

## MIT Press

The MIT Press publishes the best works in selected academic disciplines. One of the largest and most respected university presses in the world, the MIT Press is known for quality, innovation, and distinctive design. The Press publishes in diverse fields including art and architecture; cognitive science; computer science; economics; environmental studies; neuroscience; new media; and science, technology, and society. It publishes journals, scholarly monographs, trade books, textbooks, and reference works in print and electronic formats. MIT Press authors are drawn from throughout the global academic community. The Press is noted for its work in emerging fields of scholarship, for its strong international distribution, and for pioneering projects such as CogNet, the electronic community of cognitive science. Through its contributions to scholarship, the MIT Press supports the Institute's mission of advancing knowledge; through its award-winning publications, the Press extends the visibility of the MIT name around the world.

### FY2006 Highlights

FY2006 was noteworthy for its many successful trade titles, accessibly written academic books that sell to general readers as well as scholars. Our best seller was MIT professor Yossi Sheffi's *The Resilient Enterprise*, on the topic of preparing for and managing business disruption. Other strong trade titles included Slavoj Žižek's *The Parallax View*, James Austin's *Zen-Brain Reflections*, and Barbara Bosworth's *Trees*.

Our publishing programs continued to generate high-quality books and journals during FY2006. Highlights concerning these titles—and the complex sales and marketing activities that support them—are provided below.

In August 2005 our new blog, the MIT PressLog, was launched (see below under Publicity). Electronic means of promoting and distributing our books and journals remain a central focus at the Press.

The close of FY2006 marked the retirement of Michael Leonard, associate director for operations, after 32 years at the MIT Press (40 years total at MIT).

### FY2006 Financial Results

Total MIT Press revenues, including book sales, journal subscriptions, and other publishing income, were \$24.4 million in FY2006, up 2.9 percent over FY2005. Thanks to careful control of costs and expenses, the Press generated a net operating surplus of \$226,000.

**MIT Press Operating Results (\$000)**

	<b>FY2004</b>	<b>FY2005</b>	<b>FY2006</b>
Books net sales	17,237	16,646	17,173
Journals subscription sales	5,011	5,300	5,423
<b>Total sales</b>	<b>22,248</b>	<b>21,946</b>	<b>22,596</b>
Cost of sales	10,546	10,229	10,728
Gross margin on sales	11,702	11,717	11,868
Other publishing income	1,548	1,743	1,778
<b>Total publishing income</b>	<b>13,250</b>	<b>13,460</b>	<b>13,646</b>
Operating expenses	13,548	13,534	13,529
Bookstore net	82	88	109
Other credits/(charges)	(179)	—	—
<b>Net operations</b>	<b>(395)</b>	<b>14</b>	<b>226</b>

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## Books Division

### FY2006 Revenues

Net book sales in FY2006 were \$17.17 million, up 3.2 percent from FY2005. We released 297 new titles this year, 38 more than last year, some of these through distribution arrangements with museums and other publishers. The net effect was positive, with revenues from new titles surpassing last year's in both units and dollars. Sales of previously published titles grew at an even more impressive rate, exceeding last year's sales by 46,831 units (10.1 percent), or \$508,443 (4.34 percent). FY2006 saw higher book sales in all major world territories except the United Kingdom and Europe; though unit sales in those territories are up from last year, dollars are slightly down, mostly as a result of the international currency exchange rate. FY2006 saw solid growth in the important Canadian and Japanese markets, where Amazon's new presence has boosted our sales. This year also saw lower returns than in FY2005 and strong growth in permissions income.

