The MIT Press

One of the largest and most respected university presses in the world, The MIT Press is known for the quality, innovation, and distinctive design of its books and journals. The Press publishes scholarly monographs, trade books, textbooks, reference works, and journals in print and digital formats in selected fields across the sciences, social sciences, arts, and humanities. MIT Press authors are drawn from throughout the global academic community, and a significant number of our authors are members of the MIT faculty. 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. It is the only major university press with no endowment supporting its operations. 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.

FY2016 Highlights

FY2016 was very much a transitional year for The MIT Press, the first under the direction of Dr. Amy Brand (MIT PhD '89). There are many factors converging to challenge academic publishing—ongoing churn in the business models and technologies of publishing and widespread unauthorized copying and distribution of digital content, among them—that call for a bold re-envisioning of university-based publishing. FY2016 was a year of actively and urgently engaging, internally and externally, in that re-envisioning process. In February we produced a five-year strategic plan for The MIT Press that was endorsed by the Institute's provost and treasurer, leading to an MIT grant of $1 million to support the digitization and technical developments highlighted in the plan.

With this support from the Institute, The Press issued several technical requests for proposals this year for a redesign of The Press website, e-commerce capabilities, and e-book delivery infrastructure. We look forward to a year of radical improvement in our digital publishing and marketing technologies to lay the foundation for a projected financial turnaround in subsequent years. The current year's disappointing financial results were largely the result of market trends and inherited conditions, in particular a significant decrease in the number of new book titles for sale relative to earlier years.

Another highlight of our new strategic plan is our focus on the quality of our metadata, both for streamlining of internal business processes and for more intelligent, data-driven marketing and sales of MIT Press publications. We created a new position of metadata associate and have hired a trained metadata librarian for this role.

In addition, for the first time in the 54-year official history of The MIT Press, the Institute has agreed to support Press fundraising efforts and to include The Press in MIT's Campaign for a Better World. The Press now has three funds, two in partnership with the MIT Libraries (digitization and open access) and a third (digital innovation and mission-driven publishing) exclusive to The Press.

One clear sign that the new strategies are having the intended positive effect is that, for the first time in several years, the acquisitions department surpassed its target in terms of number of new books signed, including several exciting trade science projects. On the journals side, the addition of four new open access science journals this year reflects an important shift in our journals publishing strategy as we embrace the demands of the academic community for unfettered access to the results of research.

There have been many significant publicity successes this year. New York University professor Arun Sundararajan's *The Sharing Economy* is especially striking. This book, about crowd-based capitalism, has been a runaway marketing hit. It has been featured in *Time* magazine, the *Wall Street Journal*, the *Washington Post*, *The Guardian*, *Forbes*, *Financial Times*, Bloomberg, *New Scientist*, the *Boston Globe*, *The Atlantic*, Ted.com, *Times Higher Education*, *Slate*, *Management Today*, and the *LSE Review of Books*. It has also received publicity in numerous local newspapers and on radio and TV shows including *The Charlie Rose Show*, *The Diane Rehm Show*, and NPR's *Marketplace Tech*.

Other significant highlights, all covered below, include a new MITxPress imprint jointly with the Office of Digital Learning, a Mellon grant for diversity hiring, establishment of the European Academic Advisory Council to increase our global influence and support international acquisitions efforts, a restructuring and joining up of our books and journals marketing departments to reduce redundancies, and plans for the fall 2016 relocation of The MIT Press Bookstore.

FY2016 Financial Results

MIT Press book, journal, and other publishing income continued to decline in FY2016, ending at $19.4 million. Controls around cost of sales and operating expenses helped reduce the impact on net operations. MIT Press Bookstore net revenue was up 24% over FY2015. The Press ended the year with a deficit of just under $1.0 million.

MIT Press Operating Results ($000)

	FY2014	FY2015	FY2016
Book net sales	16,320	15,785	14,683
Journals subscription sales	4,991	4,905	4,722
Total sales	21,311	20,690	19,405
Cost of sales	9,087	9,023	8,240
Gross margin on sales	**12,224**	**11,667**	**11,165**
Other publishing income	3,074	3,256	2,715
Total publishing income	**15,298**	**14,923**	**13,880**
Operating expenses	15,197	15,167	15,035
Bookstore net	148	144	179
Net operations	**249**	**(100)**	**(976)**

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Nick Montfort, invited guest, Comparative Media Studies/Writing Section, MIT

Wanda Orlikowski, professor, Sloan School of Management

Robert Townsend, professor, Department of Economics, MIT

Books Division

FY2016 Revenues

Books Division Revenues ($000)

	FY2014	FY2015	FY2016
Net sales	16,320	15,785	14,683
Other publishing income	1,280	1,631	1,108
Total books revenues	**17,600**	**17,416**	**15,791**

New Books in FY2016

The MIT Press published or distributed 199 original books this year. New books by MIT faculty and affiliated authors published during FY2016 include:

Robert C. Berwick and Noam Chomsky, *Why Only Us*

Olivier Blanchard, Raghuram Rajan, Kenneth Rogoff, and Lawrence H. Summers, *Progress and Confusion*

Sanjay K. Chugh, *Modern Macroeconomics*

Sanjay K. Chugh, *Student Solutions Manual to Accompany Modern Macroeconomics*

Frank J. Fabozzi, *Capital Markets*, fifth edition

James Rodger Fleming, *Inventing Atmospheric Science: Bjerknes, Rossby, Wexler, and the Foundations of Modern Meteorology*

Dietmar Harhoff and Karim R. Lakhani, *Revolutionizing Innovation: Users, Communities, and Open Innovation*

John R. Hauser and Glen L. Urban, *From Little's Law to Marketing Science: Essays in Honor of John D.C. Little*

Mykel J. Kochenderfer, *Decision Making Under Uncertainty: Theory and Application*

Giovan Francesco Lanzara, *Shifting Practices: Reflections on Technology, Practice, and Innovation*

Thomas W. Malone and Michael S. Bernstein, *Handbook of Collective Intelligence*

Nolan McCarty, Keith T. Poole, and Howard Rosenthal, *Polarized America: The Dance of Ideology and Unequal Riches*, second edition

Nick Montfort, *Exploratory Programming for the Arts and Humanities*

Karoly Nikolich and Steven E. Hyman, *Translational Neuroscience: Toward New Therapies*

Timothy J. O'Donnell, *Productivity and Reuse in Language: A Theory of Linguistic Computation and Storage*

Hazhir Rahmandad, Rogelio Oliva, and Nathaniel D. Osgood, *Analytical Methods for Dynamic Modelers*

Norvin Richards, *Contiguity Theory*

Yossi Sheffi, *The Power of Resilience: How the Best Companies Manage the Unexpected*

Myra Strober, *Sharing the Work: What My Family and Career Taught Me about Breaking Through (and Holding the Door Open for Others)*

Awards

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 FY2016 is presented in Appendix B.

Acquisitions

In FY2016, MIT Press acquisitions editors placed under contract 259 new book projects, surpassing an ambitious goal of 254 and the previous year's total of 226. More important than their number is the quality of these acquisitions, which include a record 82 trade books, 9 trade Essential Knowledge series titles, 95 professional monographs, 13 original textbooks, 10 revised textbooks, 2 reference works, 25 edited collections, and 23 distributed titles.

Although research monographs continue to make up the core of our program, this year saw a deliberate shift toward the acquisition of books for general readers, particularly books in science and social science fields, to balance our long-established trade program in architecture and the arts. Trade publishing speaks to the translational mission of The MIT Press, which aspires to make high-quality, peer-reviewed research and scholarship accessible to all who might benefit.

Consistent with this vision, FY2016 saw the addition of a new acquisitions editor for the physical sciences, mathematics, and engineering, fields strongly identified with MIT but not previously covered by The Press's publishing program. Jermey Matthews, a chemical engineering PhD and former book review editor at *Physics Today* magazine, will acquire primarily trade and textbook titles in these areas. The public's interest in science and technology is genuine, and books remain an important (if underappreciated) way for researchers to explore the implications of their work for audiences that may lack the means or expertise to access scientific journals and conference proceedings.

This year we created a board of distinguished UK- and Europe-based scholars to advise us on our publishing program. The MIT Press European Academic Advisory Council will meet in London twice each year, with a first meeting in September of 2016. Their role will be to serve as ambassadors for The MIT Press who can help extend the reach of our acquisitions editors and guide us toward relevant topics, projects, and authors.

We are working with MIT's Office of Digital Learning on a publishing service for MITx instructors who would like to provide students with affordable print versions of their teaching materials. The MIT Press has developed a program to provide production, distribution, and fulfillment services to meet the continuing need for affordable print books supporting teaching and learning in online education.

In December, The MIT Press and three other university presses were awarded Mellon Foundation funding to develop a three-year fellowship program that will host a total of

12 fellows (three at The MIT Press). The goal is to help diversify the field of academic publishing, which lags behind higher education and many other industries in its hiring and staffing practices. In the spring of 2016, we conducted an extensive search for entry-level candidates with superior academic credentials, an interest in academic publishing, and sustained experience and engagement with diverse communities. We received 131 applications for the first of three full-year paid fellowships at The MIT Press. After interviewing six particularly impressive finalists, we hired Dr. Jesús Hernández, who has completed visiting professorships at Williams College and Mt. Holyoke College. Jesús started on June 1 and is working with editorial director Gita Manaktala and other acquisitions staff members on our information science and communication lists. We hope that this high-profile fellowship and the experience gained from a year at The MIT Press will encourage our Mellon fellows to remain in the field and find long-term employment with a university press of their choice. We will conduct a search for a second fellow in spring 2017.

John Covell, our senior editor for economics, finance, and business, retired last fall after a long and distinguished publishing career. To fill his position, we conducted a nationwide search and ultimately promoted Emily Taber, who was serving as associate editor for the economics list. Emily started in her new role of acquisitions editor for economics, finance, and business in November 2015.

Highlights of our signed contracts in FY2016 include the following.

