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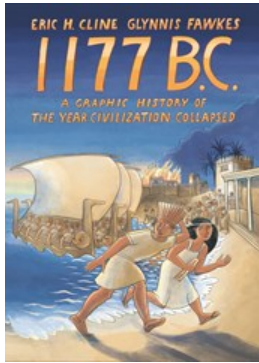
PRINCETON

THE UNIVERSITY PRESS GROUP

# **The Ancient World**

**New and Best of Backlist**

Spring / Summer 2024



### 1177 B.C. – A Graphic History of the Year Civilization Collapsed

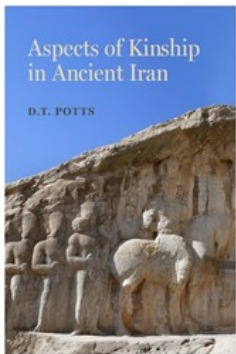
Eric Cline  
9780691213026  
£20.00 • \$24.95 • Paperback  
History / Ancient  
April 2024  
Princeton University Press

A beautiful, full-color graphic version of Eric Cline's bestselling *1177 B.C.*, adapted by award-winning author-illustrator Glynnis Fawkes

Eric Cline's *1177 B.C.* tells the story of one of history's greatest mysteries: what caused the ancient civilizations of the Aegean and Eastern Mediterranean to collapse more than three thousand years ago, bringing the Late Bronze Age to an abrupt end? In this vivid and captivating full-color graphic adaptation of the landmark book, author-illustrator Glynnis Fawkes invites us to follow two young friends living in the aftermath of the cataclysm as they unravel why it happened—and reveal important lessons for today's interconnected and vulnerable world.

Pel, a member of the marauding Sea Peoples, and Shesha, an Egyptian scribe, visit the kingdoms of the Minoans, Mycenaeans, Hittites, Canaanites, Assyrians, and Egyptians to explore the calamities that brought them down. This graphic history depicts the people, events, art, architecture, and lands that Pel and Shesha encounter. We witness the Sea Peoples' battles on land and sea, earthquakes on the Greek mainland, droughts and famine in Anatolia, invasions in north Syria, and possible rebellions in Canaan. Along the way, we also learn about the assassination of a Hittite prince traveling to marry an Egyptian queen, the sinking of a merchant ship laden with international goods, and the return of a pair of sandals to Crete by the Babylonian king Hammurabi.

An entertaining adventure story, this dazzling comic is also historically accurate and enlightening, inviting readers of all ages to think about the surprising factors and theories that explain why societies, whether ancient or modern, die or survive when struck by catastrophes.



### Aspects of Kinship in Ancient Iran

D. T. Potts  
9780520394995  
£30.00 • \$34.95 • Paperback  
History / Ancient  
November 2023  
University of California Press

A free ebook version of this title is available through Luminos, University of California Press's Open Access publishing program. Visit [www.luminosoa.org](http://www.luminosoa.org) to learn more.

Originally delivered as the Biennial Ehsan Yarshater Lectures, *Aspects of Kinship in Ancient Iran* is an exploration of kinship in the archaeological and historical record of Iran's most ancient civilizations. D.T. Potts brings together history, archaeology, and social anthropology to provide an overview of what we can know about the kith and kinship ties in Iran, from prehistory to Elamite, Achaemenid, and Sasanian times. In so doing, he sheds light on the rich body of evidence that exists for kin relations in Iran, a topic that has too often been ignored in the study of the ancient world.



### After 1177 B.C. – The Survival of Civilizations

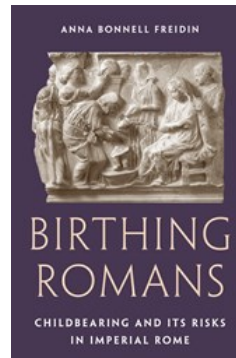
Eric Cline  
9780691192130  
£28.00 • \$32.00 • Hardcover  
History / Ancient  
April 2024  
Princeton University Press

In this gripping sequel to his bestselling *1177 B.C.*, Eric Cline tells the story of what happened after the Bronze Age collapsed—why some civilizations endured, why some gave way to new ones, and why some disappeared forever

**“A landmark book: lucid, deep, and insightful. . . . You cannot understand human civilization and self-organization without studying what happened on, before, and after 1177 B.C.”—Nassim Nicholas Taleb, bestselling author of *The Black Swan***

At the end of the acclaimed history *1177 B.C.*, many of the Late Bronze Age civilizations of the Aegean and Eastern Mediterranean lay in ruins, undone by invasion, revolt, natural disasters, famine, and the demise of international trade. An interconnected world that had boasted major empires and societies, relative peace, robust commerce, and monumental architecture was lost and the so-called First Dark Age had begun. Now, in *After 1177 B.C.*, Eric Cline tells the compelling story of what happened next, over four centuries, across the Aegean and Eastern Mediterranean world. It is a story of resilience, transformation, and success, as well as failures, in an age of chaos and reconfiguration.

*After 1177 B.C.* tells how the collapse of powerful Late Bronze Age civilizations created new circumstances to which people and societies had to adapt. Those that failed to adjust disappeared from the world stage, while others transformed themselves, resulting in a new world order that included Phoenicians, Philistines, Israelites, Neo-Hittites, Neo-Assyrians, and Neo-Babylonians. Taking the story up to the resurgence of Greece marked by the first Olympic Games in 776 B.C., the book also describes how world-changing innovations such as the use of iron and the alphabet emerged amid the chaos.



### Birthing Romans – Childbearing and Its Risks in Imperial Rome

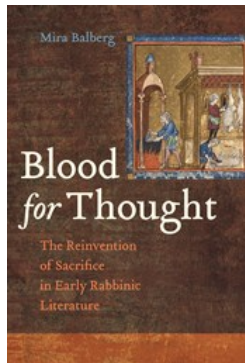
Anna Bonnell Freidin  
9780691226279  
£38.00 • \$45.00 • Hardcover  
History / Ancient / Rome  
July 2024  
Princeton University Press

#### How Romans coped with the anxieties and risks of childbirth

Across the vast expanse of the Roman Empire, anxieties about childbirth tied individuals to one another, to the highest levels of imperial politics, even to the movements of the stars. *Birthing Romans* sheds critical light on the diverse ways pregnancy and childbirth were understood, experienced, and managed in ancient Rome during the first three centuries of the Common Era.

In this beautifully written book, Anna Bonnell Freidin asks how inhabitants of the Roman Empire—especially women and girls—understood their bodies and constructed communities of care to mitigate and make sense of the risks of pregnancy and childbirth. Drawing on medical texts, legal documents, poetry, amulets, funerary art, and more, she shows how these communities were deeply human yet never just human. Freidin demonstrates how patients and caregivers took their place alongside divine and material agencies to guard against the risks inherent to childbearing. She vividly illustrates how these efforts and vital networks offer a new window onto Romans' anxieties about order, hierarchy, and the individual's place in the empire and cosmos.

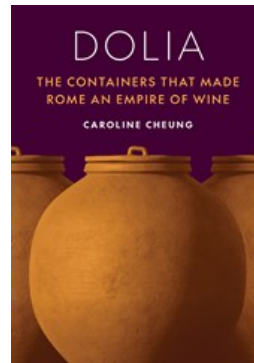
Unearthing a risky world that is both familiar and not our own, *Birthing Romans* reveals how mistakes, misfortunes, and interventions in childbearing were seen to have far-reaching consequences, reverberating across generations and altering the course of people's lives, their family histories, and even the fate of an empire.



### Blood for Thought – The Reinvention of Sacrifice in Early Rabbinic Literature

Mira Balberg  
9780520401419  
£30.00 • \$34.95 • Paperback  
Religion / Ancient  
June 2024  
University of California Press

*Blood for Thought* delves into a relatively unexplored area of rabbinic literature: the vast corpus of laws, regulations, and instructions pertaining to sacrificial rituals. Mira Balberg traces and analyzes the ways in which the early rabbis interpreted and conceived of biblical sacrifices, reinventing them as a site through which to negotiate intellectual, cultural, and religious trends and practices in their surrounding world. Rather than viewing the rabbinic project as an attempt to generate a nonsacrificial version of Judaism, she argues that the rabbis developed a new sacrificial Jewish tradition altogether, consisting of not merely substitutes to sacrifice but elaborate practical manuals that redefined the processes themselves, radically transforming the meanings of sacrifice, its efficacy, and its value.



### Dolia – The Containers That Made Rome an Empire of Wine

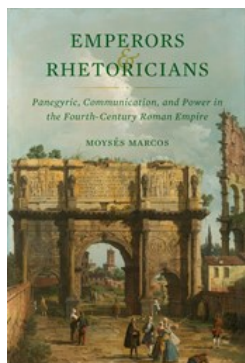
Caroline Cheung  
9780691243009  
£45.00 • \$55.00 • Hardcover  
History / Ancient / Rome  
June 2024  
Princeton University Press

#### The story of the Roman Empire's enormous wine industry told through the remarkable ceramic storage and shipping containers that made it possible

The average resident of ancient Rome drank two-hundred-and-fifty liters of wine a year, almost a bottle a day, and the total annual volume of wine consumed in the imperial capital would have overflowed the Pantheon. But Rome was too densely developed and populated to produce its own food, let alone wine. How were the Romans able to get so much wine? The key was the dolium—the ancient world's largest type of ceramic wine and food storage and shipping container, some of which could hold as much as two-thousand liters. In *Dolia*, classicist and archaeologist Caroline Cheung tells the story of these vessels—from their emergence and evolution to their major impact on trade and their eventual disappearance.

Drawing on new archaeological discoveries and unpublished material, *Dolia* uncovers the industrial and technological developments, the wide variety of workers and skills, and the investments behind the Roman wine trade. As the trade expanded, potters developed new techniques to build large, standardized dolia for bulk fermentation, storage, and shipment. Dolia not only determined the quantity of wine produced but also influenced its quality, becoming the backbone of the trade. As dolia swept across the Mediterranean and brought wine from the far reaches of the empire to the capital's doorstep, these vessels also drove economic growth—from rural vineyards and ceramic workshops to the wine shops of Rome.

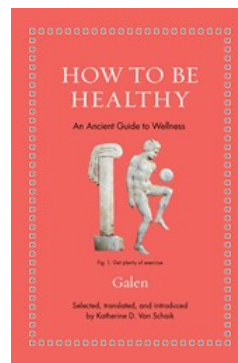
Placing these unique containers at the center of the story, *Dolia* is a groundbreaking account of the Roman Empire's Mediterranean-wide wine industry.



### Emperors and Rhetoricians – Panegyric, Communication, and Power in the Fourth-Century Roman Empire

Moisés Marcos  
9780520394971  
£80.00 • \$95.00 • Hardcover  
History / Ancient / Rome  
January 2024  
University of California Press

Panegyric, the art of publicly praising prominent political figures, occupied an important place in the Roman Empire throughout late antiquity. Orators were skilled political actors who manipulated the conventions of praise giving, taking great license with what they chose to present (or omit). Their ancient speeches are rare windows into the world of panegyrists, emperors, and their audiences. In *Emperors and Rhetoricians*, Moisés Marcos offers an original, comprehensive look at all panegyrics to and by Julian, who in 355/56 CE promoted himself as a learned caesar by producing his own panegyric on his cousin and Augustan benefactor, Constantius II. During key stages in his public career and throughout the time he held imperial power, Julian experimented with and utilized panegyric as both political communication and political opportunity. Marcos expertly mines this vast body of work to uncover a startlingly new picture of Julian the Apostate, explore anew the arc of his career in imperial office, and model new ways to interpret and understand imperial speeches of praise.



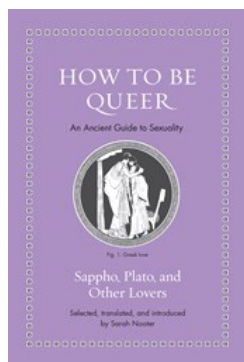
### How to Be Healthy – An Ancient Guide to Wellness

Galen  
9780691206271  
£14.99 • \$17.95 • Hardcover  
Philosophy / History & Surveys / Ancient & Classical  
January 2024  
Princeton University Press

#### Timeless wisdom about how to be healthy in body and mind from one of the greatest physicians of the ancient world

The second-century Greek physician Galen—the most famous doctor in antiquity after Hippocrates—is a central figure in Western medicine. A talented doctor, surgeon, writer, philosopher, teacher, pharmacologist, and inventor, Galen attended the court of Marcus Aurelius, living through outbreaks of plague (likely smallpox) that devastated the Roman Empire. He also served as physician for professional gladiators, boasting that only two fighters died during his first year (his predecessor had lost sixteen). In writings that provided the foundation of Western medicine up to the nineteenth century, Galen created a unified account of health and disease. In *How to Be Healthy*, practicing physician and classical historian Katherine Van Schaik presents a collection of Galen's enduring insights about how we can take care of our bodies and minds, prevent disease, and reach a healthy old age.

Although we now know that many of Galen's ideas about physiology are wrong, *How to Be Healthy* shows that much of his advice remains sound. In these selections from his writings, presented in fresh translations, Galen discusses the art of medicine, exercise and diet, the mind-body connection, the difficulty of applying general medical principles to individuals, and much more. Featuring an introduction, brief commentaries that connect ancient medical practices to modern ones, and the original Greek on facing pages, *How to Be Healthy* offers an entertaining and enlightening new perspective on the age-old pursuit of wellness, from the importance of "the exercise with a small ball" to the benefits of "avoiding distress."



### How to Be Queer – An Ancient Guide to Sexuality

9780691248615

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

June 2024

Princeton University Press

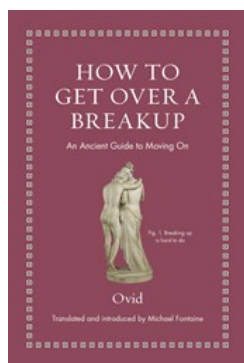
**An irresistible anthology of ancient Greek writings that explore queer desire and love**

*Eros, limb-loosening, whirls me about again,  
that bittersweet, implacable creature.*  
—Sappho

The idea of sexual fluidity may seem new, but it is at least as old as the ancient Greeks, who wrote about queer experiences with remarkable frankness, wit, and insight. *How to Be Queer* is an infatuating collection of these writings about desire, love, and lust between men, between women, and between humans and gods, in lucid and lively new translations. Filled with enthralling stories, this anthology invites readers of all sexualities and identities to explore writings that describe many kinds of erotic encounters and feelings, and that envision a playful and passionate approach to sexuality as part of a rich and fulfilling life.

