

## The MIT Press

The MIT Press publishes the best works in selected academic disciplines. One of the largest and most respected university presses in the world, The MIT Press is known for quality, innovation, and distinctive design. The Press publishes in diverse fields including art and architecture, cognitive science, computer science, economics, environmental studies, neuroscience, new media, and science, technology, and society. It publishes journals, scholarly monographs, trade books, textbooks, and reference works in print and digital formats. The 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 online community of cognitive science. Through its contributions to scholarship, The MIT Press supports the Institute's mission of advancing knowledge; through its award-winning publications, the Press extends the visibility of the MIT name around the world.

### FY2011 Highlights

This year was notable for three new publishing experiments that brought recognition to The MIT Press. All three were informed by our ongoing commitment to serving the academic fields in which we publish. Our authors use new technologies to create work, their readers use new digital devices for reading and research, and both have high expectations for how quickly new work is made public. Choosing where to put our resources has never been more challenging, but experiments help us explore new opportunities.

In September 2010 we published an "instant" book, *Blowout in the Gulf: The BP Oil Spill Disaster and the Future of Energy in America* by William Freudenburg and Robert Gramling. In order to make this comprehensive analysis of the oil spill available to readers at the time it was most relevant, we followed an accelerated schedule that resulted in a published e-book edition only four weeks after the receipt of the final manuscript. The print edition followed three weeks later (in comparison to the seven months required for our usual short schedule). Despite a sales process entirely outside of our usual seasonal catalog cycle, we achieved full retail distribution of both editions.

Our first iPad app, a stunning interactive edition of Branko Lukić's imaginative design book *NONOBJECT*, went on sale in December 2010. This product not only introduced us to an entirely new product development and distribution process, it also stretched the boundaries of our marketing imagination as we worked to promote both the print book and the app. The *NONOBJECT* app was the first iPad app published by a university press.

In partnership with the Alliance for Networking Visual Culture project, hosted by the School of Cinematic Arts at the University of Southern California, we published our first "video book," *Learning from YouTube*, by Alexandra Juhasz in February 2011. This entirely digital, multi-media project was peer reviewed and copyedited by us,

supporting its publication under The MIT Press imprint. Our marketing team worked to draw media scholars and other viewers to this open access title.

We enjoy the excitement of innovative projects, but we do not allow it to eclipse the immensely rewarding results that accrue from our ongoing publishing programs. Most of the time and energy of The MIT Press—and our authors—goes into the selection, development, and distribution of scholarship in print and digital forms. In FY2011, we published 220 new books, 66 new paperback editions of books, and 132 issues of journals (all print and digital), plus our two digital content portals, CogNet and CISnet. These new materials are disseminated along with the books and journal issues published in prior years. These print and digital products, comprising more than 1 million units of valued content bearing the MIT name, reach readers and researchers around the world each year.

In FY2011, The MIT Press was featured as one of the evocative objects in the MIT Museum's MIT150 Exhibition, represented by 30 of our most influential titles. These books and journals were showcased in a striking black bookcase in the shape of the distinctive MIT Press logo.

Our organization continues to evolve in support of new efficiencies and better alignment with our strategic objectives. In January 2011, the University Press Group began representing us for book sales in the United Kingdom and Europe. In April 2011 our long-awaited intranet, Inside The MIT Press, was launched.

#### The MIT Press Operating Results (\$000)

	FY2009	FY2010	FY2011
Books sales	15,693	16,969	17,025
Journals subscription sales	6,307	6,131	5,485
<b>Total sales</b>	<b>22,000</b>	<b>23,100</b>	<b>22,510</b>
Cost of sales	10,612	10,787	10,379
Gross margin on sales	11,388	12,313	12,131
Other publishing income	2,717	2,401	2,668
<b>Total publishing income</b>	<b>14,105</b>	<b>14,715</b>	<b>14,799</b>
Operating expenses	14,010	14,406	14,759
Bookstore net	101	74	135
<b>Net operations</b>	<b>196</b>	<b>382</b>	<b>175</b>

## FY2011 Financial Results

### *The MIT Press Management Board, 2010–2011*

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

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

Laura Brown, senior advisor, Ithaka

Ellen W. Faran, director, The MIT Press

Richard Lester, professor/department head, Nuclear Science and Engineering, MIT

Christopher Lynch, vice president for publishing, Massachusetts Medical Society

Barbara Kline Pope, executive director, National Academies Press

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

Bruce Tidor, professor, Department of Electrical Engineering and Computer Science

Lynne Withey, director emeritus, University of California Press

### *The MIT Press Editorial Board, 2010–2011*

Bruce Tidor (chair), professor, Department of Electrical Engineering and Computer Science

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

JoAnn Carmin, professor, Department of Urban Studies and Planning

Beth Coleman, professor, Writing and Humanistic Studies and Comparative Media Studies

Ellen W. Faran, director, The MIT Press

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

Robert Townsend, professor, Department of Economics

#### **Books Division revenues (\$000)**

	FY2009	FY2010	FY2011
Net sales	15,693	16,969	17,025
Other publishing income	1,100	786	783
<b>Total books revenues</b>	<b>16,793</b>	<b>17,755</b>	<b>17,808</b>

## Books Division

### FY2011 Revenues

#### *New Books in FY2011*

The MIT Press published or distributed 220 original books and 66 new paperback editions this year. New books by MIT authors published during FY2011 included:

- Alexander, Philip, *A Widening Sphere: Evolving Cultures at MIT*
- Carmin, JoAnn, *Environmental Inequalities Beyond Borders*
- Cote, Owen, *Contending with Terrorism*
- Gibson, Edward, *The Processing and Acquisition of Reference*
- Holmström, Bengt, *Inside and Outside Liquidity*
- Kaiser, David, editor, *Becoming MIT: Moments of Decision*
- Keyser, Samuel, *Mens et Mania: The MIT Nobody Knows*
- Murray, Janice, editor, *Collected Scientific Papers of Paul Samuelson, Volumes 6 and 7*
- Simchi-Levi, David, *Operations Rules*
- Singer, Irving, *Modes of Creativity*
- Smith, Merrit Roe, *Reconceptualizing the Industrial Revolution*

A complete list of all new titles published by The MIT Press during FY2011 is provided in Appendix A at the end of this report.

