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Spring 2022



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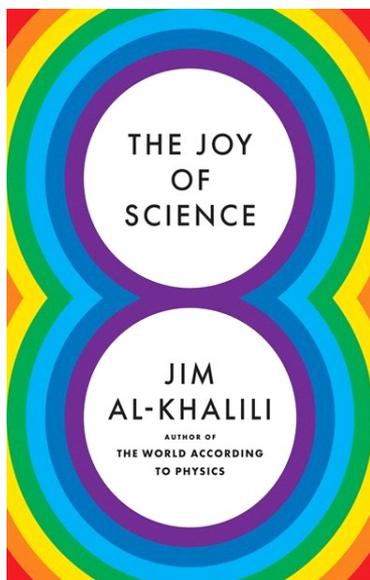


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The Joy of Science

Jim Al-Khalili

Quantum physicist, *New York Times* bestselling author, and BBC host Jim Al-Khalili reveals how 8 lessons from the heart of science can help you get the most out of life

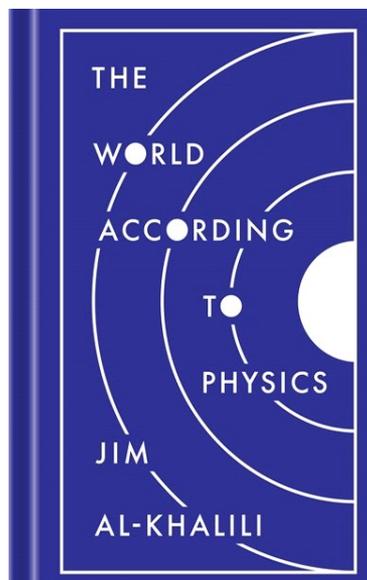
Today's world is unpredictable and full of contradictions, and navigating its complexities while trying to make the best decisions is far from easy. *The Joy of Science* presents 8 short lessons on how to unlock the clarity, empowerment, and joy of thinking and living a little more scientifically.

In this brief guide to leading a more rational life, acclaimed physicist Jim Al-Khalili invites readers to engage with the world as scientists have been trained to do. The scientific method has served humankind well in its quest to see things as they really are, and underpinning the scientific method are core principles that can help us all navigate modern life more confidently. Discussing the nature of truth and uncertainty, the role of doubt, the pros and cons of simplification, the value of guarding against bias, the importance of evidence-based thinking, and more, Al-Khalili shows how the powerful ideas at the heart of the scientific method are deeply relevant to the complicated times we live in and the difficult choices we make.

Read this book and discover the joy of science. It will empower you to think more objectively, see through the fog of your own preexisting beliefs, and lead a more fulfilling life.

9780691211572
\$16.95 | £12.99
Hardback
224 pages | 114.3mm : 177.8mm
2022

Science / Philosophy & Social Aspects
Princeton University Press



The World According to Physics

Jim Al-Khalili

Quantum physicist, *New York Times* bestselling author, and BBC host Jim Al-Khalili offers a fascinating and illuminating look at what physics reveals about the world

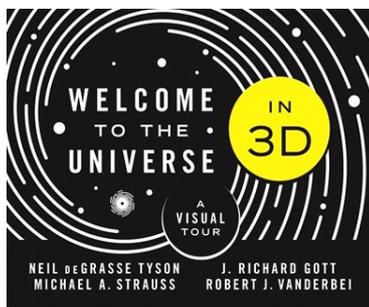
Shining a light on the most profound insights revealed by modern physics, Jim Al-Khalili invites us all to understand what this crucially important science tells us about the universe and the nature of reality itself.

Al-Khalili begins by introducing the fundamental concepts of space, time, energy, and matter, and then describes the three pillars of modern physics—quantum theory, relativity, and thermodynamics—showing how all three must come together if we are ever to have a full understanding of reality. Using wonderful examples and thought-provoking analogies, Al-Khalili illuminates the physics of the extreme cosmic and quantum scales, the speculative frontiers of the field, and the physics that underpins our everyday experiences and technologies, bringing the reader up to speed with the biggest ideas in physics in just a few sittings. Physics is revealed as an intrepid human quest for ever more foundational principles that accurately explain the natural world we see around us, an undertaking guided by core values such as honesty and doubt. The knowledge discovered by physics both empowers and humbles us, and still, physics continues to delve valiantly into the unknown.

Making even the most enigmatic scientific ideas accessible and captivating, this deeply insightful book illuminates why physics matters to everyone and calls one and all to share in the profound adventure of seeking truth in the world around us.

9780691182308
\$16.95 | £12.99
Hardback
336 pages | 114.3mm : 177.8mm
2020

Science / Physics
Princeton University Press



Welcome to the Universe in 3D

A Visual Tour

Neil DeGrasse Tyson, Michael A. Strauss, J. Richard Gott, Robert J. Vanderbei

Journey into the universe through the most spectacular sights in astronomy in stereoscopic 3D

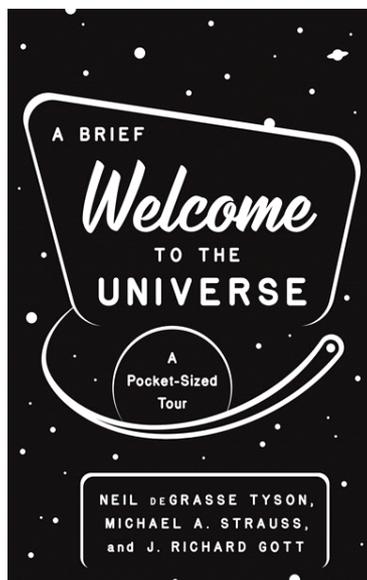
Welcome to the Universe in 3D takes you on a grand tour of the observable universe, guiding you through the most spectacular sights in the cosmos—in breathtaking 3D. Presenting a rich array of stereoscopic color images, which can be viewed in 3D using a special stereo viewer that folds easily out of the cover of the book, this book reveals your cosmic environment as you have never seen it before.

Astronomy is the story of how humankind's perception of the two-dimensional dome of the sky evolved into a far deeper comprehension of an expanding three-dimensional cosmos. This book invites you to take part in this story by exploring the universe in depth, as revealed by cutting-edge astronomical research and observations. You will journey from the Moon through the solar system, out to exoplanets, distant nebulas, and galaxy clusters, until you finally reach the cosmic microwave background radiation (or CMB), the most distant light we can observe. The distances to these celestial wonders range from 1.3 light-seconds to 13.8 billion light-years. Along the way, the authors explain the fascinating features of what you are seeing, including how the 3D images were made using the same technique that early astronomers devised to measure distances to objects in space.

The dramatic 3D images in this one-of-a-kind book will astonish you, extending your vision out to the farthest reaches of the universe. You will never look up into the night sky the same way again.

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\$24.95 | £20.00
Hardback
208 pages | 171mm : 205mm
2022

Science / Astrophysics & Space Science
Princeton University Press



A Brief Welcome to the Universe

A Pocket-Sized Tour

Neil deGrasse Tyson, Michael A. Strauss, J. Richard Gott

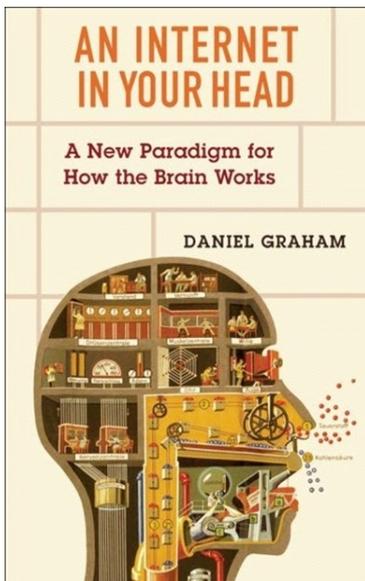
A pocket-style edition based on the *New York Times* bestseller

A Brief Welcome to the Universe offers a breathtaking tour of the cosmos, from planets, stars, and galaxies to black holes and time loops. Bestselling authors and acclaimed astrophysicists Neil deGrasse Tyson, Michael A. Strauss, and J. Richard Gott take readers on an unforgettable journey of exploration to reveal how our universe actually works.

Propelling you from our home solar system to the outermost frontiers of space, this book builds your cosmic insight and perspective through a marvelously entertaining narrative. How do stars live and die? What are the prospects of intelligent life elsewhere in the universe? How did the universe begin? Why is it expanding and accelerating? Is our universe alone or part of an infinite multiverse? Exploring these and many other questions, this pocket-friendly book is your passport into the wonders of our evolving cosmos.

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Paperback
248 pages | 107.95mm : 177.8mm
2021

Science / Astrophysics & Space Science
Princeton University Press



An Internet in Your Head

A New Paradigm for How the Brain Works
Daniel Graham

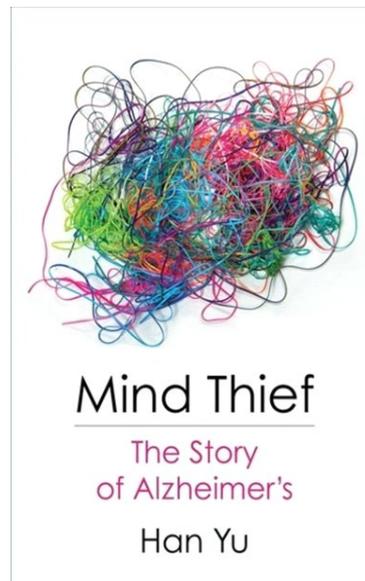
Whether we realize it or not, we think of our brains as computers. In neuroscience, the metaphor of the brain as a computer has defined the field for much of the modern era. But as neuroscientists increasingly reevaluate their assumptions about how brains work, we need a new metaphor to help us ask better questions.

The computational neuroscientist Daniel Graham offers an innovative paradigm for understanding the brain. He argues that the brain is not like a single computer—it is a communication system, like the internet. Both are networks whose power comes from their flexibility and reliability. The brain and the internet both must route signals throughout their systems, requiring protocols to direct messages from just about any point to any other. But we do not yet understand how the brain manages the dynamic flow of information across its entire network. The internet metaphor can help neuroscience unravel the brain's routing mechanisms by focusing attention on shared design principles and communication strategies that emerge from parallel challenges. Highlighting similarities between brain connectivity and the architecture of the internet can open new avenues of research and help unlock the brain's deepest secrets.

An Internet in Your Head presents a clear-eyed and engaging tour of brain science as it stands today and where the new paradigm might take it next. It offers anyone with an interest in brains a transformative new way to conceptualize what goes on inside our heads.

9780231196055
\$22.00 | £16.99
Paperback
360 pages | 139.7mm : 215.9mm
2022

SCIENCE / Life Sciences
Columbia University Press



Mind Thief

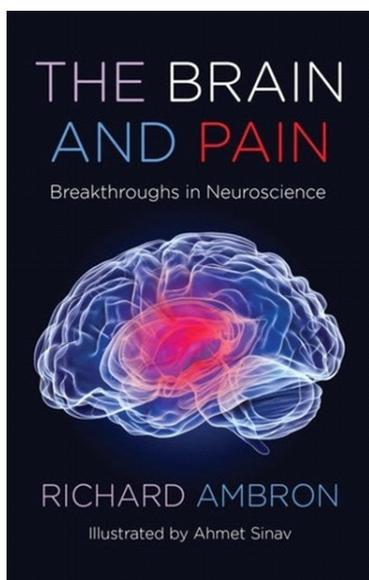
The Story of Alzheimer's
Han Yu

Alzheimer's disease, a haunting and harrowing ailment, is one of the world's most common causes of death. Alzheimer's lingers for years, with patients' outward appearance unaffected while their cognitive functions fade away. Patients lose the ability to work and live independently, to remember and recognize. There is still no proven way to treat Alzheimer's because its causes remain unknown.

Mind Thief is a comprehensive and engaging history of Alzheimer's that demystifies efforts to understand the disease. Beginning with the discovery of "presenile dementia" in the early twentieth century, Han Yu examines over a century of research and controversy. She presents the leading hypotheses for what causes Alzheimer's; discusses each hypothesis's tangled origins, merits, and gaps; and details their successes and failures. Yu synthesizes a vast amount of medical literature, historical studies, and media interviews, telling the gripping stories of researchers' struggles while situating science in its historical, social, and cultural contexts. Her chronicling of the trajectory of Alzheimer's research deftly balances rich scientific detail with attention to the wider implications. In narrating the attempts to find a treatment, Yu also offers a critical account of research and drug development and a consideration of the philosophy of aging. Wide-ranging and accessible, *Mind Thief* is an important book for all readers interested in the challenge of Alzheimer's.

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Paperback
360 pages | 139.7mm : 215.9mm
2022

Science / History
Columbia University Press



The Brain and Pain

Breakthroughs in Neuroscience

Richard Ambron

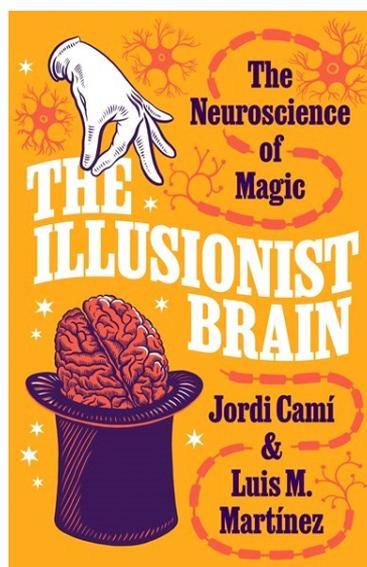
Pain is an inevitable part of existence, but severe debilitating or chronic pain is a pathological condition that diminishes the quality of life. *The Brain and Pain* explores the present and future of pain management, providing a comprehensive understanding based on the latest discoveries from many branches of neuroscience.

Richard Ambron—the former director of a neuroscience lab that conducted leading research in this field—explains the science of how and why we feel pain. He describes how the nervous system and brain process information that leads to the experience of pain, detailing the cellular and molecular functions that are responsible for the initial perceptions of an injury. He discusses how pharmacological agents such as opiates affect the duration and intensity of pain. Ambron examines new evidence showing that discrete circuits in the brain modulate the experience of pain in response to a placebo, fear, anxiety, belief, or other circumstances, as well as how pain can be relieved by activating these circuits using mindfulness training and other nonpharmacological treatments. The book also evaluates the prospects of procedures such as deep brain stimulation and optogenetics.

Current and thorough, *The Brain and Pain* will be invaluable for a range of people seeking to understand their options for treatment as well as students in neuroscience and medicine.

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Paperback
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2022

SCIENCE / Life Sciences
Columbia University Press



The Illusionist Brain

The Neuroscience of Magic

Jordi Camí, Luis M. Martínez

How magicians exploit the natural functioning of our brains to astonish and amaze us

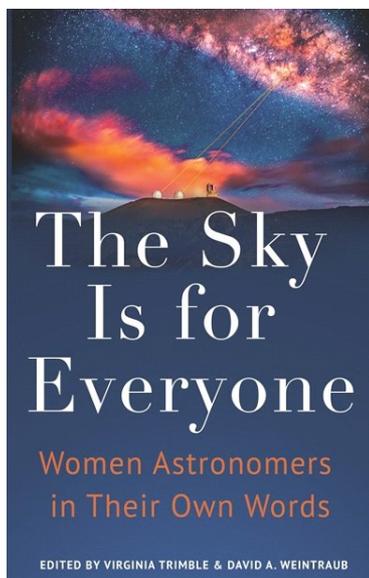
How do magicians make us see the impossible? *The Illusionist Brain* takes you on an unforgettable journey through the inner workings of the human mind, revealing how magicians achieve their spectacular and seemingly impossible effects by interfering with your cognitive processes. Along the way, this lively and informative book provides a guided tour of modern neuroscience, using magic as a lens for understanding the unconscious and automatic functioning of our brains.

We construct reality from the information stored in our memories and received through our senses, and our brains are remarkably adept at tricking us into believing that our experience is continuous. In fact, our minds create our perception of reality by elaborating meanings and continuities from incomplete information, and while this strategy carries clear benefits for survival, it comes with blind spots that magicians know how to exploit. Jordi Camí and Luis Martínez explore the many different ways illusionists manipulate our attention—making us look but not see—and take advantage of our individual predispositions and fragile memories.

The Illusionist Brain draws on the latest findings in neuroscience to explain how magic deceives us, surprises us, and amazes us, and demonstrates how illusionists skillfully “hack” our brains to alter how we perceive things and influence what we imagine.