*How to Be Queer* starts with Homer's *Iliad* and moves through lyric poetry, tragedy, comedy, philosophy, and biography, drawing on a wide range of authors, including Sappho, Plato, Anacreon, Pindar, Theognis, Aristophanes, and Xenophon. It features both beautiful poetry and thought-provoking prose, emotional outpourings and humorous anecdotes. From Homer's story of the relationship between Achilles and Patroclus, one of the most intense between men in world literature, to Sappho's lyrics on the pleasures and pains of loving women, these writings show the many meanings of what the Greeks called *eros*.

Complete with brief introductions to the selections, and with the original Greek on facing pages,



### How to Get Over a Breakup – An Ancient Guide to Moving On

Ovid

9780691220307

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

June 2024

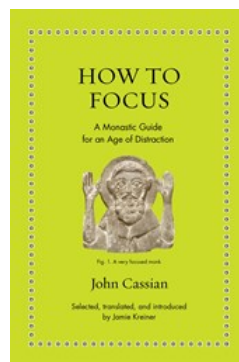
Princeton University Press

**A modern translation of the ancient Roman poet Ovid's *Remedies for Love*—a witty and irreverent work about how to fall out of love**

Breakups are the worst. On one scale devised by psychiatrists, only a spouse's death was ranked as more stressful than a marital split. Is there any treatment for a breakup? The ancient Roman poet Ovid thought so. Having become famous for teaching the art of seduction in *The Art of Love*, he then wrote *Remedies for Love* (*Remedia Amoris*), which presents thirty-eight frank and witty strategies for coping with unrequited love, falling out of love, ending a relationship, and healing a broken heart. *How to Get Over a Breakup* presents an unabashedly modern prose translation of Ovid's lighthearted and provocative work, complete with a lively introduction and the original Latin on facing pages.

Ovid's advice—which he illustrates with ingenious interpretations of classical mythology—ranges from the practical, psychologically astute, and profound to the ironic, deliberately offensive, and bizarre. Some advice is conventional—such as staying busy, not spending time alone, and avoiding places associated with an ex. Some is off-color, such as having sex until you're sick of it. And some is simply and delightfully weird—such as becoming a lawyer and not eating arugula.

Whether his advice is good or bad, entertaining or outrageous, *How to Get Over a Breakup* reveals an Ovid who sounds startlingly modern.



### How to Focus – A Monastic Guide for an Age of Distraction

John Cassian

9780691208084

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Medieval January 2024

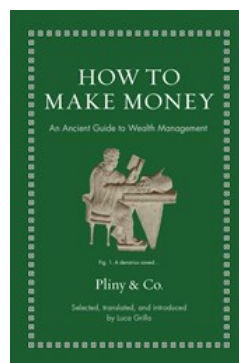
Princeton University Press

**How you can learn to focus like a monk without living like one**

Distraction isn't a new problem. We're also not the first to complain about how hard it is to concentrate. Early Christian monks beat us to it. They had given up everything to focus on God, yet they still struggled to keep the demons of distraction at bay. But rather than surrender to the meandering of their minds, they developed powerful strategies to improve their attention and engagement. *How to Focus* is an inviting collection of their strikingly relatable insights and advice—frank, funny, sympathetic, and psychologically sophisticated.

This wisdom is drawn from John Cassian's fifth-century CE *Collationes*, one of the most influential manuals for monks from late antiquity. The *Collationes* follow Cassian and his friend Germanus as they travel around Egypt, asking a series of sage monks how they can make their minds stronger. In response, these monks offer a range of techniques for increasing focus, including setting goals, training the body, managing the memory, using mantras, taking breaks, consulting others—and, most of all, being honest about yourself. As Cassian and Germanus eventually realize, we can't escape distraction—but we can learn how to confront it and, eventually, to concentrate.

Featuring an engaging new translation by Jamie Kreiner and the original Latin on facing pages, *How to Focus* can help even the least monkish of us to train our attention on what matters most.



### How to Make Money – An Ancient Guide to Wealth Management

9780691239125

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

June 2024

Princeton University Press

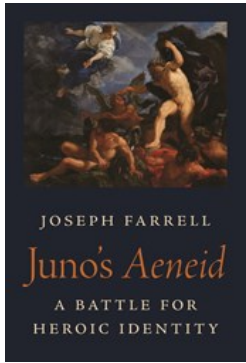
**An enriching collection of classical writings about how ancient Romans made—and thought about—money**

Ancient Romans liked money. But how did they make a living and sometimes even become rich? The Roman economy was dominated by agriculture, but it was surprisingly modern in many ways: the Romans had companies with CEOs, shareholders, and detailed contracts regulated by meticulous laws; systems of banking and taxation; and a wide range of occupations, from merchant and doctor to architect and teacher. The Romans also enjoyed a relatively open society, where some could start from the bottom, work, invest, and grow rich. *How to Make Money* gathers a wide variety of ancient writings that show how Romans thought about, made, invested, spent, lost, and gave away money.

The Roman elite idealized farming and service to the state but treated many other occupations with suspicion or contempt, from money lending to wage labor. But whatever their attitudes, *pecunia* made the Roman world go round. In the *Satyricon*, Trimalchio brags about his wealth. Seneca accumulated a fortune—but taught that money can't buy happiness. Eumachia inherited a brick factory from her father, married well, and turned to philanthropy after she was widowed. *How to Make Money* also takes up some of the most troubling aspects of the Roman economy, slavery and prostitution, which the elite deemed unrespectable but often profited from.

Featuring lively new translations, an illuminating introduction, and the original Latin and Greek texts on facing pages, *How to Make Money* offers a revealing look at the Roman worlds of work and money.





### Juno's Aeneid – A Battle for Heroic Identity

Joseph Farrell  
9780691221250

£30.00 • \$35.00 • Paperback

Literary Criticism / Ancient & Classical

December 2023

Princeton University Press

**A major new interpretation of Vergil's epic poem as a struggle between two incompatible versions of the Homeric hero**

This compelling book offers an entirely new way of understanding the *Aeneid*. Many scholars regard Vergil's poem as an attempt to combine Homer's *Iliad* and *Odyssey* into a single epic. Joseph Farrell challenges this view, revealing how the *Aeneid* stages an epic contest to determine which kind of story it will tell—and what kind of hero Aeneas will be.

Farrell shows how this contest is provoked by the transgressive goddess Juno, who challenges Vergil for the soul of his hero and poem. Her goal is to transform the poem into an *Iliad* of continuous Trojan persecution instead of an *Odyssey* of successful homecoming. Farrell discusses how ancient critics considered the flexible Odysseus the model of a good leader but censured the hero of the *Iliad*, the intransigent Achilles, as a bad one. He describes how the battle over which kind of leader Aeneas will prove to be continues throughout the poem, and explores how this struggle reflects in very different ways on the ethical legitimacy of Rome's emperor, Caesar Augustus.

By reframing the *Aeneid* in this way, Farrell demonstrates how the purpose of the poem is to confront the reader with an urgent decision between incompatible possibilities and provoke uncertainty about whether the poem is a celebration of Augustus or a melancholy reflection on the discontents of a troubled age.



### Laughter in Ancient Rome – On Joking, Tickling, and Cracking Up

Mary Beard  
9780520401495

£15.99 • \$18.95 • Paperback

History / Ancient

March 2024

University of California Press

**"Superbly acute and unashamedly complex."**—*The Telegraph*

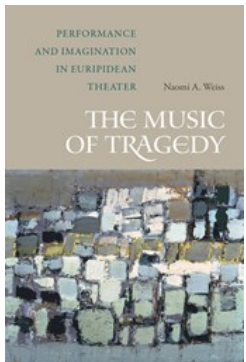
**"Rich and provocative."**—*Times Literary Supplement*

**"An engaging exploration."**—*The New Yorker*

**"The phenomenal Ms. Beard has written another cracking book, one of her best."**—*The Independent*

What made the Romans laugh? Was ancient Rome a carnival, filled with practical jokes and hearty chuckles? Or was it a carefully regulated culture in which the uncontrollable excess of laughter was a force to fear—a world of wit, irony, and knowing smiles? How did Romans make sense of laughter? What role did it play in the world of the law courts, the imperial palace, or the spectacles of the arena?

*Laughter in Ancient Rome* explores one of the most intriguing, but also trickiest, of historical subjects. Drawing on a wide range of Roman writing—from essays on rhetoric to a surviving Roman joke book—Mary Beard tracks down the giggles, smirks, and guffaws of the ancient Romans themselves. From ancient “monkey business” to the role of a chuckle in a culture of tyranny, she explores Roman humor from the hilarious, to the momentous, to the surprising. But she also reflects on even bigger historical questions. What kind of history of laughter can we possibly tell? Can we ever really “get” the Romans' jokes?



### The Music of Tragedy – Performance and Imagination in Euripidean Theater

Naomi A. Weiss  
9780520401440

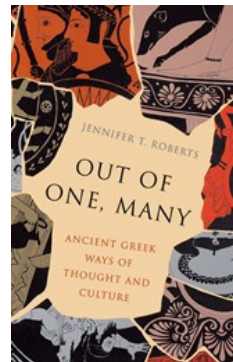
£30.00 • \$34.95 • Paperback

Literary Criticism / Ancient & Classical

June 2024

University of California Press

*The Music of Tragedy* offers a new approach to the study of classical Greek theater by examining the use of musical language, imagery, and performance in the late work of Euripides. Naomi Weiss demonstrates that Euripides' allusions to music-making are not just metatheatrical flourishes or gestures towards musical and religious practices external to the drama but closely interwoven with the dramatic plot. Situating Euripides' experimentation with the dramaturgical effects of *mousike* within a broader cultural context, she shows how much of his novelty lies in his reinvention of traditional lyric styles and motifs for the tragic stage. If we wish to understand better the trajectories of this most important ancient art form, *The Music of Tragedy* argues, we must pay closer attention to the role played by both music and text.



### Out of One, Many – Ancient Greek Ways of Thought and Culture

Jennifer T. Roberts  
9780691181479

£30.00 • \$35.00 • Hardcover

History / Ancient / Greece

May 2024

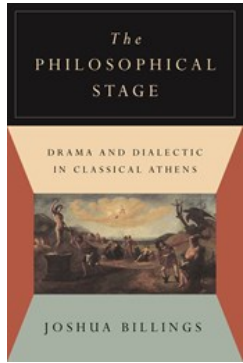
Princeton University Press

**A sweeping new account of ancient Greek culture and its remarkable diversity**

Covering the whole of the ancient Greek experience from its beginnings late in the third millennium BCE to the Roman conquest in 30 BCE, *Out of One, Many* is an accessible and lively introduction to the Greeks and their ways of living and thinking. In this fresh and witty exploration of the thought, culture, society, and history of the Greeks, Jennifer Roberts traces not only the common values that united them across the seas and the centuries, but also the enormous diversity in their ideas and beliefs.

Examining the huge importance to the Greeks of religion, mythology, the Homeric epics, tragic and comic drama, philosophy, and the city-state, the book offers shifting perspectives on an extraordinary and astonishingly creative people. Century after century, in one medium after another, the Greeks addressed big questions, many of which are still very much with us, from whether gods exist and what happens after we die to what political system is best and how we can know what is real. Yet for all their virtues, Greek men set themselves apart from women and foreigners and profited from the unpaid labor of enslaved workers, and the book also looks at the mixed legacy of the ancient Greeks today.

The result is a rich, wide-ranging, and compelling history of a fascinating and profoundly influential culture in all its complexity—and the myriad ways, good and bad, it continues to shape us today.



### The Philosophical Stage – Drama and Dialectic in Classical Athens

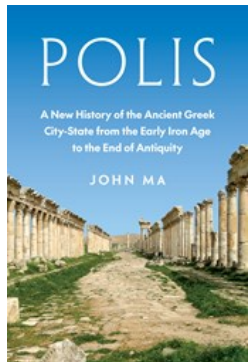
Joshua Billings  
9780691225074  
£22.00 • \$27.95 • Paperback  
Drama / Ancient & Classical  
June 2024  
Princeton University Press

**A bold new reconception of ancient Greek drama as a mode of philosophical thinking**

*The Philosophical Stage* offers an innovative approach to ancient Greek literature and thought that places drama at the heart of intellectual history. Drawing on evidence from tragedy and comedy, Joshua Billings shines new light on the development of early Greek philosophy, arguing that drama is our best source for understanding the intellectual culture of classical Athens.

In this incisive book, Billings recasts classical Greek intellectual history as a conversation across discourses and demonstrates the significance of dramatic reflections on widely shared theoretical questions. He argues that neither "literature" nor "philosophy" was a defined category in the fifth century BCE, and develops a method of reading dramatic form as a structured investigation of issues at the heart of the emerging discipline of philosophy.

A breathtaking work of intellectual history by one of today's most original classical scholars, *The Philosophical Stage* presents a novel approach to ancient drama and sets a path for a renewed understanding of early Greek thought.



### Polis – A New History of the Ancient Greek City-State from the Early Iron Age to the End of Antiquity

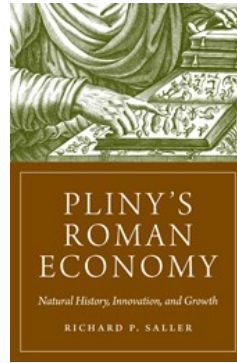
John Ma  
9780691155388  
£42.00 • \$49.95 • Hardcover  
History / Ancient / Greece  
July 2024  
Princeton University Press

**A definitive new history of the origins, evolution, and scope of the ancient Greek city-state**

The Greek *polis*, or city-state, was a resilient and adaptable political institution founded on the principles of citizenship, freedom, and equality. Emerging around 650 BCE and enduring to 350 CE, it offered a means for collaboration among fellow city-states and social bargaining between a community and its elites—but at what cost? *Polis* proposes a panoramic account of the ancient Greek city-state, its diverse forms, and enduring characteristics over the span of a millennium.

In this landmark book, John Ma provides a new history of the *polis*, charting its spread and development into a common denominator for hundreds of communities from the Black Sea to North Africa and from the Near East to Italy. He explores its remarkable achievements as a political form offering community, autonomy, prosperity, public goods, and spaces of social justice for its members. He also reminds us that behind the successes of civic ideology and institutions lie entanglements with domination, empire, and enslavement. Ma's sweeping and multifaceted narrative draws widely on a rich store of historical evidence while weighing in on lively scholarly debates and offering new readings of Aristotle as the great theoretician of the *polis*.

A monumental work of scholarship, *Polis* transforms our understanding of antiquity while challenging us to grapple with the moral legacy of an idea whose very success centered on the inclusion of some and the exclusion of others.



