

MIT Press

MIT Press publishes the best works in selected academic disciplines. One of the largest and most respected university presses in the world, 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, 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.

FY2007 Highlights

Befitting a publisher well known for design, the two best-selling books published by MIT Press in FY2007 were both in the field of design (yet they were strikingly different books). In *The Laws of Simplicity*, John Maeda, a professor in MIT's Media Lab, offers guidelines for "needing less and getting more" in our technologically complex world. In *Designing Interactions*, IDEO founder Bill Moggridge tells the stories of the influential designers who have shaped our interactions with technology. Both titles, published in fall 2006, continued to sell strongly all year.

A major addition to the Press's list of titles about the Institute was published in April 2007: William J. Mitchell's *Imagining MIT*. This title about the transformation of the MIT campus starting in the mid-1990s is heavily illustrated in color with architects' sketches, drawings, and models; comments from the architects themselves; and photographs from construction and the final stages of the featured buildings.

FY2007 was a challenging year for MIT Press operationally. On July 25, 2006, a water main break on Main Street in Kendall Square caused a flood in the basement of 55 Hayward Street, where the Press IT department is located. Most of the Press's computer equipment was destroyed, and the IT offices required total restoration. The main MIT Press offices at 55 Hayward Street were closed for six days. The staff responded with impressive resilience, and the disruption resulted in only minimal delays to the publication of books and journals in subsequent months. The rebuilding of new IT infrastructure has resulted in a far stronger computer environment for the Press.

Rebecca Schrader joined the Press in August 2006 as the director of finance and operations. During the year, she led a major initiative to implement a common database system for the books division of the Press, Allbooks. Consolidating 89 separate databases, Allbooks was launched in January, and by the end of FY2007 it was in widespread use and well into its second phase of development.

In May 2007, MIT Press was honored by Grinzane Cavour, an Italian cultural organization. Director Ellen W. Faran went to Turin to accept the 2007 Prize Grinzane Editoria.

In June 2007, the John D. and Catherine T. MacArthur Foundation and MIT Press announced their agreement for the Press to publish six essay collections in the field of digital media and learning.

Our publishing programs continued to generate high-quality books and journals during FY2007. Highlights concerning these titles—and the complex sales and marketing activities that support them—are provided below.

FY2007 Financial Results

Total MIT Press revenues, including book sales, journal subscriptions, and other publishing income, were \$24.9M in FY2007, up 2.2 % over FY2006. Thanks to careful control of costs and expenses, the Press generated a net operating surplus of \$275,000.

MIT Press Operating Results (\$000)

	FY2005	FY2006	FY2007
Books net sales	16,646	17,173	17,089
Journals subscription sales	5,300	5,423	6,008
Total sales	21,946	22,596	23,097
Cost of sales	10,229	10,728	10,923
Gross margin on sales	11,717	11,868	12,174
Other publishing income	1,743	1,778	1821
Total publishing income	13,460	13,646	13,995
Operating expenses	13,534	13,529	13,816
Bookstore net	88	109	95
Other credits/(charges)	—	—	—
Net operations	14	226	275

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Books Division

FY2007 Revenues

MIT Press ended FY2007 with net book sales of \$17.1 million, flat with the prior year. The number of new titles published fell from 296 in FY2006 to 259 in FY2007, a difference of 37 titles, or 13 percent. The year saw the publication of some strong sellers, such as John Maeda's *The Laws of Simplicity* and Bill Moggridge's *Designing Interactions*, two titles with links to MIT that are referred to throughout this report. Higher unit sales produced by such new titles were ultimately offset by a lack of new text and reference books and by flat sales of established textbooks and other previously published titles.

Books Division Revenues (\$000)

	FY2005	FY2006	FY2007
Net sales	16,646	17,173	17,089
Other publishing income	409	450	384
Total books revenues	17,055	17,623	17,473

Sales of backlist books are very important and always compose the bulk of the Press's total book sales; they made up 72 percent of our net revenues in FY2007. While US book sales were down from the previous year, other important markets, including Europe and Canada, saw higher sales in FY2007. In Canada, the establishment of Amazon Canada brought in large stocking orders. Canadian sales also benefited from the weak US dollar, which made our books much more affordable in that market. Export sales in the UK and Europe (where Press books are sold in British pounds) were also boosted by the strong exchange rate.

New Books in FY2007

MIT Press published or distributed 203 original books and 56 new paperback editions this year. New books by MIT authors published during FY2007 included:

Acemoglu, Daron (with Rogoff and Woodford), *NBER Macroeconomics Annual 2006*

Amsden, Alice H., *Escape from Empire: The Developing World's Journey through Heaven and Hell*

Banerjee, Abhijit Vinayak, *Making Aid Work*

Caballero, Ricardo J., *Specificity and the Macroeconomics of Restructuring*

Graybiel, Ann M. (with Grillner), *Microcircuits: The Interface between Neurons and Global Brain Function*

Haslanger, Sally (with Kurtz), *Persistence: Contemporary Readings*

Jones, Caroline A., *Sensorium: Embodied Experience, Technology, and Contemporary Art*

Maeda, John, *The Laws of Simplicity*

Meyer, Stephen M., *The End of the Wild*

Mitchell, William J., *Imagining MIT: Designing a Campus for the Twenty-First Century*

Poterba, James M., *Tax Policy and the Economy, Volume 20*

Poterba, James M., *Tax Policy and the Economy, Volume 21*

Schmalensee, Richard (with Evans and Hagiu), *Invisible Engines: How Software Platforms Drive Innovation and Transform Industries*

Wang, Richard Y. (with Lee, Pipino, and Funk), *Journey to Data Quality*

Williams, Cindy (with Gilroy), *Service to Country: Personnel Policy and the Transformation of Western Militaries*

New paperback editions of books by MIT authors published during FY2007 included:

Kochan, Thomas A., *Restoring the American Dream: A Working Families' Agenda for America*

Lakhani, Karim R. (with Feller, Fitzgerald, and Hissam), *Perspectives on Free and Open Source Software*

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

A complete list of all new titles published by MIT Press during FY2007 is provided in the appendix at the end of this report.