#### Books Division Revenues (\$000)

	FY2004	FY2005	FY2006
Net sales	17,237	16,646	17,173
Other publishing income	376	409	450
<b>Total books revenues</b>	<b>17,613</b>	<b>17,055</b>	<b>17,623</b>

### New Books in FY2006

The MIT Press published 217 original books and 80 new paperback editions in FY2006. New books by MIT authors published during FY2006 included:

Arning, Bill (with Berry)	<i>America Starts Here: Kate Ericson and Mel Ziegler</i>
Ben-Joseph, Eran	<i>The Code of the City: Standards and the Hidden Language of Place Making</i>
Fischer, Stanley (with Balcerowicz)	<i>Living Standards and the Wealth of Nations: Successes and Failures in Real Convergence</i>
Gibson, Edward (with Wolf)	<i>Coherence in Natural Language: Data Structures and Applications</i>
Greenspun, Philip (with Andersson and Grumet)	<i>Software Engineering for Internet Applications</i>
Jackson, Daniel	<i>Software Abstractions: Logic, Language, and Analysis</i>

Kochan, Thomas A.	<i>Restoring the American Dream: A Working Families' Agenda for America</i>
Macfarlane, Allison M. (with Ewing)	<i>Uncertainty Underground: Yucca Mountain and the Nation's High-Level Nuclear Waste</i>
Mitchell, William J.	<i>Placing Words: Symbols, Space, and the City</i>
Poterba, James M. (with Bird and Slemrod)	<i>Fiscal Reform in Colombia: Problems and Prospects</i>
Poterba, James M.	<i>Tax Policy and the Economy, Volume 19</i>
Shakhnarovich, Gregory; Darrell, Trevor; Indyk, Piotr	<i>Nearest-Neighbor Methods in Learning and Vision: Theory and Practice</i>
Sheffi, Yossi	<i>The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage</i>
Stiny, George	<i>Shape: Talking about Seeing and Doing</i>
Turkle, Sherry	<i>The Second Self: Computers and the Human Spirit, Twentieth Anniversary Edition</i>

New paperback editions of books by MIT authors published during FY2006 included:

Fischer, Stanley	<i>IMF Essays from a Time of Crisis: The International Financial System, Stabilization, and Development</i>
Kohane, Isaac S.	<i>Microarrays for an Integrative Genomics</i>
Scribner, Charity	<i>Requiem for Communism</i>
Singer, Irving	<i>Three Philosophical Filmmakers: Hitchcock, Welles, Renoir</i>
von Hippel, Eric	<i>Democratizing Innovation</i>

A complete list of all new titles published by the MIT Press during FY2006 is provided in the appendix at the end of this report.

## Awards

The MIT Press collected numerous literary prizes and awards throughout the past year. The honors were granted by professional and academic associations from a variety of disciplines, demonstrating the standards of excellence sought for all titles published by the Press. The following are some of the most notable winners.

*Architecture in the Age of Divided Representation* by Dalibor Vesely received both the 2005 Bruno Zevi Book Award presented by the International Committee of Architectural Critics and the 2005 RIBA Trust Book Award given by the Royal Institute of British Architects.

*The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900–1933* by Emily Thompson was awarded the 2005 Edelstein Prize by the Society for the History of Technology. This title also received the 2004 Marc-Auguste Pictet Prize presented by the Société de Physique et d'Histoire Naturelle de Genève; the 2003 John

Hope Franklin Publication Prize given by the American Studies Association; the 2003 Science Writing Award for Professionals in Acoustics; and the 2003 Lewis Mumford Award of Outstanding Scholarship in the Ecology of Technics.

*Governing Water: Contentious Transnational Politics and Global Institution Building* by Ken Conca received the 2006 Harold and Margaret Sprout Award presented by the Environmental Studies section of the International Studies Association (ISA). This title also won the 2006 Chadwick F. Alger Award presented by the International Organization section of the ISA.

*Information Politics on the Web* by Richard Rogers was named the 2005 Best Information Science Book of the Year by the American Society for Information Science and Technology.

*Brain Fiction: Self-Deception and the Riddle of Confabulation* by William Hirstein was selected by *Choice* magazine as one of the Choice Outstanding Academic Titles for 2005.

Three MIT Press books earned honors in the 2005 Professional/Scholarly Publishing Division Annual Awards Competition, sponsored by the Association of American Publishers. *Sweet Dreams: Philosophical Obstacles to a Science of Consciousness* by Daniel C. Dennett was the winner in the psychology and cognitive science category; *The Pan Am Building and the Shattering of the Modernist Dream* by Meredith L. Clausen earned an honorable mention in the architecture and urban planning category; and *Alice Aycock: Sculpture and Projects* by Robert Hobbs received an honorable mention in the art and art history category.