Active Matter by Skylar Tibbits, fall 2017: Skylar Tibbits is director of the Self-Assembly Lab in MIT's Department of Architecture, which has invented and pioneered the field of 4D printing with Stratasys Ltd. and Autodesk Inc. Tibbits also teaches How to Make (Almost) Anything, a seminar at MIT's Media Lab. In recent decades, developments in software and hardware technologies have created dramatic shifts in design, manufacturing, and research. Such advances have helped catalyze the maker movement, democratizing design and maker culture. This influx of new capabilities to design, compute, and fabricate has sparked a renewed interest in material performance. We are now witnessing significant advances in active matter, 3D/4D printing, materials science, synthetic biology, DNA nanotechnology, and soft robotics, and these advances have led to the convergence of software, hardware, and material technologies and the growing field of programmable materials. We can now sense, compute, and actuate with materials alone, just as we could with software and hardware platforms previously. How does this shift influence materials research, and how does it shape the future of design, arts, and industrial applications? What tools and design processes do we need to advance or augment to invent new materials today? What are the key roles that industry, government, academic, and public institutions can play in catalyzing the field of programmable materials? *Active Matter* aims to answer these questions, as there exists a need for current research while this new field is being defined.

Elastic Architecture: Frederick Kiesler and Design Research in the First Age of Robotic Culture by Stephen Phillips (California Polytechnic State University), spring 2017: Frederick Kiesler (1890–1965) was the "greatest non-building architect" of modern times—a visionary whose ideas were enormous and profound—in the words of Philip Johnson,

chairman of the Department of Architecture at the Museum of Modern Art. Producing one of the most original spatial concepts of the 20th century through his unique and uncompromising approach to design research and education, Kiesler established a new paradigm for architects to develop their careers outside the limits of normative building practices. Fundamentally challenging what it meant to be an architect, Kiesler set a new trajectory for designers to establish themselves not only as master builders but as research practitioners whose innovative means and methods in the arts and sciences could advance alternative architectural ideas. Utilizing an extraordinarily diverse quantity of media, including furniture, stage, film, sculpture, exhibition, building, drawing, and writing projects, Kiesler imagined, invented, and tested revolutionary ideas to construct more flexible and adaptable organic building forms. *Elastic Architecture* explores those unconventional lines of investigation during the early to mid-20th century that have inspired generations of artists and architects to follow.

Seeing Physics: 26 Centuries of Discovery from Thales to Higgs by Don S. Lemons, spring 2017: When we think of physics, high-tech inventions such as rocket ships, atom smashers, and laser beams might immediately spring to mind. But for working physicists, often the only tools they need are a pencil and a piece of scrap paper. The reason, according to Don Lemons, a professor emeritus and former staff member at the Los Alamos National Laboratory, is that the ability to draw a simple "cartoon approximation" of a problem is an essential first step in doing physics. His book will be a short, reader-friendly introduction to the history of physics through drawings. The book will contain over 80 black-and-white line drawings that highlight important thought experiments demonstrated through simple pencil-and-paper sketches.

Getting Through: The Pleasure and Perils of Cross-Cultural Communication by Roger Kreuz and Richard Roberts, fall 2017: A follow-up to the authors' 2015 book *Becoming Fluent*, this new work will offer a short, reader-friendly introduction to a perennial topic in cognitive science and linguistics: how contextual, social, and cultural factors affect communication. Language is much more than sounds, vocabulary, and grammar. In order to speak a language correctly, achieve understanding, and avoid social blunders, a speaker must master the "pragmatic" dimensions of communication, such as politeness, directness, and expression of emotion. Kreuz and Roberts will once again combine their areas of expertise (cognitive science and foreign languages, respectively) to introduce language lovers to exciting findings in cultural anthropology, sociology, discourse analysis, psycholinguistics, and sociolinguistics.

Deep Learning by Ian Goodfellow, Yoshua Bengio, and Aaron C. Courville, spring 2017: This is the first textbook on deep learning written by recognized academic authorities from within the field. The book is organized into three parts: (1) mathematical preliminaries and introduction to relevant concepts in machine learning, (2) current deep learning techniques used by industry practitioners, and (3) research perspectives for the future of deep learning. The scope is broad and encompasses nearly all major topics in deep learning with the exception of the recently developed field of deep reinforcement learning. The intent of the textbook is to prepare an undergraduate computer science student or a software engineer without prior machine learning experience for a career in deep learning (or, for those who read the third part of the book, a career in deep learning research).

Mathematics of Big Data by Jeremy Kepner and Hayden Jansen, spring 2017: This is the first book to explain the common mathematical foundations for the storage and analysis of data across big data technologies. Whether the reader is interested in big data storage/analysis or big data technology/applications, she or he will want to buy this book in order to understand their common foundations. Although there are many books on using or implementing software tools and algorithms for big data, there are no others specifically focusing on the mathematical representation and manipulation of big data.

Lifelong Kindergarten: Cultivating Creativity through Projects, Passion, Peers, and Play by Mitchel Resnick, spring 2018: Mitchel Resnick is director of the Lifelong Kindergarten research group at the MIT Media Lab. His group developed the LEGO Mindstorms robotics kits and the Scratch programming language and co-founded the Computer Clubhouse network. Drawing on over 20 years of experience, stories, and examples, Resnick provides guidance on how parents, teachers, and others can help children develop as creative thinkers while offering insights into how adults can continue to nurture their own creativity throughout their careers.

Firm Dynamics: Data, Theories, and Models by Rob Axtell and Omar Guerrero, fall 2017: This landmark professional book may become the definitive empirical statement concerning the universe of US firms. The authors seek a science of firms that is empirically grounded in emerging micro-data, that attempts to model large numbers of firms (e.g., all firms in a sector or in an economy as a whole), and that adopts a multi-agent perspective. They use a data-driven approach to interpreting and explaining key characteristics of firms and markets in modern industrial society, incorporating the use of agent-based modeling techniques. Their major contribution resides in their approach to the development of data-driven economic models.

The Impact of Trade Liberalization: Lessons from NAFTA by Timothy Kehoe, spring 2018: In 1994 Timothy Kehoe served as an advisor to Mexico on what would eventually become NAFTA, and in this book he will contrast the forecasts from that era with NAFTA's actual effects. He will bring together three strands of research: an analysis of financial crises, the development of better models of the effects of trade liberalization on allocation of resources, and a theory of how the agreement affects economic growth and development.

The Sustainability Journey: Eight Steps Toward a New Business Model by Francisco Szekely and Zahir Dossa, fall 2017: Sustainable business seeks to shift the focus of business from pure profitability to a more holistic model of success that incorporates social and ecological considerations. Szekely and Dossa use a case-study approach to illustrate the challenges and opportunities brought by pursuing sustainable business practices. They seek to develop a radically new type of business model based on maximizing the societal impacts of sustainability rather than minimizing environmental footprints and balancing negative externalities with social good.

Lectures on Microeconomics: The Big Ideas Approach by Romans Pancs, spring 2018: This book is intended to be used in a second-semester undergraduate intermediate microeconomics course. It is driven by asking questions instead of simply covering concepts, and in this way it guides students to "think like economists." Mathematical

rigor, use of the general equilibrium theory as an organizing principle, and a focus on modern microeconomics set this book apart from the competition.

The Art of Naming by Michael Ohl, fall 2017: The author is a biologist at the Museum of Natural History in Berlin and an associate professor at Humboldt University. The book, originally published in German, answers the question of how species get their names. Contrary to the elaborate classification of taxonomy, the choice of a species name is subject to the discoverer's decision, which explains why many species names are personal, inexplicable, or even silly. Ohl explains both Linnaean taxonomy and folksy names through stories of reckless adventurers, hoarding nerds, natural history museums, and the wilderness.

GMOs by Sheldon Krimsky, fall 2017: Is genetically modified food safe to eat? What does the science tell us? What are the ethical arguments for and against? GMOs will be the subject of the first food-focused book in the Essential Knowledge series. Krimsky, an expert on science, technology, and ethics at Tufts, will explain new and old technology for modifying plant genetics, describe some specific products that are currently or were previously on the market (the Flavr Savr tomato, golden rice, many herbicide-resistant crops, and others), discuss public controversies and how plant genomes actually work, and address issues such as labeling and GMO contamination of non-GMO farms.

Artificial Unintelligence: How Computers Misunderstand the World by Meredith Broussard, fall 2018: This book, authored by a data-driven journalist who also develops software to analyze large data sets, will explore what computers can and cannot tell us about the world. Despite their magical aspect, computers and their uses are constrained by the same physical limitations that govern everything else. Broussard will explain why, despite the formidable power of algorithms and machine learning, we should be wary of delegating too many decisions to computers. This book will suggest how to parse computational claims in order to understand what we can and should do to have a just, secure, and equitable future for all.

Frankenstein: A New Edition for Scientists and Engineers by Mary Shelley, edited by Ed Finn, David Guston, and Jason Scott Robert, spring 2017: This new critical edition of Mary Shelley's classic will be published in print as well as in an interactive e-book edition, both in time for the bicentennial of the novel's publication in 1818. Previous critical editions of *Frankenstein* have emphasized the novel's literary or historical importance, addressing it as representative of the culture of the time or of the genre. Other works have focused on the science and/or ethics of *Frankenstein*, but these editions either have been anthologies or have otherwise engaged with the novel in a secondary fashion. This book will be unique in providing annotations and short essays by scientists, engineers, and bioethicists in conjunction with the primary text, allowing readers to explore critical understandings of the ethical and societal dimensions of scientific inquiry along with their literary exposition. Rather than focusing on the specifics of the science and what Mary Shelley got right or did not get right, the book (while including some such discussion) emphasizes broader questions regarding the scientific endeavor, the roles of scientists, and the relationship between scientific creativity and responsibility.