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SCIENCE / Life Sciences
Princeton University Press



The Sky Is for Everyone

Women Astronomers in Their Own Words
Virginia Trimble, David A. Weintraub

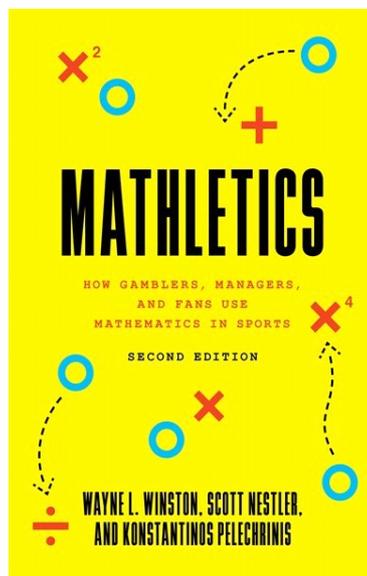
An inspiring anthology of writings by trailblazing women astronomers from around the globe

The Sky Is for Everyone is an internationally diverse collection of autobiographical essays by women who broke down barriers and changed the face of modern astronomy. Virginia Trimble and David Weintraub vividly describe how, before 1900, a woman who wanted to study the stars had to have a father, brother, or husband to provide entry, and how the considerable intellectual skills of women astronomers were still not enough to enable them to pry open doors of opportunity for much of the twentieth century. After decades of difficult struggles, women are closer to equality in astronomy than ever before. Trimble and Weintraub bring together the stories of the tough and determined women who flung the doors wide open. Taking readers from 1960 to today, this triumphant anthology serves as an inspiration to current and future generations of women scientists while giving voice to the history of a transformative era in astronomy.

With contributions by Neta A. Bahcall, Beatriz Barbuy, Ann Merchant Boesgaard, Jocelyn Bell Burnell, Catherine Cesarsky, Poonam Chandra, Xuefei Chen, Yilen Gómez Maqueo Chew, Cathie Clarke, Judith Gamora Cohen, France Anne Córdova, Anne Pyne Cowley, Bozena Czerny, Wendy L. Freedman, Gabriela González, Saeko S. Hayashi, Martha P. Haynes, Roberta M. Humphreys, Vicky Kalogera, Gillian Knapp, Shazrene S. Mohamed, Carole Mundell, Priyamvada Natarajan, Dara J. Norman, Hiranya Peiris, Judith Lynn Pipher, Dina Prialnik, Anneila I. Sargent, Sara Seager, Gražina Tautvaišienė, Silvia Torres-Peimbert, Virginia Trimble, Meg Urry, Ewine F. van Dishoeck, Patricia Ann Whitelock, Sidney Wolff, and Rosemary F. G. Wyse.

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504 pages | 155.57mm : 234.95mm
2022

Science / Astronomy
Princeton University Press



Mathletics

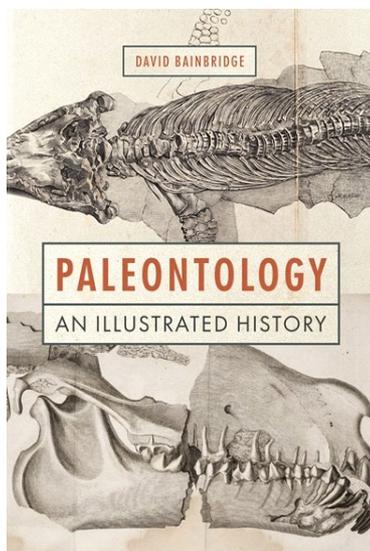
How Gamblers, Managers, and Fans Use
Mathematics in Sports, Second Edition
Wayne L. Winston, Scott Nestler,
Konstantinos Pelechrinis

How to use math to improve performance and predict outcomes in professional sports

Mathletics reveals the mathematical methods top coaches and managers use to evaluate players and improve team performance, and gives math enthusiasts the practical skills they need to enhance their understanding and enjoyment of their favorite sports—and maybe even gain the outside edge to winning bets. This second edition features new data, new players and teams, and new chapters on soccer, e-sports, golf, volleyball, gambling Calcuttas, analysis of camera data, Bayesian inference, ridge regression, and other statistical techniques. After reading *Mathletics*, you will understand why baseball teams should almost never bunt; why football overtime systems are unfair; why points, rebounds, and assists aren't enough to determine who's the NBA's best player; and more.

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608 pages | 155.45mm : 234.95mm
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Computers / Databases
Princeton University Press



Paleontology

An Illustrated History
David Bainbridge

An illustrated look at the art and science of paleontology from its origins to today

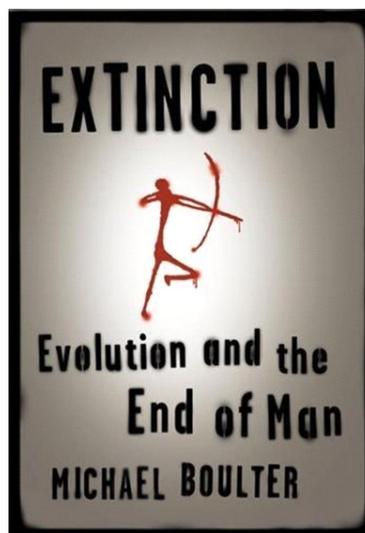
Humans have been stumbling upon the petrified remains of ancient animals since prehistoric times, leading to tales of giant dogs, deadly dragons, tree gods, sea serpents, and all manner of strange and marvelous creatures. In this richly illustrated book, David Bainbridge recounts how legends like these gradually gave rise to the modern science of paleontology, and how this pioneering discipline has reshaped our view of the natural world.

Bainbridge takes readers from ancient Greece to the eighteenth century, when paleontology began to coalesce into the scientific field we know today, and discusses how contemporary paleontologists use cutting-edge technologies to flesh out the discoveries of past and present. He brings to life the stories and people behind some of the greatest fossil finds of all time, and explains how paleontology has long straddled the spheres of science and art. Bainbridge also looks to the future of the discipline, discussing how the rapid recovery of DNA and other genetic material from the fossil record promises to revolutionize our understanding of the origins and evolution of ancient life.

This panoramic book brings together stunning illustrations ranging from early sketches and engravings to eye-popping paleoart and high-tech computer reconstructions.

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Hardback
256 pages | 155.57mm : 247.65mm
2022

Science / Paleontology
Princeton University Press



Extinction

Evolution and the End of Man
Michael Boulter

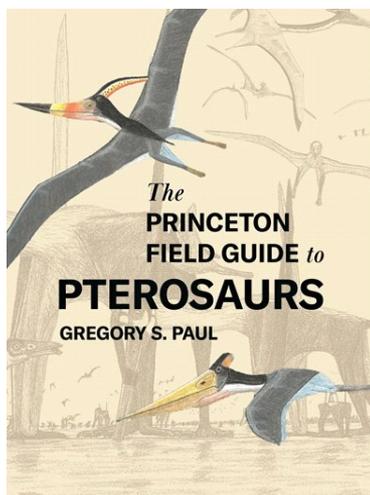
Sixty-five million years ago the dinosaurs were destroyed in a mass extinction that remains unexplained. Out of that devastation, new life developed and the world regained its equilibrium. Until now. Employing radically new perspectives on the science of life, scientists are beginning to uncover signs of a similar event on the horizon: the end of man.

In telling the story of the last sixty-five million years, Michael Boulter reveals extraordinary new insights that scientists are only now beginning to understand about the fossil record, the rise and fall of species, and the nature of life. According to Boulter, nature is a self-organizing system in which the whole is more important than its parts. The system is self-correcting, and one of its tools is extinction. If the system is disrupted, it will do what it must to restore balance.

This book is a thoroughly researched introduction to the new developments in the science of life and a chilling account of the effects that humans have had on the planet. The world will adapt and survive; humanity most probably will not.

9780231128377
\$36.00 | £28.00
Paperback
224 pages
2022

Science / Paleontology
Columbia University Press



The Princeton Field Guide to Pterosaurs

Gregory S. Paul

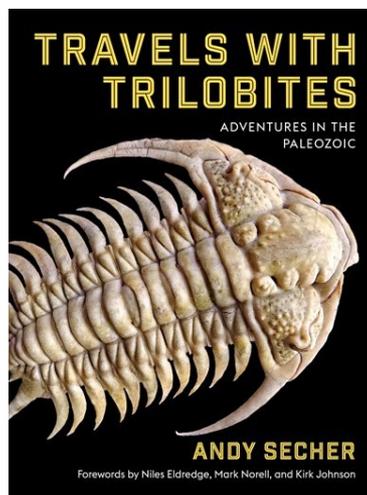
The most up-to-date and authoritative illustrated guide to the marvelous flying reptiles that dominated the skies of the Mesozoic for 160 million years

Once seen by some as evolutionary dead-enders, pterosaurs were vigorous winged reptiles capable of thriving in an array of habitats and climates, including polar winters. *The Princeton Field Guide to Pterosaurs* transforms our understanding of these great Mesozoic archosaurs of the air. This incredible guide covers 115 pterosaur species and features stunning illustrations of pterosaurs ranging in size from swallows to small sailplanes, some with enormous, bizarre head crests and elongated beaks. It discusses the history of pterosaurs through 160 million years of the Mesozoic—including their anatomy, physiology, locomotion, reproduction, growth, and extinction—and even gives a taste of what it might be like to travel back to the Mesozoic. This one-of-a-kind guide also challenges the common image of big pterosaurs as ultralights that only soared, showing how these spectacular creatures could be powerful flappers as heavy as bears.

- Features detailed species accounts of 115 different kinds of pterosaurs, with the latest size and mass estimates
- Written and illustrated by the acclaimed researcher and artist who helped to redefine the anatomy and flight performance of pterosaurs
- Covers everything from pterosaur biology to the colorful history of pterosaur paleontology
- Includes dozens of original skeletal drawings and full-color life studies

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Hardback
184 pages | 215.9mm : 279.4mm
2022

Nature / Dinosaurs & Prehistoric Creatures
Princeton Field Guides
Princeton University Press



Travels with Trilobites

Adventures in the Paleozoic

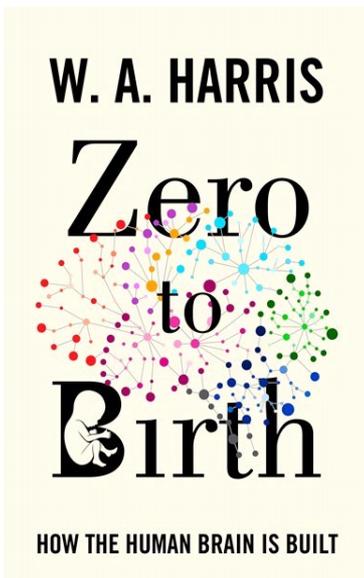
Andy Secher

Trilobites were some of the most successful and versatile organisms ever to exist. Among the earliest forms of complex animal life, these hard-shelled marine invertebrates inhabited the primal seas of the Paleozoic Era. Their march through evolutionary time began in the Lower Cambrian, some 521 million years ago, and lasted until their demise at the end of the Permian, more than 250 million years later. During this vast stretch of planetary history, these adaptable animals filled virtually every available undersea niche, evolving into more than 25,000 scientifically recognized species.

In *Travels with Trilobites*, Andy Secher invites readers to come along in search of the fossilized remains of these ancient arthropods. He explores breathtaking paleontological hot spots around the world—including Alnif, Morocco, on the edge of the Sahara Desert; the Sakha Republic, deep in the Siberian wilderness; and Kangaroo Island, off the coast of South Australia—and offers a behind-the-scenes look at museums, fossil shows, and life on the collectors' circuit. The book features hundreds of photographs of unique specimens drawn from Secher's private collection, showcasing stunning fossil finds that highlight the diversity, complexity, and beauty of trilobites. Entertaining and informative, *Travels with Trilobites* combines key scientific information about these captivating creatures with wry, colorful observations and inside stories from one of the world's most prolific collectors.

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416 pages | 215.9mm : 279.4mm
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Science / Paleontology
Columbia University Press



Zero to Birth

How the Human Brain Is Built

William A. Harris

A revelatory tale of how the human brain develops, from conception to birth and beyond

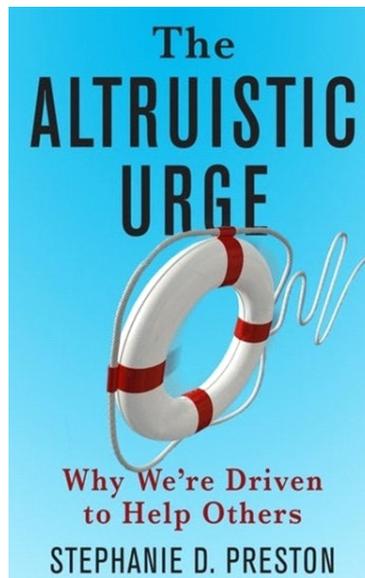
By the time a baby is born, its brain is equipped with billions of intricately crafted neurons wired together through trillions of interconnections to form a compact and breathtakingly efficient supercomputer. *Zero to Birth* takes you on an extraordinary journey to the very edge of creation, from the moment of an egg's fertilization through each step of a human brain's development in the womb—and even a little beyond.

As pioneering experimental neurobiologist W. A. Harris guides you through the process of how the brain is built, he takes up the biggest questions that scientists have asked about the developing brain, describing many of the thrilling discoveries that were foundational to our current understanding. He weaves in a remarkable evolutionary story that begins billions of years ago in the Proterozoic eon, when multicellular animals first emerged from single-cell organisms, and reveals how the growth of a fetal brain over nine months reflects the brain's evolution through the ages. Our brains have much in common with those of other animals, and Harris offers an illuminating look at how comparative animal studies have been crucial to understanding what makes a human brain human.

An unforgettable chronicle of one of nature's greatest achievements, *Zero to Birth* describes how the brain's incredible feat of orchestrated growth ensures that every brain is unique, and how breakthroughs at the frontiers of science are helping us to decode many traits that only reveal themselves later in life.

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272 pages | 139.7mm : 215.9mm
2022

SCIENCE / Life Sciences
Princeton University Press



The Altruistic Urge

Why We're Driven to Help Others

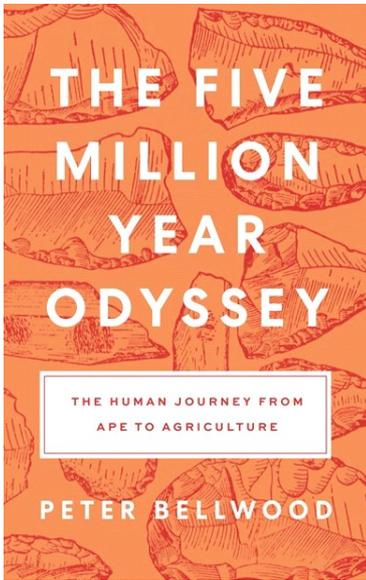
Stephanie D. Preston

Ordinary people can perform acts of astonishing selflessness, sometimes even putting their lives on the line. A pregnant woman saw a dorsal fin and blood in the water—and dove right in to pull her wounded husband to safety. Remarkably, some even leap into action to save complete strangers: one New York man jumped onto the subway tracks to rescue a boy who had fallen into the path of an oncoming train. Such behavior is not uniquely human. Researchers have found that mother rodents are highly motivated to bring newborn pups—not just their own—back to safety. What do these stories have in common, and what do they reveal about the instinct to protect others?

In *The Altruistic Urge*, Stephanie D. Preston explores how and why we developed a surprisingly powerful drive to help the vulnerable. She argues that the neural and psychological mechanisms that evolved to safeguard offspring also motivate people to save strangers in need of immediate aid. Eye-catching dramatic rescues bear a striking similarity to how other mammals retrieve their young and help explain more mundane forms of support like donating money. Merging extensive interdisciplinary research that spans psychology, neuroscience, neurobiology, and evolutionary biology, Preston develops a groundbreaking model of altruistic responses. Her theory accounts for extraordinary feats of bravery, all-too-common apathy, and everything in between—and it can also be deployed to craft more effective appeals to assist those in need.

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344 pages | 139.7mm : 215.9mm
2022

SCIENCE / Life Sciences
Columbia University Press



The Five-Million-Year Odyssey

The Human Journey from Ape to Agriculture
Peter Bellwood

The epic story of human evolution, from our primate beginnings more than five million years ago to the agricultural era

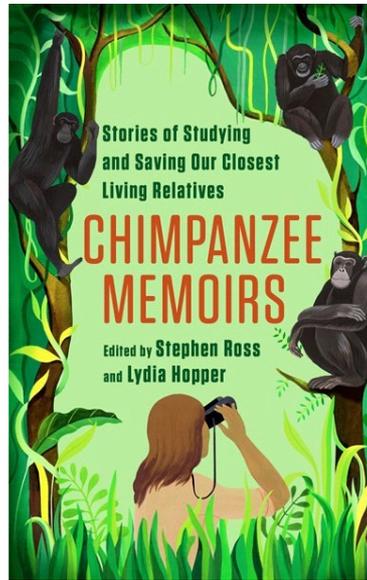
Over the course of five million years, our primate ancestors evolved from a modest population of sub-Saharan apes into the globally dominant species *Homo sapiens*. Along the way, humans became incredibly diverse in appearance, language, and culture. How did all of this happen? In *The Five-Million-Year Odyssey*, Peter Bellwood synthesizes research from archaeology, biology, anthropology, and linguistics to immerse us in the saga of human evolution, from the earliest traces of our hominin forebears in Africa, through waves of human expansion across the continents, and to the rise of agriculture and explosive demographic growth around the world.

Bellwood presents our modern diversity as a product of both evolution, which led to the emergence of the genus *Homo* approximately 2.5 million years ago, and migration, which carried humans into new environments. He introduces us to the ancient hominins—including the australopithecines, *Homo erectus*, the Neanderthals, and others—before turning to the appearance of *Homo sapiens* circa 300,000 years ago and subsequent human movement into Eurasia, Australia, and the Americas. Bellwood then explores the invention of agriculture, which enabled farmers to disperse to new territories over the last 10,000 years, facilitating the spread of language families and cultural practices. The outcome is now apparent in our vast array of contemporary ethnicities, linguistic systems, and customs.

