

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.

FY2009 Highlights

The lead story at the MIT Press for FY2009 has to be the dramatic contraction in the book marketplace. The economic downturn affected us in many ways, notably in reduced stocking of new titles by booksellers. Our book sales worldwide declined from the prior year by 12 percent, a typical result for many of our customers and for our peer presses this year. Thanks to timely forecasting and responsive management of operating expenses, the MIT Press managers guided us successfully to a sound operating result despite the book sales shortfall.

These are transformational times in scholarly communication. Our interest in the recession is less in its immediate market impact and more in how it will accelerate the many trends already changing our world. Libraries are shifting from print to electronic books and journals; how will the 2010 budget cuts influence the pace of this shift? Many of our authors urge us to publish open online editions of their work; how will the reduced availability of institutional subsidies affect the evolution of business models for open access publication? What further shakeout or expansion of the players in our distribution channels will result from the downturn? Will the financial cutbacks ahead intensify the pressure for low pricing of digital content? As attractive and affordable reading devices are more broadly adopted, what new opportunities will we have to disseminate scholarly work? Whatever the answers to these and other questions, the MIT Press's long-term strategy of flexibility and responsiveness to change will continue to serve us well through this challenging period.

The highlights of FY2009 span, as always, our people, products, and publishing process.

In March 2009, Gita Manaktala was appointed editorial director of the books division at the Press. Formerly responsible for the division's sales and marketing group, Gita brings a breadth of publishing experience to her new responsibilities for the quality and direction of our book program. In June, the sales and marketing group become two departments, with Anne Bunn taking on new responsibilities as director of sales and the search for a new director of marketing under way.

We launched CISnet, the MIT Press Computer and Information Sciences Library, in August 2008. CISnet uses the Tizra platform and is our first electronic collection of books sold on a subscription basis.

Volume 1, issue 1, of the *International Journal of Learning and Media (IJLM)* went live in March 2009. *IJLM*, sponsored by the MacArthur Foundation, is our first journal with multimedia content and is available electronically only. This innovative journal complements our MacArthur-sponsored book series and our game studies and new media lists.

That same month saw the noteworthy launch of Ebooks at the MIT Press, our first direct offering of e-books. This offering complements our participation in many licensed e-book programs with partners and premiered with a selection of almost 400 titles. Our technology partner for Ebooks at the MIT Press is Impelsys.

We continued to realign and improve our internal operations during FY2009, following the objectives identified in our strategic planning discussions over the prior year. In September 2008, a new File Management Department was created to lead the Press's transition to an XML workflow for all book and journal content. The department's staff were charged with setting up and customizing the Xtyles software and with revising processes necessary for the new workflow. Thanks to their intense efforts, considerable progress was made on all fronts during the year, and our first live manuscript was prepared using the Xtyles system in April 2009.

Also in September 2008, the Technology Policy Council (TPC), an advisory group to the director on technology issues, was appointed. The 10 TPC members, led by Rebecca Schrader, assistant Press director, worked in subcommittees focused on partners and products, publishing technologies, and training and information systems. TPC effectively addressed the challenge of analyzing our complex technological environment and made specific recommendations for guidelines, policies, product development, and investment decisions.

Also during FY09, a committee in the books division developed a comprehensive "Pub Plan" document, building on the Allbooks database. The Pub Plan outlines our publishing plan for each title, supports a productive exchange between the acquisitions and marketing departments, and allows for efficient communication with authors about marketing efforts.

Our publishing programs continued to generate high-quality books and journals during FY2009. More details about these titles—and the complex sales and marketing activities that support them—are provided below.

FY2009 Financial Results

Total MIT Press revenues, including book sales, journal subscriptions, and other publishing income, were \$24.7 million in FY2009, down 6 percent from FY2008. The Press responded effectively to early negative signals from the market, reducing operating budgets by \$710,000 and yielding a net operating surplus of \$196,000.

MIT Press Operating Results (\$000)

	FY2007	FY2008	FY2009
Books net sales	17,089	17,873	15,693
Journals subscription sales	6,008	6,212	6,307
Total sales	23,097	24,085	22,000
Cost of sales	10,923	11,266	10,612
Gross margin on sales	12,174	12,819	11,388
Other publishing income	1,821	2,199	2,717
Total publishing income	13,995	15,018	14,105
Operating expenses	13,816	14,100	14,010
Bookstore net	95	91	101
Net operations	275	1,009	196

MIT Press Management Board, 2008–2009

Ann J. Wolpert (chair), director of Libraries, MIT

Hal Abelson, professor, Electrical Engineering and Computer Science, MIT

Laura Brown, senior advisor, Ithaka

Mary Curtis, president, Transaction Publishers, Rutgers University

Joseph Esposito, president, Portable CEO

Ellen W. Faran, director, MIT Press

Deborah Fitzgerald, dean, Humanities, Arts, and Social Sciences, MIT

Steven R. Lerman, dean for graduate education, MIT

Christopher Lynch, vice president for publishing, Massachusetts Medical Society

William J. Mitchell, professor, Program in Media Arts and Sciences, MIT

Barbara Kline Pope, executive director, National Academies Press

Israel Ruiz, vice president for finance, Office of the Executive Vice President & Treasurer, MIT

MIT Press Editorial Board, 2008–2009

William J. Mitchell (chair), professor, Program in Media Arts and Sciences

Steven Gass (ex officio), associate director for public services, MIT Libraries

Suzanne Berger, professor, Department of Political Science

JoAnn Carmin, professor, Department of Urban Studies and Planning

Edward Gibson, professor, Department of Brain and Cognitive Sciences

Daniel Jackson, professor, Department of Electrical Engineering and Computer Science

David Kaiser, professor, Program in Science, Technology, and Society

Frank Levy, professor, urban economics

Bruce Tidor, professor, biological engineering and computer science

William J. Urrichio, professor, Program in Comparative Media Studies

Books Division

FY2009 Revenues

The MIT Press ended FY2009 with net book sales of \$15.7 million, a decrease of \$2.2 million from the previous year. Thanks in part to some timing factors, other publishing income in FY2009 was strong and partially offset the drop in sales. Other publishing income, including subsidiary rights, electronic licensing income, publishing subsidies, and other income, increased by \$453,000 or 70 percent over the prior year.