### Awards

The MIT Press books and authors garnered numerous publishing prizes and awards throughout the past year. 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 FY2011 is presented in Appendix B.

### The MIT Press Acquisitions Editors

- Gita Manaktala, editorial director
- 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
- Philip Laughlin, senior acquisitions editor, cognitive science and philosophy
- 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

## Acquisitions

The MIT Press acquires books in the fields of architecture and contemporary art, biology and the life sciences, cognitive science, computer science, economics and finance, environmental studies, information and communication, linguistics, neuroscience, new media studies, political science, and science, technology, and society. Although the Press faces competition in these fields, we maintain a distinct profile within each one. Our acquisitions approach includes the cultivation of extensive networks of scholars worldwide, a healthy pipeline of projects, and a selective signing process that includes both internal and external review. High-quality editing, design, production, marketing, and sales representation support our editors' ability to acquire the best work in each field for a diverse audience of professionals, scholars, students, and general readers.

Highlights of this year's acquisitions include seven projects for The MIT Press Essential Knowledge series, a new book series that will make expert knowledge on key topics accessible to readers with little or no previous background in the subject. The Essential Knowledge series spans the Press's publishing program in terms of subject matter. Topics covered by the initial volumes (to be published in FY2012) include intellectual property, information and the modern corporation, the history of computing, algorithms, theory of mind, open access, and the mechanics of waves, including tsunamis.

## Sales

The MIT Press sales group includes in-house staff, sales representatives, and distribution partners in selected markets and territories. This team sells the Press's books to libraries, wholesalers, chain bookstores, independent bookstores, college stores, and online retailers around the world.

### Worldwide Sales

FY2011 worldwide book sales totaled \$17 million, flat with FY2010. Frontlist (new title) sales were buoyed by a strong increase in the number of new titles published, but sales in total dollars decreased by 10% from the prior year because of one strong title in that year. The FY2010 frontlist included the new edition of our bestselling title *Introduction to Algorithms* by Thomas Cormen and colleagues; in FY2011 the Cormen text was one-year backlist and led the increase in sales in that group to 67% over FY2010. Bestsellers among the new titles in FY2011 included *Econometric Analysis of Cross Section and Panel Data* by Jeffrey Wooldridge, *Networks of the Brain* by Olaf Sporns, *Atlas of Science* by Katy Börner, and *Designing Media* by Bill Moggridge. A decline in two-year backlist sales of 52% reflected the continuing weak performance of new books published during the difficult economic period of fall 2008 and spring 2009. The stable backlist, titles published in FY2008 and earlier, showed a healthy increase of 4% over the prior year.

### **Domestic Sales**

Domestic book sales in FY2011 were \$11 million, a 1% decrease from FY2010. This year proved to be a challenging period for US retailers generally. Most strikingly, our sales through Amazon were flat with FY2010. This was the first year without significant growth from this major online bookseller. Amazon now represents 43% of our domestic sales business and 28% of worldwide sales.

We are watching the changes in the brick and mortar bookselling channel closely. Borders, once among our key national accounts, is closing its doors. The loss of this outlet is a blow to the book trade. Barnes & Noble, another key retailer, is also exhibiting signs of strain, such as poor sell-through and high returns. The two major wholesalers serving the academic and library market appear stable, although they continue to battle each year over who captures the growth in their market. Our sales with Baker & Taylor,

#### **International Sales (\$000)**

	<b>FY2009</b>	<b>FY2010</b>	<b>FY2011</b>
UK/Europe/Middle East	3,639	3,870	4,094
Other export	741	686	652
Canada	547	627	739
Japan	340	406	395
Australia	158	155	132
<b>Total export sales</b>	<b>5,425</b>	<b>5,744</b>	<b>6,012</b>

still our second largest customer behind Amazon, finished FY2011 down 4% from last year, while our sales with the company's closest competitor, Ingram, grew by 21%.

### **International Sales**

Book sales outside the United States totaled \$6 million, up 6% from FY2010 sales of \$5.7 million. FY2011 international sales accounted for 35% of total book division sales.

UK and European sales in pounds sterling for FY2011 were £2.6 million, up 6% from the prior year's total of £2.4 million. In dollars, these sales totaled \$4.1 million, or 24% of total FY2011 book sales. This strong result for the fiscal year reflects our carefully managed transition to our sales partnership with the University Press Group and the group's good efforts throughout the spring 2011 season.

FY2011 sales to Canada, our second largest export market, were \$739,000, up 8% from FY2010. The growth in this market is a marked improvement over a tepid FY2010. Sales across all Canadian market channels were up year over year. FY2011 sales to Amazon.ca totaled \$281,000, up 4% from the prior year and representing 38% of our total direct sales

to Canada. Sales of text-designated titles came to nearly \$400,000, representing 54% of total FY2011 sales to Canada.

Taken as a whole, sales to Asia were \$858,000, down 4% from FY2010. Although the yen remains strong, Japan is still struggling post-earthquake and in fact seems hard hit, too, by the global economic situation. FY2011 sales to Japan were \$395,000, down 3% from FY2010. FY2011 sales to Amazon.jp were \$188,000, representing 48% of total sales to Japan.

Footprint is our exclusive sales, distribution, and marketing representative in the Australia and New Zealand territories. This arrangement extends to our printed content and beyond to our e-books. FY2011 sales in these markets totaled \$132,000, up 2% from FY2010. This is an export area where we believe there is space to cultivate new sales channels.

A market that experienced significant sales growth in FY2011 was Latin America. While on the modest side, export sales to this area totaled \$131,000, up 52% from FY2010. We believe there is considerable untapped revenue potential in key regions such as Brazil, Mexico, and Argentina, and will be pursuing this in the year ahead.

### **Special Sales**

Special sales totaled \$101,300, slightly below the prior year. Unit sales for the same period were up 52%, however, due to the growth of low-priced products in one account. The nationwide retailer Urban Outfitters purchased \$43,000 worth of our backlist bestseller, *101 Things I Learned in Architecture School*. This is a promising new relationship for the Press.

