

The MIT Press

University presses are critical to academia's core mission of creating and disseminating knowledge. One of the largest and most distinguished university presses in the world, [The MIT Press](#) is known for bold design and creative technology, and its commitment to continuous reinvention of university-based publishing. Through its contributions to scholarship, The Press supports the Institute's mandate to address global challenges; through its award-winning publications, The Press extends MIT's visibility and reputation for excellence around the world.

Since its founding in 1962, The MIT Press has been changing the rules of engagement between academic authors and their readers. One of The Press's key objectives has long been experimentation in both how and what it publishes, as the creator of some of the earliest interactive, open online books and communities, as the publisher of challenging, ground-breaking, meticulously designed books and journals across the arts and sciences, and as a significant force for the recognition of new interdisciplinary fields.

At a time of rapid change in how research is published and shared, we are intent on future-proofing The MIT Press while honoring our legacy of excellence in content, design, and production, and operating as part of an educational institution defined by innovation and openness. At The MIT Press, we not only embrace change, but actively participate in creating the future of publishing.

Highlights

Fiscal year 2018 was an extraordinary year at The MIT Press, in terms of growth in publishing output and revenues, along with the launch of several game-changing strategic collaborations on and off the MIT campus. We're especially pleased to have inaugurated publishing partnerships with *Technology Review* and *Sloan Management Review*. Our new alliance with the Council on Foreign Relations brought us Varun Sivaram's *Taming the Sun*, hailed by former secretary of state John Kerry as a "must-read look into the limitless potential of an energy source as timeless as the sun that may very well save the earth." We're also proud to have supported the March for Science with the publication of *Science Not Silence*.

FY2018 was also the year The MIT Press plunged into graphic novels (C. Johnson/*The Dialogues*; Patu and Schrupp/*A Brief History of Feminism*), science fiction (Roush/*Twelve Tomorrows*; Torras/*The Vestigial Heart*; Davies/*Economic Science Fictions* [Goldsmiths Press]), and a strong new list on higher education (Aoun/*Robot-Proof*; Resnick/*Lifelong Kindergarten*; Palfrey/*Safe Spaces, Brave Spaces*; Kosslyn and Nelson/*Building the Intentional University*). Highlights from our distinguished list in arts and culture included *Incontinence of the Void*, by philosopher and cultural critic Slavoj Žižek, and *On the Couch* by the psychiatrist Nathan Kravis. The Press brought in three new journals this past year too: *Thresholds*, *Projections*, and *Transactions of the Association for Computational Linguistics*.

Not only did we set an all-time Press record for book revenues in FY2018 (\$18.7M in worldwide sales)—up 67% compared to FY2016, the year a new director was appointed—but business decisions and new developments across the board brought us

closer to realizing our vision for future growth, excellence, experimentation, and greater alignment with the Institute. Other highlights include the launch of the new MIT Press website, designed by Pentagram; the addition of two new distinguished members to The MIT Press Management Board—Jennifer Chayes, managing director and distinguished scientist at Microsoft Research New England, and John Palfrey, head of school at Philips Academy Andover and chair of the Knight Foundation’s Board of Trustees; the appointment of the first-ever university press director level for open access; the launch of the Knowledge Futures Group in partnership with the MIT Media Lab; a celebratory event to honor Muriel Cooper, The Press’s first art director, and a publication of a book about her work; and significant progress in the area of resource development to support these and other mission-driven efforts.