Three MIT Press titles collected distinguished honors at the 2005 *ForeWord* Magazine Book of the Year Awards. *The Resilient Enterprise* by Yossi Sheffi was named the Gold Award winner in the category of business and economics; *Electing to Fight: Why Emerging Democracies Go to War* by Edward D. Mansfield and Jack Snyder was named the Gold Award winner in the political science category; and *The Era of Choice: The Ability to Choose and Its Transformation of Contemporary Life* by Edward C. Rosenthal was named the Silver Award winner in the philosophy category.

## Marketing

Our marketing and sales group promotes and sells the Press's books to wholesalers, chain stores, independent bookstores, college stores, libraries, professors who adopt them for courses, and individuals who purchase them online, through the mail, and at conferences. Aggressive and targeted marketing combined with careful budgeting in FY2006 allowed us to increase our sales of new and previously published books this year while reducing costs.

## Domestic Sales

The Press's domestic book sales in FY2006 (\$782,239) were 7 percent ahead of last year's, a difference of 46,831 units. Factors in this sales growth include a strong list of new titles, including trade books and a new edition of a best-selling textbook, and continuing sales of established titles, particularly those written for professionals and graduate-level courses. Also, we had lower US sales returns than in FY2005 because of the longer cleanout cycles of wholesalers and large retailers.

Major trends in the domestic book market include the growth of Amazon.com at the expense of other bookstores, the growth of the used book market, and the continuing decline of library sales. The Press's sales to Amazon.com grew by a remarkable \$874,978 (41 percent) this year. College bookstore sales were essentially the same as last year's, but higher returns from these stores suggest that students continue to find other sources for assigned course books. Sales to library wholesalers were down 19 percent (\$170,571) from FY2005.

Independent and museum stores continue to play a major role in the domestic distribution and visibility of the Press's trade books. This channel benefits from the experience and knowledge of our US sales force, which has well-established relationships with booksellers around the country. The Press's sales to independent bookstores were up 3 percent this year, and sales to museum stores were up 35 percent.

Another area of growth this year was special sales, those outside traditional book market channels. These include sales to corporations, niche stores, institutions, and authors. Special sales were up by 58 percent over FY2005 (\$308,551 vs. \$194,900). Our FY2006 increase was due in large part to the successful orchestration of speaking engagement sales in support of MIT-based author Yossi Sheffi's timely book *The Resilient Enterprise*. Another factor in this year's sales spike was our continued success in selling older titles to specialty accounts. A title-by-title analysis early this year yielded a wider selection of backlist titles selling to an ever-expanding customer base.

#### International Sales (\$000)

	FY2004	FY2005	FY2006
UK/Europe/Middle East	3,789	3,914	3,768
Other export	696	717	691
Canada	454	538	625
Japan	409	399	433
Australia	218	145	125
<b>Total export</b>	<b>5,566</b>	<b>5,713</b>	<b>5,642</b>

In FY2006, US sales (\$11,542,118) represented 67 percent of the Press's total book sales.

#### **International Sales and Marketing**

In FY2006, international sales totaled \$5.6 million, down 1.2 percent from FY2005. The FY2006 figure was just under 33 percent of the Press's total book sales.

The Press's London office, responsible for sales in the UK and Europe, the Middle East, Africa, India, and Pakistan, reported sales of \$3,767,612 (22 percent of the Press's overall sales). This was slightly down from the previous year, the shortfall resulting from the lower exchange rate for the US dollar (virtually all sales are made in pounds). Sales in pounds were in fact slightly ahead of FY2005, providing some satisfaction in a difficult trading year.

The disappearance of a number of campus stores and the general move "down market" by the major chains have presented challenges in the UK market. The migration to online booksellers,

exacting returns demanded by universities from campus bookshops, and very tough competition for library sales have combined to make campus bookshops less attractive propositions. On a positive note, we have been the beneficiaries of the migration to online bookselling, with a dramatic sixfold increase in our sales to Amazon.uk—making that company our leading customer.