Awards

MIT Press collected numerous literary prizes and awards throughout the past year. 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.

Mexican Modernity, by Ruben Gallo, was the winner of the 2006 Katherine Singer Kovacs Prize given by the Modern Language Association. This distinguished award is given annually for an outstanding book published in English in the field of Latin American and Spanish literatures and cultures.

Thomas Princen's *The Logic of Sufficiency* won the Harold and Margaret Sprout Award. The Sprout Award is given by the Environmental Studies Section of the International Studies Association. Named in honor of two pioneers in the study of international environmental problems, it is awarded annually to "the best book in the field—one that makes a contribution to theory and interdisciplinarity, shows rigor and coherence in research and writing, and offers accessibility and practical relevance." The runner-up for this year's award was also an MIT Press book: *Fairness in Adaptation to Climate Change*, edited by Adger, Paavola, Huq, and Mace.

Memory Practices in the Sciences by Geoffrey C. Bowker was named the "Best Information Science Book" by the American Society for Information Science and Technology. This annual award is given to the author of an outstanding book relevant to the information sciences. Books are judged on their importance to information science and technology, readability, validity, originality, research significance, and scholarship. This is the third consecutive year that an MIT Press title has won this award. Previous winners were *Information Politics on the Web* by Richard Rogers (2005) and *A History of Online Information Services 1963–1976* by Charles Bourne and Trudi Bellardo Hahn (2004).

Electing to Fight: Why Emerging Democracies Go to War, by Edward D. Mansfield and Jack Snyder, received the Georgetown University Lepgold Book Prize. The prize committee judged the book the best on international relations published in 2005. The Lepgold Prize, administered by Georgetown's Mortara Center for International Studies, honors Joseph S. Lepgold, the Georgetown University Government and School of Foreign Service professor who died in a tragic hotel fire in Paris in December 2001. The prize honors exceptional contributions to the study of international relations. Authors are awarded \$1,000 and an invitation to present a lecture at Georgetown University. *Electing to Fight* is the first MIT Press book to win this distinguished prize.

Case Studies and Theory Development, by Alexander L. George and Andrew Bennett, was honored with the 2006 Giovanni Sartori Book Award, given by the American Political Science Association's Qualitative Methods Section. This award is presented annually for the best book using and/or developing qualitative methods.

Daniel J. Fiorino's *The New Environmental Regulation* was declared the 2006 Best Book in Environmental and Natural Resources Administration. This award is given by the American Society for Public Administration's Section on Environmental and Natural Resource Administration. The judges praised the book for breaking new ground in analysis and appealing to practitioners, academics, and political leaders.

Wired for Speech by Clifford Nass and Scott Brave won the 2007 International Communication Association (ICA) Outstanding Book Award for 2005–2006. The award was presented at the 2007 ICA meeting in San Francisco. Pablo Boczkowski's *Digitizing the News* won this award in 2005.

Choice magazine announced its list of outstanding academic titles for 2006. The following MIT Press titles were on this list: *Electing to Fight* by Edward D. Mansfield, *Globalization and Its Enemies* by Daniel Cohen, *Technology Matters* by David E. Nye, and *Evolutionary Computation* by Kenneth A. De Jong.

MIT Press received three distinguished awards at the meeting of the Professional/Scholarly Publishing Division of the Association of American Publishers: Hester's *Design for Ecological Democracy* received the Architecture and Urban Planning Award, Evans's *Invisible Engines* received the Business, Management, and Accounting Award, and Maeda's *The Laws of Simplicity* won honorable mention in Communication and Cultural Studies.

Peter Stone, author of *Layered Learning in Multiagent Systems: A Winning Approach to Robotic Soccer* and coauthor of *Autonomous Bidding Agents*, received the 2007 Computers and Thought Award at the International Joint Conference on Artificial Intelligence. The award is a high honor for outstanding young scientists in artificial intelligence.

The Olivia Schieffelin Nordberg Award is presented every two years by the Population Council to honor excellence in writing and editing in population sciences. This year's cowinners are Marge Berer and Vaclav Smil. Smil, a distinguished professor at the University of Manitoba, is the author of over 20 books, including MIT Press books *Energy at the Crossroads*, *Enriching the Earth*, *Feeding the World*, and *The Earth's Biosphere*. His books encompass a broad range of environmental, energy, food, population, economic, and

public policy studies. In 2000, he was honored by the Association for the Advancement of Science with the Award for Public Understanding of Science and Technology.

Imagine No Possessions: The Socialist Objects of Russian Constructivism, by Christina Kiaer, received honorable mention for the 2006 Wayne S. Vucinich Book Prize. The Vucinich Prize recognizes the most important contribution to Russian, Eurasian, and East European studies in any discipline of the humanities or social sciences published in English in the United States in the previous calendar year. The award is presented by the American Association for the Advancement of Slavic Studies.

Wild Borneo by Nick Garbutt and J. Cede Prudente was selected as a 2007 Kiriyaama Prize "Notable Book." The Kiriyaama Prize was established in 1996 to recognize outstanding books about the Pacific Rim and South Asia encouraging greater mutual understanding of and among the peoples and nations of this vast and culturally diverse region.

Semiotext(e)'s *Venusia* by Mark von Schlegell was placed on the "honor list" for the James Tiptree Jr. award. The Tiptree is an annual literary prize for science fiction or fantasy that expands or explores our understanding of gender.

Dark Ages by Lee C. McIntyre won a silver medal award in *ForeWord* magazine's 2006 Book of the Year Awards.

The Canadian Philosophical Association ("L'Association canadienne de philosophie") announced the winners of its 2007 Book Prize competition, and two honorable mentions were given to MIT Press books this year: Paul Thagard's *Hot Thought: Mechanisms and Applications of Emotional Cognition* and Ralph Pred's *Onflow: Dynamics of Consciousness and Experience*.

Donald MacKenzie's *An Engine Not a Camera* was shortlisted for the 2007 British International Studies Association's International Political Economy Group Book Prize.