Books Division Revenues (\$000)

	FY2007	FY2008	FY2009
Net sales	17,089	17,873	15,693
Other publishing income	384	647	1,100
Total books revenues	17,473	18,520	16,793

New Books in FY2009

MIT Press published or distributed 210 original books and 56 new paperback editions this year. New books by MIT authors published during FY2009 included:

Alesina, Alberto, and Francesco Giavazzi, *The Future of Europe: Reform or Decline* (new paperback edition)

Bonvillian, William B. (with Weiss), *Structuring an Energy Technology Revolution*

Briggs, Xavier de Souza, *Democracy as Problem Solving: Civic Capacity in Communities Across the Globe*

Byrne, Alex, and Heather Logue, *Disjunctivism: Contemporary Readings*

Coté, Owen R., Jr. (with Brown, Lynn-Jones, and Miller), *Primacy and Its Discontents: American Power and International Stability*

Gifford, David (with Turbak and Sheldon), *Design Concepts in Programming Languages*

Iiyoshi, Toru, and Vijay M.S. Kumar, *Opening Up Education: The Collective Advancement of Education through Open Technology, Open Content, and Open Knowledge*

Jenkins, Henry, *Confronting the Challenges of Participatory Culture: Media Education for the 21st Century*

Layzer, Judith A., *Natural Experiments: Ecosystem-Based Management and the Environment*

Mitchell, William J., *World's Greatest Architect: Making, Meaning, and Network Culture*

Montfort, Nick (with Bogost), *Racing the Beam: The Atari Video Computer System*

Pentland, Alex, *Honest Signals: How They Shape Our World*

Schäfer, Andreas, John B. Heywood, Henry D. Jacoby, and Ian A. Waitz, *Transportation in a Climate-Constrained World*

Singer, Irving, *Cinematic Mythmaking: Philosophy in Film*

Singer, Irving, *The Nature of Love, Volume 1: Plato to Luther*

Singer, Irving, *The Nature of Love, Volume 2: Courtly and Romantic*

Singer, Irving, *The Nature of Love, Volume 3: The Modern World*

Singer, Irving, *Philosophy of Love: A Partial Summing-Up*

Turkle, Sherry, *The Inner History of Devices*

Turkle, Sherry, Stefan Helmreich, and Yanni A. Loukissas (with Clancey and Myers), *Simulation and Its Discontents*

A complete list of all new titles published by MIT Press during FY2009 is provided in Appendix A at the end of this report.

Awards

MIT Press books and authors garnered numerous publishing prizes and awards throughout the past year. The honors were granted by professional and academic associations from a variety of disciplines, recognizing the excellence of our titles and their significant contributions to scholarship. A selection of the most notable award winners from FY2009 is presented in Appendix B.

MIT Press Acquisitions Editors

Marguerite Avery, senior acquisitions editor, science, technology, and society, information sciences

Ada Brunstein, senior acquisitions editor, computer science, linguistics

Roger Conover, executive acquisitions editor, visual and cultural studies

John Covell, senior acquisitions editor, economics, finance, business

Jane Macdonald, acquisitions editor, economics, finance, business

Clay Morgan, senior acquisitions editor, environmental studies, bioethics

Robert Prior, executive acquisitions editor, life sciences, neuroscience, quantitative biology

Doug Sery, senior acquisitions editor, new media, design, game studies

Sales and Marketing

The MIT Press's book marketing and sales group includes staff in Cambridge, MA, and London, England, along with local sales representatives in major book markets around the world. This 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 generate 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. The 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 variety of efforts, many of which are highlighted below. We constantly seek new markets for our books and new ways of reaching existing ones.

Domestic Sales

US book sales in FY2009 decreased by 14 percent from the previous year to \$10.3 million. The economic downturn reduced both our sales to booksellers and the sell-through of books to consumers. Frontlist sales were especially weak as accounts were unwilling to take risks on unproven titles. Although we had robust lists in both fall and spring, our initial sales into stores of those titles were far below the levels of previous years. Our title output was up by 11 percent over last year, but unit sales of new titles were down by nearly 45,000 units, or 25 percent, and dollar sales were down by 23 percent.

Backlist sales fared better, down by only 8 percent in dollars. Luckily, proven sellers on our backlist buoyed our overall sales. Matthew Frederick's *101 Things I Learned In Architecture School*, Processing: *A Programming Handbook for Visual Artists and Designers* by Casey Reas and Ben Fry, and the third edition of Simon Benninga's *Financial Modeling*, all of which were published in FY2008, were very strong sellers in FY2009. Together, these titles sold nearly 62,000 copies worldwide and generated more than \$910,000 in revenue. FY2007 titles also continued to sell well, including *Designing Interactions* by Bill Moggridge and *The Laws of Simplicity* by John Maeda. Deeper backlist titles, which always make up the largest portion of the Press's book sales, decreased in dollars but increased in units (this discrepancy is caused by high unit sales of low-priced books).

Amazon continued to be our biggest customer. Although down over the prior year, Amazon's business was multiple times that of other customers. In FY2009, its sales totaled over \$3.6 million and equaled 30 percent of US business and 23 percent of total business. Books that were once purchased at chain stores, independent stores, through the mail, at conference exhibits, and at college stores are now increasingly likely to be purchased at Amazon, where customers receive deeper discounts and often free shipping. Amazon is now focused on the textbook market, aggressively pricing books to beat its competition. Amazon has also made major strides into the e-book world with its Kindle, originally launched in 2007 and now in its third incarnation. In FY2009, the Press had 60 books in the program, and we generated over \$5,000 in sales revenue.

Traditional book market channels were down across the board. Chain stores, notably Barnes & Noble and Borders, continue to refine their strategies for surviving despite the migration to online buying by consumers. Independent stores were down 14 percent

over last year. Though many stores closed their doors in FY2009, including Shaman Drum in Ann Arbor and Schwartz Books in Milwaukee, the surviving stores did what they could to respond to the shift in buying habits. Their efforts included continued customer outreach and education on the importance of local businesses to communities. Museum store sales were up by 2 percent over last year. Regular wholesalers, which supply books to all retail market channels, were down by 17 percent from the prior year (at least partly reflecting some UK business that shifted to UK wholesalers).

We also focus on special sales to accounts outside traditional book market channels (these are usually bulk sales of both new and backlist titles made on a nonreturnable basis). Customers include corporations, niche stores, institutions, and our authors. FY2009 special sales were \$124,000 net, making up a total of 9,295 units, exceeding the previous year in both dollars and units by 20 percent.

International Sales and Marketing

Book sales outside the United States totaled \$5.4 million, down 9.8 percent from FY2008 sales of \$6 million. FY2009 international sales accounted for 34.9 percent of total book division sales compared to 33.8 percent last year.

International Sales (\$000)			
	FY2007	FY2008	FY2009
UK/Europe/Middle East	4,014	4,071	3,639
Other export	680	651	741
Canada	758	816	547
Japan	279	287	340
Australia	89	192	158
Total export	5,820	6,017	5,425

International Sales in the United Kingdom and Europe

Over 85 percent of the sales from by the London office are made in pounds sterling, and pound-for-pound sales were up by an impressive 11.6 percent over the previous year. While some of this increase resulted from repricing, another factor was the shift from US to UK sourcing by wholesalers and retailers who preferred purchasing with the softer pound. Our sales in pounds are recorded by the Press in US dollars, however, so the change in the exchange rate adversely affected our dollar sales. After relative stability at high levels for the past year or two, the change in the exchange rate was very marked: an average exchange for the first 6 months of the financial year of 1.74 and an average of 1.48 for the last 6 months, leaving our US dollar sales 10 percent below last year.

Online retailers, led by Amazon, continued their upward spiral: up 24 percent in the United Kingdom and up 49 percent in the smaller but growing Amazon France. A number of other small internet sellers are becoming players. The traditional book

trade was cautious this season in buying and budgeting, as everyone tried to keep their businesses responsive in the face of the economic challenges. Despite the many consequences of the economic downturn, we are pleased to close a year with our unit sales up and sales in some of our principal markets like Germany and France up against last year. Although Holland was down by a disappointing 12 percent, the small but developing Eastern European market showed a 25 percent year-on-year increase.