### **Marketing**

The books marketing group of The MIT Press includes staff in Cambridge and London who support the publication of our books through publicity, promotion, exhibits, advertising, and social media. Concentrated textbook marketing supports the many titles on our list that are used in courses. In addition, our rights and permissions staff extend our outreach by licensing foreign translations, database and other uses, and the reuse of our content in new scholarly work.

In FY2011, we made significant progress toward three particular goals we had set: giving weight and momentum to titles with strong sales potential, creating new tools to enable a robust “grassroots” approach to textbook adoption, and enhancing our use of digital marketing tools. It is exciting to build upon the existing strengths of our marketing systems and the great energy of the Press marketing staff. Today’s digital environment allows us to connect with our readers and to be part of scholarly conversations in new ways.

A major project in FY2011 was planning a significant redesign of The MIT Press websites. We are refreshing our web presence overall, addressing consistent branding, state of the art aesthetics, and functionality. The new sites will be implemented in late 2011 in time for the 50th anniversary of the Press in 2012. Our goals for this project

are to interact with our readers in a more meaningful way; expand our marketing and e-commerce capabilities with improved bundling, discounting, and better search taxonomies; and better highlight our authors. We seek a better survey system, more robust user registration and profiling options, enhanced social networking capabilities, and better media management. These goals will support new sites across all of The MIT Press web properties (books, journals, CogNet, and CISnet).

Internal communications at the Press were enhanced by the spring 2011 deployment of our new company intranet “Inside The MIT Press.” We developed the intranet quickly by using the Word Press open source content management system. It provides an easy way for The MIT Press staff to share information by posting to the site.

## Publicity

*Ai Weiwei’s Blog*, our new book by Chinese artist and activist Ai, received significant attention following his detention by the Chinese authorities in April 2011. Mainstream, art, and political publications gravitated to his writings during this time of uncertainty. *Spacesuit* by Nicholas de Monchaux was also well received, garnering coverage in many publications including the *New York Times*, *The New Yorker*, the *Wall Street Journal*, and *New Scientist*. The author was interviewed (twice) on NPR’s *Science Friday*, and they did an interesting slideshow about the book. Because of its current events focus, *The End of Energy* by Michael Graetz received much coverage in the *New York Times* and on NPR. The author has also written two opinion pieces based on the book for the *Los Angeles Times* and the *Washington Post*. Paul Shaw’s *Helvetica and the New York City Subway System* received attention locally in the *New York Times*, the *New York Post*, and *The New Yorker*, but also in several design and architecture publication outlets across the nation and even overseas.

Our London office saw particularly good media coverage for *Aaaaaw to Zzzzzd: The Words of Birds* by John Bevis, *Texture* by Richard Harper, *FashionEast* by Djurdja Bartlett (including an illustrated feature in the *Sunday Telegraph’s Stella* magazine), *Lab Coats in Hollywood* by David Kirby, *Inside Jokes* by Matthew Hurley and colleagues, *The Fate of Greenland* by Philip Conkling, and *Technological Nature* by Peter Kahn. Our titles were regularly reviewed and featured in *New Scientist*, *Nature*, *Times Higher Education* magazine, and *Focus* (the BBC’s monthly popular science magazine), as well as the professional, high-circulation magazine *E&T: Engineering and Technology*. The greatest press attention, however, was reserved for *Ai Weiwei’s Blog*, which was reviewed or cited by all major media. In addition, we placed a double-page illustrated extract of the book in *The Times*.

London-based author events included a book launch for *FashionEast* at the London College of Fashion’s Fashion Space Gallery; a discussion at Tate Modern between author T.J. Demos and artist Dara Birnbaum on the publication of Demos’ book (in Afterall’s One Work series) about Birnbaum’s *Technology/Transformation: Wonder Woman*; a talk at the Freud Museum in London by Rubén Gallo to launch *Freud’s Mexico*; a talk at University College London by Katy Börner about *Atlas of Science*; a series of talks by Chris Kraus, in the United Kingdom and Europe, about *Where Art Belongs*; a roundtable discussion at the Architectural Association about Pier Vittorio Aureli’s *The Possibility of*



an *Absolute Architecture*; and a presentation of *Designing Media* by author Bill Moggridge at London's Design Museum.

Our blog, the MITPressLog, continues to thrive. We have a growing number of guest contributors, with a focus on original content provided by our authors, and new features from both Press staff and outside the Press. Our presence on social networking sites continues to grow; we ended FY2011 with approximately 13,500 fans on Facebook and 15,000 followers on Twitter.

### Promotions

Thirteen US-based direct mail campaigns were conducted in FY2011. Catalogs were mailed to individuals worldwide in the following discipline areas:

- Political Science
- Science, Technology, and Society
- Neuroscience
- Economics and Finance
- Cognition, Brain, and Behavior
- Philosophy
- Linguistics
- Art, Architecture, and Cultural Studies
- Environment
- Computer Science and Intelligent Systems

Our London office marketing team sent a full complement of subject catalogues to individuals and bookshops in the United Kingdom, Europe, and the Middle East. A special dedicated mailing was also undertaken for the lead spring 2011 economics title *Inside and Outside Liquidity* by Bengt Holmström and Jean Tirole.

In addition to our subject area catalogs, three special promotions from the US office were created for R. David Lankes' *The Atlas of New Librarianship*, Holmström and Tirole's *Inside and Outside Liquidity*, and Gabriella Blum and Philip Heymann's *Laws, Outlaws, and Terrorists*.

Small brochures focusing on information and communication and on bioethics were produced to promote these areas of our list, which do not fit neatly into our more established subject areas. The brochures are not mailed but are used by our acquisitions staff primarily at meetings to help support these developing programs.

### Textbook Sales and Marketing

FY2011 US traceable text adoption sales were down in net revenue and in units from FY2010 sales. These are sales of text-designated titles to college and university bookstores in quantities of six or more units. FY2011 total US sales of text-designated titles were similarly down in revenue and in units from the previous year. These

are sales of the same titles through all domestic channels. These declines reflect the continued migration of textbook sales away from college and university bookstores. The primary factors causing the migration are the increased efficiency of the used textbook market, the sharp rise in textbook rental programs, media coverage of rising textbook costs, and technology that makes pirating textbook content easier.