The 2007 Book Jacket and Journal Show of the Association of American University Presses selected winners from MIT Press in three categories: *Design for Ecological Democracy* by Randolph T. Hester (designer: Yasuyo Iguchi), *Alice Aycock: Sculpture and Projects* by Robert Hobbs (designer: Emily Gutheinz), and *Heidegger's Hut* by Adam Sharr (designer: Erin Hasley) in the Scholarly Illustrated Category; *Shape* by George Stiny (designer: Sharon Deacon Warne) in the Reference Category; and *Art as Existence: The Artist's Monograph and Its Project* by Gabriele Guercio (designer/art director: Erin Hasley) in the Jackets and Covers Category.

Marketing

Our marketing and sales group includes in-house staff in Cambridge, MA, and London and local sales representatives in key markets worldwide. This experienced team sells the Press's books to libraries, wholesalers, chain bookstores, independent bookstores, college stores, and online retailers on six continents. Our promotion and publicity staff drive awareness and sell-through of these titles by means of reviews and media coverage along with direct promotions to individuals, who may opt to purchase our books online,

through the mail, and at conferences as well as in bookstores. MIT Press also promotes relevant titles to instructors, who may adopt and assign them for courses. Effective marketing for the Press's diverse list of titles requires a great variety of efforts, many of which are highlighted below.

Domestic Sales

The Press's domestic book sales in FY2007 declined by 3 percent to \$11.1 million (vs. \$11.5 million in FY2006). Factors in this sales slowdown include an overall weak book market, fewer new title releases (including titles that slipped into FY2008 and fewer new textbooks), and a shift in new title releases to lower priced books with higher discounts. Two strong trade sellers during FY2007 were *Designing Interactions* by Bill Moggridge and *The Laws of Simplicity* by John Maeda. Together these books sold almost 43,000 units worldwide and generated more than \$647,000 in sales. During FY2007 our overall return rate was 24 percent, flat with FY2006. Domestic sales made up more than 65 percent of the Press's total book sales.

Trends in the domestic book market include a continued shift of book sales from all other channels to Amazon and the continued growth of the used book market, which particularly affects our textbook sales. Growth of the used book market greatly diminishes our sell-through at college bookstores. At Barnes & Noble College, for example, a company that manages almost 600 college stores across the country, FY2007 sales were about \$430,000 (down from last year) with a return rate above 50 percent. Ideally, our return rate would be no higher than 25 percent. Such returns make it clear that students continue to source their books through other outlets, searching for the lowest possible price.

Sales through traditional outlets such as chains and independents were generally flat with FY2006. Barnes & Noble was down, while Borders Group was up by 25 percent. Independent stores continue to redefine themselves in the shifting market, and survivors are figuring out ways to establish solid business models. Museum store sales were up by 2 percent over last year, as were regular wholesalers, which supply books to all retail market channels.

Our special sales program ended the fiscal year with sales of \$317,000, 3 percent ahead of last year. Unit sales were also strong, totaling 23,700, or 23 percent ahead of FY2006. Special sales, which are those outside of traditional book market channels, include bulk sales to corporations, niche stores, institutions, and authors. Our FY2007 increase is due in large part to John Maeda's *The Laws of Simplicity*, which resonated within the business community and generated high sales volumes in the corporate and senior management training community. *Designing Interactions*, written by IDEO cofounder and interaction design pioneer Bill Moggridge, proved equally successful in FY2007 with nearly 2,200 US special sales, for net sales of \$34,500.

International Sales and Marketing

Total international sales came in at \$5.8 million, up 3.2 percent from FY2006 sales of \$5.6 million. International sales accounted for 34.6 percent of the Press's total book sales in FY2007 (compared to the industry average of 5 percent).

International Sales (\$000)

	FY2005	FY2006	FY2007
UK/Europe/Middle East	3,914	3,768	4,014
Other export	717	691	758
Canada	538	625	680
Japan	399	433	279
Australia	145	125	89
Total export	5,713	5,642	5,820

At the end of FY2007, sales through the London office (which handles the UK, continental Europe, Africa, India, Pakistan, and the Middle East) were 7 percent, or \$246,000, ahead of FY2006. A good portion of this increase was due to the weakness of the US dollar. Still, the London office marked a major milestone in FY2007, with sales above \$4 million (23.5 percent of total Press-wide sales) for the first time ever. Also, unit sales for the London office were up by 2 percent, with just under 135,000 units shipped.

In other export markets, sales to Canada were up 21.3 percent, to \$758,652, from the FY2006 sales. The strong Canadian dollar was good for text adoption and trade sales. Amazon Canada is the Press's largest trade customer in Canada. Sales to Japan were down by 35.7 percent from FY2006, to \$278,645. The Japanese market for English-language books has undergone dramatic changes since Amazon Japan entered the market about four years ago, taking substantial business away from other booksellers. In FY2007, the Press started working with five new sales representative groups based in the Asian markets of mainland China, Singapore, Malaysia, the Philippines, and Thailand. Sales to China were up 28 percent, to \$61,000, and combined sales to the Southeast Asian markets just mentioned were up 26.8 percent, to \$73,500.

Subsidiary Rights

Subsidiary rights income comes from the sale of translation rights, the sale of permission to reproduce our material, and other sources, including electronic subscriptions, the sale of paperback rights to out-of-print books, and the licensing of English-language editions for distribution in India. Overall, income from subsidiary rights decreased by 11 percent this past year.

Subsidiary Rights Income (\$)

	FY2005	FY2006	FY2007
Translations	279,748	264,806	273,477
Permissions	308,993	330,455	278,941
Other	52,431	112,867	84,260
Total	641,172	708,128	636,678

Translation income increased by 3 percent in FY2007. The number of translation contracts increased slightly from FY2006, and the size of the advances remained steady overall. Two titles in FY2007 yielded significant income in this category: Maeda's *Laws of Simplicity* and Alesina and Giavazzi's *The Future of Europe*.