The fascinating origin story of our varied human existence, *The Five-Million-Year Odyssey* underscores the importance of recognizing our shared genetic heritage to appreciate what makes us so diverse.

9780691197579
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Hardback
384 pages | 155.57mm : 234.95mm
2022

Science / Life Sciences
Princeton University Press



Chimpanzee Memoirs

Stories of Studying and Saving Our Closest Living Relatives
Stephen Ross, Lydia Hopper

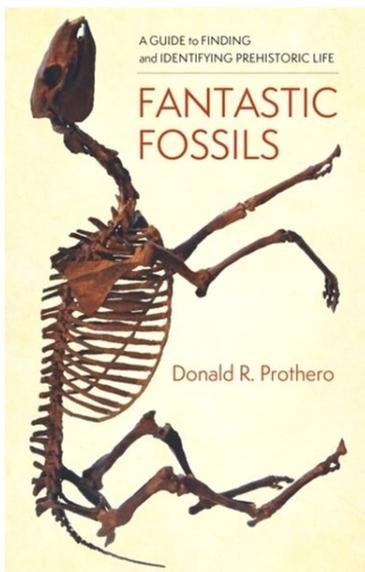
Stephen Ross, Lydia Hopper

Chimpanzees fascinate people for many reasons. We are struck by the apes' resemblance to humanity, as seen in their use of tools and their complex social lives, and we are moved by the threats that human activity poses to them. Our awareness of our closest living relatives testifies to the efforts of the remarkable people who study these creatures and work to protect them. What motivates someone to dedicate their lives to chimpanzees? How does that reflect on our own species?

This book brings together a range of chimpanzee experts who tell powerful personal stories about their lives and careers. It features some of the world's preeminent primatologists—including Jane Goodall and Frans de Waal—as well as representatives of a new generation from varied backgrounds. In addition to field scientists, the book features anthropologists, biologists, psychologists, veterinarians, conservationists, and the director of a chimpanzee sanctuary. Some grew up in the English countryside, others in villages in Congo; some first encountered chimpanzees in a zoo, others in the forests surrounding their homes. All are united by a common purpose: to study and understand chimpanzees in order to protect them in the wild and care for them in zoos and sanctuaries. Contributors share what inspired them, what shaped their career choices, and what motivates them to strive for solutions to the many challenges that chimpanzees face today.

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Paperback
216 pages | 139.7mm : 215.9mm
2022

Science / Life Sciences
Columbia University Press



Fantastic Fossils

A Guide to Finding and Identifying Prehistoric Life

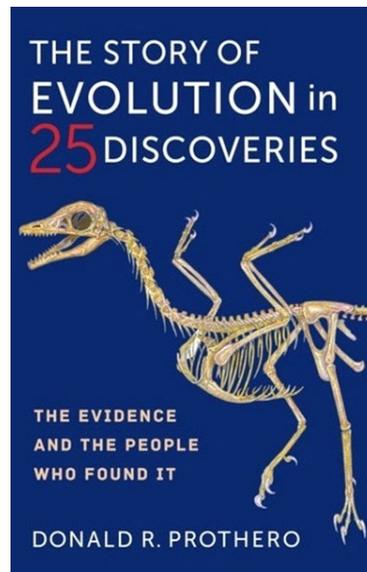
Donald R. Prothero

Nothing fills us with a sense of wonder like fossils. What looks at first like a simple rock is in fact a clue that reveals the staggering diversity of ancient environments, the winding pathways of evolution, and the majesty of a vanished earth. But as much as one might daydream of digging a hole in the backyard and finding a *Tyrannosaurus*, only a few places contain these buried treasures, and when a scientist comes across a remnant of prehistoric life, great care must be taken. What do budding paleontologists need to know before starting their search?

In *Fantastic Fossils*, Donald R. Prothero offers an accessible, entertaining, and richly illustrated guide to the paleontologist's journey. He details the best places to look for fossils, the art of how to find them, and how to classify the major types. Prothero provides expert wisdom about typical fossils that an average person can hope to collect and how to hunt fossils responsibly and ethically. He also explores the lessons that both common and rarer discoveries offer about paleontology and its history, as well as what fossils can tell us about past climates and present climate change. Captivating illustrations by the paleoartist Mary Persis Williams bring to life hundreds of important specimens. Offering valuable lessons for armchair enthusiasts and paleontology students alike, *Fantastic Fossils* is an essential companion for all readers who have ever dreamed of going in search of traces of a lost world.

9780231195799
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Paperback
336 pages | 152.4mm : 228.6mm
2022

Nature / Fossils
Columbia University Press



The Story of Evolution in 25 Discoveries

The Evidence and the People Who Found It
Donald R. Prothero

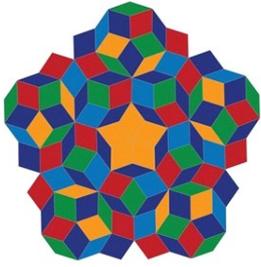
The theory of evolution unites the past, present, and future of living things. It puts humanity's place in the universe into necessary perspective. Despite a history of controversy, the evidence for evolution continues to accumulate as a result of many separate strands of amazing scientific sleuthing.

In *The Story of Evolution in 25 Discoveries*, Donald R. Prothero explores the most fascinating breakthroughs in piecing together the evidence for evolution. In twenty-five vignettes, he recounts the dramatic stories of the people who made crucial discoveries, placing each moment in the context of what it represented for the progress of science. He tackles topics like what it means to see evolution in action and what the many transitional fossils show us about evolution, following figures from Darwin to lesser-known researchers as they unlock the mysteries of the fossil record, the earth, and the universe. The book also features the stories of animal species strange and familiar, including humans—and our ties to some of our closest relatives and more distant cousins. Prothero's wide-ranging tales showcase awe-inspiring and bizarre aspects of nature and the powerful insights they give us into the way that life works.

Brisk and entertaining while firmly grounded in fundamental science, *The Story of Evolution in 25 Discoveries* is a captivating read for anyone curious about the evidence for evolution and what it means for humanity.

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Paperback
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2022

Science / Life Sciences
Columbia University Press



PENTAGONS and PENTAGRAMS

An Illustrated History

TEXT BY **ELI MAOR** ILLUSTRATIONS BY **EUGEN JOST**

Pentagons and Pentagrams

An Illustrated History
Eli Maor, Eugen Jost

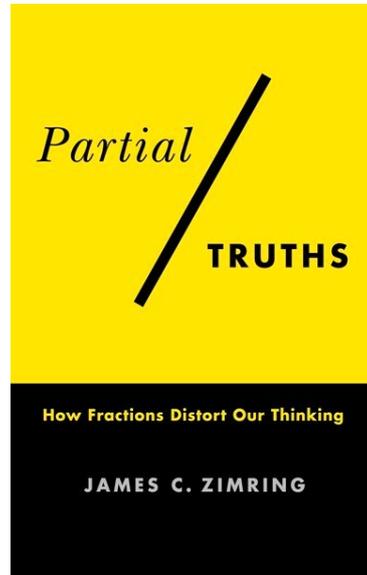
A fascinating exploration of the pentagon and its role in various cultures

The pentagon and its close cousin, the pentagram, have inspired individuals for the last two and half millennia, from mathematicians and philosophers to artists and naturalists. Despite the pentagon's wide-ranging history, no single book has explored the important role of this shape in various cultures, until now. Richly illustrated, *Pentagons and Pentagrams* offers a sweeping view of the five-sided polygon, revealing its intriguing geometric properties and its essential influence on a variety of fields.

Traversing time, Eli Maor narrates vivid stories, both celebrated and unknown, about the pentagon and pentagram. He discusses the early Pythagoreans, who ascribed to the pentagon mythical attributes, adopted it as their emblem, and figured out its construction with a straightedge and compass. Maor looks at how a San Diego housewife uncovered four previously unknown types of pentagonal tilings, and how in 1982 a scientist's discovery of fivefold symmetries in certain alloys caused an uproar in crystallography and led to a Nobel Prize. Maor also discusses the pentagon's impact on many buildings, from medieval fortresses to the Pentagon in Washington, D.C. Eugen Jost's superb illustrations provide sumptuous visual context, and the book's puzzles and mazes offer fun challenges for readers, with solutions given in an appendix.

9780691201122
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Hardback
168 pages | 139mm : 215mm
2022

Mathematics / Geometry
Princeton University Press



Partial Truths

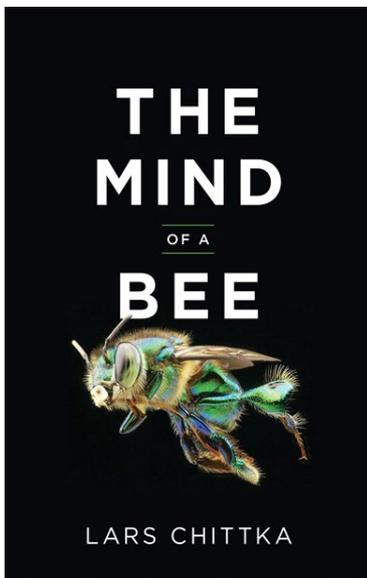
How Fractions Distort Our Thinking
James C. Zimring

A fast-food chain once tried to compete with McDonald's quarter-pounder by introducing a third-pound hamburger—only for it to flop when consumers thought a third pound was less than a quarter pound because three is less than four. Separately, a rash of suicides by teenagers who played Dungeons and Dragons caused a panic in parents and the media. They thought D&D was causing teenage suicides—when in fact teenage D&D players died by suicide at a much lower rate than the national average. Errors of this type can be found from antiquity to the present, from the Peloponnesian War to the COVID-19 pandemic. How and why do we keep falling into these traps?

James C. Zimring argues that many of the mistakes that the human mind consistently makes boil down to misperceiving fractions. We see slews of statistics that are essentially fractions, such as percentages, probabilities, frequencies, and rates, and we tend to misinterpret them. Sometimes bad actors manipulate us by cherry-picking data or distorting how information is presented; other times, sloppy communicators inadvertently mislead us. In many cases, we fool ourselves and have only our own minds to blame. Zimring also explores the counterintuitive reason that these flaws might benefit us, demonstrating that individual error can be highly advantageous to problem solving by groups. Blending key scientific research in cognitive psychology with accessible real-life examples, *Partial Truths* helps readers spot the fallacies lurking in everyday information, from politics to the criminal justice system, from religion to science, from business strategies to New Age culture.

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256 pages | 155.575mm : 234.95mm
2022

Mathematics / Probability & Statistics
Columbia University Press



The Mind of a Bee

Lars Chittka

A rich and surprising exploration of the intelligence of bees

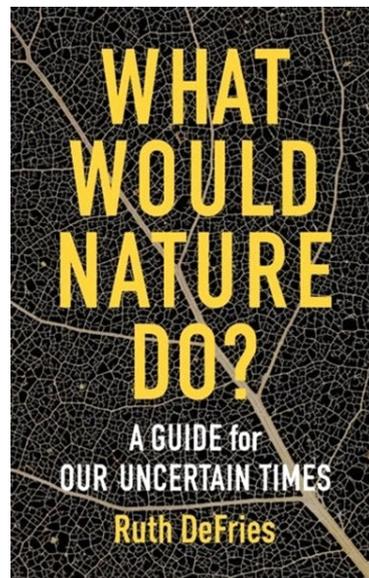
Most of us are aware of the hive mind—the power of bees as an amazing collective. But do we know how uniquely intelligent bees are as individuals? In *The Mind of a Bee*, Lars Chittka draws from decades of research, including his own pioneering work, to argue that bees have remarkable cognitive abilities. He shows that they are profoundly smart, have distinct personalities, can recognize flowers and human faces, exhibit basic emotions, count, use simple tools, solve problems, and learn by observing others. They may even possess consciousness.

Taking readers deep into the sensory world of bees, Chittka illustrates how bee brains are unparalleled in the animal kingdom in terms of how much sophisticated material is packed into their tiny nervous systems. He looks at their innate behaviors and the ways their evolution as foragers may have contributed to their keen spatial memory. Chittka also examines the psychological differences between bees and the ethical dilemmas that arise in conservation and laboratory settings because bees feel and think. Throughout, he touches on the fascinating history behind the study of bee behavior.

Exploring an insect whose sensory experiences rival those of humans, *The Mind of a Bee* reveals the singular abilities of some of the world's most incredible creatures.

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Hardback
280 pages | 155.45mm : 234.95mm
2022

Nature / Insects & Spiders
Princeton University Press



What Would Nature Do?

A Guide for Our Uncertain Times

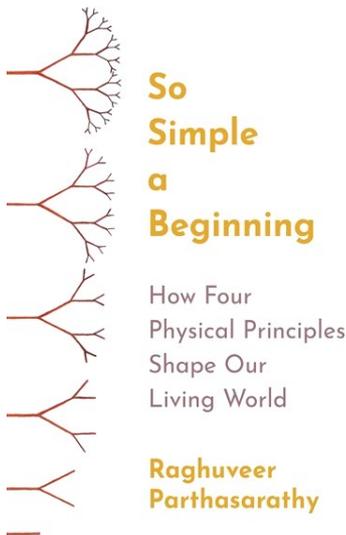
Ruth DeFries

Not long ago, the future seemed predictable. Now, certainty about the course of civilization has given way to fear and doubt. Raging fires, ravaging storms, political upheavals, financial collapse, and deadly pandemics lie ahead—or are already here. The world feels less comprehensible and more dangerous, and no one, from individuals to businesses and governments, knows how to navigate the path forward.

Ruth DeFries argues that a surprising set of time-tested strategies from the natural world can help humanity weather these crises. Through trial and error over the eons, life has evolved astonishing and counterintuitive tricks in order to survive. DeFries details how a handful of fundamental strategies—investments in diversity, redundancy over efficiency, self-correcting feedbacks, and decisions based on bottom-up knowledge—enable life to persist through unpredictable, sudden shocks. Lessons for supply chains from a leaf's intricate network of veins and stock market-saving “circuit breakers” patterned on planetary cycles reveal the power of these approaches for modern life. With humility and willingness to apply nature's experience to our human-constructed world, DeFries demonstrates, we can withstand uncertain and perilous times. Exploring the lessons that life on Earth can teach us about coping with complexity, *What Would Nature Do?* offers timely options for civilization to reorganize for a safe and prosperous future.

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Paperback
264 pages | 139.7mm : 215.9mm
2022

Nature / Ecology
Columbia University Press



So Simple a Beginning

How Four Physical Principles Shape Our Living World

Raghuveer Parthasarathy

A biophysicist reveals the hidden unity behind nature's breathtaking complexity

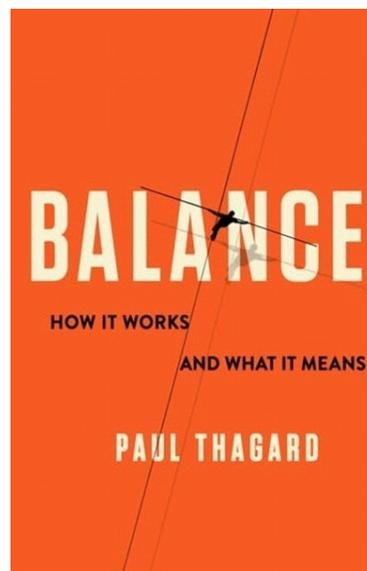
The form and function of a sprinting cheetah are quite unlike those of a rooted tree. A human being is very different from a bacterium or a zebra. The living world is a realm of dazzling variety, yet a shared set of physical principles shapes the forms and behaviors of every creature in it. *So Simple a Beginning* shows how the emerging new science of biophysics is transforming our understanding of life on Earth and enabling potentially lifesaving but controversial technologies such as gene editing, artificial organ growth, and ecosystem engineering.

Raghuveer Parthasarathy explains how four basic principles—self-assembly, regulatory circuits, predictable randomness, and scaling—shape the machinery of life on scales ranging from microscopic molecules to gigantic elephants. He describes how biophysics is helping to unlock the secrets of a host of natural phenomena, such as how your limbs know to form at the proper places, and why humans need lungs but ants do not. Parthasarathy explores how the cutting-edge biotechnologies of tomorrow could enable us to alter living things in ways both subtle and profound.

Featuring dozens of original watercolors and drawings by the author, this sweeping tour of biophysics offers astonishing new perspectives on how the wonders of life can arise from so simple a beginning.