A Brief History of the Verb "To Be" by Andrea Moro, spring 2018: Originally published in Italian in 2010, this is both a detailed account of the titular verb and an episodic journey through time and geography. The author (whose roots, before his work in linguistics and neuroscience, were in classical studies) demonstrates that by understanding how each era interpreted this particular verb, we can learn much more about the entirety of language through the lens of Western cultural history. Starting from Aristotle's early work on language, Moro takes us into the Middle Ages and the duels that used to take place between logicians, to the 17th century and its intellectual revolutions, and up to the 20th century, when language was able to become a model for neuroscience.

Auxiliation: Events and Situations in the Syntax of English by Gilliam Ramchand, spring 2017: This Linguistic Inquiry monograph is something of a tribute to the work that Angelika Kratzer has been doing over the years, but it is also an attempt to turn that same work on its head. Ramchand attempts to rethink the entire semantics toolkit and addresses the problematic "stuttering" that has been taking place in the conversation between syntacticians and semanticists over the past decade—an impediment to the syntax/semantics interface that she feels is rooted in the nature of the ontologies with which the two camps are working.

Curious Minds by Danielle Bassett and Perry Zurn, fall 2018: This book, written by identical twins, will offer a unique blend of intellectual reflection and memoir that will describe and make relevant to a wide audience the neuroscience and social theory of human learning. It will take the theme of curiosity and unpack it through a network of related topics, including concepts such as creativity and imagination and practices such as neuroeducation and experimental pedagogy. The book then addresses notions of deviant or pathological curiosity and thereby raises issues of mental health and social marginalization. Finally, it closes by painting a picture of potential pharmacological and other enhancements of curiosity and the role of education in creating a better world.

DNA Matters: The Essence of Human Individuality by Robert Plomin, spring 2018: This book is about how new technologies, when combined with the extensive twin studies performed by the author in the United Kingdom over the past 20 years, have greatly expanded our knowledge of the role of genetics in behavior and the contribution of behavioral genetics to the perennial debate about nature and nurture. Plomin describes some of the most significant discoveries in the behavioral sciences that have come from genetic research and explains how, for the first time, DNA can be used to predict behavioral strengths and weaknesses.

Excavating the Algorithm: A Mythology of Code in Culture by Ed Finn, spring 2017: Exploring the history of the algorithm from the Enlightenment to Apple's Siri, Bitcoin, and Kickstarter, this book examines these algorithmically entangled cultural works to develop a method the author calls "algorithmic reading." The book also offers original interpretations of these new hybrid modes of authorship.

Architecting Interactivity: Artificial Intelligence, Cybernetics, Architecture, and Interaction Design by Molly Wright Steenson, fall 2017: Steenson proposes a history of interaction design that reveals how the discipline of architecture—and in particular a few prominent architectural researchers and practitioners—provided both a foundation

and a model for the new disciplines concerned with the design of digital systems. The book explores how architecture became a useful metaphor for digital designers. It also unveils the histories and practices of architects who pioneered some of the concepts and technologies that became key to the new field of interaction design.

The Chinese Typewriter: A Global History of the Information Age by Thomas Mullaney, fall 2017: This is the first of a two-volume project examining China's development of a modern, nonalphabetic information infrastructure encompassing telegraphy, typewriting, word processing, and computing. It looks at how a nation with a language based on characters rather than an alphabet not only survived but managed to flourish in an information age dominated by technologies overwhelmingly influenced by and dependent on alphabetic languages and the standard QWERTY keyboard.

Homo Sovieticus: Brain Waves, Mind Control, and Telepathic Destiny by Wladimir Velminski, translated by Erik Butler, spring 2017: This collaboration between MIT Press editors Katie Helke and Marc Lowenthal comprises a series of fascinating anecdotes rooted in Soviet-developed technology, science, and pseudoscience. The book describes how phantasms can haunt scientific research and how a desperate totalitarian society grounded in materialist philosophy and politics turned to immaterial research and pseudoscience as a means of population control leading up to and culminating in the fall of the Berlin Wall. This is a fascinating and bizarre history, richly illustrated, harkening back to The Press's Communist studies books.

Sales

The MIT Press sales department includes in-house staff, sales representatives (both in-house and commission), and distribution partners in selected markets and territories. This team sells The Press's books in print and electronic editions to wholesalers, chain bookstores, independent bookstores, museum stores, college stores, specialty accounts, and online retailers around the world.

Worldwide Sales ($000)

	FY2014	FY2015	FY2016
US	9,973	9,562	9,224
UK/Europe/Middle East	4,574	4,635	4,176
Other export	556	652	484
Canada	674	652	476
Japan	399	144	226
Australia	144	140	97
Total international sales	**6,347**	**6,223**	**5,459**
Total worldwide sales	**16,320**	**15,785**	**14,683**

FY2016 worldwide sales totaled $14.7 million, down 7% from FY2015. Frontlist (new title) dollar sales and unit frontlist sales were both down 22% from the prior year. Backlist sales were down by 2% in dollars and 4% in units.

Domestic Sales

Domestic print and electronic book sales in FY2016 totaled $9.2 million, down by 4% from the $9.6 million figure in FY2015. Domestic print sales declined across most market channels, including college bookstores, chain bookstores, independent bookstores, and virtual retailers, while increasing at museum stores and library wholesalers.

Our largest virtual retailer and customer is Amazon US. Print business with Amazon US was down 2% relative to the prior year, from $4.2 million to $4.1 million.

The wholesaler print business continued to be impacted by shifts in the market. Amazon procures a larger percentage of MIT Press stock directly from The Press rather than from wholesalers. As a result of this stocking strategy and other market factors, the two largest wholesalers, Ingram and Baker & Taylor, continue to have considerable sales erosion. Overall, FY2016 sales in this market channel were $1.6 million, down 6% from FY2015.

International Sales

In FY2016, book sales outside of the United States totaled $5.5 million, down 11% from FY2015. Amazon print sales through international Amazon sites were $1.2 million, down 15% from the $1.4 million figure in FY2015. While Amazon Japan bounced back this year (although not to the previous year's heights), Amazon France stopped sourcing directly from us completely, and Amazon Canada and Amazon UK were both down year over year. Amazon Kindle sales through international Amazon sites totaled $212,500, compared to $203,000 in FY2015.

Print and electronic sales in the United Kingdom, Europe, the Middle East, India, and Africa totaled $4.2 million, down 9% from FY2015.

FY2016 sales in Canada, our third largest export market behind the United Kingdom and Europe, were $476,000, down from $652,000 in FY2015. The shortfall takes into account the year-over-year Amazon Canada decrease of 27%.

Taken as a whole, sales to Asia were $572,000, up 4% from FY2015. Japan remains our largest Asian market, and Amazon Japan is by far our largest customer in Japan. China is our second largest Asian market with sales of $118,000, flat with FY2015. Key Asian markets that grew in FY2016 include Japan, Korea, and Singapore. Sales declined year over year in Hong Kong and Taiwan.

Footprint is our exclusive sales, distribution, and marketing representative in the Australia and New Zealand territories. FY2016 sales in these markets totaled $97,000, down 31% from FY2015. While demand is still strong, the Australian dollar declined dramatically this year (to just over half of its former value), and we have seen the impact on sales.

Overall FY2016 sales in Latin and South American markets decreased 55% relative to FY2015, from $97,000 to $63,000. Brazil sales have been the hardest hit as a result of the government overspending on the World Cup and Olympics; this resulted in no funds being released for education, which is the source of the majority of export book sales

from that country. Although the situation is not likely to improve in the near term, we have hired a new sales representative who will focus on emerging markets such as Colombia and Argentina.

E-Revenues from Sales and Licensing

In total, e-products revenue surpassed $2.0 million, down 16% from the $2.4 million figure in FY2015, although retail e-sales income was down only 4% in FY2016. We sell retail e-books through Amazon, Barnes & Noble, Kobo, Yuzu, and Apple, among others. Amazon Kindle sales from the US site totaled $732,000, down 6% from FY2015. Barnes & Noble Nook sales were down 41% relative to FY2015, from $14,000 to $8,000, and Apple iBookstore sales were down from $51,000 to $46,000.

Sales of e-books through The MIT Press website were up 15%, from $96,000 to $110,000.

Special Sales

Special sales are defined as book sales into specialty markets such as corporate, institutional, and gift-seller accounts. These sales are often negotiated on a non-returnable basis. Both frontlist and backlist titles benefit from special sales efforts.

FY2016 highlights include 1,000 customized copies of Yossi Sheffi's *The Power of Resilience*, 250 copies of William Mitchell's *Reinventing the Automobile* delivered to Floridians for Better Transportation, 214 copies of Kenneth Bamberger's *Privacy on the Ground* delivered to the International Association of Privacy Professionals, 170 copies of Kyna Leski's *The Storm of Creativity* sent to Beyer Blinder Belle Architects, and 135 copies of Thomas Malone's *Handbook of Collective Intelligence* sent to the MIT Office of Corporate Relations.

Institutional outreach efforts included offering bulk discounts through the MIT@MITPress webpage and bookstore discounts distributed at the Human Resources new employee orientation and to MIT visitors.

Marketing

The marketing department of The MIT Press includes staff in Cambridge and London. MIT Press books and journals are supported by publicity, social media, digital and print promotion, advertising, grassroots initiatives, and exhibits. In addition, focused textbook marketing supports the many books on our list that are used in courses.

In November we reorganized the marketing department to combine the books and journals marketing teams, and we have consequently revamped several roles. The former journals marketing manager, now the subscription and institutional marketing manager, oversees institutional marketing for our CogNet and other Idea Commons offerings in addition to managing journals marketing. The digital marketing and advertising manager now manages the marketing designer and oversees all US and international advertising and has continued responsibility for digital inbound marketing efforts. We also have crafted plans to enhance interactions with authors at every point in the publishing cycle and refine the overall attention we pay to this critical relationship.

We continue to focus heavily on inbound marketing via The Press website, an intensive focus on social media, direct-to-consumer promotions, curated content marketing, creative advertising, and grassroots campaigns.