Among the many excellent works we published in FY2018 were several authored or edited by MIT faculty and other MIT-affiliated individuals, including the following:

- Joseph Aoun, *Robot-Proof: Higher Education in the Age of Artificial Intelligence*
- Linda Bernardi, Sanjay Sarma, and Kenneth Traub, *The Inversion Factor: How to Thrive in the IoT Economy*
- Srini Devadas, *Programming for the Puzzled: Learn to Program While Solving Puzzles*
- Junot Díaz (editor), *Global Dystopias* (Boston Review)
- Elizabeth Goldring and Ellen Sebring, *Centerbook: The Center for Advanced Visual Studies and the Evolution of Art-Science-Technology at MIT* (SA+P Press)
- Gary Hack, *Site Planning: International Practice*
- Daniel Jackson, *Portraits of Resilience*
- Jeremy Kepner and Hayden Jananathan, *Mathematics of Big Data: Spreadsheets, Databases, Matrices, and Graphs*
- Eric Klopfer, Jason Haas, Scot Osterweil, and Louisa Rosenheck, *Resonant Games: Design Principles for Learning Games that Connect Hearts, Minds, and the Everyday*
- Clapperton Chakanetsa Mavhunga, *The Mobile Workshop: The Tsetse Fly and African Knowledge Production*
- Marvin Minsky and Seymour Papert, *Perceptrons: An Introduction to Computational Geometry*, reissue of the 1988 expanded edition
- MIT Sloan Management Review, *How to Go Digital: Practical Wisdom to Help Drive Your Organization’s Digital Transformation; What the Digital Future Holds: 20 Groundbreaking Essays on How Technology Is Reshaping the Practice of Management; and When Innovation Moves at Digital Speed: Strategies and Tactics to Provoke, Sustain, and Defend Innovation in Today’s Unsettled Markets*
- Nick Montfort, *The Future*
- Ngozi Okonjo-Iweala, *Fighting Corruption is Dangerous: The Story Behind the Headlines*
- Mitchel Resnick, *Lifelong Kindergarten: Cultivating Creativity through Projects, Passion, Peers, and Play*

- Wade Roush (editor), *Twelve Tomorrows* (MIT Technology Review)
- Brent Ryan, *The Largest Art: A Measured Manifesto for a Plural Urbanism*
- Yossi Sheffi with Edgar Blanco, *Balancing Green: When to Embrace Sustainability in a Business (and When Not To)*
- Howard Shrobe, David Shrier, and Alex Pentland (editors), *New Solutions for Cybersecurity*
- Peter Temin, *The Vanishing Middle Class: Prejudice and Power in a Dual Economy*
- Skylar Tibbits (editor), *Active Matter*
- Bruno Verdini Trejo, *Winning Together: The Natural Resource Negotiation Playbook*
- Amos Tversky (edited by Eldar Shafir), *The Essential Tversky*
- Gediminas Urbonas, Ann Lui, and Lucas Freeman (editors), *Public Space? Lost and Found* (SA+P Press)
- Norbert Wiener, *Norbert Wiener — A Life in Cybernetics: Ex-Prodigy: My Childhood and Youth and I Am a Mathematician: The Later Life of a Prodigy*, reissue

As we reflect on the previous year, it is also a good opportunity to look ahead to FY2019 and what will be the largest list of books ever published by The MIT Press. FY2019 will also be a year of major transition for our publishing program in art and architecture, as our executive editor of 40 years, Roger Conover, steps back from the role to pursue other interests. We look forward to honoring Conover's incredible legacy, and to engaging with members of the MIT and arts communities in the search for a worthy new editor for art and architecture at The MIT Press.

Financial Results

The MIT Press grew in FY2018, with revenue better than the prior year by \$0.6M or 2.2%, ending at \$27.3M. Expenses increased \$1.6M or 6.3% to prior year, ending at \$27.2M, driven by the sale and capital write off of TriLiteral (warehousing and fulfillment partnership with Harvard and Yale) in April 2018. Net income was worse than the prior year by \$1M, ending at \$0.1M.