Income from permissions during FY2007 decreased nearly 16 percent. The industry-wide decline in the number of permissions requests for photocopies is still being felt, but Copyright Clearance Center (CCC) income received from European users continues to increase. The Press will be joining three new programs in CCC to collect permissions income for digital use of our material. Permissions income also includes income from serial rights and from the occasional sale of paperback rights to out-of-print titles.

Income listed under "Other" in the table above includes income from electronic access to our books, book clubs, and English-language reprints of our titles for distribution in India and the Indian subcontinent. The Press works with a select number of partners for English-language reprints and makes an effort to limit these licenses to a term of four or five years. Additionally, print runs and sales statements are monitored closely.

Direct Marketing

MIT Press ended FY2007 with traceable direct mail sales of \$70,418, down significantly from FY2006 sales of \$107,814. The number of units sold through the mail decreased in FY2007 by 26 percent, to 2,287 (vs. 3,108 in FY2006).

Annual catalogs were produced and 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 the areas of economics and cognition, brain, and behavior. With a number of new bioethics titles on the list, a subject area catalog in bioethics was produced for the first time since FY2005. The lack of new reference titles contributed to the overall decline in traceable direct mail sales.

US Textbook Sales and Marketing

FY2007's US text adoption sales of \$1.4 million were down 6.2 percent from FY2006's sales of \$1.5 million. The total number of units was 54,190, down 7.3 percent from FY2006's 58,447.

Thirteen direct mail text promotions for 14 books were sent to 54,450 US professors in various disciplines. Password-protected online previews were offered for four new or forthcoming titles: Loy's *Musimathics, Volume 2*; Mataric's *The Robotics Primer*; Naughton's *The Chinese Economy*; and Reas's *Processing*. Thirty-five professors accessed these titles online, and 53 professors accessed online previews of backlist titles. Also, follow-up feedback forms were sent to professors who received examination copies of eight key text titles.

The following were the top 10 best-selling textbooks by net revenue for FY2007 (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)	\$69,632
Benninga, <i>Financial Modeling</i> (2nd edition)	\$34,120
Conrads, <i>Programs and Manifestoes on 20th Century Architecture</i>	\$27,257
Wardrip-Fruin, <i>The New Media Reader</i>	\$26,202
Salen, <i>Rules of Play</i>	\$26,028
Easterly, <i>The Elusive Quest for Growth</i>	\$22,356
Akmajian, <i>Linguistics</i> (5th edition)	\$22,160
Dutta, <i>Strategies and Games</i>	\$21,950
Cabral, <i>Introduction to Industrial Organization</i>	\$19,991
Rosser, <i>Comparative Economics in a Transforming World Economy</i> (2nd edition)	\$19,760

US Exhibits

MIT Press exhibited titles at 153 US professional and academic conferences in FY2007, up from 132 in FY2006. Despite the substantial increase in exposure, total book sales fell for the third consecutive year, to \$102,054. This is the first fiscal year that traceable direct sales trailed expenses in the US exhibits budget. A three-year trend of declining sales (\$134,136 in FY2005, \$115,077 in FY2006, \$102,054 in FY2007) suggests that these sales continue to migrate to Amazon.com. This trend also reflects a decline in the Press's output of new, high-priced professional books, textbooks, and reference books over the last couple of years.

The top five conferences for book sales in FY2007 were: Society for Neuroscience, Atlanta, \$31,534 (FY2006: \$27,788); College Art Association, New York City, \$8,900 (FY2006: \$9,503.); Allied Social Science Associations/American Economic Association, Chicago, \$8,100 (FY2006: \$8663); Computer-Human Interaction, San Jose, \$4,929 (this conference was held outside the US in FY2006); and the (first annual) New York Art Book Fair, New York City, \$3,601.

Web Site and Electronic Marketing

Total book and journal sales via the Press's website (<http://mitpress.mit.edu/>) were \$694,116. The site has over 66,000 registered users and nearly 76,000 list subscriptions.

To improve consistency of the look and feel between the Books Division's website and the new Atypon-hosted journals site, the former was redesigned to include motifs from the latter. Several service-oriented features were introduced, including an author events calendar, a PressLog teaser widget, Google cobranded book search functionality, WorldCat library holdings search, and expanded content for booksellers, authors, and instructors. Information architecture was revised to provide a more intuitive user experience.

The initial upload of 216 titles to ebrary was performed in June. This transfer brings ebrary's holdings in line with those of netLibrary. Also in June, Microsoft enabled its Live Book Search content; as of this report, 1,778 MIT Press books are searchable, with 645 titles in processing. As with Google, PDFs of books in the Microsoft program will be uploaded moving forward.

Publicity

The Press's trade and scholarly/professional titles continue to receive considerable attention in the media, in both mainstream and more specialized and scholarly publications. The most notable title from the fall 2007 list was John Maeda's *The Laws of Simplicity*, which has garnered attention in *Wired*, the *Los Angeles Times*, the *Boston Globe*, *Parade* magazine, the *New York Times*, *Publishers Weekly*, *Financial Times*, and the *New York Post*, as well as on National Public Radio's "Science Friday" and in other media outlets. Maeda also spoke about the book at various conferences and events throughout the US and Europe. Other titles that garnered strong publicity included *Designing Interactions* by Bill Moggridge, *Design for Ecological Democracy* by Randolph T. Hester, and *Heidegger's Hut* by Adam Sharr.

The MIT PressLog, a widely imitated window on MIT Press books and authors, will celebrate its second birthday in August. In the coming months, the blog's focus will turn to providing more original content and working with authors to produce informative interviews, podcasts, and video streams.

Advertising

A campaign on the MBTA's Red Line for Nancy Seasholes's *Walking Tours of Boston's Made Land* was a highlight of the Press's advertising program this year. In general, we are featuring larger ads in key publications such as *Bookforum* and the *New York Review of Books*. A full-page color ad in the *New York Review of Books* this season generated so much positive attention from independent booksellers that we now plan to do one each season to highlight our top trade titles.

Seasonal Catalog

The distinctive design of the seasonal catalog continued to elicit positive reactions from booksellers and others. The 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. The fall 2007 catalog included more color images than ever before, as well as full-page "trade treatment" for some of our professional titles with general appeal.