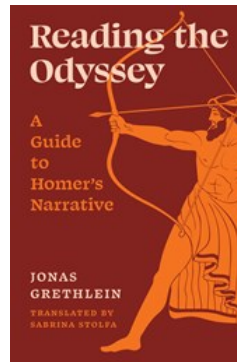
### Pliny's Roman Economy – Natural History, Innovation, and Growth

Richard Saller  
9780691229560  
£22.00 • \$27.95 • Paperback  
History / Ancient / Rome  
December 2023  
Princeton University Press

**The first comprehensive study of Pliny the Elder's economic thought—and its implications for understanding the Roman Empire's constrained innovation and economic growth**

The elder Pliny's *Natural History* (77 CE), an astonishing compilation of 20,000 "things worth knowing," was avowedly intended to be a repository of ancient Mediterranean knowledge for the use of craftsmen and farmers, but this 37-book, 400,000-word work was too expensive, unwieldy, and impractically organized to be of utilitarian value. Yet, as Richard Saller shows, the *Natural History* offers more insights into Roman ideas about economic growth than any other ancient source. *Pliny's Roman Economy* is the first comprehensive study of Pliny's economic thought and its implications for understanding the economy of the Roman Empire.

As Saller reveals, Pliny sometimes anticipates modern economic theory, while at other times his ideas suggest why Rome produced very few major inventions that resulted in sustained economic growth. On one hand, Pliny believed that new knowledge came by accident or divine intervention, not by human initiative; research and development was a foreign concept. When he lists 136 great inventions, they are mostly prehistoric and don't include a single one from Rome—offering a commentary on Roman innovation and displaying a reverence for the past that contrasts with the attitudes of the eighteenth-century encyclopedists credited with contributing to the Industrial Revolution. On the other hand, Pliny shrewdly recognized that Rome's lack of competition from other states suppressed incentives for innovation. Pliny's understanding should be noted because, as Saller shows, recent efforts to use scientific evidence about the ancient climate to measure the Roman economy are flawed.



### Reading the Odyssey – A Guide to Homer's Narrative

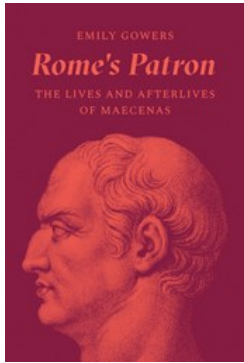
Jonas Grethlein  
9780691182490  
£30.00 • \$35.00 • Hardcover  
Literary Criticism / Ancient & Classical  
September 2024  
Princeton University Press

**A fresh and original introduction to the *Odyssey*—and how it continues to shape literature, film, art and even the ways we make sense of our lives**

*Reading the Odyssey* is an introduction to Homer's masterpiece like no other. It combines a cultural and intellectual history of the epic with an in-depth exploration of its unique and influential narrative structure and the ways it continues to inform issues of identity, meaning and experience.

*Reading the Odyssey* begins with a broad history of the epic's reception and interpretation, its place in cultural and intellectual history and its influence today on literature, film and art. After introducing the literary form of the *Odyssey*, the book turns to its main focus: the layered narrative that lies at the heart of the poem. Taking readers on a tour of the epic, Jonas Grethlein shows the nuanced ways the *Odyssey* uses a wide variety of narrative forms and functions. At the same time, he highlights how we all rely on narratives, first used by Homer, to form identities, forge communities and make sense of our lives.

The result is a compelling guide to the *Odyssey* that demonstrates why it continues to speak so powerfully to so many readers today.



### Rome's Patron – The Lives and Afterlives of Maecenas

Emily Gowers

9780691193144

£38.00 • \$45.00 • Hardcover

Literary Criticism / Ancient & Classical

April 2024

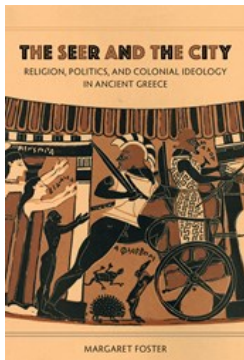
Princeton University Press

**The story of Maecenas and his role in the evolution and continuing legacy of ancient Roman poetry and culture**

An unelected statesman with exceptional powers, a patron of the arts and a luxury-loving friend of the emperor Augustus: Maecenas was one of the most prominent and distinctive personalities of ancient Rome. Yet the traces he left behind are unreliable and tantalizingly scarce. Rather than attempting a conventional biography, Emily Gowers shows in *Rome's Patron* that it is possible to tell a different story, one about Maecenas's influence, his changing identities and the many narratives attached to him across two millennia.

*Rome's Patron* explores Maecenas's appearances in the central works of Augustan poetry written in his name—Virgil's *Georgics*, Horace's *Odes* and Propertius's elegies—and in later works of Latin literature that reassess his influence. For the Roman poets he supported, Maecenas was a mascot of cultural flexibility and innovation, a pioneer of gender fluidity and a bearer of imperial demands who could be exposed as a secret sympathizer with their own values. For those excluded from his circle, he represented either favouritism and indulgence or the lost ideal of a patron in perfect collaboration with the authors he championed.

As Gowers shows, Maecenas had and continues to have a unique cachet—in the fantasies that still surround the gardens, buildings and objects so tenuously associated with him; in literature, from Ariosto and Ben Johnson to Phillis Wheatley and W. B. Yeats; and in philanthropy, where his name has been surprisingly adaptable to more democratic forms of patronage.



### The Seer and the City – Religion, Politics, and Colonial Ideology in Ancient Greece

Margaret Foster

9780520401426

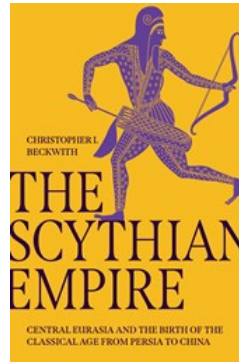
£30.00 • \$34.95 • Paperback

History / Ancient / Greece

June 2024

University of California Press

Seers featured prominently in ancient Greek culture, but they rarely appear in archaic and classical colonial discourse. Margaret Foster exposes the ideological motivations behind this discrepancy and reveals how colonial discourse privileged the city's founder and his dependence on Delphi, the colonial oracle par excellence, at the expense of the independent seer. Investigating a sequence of literary texts, Foster explores the tactics the Greeks devised both to leverage and suppress the extraordinary cultural capital of seers. The first cultural history of the seer, *The Seer and the City* illuminates the contests between religious and political powers in archaic and classical Greece.



### The Scythian Empire – Central Eurasia and the Birth of the Classical Age from Persia to China

Christopher I. Beckwith

9780691240558

£20.00 • \$23.95 • Paperback

History / Ancient

July 2024

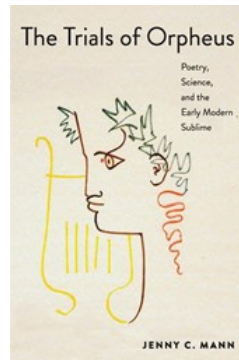
Princeton University Press

**A rich, discovery-filled history that tells how a forgotten empire transformed the ancient world**

In the late 8th and early 7th centuries BCE, Scythian warriors conquered and unified most of the vast Eurasian continent, creating an innovative empire that would give birth to the age of philosophy and the Classical age across the ancient world—in the West, the Near East, India, and China. Mobile horse herders who lived with their cats in wheeled felt tents, the Scythians made stunning contributions to world civilization—from capital cities and strikingly elegant dress to political organization and the world-changing ideas of Buddha, Zoroaster, and Laozu—Scythians all. In *The Scythian Empire*, Christopher I. Beckwith presents a major new history of a fascinating but often forgotten empire that changed the course of history.

At its height, the Scythian Empire stretched west from Mongolia and ancient northeast China to northwest Iran and the Danube River, and in Central Asia reached as far south as the Arabian Sea. The Scythians also ruled Media and Chao, crucial frontier states of ancient Iran and China. By ruling over and marrying the local peoples, the Scythians created new cultures that were creole Scythian in their speech, dress, weaponry, and feudal socio-political structure. As they spread their language, ideas, and culture across the ancient world, the Scythians laid the foundations for the very first Persian, Indian, and Chinese empires.

Filled with fresh discoveries, *The Scythian Empire* presents a remarkable new vision of a little-known but incredibly important empire and its peoples.



### The Trials of Orpheus – Poetry, Science, and the Early Modern Sublime

Jenny C. Mann

9780691219240

£28.00 • \$32.00 • Paperback

Literary Criticism / Ancient & Classical

June 2024

Princeton University Press

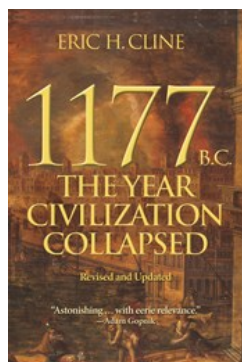
**A revealing look at how the Orpheus myth helped Renaissance writers and thinkers understand the force of eloquence**

In ancient Greek mythology, the lyrical songs of Orpheus charmed the gods, and compelled animals, rocks, and trees to obey his commands. This mythic power inspired Renaissance philosophers and poets as they attempted to discover the hidden powers of verbal eloquence. They wanted to know: How do words produce action? In *The Trials of Orpheus*, Jenny Mann examines the key role the Orpheus story played in helping early modern writers and thinkers understand the mechanisms of rhetorical force. Mann demonstrates that the forms and figures of ancient poetry indelibly shaped the principles of sixteenth- and seventeenth-century scientific knowledge.

Mann explores how Ovid's version of the Orpheus myth gave English poets and natural philosophers the lexicon with which to explain language's ability to move individuals without physical contact. These writers and thinkers came to see eloquence as an aesthetic force capable of binding, drawing, softening, and scattering audiences. Bringing together a range of examples from drama, poetry, and philosophy by Bacon, Lodge, Marlowe, Montaigne, Shakespeare, and others, Mann demonstrates that the fascination with Orpheus produced some of the most canonical literature of the age.

Delving into the impact of ancient Greek thought and poetry in the early modern era, *The Trials of Orpheus* sheds light on how the powers of rhetoric became a focus of English thought and literature.





### 1177 B.C.– The Year Civilization Collapsed – Revised and Updated

Eric Cline  
9780691208015  
£14.99 • \$17.95 • Paperback  
History / Ancient  
February 2021  
Princeton University Press

#### A bold reassessment of what caused the Late Bronze Age collapse

In 1177 B.C., marauding groups known only as the "Sea Peoples" invaded Egypt. The pharaoh's army and navy managed to defeat them, but the victory so weakened Egypt that it soon slid into decline, as did most of the surrounding civilizations. After centuries of brilliance, the civilized world of the Bronze Age came to an abrupt and cataclysmic end. Kingdoms fell like dominoes over the course of just a few decades. No more Minoans or Mycenaeans. No more Trojans, Hittites, or Babylonians. The thriving economy and cultures of the late second millennium B.C., which had stretched from Greece to Egypt and Mesopotamia, suddenly ceased to exist, along with writing systems, technology, and monumental architecture. But the Sea Peoples alone could not have caused such widespread breakdown. How did it happen?

In this major new account of the causes of this "First Dark Ages," Eric Cline tells the gripping story of how the end was brought about by multiple interconnected failures, ranging from invasion and revolt to earthquakes, drought, and the cutting of international trade routes. Bringing to life the vibrant multicultural world of these great civilizations, he draws a sweeping panorama of the empires and globalized peoples of the Late Bronze Age and shows that it was their very interdependence that hastened their dramatic collapse and ushered in a dark age that lasted centuries.

A compelling combination of narrative and the latest scholarship, *1177 B.C.* sheds new light on the complex ties that gave rise to, and ultimately destroyed, the flourishing civilizations of the Late Bronze Age—and that set the stage for the emergence of classical Greece.

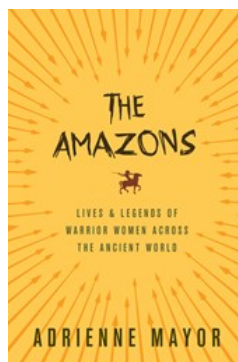


### Apocolocyntosis

Seneca the Younger  
9781912475421  
£4.99 • \$6.00 • Paperback  
Drama / Ancient & Classical  
September 2023  
Eris Press

"I know the same day made me free, which was the last day for him who made the proverb true—One must be born either a Pharaoh or a fool". Best known as a philosopher and tragedian, in *Apocolocyntosis* Seneca also produced one of classical literature's greatest satires. Depicting a posthumous trial in which the recently deceased Emperor Claudius makes the case for his elevation to the company of the gods, this short work brilliantly skewers the pretensions and corruptions of power.

Eris Gems make available in the form of beautifully produced saddle-stitched booklets a series of outstanding short works of fiction and non-fiction.



### The Amazons – Lives and Legends of Warrior Women across the Ancient World

Adrienne Mayor  
9780691170275  
£14.99 • \$17.95 • Paperback  
History / Ancient  
February 2016  
Princeton University Press

#### The real history of the Amazons in war and love

Amazons—fierce warrior women dwelling on the fringes of the known world—were the mythic archenemies of the ancient Greeks. Heracles and Achilles displayed their valor in duels with Amazon queens, and the Athenians reveled in their victory over a powerful Amazon army. In historical times, Cyrus of Persia, Alexander the Great, and the Roman general Pompey tangled with Amazons.

But just who were these bold barbarian archers on horseback who gloried in fighting, hunting, and sexual freedom? Were Amazons real? In this deeply researched, wide-ranging, and lavishly illustrated book, National Book Award finalist Adrienne Mayor presents the Amazons as they have never been seen before. This is the first comprehensive account of warrior women in myth and history across the ancient world, from the Mediterranean Sea to the Great Wall of China.

Mayor tells how amazing new archaeological discoveries of battle-scarred female skeletons buried with their weapons prove that women warriors were not merely figments of the Greek imagination. Combining classical myth and art, nomad traditions, and scientific archaeology, she reveals intimate, surprising details and original insights about the lives and legends of the women known as Amazons. Provocatively arguing that a timeless search for a balance between the sexes explains the allure of the Amazons, Mayor reminds us that there were as many Amazon love stories as there were war stories. The Greeks were not the only people enchanted by Amazons—Mayor shows that warlike women of nomadic cultures inspired exciting tales in ancient Egypt, Persia, India, Central Asia, and China.



### The Atlas of Ancient Rome – Biography and Portraits of the City – Two-volume slipcased set

Andrea Carandini  
9780691163475  
£200.00 • \$237.00 • Hardcover  
Reference / Atlases, Gazetteers & Maps  
February 2017  
Princeton University Press

#### The most authoritative illustrated reference book on the urban history of ancient Rome

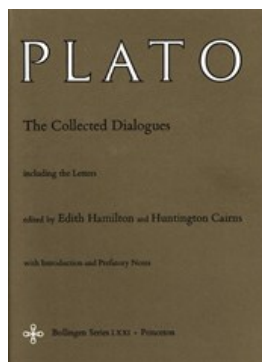
*The Atlas of Ancient Rome* provides a comprehensive archaeological survey of the city of Rome from prehistory to the early medieval period. Lavishly illustrated throughout with full-color maps, drawings, photos, and 3D reconstructions, this magnificent two-volume slipcased edition features the latest discoveries and scholarship, with new descriptions of more than 500 monuments, including the Sanctuary of Vesta, the *domus Augusti*, and the Mausoleum of Augustus. It is destined to become the standard reference for scholars, students, and anyone interested in the history of the city of Rome.