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Hardback
336 pages | 155.57mm : 234.95mm
2022

Science / Life Sciences
Princeton University Press



Balance

How It Works and What It Means

Paul Thagard

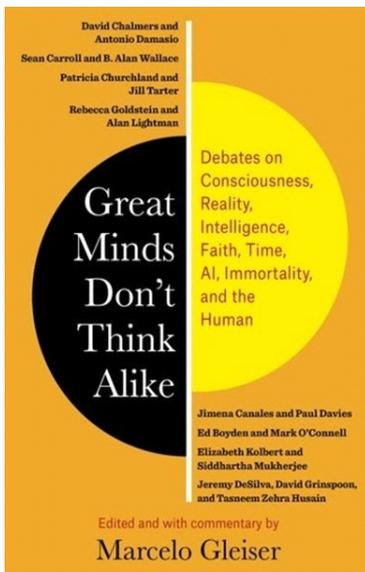
Living is a balancing act. Ordinary activities like walking, running, or riding a bike require the brain to keep the body in balance. A dancer's poised elegance and a tightrope walker's breathtaking performance are feats of balance. Language abounds with expressions and figures of speech that invoke balance. People fret over work-life balance or try to eat a balanced diet. The concept crops up from politics—checks and balances, the balance of power, balanced budgets—to science, in which ideas of equilibrium are crucial. Why is balance so fundamental, and how do physical and metaphorical balance shed light on each other?

Paul Thagard explores the physiological workings and metaphorical resonance of balance in the brain, the body, and society. He describes the neural mechanisms that keep bodies balanced and explains why their failures can result in nausea, falls, or vertigo. Thagard connects bodily balance with leading ideas in neuroscience, including the nature of consciousness. He analyzes balance metaphors across science, medicine, economics, the arts, and philosophy, showing why some aid understanding but others are misleading or harmful. Thagard contends that balance is ultimately a matter of making sense of the world. In both literal and metaphorical senses, balance is what enables people to solve the puzzles of life by turning sensory signals or an incongruous comparison into a coherent whole.

Bridging philosophy, psychology, and neuroscience, *Balance* shows how an unheralded concept's many meanings illuminate the human condition.

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Hardback
352 pages | 139.7mm : 215.9mm
2022

SCIENCE / Cognitive Science
Columbia University Press



Great Minds Don't Think Alike

Debates on Consciousness, Reality, Intelligence, Faith, Time, AI, Immortality, and the Human

Marcelo Gleiser

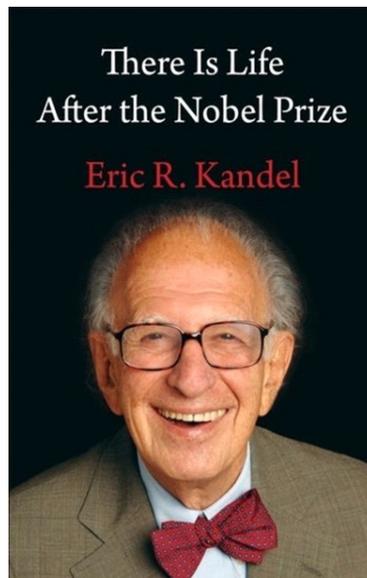
Does technology change who we are, and if so, in what ways? Can humanity transcend physical bodies and spaces? Will AI and genetic engineering help us reach new heights or will they unleash dystopias? How do we face mortality, our own and that of our warming planet? Questions like these—which are only growing more urgent—can be answered only by drawing on different kinds of knowledge and ways of knowing. They challenge us to bridge the divide between the sciences and the humanities and bring together perspectives that are too often kept apart.

Great Minds Don't Think Alike presents conversations among leading scientists, philosophers, historians, and public intellectuals that exemplify openness to diverse viewpoints and the productive exchange of ideas. Pulitzer and Templeton Prize winners, MacArthur “genius” grant awardees, and other acclaimed writers and thinkers debate the big questions: who we are, the nature of reality, science and religion, consciousness and materialism, and the mysteries of time. In so doing, they also inquire into how uniting experts from different areas of study to consider these topics might help us address the existential risks we face today. Convened and moderated by the physicist and author Marcelo Gleiser, these public dialogues model constructive engagement between the sciences and the humanities—and show why intellectual cooperation is necessary to shape our collective future.

Contributors include David Chalmers and Antonio Damasio; Sean Carroll and B. Alan Wallace; Patricia Churchland and Jill Tarter; Rebecca Goldstein and Alan Lightman; Jimena Canales and Paul Davies; Ed Boyden and Mark O'Connell; Elizabeth Kolbert and Siddhartha Mukherjee; Jeremy DeSilva, David Grinspoon, and Tasneem Zehra Husain.

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Paperback
256 pages | 157mm : 227mm
2022

Science / Philosophy & Social Aspects
Columbia University Press



There Is Life After the Nobel Prize

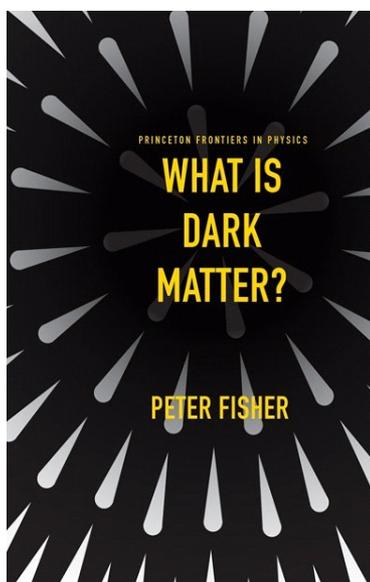
Eric R. Kandel

One day in 1996, the neuroscientist Eric R. Kandel took a call from his program officer at the National Institute of Mental Health, who informed him that he had been awarded a key grant. Also, the officer said, he and his colleagues thought Kandel would win the Nobel Prize. “I hope not soon,” Kandel’s wife, Denise, said when she heard this. Sociologists had found that Nobel Prize winners often did not contribute much more to science, she explained.

In this book, Kandel recounts his remarkable career since receiving the Nobel in 2000—or his experience of proving to his wife that he was not yet “completely dead intellectually.” He takes readers through his lab’s scientific advances, including research into how long-term memory is stored in the brain, the nature of age-related memory loss, and the neuroscience of drug addiction and schizophrenia. Kandel relates how the Nobel Prize gave him the opportunity to reach a far larger audience, which in turn allowed him to discover and pursue new directions. He describes his efforts to promote public understanding of science and to put brain science and art into conversation with each other. Kandel also discusses his return to Austria, which he had fled as a child, and observes Austria’s coming to terms with the Nazi period. Showcasing Kandel’s accomplishments, erudition, and wit, *There Is Life After the Nobel Prize* is a candid account of the working life of an acclaimed scientist.

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Hardback
160 pages | 136mm : 199mm
2022

SCIENCE / Life Sciences
Columbia University Press



What Is Dark Matter?

Peter Fisher

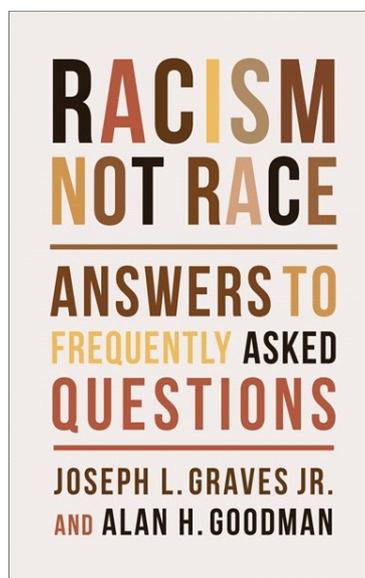
What we know about dark matter and what we have yet to discover

Astronomical observations have confirmed dark matter's existence, but what exactly is dark matter? In *What Is Dark Matter?*, particle physicist Peter Fisher introduces readers to one of the most intriguing frontiers of physics. We cannot actually see dark matter, a mysterious, nonluminous form of matter that is believed to count for about 27 percent of the mass-energy balance in the universe. But we know dark matter is present by observing its ghostly gravitational effects on the behavior and evolution of galaxies. Fisher brings readers quickly up to speed regarding the current state of the dark matter problem, offering relevant historical context as well as a close look at the cutting-edge research focused on revealing dark matter's true nature.

Could dark matter be a new type of particle—an axion or a Weakly Interacting Massive Particle (WIMP)—or something else? What have physicists ruled out so far—and why? What experimental searches are now underway and planned for the near future, in hopes of detecting dark matter on Earth or in space? Fisher explores these questions and more, illuminating what is known and unknown, and what a triumph it will be when scientists discover dark matter's identity at last.

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200 pages | 127mm : 203.2mm
2022

Science / Solid State Physics
Princeton Frontiers in Physics
Princeton University Press



Racism, Not Race

Answers to Frequently Asked Questions

Joseph L. Graves, Alan H. Goodman

The science on race is clear. Common categories like “Black,” “white,” and “Asian” do not represent genetic differences among groups. But if race is a pernicious fiction according to natural science, it is all too significant in the day-to-day lives of racialized people across the globe. Inequities in health, wealth, and an array of other life outcomes cannot be explained without referring to “race”—but their true source is *racism*. What do we need to know about the pseudoscience of race in order to fight racism and fulfill human potential?

In this book, two distinguished scientists tackle common misconceptions about race, human biology, and racism. Using an accessible question-and-answer format, Joseph L. Graves Jr. and Alan H. Goodman explain the differences between social and biological notions of race. Although there are many meaningful human genetic variations, they do not map onto socially constructed racial categories. Drawing on evidence from both natural and social science, Graves and Goodman dismantle the malignant myth of gene-based racial difference. They demonstrate that the ideology of racism created races and show why the inequalities ascribed to race are in fact caused by racism.

Graves and Goodman provide persuasive and timely answers to key questions about race and racism for a moment when people of all backgrounds are striving for social justice. *Racism, Not Race* shows readers why antiracist principles are both just and backed by sound science.

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Hardback
312 pages | 165mm : 237mm
2022

Science / Philosophy & Social Aspects
Columbia University Press

The Scientist's Guide to Writing

How to Write More Easily and Effectively throughout Your Scientific Career

Second Edition |



Stephen B. Heard

The Scientist's Guide to Writing, 2nd Edition

How to Write More Easily and Effectively throughout Your Scientific Career

Stephen B. Heard

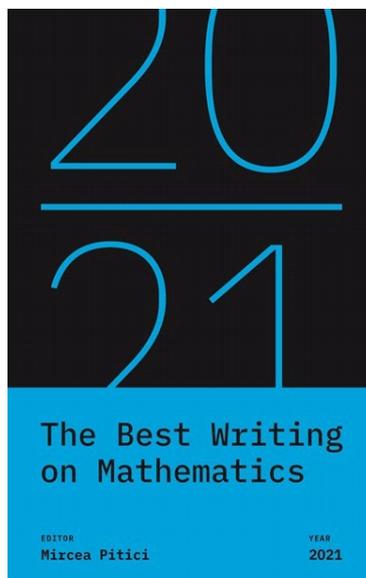
An updated and expanded edition of the acclaimed writing guide for scientists

The Scientist's Guide to Writing explains the essential techniques that students, postdocs, and early-career scientists need to write more clearly, efficiently, and easily. Now fully updated and expanded, this incisive primer offers practical advice on such topics as generating and maintaining writing momentum, structuring a scientific paper, revising a first draft, handling citations, responding to peer reviews, managing coauthorships, and more. The ability to write clearly is critical to any scientific career. *The Scientist's Guide to Writing* shows scientists how to become better writers so that their ideas have the greatest possible impact.

- New chapters discuss effective reading, choosing the right journal for your research, and the advantages and disadvantages of posting preprints
- Provides additional advice on reporting statistical results, dealing with conflicting peer reviews, managing coauthorships, writing with English as an additional language, and more
- Emphasizes writing as a process, not just a product
- Encourages habits that improve motivation and productivity
- Offers detailed guidance on submission, review, revision, and publication
- Includes a wealth of new exercises

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Paperback
368 pages | 155.57mm : 234.95mm
2022

Science / Reference
Princeton University Press



The Best Writing on Mathematics 2021

Mircea Pitici

The year's finest mathematical writing from around the world

This annual anthology brings together the year's finest mathematics writing from around the world—and you don't need to be a mathematician to enjoy the pieces collected here. These essays—from leading names and fresh new voices—delve into the history, philosophy, teaching, and everyday aspects of math, offering surprising insights into its nature, meaning, and practice, and taking readers behind the scenes of today's hottest mathematical debates.

Here, Viktor Blåsjö gives a brief history of “lockdown mathematics”; Yelda Nasifoglu decodes the politics of a seventeenth-century play in which the characters are geometric shapes; and Andrew Lewis-Pye explains the basic algorithmic rules and computational procedures behind cryptocurrencies. In other essays, Terence Tao candidly recalls the adventures and misadventures of growing up to become a leading mathematician; Natalie Wolchover shows how old math gives new clues about whether time really flows; and David Hand discusses the problem of “dark data”—information that is missing or ignored. And there is much, much more.

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Paperback
320 pages | 139mm : 215mm
2022

Mathematics / General
The Best Writing on Mathematics
Princeton University Press



Geopedia

A Brief Compendium of Geologic Curiosities
Marcia Bjornerud, Haley Hagerman

A garden of geologic delights for all Earthlings

Geopedia is a trove of geologic wonders and the evocative terms that humans have devised to describe them. Featuring dozens of entries—from Acasta gneiss to Zircon—this illustrated compendium is brimming with lapidary and lexical insights that will delight rockhounds and word lovers alike.

Geoscientists are magpies for words, and with good reason. The sheer profusion of minerals, landforms, and geologic events produced by our creative planet demands an immense vocabulary to match. Marcia Bjornerud shows how this lexicon reflects not only the diversity of rocks and geologic processes but also the long history of human interactions with them.

With wit and warmth, she invites all readers to celebrate the geologic glossary—a gallimaufry of allusions to mythology, imports from diverse languages, embarrassing anachronisms, and recent neologisms. This captivating book includes cross-references at the end of each entry, inviting you to leave the alphabetic trail and meander through it like a river. Its pocket-friendly size makes it the perfect travel companion no matter where your own geologic forays may lead you.

With whimsical illustrations by Haley Hagerman, *Geopedia* is a mix of engaging and entertaining facts about how the earth works, how it has coevolved with life over billions of years, and how our understanding of the planet has deepened over time.

- Features a real cloth cover with an elaborate foil-stamped design

9780691212579
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 Hardback
 200 pages | 122mm : 180mm
 2022

Science / Earth Sciences
 Pedia Books
Princeton University Press



Insectpedia

A Brief Compendium of Insect Lore
Eric R. Eaton, Amy Jean Porter

A fun and fact-filled A–Z treasury for the insect lover in all of us

Insectpedia introduces you to the wonders of the insect world while inviting you to make discoveries of your own. Featuring dozens of entries on topics ranging from murder hornets and the “insect apocalypse” to pioneering entomologists such as Margaret James Strickland Collins and Douglas Tallamy, this beautifully illustrated, pocket-friendly encyclopedia dispels many common myths about insects while offering new perspectives on the vital relationships we share with these incredible creatures.

This entertaining collection celebrates the long and storied history of entomology, highlights our dependence on insects for food and ecosystem services, and explains the meaning behind various entomological terms. With Eric Eaton as your guide, you will circle the globe in search of African Toktokkies and Australian beer bottle beetles, and witness the peculiar spectacle of cricket fighting in Asia. Profiles of influential figures in entomology provide insights into the curious minds that animate this extraordinarily broad field of scientific inquiry, while the book’s portable size makes it the perfect travel companion no matter where your own entomological adventures may lead you.

With captivating illustrations by Amy Jean Porter, *Insectpedia* is an engaging blend of insect facts and folklore that will inspire anyone who delights in the marvels of nature.

- Features a real cloth cover with an elaborate foil-stamped design

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 Hardback
 200 pages | 120mm : 180mm
 2022

Nature / Insects & Spiders
 Pedia Books
Princeton University Press



Fungipedia

A Brief Compendium of Mushroom Lore
Lawrence Millman, Amy Jean Porter

"This little book is big fun."—Michael Pollan

An illustrated mini-encyclopedia of fungal lore, from John Cage and Terence McKenna to mushroom sex and fairy rings

Fungipedia presents a delightful A–Z treasury of mushroom lore. With more than 180 entries—on topics as varied as *Alice in Wonderland*, chestnut blight, medicinal mushrooms, poisonings, Santa Claus, and waxy caps—this collection will transport both general readers and specialists into the remarkable universe of fungi.

Combining ecological, ethnographic, historical, and contemporary knowledge, author and mycologist Lawrence Millman discusses how mushrooms are much more closely related to humans than to plants, how they engage in sex, how insects farm them, and how certain species happily dine on leftover radiation, cockroach antennae, and dung. He explores the lives of individuals like African American scientist George Washington Carver, who specialized in crop diseases caused by fungi; Beatrix Potter, creator of *Peter Rabbit*, who was prevented from becoming a professional mycologist because she was a woman; and Gordon Wasson, a J. P. Morgan vice-president who almost single-handedly introduced the world to magic mushrooms. Millman considers why fungi are among the most significant organisms on our planet and how they are currently being affected by destructive human behavior, including climate change.

With charming drawings by artist and illustrator Amy Jean Porter, *Fungipedia* offers a treasure trove of scientific and cultural information. The world of mushrooms lies right at your door—be amazed!

- Features a real cloth cover with an elaborate foil-stamped design

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 Hardback
 200 pages | 123mm : 178mm
 2019

Nature / Mushrooms
 Pedia Books
Princeton University Press



Dinopedia

A Brief Compendium of Dinosaur Lore
Darren Naish

An illuminating and entertaining collection of dinosaur facts, from A to Z

Dinopedia is an illustrated, pocket-friendly encyclopedia of all things dinosaurian. Featuring dozens of entries on topics ranging from hadrosaur nesting colonies to modern fossil hunters and paleontologists such as Halszka Osmólska and Paul Sereno, this amazing A–Z compendium is brimming with facts about these thrilling, complex, and sophisticated animals.