International Sales outside the United Kingdom and Europe

FY2009 Canadian sales were down 9.2 percent from the prior year. Our business with Amazon.ca totaled \$241,425 compared to \$327,851 in FY2008. Amazon.ca sales now represent 36.7 percent of our total direct sales to Canada. Text-designated titles came to \$294,100, representing 36.7 percent of total fiscal-year sales to Canada; sales of text-designated titles were up 9.3 percent from the prior year.

Japan sales were up 18.2 percent to \$340,000. Amazon.jp was our largest account with sales of \$156,827, up 7.8 percent over prior-year sales. Amazon.jp sales represented 46 percent of our total direct sales to Japan.

In other export markets supplied from our US fulfillment center (excluding Canada), sales were down 7.5 percent from the prior year, to \$1 million. The decline stems primarily from the deep recession affecting the global economy, resulting in worldwide reduced consumer spending on books and slashed academic book-acquisition budgets.

Direct Mail

Our direct mail catalogs, featuring new and selected backlist titles in specific subject areas, serve multiple purposes for the Press. These catalogs showcase the depth and breadth of what we publish. They are used as a tool by our acquisitions department to present our lists to prospective authors. In addition, they provide a direct means for ordering our books and reinforce other types of promotion (particularly textbook promotion) and other avenues for sales.

We created 10 direct mail campaigns in FY2009. Annual catalogs were produced and mailed to individuals in political science; science, technology, and society; neuroscience; economics and finance; cognition, brain, and behavior; philosophy; computer science and intelligent systems; art, architecture, and cultural studies; and environment. A special reference brochure promoting Leo Chalupa's *Eye, Retina, and Visual System of the Mouse* was mailed to both libraries and individuals. In addition to the mailed campaigns, we produced a number of small brochures to promote parts of our list that do not fit neatly into our more established subject areas. These pieces were designed in-house and are used by our acquisition staff to help promote these developing areas, primarily at academic meetings.

In FY2009, traceable direct mail sales continued to decline from previous years as our customers found alternative outlets in which to purchase our books. Through the end of June, we had sold 1,334 books directly through our subject area catalog promotions, resulting in sales of \$41,493. This was a 34 percent decline in units sold and a 30 percent decline in dollars as compared to last year.

US Textbook Sales and Marketing

FY2009's US text adoption sales of \$1.1 million were down 17 percent from the FY2008 sales of \$1.3 million. The total number of units was 38,892, down 20 percent from 48,925 in FY2008. Sixteen direct mail promotions were sent to 40,900 professors in various disciplines.

The top 10 best-selling textbooks by net adoption sales revenue for FY2009 were:

Benninga, *Financial Modeling*, 3rd edition

Tester, *Sustainable Energy*

Cormen, *Introduction to Algorithms*, 2nd edition

Naughton, *The Chinese Economy*

Cabral, *Introduction to Industrial Organization*

Salen, *Rules of Play*

Easterly, *The Elusive Quest for Growth*

Campbell, *Historical Linguistics*, 2nd edition

Conrads, *Programs and Manifestoes on 20th-Century Architecture*

Barro, *Macroeconomics*, 5th edition

FY2009's total US sales of text-designated titles were \$4.5 million, down 22 percent from FY2008's sales of \$5.8 million. The total number of units was 211,575, down 17 percent from FY2008's 255,471.

US Exhibits

The MIT Press exhibits at meetings and conferences to support many interrelated purposes: promotion of new and classic backlist titles, cross-promotion with our journals marketing department at mutually beneficial meetings, face-to-face interaction with our core readers (professors, professionals, and students), book sales and text promotion, and fostering future acquisition projects of all types for the Press. Direct sales of books at exhibits are declining as purchasers opt for online or other alternative vendors.

Our FY2009 sales at North American conferences tallied \$80,187, representing a small drop in sales from FY2008's \$82,590. The number of North American exhibits where MIT Press titles were represented increased in FY2009 to 209, compared to 200 in the prior year. In response to competitive pressures, we increased our at-conference discount for books from 20 percent to 30 percent for FY2009.

The top five North American conferences in FY2009, ranked by total sales of books, were as follows:

1. Society for Neuroscience 2008, Washington, DC: \$20,909
2. College Art Association 2009, Los Angeles, CA: \$9,347
3. Allied Social Science Associations/American Economic Association 2009, San Francisco, CA: \$5,333

4. Computer-Human Interaction 2009, Boston, MA: \$2,893
5. New York Art Book Fair 2008, New York, NY: \$2,364

Publicity

The MIT Press's trade and professional titles continue to receive considerable attention in the media, in both mainstream and specialized publications. Word about our books spreads through the print as well as electronic editions of these publications and is increasingly complemented by less formal internet channels of communication such as blogs, listservs, websites, and social networking sites.

From a publicity standpoint, fall 2008 brought us a broad range of coverage for a wide range of titles. We traveled across the country with *Big Box Reuse*, artist Julia Christensen's photographic portrayal of what communities have done with the massive waste that big box stores leave behind. The media loved this book, and it garnered significant and varied attention. *Honest Signals*, written by the MIT Media Lab's Alex "Sandy" Pentland, was also the subject of many on and off the book page features. In addition, we published *The Inner History of Devices*, the final volume in Sherry Turkle's "trilogy" on objects. The series has also garnered some interesting attention. Other fall highlights include Bill Mitchell's *The World's Greatest Architect*, *The Castle of Dreams* by Michel Jovet, and Vivian Gornick's Boston Review title, *The Men in My Life*. Notable professional titles include *The Privacy Advocates* by Colin J. Bennett and Karen Collins' *Game Sound*.

The spring 2009 list was especially strong from a publicity standpoint. Graham Pullin's *Design Meets Disability* received wide attention, as did *Out of Now* by performance artist Tehching Hsieh, Mark Dowie's *Conservation Refugees*, *Architecture Depends* by Jeremy Till, the first book in the Platform Studies series, *Racing the Beam* by Nick Montfort and Ian Bogost, and *The Monstrosity of Christ* by Slavoj Žižek and John Milbank. The standing-room-only debate between Žižek and Milbank at the Institute for Contemporary Arts in London was one of the most noteworthy events of the year.

As we approach the fourth anniversary of the MITPressLog, we continue to post timely and relevant content related to our books and the publishing world in general as well as posting original commentary from our authors on current news. Our author podcast program is still going strong and gaining in popularity. We've also been experimenting quite successfully with social networking. Our Facebook page is now approaching 5,000 fans, and interaction with content is up. We have also introduced a Twitter feed, which now has almost 2,500 followers. Both of these networking tools have proved to be an excellent place for us to communicate with our readers.

MIT Press Website

MIT Press e-book widgets have been added to individual book pages on the main site. The widgets offer a restricted view into their corresponding e-books, as well as links to purchase complete e-book titles on the new Press e-book site (see below). Authors are being encouraged to make use of them on their own sites.

The Press continues to make good use of Scribd.com, and we have posted and distributed two announcement catalogs and five open access titles in the MacArthur Reports on Digital Media and Learning series using this platform over the past year.

Book sales through the website were \$294,315 over 9,930 units, a decline from last year of approximately 9 percent. Peter Dauvergne's *Shadows of Consumption* was the top seller of the year at 104 units, followed by the Alphabet City title *Fuel* and Reinhard Neck's *Sustainability of Public Debt*, each at 86 units. Surprisingly, the edited volume *Opening Up Education*, which has also been available as an open access title, sold 75 copies this year. (The open access edition, hosted on Scribd.com, has been viewed over 18,000 times since it was posted 10 months ago.)