Journals Division

FY2007 Revenues

In FY2007, the Journals program ended the year with revenues (subscriptions plus other publishing income) totaling \$7.4 million, an increase of 6.4 percent over FY2006.

Journals Division Revenues (\$000)

	FY2005	FY2006	FY2007
Subscription income	5,499	5,667	6,008
Other publishing income	1,288	1,328	1,437
Total revenues	6,787	6,995	7,445

Two established quarterly journals were transferred into the program: *World Policy Journal*, sponsored by the World Policy Institute at the New School University, and *The New England Quarterly*, sponsored by the Colonial Society of Massachusetts, the Massachusetts Historical Society, and Northeastern University.

The quarterly journal *Information Technologies and International Development* was converted to an open-access title in the fall of 2006.

The Journals Division renewed its publishing contract with the European Economic Association (*Journal of the European Economic Association*) for another three-year term.

The division ended the fiscal year publishing CogNet, the online brain and cognitive sciences database, and 34 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 Technologies 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*; *The New England Quarterly*; *TDR: The Drama Review*; *The Washington Quarterly*; and *World Policy Journal*.

MIT-Affiliated Journal Editors

Nathaniel Durlach (senior lecturer, 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 bookstore's 26th year was a successful one. Gross revenue totaled \$657,000, with a net of \$95,000. Areas of sales growth included institutional bulk orders and sales of out-of-print books. Retail sales ran 2 percent under last year's totals but on budget. FY2007 campus book sales matched the record-breaking total of \$107,000 from FY2006. These events continue to be a huge hit with the MIT community, to reinforce customer loyalty, and to build MIT Press brand identity on campus.

Two new sections in the bookstore were created this year in response to increased demand. The "Gastronomic Culture" section, anchored by MIT Press title *Eating Architecture*, covers all areas of food history and culture. The "Gaming Studies and Design" section, anchored by numerous MIT Press game studies books, covers all

aspects of computer games from the technical to the sociological. Both sections are bringing in new repeat customers.

The MIT Press Bookstore exhibited at numerous off-site events again this year. The most profitable events were the “Beyond Broadcast” and “Media-in-Transition 5” conferences organized by the Comparative Media Studies (CMS) program and author appearances with Bill Moggridge and William Mitchell.

The top 10 best-selling MIT Press books at the bookstore during FY2007 were:

1. *The Laws of Simplicity*, John Maeda
2. *Imagining MIT*, William J. Mitchell
3. *Democratizing Innovation*, Eric von Hippel
4. *Designing Interactions*, Bill Moggridge
5. *Walking Tours of Boston’s Made Land*, Nancy Seasholes
6. *Nightwork*, T.F. Peterson
7. *Solar Revolution*, Travis Bradford
8. *The Future of Europe*, Alberto Alesina and Francesco Giavazzi
9. *Resilient Enterprise*, Yossi Sheffi
10. *Mobile Communication and Society*, Manuel Castells, Mireia Fernandez-Ardevol, Jack Linchuan Qiu, and Araba Sey

Ellen W. Faran
Director

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

Appendix: New Titles Published in FY2007

Trade Books

Abramson	<i>Digital Phoenix: Why the Information Economy Collapsed and How It Will Rise Again</i>
Ades	<i>Undercover Surrealism: Georges Bataille and Documents</i>
Alberro	<i>Art After Conceptual Art</i>
Alesina	<i>The Future of Europe: Reform or Decline</i>
Amerika	<i>META/DATA: A Digital Poetics</i>
Amsden	<i>Escape from Empire: The Developing World's Journey through Heaven and Hell</i>
Armstrong	<i>Women Artists at the Millennium</i>
Banerjee	<i>Making Aid Work</i>
Baudrillard	<i>Forget Foucault</i>
Baudrillard	<i>In the Shadow of the Silent Majorities</i>
Baudrillard	<i>Utopia Deferred: Writings from "Utopie" (1967–1978)</i>
Baume	<i>Super Vision</i>
Becher	<i>Grain Elevators</i>
Bishop	<i>Participation</i>
Blatt	<i>America's Environmental Report Card: Are We Making the Grade?</i>
Blessner	<i>Spaces Speak, Are You Listening? Experiencing Aural Architecture</i>
Bradford	<i>Solar Revolution: The Economic Transformation of the Global Energy Industry</i>
Brennan	<i>Modernism's Masculine Subjects: Matisse, the New York School, and Post-Painterly Abstraction</i>
Bruno	<i>Public Intimacy: Architecture and the Visual Arts</i>
Butler	<i>WACK! Art and the Feminist Revolution</i>
Cadwell	<i>Strange Details</i>
Company	<i>The Cinematic</i>
Castells	<i>Mobile Communication and Society: A Global Perspective</i>
Chandler	<i>At a Distance: Precursors to Art and Activism on the Internet</i>
Chrétien	<i>The Great Lakes of Africa: Two Thousand Years of History</i>

Coles	<i>Design and Art</i>
Colomina	<i>Domesticity at War</i>
Daly	<i>God and the Welfare State</i>
Dayan	<i>The Story of Cruel and Unusual</i>
Demos	<i>The Exiles of Marcel Duchamp</i>
Dennett	<i>Sweet Dreams: Philosophical Obstacles to a Science of Consciousness</i>
Diffie	<i>Privacy on the Line: The Politics of Wiretapping and Encryption, Updated and Expanded Edition</i>
Ekelund	<i>The Marketplace of Christianity</i>
Emmer	<i>The Visual Mind II</i>
Evans	<i>Invisible Engines: How Software Platforms Drive Innovation and Transform Industries</i>
Feher	<i>Nongovernmental Politics</i>
Fierro	<i>The Glass State: The Technology of the Spectacle, Paris, 1981–1998</i>
Firmin	<i>Mudman: The Odyssey of Kim Jones</i>
Flichy	<i>The Internet Imaginaire</i>
Foucault	<i>The Politics of Truth</i>
Friedberg	<i>The Virtual Window: From Alberti to Microsoft</i>
Friedel	<i>A Culture of Improvement: Technology and the Western Millennium</i>
Fuller	<i>Media Ecologies: Materialist Energies in Art and Technoculture</i>
Garbutt	<i>Wild Borneo: The Wildlife and Scenery of Sabah, Sarawak, Brunei, and Kalimantan</i>
Garnet	<i>Lost Between the Edges</i>
Ghosh	<i>CODE: Collaborative Ownership and the Digital Economy</i>
Gillespie	<i>Wired Shut: Copyright and the Shape of Digital Culture</i>
Groebner	<i>Who Are You? Identification, Deception, and Surveillance in Early Modern Europe</i>
Gustafson	<i>Images from the Word Between: The Circus in Twentieth-Century American Art</i>
Haring	<i>Ham Radio's Technical Culture</i>
Heller-Roazen	<i>The Inner Touch: Archaeology of a Sensation</i>
Hester	<i>Design for Ecological Democracy</i>
Holert	<i>Marc Camille Chaimowicz: Celebration? Realife</i>