*The Atlas of Ancient Rome* is monumental in scope. It examines the city's topography and political-administrative divisions, trade and economic production, and social landscape and infrastructure—from residential neighborhoods and gardens to walls, roads, aqueducts, and sewers. It describes the fourteen regions of Rome and the urban history of each in unprecedented detail, and includes profiles and reconstructions of major monuments and works of art. This is the only atlas of the ancient city to incorporate the most current archaeological findings and use the latest mapping technologies.

Authoritative and easy to use, *The Atlas of Ancient Rome* is the definitive illustrated reference book on Rome from its origins to the sixth century AD.

- Fully updated from the Italian edition to include the latest discoveries and scholarship
- Features a wealth of maps, illustrations, and 3D reconstructions

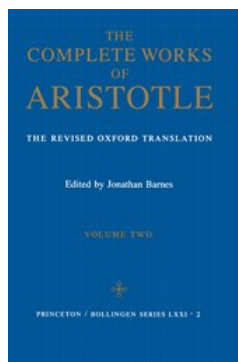




### The Collected Dialogues of Plato

Plato Plato  
9780691097183  
£48.00 • \$58.00 • Hardcover  
Philosophy / History & Surveys / Ancient & Classical  
July 1992  
Princeton University Press

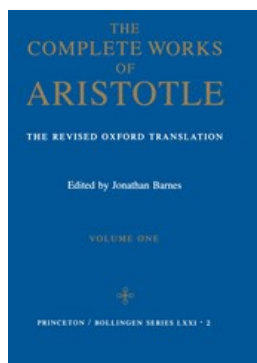
All the writings of Plato generally considered to be authentic are here presented in the only complete one-volume Plato available in English. The editors set out to choose the contents of this collected edition from the work of the best British and American translators of the last 100 years, ranging from Jowett (1871) to scholars of the present day. The volume contains prefatory notes to each dialogue, by Edith Hamilton; an introductory essay on Plato's philosophy and writings, by Huntington Cairns; and a comprehensive index which seeks, by means of cross references, to assist the reader with the philosophical vocabulary of the different translators.



### The Complete Works of Aristotle, Volume Two – The Revised Oxford Translation

Aristotle Aristotle  
9780691016511  
£52.00 • \$63.00 • Hardcover  
Philosophy / History & Surveys / Ancient & Classical  
September 1998  
Princeton University Press

The Oxford Translation of Aristotle was originally published in 12 volumes between 1912 and 1954. It is universally recognized as the standard English version of Aristotle. This revised edition contains the substance of the original Translation, slightly emended in light of recent scholarship; three of the original versions have been replaced by new translations; and a new and enlarged selection of Fragments has been added. The aim of the translation remains the same: to make the surviving works of Aristotle readily accessible to English speaking readers.



### The Complete Works of Aristotle, Volume One – The Revised Oxford Translation

Aristotle Aristotle  
9780691016504  
£52.00 • \$63.00 • Hardcover  
Philosophy / History & Surveys / Ancient & Classical  
September 1998  
Princeton University Press

The Oxford Translation of Aristotle was originally published in 12 volumes between 1912 and 1954. It is universally recognized as the standard English version of Aristotle. This revised edition contains the substance of the original Translation, slightly emended in light of recent scholarship; three of the original versions have been replaced by new translations; and a new and enlarged selection of Fragments has been added. The aim of the translation remains the same: to make the surviving works of Aristotle readily accessible to English speaking readers.



### Delphi – A History of the Center of the Ancient World

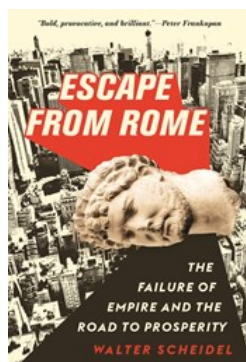
Michael Scott  
9780691169842  
£15.99 • \$18.95 • Paperback  
History / Ancient / Greece  
October 2015  
Princeton University Press

#### A comprehensive narrative history of the ancient world's center, from its founding to its modern rediscovery

The oracle and sanctuary of the Greek god Apollo at Delphi were known as the "omphalos"—the "center" or "navel"—of the ancient world for more than 1,000 years. Individuals, city leaders, and kings came from all over the Mediterranean and beyond to consult Delphi's oracular priestess; to set up monuments to the gods; and to take part in competitions.

In this richly illustrated account, Michael Scott covers the history and nature of Delphi, from the literary and archaeological evidence surrounding the site, to its rise as a center of worship, to the constant appeal of the oracle despite her cryptic prophecies. He describes how Delphi became a contested sacred site for Greeks and Romans and a storehouse for the treasures of rival city-states and foreign kings. He also examines the eventual decline of the site and how its meaning and importance have continued to be reshaped.

A unique window into the center of the ancient world, *Delphi* will appeal to general readers, tourists, students, and specialists.

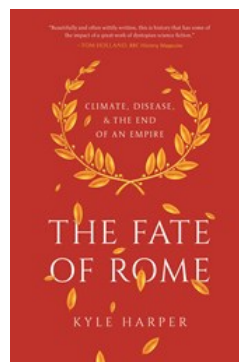


### Escape from Rome – The Failure of Empire and the Road to Prosperity

Walter Scheidel  
9780691216737  
£17.99 • \$21.95 • Paperback  
History / Ancient / Rome  
April 2021  
Princeton University Press

**The gripping story of how the end of the Roman Empire was the beginning of the modern world**

The fall of the Roman Empire has long been considered one of the greatest disasters in history. But in this groundbreaking book, Walter Scheidel argues that Rome's dramatic collapse was actually the best thing that ever happened, clearing the path for Europe's economic rise and the creation of the modern age. Ranging across the entire premodern world, *Escape from Rome* offers new answers to some of the biggest questions in history: Why did the Roman Empire appear? Why did nothing like it ever return to Europe? And, above all, why did Europeans come to dominate the world? In an absorbing narrative that begins with ancient Rome but stretches far beyond it, from Byzantium to China and from Genghis Khan to Napoleon, Scheidel shows how the demise of Rome and the enduring failure of empire-building on European soil launched an economic transformation that changed the continent and ultimately the world.

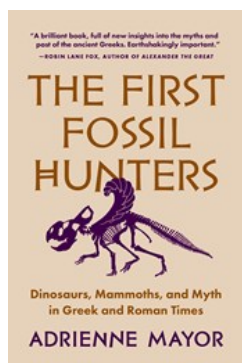


### The Fate of Rome – Climate, Disease, and the End of an Empire

Kyle Harper  
9780691192062  
£15.99 • \$18.95 • Paperback  
History / Ancient / Rome  
March 2019  
Princeton University Press

**How devastating viruses, pandemics, and other natural catastrophes swept through the far-flung Roman Empire and helped to bring down one of the mightiest civilizations of the ancient world**

Here is the monumental retelling of one of the most consequential chapters of human history: the fall of the Roman Empire. *The Fate of Rome* is the first book to examine the catastrophic role that climate change and infectious diseases played in the collapse of Rome's power—a story of nature's triumph over human ambition. Interweaving a grand historical narrative with cutting-edge climate science and genetic discoveries, Kyle Harper traces how the fate of Rome was decided not just by emperors, soldiers, and barbarians but also by volcanic eruptions, solar cycles, climate instability, and devastating viruses and bacteria. *The Fate of Rome* is a sweeping account of how one of history's greatest civilizations encountered and endured, yet ultimately succumbed to, the cumulative burden of nature's violence.



### The First Fossil Hunters – Dinosaurs, Mammoths, and Myth in Greek and Roman Times

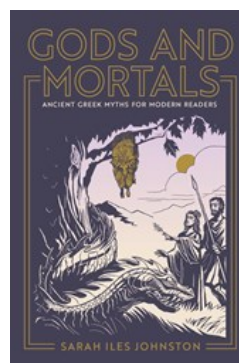
Adrienne Mayor  
9780691245607  
£16.99 • \$19.95 • Paperback  
History / Ancient  
June 2023  
Princeton University Press

**The fascinating story of how the fossils of dinosaurs, mammoths, and other extinct animals influenced some of the most spectacular creatures of classical mythology**

Griffins, Centaurs, Cyclopes, and Giants—these fabulous creatures of classical mythology continue to live in the modern imagination through the vivid accounts that have come down to us from the ancient Greeks and Romans. But what if these beings were more than merely fictions? What if monstrous creatures once roamed the earth in the very places where their legends first arose? This is the arresting and original thesis that Adrienne Mayor explores in *The First Fossil Hunters*. Through careful research and meticulous documentation, she convincingly shows that many of the giants and monsters of myth did have a basis in fact—in the enormous bones of long-extinct species that were once abundant in the lands of the Greeks and Romans.

As Mayor shows, the Greeks and Romans were well aware that a different breed of creatures once inhabited their lands. They frequently encountered the fossilized bones of these primeval beings, and they developed sophisticated concepts to explain the fossil evidence, concepts that were expressed in mythological stories. The legend of the gold-guarding griffin, for example, sprang from tales first told by Scythian gold-miners, who, passing through the Gobi Desert at the foot of the Altai Mountains, encountered the skeletons of Protoceratops and other dinosaurs that littered the ground.

Like their modern counterparts, the ancient fossil hunters collected and measured impressive petrified remains and displayed them in temples and museums; they attempted to reconstruct the appearance of these prehistoric creatures and to explain their extinction. Long thought to be fantasy, the remarkably detailed and perceptive Greek and Roman accounts of giant bone finds



### Gods and Mortals – Ancient Greek Myths for Modern Readers

Sarah Iles Johnston  
9780691199207  
£30.00 • \$35.00 • Hardcover  
Literary Collections / Ancient & Classical  
February 2023  
Princeton University Press

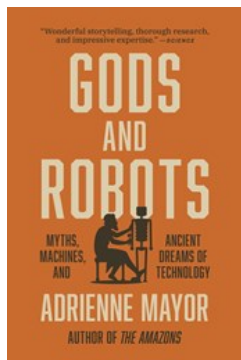
**An entrancing new telling of ancient Greek myths**

**“This book is a triumph! . . . [A] magnificent retelling of the Greek myths.”—Alexander McCall Smith, author of the No. 1 Ladies' Detective Agency series**

**“Move over, Edith Hamilton! Sarah Iles Johnston has hit the magical refresh button on Greek myths.”—Maria Tatar, author of *The Heroine with 1001 Faces***

Gripping tales that abound with fantastic characters and astonishing twists and turns, Greek myths confront what it means to be mortal in a world of powerful forces beyond human control. Little wonder that they continue to fascinate readers thousands of years after they were first told. *Gods and Mortals* is a major new telling of ancient Greek myths by one of the world's preeminent experts. In a fresh, vibrant, and compelling style that draws readers into the lives of the characters, Sarah Iles Johnston offers new narrations of all the best-known tales as well as others that are seldom told, taking readers on an enthralling journey from the origin of the cosmos to the aftermath of the Trojan War.

Some of the mortals in these stories are cursed by the gods, while luckier ones are blessed with resourcefulness and resilience. Gods transform themselves into animals, humans, and shimmering gold to visit the earth in disguise—where they sometimes transform offending mortals into new forms, too: a wolf, a spider, a craggy rock. Other mortals—both women and men—use their wits and strength to conquer the monsters created by the gods—gorgons, dragons, harpies, fire-breathing bulls.



### Gods and Robots – Myths, Machines, and Ancient Dreams of Technology

Adrienne Mayor  
9780691202266  
£15.99 • \$18.95 • Paperback  
History / Ancient  
April 2020  
Princeton University Press

**The fascinating untold story of how the ancients imagined robots and other forms of artificial life—and even invented real automated machines**

The first robot to walk the earth was a bronze giant called Talos. This wondrous machine was created not by MIT Robotics Lab, but by Hephaestus, the Greek god of invention. More than 2,500 years ago, Greek mythology was exploring ideas about creating artificial life—and grappling with still-unresolved ethical concerns about *biotechné*, "life through craft." In this compelling, richly illustrated book, Adrienne Mayor tells the fascinating story of how ancient Greek, Roman, Indian, and Chinese myths envisioned artificial life, automata, self-moving devices, and human enhancements—and how these visions relate to and reflect the ancient invention of real animated machines. Revealing how science has always been driven by imagination, and how some of today's most advanced tech innovations were foreshadowed in ancient myth, *Gods and Robots* is a gripping new story of mythology for the age of AI.

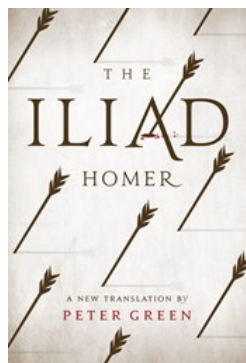


### Greek Fire, Poison Arrows, and Scorpion Bombs – Unconventional Warfare in the Ancient World

Adrienne Mayor  
9780691211084  
£16.99 • \$19.95 • Paperback  
History / Military / Ancient  
September 2022  
Princeton University Press

**A gripping and groundbreaking history of how ancient cultures developed and used biological, chemical, and other unconventional weapons of war**

Flamethrowers, poison gases, incendiary bombs, the large-scale spreading of disease: are these terrifying agents of warfare modern inventions? Not by a long shot. In this riveting history of the origins of unconventional war, Adrienne Mayor shows that cultures around the world have used biological and chemical weapons for thousands of years—and debated the morality of doing so. Drawing extraordinary connections between the mythical worlds of Hercules and the Trojan War, the accounts of Herodotus and Thucydides, and modern methods of war and terrorism, this richly illustrated history catapults readers into the dark and fascinating realm of ancient war and mythic treachery.



### The Iliad – A New Translation by Peter Green

Homer  
9780520281431  
£14.99 • \$16.95 • Paperback  
Literary Criticism / Ancient & Classical  
April 2016  
University of California Press

One of the oldest extant works of Western literature, the *Iliad* is a timeless epic poem of great warriors trapped between their own heroic pride and the arbitrary, often vicious decisions of fate and the gods. Renowned scholar and acclaimed translator Peter Green captures the *Iliad* in all its surging thunder for a new generation of readers.

Featuring an enticingly personal introduction, a detailed synopsis of each book, a wide-ranging glossary, and explanatory notes for the few puzzling in-text items, the book also includes a select bibliography for those who want to learn more about Homer and the Greek epic. This landmark translation—specifically designed, like the oral original, to be read aloud—will soon be required reading for every student of Greek antiquity, and the great traditions of history and literature to which it gave birth.