Fourteen US-based direct mail promotions and five email promotions were sent to 50,000 professors in various disciplines.

The following were the top 10 best-selling textbooks by net adoption sales revenue for FY2011:

Cormen, *Introduction to Algorithms*, 3rd edition

Rosser, *Comparative Economics in a Transforming World Economy*, 2nd edition

Naughton, *The Chinese Economy*

Benninga, *Financial Modeling*, 3rd edition

Dutta, *Strategies and Games*

Johnson, *Technology and Society*

Larson, *Grammar as Science*

Allen, *Logic Primer*, 2nd edition

Akmajian, *Linguistics*, 6th edition

Kennedy, *Macroeconomic Essentials*, 3rd edition

The London office created special textbook promotional campaigns for Wooldridge's *Econometric Analysis of Cross Section and Panel Data*, Michael Hoy's *Mathematics for Economics* (3rd edition), Volnei Pedroni's *Circuit Design and Simulation with VHDL*, and Roland Siegwart's *Introduction to Mobile Robots*. The initial response to the promotion of the second edition of *Knowledge Management* by Kimiz Dalkir was very encouraging.

In November 2010 we began working with the Murphy Group, a freelance textbook sales group. Brian Murphy and his team worked on 16 recently published textbooks in FY2011. With our guidance, they built email lists of professors, conducted email outreach and follow-up, and trained three customer service salespeople at TriLiteral to implement phone outreach and follow-up.

## Advertising

Every year we place over 500 print and digital advertisements in relevant trade and professional journals, magazines, and websites to promote our frontlist trade, professional, paperback reprint, and e-book titles. Our trade titles typically are advertised in magazines (print and online) such as *The Atlantic*, *Harper's*, *Mother Jones*, *UTNE Reader*, *Bookforum*, *The New York Review of Books*, the *London Book Review of Books*, *TLS*, *Mind*, *Times Higher Education*, and *Art in America*, among others. Our professional titles are advertised in the leading academic journals in the fields in which we maintain strong lists. Online advertising is a growing component of our program, and we pursue

new opportunities for online advertising across all disciplines. In FY2011 we did an extra advertising push for our book and iPad app *NONOBJECT*, with ads in our usual art and architecture outlets as well as ads in *Metropolis* online and in print; we also published an ad specifically for the iPad app in the new *Wall Street Journal* weekly review section. In addition, we experimented with Google and Facebook ads for our spring 2011 title *Ai Weiwei's Blog*.

### Exhibits

The MIT Press attended or sent books to 192 North American conferences (including symposia, book fairs, and trade shows) in FY2011, a slight increase over FY2010 conference participation. Highlights included our exhibit presence at conferences in all of our major subject areas, most notably at meetings of the Society for Neuroscience, the College Art Association, and the American Economic Association, as well as 30 other conferences attended by representatives from our staff. Our London office staffed exhibits at 13 additional major academic conferences taking place in Europe, including the annual meetings of the Cognitive Science Society, European Economic Association, and Political Studies Association and the London Art Book Fair. Our exhibits program is the public face of the Press and the facilitator of valuable face-to-face conversations with authors, readers, and customers. We create venues that support direct sales, promotion, acquisitions, and increased awareness of the amazing variety of products offered by The MIT Press.

<b>Subsidiary Rights Income (\$)</b>			
	<b>FY2009</b>	<b>FY2010</b>	<b>FY2011</b>
Translations	337,181	373,540	296,687
Permissions	333,444	375,372	379,537
Other*	106,372	40,867	43,263
<b>Total</b>	<b>776,997</b>	<b>789,978</b>	<b>719,487</b>

\*In FY2009, roughly \$60,000 received from McGraw-Hill as part of our co-publication agreements on several backlist titles appeared in this category. The lower figures in FY2010 and FY2011 reflect a reclassification into sales of this income.

### Subsidiary Rights and Permissions

In FY2011, our income from subsidiary rights—made up of royalties on foreign editions and permission fees for inclusion of our material in edited volumes and course packages—declined by 9% from FY2010.

This year's decline in translations rights income reflects both the ongoing economic challenges facing foreign publishers and perhaps a general shift toward more use of our English-language content in granular rather than full text forms. While publishers abroad trust our imprint and continue to look at projects, both published and forthcoming, current financial conditions worldwide create very narrow margins for

editors acquiring translation rights. In the case of specialized books, current wisdom is that a large percentage of readers read English and will buy the original edition as a printed or a digital book. The crises in Greece and Spain and the earthquake in Japan this past spring have been particularly detrimental to translation sales. Nevertheless, the contributions of our publishing program to various disciplines point to the direction of discourse in those areas, and on every season's list there are titles that find a market in translation.

Permissions income derived from reuse of The MIT Press book content was about 1% ahead of last year. As so much of our content is freely available on file sharing sites (illegally) and institutional repositories (legally), collecting fees for reuse remains a challenge. There is also a shift from clearing permission on a case-by-case basis to enrollment in our subscription programs that allow access to our content in various electronic collections. In the past, a copy shop would have to receive permission from us to make copies available for course use. More and more, university policies permit internal posting of content for course use, which bypasses our fees. As the method of access is changing, the revenue stream may be gradually shifting from permission fees to subscription fees as libraries provide access to bundled content.

Other income, which includes royalties from reprinted editions of our books, largely limited to the Indian subcontinent, increased by 7% this fiscal year due to the licensing of several popular texts in this market. We deliberately keep the placement of reprints in this territory to relatively few titles in an effort to ensure our imprint's visibility without running the risk of undermining sales of our own editions. To this end, we continue working closely with Prentice-Hall India.

We work closely with the Copyright Clearance Center in the United States and the Publishers Licensing Society in the United Kingdom. These sister rights agencies offer a wide pallet of licensing programs for our content and collect substantial permission fees on our behalf. We are fully enrolled in their programs.

In May 2011, the Press merged the books and journals permissions departments into one. The consolidation of the two departments streamlines processing of permission requests and unifies our overall management of permissions income. Fees collected for reuse of our material are now consistent between our book and journal content. We are implementing an automated permissions service for our journal content that will be accessible this fall through our website.