Ito	<i>Personal, Portable, Pedestrian: Mobile Phones in Japanese Life</i>
Jablonka	<i>Evolution in Four Dimensions: Genetic, Epigenetic, Behavioral, and Symbolic Variation in the History of Life</i>
Jambet	<i>The Act of Being: The Philosophy of Revelation in Mulla Sadra</i>
Jones	<i>Sensorium: Embodied Experience, Technology, and Contemporary Art</i>
Joselit	<i>Feedback: Television against Democracy</i>
Joseph	<i>Random Order: Robert Rauschenberg and the Neo-Avant-Garde</i>
Knechtel	<i>Trash</i>
Kochan	<i>Restoring the American Dream: A Working Families' Agenda for America</i>
Kraus	<i>I Love Dick</i>
Lange	<i>Bernd and Hilla Becher: Life and Work</i>
Largier	<i>In Praise of the Whip: A Cultural History of Arousal</i>
Lawler	<i>Twice Untitled and Other Pictures (looking back)</i>
Linder	<i>Nothing Less than Literal: Architecture after Minimalism</i>
Livingstone	<i>The Object of Labor: Art, Cloth, and Cultural Production</i>
Lotringer	<i>David Wojnarowicz: A Definitive History of Five or Six Years on the Lower East Side</i>
Lotringer	<i>Overexposed: Perverting Perversions</i>
Maeda	<i>The Laws of Simplicity</i>
McClellan	<i>Digital Storytelling: The Narrative Power of Visual Effects in Film</i>
McDonough	<i>"The Beautiful Language of My Century": Reinventing the Language of Contestation in Postwar France, 1945–1968</i>
McIntyre	<i>Dark Ages: The Case for a Science of Human Behavior</i>
Mercer	<i>Discrepant Abstraction</i>
Merewether	<i>The Archive</i>
Meyer	<i>The End of the Wild</i>
Michaud	<i>Aby Warburg and the Image in Motion</i>
Miessen	<i>Did Someone Say Participate? An Atlas of Spatial Practice</i>

Mitchell	<i>Imagining MIT: Designing a Campus for the Twenty-First Century</i>
Moggridge	<i>Designing Interactions</i>
Mosquera	<i>Over Here: International Perspectives on Art and Culture</i>
Myers	<i>Mary Heilmann: "Save the Last Dance for Me"</i>
Nass	<i>Wired for Speech: How Voice Activates and Advances the Human-Computer Relationship</i>
Orr	<i>Design on the Edge: The Making of a High-Performance Building</i>
Park	<i>Secrets of Women: Gender, Generation, and the Origins of Human Dissection</i>
Pesic	<i>Sky in a Bottle</i>
Popper	<i>From Technological to Virtual Art</i>
Reeh	<i>Ornaments of the Metropolis: Siegfried Kracauer and Modern Urban Culture</i>
Roeper	<i>The Prism of Grammar: How Child Language Illuminates Humanism</i>
Rosenthal	<i>The Era of Choice: The Ability to Choose and Its Transformation of Contemporary Life</i>
Seasholes	<i>Walking Tours of Boston's Made Land</i>
Sharr	<i>Heidegger's Hut</i>
Sheffi	<i>The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage</i>
Sinn	<i>Can Germany Be Saved? The Malaise of the World's First Welfare State</i>
Thacker	<i>The Global Genome: Biotechnology, Politics, and Culture</i>
Troesken	<i>The Great Lead Water Pipe Disaster</i>
Tupitsyn	<i>Beauty Talk & Monsters</i>
Turow	<i>Niche Envy: Marketing Discrimination in the Digital Age</i>
Vesely	<i>Architecture in the Age of Divided Representation: The Question of Creativity in the Shadow of Production</i>
Virilio	<i>Speed and Politics</i>
Woodbury	<i>Tale of 2 Cities: An American Joyride on Multiple Tracks</i>

Professional Books

- Acemoglu *NBER Macroeconomics Annual 2006*
- Agell *Tax Policy and Labor Market Performance*
- Akera *Calculating a Natural World: Scientists, Engineers, and Computers During the Rise of U.S. Cold War Research*
- Bénassy *Money, Interest, and Policy: Dynamic General Equilibrium in a Non-Ricardian World*
- Bertola *The Economics of Consumer Credit*
- Binmore *Does Game Theory Work? The Bargaining Challenge*
- Blank *End-of-Life Decision Making: A Cross-National Study*
- Block *Consciousness, Function, and Representation: Collected Papers, Volume 1*
- Bogost *Persuasive Games: The Expressive Power of Videogames*
- Bohman *Democracy across Borders: From “Dêmos” to “Dêmoi”*
- Braman *Change of State: Information, Policy, and Power*
- Breitmeier *Analyzing International Environmental Regimes: From Case Study to Database*
- Bullard *Growing Smarter: Achieving Livable Communities, Environmental Justice, and Regional Equity*
- Burghardt *The Genesis of Animal Play: Testing the Limits*
- Burton *Cindy Sherman*
- Byrne *The Rational Imagination: How People Create Alternatives to Reality*
- Caballero *Specificity and the Macroeconomics of Restructuring*
- Cahuc *The Natural Survival of Work: Job Creation and Job Destruction in a Growing Economy*
- Cameron *Theorizing Digital Cultural Heritage: A Critical Discourse*
- Cannavò *The Working Landscape: Founding, Preservation, and the Politics of Place*
- Chapelle *Semi-Supervised Learning*
- Choi *Recent Developments in Antitrust: Theory and Evidence*
- Clarida *NBER International Seminar on Macroeconomics 2004*
- Cohen *Educating All Children: A Global Agenda*
- Consalvo *Cheating: Gaining Advantage in Videogames*
- Costanza *Sustainability or Collapse? An Integrated History and Future of People on Earth*