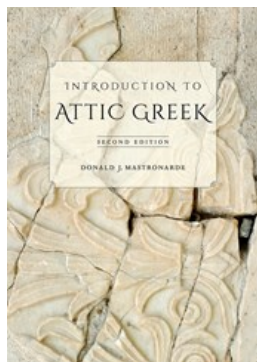
### The Iliad and the Odyssey Boxed Set

Homer  
9780520306653  
£42.00 • \$50.00 • Hardcover  
Poetry / Ancient & Classical  
June 2019  
University of California Press

**A stunning set of Homer's epics, brilliantly translated by a leading ancient world scholar.**

Hailed by reviewers and readers alike, Peter Green's landmark translations of Homer's timeless epics are now available for the first time in this striking and sleekly designed collector-worthy set. With the verve and pathos of the original oral tradition, Green captures the beauty and complexity, the surging thunder and quiet lyricism, of the *Iliad* and the *Odyssey* for a new generation of readers. The translations are vivid and careful, accurate without being out of reach, while the detailed synopses and notes include perceptive observations about Homer's characters and themes. This widely acclaimed, must-have collection will be a treasured addition to every reader's bookshelf.





### Introduction to Attic Greek 2e

Donald J. Mastronarde  
9780520275713

£38.00 • \$44.95 • Paperback

Literary Criticism / Ancient & Classical

March 2013

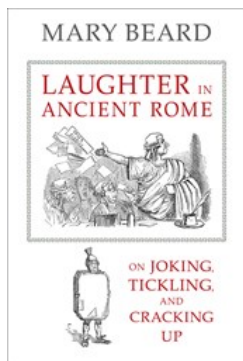
University of California Press

Thoroughly revised and expanded, *Introduction to Attic Greek, 2nd Edition* gives student and instructors the most comprehensive and accessible presentation of ancient Greek available. The text features:

- Full exposure to the grammar and morphology that students will encounter in actual texts
- Self-contained instructional chapters, with challenging, carefully tailored exercises
- Progressively more complex chapters to build the student's knowledge of declensions, tenses, and constructions by alternating emphasis on morphology and syntax
- Readings based on actual texts and include unadapted passages from Xenophon, Lysias, Plato, Aristophanes, and Thucydides.
- Concise introduction to the history of the Greek language
- Composite list of verbs with principal parts, and an appendix of all paradigms
- Greek-English and English-Greek glossaries

Additional Resources:

- Robust online supplements for teaching and learning available at [atticgreek.org](http://atticgreek.org)



### Laughter in Ancient Rome – On Joking, Tickling, and Cracking Up

Mary Beard  
9780520287587

£15.99 • \$18.95 • Paperback

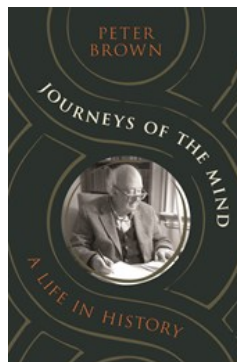
History / Ancient

October 2015

University of California Press

What made the Romans laugh? Was ancient Rome a carnival, filled with practical jokes and hearty chuckles? Or was it a carefully regulated culture in which the uncontrollable excess of laughter was a force to fear—a world of wit, irony, and knowing smiles? How did Romans make sense of laughter? What role did it play in the world of the law courts, the imperial palace, or the spectacles of the arena?

*Laughter in Ancient Rome* explores one of the most intriguing, but also trickiest, of historical subjects. Drawing on a wide range of Roman writing—from essays on rhetoric to a surviving Roman joke book—Mary Beard tracks down the giggles, smirks, and guffaws of the ancient Romans themselves. From ancient “monkey business” to the role of a chuckle in a culture of tyranny, she explores Roman humor from the hilarious, to the momentous, to the surprising. But she also reflects on even bigger historical questions. What kind of history of laughter can we possibly tell? Can we ever really “get” the Romans’ jokes?



### Journeys of the Mind – A Life in History

Peter Brown  
9780691242286

£38.00 • \$45.00 • Hardcover

Biography & Autobiography

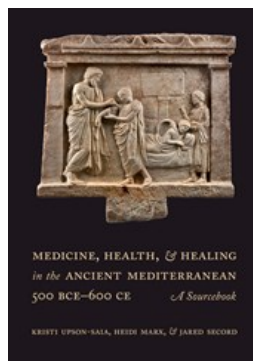
August 2023

Princeton University Press

**A beautifully written personal account of the discovery of late antiquity by one of the world's most influential and distinguished historians**

The end of the ancient world was long regarded by historians as a time of decadence, decline, and fall. In his career-long engagement with this era, the widely acclaimed and pathbreaking historian Peter Brown has shown, however, that the “neglected half-millennium” now known as late antiquity was in fact crucial to the development of modern Europe and the Middle East. In *Journeys of the Mind*, Brown recounts his life and work, describing his efforts to recapture the spirit of an age. As he and other scholars opened up the history of the classical world in its last centuries to the wider world of Eurasia and northern Africa, they discovered previously overlooked areas of religious and cultural creativity as well as foundational institution-building. A respect for diversity and outreach to the non-European world, relatively recent concerns in other fields, have been a matter of course for decades among the leading scholars of late antiquity.

Documenting both his own intellectual development and the emergence of a new and influential field of study, Brown describes his childhood and education in Ireland, his university and academic training in England, and his extensive travels, particularly in the eastern Mediterranean and the Middle East. He discusses fruitful interactions with the work of scholars and colleagues that include the British anthropologist Mary Douglas and the French theorist Michel Foucault, and offers fascinating snapshots of such far-flung places as colonial Sudan, midcentury Oxford, and prerevolutionary Iran. With *Journeys of the Mind*, Brown offers an essential account of the “grand endeavor” to reimagine a decisive historical moment.



### Medicine, Health, and Healing in the Ancient Mediterranean (500 BCE – 600 CE) – A Sourcebook

Kristi Upson-Saia

9780520299726

£34.00 • \$39.95 • Paperback

History / Ancient

September 2023

University of California Press

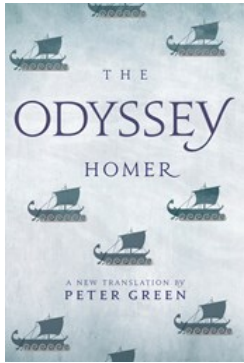
This sourcebook provides an expansive picture of medicine, health, and healing in ancient Greece and Rome. Covering a wide array of fascinating topics—such as ancient diagnostic practices using the pulse and urine, gynecological theories of women’s illness, treatments involving drugs and surgery, the training and work of physicians, the experiences of patients, and various sites where healing took place—this volume will engage readers interested in the rich history of health and healthcare.

The volume brings together textual sources—many hard to access and some translated into English for the first time—as well as artistic, material, and scientific evidence, including:

- Medical treatises
- Case studies
- Artistic works
- Material artifacts
- Archaeological evidence
- Biomedical remains
- Funerary monuments
- Miracle narratives
- Spells and magical recipes

With substantial explanation of these varied materials—through background chapters, introductions to the thematic chapters, a timeline, and a glossary—the volume is accessible to a broad audience.

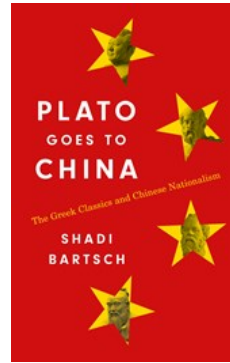
Readers will come away with a nuanced understanding of the illnesses people in ancient Greece



### The Odyssey – A New Translation by Peter Green

Homer  
9780520303362  
£14.99 • \$16.95 • Paperback  
Literary Criticism / Ancient & Classical  
April 2019  
University of California Press

*The Odyssey* is vividly captured and beautifully paced in this swift and lucid new translation by acclaimed scholar and translator Peter Green. Accompanied by an illuminating introduction, maps, chapter summaries, a glossary, and explanatory notes, this is the ideal translation for both general readers and students to experience *The Odyssey* in all its glory. Green's version, with its lyrical mastery and superb command of Greek, offers readers the opportunity to enjoy Homer's epic tale of survival, temptation, betrayal, and vengeance with all of the verve and pathos of the original oral tradition.



### Plato Goes to China – The Greek Classics and Chinese Nationalism

Shadi Bartsch  
9780691229591  
£28.00 • \$33.00 • Hardcover  
Philosophy / History & Surveys / Ancient & Classical  
March 2023  
Princeton University Press

#### The surprising story of how Greek classics are being pressed into use in contemporary China to support the regime's political agenda

As improbable as it may sound, an illuminating way to understand today's China and how it views the West is to look at the astonishing ways Chinese intellectuals are interpreting—or is it misinterpreting?—the Greek classics. In *Plato Goes to China*, Shadi Bartsch offers a provocative look at Chinese politics and ideology by exploring Chinese readings of Plato, Aristotle, Thucydides, and other ancient writers. She shows how Chinese thinkers have dramatically recast the Greek classics to support China's political agenda, diagnose the ills of the West, and assert the superiority of China's own Confucian classical tradition.

In a lively account that ranges from the Jesuits to Xi Jinping, Bartsch traces how the fortunes of the Greek classics have changed in China since the seventeenth century. Before the Tiananmen Square crackdown, the Chinese typically read Greek philosophy and political theory in order to promote democratic reform or discover the secrets of the success of Western democracy and science. No longer. Today, many Chinese intellectuals use these texts to critique concepts such as democracy, citizenship, and rationality. Plato's "Noble Lie," in which citizens are kept in their castes through deception, is lauded; Aristotle's *Politics* is seen as civic brainwashing; and Thucydides's criticism of Athenian democracy is applied to modern America.

What do antiquity's "dead white men" have left to teach? By uncovering the unusual ways Chinese thinkers are answering that question, *Plato Goes to China* opens a surprising new window on China today.



### The Rise and Fall of Classical Greece

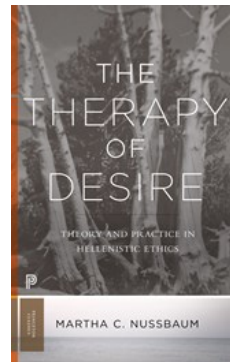
Josiah Ober  
9780691173146  
£16.99 • \$19.95 • Paperback  
History / Ancient / Greece  
October 2016  
Princeton University Press

#### A major new history of classical Greece—how it rose, how it fell, and what we can learn from it

Lord Byron described Greece as great, fallen, and immortal, a characterization more apt than he knew. Through most of its long history, Greece was poor. But in the classical era, Greece was densely populated and highly urbanized. Many surprisingly healthy Greeks lived in remarkably big houses and worked for high wages at specialized occupations. Middle-class spending drove sustained economic growth and classical wealth produced a stunning cultural efflorescence lasting hundreds of years.

Why did Greece reach such heights in the classical period—and why only then? And how, after "the Greek miracle" had endured for centuries, did the Macedonians defeat the Greeks, seemingly bringing an end to their glory? Drawing on a massive body of newly available data and employing novel approaches to evidence, Josiah Ober offers a major new history of classical Greece and an unprecedented account of its rise and fall.

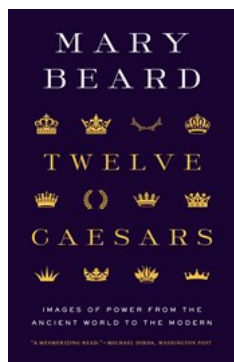
Ober argues that Greece's rise was no miracle but rather the result of political breakthroughs and economic development. The extraordinary emergence of citizen-centered city-states transformed Greece into a society that defeated the mighty Persian Empire. Yet Philip and Alexander of Macedon were able to beat the Greeks in the Battle of Chaeronea in 338 BCE, a victory made possible by the Macedonians' appropriation of Greek innovations. After Alexander's death, battle-hardened warlords fought ruthlessly over the remnants of his empire. But Greek cities remained populous and wealthy, their economy and culture surviving to be passed on to the Romans—and to us.



### The Therapy of Desire – Theory and Practice in Hellenistic Ethics

Martha C. Nussbaum  
9780691181028  
£22.00 • \$26.95 • Paperback  
Philosophy / History & Surveys / Ancient & Classical  
June 2018  
Princeton University Press

The Epicureans, Skeptics, and Stoics practiced philosophy not as a detached intellectual discipline but as a worldly art of grappling with issues of daily and urgent human significance. In this classic work, Martha Nussbaum maintains that these Hellenistic schools have been unjustly neglected in recent philosophic accounts of what the classical "tradition" has to offer. By examining texts of philosophers such as Epicurus, Lucretius, and Seneca, she recovers a valuable source for current moral and political thought and encourages us to reconsider philosophical argument as a technique through which to improve lives. Written for general readers and specialists, *The Therapy of Desire* addresses compelling issues ranging from the psychology of human passion through rhetoric to the role of philosophy in public and private life.



### Twelve Caesars – Images of Power from the Ancient World to the Modern

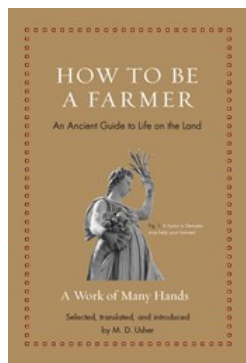
Mary Beard  
9780691225876  
£20.00 • \$24.95 • Paperback  
History / Ancient / Rome  
September 2023  
Princeton University Press

From the bestselling author of *SPQR: A History of Ancient Rome*, the fascinating story of how images of Roman autocrats have influenced art, culture, and the representation of power for more than 2,000 years

What does the face of power *look* like? Who gets commemorated in art and why? And how do we react to statues of politicians we deplore? In this book—against a background of today’s “sculpture wars”—Mary Beard tells the story of how for more than two millennia portraits of the rich, powerful, and famous in the western world have been shaped by the image of Roman emperors, especially the “Twelve Caesars,” from the ruthless Julius Caesar to the fly-torturing Domitian. *Twelve Caesars* asks why these murderous autocrats have loomed so large in art from antiquity and the Renaissance to today, when hapless leaders are still caricatured as Neros fiddling while Rome burns.

Beginning with the importance of imperial portraits in Roman politics, this richly illustrated book offers a tour through 2,000 years of art and cultural history, presenting a fresh look at works by artists from Memling and Mantegna to the nineteenth-century American sculptor Edmonia Lewis, as well as by generations of weavers, cabinetmakers, silversmiths, printers, and ceramicists. Rather than a story of a simple repetition of stable, blandly conservative images of imperial men and women, *Twelve Caesars* is an unexpected tale of changing identities, clueless or deliberate misidentifications, fakes, and often ambivalent representations of authority.