Almost everything we know about dinosaurs has changed in recent decades. A scientific revolution, kick-started in the late 1960s by astounding new discoveries and a succession of new ideas, has shown that these magnificent creatures were marvels of evolution that surpassed modern reptiles and mammals in size, athletic abilities, and more. Darren Naish sheds invaluable light on our current, fast-changing understanding of dinosaur diversity and evolutionary history, and discusses the cultural impacts of dinosaurs through books, magazines, and movies. Naish also shows how our emerging view of these animals is very much a human story about ambition and competing egos, revealing that controversy and disagreement are commonplace in the vigorous field of dinosaur studies.

With a wealth of original illustrations by the author, *Dinopedia* is an informative and entertaining collection of lore for the dinosaur lover in all of us.

- Features a real cloth cover with an elaborate foil-stamped design

9780691212029
 \$16.95 | £9.99
 Hardback
 216 pages | 114.3mm : 177.8mm
 2021

Nature / Dinosaurs & Prehistoric Creatures
 Pedia Books
Princeton University Press



Florapedia

A Brief Compendium of Floral Lore
Carol Gracie, Amy Jean Porter

A delightful illustrated treasury of botanical facts and fancy

Florapedia is an eclectic A–Z compendium of botanical lore. With more than 100 enticing entries—on topics ranging from achlorophyllous plants that use a fungus as an intermediary to obtain nutrients from other plants to zygomorphic flowers that admit only the most select pollinators—this collection is a captivating journey into the realm of botany.

Writing in her incomparably engaging style, Carol Gracie discusses remarkable plants from around the globe, botanical art and artists, early botanical explorers, ethnobotanical uses of plants, botanical classification and terminology, the role of plants in history, and more. She shares illuminating facts about van Gogh's sunflowers and reveals how a hallucinogenic weed left its enduring mark on the early history of the Jamestown colony. Gracie describes the travels of John and William Bartram—father and son botanists and explorers who roamed widely in early America in search of plants—and delves into the miniature ecosystems entangled in Spanish moss. The book's convenient size allows for it to be tucked into a pocket or bag, making it the perfect companion on your own travels.

With charming drawings by Amy Jean Porter, *Florapedia* is the ideal gift book for the plant enthusiast in your life and a rare pleasure for anyone interested in botanical art, history, medicine, or exploration.

- Features a real cloth cover with an elaborate foil-stamped design

9780691211404
 \$16.95 | £9.99
 Hardback
 200 pages | 114.3mm : 171.45mm
 2021

Nature / Flowers
 Pedia Books
Princeton University Press



Treepedia

A Brief Compendium of Arboreal Lore
Joan Maloof, Maren Westfall

A captivating A–Z treasury for the tree hugger in all of us

Treepedia is an entertaining and fact-filled illustrated compendium of tree lore. Featuring nearly 100 entries—on topics ranging from tree ecology and conservation to the role of trees in religion, literature, art, and movies—this enticing collection is a celebration of all things arboreal.

In this charming book, Joan Maloof explains the difference between a cedar and a cypress, and reveals where to find the most remarkable trees on the planet. She tells the story behind the venerable Bodhi Tree, and describes peculiar species like baobabs and Fitzroya. Maloof profiles legendary conservationists such as Julia "Butterfly" Hill, John Muir, Wangari Maathai, and Ken Wu. She discusses reforestation, proforestation, emerald ash borers, the ents from *The Lord of the Rings*, culturally modified trees, the ill-fated and controversial Redwood Summer, and much more. The book's portable size makes it the perfect travel companion no matter where your love of the forest may lead you.

With enchanting illustrations by Maren Westfall, *Treepedia* is a fun and informative book that is guaranteed to inspire anyone who has ever enjoyed a walk in the woods.

- Features a real cloth cover with an elaborate foil-stamped design
- Uses 100 percent recycled, uncoated, wood-free paper

9780691208756
 \$16.95 | £9.99
 Hardback
 152 pages | 114.3mm : 171.45mm
 2021

Nature / Trees & Forests
 Pedia Books
Princeton University Press



Birdpedia

A Brief Compendium of Avian Lore

Christopher W. Leahy, Abby McBride

A captivating A–Z treasury about birds and birding

Birdpedia is an engaging illustrated compendium of bird facts and birding lore. Featuring nearly 200 entries—on topics ranging from plumage and migration to birds in art, literature, and folklore—this enticing collection is brimming with wisdom and wit about all things avian.

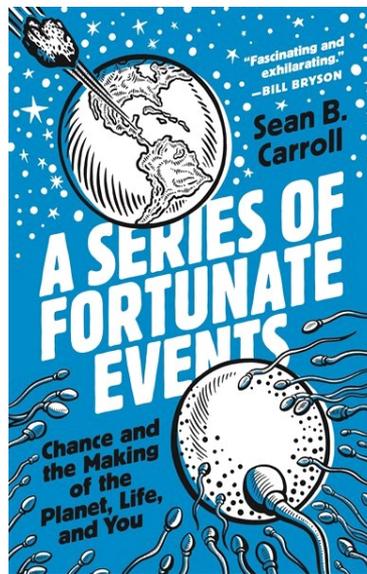
Christopher Leahy sheds light on "hawk-watching," "twitching," and other rituals from the sometimes mystifying world of birding that entail a good deal more than their names imply. He explains what kind of bird's nests you can eat, why mocking birds mock, and many other curiosities that have induced otherwise sane people to peer into treetops using outrageously expensive optical equipment. Leahy shares illuminating insights about pioneering ornithologists such as John James Audubon and Florence Bailey, and describes unique bird behaviors such as anting, caching, duetting, and mobbing. He discusses avian fossils, the colloquial naming of birds, the science and history of ornithology, and more. The book's convenient size makes it the perfect traveling companion to take along on your own avian adventures.

With charming illustrations by Abby McBride, *Birdpedia* is a marvelous mix of fact and fancy that is certain to delight seasoned birders and armchair naturalists alike.

- Features a real cloth cover with an elaborate foil-stamped design

9780691209661
\$16.95 | £9.99
Hardback
272 pages | 114.3mm : 171.45mm
2021

NATURE / Animals
Pedia Books
Princeton University Press



A Series of Fortunate Events

Chance and the Making of the Planet, Life, and You

Sean B. Carroll

"Fascinating and exhilarating—Sean B. Carroll at his very best."—Bill Bryson, author of *The Body: A Guide for Occupants*

From acclaimed writer and biologist Sean B. Carroll, a rollicking, awe-inspiring story of the surprising power of chance in our lives and the world

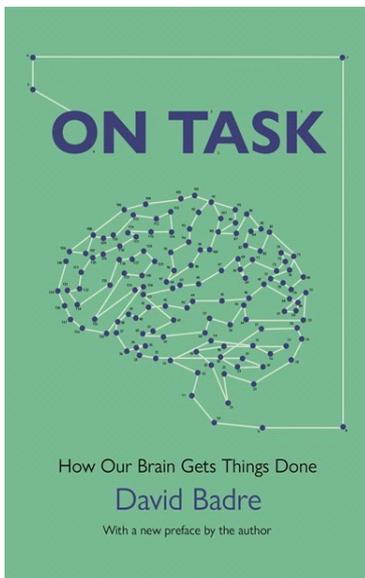
Why is the world the way it is? How did we get here? Does everything happen for a reason or are some things left to chance? Philosophers and theologians have pondered these questions for millennia, but startling scientific discoveries over the past half century are revealing that we live in a world driven by chance. *A Series of Fortunate Events* tells the story of the awesome power of chance and how it is the surprising source of all the beauty and diversity in the living world.

Like every other species, we humans are here by accident. But it is shocking just how many things—any of which might never have occurred—had to happen in certain ways for any of us to exist. From an extremely improbable asteroid impact, to the wild gyrations of the Ice Age, to invisible accidents in our parents' gonads, we are all here through an astonishing series of fortunate events. And chance continues to reign every day over the razor-thin line between our life and death.

This is a relatively small book about a really big idea. It is also a spirited tale. Drawing inspiration from Monty Python, Kurt Vonnegut, and other great thinkers, and crafted by one of today's most accomplished science storytellers, *A Series of Fortunate Events* is an irresistibly entertaining and thought-provoking account of one of the most important but least appreciated facts of life.

9780691234694
\$15.95 | £12.99
Paperback
232 pages | 133.35mm : 203.2mm
2022

Science / Life Sciences
Princeton University Press



On Task

How Our Brain Gets Things Done

David Badre

A look at the extraordinary ways the brain turns thoughts into actions—and how this shapes our everyday lives

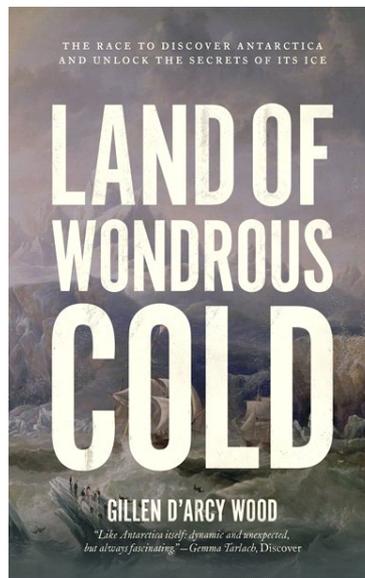
Why is it hard to text and drive at the same time? How do you resist eating that extra piece of cake? Why does staring at a tax form feel mentally exhausting? Why can your child expertly fix the computer and yet still forget to put on a coat? From making a cup of coffee to buying a house to changing the world around them, humans are uniquely able to execute necessary actions. How do we do it? Or in other words, how do our brains get things done? In *On Task*, cognitive neuroscientist David Badre presents the first authoritative introduction to the neuroscience of cognitive control—the remarkable ways that our brains devise sophisticated actions to achieve our goals. We barely notice this routine part of our lives. Yet, cognitive control, also known as executive function, is an astonishing phenomenon that has a profound impact on our well-being.

Drawing on cutting-edge research, vivid clinical case studies, and examples from daily life, Badre sheds light on the evolution and inner workings of cognitive control. He examines issues from multitasking and willpower to habitual errors and bad decision making, as well as what happens as our brains develop in childhood and change as we age—and what happens when cognitive control breaks down. Ultimately, Badre shows that cognitive control affects just about everything we do.

A revelatory look at how billions of neurons collectively translate abstract ideas into concrete plans, *On Task* offers an eye-opening investigation into the brain's critical role in human behavior.

9780691234700
\$19.95 | £14.99
Paperback
352 pages | 133mm : 203mm
2022

SCIENCE / Cognitive Science
Princeton University Press



Land of Wondrous Cold

The Race to Discover Antarctica and Unlock the Secrets of Its Ice

Gillen D'Arcy Wood

A gripping history of the polar continent, from the great discoveries of the nineteenth century to modern scientific breakthroughs

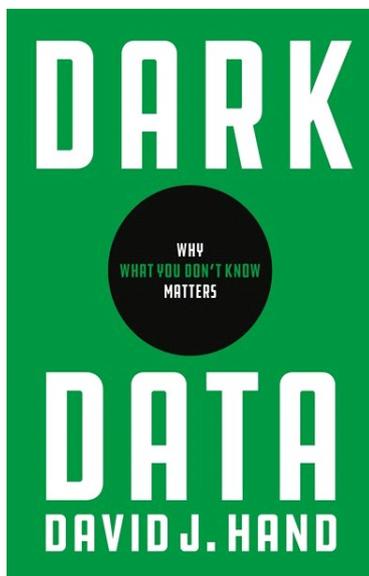
Antarctica, the ice kingdom hosting the South Pole, looms large in the human imagination. The secrets of this vast frozen desert have long tempted explorers, but its brutal climate and glacial shores notoriously resist human intrusion. *Land of Wondrous Cold* tells a gripping story of the pioneering nineteenth-century voyages, when British, French, and American commanders raced to penetrate Antarctica's glacial rim for unknown lands beyond. These intrepid Victorian explorers—James Ross, Dumont D'Urville, and Charles Wilkes—laid the foundation for our current understanding of *Terra Australis Incognita*.

Today, the white continent poses new challenges, as scientists race to uncover Earth's climate history, which is recorded in the south polar ice and ocean floor, and to monitor the increasing instability of the Antarctic ice cap, which threatens to inundate coastal cities worldwide. Interweaving the breakthrough research of the modern Ocean Drilling Program with the dramatic discovery tales of its Victorian forerunners, Gillen D'Arcy Wood describes Antarctica's role in a planetary drama of plate tectonics, climate change, and species evolution stretching back more than thirty million years. An original, multifaceted portrait of the polar continent emerges, illuminating our profound connection to Antarctica in its past, present, and future incarnations.

A deep-time history of monumental scale, *Land of Wondrous Cold* brings the remotest of worlds within close reach—an Antarctica vital to both planetary history and human fortunes.

9780691229041
\$17.95 | £14.99
Paperback
312 pages | 133.35mm : 203.2mm
2022

Science / History
Princeton University Press



Dark Data

Why What You Don't Know Matters

David J. Hand

A practical guide to making good decisions in a world of missing data

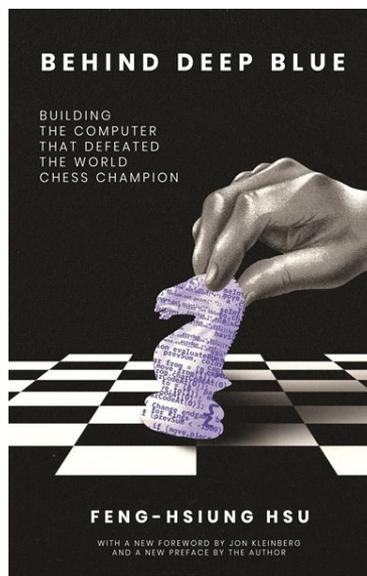
In the era of big data, it is easy to imagine that we have all the information we need to make good decisions. But in fact the data we have are never complete, and may be only the tip of the iceberg. Just as much of the universe is composed of dark matter, invisible to us but nonetheless present, the universe of information is full of dark data that we overlook at our peril. In *Dark Data*, data expert David Hand takes us on a fascinating and enlightening journey into the world of the data we *don't* see.

Dark Data explores the many ways in which we can be blind to missing data and how that can lead us to conclusions and actions that are mistaken, dangerous, or even disastrous. Examining a wealth of real-life examples, from the Challenger shuttle explosion to complex financial frauds, Hand gives us a practical taxonomy of the types of dark data that exist and the situations in which they can arise, so that we can learn to recognize and control for them. In doing so, he teaches us not only to be alert to the problems presented by the things we don't know, but also shows how dark data can be used to our advantage, leading to greater understanding and better decisions.

Today, we all make decisions using data. *Dark Data* shows us all how to reduce the risk of making bad ones.

9780691234465
\$19.95 | £14.99
Paperback
344 pages | 139.7mm : 215.9mm
2022

Computers / Databases
Princeton University Press



Behind Deep Blue

Building the Computer That Defeated the World Chess Champion

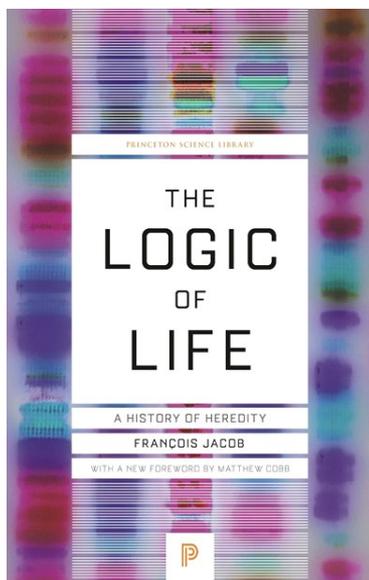
Feng-hsiung Hsu, Jon Kleinberg

The riveting quest to construct the machine that would take on the world's greatest human chess player—told by the man who built it

On May 11, 1997, millions worldwide heard news of a stunning victory, as a machine defeated the defending world chess champion, Garry Kasparov. *Behind Deep Blue* tells the inside story of the quest to create the mother of all chess machines and what happened at the two historic Deep Blue vs. Kasparov matches. Feng-hsiung Hsu, the system architect of Deep Blue, reveals how a modest student project started at Carnegie Mellon in 1985 led to the production of a multimillion-dollar supercomputer. Hsu discusses the setbacks, tensions, and rivalries in the race to develop the ultimate chess machine, and the wild controversies that culminated in the final triumph over the world's greatest human player. With a new foreword by Jon Kleinberg and a new preface from the author, *Behind Deep Blue* offers a remarkable look at one of the most famous advances in artificial intelligence, and the brilliant toolmaker who invented it.