Crandall	<i>Working Minds: A Practitioner's Guide to Cognitive Task Analysis</i>
Crary	<i>Wittgenstein and the Moral Life: Essays in Honor of Cora Diamond</i>
Desombre	<i>Flagging Standards: Globalization and Environmental, Safety, and Labor Regulations at Sea</i>
Dixon	<i>Digital Performance: A History of New Media in Theater, Dance, Performance Art, and Installation</i>
Doya	<i>Bayesian Brain: Probabilistic Approaches to Neural Coding</i>
Egan	<i>Barry Commoner and the Science of Survival: The Remaking of American Environmentalism</i>
Eichengreen	<i>Global Imbalances and the Lessons of Bretton Woods</i>
Eicher	<i>Inequality and Growth: Theory and Policy Implications</i>
Feller	<i>Perspectives on Free and Open Source Software</i>
Ferreiro	<i>Ships and Science: The Birth of Naval Architecture in the Scientific Revolution, 1600–1800</i>
Fiengo	<i>"De Lingua" Belief</i>
Fiorino	<i>The New Environmental Regulation</i>
Flanagan	<i>re:skin</i>
Florio	<i>The Great Divestiture: Evaluating the Welfare Impact of the British Privatizations, 1979–1997</i>
Foot	<i>Web Campaigning</i>
Foray	<i>The Economics of Knowledge</i>
Fox	<i>A Theory of General Ethics: Human Relationships, Nature, and the Built Environment</i>
Frankel	<i>NBER International Seminar on Macroeconomics 2005</i>
Frey	<i>Economics and Psychology: A Promising New Cross-Disciplinary Field</i>
Galasso	<i>The Political Future of Social Security in Aging Societies</i>
Gigerenzer	<i>Heuristics and the Law</i>
Gilroy	<i>Service to Country: Personnel Policy and the Transformation of Western Militaries</i>
Gintis	<i>Moral Sentiments and Material Interests: The Foundations of Cooperation in Economic Life</i>
Gitelman	<i>Always Already New: Media, History, and the Data of Culture</i>
Gompers	<i>The Venture Capital Cycle, 2nd edition</i>

Gradstein	<i>Institutions and Norms in Economic Development</i>
Grahek	<i>Feeling Pain and Being in Pain, 2nd edition</i>
Grau	<i>MediaArtHistories</i>
Greif	<i>Current Controversies in the Biological Sciences: Case Studies of Policy Challenges from New Technologies</i>
Grillner	<i>Microcircuits: The Interface between Neurons and Global Brain Function</i>
Grünwald	<i>The Minimum Description Length Principle</i>
Hales	<i>Relativism and the Foundations of Philosophy</i>
Handy	<i>Tectonic Faults: Agents of Change on a Dynamic Earth</i>
Hanna	<i>Rationality and Logic</i>
Harman	<i>Reliable Reasoning: Induction and Statistical Learning Theory</i>
Harrigan	<i>Second Person: Role-Playing and Story in Games and Playable Media</i>
Haslanger	<i>Persistence: Contemporary Readings</i>
Hatton	<i>The New Comparative Economic History: Essays in Honor of Jeffrey G. Williamson</i>
Haykin	<i>New Directions in Statistical Signal Processing: From Systems to Brains</i>
Hess	<i>Understanding Knowledge as a Commons: From Theory to Practice</i>
Hess	<i>Alternative Pathways in Science and Industry: Activism, Innovation, and the Environment in an Era of Globalization</i>
Hewlett	<i>Music Analysis East and West: Computing in Musicology 14</i>
Hill	<i>Georeferencing: The Geographic Associations of Information</i>
Hirstein	<i>Brain Fiction: Self-Deception and the Riddle of Confabulation</i>
Ho	<i>Clearing the Air: The Health and Economic Damages of Air Pollution in China</i>
Horn	<i>The Path Not Taken: French Industrialization in the Age of Revolution, 1750–1830</i>
Illing	<i>Industrial Organization and the Digital Economy</i>
Imaz	<i>Designing with Blends: Conceptual Foundations of Human-Computer Interaction and Software Engineering</i>

IRWIN	<i>East Art Map: Contemporary Art and Eastern Europe</i>
Izhikevich	<i>Dynamical Systems in Neuroscience: The Geometry of Excitability and Bursting</i>
Jackendoff	<i>Language, Consciousness, Culture: Essays on Mental Structure</i>
Jackson	<i>Harmonious Triads: Physicists, Musicians, and Instrument Makers in Nineteenth-Century Germany</i>
Jaffe	<i>Innovation Policy and the Economy, Volume 7</i>
Jaffe	<i>Innovation Policy and the Economy, Volume 6</i>
Kahin	<i>Advancing Knowledge and the Knowledge Economy</i>
Kaptelinin	<i>Acting with Technology: Activity Theory and Interaction Design</i>
Kaptelinin	<i>Beyond the Desktop Metaphor: Designing Integrated Digital Work Environments</i>
Keating	<i>Biomedical Platforms: Realigning the Normal and the Pathological in Late-Twentieth-Century Medicine</i>
Klein	<i>Materials in Eighteenth-Century Science: A Historical Ontology</i>
Kompridis	<i>Critique and Disclosure: Critical Theory between Past and Future</i>
Kornai	<i>By Force of Thought: Irregular Memoirs of an Intellectual Journey</i>
Köthenbürger	<i>Privatization Experiences in the European Union</i>
Kraft	<i>Business and Environmental Policy: Corporate Interests in the American Political System</i>
Krige	<i>American Hegemony and the Postwar Reconstruction of Science in Europe</i>
Lamoreaux	<i>Financing Innovation in the United States, 1870 to Present</i>
Laubichler	<i>From Embryology to Evo-Devo: A History of Developmental Evolution</i>
Lee	<i>Journey to Data Quality</i>
Lewis	<i>The Minimum Means of Reprisal: China's Search for Security in the Nuclear Age</i>
Löwgren	<i>Thoughtful Interaction Design: A Design Perspective on Information Technology</i>
Loy	<i>Musimathics: The Mathematical Foundations of Music, Volume 2</i>
Malle	<i>How the Mind Explains Behavior: Folk Explanations, Meaning, and Social Interaction</i>