### **E-content Partnerships and Products**

The MIT Press makes its books and journals available in a variety of electronic formats and business models. We work with e-tailers, offer e-books for sale on our own website, and distribute content through partnerships with a wide variety of outside content aggregators, vendors, and technology providers. Established relationships include those with netLibrary, ebrary, Books 24x7, and MyiLibrary. We also participate in promotional full-text viewing programs such as Google Book Search and Amazon's Search Inside program.

New agreements reached during FY2011 include those for Dawson Books, Google Editions, Cyberlibris, and Kobo, an e-book vendor. We continue to develop our workflow and technical infrastructure in order to support the complex demands of our growing digital publishing activities. We are currently focused on integrating TeX manuscripts into our XML workflow and streamlining the production of e-pub files for our many e-content providers.

### Journals Division revenues (\$000)

	FY2009	FY2010	FY2011
Subscription income	6,307	6,131	5,485
Other publishing income	1,616	1,615	1,885
<b>Total journals revenues</b>	<b>7,923</b>	<b>7,746</b>	<b>7,370</b>

A major effort for the Press during the past year was the development of CogNet 3, a completely new research platform for this popular digital resource that will be introduced for the 2012 subscription year. The “instant” release of the e-book edition of Freudenburg’s *Blowout in the Gulf* in September 2010 was our first experiment with an “e-first” release of a new book. During FY2011 we published two digital products created by outside partners: our first iPad app of Lukić’s *NONOBJECT* and the video book *Learning from YouTube* by Juhasz.

## Journals Division

### FY2011 Revenues

The journals program ended FY2011 with total revenues (subscription income plus other publishing income) of \$7.4 million, a decrease of 5% from FY2010.

The decline in subscription revenue for FY2011, 11% below the prior year, reflects the transfer out of our program of two economics journals: *The Quarterly Journal of Economics* and the *Journal of the European Economic Association*. These journals moved to new publishers effective with the 2011 subscription year, affecting our revenues in the second half of FY2011.

### Journals Program

In FY2011, our primary customers, academic libraries, began to see their budgets stabilize after several years of steep cuts. Serials cancellations have slowed noticeably compared to previous years, though library budgets remain strained. The MIT Press journals are perceived as reasonably priced, and several of them are undeniably central to their field. Eleven of them rank in the top 20 of their discipline based on their 2010 *Journal Citation Reports* impact factors, and many more have ranked highly in other grading systems such as the European Reference Index for the Humanities.

The Press continues to focus on productive partnerships with its journals sponsors. This year we completed long-term contract extensions with several journals including *Leonardo*, the *Journal of Cold War Studies*, *October*, *PAJ*, and *Computational Linguistics*. These contract extensions give the Press a stable base upon which to grow the program.

In June 2011, the Press announced the launch of a new journal, *ARTMargins*, which will focus on the visual culture of Central and Eastern Europe. *ARTMargins* hopes to become a keystone in contemporary art theory debate, connecting disparate art communities in these regions and providing a venue for publication of work by artists, academics, and others. The journal will be a complement to the well-known *ARTMargins* website, which was started in 1999.

Reflecting general trends in science journal publishing, the *Journal of Cognitive Neuroscience (JOCN)* moved to online-only publication effective with the 2012 subscription year. The Press partnered with the journal's editorial office in pursuing this digital publishing strategy, which avoids the expensive printing costs related to color figures and improves the time to publication for papers accepted by *JOCN*. It was also felt that the neuroscience community was migrating away from print journals as a primary research tool and would accept online-only publication. The move has created no problems in terms of dropped subscriptions or a falloff in papers submitted. Rather, the journal continues to attract many high-quality submissions and, even with digital-only publication, still has a substantial backlog of papers to publish.

The division ended the fiscal year publishing CogNet, the online brain and cognitive sciences database containing books, journals, and reference works, and 29 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*  
*Innovations*  
*International Journal of Learning and Media*  
*International Security*  
*Journal of Cognitive Neuroscience*

*Journal of Cold War Studies*

*Journal of Interdisciplinary History*

*Leonardo*

*Leonardo Music Journal*

*Linguistic Inquiry*

*Neural Computation*

*The New England Quarterly*

*October*

*PAJ: A Journal of Performance and Art*

*Perspectives on Science*

*Presence: Teleoperators & Virtual Environments*

*The Review of Economics and Statistics*

*TDR: The Drama Review*

### **MIT-Affiliated Journal Editors**

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

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

Lynette A. Jones (senior research scientist, Department of Mechanical Engineering): associate editor, *Presence*

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

Richard Lippmann (senior staff member, Information Systems Technology Group, Lincoln Laboratory): associate editor, *Neural Computation*

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

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

### **MIT-Affiliated Editorial Board Members**

Rodney Brooks (Panasonic professor of robotics and director, Computer Science and Artificial Intelligence Laboratory [emeritus]): *Artificial Life*

Emery Brown (professor of health sciences and technology and professor of computational neuroscience): *Neural Computation*

Noam Chomsky (Institute Professor and professor of linguistics [emeritus]): *Linguistic Inquiry*

Robert Desimone (director, McGovern Institute for Brain Research): *Journal of Cognitive Neuroscience*

John Gabrieli (Grover Hermann professor in health sciences and technology and cognitive neuroscience): *Journal of Cognitive Neuroscience*

Nancy Kanwisher (professor, Department of Brain and Cognitive Sciences): *Journal of Cognitive Neuroscience*

Una-May O'Reilly (principal research scientist, Computer Science and Artificial Intelligence Laboratory): *Evolutionary Computation*

Tomaso Poggio (professor, Department of Brain and Cognitive Sciences): *Neural Computation*

Stephen Van Evera (Ford international professor, Political Science Department): *Journal of Cold War Studies*

### The MIT Press Bookstore

FY2011 was a noteworthy year for The MIT Press Bookstore because of our participation in the spring 2011 celebration of the MIT sesquicentennial. This occasion prompted a sprucing up and expansion of our retail space at 292 Main Street and a large number of special events both inside and outside the store.