During FY2009 we expanded our services to booksellers with the addition of several different versions of our ONIX data feed for individual customers, including some accounts served through our Wiley UK warehouse. The ONIX feeds provide booksellers with regularly refreshed data about our active title list.

Subsidiary Rights

The core activities of our subsidiary rights program are licensing translation rights to our books and granting permission to reproduce our material (through either photocopying or reprinting). We also derive income from electronic licensing and the sale of English-language editions for distribution on the Indian subcontinent. The figures in the following table represent gross subsidiary rights income received by the Press; they include the authors' shares of this income.

Subsidiary Rights Income (\$)			
	FY2007	FY2008	FY2009
Translations	273,477	273,481	338,349
Permissions	278,941	346,708	333,444
Other	84,260	149,986	93,857
Total	636,678	770,175	765,650

In FY2009, income from translations increased by 19 percent over FY2008. This growth was due in part to slightly better advances from China, Japan, and Korea and to our efforts at streamlining wire transfers and collecting overdue fees. Several important titles released in the past year, including Aghion and Howitt's *The Economics of Growth*, Tomasello's *Origins of Human Communication*, and Cytowic and Eagleman's *Wednesday Is Indigo Blue*, were placed in translation. However, the bulk of income in this category comes from previous years' licenses: advances paid for backlist titles placed recently and royalties from those published translations that are performing well.

Permissions income in FY2009 decreased slightly (by 4 percent) relative to FY2008. The ease with which material can be scanned and distributed has a negative impact on the number of photocopy requests. We continue to sell reprint rights to individual chapters and have raised our permission rates slightly.

Other income includes income from electronic access to our books and the license of reprint editions for the Indian subcontinent. The latter are managed carefully to ensure that the reprint editions do not compete with sales of our own editions.

E-content Partnerships and Products

The MIT Press makes its books available in a variety of electronic formats and business models, working primarily through partnerships with outside content aggregators, vendors, and technology providers. Our established relationships include those with NetLibrary, ebrary, and Books 24x7. We also participate in promotional full-text viewing programs such as Google Book Search and Amazon's Search Inside the Book.

During FY2009, the Press began a partnership with MyiLibrary, an online library aggregator owned by Ingram Digital, to provide additional options for libraries to obtain our content. We are hopeful that MyiLibrary will see a surge in adoption with the recent announcement of Ingram's partnership with Blackwell, which will now make MyiLibrary content discoverable via its Collection Manager interface. Our partnership also leaves open the possibility that we might repurpose our MyiLibrary content for other Ingram Digital programs.

This spring, the Press launched its own e-book program, Ebooks at the MIT Press, on mitpress-ebooks.mit.edu. Hosted on the iPublishCentral platform developed by Impelsys Inc., the site currently offers over 450 new and recent titles at 30 percent off print edition price. Access to a user's collection is available online or through an offline reader.

CISnet, our computer and information sciences subscription product, ended FY2009 with seven institutional subscribers and serious interest from another high-profile university library system.

Journals Division

FY2009 Revenues

In FY2009, the journals division ended the year with total revenues (subscriptions plus other publishing income) of \$7.9 million, up 2 percent from FY2008.

Journals Division Revenues (\$000)

	FY2007	FY2008	FY2009
Subscription income	6,008	6,212	6,308
Other publishing income	1,437	1,552	1,616
Total journals revenues	7,445	7,764	7,924

The major new initiative of FY2009 for the journals division was the development and launch of the *International Journal of Learning and Media*. This innovative journal, supported by the John D. and Catherine T. MacArthur Foundation, aims to become the authoritative backbone of the field of digital media and learning (a major funding initiative of the foundation). The MIT Press worked in partnership with the Monterey

Institute for Technology and Education and with the journal's editors to develop a new format to support this cross-sector and interdisciplinary field. *IJLM* contains a mix of content types; it includes nontraditional media-rich material, so it is available online only. It is envisioned that *IJLM* will be the center of an active online community; the first two issues provided an online forum as one building block for the community. At the end of the year, subscriptions to *IJLM* had exceeded our projections.

The division ended the fiscal year publishing CogNet, the online brain and cognitive sciences database, and 32 journals:

<i>African Arts</i>	<i>Journal of the European Economic Association</i>
<i>Artificial Life</i>	<i>Journal of Interdisciplinary History</i>
<i>Asian Economic Papers</i>	<i>Leonardo</i>
<i>Biological Theory</i>	<i>Leonardo Music Journal</i>
<i>Computational Linguistics</i>	<i>Linguistic Inquiry</i>
<i>Computer Music Journal</i>	<i>Neural Computation</i>
<i>Daedalus</i>	<i>October</i>
<i>Design Issues</i>	<i>PAJ: A Journal of Performance and Art</i>
<i>Education, Finance and Policy</i>	<i>Perspectives on Science</i>
<i>Evolutionary Computation</i>	<i>Presence: Teleoperators & Virtual Environments</i>
<i>Global Environmental Politics</i>	<i>Quarterly Journal of Economics</i>
<i>Grey Room</i>	<i>TDR: The Drama Review</i>
<i>Innovations</i>	<i>The Review of Economics and Statistics</i>
<i>International Journal of Learning and Media</i>	<i>The New England Quarterly</i>
<i>International Security</i>	<i>World Policy Journal</i> .
<i>Journal of Cognitive Neuroscience</i>	
<i>Journal of Cold War Studies</i>	

One new journal was launched, the *International Journal of Learning and Media*, and two quarterly journals were transferred out of the program, *Information Technology and International Development* and *The Washington Quarterly*.

MIT-Affiliated Journal Editors

George-Marios Angeletos (professor, Department of Economics): editor, *Journal of the European Economic Association*

Owen R. Cote (associate director, Security Studies Program): editor, *International Security*

Nathaniel Durlach (senior lecturer, Research Laboratory of Electronics): consulting editor, *Presence*

Michael Greenstone (professor, Department of Economics): editor, *The Review of Economics and Statistics*

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

Earl Miller (professor, Department of Brain and Cognitive Sciences): editor, *Journal of Cognitive Neuroscience*

Igbal Quadir (founder and director, Legatum Center for Development and Entrepreneurship): coeditor, *Innovations*

MIT Press Bookstore

FY2009 gross sales were \$577,809, a decrease of 2 percent from last year. Sales in the physical bookstore sank 10 percent to \$471,695, but gross sales were buoyed by a 28 percent rise in special book sales. We held four special book sales this year compared to last year's two. The sales decline had an impact on all subject areas.

Even with the decline in sales, we were able to boost our net contribution by 8 percent over last year to \$100,903. We accomplished this largely by cutting our operating expenses and cost of goods. We reduced our inventory of items with poor margins and in many cases negotiated better terms and other concessions from our vendors, such as reduced freight costs. Total expenses were reduced by 4 percent or \$21,055.

Special features in the bookstore in FY2009 included a book section dedicated to Darwin's Bicentennial Year, anchored by our recent releases in biology and medicine, as well as a popular display of books on social media backed by our new media list and MacArthur titles. We cut back on sponsored author events this year as a cost-saving measure but still held memorable appearances for our authors, including Sherry Turkle and Nicholas Ashford.