MIT Press Operating Financials (in Thousands)

| | FY2016 | FY2017 | FY2018 |
|--------------------------------|-----------------|-----------------|-----------------|
| Book net sales | \$14,683 | \$18,381 | \$18,630 |
| Journals subscription sales | \$4,722 | \$4,150 | \$4,224 |
| Total sales | \$19,405 | \$22,531 | \$22,854 |
| Cost of sales | \$8,240 | \$9,455 | \$9,636 |
| Gross margin on sales | \$11,165 | \$13,076 | \$13,218 |
| Other publishing income | \$2,715 | \$3,377 | \$3,591 |
| Total publishing income | \$13,880 | \$16,453 | \$16,809 |
| Operating expenses | \$15,035 | \$15,368 | \$16,759 |
| Net Operations | (\$976) | \$1,085 | \$50 |

Books Division

Book Division Revenues (in Thousands)

| | FY2016 | FY2017 | FY2018 |
|-----------------------------|---------------|---------------|---------------|
| Net sales | 14,683 | 18,381 | 18,630 |
| Other publishing income | 1,108 | 1,421 | 1,538 |
| Total books revenues | 15,791 | 19,802 | 20,168 |

Acquisitions

The MIT Press continues to grow the overall number of books we publish along with those we distribute for other presses. In addition to professional monographs, our acquisitions this year have focused on peer-reviewed trade books that explore significant topics in the arts; architecture; business; computing; design; digital culture; education; environment; language; media; politics; science; science, technology, and society; and urbanism. We also continue to sign original and revised textbooks for undergraduate- and graduate-level students in computer science, economics, linguistics, and the life sciences. Highlights of the year's signings appear in the Selected Recent Signings section, below.

Our acquisitions editors signed 318 new book projects in FY2018, just shy of our goal of 335. The following breakdown shows that most of our title growth is coming from trade books. There are many reasons for this, including the preferences of our authors and their interest in having a wide impact. Particularly in computing and the sciences, current research tends not to be published in books, but in conference papers and journal articles. Researchers who find the time to write books often seek the wider audiences they can find with trade books or textbooks, both of which serve the public's need for translation and synthesis of the state of knowledge in these fields.

Number of Titles Signed, FY2018: Actual Versus Goal

| | Goal | Actual |
|----------------------------------|------------|------------|
| Professor edited collections | 19 | 30 |
| Professional | 100 | 68 |
| Trade books | 111 | 123 |
| Trade Essential Knowledge Series | 28 | 26 |
| Texts (original) | 26 | 24 |
| Texts (revised) | 7 | 4 |
| Reference and handbooks | 2 | 1 |
| Distributions | 42 | 42 |
| Total | 335 | 318 |

The MIT Press Essential Knowledge series remains popular with general readers and booksellers. In FY2018, we signed contracts for 26 new volumes on topics such as 3-D printing, augmented reality, contraception, critical thinking, cybersecurity, cynicism, death and dying, macroeconomics, nihilism, phenomenology, polar exploration, science fiction, sexual consent, spatial computing, and universal basic income, among others.

Selected Recent Signings

Art, Architecture, Visual and Cultural Studies: Roger Conover

Think Tank Aesthetics: Midcentury Modernism, the Cold War and the Neoliberal Present by Pamela Lee (spring 2020)

This is a strikingly original contribution to the literature on the art of the Cold War, with cogent implications for the neoliberal present. It advances a new reading of modernism's military entanglements, narrating how the innovative approaches and methods elaborated in think tanks such as the RAND Corporation—including operations research, cybernetics, systems discourse, and information theory—paved the way for an operational aesthetics, amounting to nothing less than a new genre of midcentury modernism. *Think Tank Aesthetics* unspools the labyrinthine networks between defense strategists, computer scientists, psychologists, anthropologists, mathematicians, economists, designers, artists, and art historians enabled by such research agendas. Not a straightforward history of the RAND Corporation, it tracks the complex dynamic between aesthetics and technocratic rationality during the period; offers a subterranean history of interdisciplinary thinking that continues to inform university culture; demonstrates how the economic stakes of many of the think tank's historical protagonists set the terms for contemporary neoliberalism; and traces the multiple and overlapping networks between nuclear strategists, mathematicians, economists, anthropologists, artists, designers, and art historians.