Like the large majority of book retailers, we experienced sluggish in-store sales in FY2011. Our in-store gross sales declined by 5% to \$452,000 this year. On a brighter note, revenue from Internet sales nearly doubled again this year to \$63,000. Through our partnerships with Alibris.com and Amazon.com, our collection of used and out-of-print books is now available for sale through more than 20 online retail channels worldwide.

Our total gross sales (in-store, online, and Dock Sale sales) were down 2% from last year to \$578,000. We continued to manage our operating expenses carefully. Our net contribution for FY2011 was \$135,000.

The top 10 bestselling The MIT Press books at the bookstore during FY2011 were as follows (asterisks indicate MIT-affiliated authors):

1. David Kaiser, ed., *Becoming MIT*\*
2. Sanjoy Mahajan, *Street-Fighting Mathematics*\*
3. I.H.T.F. Peterson, *Nightwork*\*
4. Samuel Jay Keyser, *Mens et Mania*\*
5. William J. Mitchell, *Reinventing the Automobile*\*
6. Alexander Pentland, *Honest Signals*\*
7. Philip Alexander, *A Widening Sphere*\*
8. Joshua Gans, *Parentonomics*
9. Katy Börner, *Atlas of Science*
10. William J. Mitchell, *Imagining MIT*\*



## Bookstore Expansion

We completed an expansion of the bookstore in February, adding 200 square feet to our showroom space. This expansion allows us to accommodate the growing number of The MIT Press books and to include additional display tables and bookcases. In addition, we now have more room for nonbook merchandise such as our The MIT Press logo T-shirts and tote bags. The renovation also enabled us to replace our aging lighting with brighter yet lower-power LED lamps.

## MIT150

We enjoyed a busy spring lineup of events thanks to the ongoing MIT150 celebration. We mounted successful exhibitions at five MIT150 symposia, the Next Century Convocation, and the Sloan Building E62 dedication. The highlight was the book signing series we hosted for the MIT open house on April 30. Sandy Pentland, Sanjoy Mahajan, Jay Keyser, David Mindell, Philip Alexander, and Erik Brynjolfsson all spent time at the bookstore autographing books for their fans and colleagues.

**Ellen W. Faran**  
Director

## Appendix A: New Titles Published in FY2011

### Trade Books

Ai	<i>Ai Weiwei's Blog</i>
Alexander	<i>A Widening Sphere</i>
Allen	<i>Artists' Magazines</i>
Allenby	<i>The Techno-Human Condition</i>
Amado	<i>Voiture Minimum</i>
Aureli	<i>The Possibility of an Absolute Architecture</i>
Axilrod	<i>Inside the Fed, revised edition</i>
Barsky	<i>Zellig Harris</i>
Bartlett	<i>FashionEast</i>
Baudrillard	<i>The Agony of Power</i>
Bevis	<i>Aaaaaw to Zzzzzd: The Words of Birds</i>
Blatt	<i>America's Environmental Report Card, 2nd edition</i>
Blum	<i>Laws, Outlaws, and Terrorists</i>
Bogost	<i>Newsgames</i>
Bordowitz	<i>General Idea</i>

Börner	<i>Atlas of Science</i>
Brough	<i>Perspecta 43</i>
Brown	<i>Walled States, Waning Sovereignty</i>
Buckley	<i>Utopie</i>
Bynum	<i>Christian Materiality</i>
Campany	<i>Jeff Wall</i>
Caplan	<i>When Johnny and Jane Come Marching Home</i>
Carens	<i>Immigrants and the Right to Stay</i>
Carpo	<i>The Alphabet and the Algorithm</i>
Cesal	<i>Down Detour Road</i>
Chiu	<i>Contemporary Art in Asia</i>
Choi	<i>Architecture at the Edge of Everything Else</i>
Clastres	<i>Archeology of Violence, new edition</i>
Conkling	<i>The Fate of Greenland</i>
Cooke	<i>Mixed Use, Manhattan</i>
Couzens	<i>Atlas of Rare Birds</i>
de Monchaux	<i>Spacesuit</i>
Demos	<i>Dara Birnbaum</i>
Denning	<i>The Innovator's Way</i>
Duvert	<i>Diary of an Innocent</i>
Erlmann	<i>Reason and Resonance</i>
Eubanks	<i>Digital Dead End</i>
Fields	<i>Genetic Twists of Fate</i>
Freudenburg	<i>Blowout in the Gulf</i>
Gallo	<i>Freud's Mexico</i>
Gao	<i>Total Modernity and the Avant-Garde in Twentieth-Century Chinese Art</i>
Gilman	<i>No Precedent, No Plan</i>
Gottlieb	<i>Food Justice</i>
Graetz	<i>The End of Energy</i>
Grover-Friedlander	<i>Operatic Afterlives</i>
Groys	<i>History Becomes Form</i>
Guattari	<i>The Machinic Unconscious</i>
Guillot	<i>How to Catch a Robot Rat</i>

Haidu	<i>The Absence of Work</i>
Harper	<i>Texture</i>
Hobson	<i>Dream Life</i>
Hurley	<i>Inside Jokes</i>
Ikegami	<i>The Great Migrator</i>
Indiana	<i>Last Seen Entering the Biltmore</i>
Jenkins	<i>Gordon Matta-Clark</i>
Josephson	<i>Lenin's Laureate</i>
Kahn	<i>Technological Nature</i>
Kaiser	<i>Becoming MIT</i>
Kelly	<i>Sound</i>
Keyser	<i>Mens et Mania</i>
Kirby	<i>Lab Coats in Hollywood</i>
Kitnick	<i>Dan Graham</i>
Knechtel	<i>Air</i>
Kraus	<i>Where Art Belongs</i>
Krikorian	<i>Access to Knowledge in the Age of Intellectual Property</i>
Kroszner	<i>Reforming U.S. Financial Markets</i>
Landau	<i>Surveillance or Security?</i>
Lavin	<i>Push Comes to Shove</i>
Le Feuvre	<i>Failure</i>
Lécuyer	<i>Makers of the Microchip</i>
Lerner	<i>Sacrifice Zones</i>
Lukić	<i>NONOBJECT</i>
Lunenfeld	<i>The Secret War Between Downloading and Uploading</i>
Maeda	<i>Redesigning Leadership</i>
Marazzi	<i>The Violence of Financial Capitalism, new edition</i>
Marks	<i>Enfoldment and Infinity</i>
Mastrandrea	<i>Preparing for Climate Change</i>
Meulders	<i>Helmholtz</i>
Moggridge	<i>Designing Media</i>
Myers	<i>Painting</i>
Norman	<i>Living with Complexity</i>