We strive to deepen our understanding of our customers and their experience with our brand. Our close attention to the "customer journey" and the sharing of this knowledge internally are helping us innovate and improve our products and services across many areas of marketing. We conducted a recent customer survey that produced responses from 1,200 current and potential customers with fascinating results. We know that our customers believe in our books and journals and associated products. We have the data to support that claim, and we are focused on building on the confidence our customers already have in us by ensuring the quality of our web properties and associated products. Our work with renowned design firm Pentagram on our impending new website and the firm's expertise in delivering user-centered designs are laying the groundwork for a much higher level of excellence for our website.

We have experimented with new ways to present our titles via filterable landing pages. Building on our success with The MIT Press BITS landing page, we have created MIT@ MIT Press, MITPRESS Sustainability, MIT Press Open, and MITPRESS Urbanism. With respect to MIT Press BITS, we have revamped our strategy to convert these formerly salable "bits" of excerpted backlist titles to free frontlist titles as a means of promoting the core books.

Our phenomenal social media presence continues to benefit from the great care we take with it. The MIT Press Blog is thriving, with a growing number of guest contributors and new features. We continue to post mostly original content on all social media outlets and have carefully crafted our messages to ensure we continue to grow. We have over 104,000 fans on Facebook (up from 80,000 this time last year) and almost 45,500 Twitter followers. Our presence on Pinterest and Tumblr continues to grow, and we have launched an Instagram page with great results out of the gate.

Books Publicity

Coverage of MIT Press books was wide ranging in FY2016, with 2,130 reviews, features, mentions, and interviews. Sources of national, international, and significant regional coverage generated by the US and UK office marketing staffs included the *New York Times*, the *Boston Globe*, the *Wall Street Journal*, *USA Today*, the *Washington Post*, the *Los Angeles Times*, *The Atlantic*, *New Republic*, *Harper's* magazine, *Time* magazine, *The New York Review of Books*, *The New Yorker*, *The Nation*, *Financial Times*, *The Guardian*, *the Irish Times*, the *London Review of Books*, *New Statesman*, *Neue Zürcher Zeitung*, the *Times Literary Supplement*, and *Die Welt*.

In addition, reviews or discussions of MIT Press books appeared in more targeted magazines and other periodicals such as the *Chronicle of Higher Education*, *Inside Higher Education*, *Bookforum*, *Artfforum*, *The Paris Review*, *ArtNews*, *Art in America*, *Utne Reader*, *Metropolis*, *Forbes*, *Fortune*, the *Sloan Management Review*, the *Harvard Business Review*, *Art Monthly*, *Art Review*, *China Daily*, *The Economist*, *The European Business Review*, *Nature*, *New Scientist*, *Times Higher Education*, *The Wire*, *Wired UK*, and *The World Financial Review*.

MIT Press authors spoke to a global audience about the subjects of our books. They were involved in at least 180 events where books were sold, events that took place in more than 30 US states and 18 countries throughout the world. They spoke at conferences, bookstores, museums, libraries, universities, art galleries, foreign affairs clubs, design studios, businesses, government offices, and other venues.

MIT Press authors were involved in over 100 broadcast interviews, including interviews on national and regional NPR and PRI (Public Radio International) programs as well as BBC radio in London, the Canadian Broadcasting Corporation, Irish independent radio, and the online London radio station Resonance FM.

The London office was involved in arranging or supporting 60 author events in FY2016 and attended 15 events based in the United Kingdom. These events included book launches or book talks at the British Academy, Central Saint Martins, the University of the Arts London, the Imperial College Business School, Goldsmiths, the University of London, the London School of Economics, the Oxford Martin School, the Whitechapel Gallery, the Hay Festival, and the Edinburgh International Book Festival.

Journals Marketing

Many of the journals program marketing efforts in FY2016 focused on milestone anniversaries and new launches. 2016 marks the 25th anniversary of *Presence*; the 40th anniversary of *October*, *International Security*, the *Computer Music Journal*, and *PAJ: A Journal of Performance and Art*; the 100th issue of *Design Issues*; and the 250th posting to our legacy content feature, From the Archive Friday. These anniversaries were recognized with subscription campaigns, retrospective blog posts, social media engagement, and advertising (both print and digital), among other efforts. With our growing open access programming, we distributed press releases, blog posts, and targeted calls for papers in support of the forthcoming journals *Open MIND: Discoveries in Cognitive Science*, *Computational Psychiatry*, and *Network Neuroscience*. We completed initial market research and planning for ARTECA, the newest addition to our Idea Commons family and a curated space for essential content linking the arts, sciences, and technology. We also supported the launch of the new *Journal of Design and Science* with the MIT Media Lab and drafted a large-scale marketing plan.

Books Inbound Marketing

In FY2016, The MIT Press executed 52 email campaigns, reaching more than 25,000 readers in 46 countries. Our mailing list received 5,945 new sign-ups. The emails mostly drew attention to new releases across the varied disciplines in which we publish and provided us with an opportunity to promote recent backlist highlights and series in those fields. The emails also corresponded to holidays and awareness dates and events, among them LGBT Pride Month and early US presidential election coverage. FY2016 email campaigns resulted in direct traceable sales amounting to $45,133.74, not including sales from retailers (physical or online).

Subject area catalogs and brochures were mailed worldwide to 185,000 individuals in the following discipline areas: computer science; science, technology, and society;

neuroscience; economics and finance; cognition, brain, and behavior; philosophy; art, architecture, and performing arts; and environment.

Discipline catalogs and brochures now drive individuals directly to our website to place orders. Customers who place orders via the website are encouraged to sign up for our discipline e-newsletters. All direct mail promotions include the e-newsletter url, further driving an increase in the number of individuals who are now part of our email subscriber database.

Grassroots marketing is an initiative in which we identify additional markets that would not otherwise be reached through our more conventional marketing channels. It is often included in the marketing plan for a book and/or list of books not falling into The Press's "usual" publishing areas and may be undertaken for both frontlist and backlist titles. It may also be considered for some major trade frontlist titles in the hope of giving those books an additional boost within a market that has already been identified.

FY2016 grassroots marketing plans were created for approximately 30 titles or groups of titles/subject areas. Digital discount codes for use on The MIT Press website were created and distributed to the members of a number of organizations, including the Society for the Study of Evolution; the Human Behavior and Evolution Society; the American Geophysical Union; the Association for Research in Vision and Ophthalmology; HASTAC; the Alliance of Digital Humanities Organizations; the Electronic Literature Organization; the National Association of Economic Educators; the Canadian Association for Information Science; MIT's Alumni Association; the Genetics Society; the Agriculture, Food, and Human Values Society; the Graduate Association for Food Studies; and the Canadian Association of Slavists. In addition, in a new initiative, we created and distributed a number of grassroots promotional codes to authors wishing to leverage their own networks to self-promote their titles. We have also continued to maintain grassroots partnerships with organizations previously reached in this manner in the areas of game studies and sound studies, and we are working to create new grassroots partnerships in areas in which The Press has a robust backlist, such as dance/performance studies, urbanism/urban planning, and international relations/security studies.

Textbook Sales and Marketing

The 10 domestic best-selling textbooks by revenue for FY2016 were as follows:

Cormen, *Introduction to Algorithms*, 3rd edition

Johnson, *Technology and Society*

Benninga, *Financial Modeling*, 4th edition

Wolff, *Contending Economic Theories*

Dutta, *Strategies and Games*

Fabozzi, *Capital Markets*, 5th edition

Akmajian, *Linguistics*, 6th edition

Wilensky, *An Introduction to Agent-Based Modeling*

Tester, *Sustainable Energy*, 2nd edition

Wilson, *The Design of High-Efficiency Turbomachinery and Gas Turbines*, 2nd edition

The following were the 10 best-selling textbooks by revenue in the United Kingdom and Europe for FY2016:

Cormen, *Introduction to Algorithms*, 3rd edition

Murphy, *Machine Learning*

Benninga, *Financial Modeling*, 4th edition

Wooldridge, *Econometric Analysis of Cross Section and Panel Data*

Norman, *Design of Everyday Things*, revised edition

Thrun, *Probabilistic Robotics*

Abelson, *Structure & Interpretation of Computer Programs*, 2nd edition

Reas & Fry, *Processing*, 2nd edition

Hindriks & Myles, *Intermediate Public Economics*, 2nd edition

Guttag, *Introduction to Computation*

MIT Press books were used in 11 massive open online courses (MOOCs) offered through edX, Coursera, and an independent university platform. Partial content from the following titles was used in a MOOC:

Guttag, *Introduction to Computation and Programming Using Python*, revised and expanded edition

edX, *Introduction to Computer Science and Programming Using Python* and *Introduction to Computational Thinking and Data Science*

Seamon, *Memory and Movies*

Coursera, *Understanding Memory: Explaining the Psychology of Memory Through Movies*

Bentley, *Building Mobile Experiences*

edX, *Mobile Application Experiences Part 1: From a Domain to an App Idea*, *Mobile Application Experiences Part 2: Mobile App Design*, and *Mobile Application Experiences Part 3: Building Mobile Apps*

Drela, *Flight Vehicle Aerodynamics*

edX, *Flight Vehicle Aerodynamics*

Börner, *Information Visualization*

Indiana University, *Information Visualization*

Van Roy, *Concepts, Techniques, and Models of Computer Programming*

edX, *Paradigms of Computer Programming: Fundamentals* and *Paradigms of Computer Programming: Abstraction and Concurrency*

> Cvitanic, *Introduction to the Economics and Mathematics of Financial Markets*
>
> edX, *Pricing Options with Mathematical Models*
>
> Siegwart, *Introduction to Autonomous Mobile Robots*, 2nd edition
>
> edX, *Autonomous Mobile Robots*

This year saw some exciting digital developments for our textbook program. In November, we launched digital examination and desk copy functionality. We now offer digital examination and desk copies of all titles that are available as e-books. We also offer pre-publication digital examination copies of textbooks (DRM-secured PDFs of uncorrected page proofs), allowing instructors to consider a book for course adoption before it is published.

In January, we launched an e-textbook rental program with digital publishing partner Ublish. More than 40 of our textbooks are now available for e-rental, and there will be 100 titles available by this fall.