Our online sales continue to grow, and exceeded \$9,000 in FY2009. We sold more than 200 books through our partnership with alibris.com. This service gives us access to a number of sales channels for our out-of-print and damaged books, including barnesandnoble.com and Chapters (in Canada). This year also marked the debut of our redesigned website featuring an online order form that ensures secure credit card sales complying with Payment Card Industry standards.

The top 10 best-selling MIT Press books at the bookstore during FY2009 were:

1. David Mindell, *Digital Apollo*
2. Matthew Frederick, *101 Things I Learned in Architecture School*
3. William Mitchell, *Imagining MIT*
4. John Maeda, *Laws of Simplicity*
5. Jefferson Tester et al., *Sustainable Energy*
6. Jill Sinclair, *Fresh Pond*
7. Alex Pentland, *Honest Signals*
8. Bruce Wexler, *Brain and Culture*
9. Sherry Turkle, *Falling for Science*
10. Casey Reas and Ben Fry, *Processing*

Ellen W. Faran
Director

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

Appendix A: New Titles Published in FY2009

Trade Books

Adler	<i>Hanne Darboven: Cultural History 1880–1983</i>
Alesina	<i>The Future of Europe: Reform or Decline</i>
Alexander	<i>Franz West, To Build a House You Start with the Roof: Work, 1972–2008</i>
Angotti	<i>New York for Sale: Community Planning Confronts Global Real Estate</i>
Austin	<i>Selfless Insight: Zen and the Meditative Transformations of Consciousness</i>
Axilrod	<i>Inside the Fed: Monetary Policy and Its Management, Martin through Greenspan to Bernanke</i>
Azoulay	<i>The Civil Contract of Photography</i>
Bader	<i>Roy Lichtenstein</i>
Bataille	<i>The Cradle of Humanity: Prehistoric Art and Culture</i>
Beech	<i>Beauty</i>
Bernstein	<i>All the King's Horses</i>
Birksted	<i>Le Corbusier and the Occult</i>
Blatt	<i>America's Food: What You Don't Know About What You Eat</i>
Bradford	<i>Solar Revolution: The Economic Transformation of the Global Energy Industry</i>
Brady	<i>Elizabeth Blackburn and the Story of Telomeres: Deciphering the Ends of DNA</i>
Brainard	<i>Perspecta 41 "Grand Tour": The Yale Architectural Journal</i>
Breillat	<i>Pornocracy</i>
Breit	<i>Lives of the Laureates: Twenty-three Nobel Economists, 5th edition</i>
Brown	<i>White Heat Cold Logic: British Computer Art 1960–1980</i>
Cahuc	<i>The Natural Survival of Work: Job Creation and Job Destruction in a Growing Economy</i>
Christensen	<i>Big Box Reuse</i>
Chun	<i>Control and Freedom: Power and Paranoia in the Age of Fiber Optics</i>
Cohen	<i>Three Lectures on Post-Industrial Society</i>
Curran	<i>Obelisk: A History</i>
Cytowic	<i>Wednesday Is Indigo Blue: Discovering the Brain of Synesthesia</i>
Dauvergne	<i>The Shadows of Consumption: Consequences for the Global Environment</i>
Debord	<i>Correspondence: The Foundation of the Situationist International (June 1957–August 1960)</i>
Deffeyes	<i>Nanoscale: Visualizing an Invisible World</i>
Di'an	<i>Synthetic Times: Media Art China 2008</i>
Dowie	<i>Conservation Refugees: The Hundred-Year Conflict between Global Conservation and Native Peoples</i>

Dunne	<i>Hertzian Tales: Electronic Products, Aesthetic Experience, and Critical Design</i>
Ekelund	<i>The Marketplace of Christianity</i>
Evans	<i>Appropriation</i>
Falckenberg	<i>Paul Thek: Artist's Artist</i>
Flanagan	<i>The Really Hard Problem: Meaning in a Material World</i>
Flichy	<i>The Internet Imaginaire</i>
Foucault	<i>Introduction to Kant's "Anthropology"</i>
Frampton	<i>On the Camera Arts and Consecutive Matters: The Writings of Hollis Frampton</i>
Friedberg	<i>The Virtual Window: From Alberti to Microsoft</i>
Gans	<i>Parentonomics: An Economist Dad Looks at Parenting</i>
Goldstein	<i>Martin Kippenberger: The Problem Perspective</i>
Goodyear	<i>Inventing Marcel Duchamp: The Dynamics of Portraiture</i>
Gornick	<i>The Men in My Life</i>
Groebner	<i>Defaced: The Visual Culture of Violence in the Late Middle Ages</i>
Guattari	<i>Chaosophy: Texts and Interviews 1972–1977, new edition</i>
Guattari	<i>Soft Subversions: Texts and Interviews 1977–1985, new edition</i>
Guberman	<i>Perspecta 40 "Monster": The Yale Architectural Journal</i>
Hailey	<i>Camps: A Guide to 21st-Century Space</i>
Harbord	<i>Chris Marker: "La Jetée"</i>
Hayes	<i>Milk and Melancholy</i>
Heathfield	<i>Out of Now: The Lifeworks of Tehching Hsieh</i>
Hepworth	<i>Wild Costa Rica: The Wildlife and Landscapes of Costa Rica</i>
Higgins	<i>The Grid Book</i>
Hogeland	<i>Inventing American History</i>
Hua	<i>A Society without Fathers or Husbands: The Na of China</i>
Hudson	<i>Robert Ryman: Used Paint</i>
Iiyoshi	<i>Opening Up Education: The Collective Advancement of Education through Open Technology, Open Content, and Open Knowledge</i>
Johnston	<i>Drafting Culture: A Social History of "Architectural Graphic Standards"</i>
Jouvet	<i>The Castle of Dreams</i>
Kafai	<i>Beyond Barbie® and Mortal Kombat: New Perspectives on Gender and Gaming</i>
Kargon	<i>Invented Edens: Techno-Cities of the Twentieth Century</i>
Knechtel	<i>Fuel: "Alphabet City 13"</i>
Kornai	<i>By Force of Thought: Irregular Memoirs of an Intellectual Journey</i>
Lambert-Beatty	<i>Being Watched: Yvonne Rainer and the 1960s</i>
Lorance	<i>Becoming Bucky Fuller</i>
Losh	<i>Virtualpolitik: An Electronic History of Government Media-Making in a Time of War, Scandal, Disaster, Miscommunication, and Mistakes</i>