Most countries on the European continent saw a slight decline in sales. The European trade is now feeling the consequences of the growth of bookshop chains. A greater emphasis on general-interest stock and the loss of the knowledge (and presence) of experienced booksellers have been commented on by our salespeople in the field. Library budgets have been cut, and competition for the library market (with booksellers offering ever deeper discounts) is fierce. Further afield, we have had a particularly good year in South Africa, and sales in India continue to build—aided this year by sales through the Delhi Book Fair. Also, there are encouraging, if modest, developments in the new territories taken on a year ago by our representative in Eastern Europe.

Overall, unit sales were up out of the London office by 5.3 percent, and despite one or two alarming months the percentage of returns was down, both in the United Kingdom and on the continent. Best sellers out of the London office were Viscusi's *Economics of Regulation*, 4th edition, Latour's *Making Things Public*, and Žižek's *The Parallax View*.

The Press's exports to Canada increased by 16.8 percent, to \$625,425. Student and supplemental text sales reached \$244,783, or 39 percent of total sales to Canada. In February we started to directly supply Amazon Canada; February–June sales totaled \$81,346, quickly making Amazon.ca our largest trade account in Canada. There were substantial returns processed for the Canadian market during the spring, most noticeably text title returns processed in March and April from university booksellers.

Overall sales to the four East Asian markets increased 1 percent, to \$805,167. Sales to Japan increased 8.5 percent, to \$433,000. Sales to Amazon Japan increased 79.5 percent, to \$142,756, with notable purchases for computer science and finance titles; Amazon.jp is now our largest trade account in Japan. Sales to South Korea increased 4.9 percent, to \$152,440, and sales to Hong Kong increased 3 percent, to \$25,974. Sales to Taiwan dropped by 13.3 percent, to \$209,745. Much of the sales activity in Korea, Hong Kong, and Taiwan can be attributed to special (low) pricing we offer importers on bulk purchases of new and established textbooks.

Sales to our Australian distributor, Astam Books Ltd., totaled \$85,964 net, down 33.4 percent from FY2005 sales. Direct sales to the Australian trade declined by 22.9 percent, to \$39,042. The Australasian economy has been cooling for the last 12 months, partly as a result of falling housing prices over the past 18 months and reduced consumer confidence.

Sales to Southeast Asian trade accounts were down 7 percent, to \$57,957; sales to mainland China were down 7.9 percent, to \$38,570; sales to South American trade customers were up 25.3 percent, to \$74,629, with most of the growth coming from Brazil; and sales to Mexico were up 13.3 percent, to \$39,028.

### **Subsidiary Rights**

Income from subsidiary rights increased by more than 10 percent in FY2006, while translation income decreased by 5 percent.

### Subsidiary Rights Income (\$)

	FY2004	FY2005	FY2006
Translations	217,319	279,748	264,806
Permissions	266,300	308,993	330,455
Other	54,229	52,431	112,867
<b>Total</b>	<b>537,848</b>	<b>641,172</b>	<b>708,128</b>

The number of translation contracts signed increased by 4 percent, and the size of advances improved overall; however, delays relating to the reciprocal tax procedures in many countries resulted in lower income this fiscal year. Income from permissions during FY2006 increased 7 percent relative to FY2005. We are collecting income regularly from the European branch of the Copyright Clearance Center, as well as from the center's domestic office. Income listed under "Other" in the table above includes income from electronic access to our books, from book clubs, and from English language reprints of our titles for distribution in India and the Indian subcontinent. We are working with a select number of partners and encouraging reprints of titles—especially in economics, computer science, and environmental policy—that would otherwise not reach this audience.

### Direct Marketing

We ended FY2006 with traceable direct mail sales of \$107,814, just shy of our FY2005 direct mail sales of \$107,820. The number of units sold through the mail increased in FY2006 by 9 percent. We sold 3,108 books in FY2006 as compared to 2,837 in FY2005.