We continue our work with the Murphy Group, a freelance textbook sales group. Our contact worked on 13 textbooks published in FY2015. With our guidance, the group built email lists of adopters of competing titles and deployed email campaigns.

The US textbook marketing office created 13 direct mail promotions and 13 email promotions that were sent to 75,000 professors in various disciplines. The London marketing office created 15 textbook campaigns distributed to academics throughout the United Kingdom and Europe.

Advertising

We placed approximately 350 ads in relevant trade and professional journals and magazines to help promote frontlist FY2016 titles. We also advertised on dozens of specialized websites—including targeted ads on Facebook, Twitter, Instagram, and LinkedIn—and in sponsored email newsletters. FY2016 marked the first MIT Press audio ads, which aired on six popular podcasts and resulted in over 100,000 streams and downloads.

Print and website advertising for FY2016 titles appeared in publications such as the *Harvard Business Review, The New York Review of Books*, *The Paris Review*, the *Atlantic Monthly*, *Harper's* magazine, *Foreign Affairs*, the *London Review of Books*, and the *Times Literary Supplement*. The latter part of FY2016 saw us beginning to move away from print academic journal ads and toward more traceable approaches—society email list rentals, for example—whenever possible.

Exhibits

The MIT Press was represented at 149 North American conferences and book fairs in FY2016. Of that number, 40 were attended and staffed with MIT Press acquisitions and/or marketing personnel. Booth staff continued to use smartphone-enabled credit card technology to enhance our customers' buying experience in an easy and financially secure environment.

The MIT Press was represented at 18 major academic conferences in the United Kingdom and Europe. Targeted promotions were organized at a number of other events throughout the year, including offering our books at the Transmediale Festival of Art and Digital Culture in Berlin and the Sonic Acts Festival in Amsterdam, both of which are supported by local bookshops.

Subsidiary Rights and Permissions

Our income from subsidiary rights includes advances and royalties from the licensing of foreign translation rights, audiobook licensing, English-language reprints, and permissions fees from reprinted selections of our content in other publications and college course packs.

Subsidiary Rights Income ($)

	FY2014	FY2015	FY2016
Translations	394,177	478,636	574,407
Permissions	546,695	555,544	461,912
Other	30,854	137,970	145,208
Total	**971,726**	**1,172,150**	**1,181,527**

Total FY2016 sub-rights gross income in the books division showed a slight increase from the previous record year and was up 9% to budget. Considering the shifts in the marketplace highlighted below, these are very good results.

In the first quarter of FY2016, we identified a major disruptive trend in our core permissions business with a shift in revenue collection of reuse permissions from the publishing and educational communities. The shift was a result of global cultural and political changes, as both Canada and Australia enacted new laws allowing for liberal reuse of educational materials. We rely on Reproduction Rights Organizations (RROs) to collect this income on our behalf. The Copyright Clearance Center (CCC) is the largest RRO in the United States, and CCC's permissions remittance to us dropped 33%. Across all permissions sources, we saw a total year-end drop of 17% in gross revenue collected.

As a counter to this drop, the translation side of the business was very healthy. Gross translation income (combined income collected from advances on new deals and residual royalties from past deals) was up 20% over FY2015. To show how much this line has grown in the past two years, we are up over 45% relative to FY2014, and there is no indication that this is slowing as the translation pipeline remains strong. The number of new licenses generated rose from 168 in FY2015 to 216 in FY2016. Gross advances from these new licenses grew from $351,000 to $613,000, an increase of 74%. Average income per deal rose from $2,089 in FY2015 to $2,838 in FY2016. Compared to FY2014—when the average deal gross advance was just $1,820—we have seen a 55% increase in gross income from our negotiations.

China continues to be by far our largest market for translation licensing, with 95 deals made in the region, or 44% of our total translation deals made for the year. That 44% is

exactly the same as China's percentage our total number of deals in FY2015; however, China's share of our translation revenue has increased significantly and now accounts for over $400,000 in gross advances, or 64% of our total (compared to 55% in FY2015). The average advance per deal in China was $4,227 in FY2016, a 66% increase from FY2015.

On a title basis, by far our most successful licensing book of the year was *Driverless: Intelligent Cars and the Road Ahead* by Hod Lipson and Melba Kurman. An auction conducted at the Frankfurt Book Fair in October for Chinese-language books brought a winning bid of $100,000 for *Driverless* from the major Chinese trade house Shanghai Dook Publishing. Subsequent offers from Japan and Korea as well as a five-figure audiobook deal have yielded an additional $41,500 in advances, for a total (so far) of $141,500. That is by more than twofold the highest grossing title The Press has had in its history.

The MIT Press Essential Knowledge series continues to be our most successful trade book series from a licensing perspective, with 58 licenses across 21 titles in the series totaling $165,000 in gross income.

New Translation Licenses by Region, FY2016

Language	No.	Total Gross ($)
Albanian	0	—
Arabic	3	1,450
Bosnian	1	500
Brazilian (Portuguese)	3	12,000
Bulgarian	1	600
Chinese	95	401,600
Czech	2	2,500
Farsi	4	2,100
Finnish	0	—
French	3	3,250
German	5	6,500
Greek	1	2,000
Indonesian	1	300
Italian	10	7,900
Japanese	20	77,900
Korean	27	54,900
Polish	6	3,850
Portuguese	1	300
Romanian	2	1,500
Russian	12	14,750
Serbian	1	375
Slovenian	0	—
Spanish	4	5,800
Thai	3	2,200
Turkish	9	8,700
Ukrainian	1	2,000
Vietnamese	1	800
Total	**216**	**613,775**

Finally, we continue to see good progress and growth in two other areas: English-language reprint licensing in India and audiobook licensing.

The success on the audiobook side is attributable to our new emphasis on trade book publishing. As the fastest growing segment of the publishing industry—with growth of 27% in 2015—audio represents a growing audience for MIT Press published content. We have done well in placing our trade titles with some of the best audiobook producers in the market, including Recorded Books, Brilliance Audio (owned by Amazon), and Gildan Media (distributed by Hachette). Although at this point the income is relatively small ($25,000 in FY2016), the footprint in this growing market offers us exposure to this new "readership."

Since 2005, Indian publisher PHI has licensed the right to produce inexpensive English-language reprint editions of our core textbooks to sell at a price point suitable for the educational market in India. PHI has sold tens of thousands of copies, with royalties from these sales resulting in $120,000 in FY2016 alone.

However, this rise in revenue from our licensing in the Indian subcontinent may have come at a cost. The potential for re-importation of these inexpensive editions has always existed; however, the 2013 US Supreme Court decision in Kirtsaeng v. John Wiley & Sons, which upheld the first sale doctrine, has resulted in the widespread re-importation of these cheap foreign editions in competition with our own full-priced versions.

As a result, we have made the strategic decision to curtail any new licensing of our textbooks in India and to renegotiate renewals of old licenses selectively. Although we will see the "other" line drop on the subsidiary rights chart in FY2017, we will see the benefit in our future textbook sales.

Journals Division

FY2016 Revenues

In FY2016, the journals program ended the year with total revenues (subscriptions plus other publishing income) of $6.329 million, 3.1% behind the previous financial year.

Journals Division Revenues ($000)

	FY2014	FY2015	FY2016
Subscription income	4,991	4,905	4,722
Other publishing income	1,794	1,625	1,607
Total revenues	**6,785**	**6,530**	**6,329**

The net return to The Press from the journals division slightly declined from FY2015, coming in at $1.376 million, 5.9% below the previous year's $1.462 million. The major factors affecting our financial performance in FY2016 were as follows:

- After several years of significant growth, one of our major distribution partners, Project MUSE, experienced a sharp leveling off in sales and has reduced

the percentage of total revenue paid back to publishers. Our other partners, EBSCOHost and JSTOR, remain flat.

- The continuing significant decline in the library market for academic journals has hit the arts and humanities especially hard. With a few exceptions, our arts and humanities titles, which make up 35% of our list, have suffered serious drop-offs in their subscriber numbers.

- Foreign licensing revenues have fallen due to the implementation of new fair use/fair dealing laws in Canada, Australia, and elsewhere.

- On the positive side, expenses for copyediting, proofreading, typesetting, manufacturing, and mailing were all lower than budgeted in FY2016.

Overall, the journals division continues to see weaknesses in international markets in terms of both direct subscription sales and licensing. Over 95% of the division's revenue comes from those two sources. Both JSTOR and Project MUSE are encountering sizable numbers of countrywide cancellations of consortium deals, with certain European and South American countries accounting for the most significant problems. Greece, Spain, and Brazil have all had major cancellations both with us directly and with our partners. In the last year, The Press has engaged with sales organizations to provide outreach in India and Latin America, but the results so far have been modest. Sales of a journal bundle through our partner IEEE have also fallen well short of projections. As we expect to see the industry-wide decline in journals subscriptions continue, The Press has turned to exploring new models for growing its journals business. Three new open access journals funded by author fees will begin publishing at The MIT Press in 2016–2017: *Open MIND: Discoveries in Cognitive Science*, *Computational Psychiatry*, and *Network Neuroscience*.

The journals division will continue to explore diversifying its portfolio of revenue-generating models and evaluating its licensing deals on a case-by-case basis.

Journal Roster Updates

Journal of Design and Science

The *Journal of Design and Science* (*JoDS*) was launched in late February 2016 with four articles from Joi Ito, Neri Oxman, Kevin Slavin, and Danny Hillis. A co-publication of the MIT Media Lab and The MIT Press, *JoDS* is an online-only, open access journal whose aim is "to capture the antidisciplinary ethos of the MIT Media Lab while opening new connections between science and design." Unlike journals that operate within a formal peer-review system, *JoDS* invites lively discussions across all fields of design and science, unconventional formats, and widespread participation. The goal is to provide a much broader array of perspectives, new pathways forward, and emergent topics for further research.

The journal is published on PubPub, a new Media Lab publishing platform that features rich commenting and authoring tools and is designed for a post-publication peer-review workflow. Multimedia formats, images, and large data sets can all be integrated easily into articles. A community/managing editor has been hired to work exclusively on the journal.