From Beard’s reconstruction of Titian’s extraordinary lost Room of the Emperors to her reinterpretation of Henry VIII’s famous Caesarian tapestries, *Twelve Caesars* includes fascinating detective work and offers a gripping story of some of the most challenging and disturbing portraits



### How to Be a Farmer – An Ancient Guide to Life on the Land

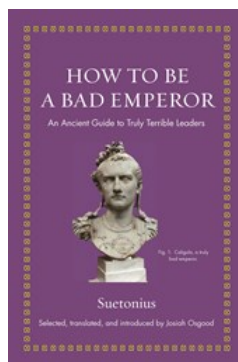
M. D. Usher  
9780691211749  
£13.99 • \$16.95 • Hardcover  
Philosophy / History & Surveys / Ancient & Classical  
October 2021  
Princeton University Press

A delightful anthology of classical Greek and Roman writings celebrating country living—ranging from a philosophy of compost to hymns to the gods of agriculture

Whether you farm or garden, live in the country or long to move there, or simply enjoy an occasional rural retreat, you will be delighted by this cornucopia of writings about living and working on the land, harvested from the fertile fields of ancient Greek and Roman literature. An inspiring antidote to the digital age, *How to Be a Farmer* evokes the beauty and bounty of nature with a rich mixture of philosophy, practical advice, history, and humor. Together, these timeless reflections on what the Greeks called *boukolika* and the Romans *res rusticae* provide an entertaining and enlightening guide to a more meaningful and sustainable way of life.

In fresh translations by classicist and farmer M. D. Usher, with the original texts on facing pages, Hesiod praises the dignity of labor; Plato describes the rustic simplicity of his ideal republic; Varro dedicates a farming manual to his wife, Fundania (“Mrs. Farmer”); and Vergil idealizes farmers as residents of the Golden Age. In other selections, Horace extols the joys of simple living at his cherished country farm; Pliny the Elder explains why all culture stems from agriculture; Columella praises donkeys and tells how to choose a ram or a dog; Mucius Rufus argues that farming is the best livelihood for a philosopher; and there is much more.

Proof that farming is ultimately a state of mind we should all cultivate, *How to Be a Farmer* will charm anyone who loves nature or its fruits.



### How to Be a Bad Emperor – An Ancient Guide to Truly Terrible Leaders

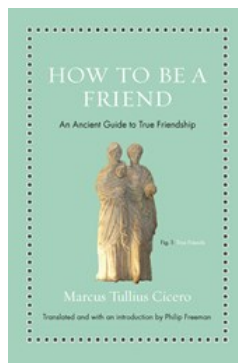
Suetonius Suetonius  
9780691193991  
£13.99 • \$16.95 • Hardcover  
Philosophy / History & Surveys / Ancient & Classical  
January 2020  
Princeton University Press

What would Caligula do? What the worst Roman emperors can teach us about how *not* to lead

If recent history has taught us anything, it’s that sometimes the best guide to leadership is the negative example. But that insight is hardly new. Nearly 2,000 years ago, Suetonius wrote *Lives of the Caesars*, perhaps the greatest negative leadership book of all time. He was ideally suited to write about terrible political leaders; after all, he was also the author of *Famous Prostitutes* and *Words of Insult*, both sadly lost. In *How to Be a Bad Emperor*, Josiah Osgood provides crisp new translations of Suetonius’s briskly paced, darkly comic biographies of the Roman emperors Julius Caesar, Tiberius, Caligula, and Nero. Entertaining and shocking, the stories of these ancient anti-role models show how power inflames leaders’ worst tendencies, causing almost incalculable damage.

Complete with an introduction and the original Latin on facing pages, *How to Be a Bad Emperor* is both a gleeful romp through some of the nastiest bits of Roman history and a perceptive account of leadership gone monstrously awry. We meet Caesar, using his aunt’s funeral to brag about his descent from gods and kings—and hiding his bald head with a comb-over and a laurel crown; Tiberius, neglecting public affairs in favor of wine, perverse sex, tortures, and executions; the insomniac sadist Caligula, flaunting his skill at cruel put-downs; and the matricide Nero, indulging his mania for public performance.

In a world bristling with strongmen eager to cast themselves as the Caesars of our day, *How to Be a Bad Emperor* is a delightfully enlightening guide to the dangers of power without character.



### How to Be a Friend – An Ancient Guide to True Friendship

Marcus Tullius Cicero  
9780691177199  
£14.99 • \$17.95 • Hardcover  
Philosophy / History & Surveys / Ancient & Classical  
August 2018  
Princeton University Press

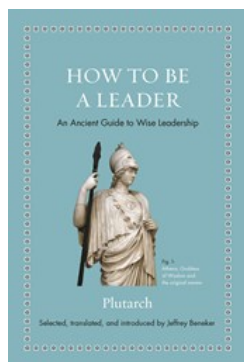
A splendid new translation of one of the greatest books on friendship ever written

In a world where social media, online relationships, and relentless self-absorption threaten the very idea of deep and lasting friendships, the search for true friends is more important than ever. In this short book, which is one of the greatest ever written on the subject, the famous Roman politician and philosopher Cicero offers a compelling guide to finding, keeping, and appreciating friends. With wit and wisdom, Cicero shows us not only how to build friendships but also why they must be a key part of our lives. For, as Cicero says, life without friends is not worth living.

Filled with timeless advice and insights, Cicero’s heartfelt and moving classic—written in 44 BC and originally titled *De Amicitia*—has inspired readers for more than two thousand years, from St. Augustine and Dante to Thomas Jefferson and John Adams. Presented here in a lively new translation with the original Latin on facing pages and an inviting introduction, *How to Be a Friend* explores how to choose the right friends, how to avoid the pitfalls of friendship, and how to live with friends in good times and bad. Cicero also praises what he sees as the deepest kind of friendship—one in which two people find in each other “another self” or a kindred soul.

An honest and eloquent guide to finding and treasuring true friends, *How to Be a Friend* speaks as powerfully today as when it was first written.





### How to Be a Leader – An Ancient Guide to Wise Leadership

Plutarch Plutarch

9780691192116

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

October 2019

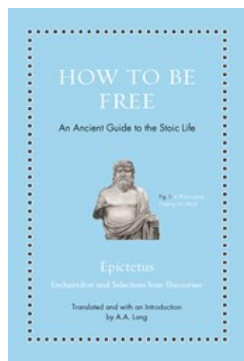
Princeton University Press

#### Timeless advice on how to be a successful leader in any field

The ancient biographer and essayist Plutarch thought deeply about the leadership qualities of the eminent Greeks and Romans he profiled in his famous—and massive—*Lives*, including politicians and generals such as Pericles, Alexander the Great, Julius Caesar, and Mark Antony. Luckily for us, Plutarch distilled what he learned about wise leadership in a handful of essays, which are filled with essential lessons for experienced and aspiring leaders in any field today. In *How to Be a Leader*, Jeffrey Beneker presents the most important of these essays in lively new translations accompanied by an enlightening introduction, informative notes, and the original Greek on facing pages.

In "To an Uneducated Leader," "How to Be a Good Leader," and "Should an Old Man Engage in Politics?" Plutarch explains the characteristics of successful leaders, from being guided by reason and exercising self-control to being free from envy and the love of power, illustrating his points with memorable examples drawn from legendary Greco-Roman lives. He also explains how to train for leadership, persuade and deal with colleagues, manage one's career, and much more.

Writing at the height of the Roman Empire, Plutarch suggested that people should pursue positions of leadership only if they are motivated by "judgment and reason"—not "rashly inspired by the vain pursuit of glory, a sense of rivalry, or a lack of other meaningful activities." His wise counsel remains as relevant as ever.



### How to Be Free – An Ancient Guide to the Stoic Life

Epictetus, Epictetus,

9780691177717

£14.99 • \$17.95 • Hardcover

Philosophy / Free Will & Determinism

September 2018

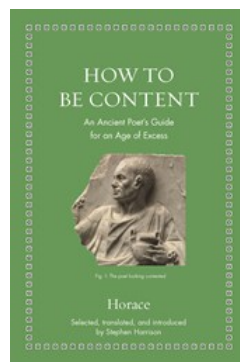
Princeton University Press

#### A superb new edition of Epictetus's famed handbook on Stoicism—translated by one of the world's leading authorities on Stoic philosophy

Born a slave, the Roman Stoic philosopher Epictetus (c. 55–135 AD) taught that mental freedom is supreme, since it can liberate one anywhere, even in a prison. In *How to Be Free*, A. A. Long—one of the world's leading authorities on Stoicism and a pioneer in its remarkable contemporary revival—provides a superb new edition of Epictetus's celebrated guide to the Stoic philosophy of life (the *Encheiridion*) along with a selection of related reflections in his *Discourses*.

Freedom, for Epictetus, is not a human right or a political prerogative but a psychological and ethical achievement, a gift that we alone can bestow on ourselves. We can all be free, but only if we learn to assign paramount value to what we can control (our motivations and reactions), treat what we cannot control with equanimity, and view our circumstances as opportunities to do well and be well, no matter what happens to us through misfortune or the actions of other people.

*How to Be Free* features splendid new translations and the original Greek on facing pages, a compelling introduction that sets Epictetus in context and describes the importance of Stoic freedom today, and an invaluable glossary of key words and concepts. The result is an unmatched introduction to this powerful method of managing emotions and handling life's situations, from the most ordinary to the most demanding.



### How to Be Content – An Ancient Poet's Guide for an Age of Excess

Horace Horace

9780691182520

£13.99 • \$16.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

October 2020

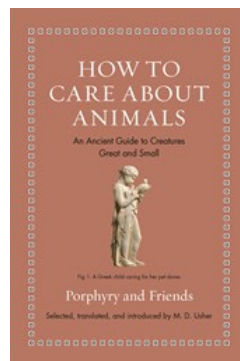
Princeton University Press

#### What the Roman poet Horace can teach us about how to live a life of contentment

What are the secrets to a contented life? One of Rome's greatest and most influential poets, Horace (65–8 BCE) has been cherished by readers for more than two thousand years not only for his wit, style, and reflections on Roman society, but also for his wisdom about how to live a good life—above all else, a life of contentment in a world of materialistic excess and personal pressures. In *How to Be Content*, Stephen Harrison, a leading authority on the poet, provides fresh, contemporary translations of poems from across Horace's works that continue to offer important lessons about the good life, friendship, love, and death.

Living during the reign of Rome's first emperor, Horace drew on Greek and Roman philosophy, especially Stoicism and Epicureanism, to write poems that reflect on how to live a thoughtful and moderate life amid mindless overconsumption, how to achieve and maintain true love and friendship, and how to face disaster and death with patience and courage. From memorable counsel on the pointlessness of worrying about the future to valuable advice about living in the moment, these poems, by the man who famously advised us to *carpe diem*, or "harvest the day," continue to provide brilliant meditations on perennial human problems.

Featuring translations of, and commentary on, complete poems from Horace's *Odes*, *Satires*, *Epistles*, and *Epodes*, accompanied by the original Latin, *How to Be Content* is both an ideal introduction to Horace and a compelling book of timeless wisdom.



### How to Care about Animals – An Ancient Guide to Creatures Great and Small

M. D. Usher

9780691240435

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

October 2023

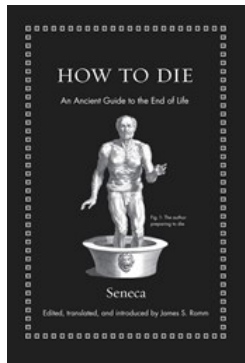
Princeton University Press

#### An entertaining and enlightening anthology of classical Greek and Roman writings on animals—and our vital relationships with them

*How to Care about Animals* is a fascinating menagerie of passages from classical literature about animals and the lives we share with them. Drawing on ancient writers from Aesop to Ovid, classicist and farmer M. D. Usher has gathered a healthy litter of selections that reveal some of the ways Greeks and Romans thought about everything from lions, bears, and wolves to birds, octopuses, and snails—and that might inspire us to rethink our own relationships with our fellow creatures. Presented in lively new translations, with the original texts on facing pages, these pieces are filled with surprises—anticipating but also offering new perspectives on many of our current feelings and ideas about animals.

Here, Porphyry makes a compelling argument for vegetarianism and asserts that the just treatment of animals makes us better people; Pliny the Elder praises the virtuosity of songbirds and the virtuousness of elephants; Plutarch has one of Circe's pigs from the *Odyssey* make a serio-comic case for the dignity of the beasts of the field; Aristotle puts the study of animals on par with anthropology; we read timeless Aesopian fables, including "The Hen That Laid the Golden Egg" and "The Fox and the Grapes"; and there is much, much more.

A Noah's Ark of a book, *How to Care about Animals* is guaranteed to charm and inspire anyone who loves animals.



### How to Die – An Ancient Guide to the End of Life

Seneca Seneca

9780691175577

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

December 2017

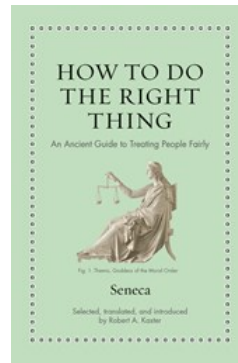
Princeton University Press

#### Timeless wisdom on death and dying from the celebrated Stoic philosopher Seneca

"It takes an entire lifetime to learn how to die," wrote the Roman Stoic philosopher Seneca (c. 4 BC–65 AD). He counseled readers to "study death always," and took his own advice, returning to the subject again and again in all his writings, yet he never treated it in a complete work. *How to Die* gathers in one volume, for the first time, Seneca's remarkable meditations on death and dying. Edited and translated by James S. Romm, *How to Die* reveals a provocative thinker and dazzling writer who speaks with a startling frankness about the need to accept death or even, under certain conditions, to seek it out.

Seneca believed that life is only a journey toward death and that one must rehearse for death throughout life. Here, he tells us how to practice for death, how to die well, and how to understand the role of a good death in a good life. He stresses the universality of death, its importance as life's final rite of passage, and its ability to liberate us from pain, slavery, or political oppression.

Featuring beautifully rendered new translations, *How to Die* also includes an enlightening introduction, notes, the original Latin texts, and an epilogue presenting Tacitus's description of Seneca's grim suicide.



### How to Do the Right Thing – An Ancient Guide to Treating People Fairly

Seneca Seneca

9780691238647

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

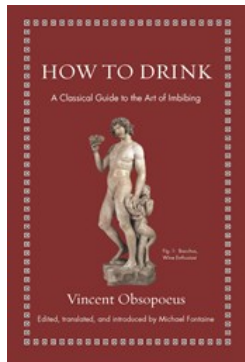
June 2023

Princeton University Press

#### How ancient Stoicism can help teach us to treat others—and ourselves—more fairly and mercifully

There are times when we've all felt that we haven't been treated as we deserve—that we've been misjudged, shortchanged, or given a raw deal. And, at one time or another, other people have probably felt that we've treated them just as unfairly. *How to Do the Right Thing* draws on the principles of ancient Stoicism as articulated by the Roman statesman and philosopher Seneca to help readers better navigate one of the most important practical questions of daily life—how to do right by others.