Loury	<i>Race, Incarceration, and American Values</i>
Maillet	<i>The Claude Glass: Use and Meaning of the Black Mirror in Western Art</i>
Maki	<i>Nurturing Dreams: Collected Essays on Architecture and the City</i>
Marazzi	<i>Capital and Language: From the New Economy to the War Economy</i>
Margolis	<i>Stuck in the Shallow End: Education, Race, and Computing</i>
Markonish	<i>Badlands: New Horizons in Landscape</i>
McClellan	<i>Digital Storytelling: The Narrative Power of Visual Effects in Film</i>
McIntyre	<i>Dark Ages: The Case for a Science of Human Behavior</i>
Miguel	<i>Africa's Turn?</i>
Mitchell	<i>World's Greatest Architect: Making, Meaning, and Network Culture</i>
Montfort	<i>Racing the Beam: The Atari Video Computer System</i>
Montgomery	<i>Generation Digital: Politics, Commerce, and Childhood in the Age of the Internet</i>
Myles	<i>The Importance of Being Iceland: Travel Essays in Art</i>
Nixon	<i>Fantastic Reality: Louise Bourgeois and a Story of Modern Art</i>
Parr	<i>Hijacking Sustainability</i>
Pentland	<i>Honest Signals: How They Shape Our World</i>
Pullin	<i>Design Meets Disability</i>
Roeper	<i>The Prism of Grammar: How Child Language Illuminates Humanism</i>
Simpson	<i>Dan Graham: Beyond</i>
Sinclair	<i>Fresh Pond: The History of a Cambridge Landscape</i>
Singer	<i>Cinematic Mythmaking: Philosophy in Film</i>
Singer	<i>Philosophy of Love: A Partial Summing-Up</i>
Sinn	<i>Can Germany Be Saved?: The Malaise of the World's First Welfare State</i>
Sloterdijk	<i>Terror from the Air</i>
Smil	<i>Global Catastrophes and Trends: The Next Fifty Years</i>
Spieker	<i>The Big Archive: Art From Bureaucracy</i>
Taïa	<i>Salvation Army</i>
Taylor	<i>Play Between Worlds: Exploring Online Game Culture</i>
The Invisible Committee	<i>The Coming Insurrection</i>
Till	<i>Architecture Depends</i>
Troesken	<i>The Great Lead Water Pipe Disaster</i>
Tupitsyn	<i>The Museological Unconscious: Communal (Post)Modernism in Russia</i>
Turkle	<i>The Inner History of Devices</i>
Turkle	<i>Simulation and Its Discontents</i>
Vasulka	<i>Buffalo Heads: Media Study, Media Practice, Media Pioneers, 1973–1990</i>
Vinegar	<i>I AM A MONUMENT: On "Learning from Las Vegas"</i>

Virilio	<i>The Aesthetics of Disappearance, new edition</i>
Volk	<i>CO₂ Rising: The World's Greatest Environmental Challenge</i>
von Schlegell	<i>Mercury Station</i>
Wenz	<i>Beyond Red and Blue: How Twelve Political Philosophies Shape American Debates</i>
Willinsky	<i>The Access Principle: The Case for Open Access to Research and Scholarship</i>
Zeidner	<i>What We Know about Emotional Intelligence: How It Affects Learning, Work, Relationships, and Our Mental Health</i>
Žižek	<i>The Monstrosity of Christ: Paradox or Dialectic?</i>
Žižek	<i>The Parallax View</i>

Professional Books

Aghion	<i>The Economics of Growth</i>
Agyeman	<i>Environmental Justice and Sustainability in the Former Soviet Union</i>
Akera	<i>Calculating a Natural World: Scientists, Engineers, and Computers During the Rise of US Cold War Research</i>
Amacher	<i>Economics of Forest Resources</i>
Baber	<i>Global Democracy and Sustainable Jurisprudence: Deliberative Environmental Law</i>
Balasko	<i>The Equilibrium Manifold: Postmodern Developments in the Theory of General Economic Equilibrium</i>
Baldwin	<i>The Development and Testing of Heckscher-Ohlin Trade Models: A Review</i>
Bedau	<i>The Ethics of Protocells: Moral and Social Implications of Creating Life in the Laboratory</i>
Bénassy	<i>Money, Interest, and Policy: Dynamic General Equilibrium in a Non-Ricardian World</i>
Bengtsson	<i>Life under Pressure: Mortality and Living Standards in Europe and Asia, 1700–1900</i>
Bennett	<i>The Privacy Advocates: Resisting the Spread of Surveillance</i>
Bertola	<i>The Economics of Consumer Credit</i>
Bødker	<i>Participatory IT Design: Designing for Business and Workplace Realities</i>
Boersema	<i>Pragmatism and Reference</i>
Bogdan	<i>Predicative Minds: The Social Ontogeny of Propositional Thinking</i>
Braddon-Mitchell	<i>Conceptual Analysis and Philosophical Naturalism</i>
Briggs	<i>Democracy as Problem Solving: Civic Capacity in Communities Across the Globe</i>
Brock	<i>Robotics: Science and Systems IV</i>
Brown	<i>Primacy and Its Discontents: American Power and International Stability</i>

Byrne	<i>Disjunctivism: Contemporary Readings</i>
Callon	<i>Acting in an Uncertain World: An Essay on Technical Democracy</i>
Cartwright	<i>Evolution and Human Behavior: Darwinian Perspectives on Human Nature, 2nd edition</i>
Chakrabarti	<i>School Choice International: Exploring Public-Private Partnerships</i>
Chalupa	<i>Eye, Retina, and Visual System of the Mouse</i>
Ciprut	<i>Democratizations: Comparisons, Confrontations, and Contrasts</i>
Ciprut	<i>Ethics, Politics, and Democracy: From Primordial Principles to Prospective Practices</i>
Ciprut	<i>Freedom: Reassessments and Rephrasings</i>
Ciprut	<i>The Future of Citizenship</i>
Ciprut	<i>Indeterminacy: The Mapped, the Navigable, and the Uncharted</i>
Clapp	<i>Corporate Power in Global Agrifood Governance</i>
Cphoon	<i>Women and Information Technology: Research on Underrepresentation</i>
Collins	<i>Game Sound: An Introduction to the History, Theory, and Practice of Video Game Music and Sound Design</i>
Cowhey	<i>Transforming Global Information and Communication Markets: The Political Economy of Innovation</i>
Cross	<i>Off-Track Profs: Nontenured Teachers in Higher Education</i>
da Costa	<i>Tactical Biopolitics: Art, Activism, and Technoscience</i>
Davidson	<i>The Future of Learning Institutions in a Digital Age</i>
Decety	<i>The Social Neuroscience of Empathy</i>
Dedrick	<i>Computation, Cognition, and Pylyshyn</i>
Demirgüç-Kunt	<i>Deposit Insurance around the World: Issues of Design and Implementation</i>
Di Nitto	<i>At Your Service: Service-Oriented Computing from an EU Perspective</i>
Drake	<i>Governing Global Electronic Networks: International Perspectives on Policy and Power</i>
Dupuy	<i>On the Origins of Cognitive Science: The Mechanization of the Mind</i>
Egan	<i>Barry Commoner and the Science of Survival: The Remaking of American Environmentalism</i>
Epstein	<i>The Power of Words in International Relations: Birth of an Anti-Whaling Discourse</i>
Fairlie	<i>Race and Entrepreneurial Success: Black-, Asian-, and White-Owned Businesses in the United States</i>
Fertin	<i>Combinatorics of Genome Rearrangements</i>
Finn	<i>Communications Under the Seas: The Evolving Cable Network and Its Implications</i>
Fishwick	<i>Aesthetic Computing</i>
Flanagan	<i>re:skin</i>
Floreano	<i>Bio-Inspired Artificial Intelligence: Theories, Methods, and Technologies</i>