Malpas	<i>Heidegger's Topology: Being, Place, World</i>
Mandler	<i>A History of Modern Experimental Psychology: From James and Wundt to Cognitive Science</i>
Mansfield	<i>Electing to Fight: Why Emerging Democracies Go to War</i>
May	<i>Dealing with Dictators: Dilemmas of US Diplomacy and Intelligence Analysis, 1945–1990</i>
Mazzocco	<i>Neurogenetic Developmental Disorders: Variation of Manifestation in Childhood</i>
McGuinness	<i>Language Development and Learning to Read: The Scientific Study of How Language Development Affects Reading Skill</i>
McKinnon	<i>Exchange Rates under the East Asian Dollar Standard: Living with Conflicted Virtue</i>
Metzger	<i>Laws of Seeing</i>
Millikan	<i>Varieties of Meaning: The 2002 Jean Nicod Lectures</i>
Mitchell	<i>Global Environmental Assessments: Information and Influence</i>
Modell	<i>Imagination and the Meaningful Brain</i>
Morgan	<i>Joan Jonas: I Want to Live in the Country (And Other Romances)</i>
Müller-Wille	<i>Heredity Produced: At the Crossroads of Biology, Politics, and Culture, 1500–1870</i>
Naughton	<i>The Chinese Economy: Transitions and Growth</i>
Newman	<i>Richard Prince: Untitled (couple)</i>
Nuechterlein	<i>Digital Crossroads: American Telecommunications Policy in the Internet Age</i>
O'Rourke	<i>Situating Semantics: Essays on the Philosophy of John Perry</i>
Parthasarathy	<i>Building Genetic Medicine: Breast Cancer, Technology, and the Comparative Politics of Health Care</i>
Pfeifer	<i>How the Body Shapes the Way We Think: A New View of Intelligence</i>
Platek	<i>Evolutionary Cognitive Neuroscience</i>
Poterba	<i>Tax Policy and the Economy, Volume 20</i>
Poterba	<i>Tax Policy and the Economy, Volume 21</i>
Pursell	<i>A Hammer in Their Hands: A Documentary History of Technology and the African-American Experience</i>

Rappaport	<i>Degrees That Matter: Climate Change and the University</i>
Redclift	<i>Frontiers: Histories of Civil Society and Nature</i>
Reid	<i>Biological Emergences: Evolution by Natural Experiment</i>
Rescher	<i>Conditionals</i>
Roberts	<i>A Climate of Injustice: Global Inequality, North-South Politics, and Climate Policy</i>
Rockwell	<i>Neither Brain nor Ghost: A Nondualist Alternative to the Mind-Brain Identity Theory</i>
Rogers	<i>Information Politics on the Web</i>
Ross	<i>Economic Theory and Cognitive Science: Microexplanation</i>
Rowlands	<i>Body Language: Representation in Action</i>
Saliba	<i>Islamic Science and the Making of the European Renaissance</i>
Sandler	<i>Environmental Justice and Environmentalism: The Social Justice Challenge to the Environmental Movement</i>
Santayana	<i>The Letters of George Santayana, Book Seven, 1941–1947: The Works of George Santayana, Volume V, Book Seven</i>
Sarkar	<i>Molecular Models of Life: Philosophical Papers on Molecular Biology</i>
Schwartz	<i>Visual Versions</i>
Scotchmer	<i>Innovation and Incentives</i>
Shrum	<i>Structures of Scientific Collaboration</i>
Sinclair	<i>Technology and the African-American Experience: Needs and Opportunities for Study</i>
Skrbina	<i>Panpsychism in the West</i>
Sloan	<i>The Price of Smoking</i>
Sober	<i>Conceptual Issues in Evolutionary Biology, 3rd edition</i>
Solomon	<i>Social Empiricism</i>
Stern	<i>Growth and Empowerment: Making Development Happen</i>
Stueber	<i>Rediscovering Empathy: Agency, Folk Psychology, and the Human Sciences</i>
Sturzenegger	<i>Debt Defaults and Lessons from a Decade of Crises</i>
Sukhatme	<i>Robotics: Science and Systems II</i>

Sutton	<i>Without Justification</i>
Sze	<i>Noxious New York: The Racial Politics of Urban Health and Environmental Justice</i>
Temperley	<i>Music and Probability</i>
Thagard	<i>Hot Thought: Mechanisms and Applications of Emotional Cognition</i>
Thompson	<i>Making Parents: The Ontological Choreography of Reproductive Technologies</i>
van den Heuvel	<i>Aligning Modern Business Processes and Legacy Systems: A Component-Based Perspective</i>
Van Hentenryck	<i>Online Stochastic Combinatorial Optimization</i>
Warner	<i>Agroecology in Action: Extending Alternative Agriculture through Social Networks</i>
Waskan	<i>Models and Cognition</i>
Weber	<i>Evolution and Learning: The Baldwin Effect Reconsidered</i>
Wheeler	<i>Reconstructing the Cognitive World: The Next Step</i>
Whiteside	<i>Precautionary Politics: Principle and Practice in Confronting Environmental Risk</i>
Woessmann	<i>Schools and the Equal Opportunity Problem</i>
Zubizarreta	<i>On the Syntactic Composition of Manner and Motion</i>