotkin’s book provides a timely and welcome…antidote…. The Next Hundred Million is presented in easily digestible mini-chapters and provides valuable historical perspective on the nation’s evolution.”—Sam Roberts, The New York Times.

More Money Than God: Hedge Funds and the Making of a New Elite
Sebastian Mallaby • 978-0-0-311941-8 • $17.00 • June 2011 • “[Mallaby] brings a keen sense of financial theory to his subject, and a vivid narrative style.”—The Wall Street Journal • “Splendid… the definitive history of the hedge fund history, a compelling narrative full of larger-than-life characters and dramatics.”—The Washington Post.

Why Africa is Poor: And What Africans Can Do About It
Dr. Greg Mills • 978-0-0-3102661-7 • $30.00 • Currently available • Mills draws from his experiences running various presidential-level advisory teams across Africa and examines the policy choices that have stunted African development.

Crisis Economics: A Crash Course in the Future of Finance
Nouriel Roubini and Stephen Mihm • With a new Afterword • 978-0-0-311963-0 • $16.00 • May 2011 • 368 pp • “A tightly argued, convincing assault on the free-market ideology that allowed the finance sector to hijack the global economy…This is a wake-up call.”—The Observer (U.K.) • “[A] rigorous yet highly readable look at why booms and busts occur and how to keep them from wreaking havoc on the real economy.”—Bloomberg.

Plentitude: The New Economics of Wealth
Juliet B. Schor • 978-0-0-311942-5 • $16.00 • Aug 2011 • “Schor has been the most perceptive and prescient writer on economics this country has had for the last two decades. Here she looks forward once again, clearing a path through the wreckage of our economic collapse towards something more durable and maybe even more fun.”—Bill McKibben, author of Earth: Making a Life on a Tough New Planet.

Practical Wisdom
Barry Schwartz and Kenneth Sharpe • 978-0-0-31948-783-5 • $26.95 • Jan 2011 • An urgent call to embrace and protect the essential, practical human quality that has been drummed out of our lives: wisdom.
Please don’t hesitate to contact me, Naomi.Weinstein@us.penguingroup.com if you are interested in any of the titles listed. I look forward to hearing from you.

Naomi Weinstein, Penguin Group Inc. (USA) • www.penguin.com

PLEASE INCLUDE TITLE, AUTHOR, IMPRINT, ISBN, AND YOUR FULL SHIPPING ADDRESS

At Penguin we know that readers have a wide variety of interests and that finding an in-depth look at a particular author or subject can be difficult, if not impossible. The Video & Radio Network makes it easy to learn more about your favorite authors—and to discover a few new favorites in the process.

LISTEN! Tune in to Penguin Classics on Air. Listen as our editors interview scholars, translators, and introducers about their favorite classics—and the stories behind them.

WATCH! In the Screening Room watch shows produced by us on a wide range of topics—from Penguin Storytime and Tarcher Talks to YA Central and Project Paranormal.

READ! In the Reading Room read early excerpts from a soon-to-be-published novel and read articles from some of our biggest nonfiction authors. Be sure to come back to chat with the author in one of our scheduled live chats.