Frie	<i>Psychological Agency: Theory, Practice, and Culture</i>
Galasso	<i>The Political Future of Social Security in Aging Societies</i>
Georgakopoulos	<i>Service-Oriented Computing</i>
Gitelman	<i>Always Already New: Media, History, and the Data of Culture</i>
Gliboff	<i>H.G. Bronn, Ernst Haeckel, and the Origins of German Darwinism: A Study in Translation and Transformation</i>
Goutte	<i>Learning Machine Translation</i>
Guesnerie	<i>The Design of Climate Policy</i>
Hammonds	<i>The Nature of Difference: Sciences of Race in the United States from Jefferson to Genomics</i>
Hanna	<i>Rationality and Logic</i>
Hanson	<i>The Nature of the Word: Studies in Honor of Paul Kiparsky</i>
Harper	<i>Weather by the Numbers: The Genesis of Modern Meteorology</i>
Harrigan	<i>Third Person: Authoring and Exploring Vast Narratives</i>
Heintzenberg	<i>Clouds in the Perturbed Climate System: Their Relationship to Energy Balance, Atmospheric Dynamics, and Precipitation</i>
Henke	<i>Cultivating Science, Harvesting Power: Science and Industrial Agriculture in California</i>
Hess	<i>Localist Movements in a Global Economy: Sustainability, Justice, and Urban Development in the United States</i>
Hess	<i>Guns and Butter: The Economic Causes and Consequences of Conflict</i>
Hill	<i>Georeferencing: The Geographic Associations of Information</i>
Hommels	<i>Unbuilding Cities: Obduracy in Urban Sociotechnical Change</i>
Honkapohja	<i>Economic Prosperity Recaptured: The Finnish Path from Crisis to Rapid Growth</i>
Horn	<i>The Path Not Taken: French Industrialization in the Age of Revolution, 1750–1830</i>
Hoy	<i>The Time of Our Lives: A Critical History of Temporality</i>
Hunter	<i>The Processes of Life: An Introduction to Molecular Biology</i>
Imre	<i>Identity Games: Globalization and the Transformation of Media Cultures in the New Europe</i>
Ito	<i>Living and Learning with New Media: Summary of Findings from the Digital Youth Project</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>
Jenkins	<i>Confronting the Challenges of Participatory Culture: Media Education for the 21st Century</i>
Johnson	<i>Technology and Society: Building our Sociotechnical Future</i>
Johnston	<i>The Allure of Machinic Life: Cybernetics, Artificial Life, and the New AI</i>
Kahne	<i>The Civic Potential of Video Games</i>
Karafyllis	<i>Sexualized Brains: Scientific Modeling of Emotional Intelligence from a Cultural Perspective</i>

Klasen	<i>Poverty, Inequality, and Policy in Latin America</i>
Krige	<i>American Hegemony and the Postwar Reconstruction of Science in Europe</i>
Krohs	<i>Functions in Biological and Artificial Worlds: Comparative Philosophical Perspectives</i>
Kunreuther	<i>At War with the Weather: Managing Large-Scale Risks in a New Era of Catastrophes</i>
Layzer	<i>Natural Experiments: Ecosystem-Based Management and the Environment</i>
Lebeaux	<i>Where Does Binding Theory Apply?</i>
Lennon	<i>Global Powers in the 21st Century: Strategies and Relations</i>
Lim	<i>Computational Macroeconomics for the Open Economy</i>
Long	<i>The Book of Michael of Rhodes: A Fifteenth-Century Maritime Manuscript, Volume 1: Facsimile</i>
Long	<i>The Book of Michael of Rhodes: A Fifteenth-Century Maritime Manuscript, Volume 2: Transcription and Translation</i>
Long	<i>The Book of Michael of Rhodes: A Fifteenth-Century Maritime Manuscript, Volume 3: Studies</i>
Loukaitou-Sideris	<i>Sidewalks: Conflict and Negotiation over Public Space</i>
Lynch	<i>Conflicts of Conscience in Health Care: An Institutional Compromise</i>
MacKenzie	<i>An Engine, Not a Camera: How Financial Models Shape Markets</i>
Malone	<i>Psychology: Pythagoras to Present</i>
Malpas	<i>Heidegger's Topology: Being, Place, World</i>
Manning	<i>Relationscapes: Movement, Art, Philosophy</i>
Mazmanian	<i>Toward Sustainable Communities: Transition and Transformations in Environmental Policy, 2nd edition</i>
McKenzie	<i>Equilibrium, Trade, and Growth: Selected Papers of Lionel W. McKenzie</i>
Meglicki	<i>Quantum Computing Without Magic: Devices</i>
Minteer	<i>The Landscape of Reform: Civic Pragmatism and Environmental Thought in America</i>
Nelson	<i>Handbook of Developmental Cognitive Neuroscience, 2nd edition</i>
Nersessian	<i>Creating Scientific Concepts</i>
Neumark	<i>Minimum Wages</i>
Nitsche	<i>Video Game Spaces: Image, Play, and Structure in 3D Worlds</i>
Nowotny	<i>Insatiable Curiosity: Innovation in a Fragile Future</i>
Oldenziel	<i>Cold War Kitchen: Americanization, Technology, and European Users</i>
Oller	<i>Evolution of Communicative Flexibility: Complexity, Creativity, and Adaptability in Human and Animal Communication</i>
Olson	<i>Scientific Collaboration on the Internet</i>
Pavel	<i>Breakthrough Communities: Sustainability and Justice in the Next American Metropolis</i>
Pecchi	<i>Revisiting Keynes: Economic Possibilities for Our Grandchildren</i>

Pinch	<i>Living in a Material World: Economic Sociology Meets Science and Technology Studies</i>
Pockett	<i>Does Consciousness Cause Behavior?</i>
Price-Smith	<i>Contagion and Chaos: Disease, Ecology, and National Security in the Era of Globalization</i>
Qiu	<i>Working-Class Network Society: Communication Technology and the Information Have-Less in Urban China</i>
Quiñonero-Candela	<i>Dataset Shift in Machine Learning</i>
Raimy	<i>Contemporary Views on Architecture and Representations in Phonology</i>
Rasmussen	<i>Protocells: Bridging Nonliving and Living Matter</i>
Rehg	<i>Cogent Science in Context: The Science Wars, Argumentation Theory, and Habermas</i>
Reinhart	<i>Money, Crises, and Transition: Essays in Honor of Guillermo A. Calvo</i>
Rothstein	<i>Genetics and Life Insurance: Medical Underwriting and Social Policy</i>
Rottenburg	<i>Far-Fetched Facts: A Parable of Development Aid</i>
Schäfer	<i>Transportation in a Climate-Constrained World</i>
Schiffer	<i>Power Struggles: Scientific Authority and the Creation of Practical Electricity Before Edison</i>
Schneider	<i>Scientists Debate Gaia: The Next Century</i>
Schuler	<i>Liberating Voices: A Pattern Language for Communication Revolution</i>
Schwartz	<i>Biological Modeling and Simulation: A Survey of Practical Models, Algorithms, and Numerical Methods</i>
Shaviro	<i>Without Criteria: Kant, Whitehead, Deleuze, and Aesthetics</i>
Sicart	<i>The Ethics of Computer Games</i>
Singer	<i>The Nature of Love, Volume 1: Plato to Luther</i>
Singer	<i>The Nature of Love, Volume 2: Courtly and Romantic</i>
Singer	<i>The Nature of Love, Volume 3: The Modern World</i>
Stachurski	<i>Economic Dynamics: Theory and Computation</i>
Stenning	<i>Human Reasoning and Cognitive Science</i>
Stroik	<i>Locality in Minimalist Syntax</i>
Svenonius	<i>The Intellectual Foundation of Information Organization</i>
Thagard	<i>Hot Thought: Mechanisms and Applications of Emotional Cognition</i>
Tomasello	<i>Origins of Human Communication</i>
Tommasi	<i>Cognitive Biology: Evolutionary and Developmental Perspectives on Mind, Brain, and Behavior</i>
Torey	<i>The Crucible of Consciousness: An Integrated Theory of Mind and Brain</i>
Tremblay	<i>The US Brewing Industry: Data and Economic Analysis</i>
Turbak	<i>Design Concepts in Programming Languages</i>