9780691235134
\$18.95 | £14.99
Paperback
328 pages | 150mm : 234mm
2022

Computers / Artificial Intelligence
Princeton University Press



The Logic of Life

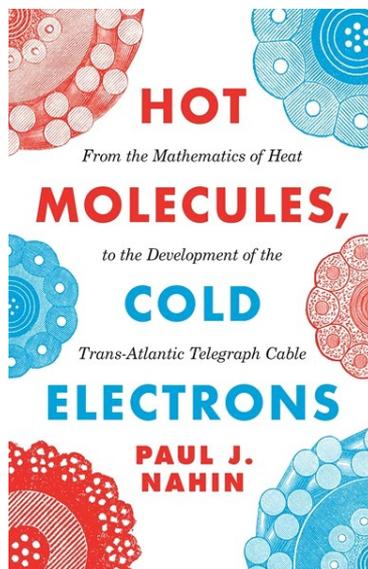
A History of Heredity
François Jacob

“The most remarkable history of biology that has ever been written.”—Michel Foucault

Nobel Prize–winning scientist François Jacob’s *The Logic of Life* is a landmark book in the history of biology and science. Focusing on heredity, which Jacob considers the fundamental feature of living things, he shows how, since the sixteenth century, the scientific understanding of inherited traits has moved not in a linear, progressive way, from error to truth, but instead through a series of frameworks. He reveals how these successive interpretive approaches—focusing on visible structures, internal structures (especially cells), evolution, genes, and DNA and other molecules—each have their own power but also limitations. Fundamentally challenging how the history of biology is told, much as Thomas Kuhn’s *Structure of Scientific Revolutions* did for the history of science as a whole, *The Logic of Life* has greatly influenced the way scientists and historians view the past, present, and future of biology.

9780691182841
\$19.95 | £14.99
Paperback
376 pages | 139.7mm : 215.9mm
2022

Science / Life Sciences
Princeton Science Library
Princeton University Press



Hot Molecules, Cold Electrons

From the Mathematics of Heat to the
Development of the Trans-Atlantic Telegraph
Cable

Paul J. Nahin

An entertaining mathematical exploration of the heat equation and its role in the triumphant development of the trans-Atlantic telegraph cable

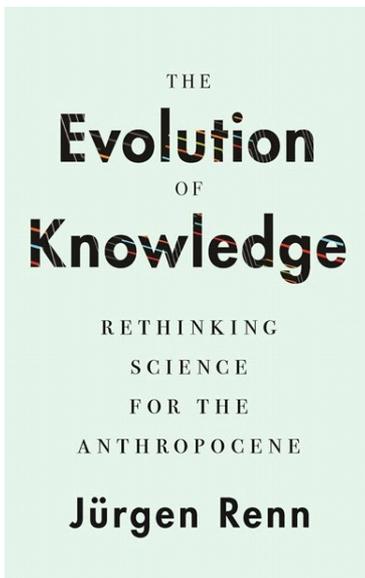
Heat, like gravity, shapes nearly every aspect of our world and universe, from how milk dissolves in coffee to how molten planets cool. The heat equation, a cornerstone of modern physics, demystifies such processes, painting a mathematical picture of the way heat diffuses through matter. Presenting the mathematics and history behind the heat equation, *Hot Molecules, Cold Electrons* tells the remarkable story of how this foundational idea brought about one of the greatest technological advancements of the modern era.

Paul Nahin vividly recounts the heat equation’s tremendous influence on society, showing how French mathematical physicist Joseph Fourier discovered, derived, and solved the equation in the early nineteenth century. Nahin then follows Scottish physicist William Thomson, whose further analysis of Fourier’s explorations led to the pioneering trans-Atlantic telegraph cable. This feat of engineering reduced the time it took to send a message across the ocean from weeks to minutes. Readers also learn that Thomson used Fourier’s solutions to calculate the age of the earth, and, in a bit of colorful lore, that writer Charles Dickens relied on the trans-Atlantic cable to save himself from a career-damaging scandal. The book’s mathematical and scientific explorations can be easily understood by anyone with a basic knowledge of high school calculus and physics, and MATLAB code is included to aid readers who would like to solve the heat equation themselves.

A testament to the intricate links between mathematics and physics, *Hot Molecules, Cold Electrons* offers a fascinating glimpse into the relationship between a formative equation and one of the most important developments in the history of human communication.

9780691207841
\$17.95 | £14.99
Paperback
232 pages | 133.35mm : 203.2mm
2022

Science / Mechanics
Princeton University Press



The Evolution of Knowledge

Rethinking Science for the Anthropocene

Jürgen Renn

A fundamentally new approach to the history of science and technology

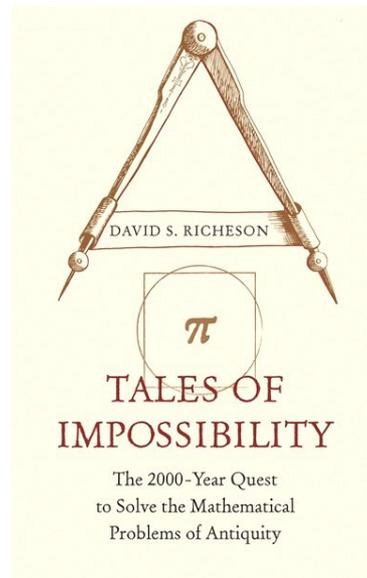
This book presents a new way of thinking about the history of science and technology, one that offers a grand narrative of human history in which knowledge serves as a critical factor of cultural evolution. Jürgen Renn examines the role of knowledge in global transformations going back to the dawn of civilization while providing vital perspectives on the complex challenges confronting us today in the Anthropocene—this new geological epoch shaped by humankind.

Renn reframes the history of science and technology within a much broader history of knowledge, analyzing key episodes such as the evolution of writing, the emergence of science in the ancient world, the Scientific Revolution of early modernity, the globalization of knowledge, industrialization, and the profound transformations wrought by modern science. He investigates the evolution of knowledge using an array of disciplines and methods, from cognitive science and experimental psychology to earth science and evolutionary biology. The result is an entirely new framework for understanding structural changes in systems of knowledge—and a bold new approach to the history and philosophy of science.

Written by one of today's preeminent historians of science, *The Evolution of Knowledge* features discussions of historiographical themes, a glossary of key terms, and practical insights on global issues ranging from climate change to digital capitalism. This incisive book also serves as an invaluable introduction to the history of knowledge.

9780691218595
\$27.95 | £22.00
Paperback
584 pages | 155.57mm : 234.95mm
2022

Science / History
Princeton University Press



Tales of Impossibility

The 2000-Year Quest to Solve the Mathematical Problems of Antiquity

David S. Richeson

A comprehensive look at four of the most famous problems in mathematics

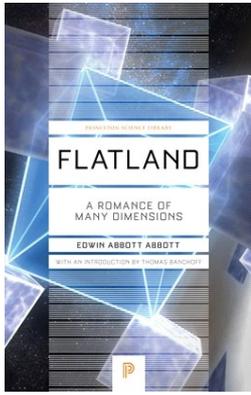
Tales of Impossibility recounts the intriguing story of the renowned problems of antiquity, four of the most famous and studied questions in the history of mathematics. First posed by the ancient Greeks, these compass and straightedge problems—squaring the circle, trisecting an angle, doubling the cube, and inscribing regular polygons in a circle—have served as ever-present muses for mathematicians for more than two millennia. David Richeson follows the trail of these problems to show that ultimately their proofs—which demonstrated the impossibility of solving them using only a compass and straightedge—depended on and resulted in the growth of mathematics.

Richeson investigates how celebrated luminaries, including Euclid, Archimedes, Viète, Descartes, Newton, and Gauss, labored to understand these problems and how many major mathematical discoveries were related to their explorations. Although the problems were based in geometry, their resolutions were not, and had to wait until the nineteenth century, when mathematicians had developed the theory of real and complex numbers, analytic geometry, algebra, and calculus. Pierre Wantzel, a little-known mathematician, and Ferdinand von Lindemann, through his work on pi, finally determined the problems were impossible to solve. Along the way, Richeson provides entertaining anecdotes connected to the problems, such as how the Indiana state legislature passed a bill setting an incorrect value for pi and how Leonardo da Vinci made elegant contributions in his own study of these problems.

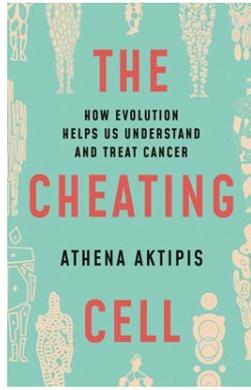
Taking readers from the classical period to the present, *Tales of Impossibility* chronicles how four unsolvable problems have captivated mathematical thinking for centuries.

9780691218724
\$22.95 | £17.99
Paperback
456 pages | 133.35mm : 203.2mm
2022

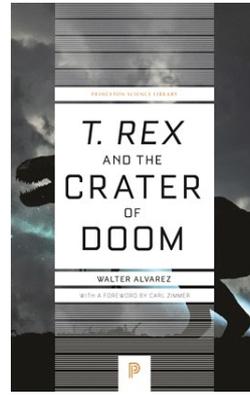
Mathematics / History & Philosophy
Princeton University Press



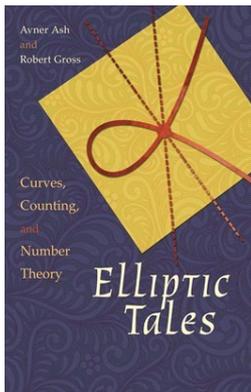
Flatland
A Romance of Many Dimensions
Edwin Abbott
Abbott, Thomas
Banchoff
9780691165554
\$12.95 | £9.99
Paperback | 2015
Mathematics
Princeton Science
Library
Princeton
University Press



The Cheating Cell
How Evolution Helps Us Understand and Treat Cancer
Athena Aktipis
9780691212197
\$17.95 | £14.99
Paperback | 2021
Medical
Princeton
University Press



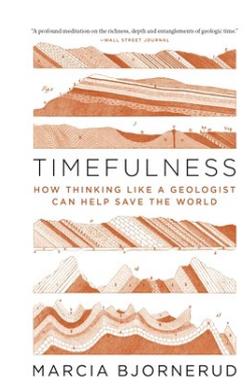
T. rex and the Crater of Doom
Walter Alvarez,
Carl Zimmer
9780691169668
\$18.95 | £14.99
Paperback | 2015
Science
Princeton Science
Library
Princeton
University Press



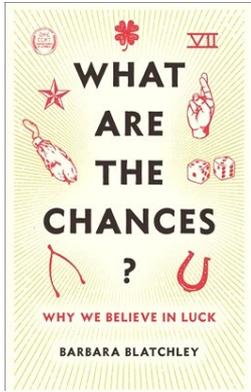
Elliptic Tales
Curves, Counting, and Number Theory
Avner Ash, Robert Gross
9780691163505
\$16.95 | £12.99
Paperback | 2014
Mathematics
Princeton
University Press



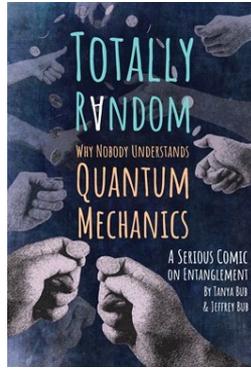
Unsolved!
The History and Mystery of the World's Greatest Ciphers from Ancient Egypt to Online Secret Societies
Craig P. Bauer
9780691192291
\$22.95 | £17.99
Paperback | 2019
Computers
Princeton
University Press



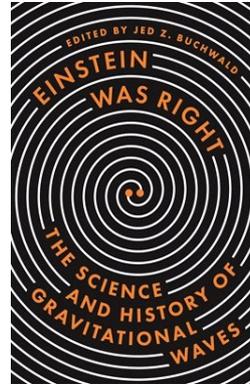
Timefulness
How Thinking Like a Geologist Can Help Save the World
Marcia Bjornerud
9780691202631
\$16.95 | £12.99
Paperback | 2020
Science
Princeton
University Press



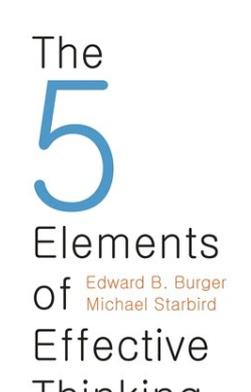
What Are the Chances?
Why We Believe in Luck
Barbara Blatchley
9780231198684
\$27.95 | £22.00
Hardback | 2021
SCIENCE
Columbia
University Press



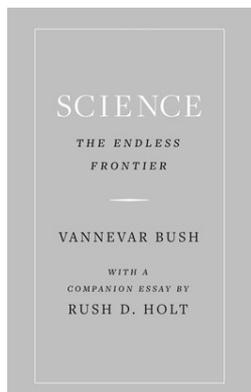
Totally Random
Why Nobody Understands Quantum Mechanics (A Serious Comic on Entanglement)
Tanya Bub, Jeffrey Bub
9780691176956
\$22.95 | £17.99
Paperback | 2018
Science
Princeton
University Press



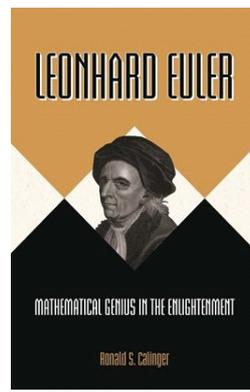
Einstein Was Right
The Science and History of Gravitational Waves
Alessandra Buonanno, Kip S. Thorne, Harry Collins, Don Howard, Jed Z. Buchwald, Diana K. Buchwald, Tilman Sauer, Barry C. Barish, Daniel Kennefick, Jürgen Renn
9780691194547
\$35.00 | £28.00
Hardback | 2020



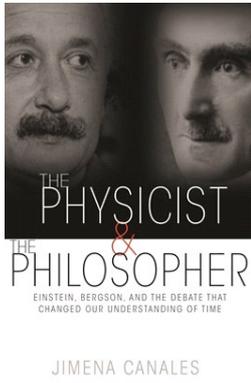
The 5 Elements of Effective Thinking
Edward B. Burger,
Michael Starbird
9780691156668
\$19.95 | £14.99
Hardback | 2012
Self-Help
Princeton
University Press



Science, the Endless Frontier
Vannevar Bush,
Rush D. Holt
9780691186627
\$12.95 | £9.99
Hardback | 2021
Science
Princeton
University Press



Leonhard Euler
Mathematical Genius in the Enlightenment
Ronald S. Calinger
9780691196404
\$35.00 | £28.00
Paperback | 2019
Biography & Autobiography
Princeton
University Press

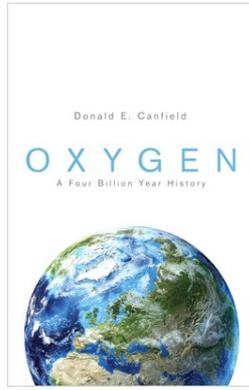


The Physicist and the Philosopher

Einstein, Bergson, and the Debate That Changed Our Understanding of Time

Jimena Canales

9780691173177
\$24.95 | £20.00
Paperback | 2016
Science
Princeton University Press

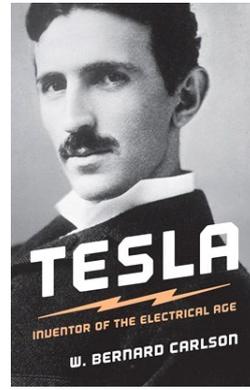


Oxygen

A Four Billion Year History

Donald E. Canfield

9780691168364
\$17.95 | £14.99
Paperback | 2015
Science
Science Essentials
Princeton University Press

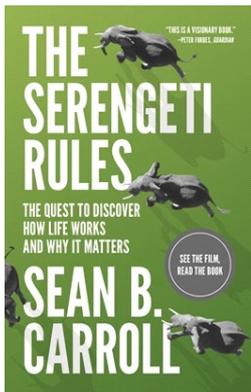


Tesla

Inventor of the Electrical Age

W. Bernard Carlson

9780691165615
\$19.95 | £14.99
Paperback | 2015
Biography & Autobiography
Princeton University Press

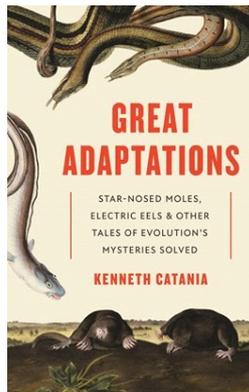


The Serengeti Rules

The Quest to Discover How Life Works and Why It Matters - With a new Q&A with the author

Sean B. Carroll

9780691175683
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Paperback | 2017
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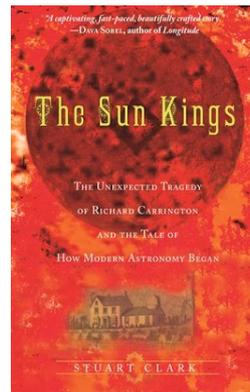


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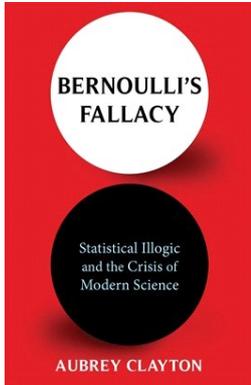


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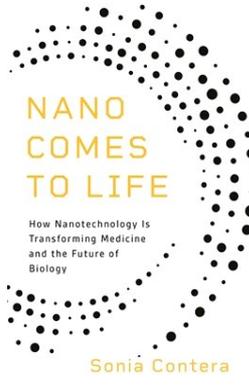