Starting from the virtue of magnanimity—the opposite of small-mindedness—*How to Do the Right Thing* draws together lessons from Seneca's writings that stress the importance of calm and clear thinking, of judging oneself fairly before judging others, and of cutting people slack, with a bias toward mercy—all delivered in crisp and lively new translations, and with the original Latin on facing pages.



### How to Drink – A Classical Guide to the Art of Imbibing

Vincent Obsopoeus

9780691192147

£13.99 • \$16.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

March 2020

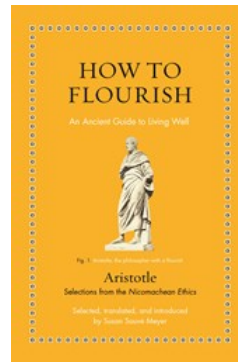
Princeton University Press

#### A spirited new translation of a forgotten classic, shot through with timeless wisdom

Is there an art to drinking alcohol? Can drinking ever be a virtue? The Renaissance humanist and neoclassical poet Vincent Obsopoeus (ca. 1498–1539) thought so. In the winelands of sixteenth-century Germany, he witnessed the birth of a poisonous new culture of bingeing, hazing, peer pressure, and competitive drinking. Alarmed, and inspired by the Roman poet Ovid's *Art of Love*, he wrote *The Art of Drinking (De Arte Bibendi)* (1536), a how-to manual for drinking with pleasure and discrimination. In *How to Drink*, Michael Fontaine offers the first proper English translation of Obsopoeus's text, rendering his poetry into spirited, contemporary prose and uncorking a forgotten classic that will appeal to drinkers of all kinds and (legal) ages.

Arguing that moderation, not abstinence, is the key to lasting sobriety, and that drinking can be a virtue if it is done with rules and limits, Obsopoeus teaches us how to manage our drinking, how to win friends at social gatherings, and how to give a proper toast. But he also says that drinking to excess on occasion is okay—and he even tells us how to win drinking games, citing extensive personal experience.

Complete with the original Latin on facing pages, this sparkling work is as intoxicating today as when it was first published.



### How to Flourish – An Ancient Guide to Living Well

Aristotle Aristotle

9780691238623

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

June 2023

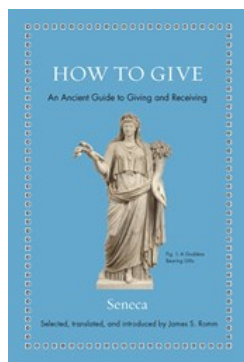
Princeton University Press

#### Aristotle's essential guide to human flourishing—the *Nicomachean Ethics*—in a lively new abridged translation

Aristotle's *Nicomachean Ethics* is one of the greatest guides to human flourishing ever written, but its length and style have left many readers languishing. *How to Flourish* is a carefully abridged version of the entire work in a highly readable and colloquial new translation by Susan Sauvé Meyer that makes Aristotle's timeless insights about how to lead a good life more engaging and accessible than ever before.

For Aristotle, flourishing involves becoming a good person through practice, and having a life of the mind. To that end, he draws vivid portraits of virtuous and vicious characters and offers sound practical advice about everything from eating and drinking to managing money, controlling anger, getting along with others, and telling jokes. He also distinguishes different kinds of wisdom that are essential to flourishing and offers an unusual perspective on how to appreciate our place in the universe and our relation to the divine.

Omitting Aristotle's digressions and repetitions and overly technical passages, *How to Flourish* provides connecting commentary that allows readers to follow the continuous line of his thought; it also features the original Greek on facing pages. The result is an inviting and lively version of an essential work about how to flourish and lead a good life.



### How to Give – An Ancient Guide to Giving and Receiving

Seneca Seneca

9780691192093

£13.99 • \$16.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

October 2020

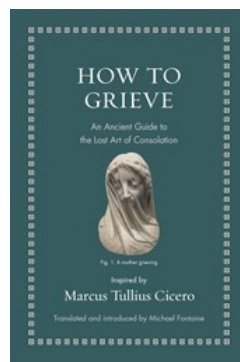
Princeton University Press

#### Timeless wisdom on generosity and gratitude from the great Stoic philosopher Seneca

To give and receive well may be the most human thing you can do—but it is also the closest you can come to divinity. So argues the great Roman Stoic thinker Seneca (c. 4 BCE–65 CE) in his longest and most searching moral treatise, “On Benefits” (*De Beneficiis*). James Romm’s splendid new translation of essential selections from this work conveys the heart of Seneca’s argument that generosity and gratitude are among the most important of all virtues.

For Seneca, the impulse to give to others lies at the very foundation of society; without it, we are helpless creatures, worse than wild beasts. But generosity did not arise randomly or by chance. Seneca sees it as part of our desire to emulate the gods, whose creation of the earth and heavens stands as the greatest gift of all. Seneca’s soaring prose captures his wonder at that gift, and expresses a profound sense of gratitude that will inspire today’s readers.

Complete with an enlightening introduction and the original Latin on facing pages, *How to Give* is a timeless guide to the profound significance of true generosity.



### How to Grieve – An Ancient Guide to the Lost Art of Consolation

Marcus Tullius Cicero

9780691220321

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

October 2022

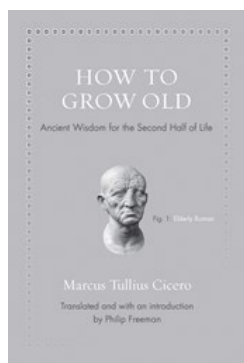
Princeton University Press

#### An engaging new translation of a timeless masterpiece about coping with the death of a loved one

In 45 BCE, the Roman statesman Cicero fell to pieces when his beloved daughter, Tullia, died from complications of childbirth. But from the depths of despair, Cicero fought his way back. In an effort to cope with his loss, he wrote a consolation speech—not for others, as had always been done, but for himself. And it worked. Cicero’s *Consolation* was something new in literature, equal parts philosophy and motivational speech. Drawing on the full range of Greek philosophy and Roman history, Cicero convinced himself that death and loss are part of life, and that if others have survived them, we can, too; resilience, endurance, and fortitude are the way forward.

Lost in antiquity, Cicero’s *Consolation* was recreated in the Renaissance from hints in Cicero’s other writings and the Greek and Latin consolatory tradition. The resulting masterpiece—translated here for the first time in 250 years—is infused throughout with Cicero’s thought and spirit.

Complete with the original Latin on facing pages and an inviting introduction, Michael Fontaine’s engaging translation makes this searching exploration of grief available to readers once again.



### How to Grow Old – Ancient Wisdom for the Second Half of Life

Marcus Tullius Cicero

9780691167701

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

April 2016

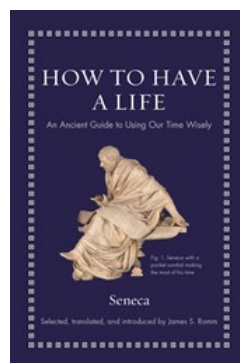
Princeton University Press

#### Timeless wisdom on growing old gracefully from one of ancient Rome’s greatest philosophers

Worried that old age will inevitably mean losing your libido, your health, and possibly your marbles too? Well, Cicero has some good news for you. In *How to Grow Old*, the great Roman orator and statesman eloquently describes how you can make the second half of life the best part of all—and why you might discover that reading and gardening are actually far more pleasurable than sex ever was.

Filled with timeless wisdom and practical guidance, Cicero’s brief, charming classic—written in 44 BC and originally titled *On Old Age*—has delighted and inspired readers, from Saint Augustine to Thomas Jefferson, for more than two thousand years. Presented here in a lively new translation with an informative new introduction and the original Latin on facing pages, the book directly addresses the greatest fears of growing older and persuasively argues why these worries are greatly exaggerated—or altogether mistaken.

Montaigne said Cicero’s book “gives one an appetite for growing old.” The American founding father John Adams read it repeatedly in his later years. And today its lessons are more relevant than ever in a world obsessed with the futile pursuit of youth.



### How to Have a Life – An Ancient Guide to Using Our Time Wisely

Seneca Seneca

9780691219127

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

October 2022

Princeton University Press

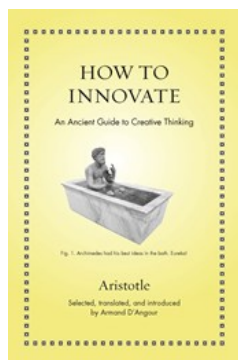
#### A vibrant new translation of Seneca’s “On the Shortness of Life,” a pointed reminder to make the most of our time

Who doesn’t worry sometimes that smart phones, the Internet, and TV are robbing us of time and preventing us from having a life? How can we make the most of our time on earth? In the first century AD, the Stoic philosopher Seneca the Younger offered one of the most famous answers to that question in his essay “On the Shortness of Life”—a work that has more to teach us today than ever before. In *How to Have a Life*, James Romm presents a vibrant new translation of Seneca’s brilliant essay, plus two Senecan letters on the same theme, complete with the original Latin on facing pages and an inviting introduction.

With devastating satiric wit, skillfully captured in this translation, Seneca lampoons the ways we squander our time and fail to realize how precious it is. We don’t allow people to steal our money, yet we allow them to plunder our time, or else we give it away ourselves in useless, idle pursuits. Seneca also describes how we can make better use of our brief days and years. In the process, he argues, we can make our lives longer, or even everlasting, because to live a *real* life is to attain a kind of immortality.

A counterweight to the time-sucking distractions of the modern world, *How to Have a Life* offers priceless wisdom about making our time—and our lives—count.





### How to Innovate – An Ancient Guide to Creative Thinking

Aristotle Aristotle

9780691213736

£13.99 • \$16.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

October 2021

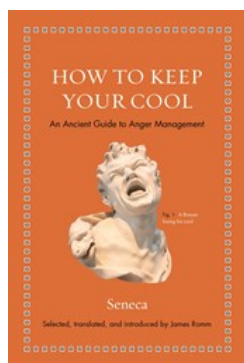
Princeton University Press

**What we can learn about fostering innovation and creative thinking from some of the most inventive people of all times—the ancient Greeks**

When it comes to innovation and creative thinking, we are still catching up with the ancient Greeks. Between 800 and 300 BCE, they changed the world with astonishing inventions—democracy, the alphabet, philosophy, logic, rhetoric, mathematical proof, rational medicine, coins, architectural canons, drama, lifelike sculpture, and competitive athletics. None of this happened by accident. Recognizing the power of the new and trying to understand and promote the conditions that make it possible, the Greeks were the first to write about innovation and even the first to record a word for forging something new. In short, the Greeks “invented” innovation itself—and they still have a great deal to teach us about it.

*How to Innovate* is an engaging and entertaining introduction to key ideas about—and examples of—innovation and creative thinking from ancient Greece. Armand D'Angour provides lively new translations of selections from Aristotle, Diodorus, and Athenaeus, with the original Greek text on facing pages. These writings illuminate and illustrate timeless principles of creating something new—borrowing or adapting existing ideas or things, cross-fertilizing disparate elements, or criticizing and disrupting current conditions.

From the true story of Archimedes's famous “Eureka!” moment, to Aristotle's thoughts on physical change and political innovation, to accounts of how disruption and competition drove invention in Greek warfare and the visual arts, *How to Innovate* is filled with valuable insights about how change happens—and how to bring it about.



### How to Keep Your Cool – An Ancient Guide to Anger Management

Seneca Seneca

9780691181950

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

January 2019

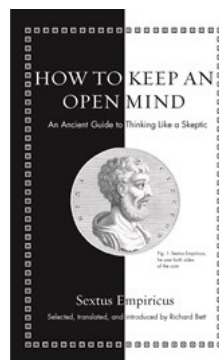
Princeton University Press

**Timeless wisdom on controlling anger in personal life and politics from the Roman Stoic philosopher and statesman Seneca**

In his essay “On Anger” (*De Ira*), the Roman Stoic thinker Seneca (c. 4 BC–65 AD) argues that anger is the most destructive passion: “No plague has cost the human race more dear.” This was proved by his own life, which he barely preserved under one wrathful emperor, Caligula, and lost under a second, Nero. This splendid new translation of essential selections from “On Anger,” presented with an enlightening introduction and the original Latin on facing pages, offers readers a timeless guide to avoiding and managing anger. It vividly illustrates why the emotion is so dangerous and why controlling it would bring vast benefits to individuals and society.

Drawing on his great arsenal of rhetoric, including historical examples (especially from Caligula's horrific reign), anecdotes, quips, and soaring flights of eloquence, Seneca builds his case against anger with mounting intensity. Like a fire-and-brimstone preacher, he paints a grim picture of the moral perils to which anger exposes us, tracing nearly all the world's evils to this one toxic source. But he then uplifts us with a beatific vision of the alternate path, a path of forgiveness and compassion that resonates with Christian and Buddhist ethics.

Seneca's thoughts on anger have never been more relevant than today, when uncivil discourse has increasingly infected public debate. Whether seeking personal growth or political renewal, readers will find, in Seneca's wisdom, a valuable antidote to the ills of an angry age.



### How to Keep an Open Mind – An Ancient Guide to Thinking Like a Skeptic

Sextus Empiricus

9780691206042

£13.99 • \$16.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

April 2021

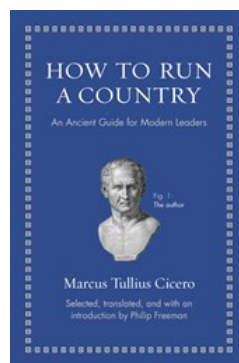
Princeton University Press

**How ancient skepticism can help you attain tranquility by learning to suspend judgment**

Along with Stoicism and Epicureanism, Skepticism is one of the three major schools of ancient Greek philosophy that claim to offer a way of living as well as thinking. *How to Keep an Open Mind* provides an unmatched introduction to skepticism by presenting a fresh, modern translation of key passages from the writings of Sextus Empiricus, the only Greek skeptic whose works have survived.

While content in daily life to go along with things as they appear to be, Sextus advocated—and provided a set of techniques to achieve—a radical suspension of judgment about the way things really are, believing that such nonjudging can be useful for challenging the unfounded dogmatism of others and may help one achieve a state of calm and tranquility. In an introduction, Richard Bett makes the case that the most important lesson we can draw from Sextus's brand of skepticism today may be an ability to see what can be said on the other side of any issue, leading to a greater open-mindedness.

Complete with the original Greek on facing pages, *How to Keep an Open Mind* offers a compelling antidote to the closed-minded dogmatism of today's polarized world.