Tye	<i>Consciousness Revisited: Materialism without Phenomenal Concepts</i>
Vanderheiden	<i>Political Theory and Global Climate Change</i>
Varnelis	<i>Networked Publics</i>
Vinck	<i>Everyday Engineering: An Ethnography of Design and Innovation</i>
Walter	<i>Neurophilosophy of Free Will: From Libertarian Illusions to a Concept of Natural Autonomy</i>
Webster	<i>Adaptive Governance: The Dynamics of Atlantic Fisheries Management</i>
Weiss	<i>Structuring an Energy Technology Revolution</i>
Wexler	<i>Brain and Culture: Neurobiology, Ideology, and Social Change</i>
Whiteley	<i>Water, Place, and Equity</i>
Yang	<i>Strategic Bargaining and Cooperation in Greenhouse Gas Mitigations: An Integrated Assessment Modeling Approach</i>
Young	<i>Institutions and Environmental Change: Principal Findings, Applications, and Research Frontiers</i>
Zahavi	<i>Subjectivity and Selfhood: Investigating the First-Person Perspective</i>
Zylinska	<i>Bioethics in the Age of New Media</i>

Appendix B: Awards in FY2009

MIT Press books and authors won recognition in the form of many literary prizes in FY2009. Below is a selection of some of the most notable awards and their winners.

The Modern Language Association awarded the Aldo and Jeanne Scaglione Prize for Comparative Literary Studies to Daniel Heller-Roazen for his book *The Inner Touch: Archaeology of a Sensation*. The prize is awarded annually for an outstanding scholarly work written by a member of the association and that involves at least two literatures.

Boris Groys received the prestigious Frank Jewett Mather Award for Art Criticism from the College Art Association for his work in *Art Power*.

MIT Press author Georges Didi-Huberman (*The Invention of Hysteria*) won the Distinguished Lifetime Achievement Award for Writing on Art.

An essay from the upcoming MIT Press book *What Was Contemporary Art?* by Richard Meyer (spring 2010) received the *Art Journal* Award. The essay is titled "Artists Sometimes Have Feelings."

This year, eight MIT Press books received Outstanding Academic Title awards from *Choice* magazine:

The Internet and American Business by William Aspray and Paul E. Ceruzzi

Objectivity by Lorraine Daston and Peter Galison (Zone Books)

The Inner Touch: Archaeology of a Sensation by Daniel Heller-Roazen (Zone Books)

The Second Life Herald: The Virtual Tabloid that Witnessed the Dawn of the Metaverse by Peter Ludlow and Mark Wallace

The Robotics Primer by Maja J. Mataric

3D Shape: Its Unique Place in Visual Perception by Zygmunt Pizlo

Global Catastrophes and Trends: The Next Fifty Years by Vaclav Smil

Press On: Principles of Interaction Programming by Harold Thimbleby

Charlotte Epstein's *The Power of Words in International Relations* was announced as a runner-up for this year's Harold and Margaret Sprout Award. The Sprout Award is given annually by the International Studies Association to honor the best book in the field of international environmental problems.

Weather by the Numbers by Christine C. Harper was the winner of the History Category in the 2008 Choice Book Awards given by Atmospheric Science Librarians International.

Competitive Failures in Insurance Markets by Pierre-Andre Chiappori and Christian Gollier won the Kulp-Wright Book Award from the American Risk and Insurance Association.

Rich Ling's book *New Tech, New Ties* was the recipient of the 2009 Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction, presented by the Media Ecology Association. The Goffman Award is given annually to a book that focuses

on social situations, symbolic interaction, interpersonal communication, nonverbal communication, social space, temporal rhythms, rules of engagement, performance of roles, and the presentation of self in everyday life.

The MIT Press was a winner in the 2008 PROSE Awards (formerly known as the PSP Awards) Education Category for *Stuck in the Shallow End* by Jane Margolis. MIT also received honorable mention in five PROSE Award categories this year:

Music and the Performing Arts for *Being Watched: Yvonne Rainer and the 1960s* by Carrie Lambert-Beatty

World History and Biography/Autobiography for *The Tropics of Empire* by Nicolas Wey Gomez

Literature, Language and Linguistics for *Origins of Human Communication* by Michael Tomasello

Sociology and Social Work for *New Tech, New Ties* by Rich Ling

Economics for *Medical Malpractice* by Frank A. Sloan and Lindsey M. Chepke

Mechanisms by Matthew Kirschenbaum won this year's Richard J. Finneran Award given by the Society for Textual Scholarship. This prize is awarded in recognition of the best edition or book about editorial theory and/or practice published in the English language during the preceding two calendar years.

Katharine Park's *Secrets of Women* (Zone, 2006) was presented with the 2009 William Welch Medal given by the American Association for the History of Medicine. This prestigious award, first presented in 1950 to Henry Sigerist, is given to one or more authors of a book of outstanding scholarly merit in the field of medical history published during the five calendar years preceding the award.

Tarleton Gillespie's *Wired Shut* won the 2009 Outstanding Book Award given by the International Communication Association.

Being Watched by Carrie Lambert-Beatty won the de la Torre Bueno Book Prize given by the Society of Dance History Scholars.

Design and Production Awards

MIT Press designer Emily Gutheinz won two awards at the Best of New England (BoNE) design show, held by the American Institute of Graphic Arts Boston at the Massachusetts College of Art. Emily won two prestigious BoNE awards for *Camps* and *I Am a Beautiful Monster*. *Camps* was chosen as the "Judge's Pick," the highest honor of the show.

Several MIT Press books won awards in the 2009 American Association of University Presses Book, Jacket, and Journal Show.

Scholarly Illustrated Category: *The Big Archive: Art From Bureaucracy* by Sven Spieker

Trade Illustrated Category: *Big Box Reuse* by Julia Christensen and *Subject to Display: Reframing Race in Contemporary Installation Art* by Jennifer A. González

Jackets and Covers Category: *Big Box Reuse* by Julia Christensen

The MIT Press won 10 awards at this year's 52nd Annual New England Book Show.

General Trade/Illustrated Category: *Big Box Reuse* by Julia Christensen (Best of Category)

Professional/Illustrated Category: *Nurturing Dreams* by Fumihiko Maki

General Trade/Cover, Jacket Category: *America's Food* by Harvey Blatt, *Big Box Reuse* by Julia Christensen, and *The Tropics of Empire* by Nicolás Wey Gómez

Professional/Cover, Jacket Category: *Disjunctivism* by Alex Byrne and Heather Logue; *Weather by the Numbers* by Kristine C. Harper; *Dyslexia, Learning, and the Brain* by Roderick I. Nicolson and Angela J. Fawcett; *Fundamental Tax Reform*, edited by John W. Diamond and George R. Zodrow; and *The Case for Qualia* by Edmond Wright