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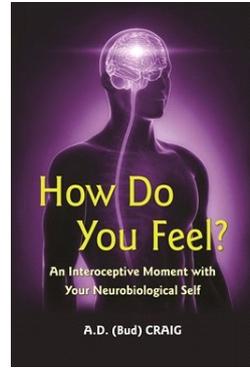


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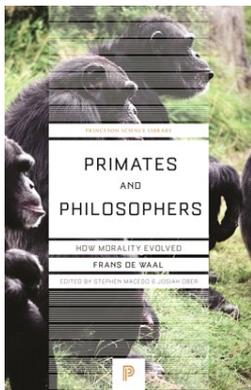


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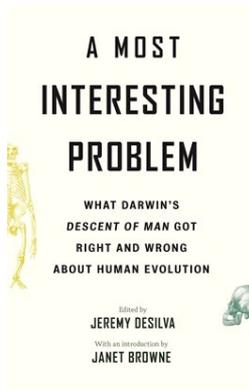


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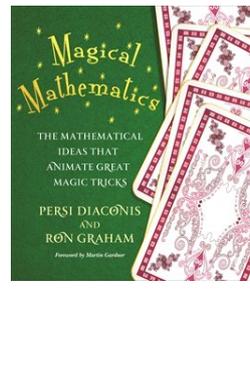


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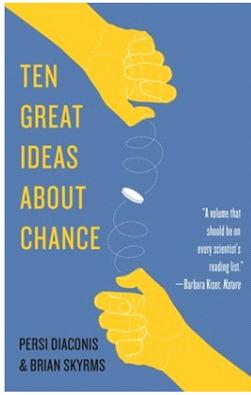


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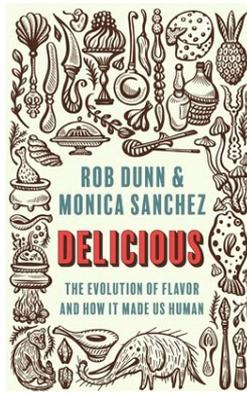
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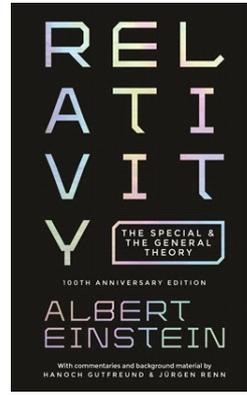


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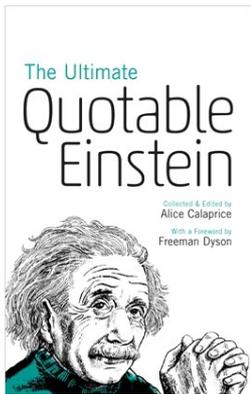


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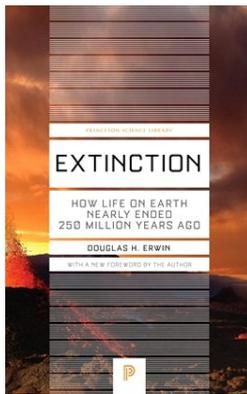
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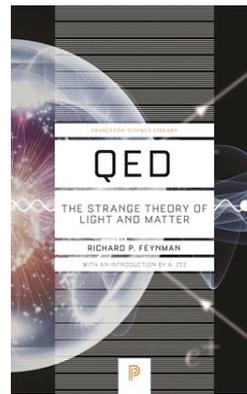


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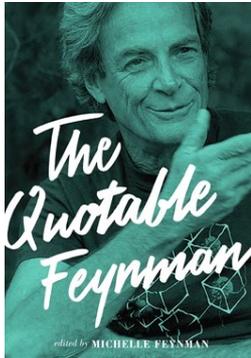


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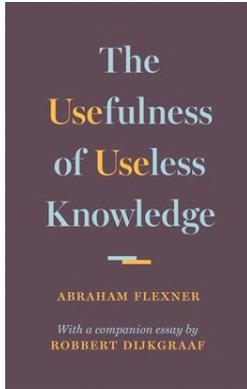
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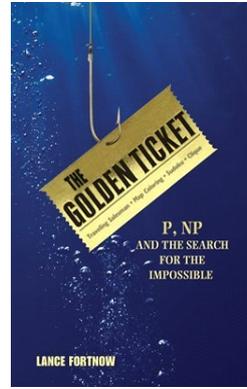
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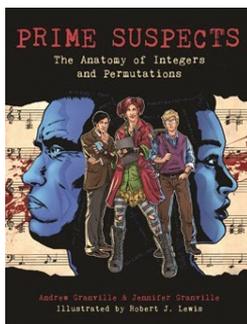
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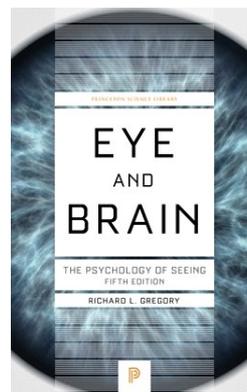


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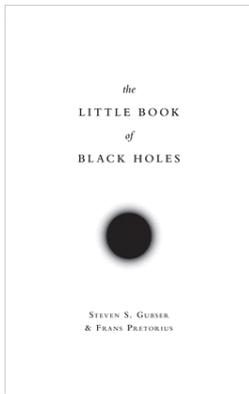


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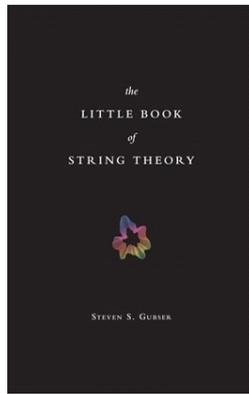
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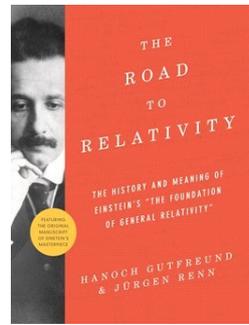
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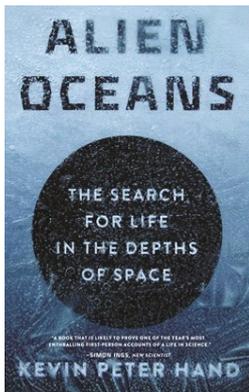


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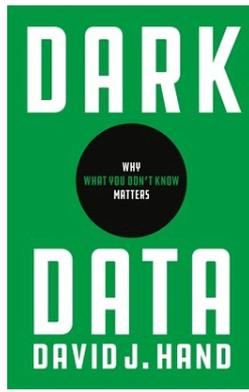
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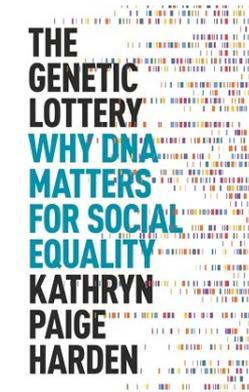
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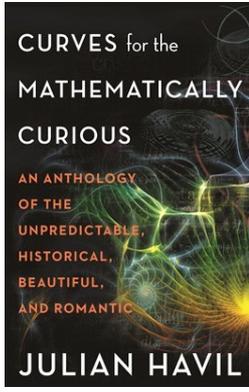


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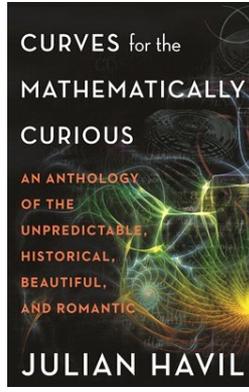


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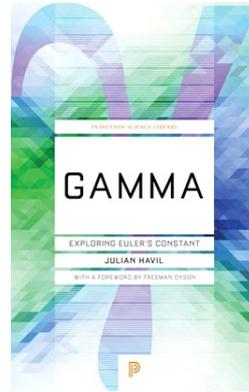


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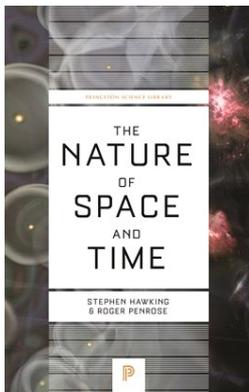


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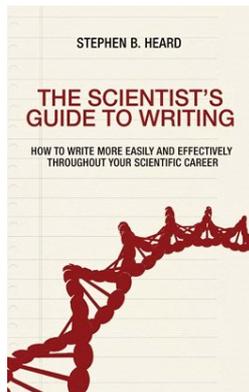
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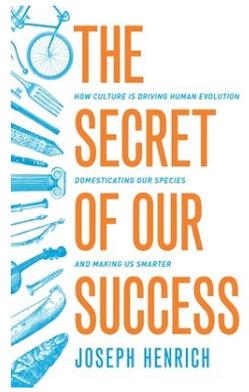


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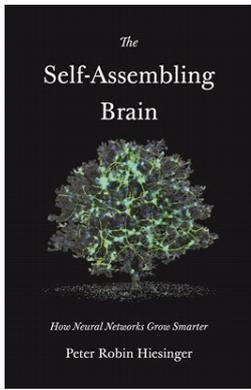


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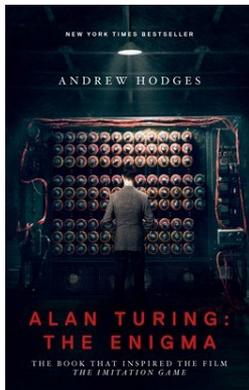
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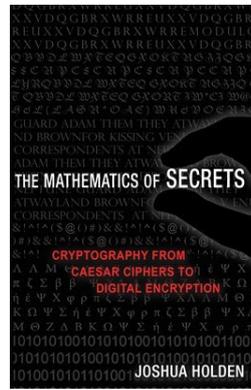
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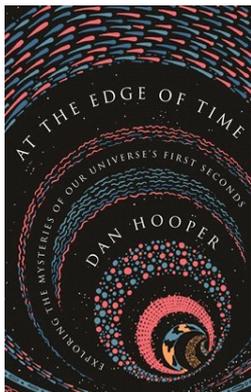
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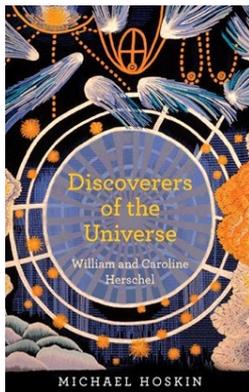
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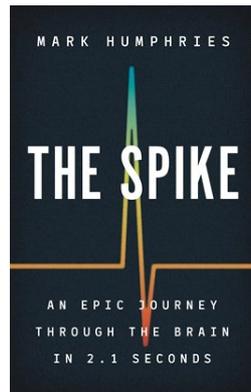
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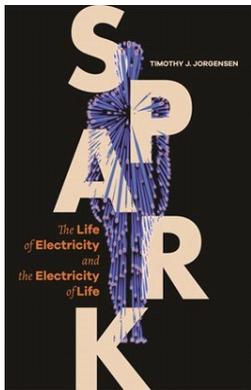
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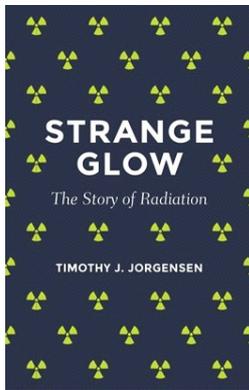
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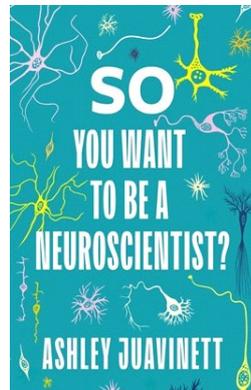
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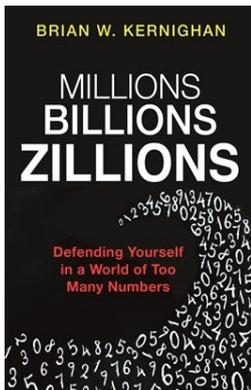
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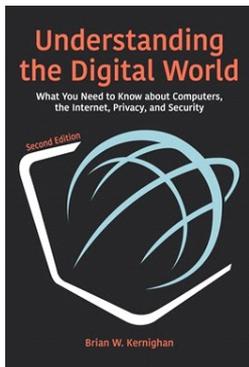
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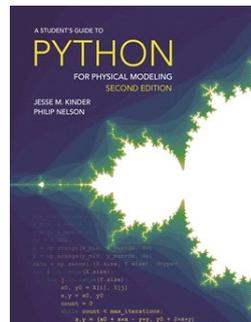
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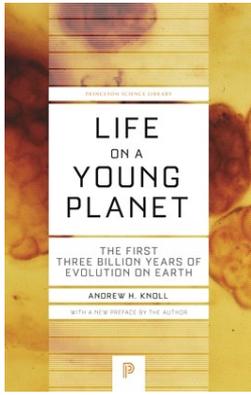
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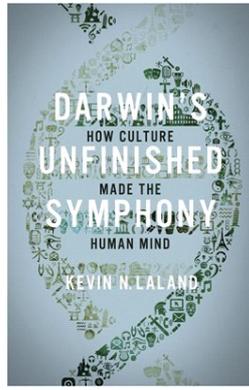


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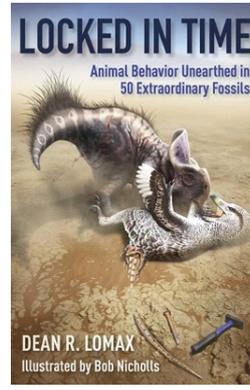


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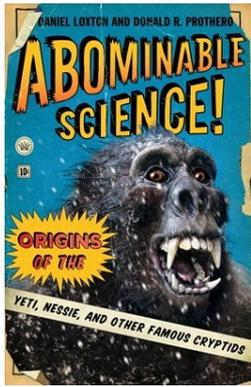


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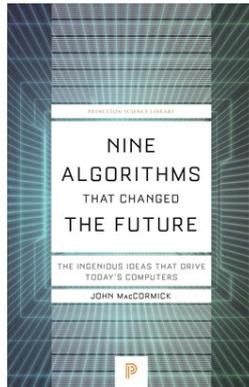


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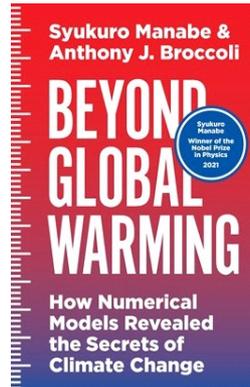


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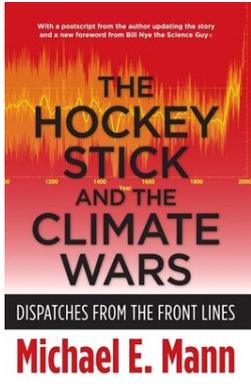


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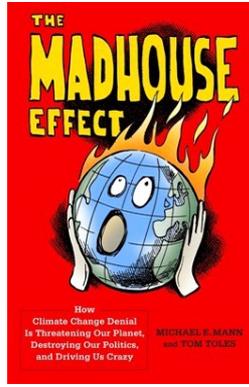
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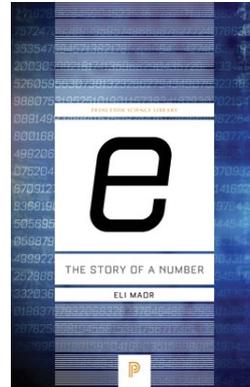


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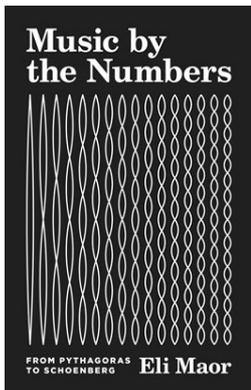


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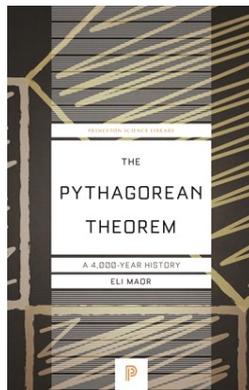
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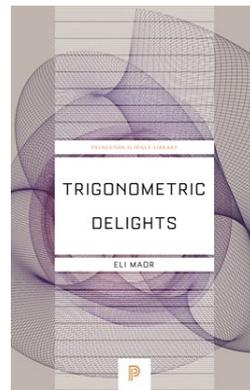


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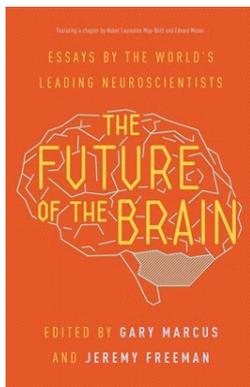
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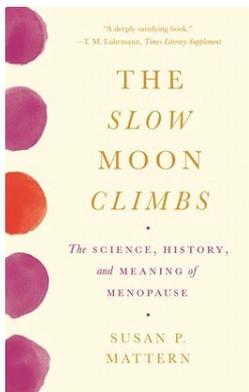


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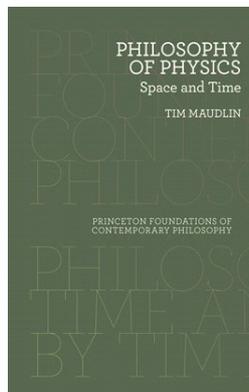