### How to Run a Country – An Ancient Guide for Modern Leaders

Marcus Tullius Cicero

9780691156576

£13.99 • \$16.95 • Hardcover

Political Science / Political Process / Leadership

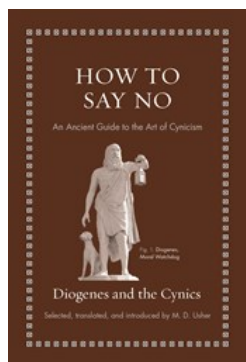
February 2013

Princeton University Press

**Timeless political wisdom from ancient history's greatest statesman**

Marcus Cicero, Rome's greatest statesman and orator, was elected to the Roman Republic's highest office at a time when his beloved country was threatened by power-hungry politicians, dire economic troubles, foreign turmoil, and political parties that refused to work together. Sound familiar? Cicero's letters, speeches, and other writings are filled with timeless wisdom and practical insight about how to solve these and other problems of leadership and politics. *How to Run a Country* collects the best of these writings to provide an entertaining, common sense guide for modern leaders and citizens. This brief book, a sequel to *How to Win an Election*, gathers Cicero's most perceptive thoughts on topics such as leadership, corruption, the balance of power, taxes, war, immigration, and the importance of compromise. These writings have influenced great leaders—including America's Founding Fathers—for two thousand years, and they are just as instructive today as when they were first written.

Organized by topic and featuring lively new translations, the book also includes an introduction, headnotes, a glossary, suggestions for further reading, and an appendix containing the original Latin texts. The result is an enlightening introduction to some of the most enduring political wisdom of all time.



### How to Say No – An Ancient Guide to the Art of Cynicism

Diogenes Diogenes

9780691229850

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

October 2022

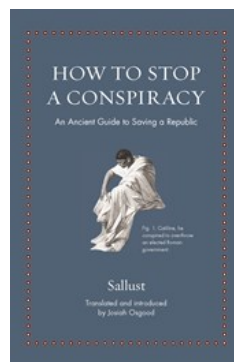
Princeton University Press

**An entertaining and enlightening collection of ancient writings about the philosophers who advocated simple living and rejected unthinking conformity**

The Cynics were ancient Greek philosophers who stood athwart the flood of society's material excess, unexamined conventions, and even norms of politeness and thundered "No!" Diogenes, the most famous Cynic, wasn't shy about literally extending his middle finger to the world, expressing mock surprise that "most people go crazy over a finger." When asked why he was called Diogenes the Dog, he replied "because I fawn on those who give, I bark at those who don't, and I bite scoundrels." *How to Say No* is a delightful collection of brief ancient writings about Cynicism that captures all the outrageousness, wit, and wisdom of its remarkable cast of characters—from Diogenes in the fourth century BCE to the column-stander Symeon Stylites in late antiquity.

With their "less is more" approach to life, the Cynics speak urgently to our world of climate change, economic uncertainty, and psychic malaise. Although the Cynics weren't writers, their memorable utterances and behavior were recorded by their admirers and detractors, and M. D. Usher offers fresh new translations of appealing selections from this body of writing—ranging from street sermons and repartee to biography and snapshots of Cynics in action.

Complete with introductions to the volume and each selection as well as the original Greek and Latin on facing pages, this lively book demonstrates why the Cynics still retain their power to surprise us and make us laugh—and to make us think and question how we live.



### How to Stop a Conspiracy – An Ancient Guide to Saving a Republic

Sallust Sallust

9780691212364

£13.99 • \$16.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

May 2022

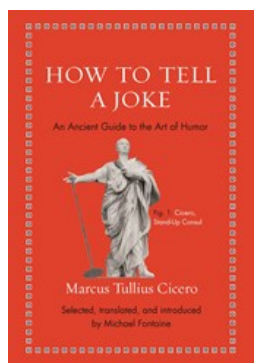
Princeton University Press

**An energetic new translation of an ancient Roman masterpiece about a failed coup led by a corrupt and charismatic politician**

In 63 BC, frustrated by his failure to be elected leader of the Roman Republic, the aristocrat Catiline tried to topple its elected government. Backed by corrupt elites and poor, alienated Romans, he fled Rome while his associates plotted to burn the city and murder its leading politicians. The attempted coup culminated with the unmasking of the conspirators in the Senate, a stormy debate that led to their execution, and the defeat of Catiline and his legions in battle. In *How to Stop a Conspiracy*, Josiah Osgood presents a brisk, modern new translation of the definitive account of these events, Sallust's *The War with Catiline*—a brief, powerful book that has influenced how generations of readers, including America's founders, have thought about coups and political conspiracies.

In a taut, jaw-dropping narrative, Sallust pleurably combines juicy details about Catiline and his louche associates with highly quotable moral judgments and a wrenching description of the widespread social misery they exploited. Along the way, we get unforgettable portraits of the bitter and haunted Catiline, who was sympathetic to the plight of Romans yet willing to destroy Rome; his archenemy Cicero, who thwarts the conspiracy; and Julius Caesar, who defends the conspirators and is accused of being one of them.

Complete with an introduction that discusses how *The War with Catiline* has shaped and continues to shape our understanding of how republics live and die, and featuring the original Latin on facing pages, this volume makes Sallust's gripping history more accessible than ever before.



### How to Tell a Joke – An Ancient Guide to the Art of Humor

Marcus Tullius Cicero

9780691206165

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

March 2021

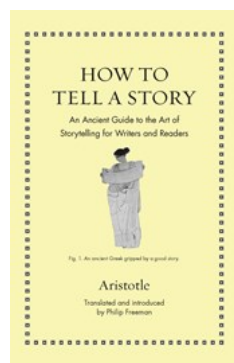
Princeton University Press

**Timeless advice about how to use humor to win over any audience**

Can jokes win a hostile room, a hopeless argument, or even an election? You bet they can, according to Cicero, and he knew what he was talking about. One of Rome's greatest politicians, speakers, and lawyers, Cicero was also reputedly one of antiquity's funniest people. After he was elected commander-in-chief and head of state, his enemies even started calling him "the stand-up Consul." *How to Tell a Joke* provides a lively new translation of Cicero's essential writing on humor alongside that of the later Roman orator and educator Quintilian. The result is a timeless practical guide to how a well-timed joke can win over any audience.

As powerful as jokes can be, they are also hugely risky. The line between a witty joke and an offensive one isn't always clear. Cross it and you'll look like a clown, or worse. Here, Cicero and Quintilian explore every aspect of telling jokes—while avoiding costly mistakes. Presenting the sections on humor in Cicero's *On the Ideal Orator* and Quintilian's *The Education of the Orator*, complete with an enlightening introduction and the original Latin on facing pages, *How to Tell a Joke* examines the risks and rewards of humor and analyzes basic types that readers can use to write their own jokes.

Filled with insight, wit, and examples, including more than a few lawyer jokes, *How to Tell a Joke* will appeal to anyone interested in humor or the art of public speaking.



### How to Tell a Story – An Ancient Guide to the Art of Storytelling for Writers and Readers

Aristotle Aristotle

9780691205274

£13.99 • \$16.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

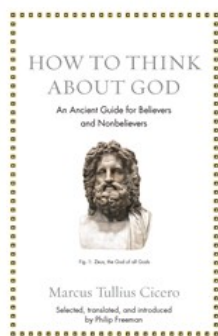
May 2022

Princeton University Press

**An inviting and highly readable new translation of Aristotle's complete *Poetics*—the first and best introduction to the art of writing and understanding stories**

Aristotle's *Poetics* is the most important book ever written for writers and readers of stories—whether novels, short fiction, plays, screenplays, or nonfiction. Aristotle was the first to identify the keys to plot, character, audience perception, tragic pleasure, and dozens of other critical points of good storytelling. Despite being written more than 2,000 years ago, the *Poetics* remains essential reading for anyone who wants to learn how to write a captivating story—or understand how such stories work and achieve their psychological effects. Yet for all its influence, the *Poetics* is too little read because it comes down to us in a form that is often difficult to follow, and even the best translations are geared more to specialists than to general readers who simply want to grasp Aristotle's profound and practical insights. In *How to Tell a Story*, Philip Freeman presents the most readable translation of the *Poetics* yet produced, making this indispensable handbook more accessible, engaging, and useful than ever before.

In addition to its inviting and reliable translation, a commentary on each section, and the original Greek on facing pages, this edition of the *Poetics* features unique bullet points, chapter headings, and section numbers to help guide readers through Aristotle's unmatched introduction to the art of writing and reading stories.



### How to Think about God – An Ancient Guide for Believers and Nonbelievers

Marcus Tullius Cicero

9780691183657

£13.99 • \$16.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

October 2019

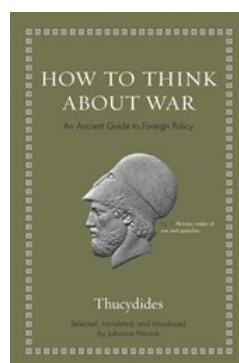
Princeton University Press

**A vivid and accessible new translation of Cicero's influential writings on the Stoic idea of the divine**

Most ancient Romans were deeply religious and their world was overflowing with gods—from Jupiter, Minerva, and Mars to countless local divinities, household gods, and ancestral spirits. One of the most influential Roman perspectives on religion came from a nonreligious belief system that is finding new adherents even today: Stoicism. How did the Stoics think about religion? In *How to Think about God*, Philip Freeman presents vivid new translations of Cicero's *On the Nature of the Gods* and *The Dream of Scipio*. In these brief works, Cicero offers a Stoic view of belief, divinity, and human immortality, giving eloquent expression to the religious ideas of one of the most popular schools of Roman and Greek philosophy.

*On the Nature of the Gods* and *The Dream of Scipio* are Cicero's best-known and most important writings on religion, and they have profoundly shaped Christian and non-Christian thought for more than two thousand years, influencing such luminaries as Augustine, Thomas Aquinas, Dante, and Thomas Jefferson. These works reveal many of the religious aspects of Stoicism, including an understanding of the universe as a materialistic yet continuous and living whole in which both the gods and a supreme God are essential elements.

Featuring an introduction, suggestions for further reading, and the original Latin on facing pages, *How to Think about God* is a compelling guide to the Stoic view of the divine.



### How to Think about War – An Ancient Guide to Foreign Policy

. Thucydides

9780691190150

£13.99 • \$16.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

January 2019

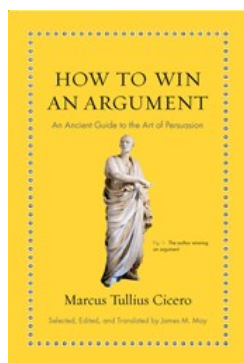
Princeton University Press

**An accessible modern translation of essential speeches from Thucydides's *History* that takes readers to the heart of his profound insights on diplomacy, foreign policy, and war**

Why do nations go to war? What are citizens willing to die for? What justifies foreign invasion? And does might always make right? For nearly 2,500 years, students, politicians, political thinkers, and military leaders have read the eloquent and shrewd speeches in Thucydides's *History of the Peloponnesian War* for profound insights into military conflict, diplomacy, and the behavior of people and countries in times of crisis. *How to Think about War* presents the most influential and compelling of these speeches in an elegant new translation by classicist Johanna Hanink, accompanied by an enlightening introduction, informative headnotes, and the original Greek on facing pages. The result is an ideally accessible introduction to Thucydides's long and challenging *History*.

Thucydides intended his account of the clash between classical Greece's mightiest powers—Athens and Sparta—to be a "possession for all time." Today, it remains a foundational work for the study not only of ancient history but also contemporary politics and international relations. *How to Think about War* features speeches that have earned the *History* its celebrated status—all of those delivered before the Athenian Assembly, as well as Pericles's funeral oration and the notoriously ruthless "Melian Dialogue." Organized by key debates, these complex speeches reveal the recklessness, cruelty, and realpolitik of Athenian warfighting and imperialism.

The first English-language collection of speeches from Thucydides in nearly half a century, *How to Think about War* takes readers straight to the heart of this timeless thinker.



### How to Win an Argument – An Ancient Guide to the Art of Persuasion

Marcus Tullius Cicero

9780691164335

£14.99 • \$17.95 • Hardcover

Philosophy / History & Surveys / Ancient & Classical

October 2016

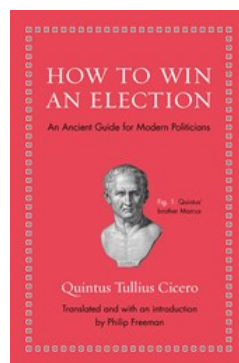
Princeton University Press

**Timeless techniques of effective public speaking from ancient Rome's greatest orator**

All of us are faced countless times with the challenge of persuading others, whether we're trying to win a trivial argument with a friend or convince our coworkers about an important decision. Instead of relying on untrained instinct—and often floundering or failing as a result—we'd win more arguments if we learned the timeless art of verbal persuasion, rhetoric. *How to Win an Argument* gathers the rhetorical wisdom of Cicero, ancient Rome's greatest orator, from across his works and combines it with passages from his legal and political speeches to show his powerful techniques in action. The result is an enlightening and entertaining practical introduction to the secrets of persuasive speaking and writing—including strategies that are just as effective in today's offices, schools, courts, and political debates as they were in the Roman forum.

*How to Win an Argument* addresses proof based on rational argumentation, character, and emotion; the parts of a speech; the plain, middle, and grand styles; how to persuade no matter what audience or circumstances you face; and more. Cicero's words are presented in lively translations, with illuminating introductions; the book also features a brief biography of Cicero, a glossary, suggestions for further reading, and an appendix of the original Latin texts.

Astonishingly relevant, this unique anthology of Cicero's rhetorical and oratorical wisdom will be enjoyed by anyone who ever needs to win arguments and influence people—in other words, all of us.



### How to Win an Election – An Ancient Guide for Modern Politicians

Quintus Tullius Cicero

9780691154084

£14.99 • \$17.95 • Hardcover

Political Science / Political Process / Campaigns & Elections

March 2012

Princeton University Press

**A primer on campaigning in ancient Rome that reads like a strategy memo from a modern political consultant**

*How to Win an Election* is an ancient Roman guide for campaigning that is as up-to-date as tomorrow's headlines. In 64 BC when idealist Marcus Cicero, Rome's greatest orator, ran for consul (the highest office in the Republic), his practical brother Quintus decided he needed some no-nonsense advice on running a successful campaign. What follows in his short letter are timeless bits of political wisdom, from the importance of promising everything to everybody and reminding voters about the sexual scandals of your opponents to being a chameleon, putting on a good show for the masses, and constantly surrounding yourself with rabid supporters. Presented here in a lively and colorful new translation, with the Latin text on facing pages, this unashamedly pragmatic primer on the humble art of personal politicking is dead-on (Cicero won)—and as relevant today as when it was written.

A little-known classic in the spirit of Machiavelli's *Prince*, *How to Win an Election* is required reading for politicians and everyone who enjoys watching them try to manipulate their way into office.



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