Annual catalogs were mailed in the following subject areas: political science; art, architecture, and visual culture; science, technology, and society; neuroscience; philosophy; computer science; and environment. Biannual catalogs were produced in economics and cognition, brain, and behavior. A new title update brochure was mailed to the linguistics community. With a number of new biology titles on the list, we produced and mailed a subject area catalog in biology for the first time since FY2003. Two brochures were produced to promote our spring 2006 reference books: Heckenlively's *Principles and Practice of Clinical Electrophysiology of Vision* and Waterlain's *Status Epilepticus*. Both four-color, large-format brochures carried a special prepublication price through the end of the fiscal year. We also produced a special promotional brochure for the trade book *Zen-Brain Reflections* by James Austin.

Our direct mail program promotes a substantially greater volume of sales, not directly traceable, through many other sales channels such as retailers. Direct mail remains an effective means to reach the professional audiences worldwide for whom we publish. Our subject area catalogs allow us to showcase new titles as well as to continue to carry and promote many backlist books. In this way, our customers are able to see the breadth and depth of our subject area lists. Our subject area promotions reinforce sales at professional meetings, complement our textbook promotional and advertising efforts, and have proven to be an important tool for our acquisitions staff as they look to build our lists further.



### **US Textbook Sales and Marketing**

FY2006's US text sales of \$1,525,397 were 5 percent higher than FY2005's total of \$1,452,425. The total number of units was 58,934, up 2.2 percent from FY2005's 57,657.

Twenty-five direct mail text promotions and email text promotions for 29 books were sent to 83,000 US professors in various disciplines. Password-protected online previews were offered for two new titles: Viscusi's *Economics of Regulation and Antitrust*, 4th edition, and Paarsch's *Introduction to the Structural Econometrics of Auction Data*. Thirty professors accessed these titles online, and 43 professors accessed online previews of backlist titles. Also, follow-up feedback forms were sent to professors who received examination copies of two new titles: Tester's *Sustainable Energy* and Thrun's *Probabilistic Robotics*.

The following were the top 10 best-selling textbooks by net revenue for FY2006 (adoption sales). Both primary and supplementary text sales were tracked and included in these sales figures. These figures represent sales of six or more copies to college bookstores; they do not represent total sales for the titles listed.

Viscusi, <i>Economics of Regulation and Antitrust</i> , 4th edition	\$93,760
Benninga, <i>Financial Modeling</i> , 2nd edition	\$39,947
Easterly, <i>The Elusive Quest for Growth</i>	\$36,433
Dutta, <i>Strategies and Games</i>	\$32,837
Rosser, <i>Comparative Economics in a Transforming World Economy</i> , 2nd edition	\$24,800
Cabral, <i>Introduction to Industrial Organization</i>	\$23,943
Wardrip-Fruin, <i>The New Media Reader</i>	\$22,301
Akmajian, <i>Linguistics</i> , 5th edition	\$21,067
Kennedy, <i>Guide to Econometrics</i> , 5th edition	\$18,905
Campbell, <i>Historical Linguistics</i> , 2nd edition	\$17,708

### **US Exhibits**

The MIT Press exhibited titles at 132 US professional and academic conferences in FY2006, five more than in FY2005. Total book sales came to \$115,077, which is down for the second consecutive year. FY2005 sales were \$134,136. The decline likely reflects the migration of some conference sales to Amazon.com, whose deep discounts and free shipping offers can be more attractive than our own generous conference offers. Another factor is that our three lead conferences were held in locations not noted for strong at-meeting sales (when compared to the same conference in other locations).

The three top meetings for book sales were: Society for Neuroscience, Washington, DC, \$27,788 (FY2005: \$36,500); College Art Association, Boston, \$9,503 (FY2005: \$9,820); and Allied Social Science Associations (ASSA)/American Economic Association (AEA), Boston, \$8,663 (down substantially from a record \$14,550 in Philadelphia in FY2005). This year's College Art Association sales exceeded those at the ASSA/AEA conference for the first time ever. Despite the overall decline, traceable US exhibits sales still exceeded expenditures in FY2006.