Network Neuroscience

In the winter of 2016 The Press concluded contract negotiations with Olaf Sporns, Provost's Professor in Psychological and Brain Sciences at Indiana University, to edit a new journal called *Network Neuroscience*. The journal will seek to serve a new research community that is being forged at the intersection of neuroscience and network science. From the proposal: "The neuroscience of the 21st century is moving beyond studying molecular, cellular, and circuit elements in isolation. Much exciting work at the cutting edge of the field now focuses on how these elements engage in dynamic interactions and link into networks to support brain function. While network approaches to the brain are clearly on the rise, their integrative nature presents significant challenges in research methodology, transdisciplinary collaboration and new analytic frameworks. Meeting these challenges requires a cultural shift. What is needed is greater conceptual convergence among neuroscientists operating at different levels of organization and new collaborations with scientists in other fields that specialize in networks, computation, data science and statistics."

The journal will be open access and funded by article processing charges. The Press anticipates having the first articles published in early 2017.

Sarcoma Research

The Press has signed a letter of intent to offer publishing services for a new journal called *Sarcoma Research*. The journal will be published in conjunction with Rapid Science, a company that has developed tools for swift case study distribution among sarcoma researchers and is looking to partner with The Press to publish related articles. The journal is currently at the fundraising stage. If the project is successful, we hope to make a formal announcement in November 2016.

Citation Indices

MIT Press journals continue to perform well in terms of their impact factor rankings, many of them appearing in the top quartile of their discipline. For example, *International Security* is ranked first out of 86 journals in international relations, and *Global Environmental Politics* is 13th out of 163 journals in political science. Also, *Computational Linguistics* is eighth in linguistics, and *Linguistic Inquiry* is 24th in that category. *The Review of Economics and Statistics* is 21st out of 344 in economics, and *Evolutionary Computation* is sixth out of 102 in computer science, theory, and methods.

Impact Factor Rankings for MIT Press Journals

Journal Title	Total Cites	Impact Factor
Artificial Life	624	1.042
Asian Economic Papers	121	0.382
Computational Linguistics	1,610	2.017
Computer Music Journal	287	0.279
Daedalus	1,035	0.695
Education Finance and Policy	307	1.023
Evolutionary Computation	2,291	3.600

Impact Factor Rankings for MIT Press Journals (continued)

Journal Title	Total Cites	Impact Factor
Global Environmental Politics	868	2.316
International Security	1,914	3.450
Journal of Cognitive Neuroscience	16,535	3.559
Journal of Cold War Studies	140	0.489
Journal of Interdisciplinary History	243	0.440
Linguistic Inquiry	2,055	1.511
Neural Computation	7,931	1.626
Presence	1,320	0.789
Review of Economics and Statistics	10,821	2.979

Several MIT Press journals also scored highly in the 2016 Google Scholar H-Index rankings.

International Security: 2nd in Military Studies

Leonardo: 2nd in Visual Arts

Grey Room: 9th in Visual Arts

October: 10th in Visual Arts

Artificial Life: 13th in Evolutionary Computation

Evolutionary Computation: 9th in Evolutionary Computation

Linguistic Inquiry: 5th in Language and Linguistics

Global Environmental Politics: 11th in Environmental Law and Policy

Computational Linguistics: 6th in Computational Linguistics

Journal of Cognitive Neuroscience: 2nd in Cognitive Science, 14th in Psychology

Computer Music Journal: 11th in Music and Musicology

Drama Review: 4th in Drama and Theatre Arts

Review of Economics and Statistics: 8th in Economics, 16th in Business Economics & Management

Journal of Interdisciplinary History: 10th in History

List of Journals

The journals division ended the fiscal year publishing CogNet, the online brain and cognitive science community database (containing books, reference works, and journals), and 31 journals:

African Arts

American Journal of Health Economics

Artificial Life

ARTMargins

Asian Development Review

Asian Economic Papers

Computational Linguistics

Computer Music Journal

Daedalus

Design Issues

Education Finance and Policy

Evolutionary Computation

Global Environmental Politics

Grey Room

International Security

Journal of Cognitive Neuroscience

Journal of Cold War Studies

Journal of Design and Science

Journal of Interdisciplinary History

Leonardo

Leonardo Music Journal

Linguistic Inquiry

Nautilus

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 and Editorial Board Members

Robert Art (director of Seminar XXI and senior fellow, Security Studies Program): editorial board member, *International Security*

Edward Boyden (associate professor, Media Laboratory and McGovern Institute for Brain Research, and co-director of the Center for Neurobiological Engineering): deputy editor, large-scale recording and anatomy, *Neural Computation*

Rodney Brooks (professor emeritus): editorial board member, *Artificial Life*

Emery Brown (associate head of the Institute for Medical Engineering and Science and professor of computational neuroscience and health sciences and technology, Department of Brain and Cognitive Sciences): advisory editor, *Neural Computation*

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

Michel DeGraff (professor of linguistics): associate editorial board member, *Linguistic Inquiry*

Robert Desimone (director, McGovern Institute for Brain Research, and Doris and Don Berkey Professor, Department of Brain and Cognitive Sciences): editorial board member, *Journal of Cognitive Neuroscience*

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

Danny Fox (Anshen-Chomsky Professor in Language & Thought, Department of Linguistics and Philosophy): associate editorial board member, *Linguistic Inquiry*

John D.E. Gabrieli (Grover Hermann Professor in Health Sciences and Technology and Cognitive Neuroscience): editorial board member, *Journal of Cognitive Neuroscience*

Francis Gavin (professor of political science): associate editor, *International Security*

Jonathan Gruber (professor of economics and MacVicar Faculty Fellow): editorial board member, *American Journal of Health Economics*

Irene Heim (professor of linguistics): associate editorial board member, *Linguistic Inquiry*

Sabine Iatridou (professor, Department of Linguistics and Philosophy): associate editorial board member, *Linguistic Inquiry*

Joi Ito (director, Media Laboratory): editor, *Journal of Design and Science*

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

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

Michael Kenstowicz (professor of linguistics): associate editorial board member, *Linguistic Inquiry*

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

Philip S. Khoury (associate provost and Ford International Professor of History): editorial board member, *Journal of Interdisciplinary History*

Earl K. Miller (Picower Professor of Neuroscience, Picower Institute for Learning and Memory and Department of Brain and Cognitive Sciences): associate editor, *Journal of Cognitive Neuroscience*

Shigeru Miyagawa (professor of linguistics and Kochi-Manjiro Professor of Japanese Language and Culture): associate editorial board member, *Linguistic Inquiry*

Benjamin A. Olken (professor of economics): associate editor, *The Review of Economics and Statistics*

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

Neri Oxman (Sony Corporation Career Development Professor and associate professor of media arts and sciences): editor, *Journal of Design and Science*

Parag Pathak (professor of economics): board member, *Education Finance and Policy*

David Pesetsky (Ferrari P. Ward Professor of Modern Languages and Linguistics, MacVicar Faculty Fellow, and head of the Department of Linguistics and Philosophy): associate editorial board member, *Linguistic Inquiry*

Tomaso Poggio (Eugene McDermott Professor in the Brain Sciences, Department of Brain and Cognitive Sciences, McGovern Institute for Brain Research, and Computer Science and Artificial Intelligence Laboratory): associate editor, *Neural Computation*

Barry Posen (professor of political science): editorial board member, *International Security*

Theodore Postol (professor emeritus of science, technology, and national security policy): editorial board member, *International Security*

Iqbal Z. Quadir (senior lecturer, Sloan School of Management, and founder and director emeritus of the Legatum Center for Development and Entrepreneurship): founding co-editor, *Innovations*

Kevin Slavin (Benesse Career Development Professor and assistant professor of media arts and sciences): editor, *Journal of Design and Science*

Donca Steriade (professor of linguistics): associate editorial board member, *Linguistic Inquiry*

Peter Temin (Elisha Gray II Professor of Economics, emeritus): editorial board member, *Journal of Interdisciplinary History*

Reed Ueda (research affiliate, Center for International Studies): editor, *Journal of Interdisciplinary History*

Stephen Van Evera (professor of political science): editorial board member, *International Security* and *Journal of Cold War Studies*

Cindy Williams (research affiliate, Security Studies Program): editorial board member, *International Security*

Heidi Williams (Class of 1957 Career Development Assistant Professor, Department of Economics): associate editor, *The Review of Economics and Statistics*

MIT Press Bookstore

The MIT Press Bookstore was established in 1980 as the campus showroom for books and journals published by The Press. We feature all of the books published by The MIT Press as well as a curated selection of nonfiction works from other university presses and academic publishers. Our current inventory includes over 12,000 books representing 6,500 unique titles, with approximately 300 titles authored by members of the MIT community; all are housed in our 1,450-square-foot Kendall Square location. Our primary customer base comprises MIT students and faculty, the local innovation community, and visitors to the MIT campus.

Gross sales in the physical store for FY2016 were even with last year, totaling $496,000. Growth was hindered by the ongoing Main Street reconstruction project, which limited customer access to the store for an extended period. We welcomed 46,000 visitors to the store in FY2016, and we sold more than 26,000 items. Sales of MIT Press books represented 43% of total dollar sales, books from other publishers represented 53%, and non-book items represented 4%. Our average customer buys 2.1 items and spends $38.75 per visit. Operating cost reductions, especially reductions related to payroll, buoyed our net contribution for FY2016 to $179,000, a 24% improvement over the previous year.

Our online sales of shop-worn and out-of-print MIT Press titles through partners such as Amazon and Alibris continue to show strong growth. Over the past year, these transactions amounted to $110,000, or 17% of gross sales. We also held four special sales events involving these "hurt" books, which contributed an additional $69,000, or 10% of gross sales. Two of these events were our popular "loading dock" sales, during which we sold more than 11,000 books at reduced prices.