Oldfield	<i>Botanic Gardens</i>
Oshri	<i>Offshoring Strategies</i>
Parvulescu	<i>Laughter</i>
Peterson	<i>Nightwork, updated edition</i>
Reagle	<i>Good Faith Collaboration</i>
Robinson	<i>New Realisms: 1957–1962</i>
Rosen	<i>A Little-Known Story about a Movement, a Magazine, and the Computer's Arrival in Art</i>
Sand	<i>The Words and the Land</i>
Schwitzgebel	<i>Perplexities of Consciousness</i>
Shaw	<i>Helvetica and the New York City Subway System</i>
Shepard	<i>Sentient City</i>
Simchi-Levi	<i>Operations Rules</i>
Singer	<i>Modes of Creativity</i>
Sloterdijk	<i>Neither Sun nor Death</i>
Smil	<i>Prime Movers of Globalization</i>
Spitzer	<i>Government's Place in the Market</i>
Tiqqun	<i>This Is Not a Program</i>
Tschumi	<i>Event-Cities 4</i>
Turvey	<i>The Filming of Modern Life</i>

### **Professional Books**

Agar	<i>Humanity's End</i>
Aguilar	<i>Causing Human Actions</i>
Alač	<i>Handling Digital Brains</i>
Albertazzi	<i>Perception beyond Inference</i>
Ascher	<i>Knowledge and Environmental Policy</i>
Ashby	<i>Statistical Analysis of fMRI Data</i>
Aspray	<i>Everyday Information</i>
Balinski	<i>Majority Judgment</i>
Band	<i>Interfaces on Trial 2.0</i>
Bechtel	<i>Discovering Complexity</i>
Besley	<i>Institutional Microeconomics of Development</i>
Bhabha	<i>Children Without a State</i>
Biegler	<i>The Ethical Treatment of Depression</i>

Bogdan	<i>Our Own Minds</i>
Bolender	<i>The Self-Organizing Social Mind</i>
Boulanger	<i>The Audio Programming Book</i>
Bowers	<i>Arguments as Relations</i>
Brams	<i>Game Theory and the Humanities</i>
Branigan	<i>Provocative Syntax</i>
Brown	<i>Contending with Terrorism</i>
Büttcher	<i>Information Retrieval</i>
Calcott	<i>The Major Transitions in Evolution Revisited</i>
Calleja	<i>In-Game</i>
Campbell	<i>Action, Ethics, and Responsibility</i>
Carmin	<i>Environmental Inequalities Beyond Borders</i>
Cattaneo	<i>Blind Vision</i>
Chalupa	<i>Cerebral Plasticity</i>
Chenoweth	<i>Rethinking Violence</i>
Chun	<i>Programmed Visions</i>
Cinque	<i>The Syntax of Adjectives</i>
Clapp	<i>Paths to a Green World, 2nd edition</i>
Cox	<i>Metareasoning</i>
Curio	<i>Dynamic Faces</i>
Dalkir	<i>Knowledge Management in Theory and Practice, 2nd edition</i>
De Grauwe	<i>Dimensions of Competitiveness</i>
Dinar	<i>Beyond Resource Wars</i>
Dourish	<i>Divining a Digital Future</i>
Earl	<i>Digitally Enabled Social Change</i>
Embick	<i>Localism versus Globalism in Morphology and Phonology</i>
Ensmenger	<i>The Computer Boys Take Over</i>
Farah	<i>Neuroethics</i>
Farnell	<i>Designing Sound</i>
Feenstra	<i>Product Variety and the Gains from International Trade</i>
Flanagin	<i>Kids and Credibility</i>
Flinn	<i>The Minimum Wage and Labor Market Outcomes</i>
Gansler	<i>Democracy's Arsenal</i>
Ghosal	<i>Reforming Rules and Regulations</i>
Gibson	<i>The Processing and Acquisition of Reference</i>
Gigerenzer	<i>Better Doctors, Better Patients, Better Decisions</i>
Gissis	<i>Transformations of Lamarckism</i>

Gorman	<i>Trading Zones and Interactional Expertise</i>
Hamada	<i>Japan's Bubble, Deflation, and Long-term Stagnation</i>
Harrison	<i>Global Commons, Domestic Decisions</i>
Hayes	<i>Health Informatics</i>
Hecht	<i>Entangled Geographies</i>
Herr-Stephenson	<i>Digital Media and Technology in Afterschool Programs, Libraries, and Museums</i>
Holmström	<i>Inside and Outside Liquidity</i>
Horn	<i>Reconceptualizing the Industrial Revolution</i>
Horst	<i>Laws, Mind, and Free Will</i>
Jin	<i>Korea's Online Gaming Empire</i>
Jones	<i>Synthetics</i>
Kelly	<i>Yuck!</i>
Kennedy	<i>Macroeconomics Essentials, 3rd edition</i>
Kitchin	<i>Code/Space</i>
Klagge	<i>Wittgenstein in Exile</i>
Koenderink	<i>Color for the Sciences</i>
Kraft	<i>Coming Clean</i>
Lankes	<i>The Atlas of New Librarianship</i>
Lerner	<i>The Comingled Code</i>
Levin	<i>Work Meets Life</i>
Lowood	<i>The Machinima Reader</i>
Mackenzie	<i>Wirelessness</i>
Malpas	<i>Dialogues with Davidson</i>
Malpas	<i>The Place of Landscape</i>
Maniates	<i>The Environmental Politics of Sacrifice</i>
Margulis	<i>Chimeras and Consciousness</i>
Marr	<i>Vision</i>
Mehlenbacher	<i>Instruction and Technology</i>
Mintz	<i>The Indirect Side of Direct Investment</i>
Mueller	<i>Networks and States</i>
Nalbantian	<i>The Memory Process</i>
Nelson	<i>America Identified</i>
Neumark	<i>VOICE</i>
Norgaard	<i>Living in Denial</i>
Nowotny	<i>Naked Genes</i>
Pedroni	<i>Circuit Design and Simulation with VHDL, 2nd edition</i>