### **Website Sales**

Total book and journal sales through the Press's website (<http://mitpress.mit.edu>) were \$770,319 in FY2006. A highlight was the Feed Your Mind Sale, which featured deep discounts on older and slower moving titles and generated \$94,107 in three months. We continue to use our email lists, with 27,000 readers, to promote our new titles, and we recently began offering RSS feeds as well.

### **The Classic Series**

The MIT Classics Series, our print-on-demand program, generated sales of \$15,252 on 383 units. Sales came mostly through the MIT Press website.

### **E-book Vendors**

Online Computer Library Center's NetLibrary continues to be our most important e-book vendor, generating \$106,567 on 3,658 units this fiscal year. We also continue to see revenue from content we license to Books 24x7, and we hope to implement an agreement with Ebrary in FY2007.

### **Publicity**

MIT Press books and authors were widely covered by US and international media last year. Our titles were the subject of extensive and varied coverage in the form of reviews, articles, print and broadcast interviews, and other significant mentions. The most widely discussed titles were:

*Trees: National Champions* by Barbara Bosworth

*Placing Words: Symbols, Space, and the City* by William J. Mitchell

*Shaping Things* by Bruce Sterling

*Sky in a Bottle* by Peter Pesic

*The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage*  
by Yossi Sheffi

*Protecting Liberty in an Age of Terror* by Philip B. Heymann and Juliette N. Kayyem

*The Parallax View* by Slavoj Žižek

*Technology Matters: Questions to Live By* by David E. Nye

*Feelings are Facts* by Yvonne Rainer

The growth of weblogs has significantly changed the way in which information and news are produced, circulated, and consumed. As part of our commitment to use technology in the service of our books and authors, the publicity department launched an MIT Press weblog in FY2006. The MIT PressLog (<http://mitpress.mit.edu/presslog>) went live in August 2005 and is updated almost daily. It provides a platform for newsworthy discussions of our books, authors, and subject areas. Posts reflect comments about our books and authors as they appear in various news media and also include original commentary by authors. Recent posts have dealt with science photography, the growing partisan divide in American politics, a neural theory of language, and a quiz on

the history of MIT. We hope the MIT PressLog will become an important resource not only for readers interested in our books and authors but for journalists as well.

### **Advertising**

Our advertising program promotes frontlist books and new paperback reprints to general and targeted markets and does so on a very strict budget, with a focus on the most influential print and online media. Advertisements for MIT Press books appeared in hundreds of trade and scholarly journals and magazines this year as well as in conference programs and websites.

### **Seasonal Catalog**

The distinctive design of the seasonal catalog continued to elicit positive reactions from booksellers and others. The color trade section highlights the Press's cover designs and introduces general readers to our books; the professional section provides a tangible, valuable illustration of the depth and breadth of our lists.

## **Journals Division**

### **FY2006 Revenues**

In FY2006, the Journals program ended the year with revenues (subscriptions plus other publishing income) totaling \$6.8 million, an increase of 3 percent over last year.

<b>Journals Division Revenues (\$000)</b>			
	<b>FY2004</b>	<b>FY2005</b>	<b>FY2006</b>
Subscription income	5,011	5,300	5,423
Other publishing income	1,172	1,334	1,328
<b>Total revenues</b>	<b>6,183</b>	<b>6,634</b>	<b>6,751</b>

Three new quarterly journals were launched during the third quarter of the year: *Biological Theory* (sponsored by the Konrad Lorenz Institute for Evolution and Cognition Research, Austria), *Education Finance and Policy* (the official journal of the American Education Finance Association), and *Innovations: Technology, Governance, Globalization* (sponsored by Tagore, LCC). Two journals were transferred out of the program: *Journal of Architectural Education* and *Leonardo Electronic Almanac*.