The renovation of E38 as part of the Kendall Square initiative will require the relocation of our bookstore in the fall of this year. Over the past fiscal year, we have worked closely with Jones Architecture Inc. to redesign the space at 301 Massachusetts Avenue as our home for the next four to five years. When complete, we will have nearly double the showroom space of our current location, as well as the potential to host in-store events.

Planning also continues for the future home of the bookstore in Kendall Square. As currently envisioned, we will share the ground floor of "Site 5" with the MIT Museum and will have a storefront on Main Street, adjacent to the Kendall subway station. Höweler + Yoon has been selected to design the interior space for the future bookstore.

The bookstore's outreach takes us beyond the walls of the showroom. Our staff distributed catalogs, flyers, and coupons at many events during FY2016, and we had a direct sales presence at 22 local lectures and conferences:

Media Lab panel and book signing with Theo Jansen and Lena Herzog, Building E14 (September 2015)

Ig Nobel Prize ceremony, Sanders Theatre, Harvard University (September 2015)

Ig informal lectures at MIT, Room 10-250 (September 2015)

Authors@mit lecture and signing with César Hidalgo, Room 2-105 (September 2015)

MIT Libraries lecture and signing with Patrick Gabridge, Room 2-105 (September 2015)

MIT SDM Systems Thinking Conference, Tang Center (October 2015)

Communications Forum event with Charles Mann and Annalee Newitz, Room 3-270 (October 2015)

Boston Book Festival, Copley Square, Boston (October 2015)

MIT Center for Transportation and Logistics book launch: Yossi Sheffi, *The Power of Resilience*, Room E51-315 (October 2015)

Knight Science Journalism lecture and signing with Matt Kaplan, Room E19-623 (October 2015)

Obfuscation book release party with MIT Libraries and MIT Computer Science and Artificial Intelligence Laboratory, Room 32-123 (November 2015)

Disrupting Mobility Summit book signing with Gabe Klein, Media Lab (November 2015)

Christian Bok reading, Bartos Theatre (December 2015)

American Meteorological Society event with Tim Fleming, *Inventing Atmospheric Science*, Boston (January 2016)

Designing Places for Inventing the Future symposium, Kresge Auditorium (March 2016)

Knight Science Journalism lecture with Steve Silberman, Room 46-3002 (April 2016)

Frontiers of the Future symposium, Kresge Auditorium (April 2016)

Sandbox Summit 2016: The ROI of Play, Media Lab (April 2016)

Cambridge Science Festival event with America's Test Kitchen, Broad Institute (April 2016)

MIT Environmental Solutions Initiative Earth Day event, Student Center (April 2016)

All-MIT Diversity Forum, Kresge Auditorium (April 2016)

Sloan CIO Symposium, Kresge Auditorium (May 2016)

The top 10 best-selling MIT Press books at the bookstore during FY2016 were as follows:

1. Eco, *How to Write a Thesis*

2. Brunton and Nissenbaum, *Obfuscation*

3. Peterson, *Nightwork*

4. Schrage, *The Innovator's Hypothesis*

5. Greengard, *The Internet of Things*

6. Shanahan, *The Technological Singularity*

7. Berwick and Chomsky, *Why Only Us*

8. Leski, *The Storm of Creativity*

9. Maeda, *The Laws of Simplicity*

10. Stilgoe, *What Is Landscape?*

Amy E. Brand
Director

Appendix A: New Titles Published in FY2016

Professional Books

Arp	*Building Ontologies with Basic Formal Ontology*
Balaji	*Programming Models for Parallel Computing*
Bamberger	*Privacy on the Ground: Driving Corporate Behavior in the United States and Europe*
Banzhaf	*Artificial Chemistries*
Basu	*An Economist in the Real World: The Art of Policymaking in India*
Bell	*Fighting King Coal*
Bennett	*Plantations and Protected Areas: A Global History of Forest Management*
Betti	*Against Facts*
Bowker	*Boundary Objects and Beyond: Working with Leigh Star*
Bratton	*Stack: On Software and Sovereignty*
Braver	*Division III of Heidegger's Being and Time: The Unanswered Question of Being*
Brovig-Hanssen	*Digital Signatures*
Christiansen	*Creating Language*
Chun	*Updating to Remain the Same*
Churner	*Hans Haacke*
Ciplet	*Power in a Warming World: The New Global Politics of Climate Change and the Remaking of Environmental Inequality*
Consalvo	*Atari to Zelda: Japan's Videogames in Global Contexts*
Coyne	*Mood and Mobility: Navigating the Emotional Spaces of Digital Social Networks*
Davis	*Arid Lands*
Donner	*After Access: Inclusion, Development, and a More Mobile Internet*
Dowling	*Vision: How It Works and What Can Go Wrong*
Edwards	*Fragmented Continent: Latin America and the Global Politics of Climate Change*
Engel	*Pragmatic Turn*
Everett	*Unmanned Systems of World Wars I and II*
Farin	*Reading Heidegger's Black Notebooks 1931-1941*
Fawcett	*The Handbook of Attention*
Feinberg	*Ancient Origins of Consciousness*
Fleming	*Inventing Atmospheric Science: Bjerknes, Rossby, Wexler, and the Foundations of Modern Meteorology*

Franklin	*Control: Digitality as Cultural Logic*
Fuentes-George	*Between Preservation and Exploitation*
Gazzard	*Now the Chips Are Down*
Gennaro	*Disturbed Consciousness: New Essays on Psychopathology and Theories of Consciousness*
Gordon	*Civic Media*
Greenhow	*Education and Social Media*
Greenwood	*Becoming Human: The Ontogenesis, Metaphysics, and Expression of Human Emotionality*
Gronwald	*Emissions Trading as a Policy Instrument: Evaluation and Prospects*
Gullion	*Fracking the Neighborhood: Reluctant Activists and Natural Gas Drilling*
Gunkel	*Of Remixology*
Haigh	*ENIAC in Action: Making and Remaking the Modern Computer*
Hall	*Pirate Philosophy*
Hargittai	*Digital Research Confidential: The Secrets of Studying Behavior Online*
Harhoff	*Revolutionizing Innovation: Users, Communities, and Open Innovation*
Harrigan	*Zones of Control*
Hauser	*From Little's Law to Marketing Science: Essays in Honor of John D.C. Little*
Hawkins	*Plastic Water: The Social and Material Life of Bottled Water*
Herzing	*Dolphin Communication Cognition: Past, Present, and Future*
Hjorth	*Screen Ecologies*
Hodgkinson	*Music and the Myth of Wholeness*
Horst	*Cognitive Pluralism*
Hu	*Prehistory of the Cloud*
Inkpin	*Disclosing the World*
Johnston	*Aesthetic Animism*
King	*Michael Asher*
Klein	*What the Body Commands: The Imperative Theory of Pain*
Kruse	*Off-Track and Online*
Krysa	*Writing and Unwriting (Media) Art History: Erkki Kurenniemi in 2048*
Lankes	*New Librarianship Field Guide*
Lantos	*Preterm Babies, Fetal Patients, and Childbearing Choices*
Lanzara	*Shifting Practices*
Lewis	*Ecuador's Environmental Revolutions*
Lowood	*Debugging Game History*

Lurz	*Mindreading Animals*
Macchi	*Cognitive Unconscious and Human Rationality*
Malone	*Handbook of Collective Intelligence*
Marks	*Hanan Al-Cinema: Affections for the Moving Image*
Mavroidis	*Regulation of International Trade, volume 1*
Mavroidis	*Regulation of International Trade, volume 2*
McCarty	*Polarized America, 2nd edition*
McGinn	*Inborn Knowledge*
McLaren	*Sharing Cities: A Case for Truly Smart and Sustainable Cities*
Medosch	*New Tendencies*
Metzinger	*Open MIND: Philosophy and the Mind Sciences in the 21st Century, 2 volumes*
Michaelian	*Mental Time Travel*
Moro	*Boundaries of Babel, 2nd edition*
Musholt	*Thinking about Oneself: From Nonconceptual Content to the Concept of a Self*
Nafus	*Quantified*
Nicholson	*New Earth Politics*
Niklas	*Multicellularity*
Nikolich	*Translational Neuroscience: Toward New Therapies*
O'Donnell	*Productivity and Reuse in Language: A Theory of Linguistic Computation and Storage*
Paarsch	*A Gentle Introduction to Effective Computing in Quantitative Research*
Papenburg	*Sound as Popular Culture*
Patterson	*Peripheral Vision: Bell Labs, the S-C 4020, and the Origins of Computer Art*
Penix-Tadsen	*Cultural Code*
Pennartz	*The Brain's Representational Power: On Consciousness and the Integration of Modalities*
Peters	*How Not to Network a Nation*
Phelps	*Sequel to Suburbia: Glimpses of America's Post-Suburban Future*
Philippopoulos	*Public Sector Economics and the Need for Reforms*
Picot	*The Economics of Infrastructure Provisioning: The Changing Role of the State*
Reinhart	*Concepts, Syntax, and Their Interface*
Richards	*Contiguity Theory*
Rockwell	*Hermeneutica*

Russell	*Workflow Patterns: The Definitive Guide*
Santayana	*The Life of Reason or the Phases of Human Progress, Book 4*
Schneider	*Political Economy and Instruments of Environmental Politics*
Scott	*Connectedness and Contagion*
Sestoft	*Java Precisely, 3rd edition*
Shell	*Transportation and Revolt: Pigeons, Mules, Canals, and the Vanishing Geographies of Subversive Mobility*
Suber	*Knowledge Unbound: Selected Writings on Open Access, 2002-2011*
Toivonen	*Structures in the Mind: Essays on Language, Music, and Cognition in Honor of Ray Jackendoff*
Torney	*European Climate Leadership in Question: Policies toward China and India*
Ureta	*Assembling Policy: Transantiago, Human Devices, and the Dream of a World-Class Society*
Van Deemter	*Computational Models of Referring: A Study in Cognitive Science*
Webster	*Beyond the Tragedy in Global Fisheries*
White	*Modeling Cities and Regions as Complex Systems: From Theory to Planning Applications*
Wiseman	*Myth of the Moral Brain*
Yoo	*Regulating the Cloud: Policy for Computing Infrastructure*
Zuiderent-Jerak	*Situated Intervention: Sociological Experiments in Health Care*