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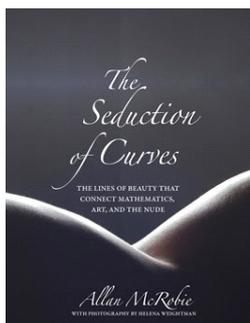


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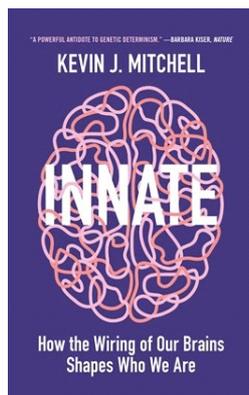


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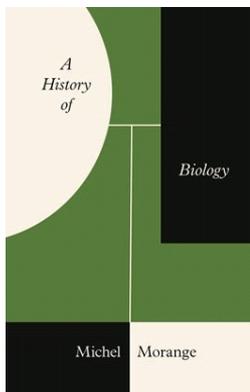


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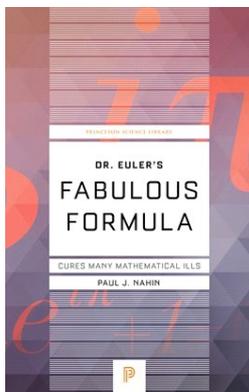
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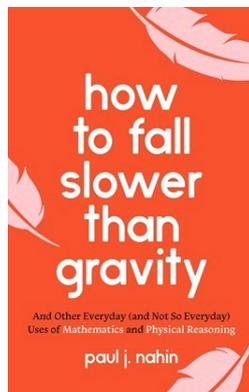


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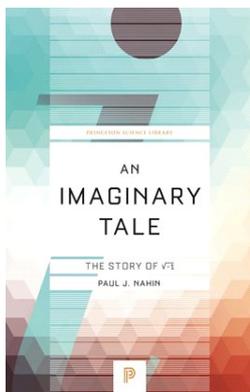


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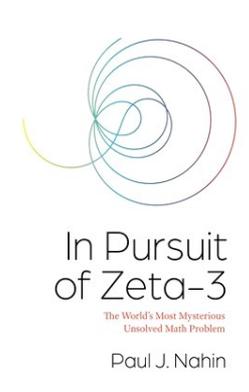


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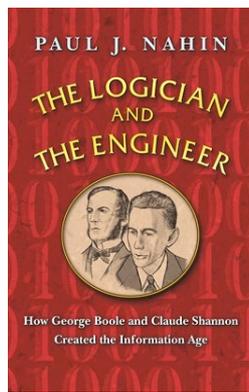


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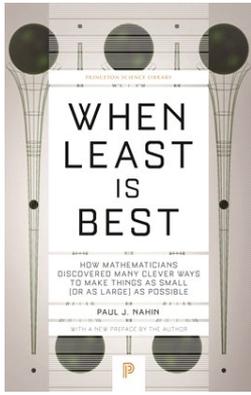


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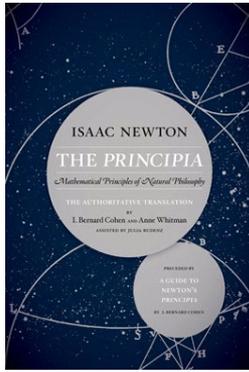


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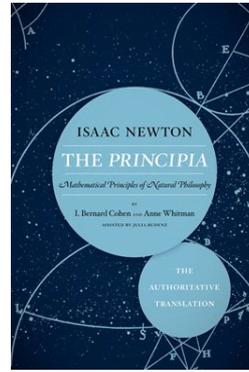


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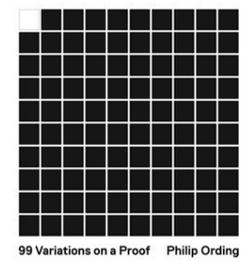


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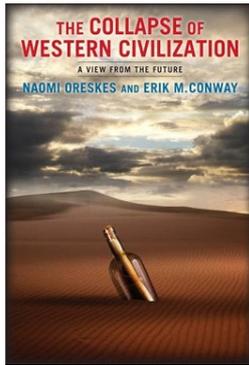
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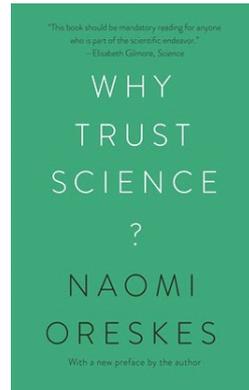
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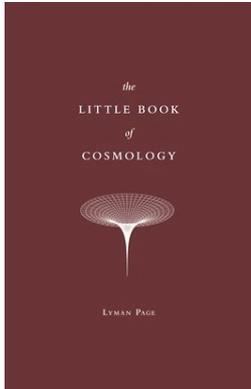
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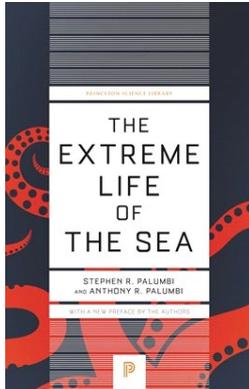
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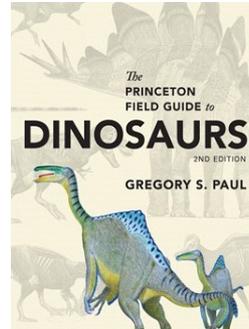
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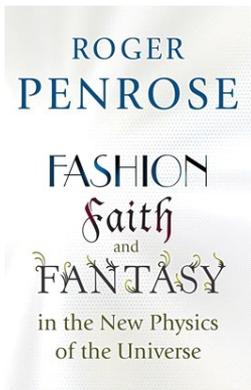
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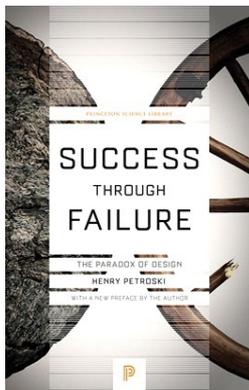
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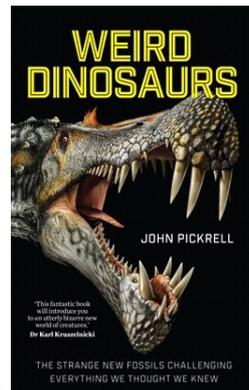
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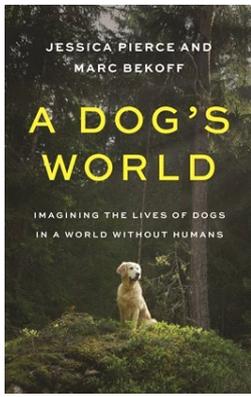
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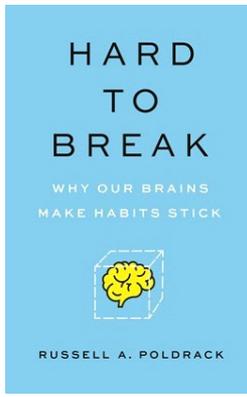
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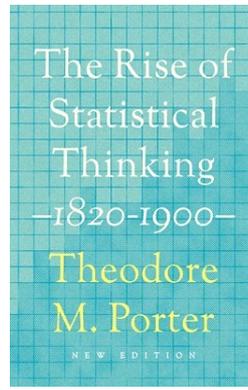
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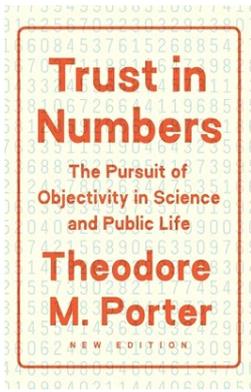
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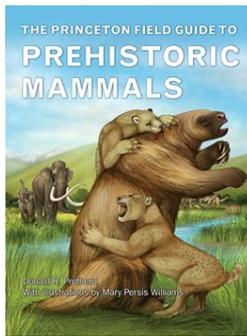
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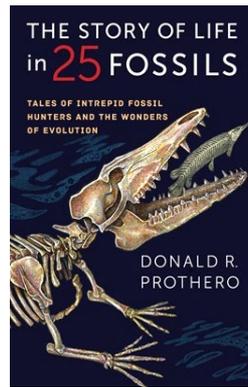


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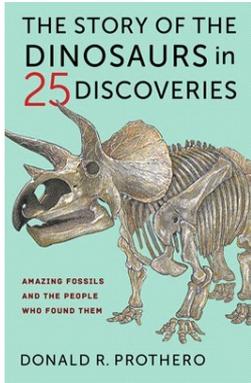


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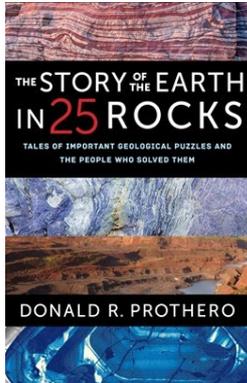
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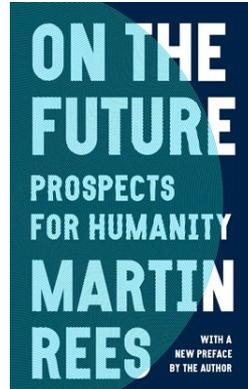


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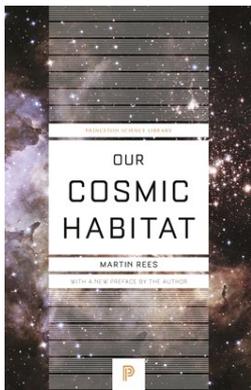
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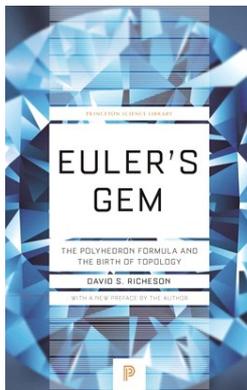


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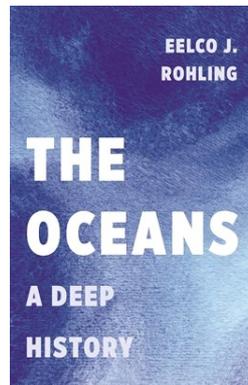
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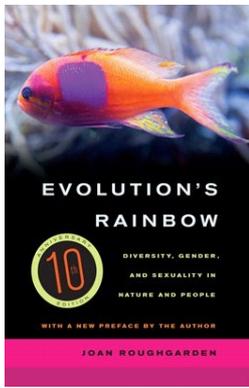
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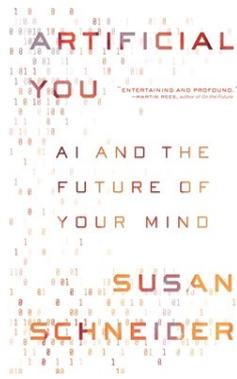
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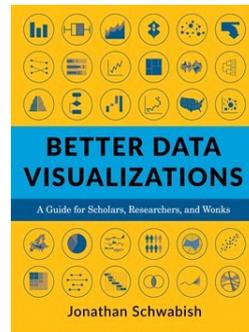
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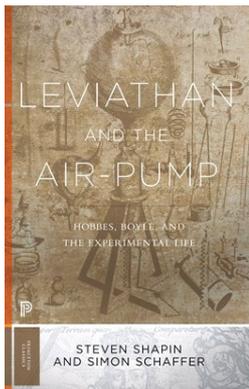
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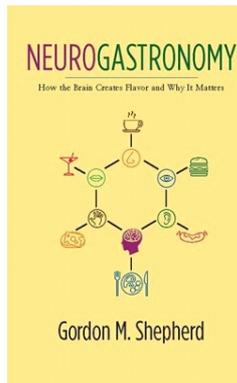
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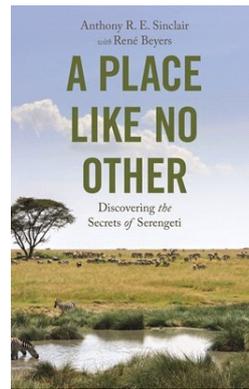
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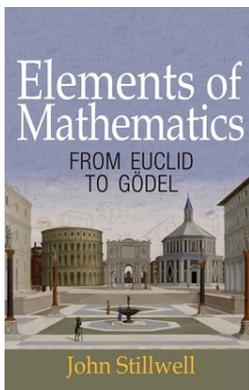
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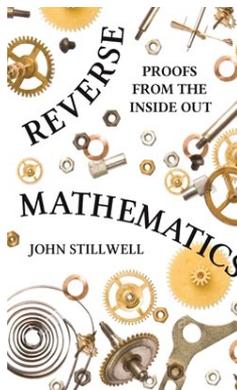
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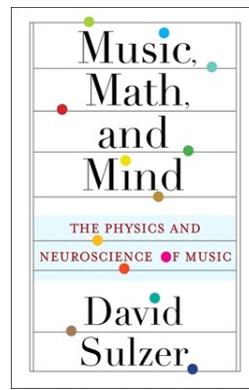
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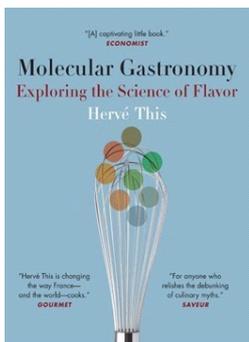
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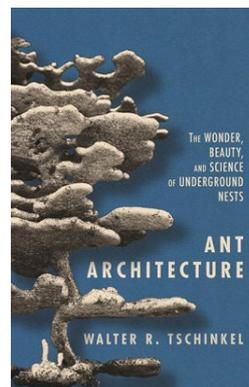
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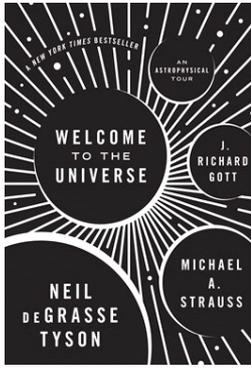
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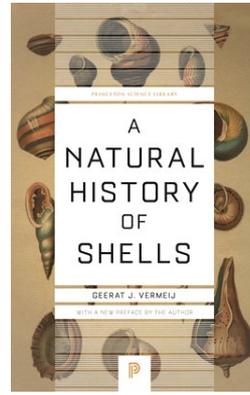
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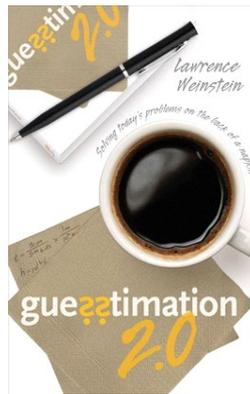
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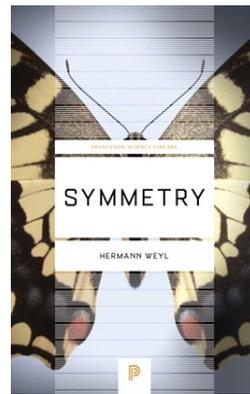
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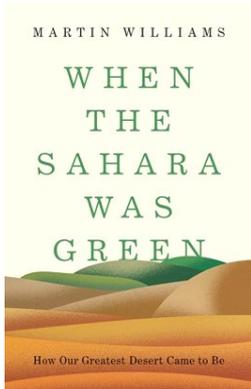
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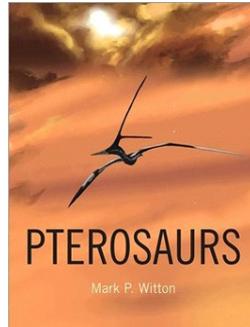
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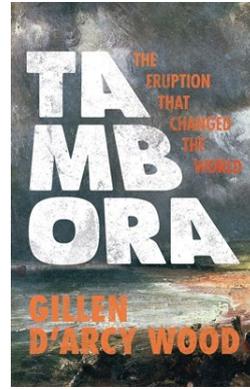
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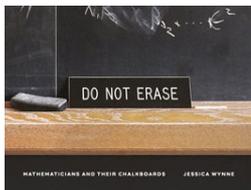
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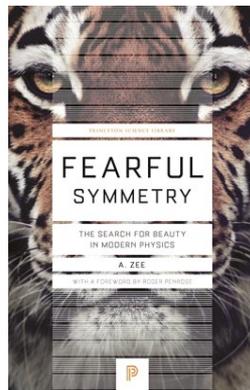
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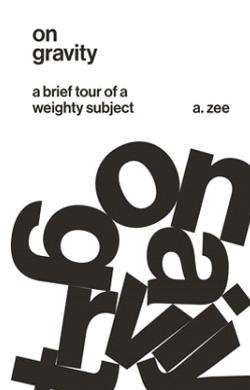
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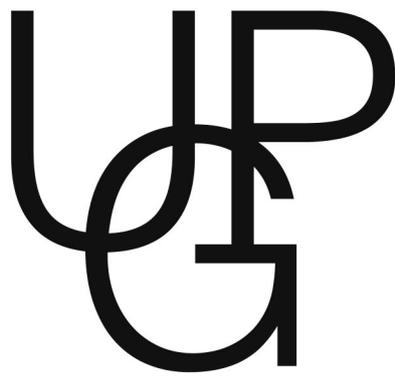
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