The division ended the fiscal year publishing *CogNet*, the online brain and cognitive sciences database, and 32 journals: *African Arts*; *Artificial Life*; *Asian Economic Papers*; *Biological Theory*; *Computational Linguistics*; *Computer Music Journal*; *Daedalus*; *Design Issues*; *Education, Finance and Policy*; *Evolutionary Computation*; *Global Environmental Politics*; *Grey Room*; *Information Technology and International Development*; *Innovations*; *International Security*; *Journal of Cognitive Neuroscience*; *Journal of Cold War Studies*; *Journal of the European Economic Association*; *Journal of Industrial Ecology*; *Journal of Interdisciplinary History*; *Leonardo*; *Leonardo Music Journal*; *Linguistic Inquiry*; *Neural Computation*; *PAJ: A Journal of Performance and Art*; *Presence*; *October*; *Perspectives on Science*; *Quarterly Journal of Economics*; *The Review of Economics and Statistics*; *TDR: The Drama Review*; and *The Washington Quarterly*.

A major event for the department was the change in web hosting vendors, which was successfully marked by the April 1 launch of the new Journals Division website hosted by the California-based electronic publishing company Atypion Systems. The electronic versions of the journals previously hosted by IngentaConnect—as well as all free articles and marketing content hosted on the MIT Press website—are now available on a single site at <http://www.mitpressjournals.org>.

### **MIT Affiliated Journal Editors**

Michael Best (research affiliate, Center for Technology, Policy, and Industrial Development and Program for Internet and Telecoms Convergence), coeditor-in-chief, *Information Technologies and International Development*

Nathaniel Durlach (senior lecturer in the Research Laboratory of Electronics), coeditor-in-chief, *Presence*

Samuel Jay Keyser (professor emeritus of linguistics and special assistant to the chancellor), editor-in-chief, *Linguistic Inquiry*

Igbal Quadir (fellow, MIT Program in Developmental Entrepreneurship), coeditor, *Innovations*

### **MIT Press Bookstore**

The MIT Press Bookstore celebrated its 25th anniversary this fiscal year with a weeklong in-store sale and a special one-day sale in Building 13. In-store sales were up 70 percent for the week, and the campus sale brought in an additional \$14,000. Buoyed by this success, we held another campus sale in May in the Student Center that brought in another \$14,000. We also continued with our two traditional “loading dock sales,” which, when combined, brought in a record-breaking \$82,000. All told, the revenue for these “special sales” was up 30 percent for the year. Public response to these events was unanimously positive.

Regular book sales in the bookstore were strong all year and ended up 3 percent above sales for FY2005. Frontlist sales this year were particularly strong, especially with MIT-affiliated authors. We also benefited from the skills of our three new booksellers, all of whom have extensive bookstore experience and very strong hand-selling skills. Staff-written reviews proved an effective tool for highlighting some of the excellent books published this year.

We continued our expansion of off-site event sales this year and sold books at a lucrative series of events with the Center for Advanced Visual Studies, the List Visual Arts Center, and the Communications Forum. We also exhibited books at other events in the area, including multiple appearances by Frank Wilczek and Yossi Sheffi, as well as lectures by Steven Pinker, Steven Johnson, and Robert Pinky. Lastly, our ongoing lecture series with MIT Libraries, [authors@mit](mailto:authors@mit), continues to draw many attendees. This year’s highlights included William Mitchell and Robert Buder. Video recordings of many of these lectures are available through our partnership with MIT World at <http://mitworld.mit.edu>.

The top five best-selling MIT Press books at the MIT Press Bookstore during FY2006 were:

1. *The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage* by Yossi Sheffi
2. *Placing Words: Symbols, Space, and the City* by William J. Mitchell
3. *Nightwork: A History of Hacks and Pranks at MIT* by I.H.T.F Peterson
4. *Mind and Hand: The Birth of MIT* by Julius A. Stratton and Loretta H. Mannix
5. *Building Stata: The Design and Construction of Frank O. Gehry's Stata Center at MIT* by Nancy Joyce

**Ellen W. Faran**  
**Director**

More information about the MIT Press can be found at <http://mitpress.mit.edu>.

## Appendix: New Titles Published in FY2006

### Trade Books

Ábalos	<i>Tower and Office: From Modernist Theory to Contemporary Practice</i>
Acconci	<i>Language to Cover a Page: The Early Writings of Vito Acconci</i>
Austin	<i>Zen-Brain Reflections: Reviewing Recent Developments in Meditation and States of Consciousness</i>
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