Trade Books

Allen	*The Magazine*
Anton	*Lee Friedlander: The Little Screens*
Back	*Academic Diary*
Badovinac	*NSK from Kapital to Capital*
Balsom	*Documentary across Disciplines*
Bellamy	*When the Sick Rule the World*
Berardi	*And: Phenomenology of the End*
Bernhardt	*Turing's Vision*
Berwick	*Why Only Us*
Blanchard	*Progress and Confusion*
Brunton	*Obfuscation: A User's Guide for Privacy and Protest*
Burnham	*Dissolve Into Comprehension: Writings and Interviews 1964-2004*
Butler	*Ancient Phonograph*
Chiesa	*Not-Two*

Cornell	*Mass Effect: Art and the Internet in the Twenty-First Century*
Damisch	*Noah's Ark*
Demillo	*Revolution in Higher Education: How a Small Band of Innovators Will Make College Accessible and Affordable*
Dennett	*Elbow Room: The Varieties of Free Will Worth Wanting, new edition*
Dowling	*Winning the Reputation Game*
Doyle	*Campus Sex, Campus Security*
Dresben	*Perspecta 48: Amnesia*
Eichhorn	*Adjusted Margin*
Gans	*Disruption Dilemma*
Getsy	*Queer*
Gillespie	*Early American Daguerreotype: Cross-Currents in Art and Technology*
Gluck	*Communal Nude*
Green	*Architectural Robotics*
Gusterson	*Drone: Remote Control Warfare*
Heathfield	*Out of Now: Lifeworks of Tehching Hsieh, updated edition*
Herculano-Houzel	*The Human Advantage: A New Understanding of How Our Brain Became Remarkable*
Hubbard	*Auctions*
Indiana	*Resentment: A Comedy*
Isbister	*How Games Move Us*
Jackson	*Builders Association: Performance and Media in Contemporary Theater*
Katz	*Make It New: The History of Silicon Valley Design*
Kholeif	*Moving Image*
Lambert	*The Power Brokers: The Struggle to Shape and Control the Electric Power Industry*
Lange-Berndt	*Materiality*
Latour	*Reset Modernity*
Lee	*Sturtevant*
Leski	*The Storm of Creativity*
Maizels	*The Game Worlds of Jason Rohrer*
McCormack	*Well-Dressed Wound*
McCullough	*Old Wheelways: Traces of Bicycle History on the Land*
McDonald	*Cruising the Movies: A Sexual Guide to Oldies on TV*
McGinn	*Prehension: The Hand and the Emergence of Humanity*
Morse	*Soft Is Fast*

Nadar	*When I Was a Photographer*
Neff	*Self-Tracking*
O'Neill	*The Curatorial Conundrum: What to Study? What to Research? What to Practice?*
Perez-Gomez	*Attunement*
Pollin	*Greening the Global Economy*
Pomerantz	*Metadata*
Portney	*Sustainability*
Raunig	*Dividuum: Machinic Capitalism and Molecular Revolution*
Roberts	*Becoming Fluent: How Cognitive Science Can Help Adults*
Ross	*Hurricane Waves*
Ross	*Seen & Imagined: The World of Clifford Ross*
Ruparelia	*Cloud Computing*
Rutkoff	*Irresponsible Magician: Essays and Fictions*
Schuster	*Trouble with Pleasure*
Scott	*Outlaw Territories*
Seamon	*Memory and Movies: What Films Can Teach Us About Memory*
Shanahan	*Technological Singularity*
Sheffi	*The Power of Resilience: How the Best Companies Manage the Unexpected*
Sibertin-Blanc	*State and Politics*
Stagg	*Surveys*
Stilgoe	*What Is Landscape?*
Strober	*Sharing the Work*
Sundararajan	*The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism*
Tomii	*Radicalism in the Wilderness*
Weibel	*Global Activism: Art and Conflict in the 21st Century*
Williams	*On&By Andy Warhol*
Wittmann	*Felt Time*
Woodwell	*A World to Live In: An Ecologist's Vision for a Plundered Planet*
Yamamura	*Yayoi Kusama: Inventing the Singular*
Yip	*China's Next Strategic Advantage*
Yom-Tov	*Crowdsourced Health*

Textbooks

Chugh	*Modern Macroeconomics*

Chugh	*Student Solutions Manual to Accompany Modern Macroeconomics*
Dalpiaz	*Security Requirements Engineering: Designing Secure Socio-Technical Systems*
Fabozzi	*Capital Markets, 5th edition*
Friberg	*Managing Risk and Uncertainty: A Strategic Approach*
Friedman	*The Little Prover*
Griffin	*Water Resource Economics*
Jasinski	*Effective Coding with VHDL*
Kelleher	*Fundamentals of Machine Learning for Predictive Data Analytics*
Kochenderfer	*Decision Making Under Uncertainty: Theory and Application*
Montfort	*Exploratory Programming for the Arts and Humanities*
Rahmandad	*Analytical Methods for Dynamic Modelers*
Ravi	*Customer-Centric Marketing: A Pragmatic Framework*

Appendix B: Awards in FY2016

MIT Press books and authors won recognition in the form of many awards and prizes in FY2016. Below is a selection of some of the most notable awards and their winners.

Stephen Ansolabehere and David M. Konisky's book *Cheap and Clean: How Americans Think about Energy in the Age of Global Warming* won the 2015 Don K. Price Award from the Science, Technology and Environmental Politics section of the American Political Science Association.

Marcia Brennan's *Painting Gender, Constructing Theory: The Alfred Stieglitz Circle and American Formalist Aesthetics*, published in 2001, was awarded the 2015 Georgia O'Keeffe Museum Research Center Book Prize.

Computer Games for Learning by Richard Mayer received the 2015 Outstanding Book Award from the Association for Educational Communications and Technology.

Indexing It All: The Subject in the Age of Documentation, Information, and Data by Ron Day was presented the 2015 Best Information Science Book Award by the Association for Information Science and Technology.

Neighborhood as Refuge: Community Reconstruction, Place Remaking, and Environmental Justice in the City by Isabelle Anguelovski received a 2015 Paul Davidoff Book Award honorable mention from the Association of Collegiate Schools of Planning.

James O'Connell's *The Hub's Metropolis: Greater Boston's Development from Railroad Suburbs to Smart Growth* won the 2015 International Author Award for Land Use Economics from Lambda Alpha International.

Christina Dunbar-Hester's *Low Power to the People: Pirates, Protest, and Politics in FM Radio Activism* and Elizabeth Losh's *The War on Learning: Gaining Ground in the Digital University* were the co-winners of the 2014 Donald McGannon Award for Social and Ethical Relevance in Communication Technology Research, presented by the McGannon Communication Research Center at Fordham University.

Computer Games for Learning: An Evidence-Based Approach by Richard E. Mayer was the winner of the 2016 Outstanding Book Award from the Design and Development Division of the Association for Educational Communications and Technology.

Rebecca Slayton's *Arguments that Count: Physics, Computing, and Missile Defense, 1949-2012* won the 2015 Computer History Museum Prize, awarded by the Special Interest Group for Computers, Information and Society (SIGCIS) of the Society for the History of Technology.

Amy Sue Bix was presented the 2015 Margaret W. Rossiter History of Women in Science Prize by the History of Science Society for her book *Girls Coming to Tech!: A History of American Engineering Education for Women*.

Post-Treaty Politics: Secretariat Influence in Global Environmental Governance by Sikina Jinnah won the 2016 Harold and Margaret Sprout Award from the Environmental Studies Section of the International Studies Association.

Zabet Patterson's *Peripheral Vision: Bell Labs, the S-C 4020, and the Origins of Computer Art* won the Anne Friedberg Innovative Scholarship Award. The award was presented during the 2016 Society for Cinema and Media Studies annual conference in Atlanta.

Elizabeth Losh was one of two Conference on College Composition and Communication Outstanding Book Award winners for *The War on Learning: Gaining Ground in the Digital University*.

Kenneth Bamberger and Deirdre Mulligan, authors of *Privacy on the Ground: Driving Corporate Behavior in the United States and Europe*, won the 2016 Privacy Leadership Award from the International Association of Privacy Professionals.

Choice Recognition

A few of our books were named to *Choice*'s Outstanding Academic Titles list, selected from among the more than 6,500 titles reviewed by *Choice* last year:

- Katy Börner's *Atlas of Knowledge: Anyone Can Map*
- Pasi Väliaho's *Biopolitical Screens: Image, Power, and the Neoliberal Brain*
- Xu Bing's *Book from the Ground: from point to point*
- Thomas Princen, Jack P. Manno, and Pamela L. Martin's *Ending the Fossil Fuel Era*
- Peter Pesic's *Music and the Making of Modern Science*
- M. Chirimuuta's *Outside Color: Perceptual Science and the Puzzle of Color in Philosophy*

PROSE Award Honorable Mentions and Winners

Several MIT Press titles won or received honorable mentions in the 2016 American Publishers Awards for Professional and Scholarly Excellence (PROSE Awards). The PROSE Awards, presented annually by the Professional and Scholarly Publishing Division of the Association of American Publishers, recognize the best in professional and scholarly publishing by bringing attention to distinguished books, journals, and electronic content in over 40 categories. Judged by peer publishers, librarians, and medical professionals since 1976, the PROSE Awards are extraordinary for their breadth and depth.

The *American Journal of Health Economics* received an honorable mention in the Best New Journal/STM category.

Principles of Neural Design by Peter Sterling won in the Excellence in Biological & Life Sciences category.

Big Data, Little Data, No Data: Scholarship in the Networked World by Christine L. Borgman was the winner in the Computing & Information Sciences category.

Revolution in Higher Education: How a Small Band of Innovators Will Make College Accessible and Affordable by Richard A. DeMillo won in the Education Practice category.