Phelps	<i>Perspectives on the Performance of the Continental Economies</i>
Poland	<i>Addiction and Responsibility</i>
Porter	<i>New Directions in Financial Services Regulation</i>
Postal	<i>Edge-Based Clausal Syntax</i>
Reuland	<i>Anaphora and Language Design</i>
Rieffel	<i>Quantum Computing</i>
Roberts	<i>Agreement and Head Movement</i>
Rowlands	<i>The New Science of the Mind</i>
Salen	<i>Quest to Learn</i>
Samuelson	<i>The Collected Scientific Papers of Paul Samuelson, Volume 6</i>
Samuelson	<i>The Collected Scientific Papers of Paul Samuelson, Volume 7</i>
Sandholm	<i>Population Games and Evolutionary Dynamics</i>
Schneider	<i>The Language of Thought</i>
Schnupp	<i>Auditory Neuroscience</i>
Shubik	<i>The Theory of Money and Financial Institutions, Volume 3</i>
Siegwart	<i>Introduction to Autonomous Mobile Robots, 2nd edition</i>
Sporns	<i>Networks of the Brain</i>
Stewart	<i>Enaction</i>
Takayama	<i>Fertility and Public Policy</i>
Terzis	<i>Information and Living Systems</i>
Trinkle	<i>Robotics</i>
Tsotsos	<i>A Computational Perspective on Visual Attention</i>
van der Aalst	<i>Modeling Business Processes</i>
von der Malsburg	<i>Dynamic Coordination in the Brain</i>
Williamson	<i>Trade and Poverty</i>
Wilson	<i>The SuperCollider Book</i>
Young	<i>Institutional Dynamics</i>
Yu	<i>Social Modeling for Requirements Engineering</i>
Yuste	<i>Dendritic Spines</i>

### **Textbooks**

Farmer	<i>A Linguistics Workbook, 6th edition</i>
Hoy	<i>Mathematics for Economics, 3rd edition</i>
Wooldridge	<i>Student's Solutions Manual and Supplementary Materials for Econometric Analysis of Cross Section and Panel Data, 2nd edition</i>
Wooldridge	<i>Econometric Analysis of Cross Section and Panel Data, 2nd edition</i>

## Appendix B: Awards in FY2011

MIT Press books and authors won recognition in the form of many publishing prizes in FY2011. Below are some of the most notable award winners and their awards.

Larrie D. Ferreiro's *Ships and Science* was named a finalist for the Marc-Auguste Pictet Prize in History of Science given by the Société de Physique et d'Histoire Naturelle de Genève.

*Ed Ruscha's Los Angeles* by Alexandra Schwartz was named a finalist for the Glenn Goldman Art, Architecture, and Photography Award given by the Southern California Independent Booksellers Association.

*Asylum* by Christopher Payne and *Obelisk* by Brian A. Curran, Anthony Grafton, Pamela O. Long, and Benjamin Weiss were shortlisted for the Banister Fletcher Award. The Authors Club's Sir Banister Fletcher Award is presented annually for the most deserving book on art or architecture.

*Laws, Outlaws, and Terrorists* by Gabriella Blum and Phillip B. Heymann won the 2010 Chicago-Kent College of Law/Roy C. Palmer Civil Liberties Prize. This prize honors an exemplary work of scholarship exploring the tension between civil liberties and national security in contemporary American society.

Three MIT Press books were chosen as Outstanding Academic Titles by *Choice* magazine:

*Gaia in Turmoil*, edited by Eileen Crist and H. Bruce Rinker

*Reinventing the Automobile* by William Mitchell, Christopher Borroni-Bird, and Lawrence Burns

*What's the Use of Race?* edited by Ian Whitmarsh and David S. Jones

*A Vast Machine* by Paul Edwards won the 2010 Atmospheric Science Librarians International Choice Award in the History category. The MIT Press also won this award last year with *Clouds in the Perturbed Climate System*, edited by Jost Heintzenberg and Robert J. Charlson.

The MIT Press books received honorable mention in four categories of the 2010 PROSE Awards (formerly known as the PSP Awards):

Biomedicine and Neuroscience for *Networks of the Brain* by Olaf Sporns

Computing and Information Sciences for *Information Retrieval* by Stefan Büttcher, Charles L.A. Clarke, and Gordon V. Cormack

Popular Science and Popular Mathematics for *Genetic Twists of Fate* by Stanley Fields and Mark Johnston

Single Volume Reference/Science for *Atlas of Science* by Katy Börner



*Global Democracy and Sustainable Jurisprudence* by Walter F. Baber and Robert V. Bartlett won the International Studies Association International Ethics Section Book Prize.

Nancy Nersessian has been named by the American Philosophical Society as the first recipient of its Patrick Suppes Prize in Philosophy of Science for her book *Creating Scientific Concepts*.

*Texture: Human Expression in the Age of Communications Overload* by Richard H.R. Harper won the inaugural AoIR Book Award from the Association of Internet Researchers.

The Eric Hoffer Book Awards' Montaigne Medal was presented to *Wednesday Is Indigo Blue* by Richard Cytowic. Each year, the Montaigne Medal is given to the most thought-provoking books that illuminate, progress, or redirect thought.

*At War with the Weather* by Howard C. Kunreuther and Erwann O. Michel-Kerjan won the 2011 Kulp-Wright Book Award given by the American Risk and Insurance Association.

### **Design and Production Awards**

Two The MIT Press books won awards at the 2011 American Association of University Presses Book, Jacket, and Journal Show:

*Freud's Mexico* by Rubén Gallo (Scholarly Illustrated)

*Aaaaw to Zzzzzd: The Words of Birds* by John Bevis (Poetry & Literature)

We had three winners at this year's 54th Annual New England Book Show:

*Spacesuit* by Nicholas de Monchaux (Best of Category, General Trade, Illustrated)

*Reinventing the Automobile* by William J. Mitchell, Chris E. Borroni-Bird, and Lawrence D. Burns (Professional, Illustrated)

*Living with Complexity* by Don Norman (Cover/Jacket, General Trade)