Last Prophet of Modernism: Gyorgy Kepes in the Cold War by John R. Blakinger (spring 2019)

Can the “two cultures” —the arts and sciences—collaborate for a common purpose? Or are they fundamentally incompatible, condemned to skepticism of their respective motivations and methodologies? What is the purpose of art in a brave new world dominated by science and technology? *Last Prophet of Modernism* explores these questions through the work of artist, designer, and visual theorist Gyorgy Kepes (1906–2001). It examines the fraught relationship between art, science, and military power during the early Cold War by considering Kepes's career in the United States after his arrival in 1937. It demonstrates how one artist—the last of the Bauhaus modernists—found refuge in a technocratic society that emerged in the mid-20th century and soon became socially, culturally, and politically dominant. Kepes was a tireless advocate of interdisciplinary exchange. Faced with a profound crisis of confidence in the contemporary relevance of the arts, he cultivated collaborations within the sciences, first at Chicago's New Bauhaus and especially at MIT, where he taught from 1946 until his retirement in 1974. Through his books, exhibitions, courses, and the Center for Advanced Visual Studies, which he founded at MIT—Kepes pioneered aesthetic platforms for “confronting, combining, and comparing knowledge.” This book—the first book devoted exclusively to Kepes and the only study to investigate the full range of his work in the United States—argues for the impact of Kepes's unusual ideas on the interdisciplinary methods we employ today.

Sperm Bomb: Art, Feminism, and the American War in Vietnam by Mignon Nixon (spring 2020)

This is a book about art, sex, war, and peace. It returns to the scene of nascent feminism and war resistance in the era of the American war in Vietnam to reflect upon newly pressing questions of what art brings to a situation of war, to war protest, and to peace making and peace thinking. By revisiting a few artists' responses to one American war, and to one era of antiwar protest, Nixon also delves into the political and psychical dynamics of our own time of war, and our own striving for peace. The time frame of this book is 1964 to 1972, the height of the war in Vietnam. The main protagonists are women (with one exception, John Lennon). For the most part, artists who began asking questions about the sex and gender politics of war and war resistance at this time were women. And there were many. *Sperm Bomb* concentrates on the work of a few artists of the New York avant-garde who would later assume special significance in postmodernist feminist discourse. There is a reason for this focus. Nixon argues that feminism, war resistance, and critical postmodernism are intimately bound together: that the early history of feminist resistance to war offers vital insights into the dynamics of antiwar politics, and that the struggle to end the war galvanized the second-wave feminist movement and initiated its most significant theoretical and critical elaborations. Through in-depth readings of works by pivotal figures in feminist postmodernism, she also suggests that the critical neglect of so-called protest work blinds us to the significance of war resistance in shaping feminist discourse, and to the political import, now, of questions of subjectivity, sexuality, and gender first posed by feminism in response to war.

Cognitive Science, Philosophy, and Bioethics: Philip Laughlin

The Spider's Thread: Metaphor in Mind, Brain, and Poetry by Keith J. Holyoak (spring 2019)

Written by an influential cognitive scientist who is also a serious poet and translator, this book will examine a dozen poems in depth from the perspective of psycholinguistics. Holyoak attempts to explain how poems succeed by successfully exploiting the mind's propensity for metaphor, analogy, and symbolism.

Evolution of the Sensitive Soul: Learning and the Origin of Consciousness by Eva Jablonka and Simona Ginsburg (spring 2019)

In this follow-up to Eva Jablonka and Marion Lamb's *Evolution in Four Dimensions* (The MIT Press, 2005; revised edition, 2014), the authors propose unlimited associative learning (UAL) as the evolutionary marker of minimal consciousness and the basis of future learning. The acquisition of UAL enabled organisms to engage in reflective (rather than reflexive) action and helped to trigger the Cambrian explosion of diversity in life forms. This is a sweeping scientific account that cuts across history, philosophy, evolutionary theory, and neurobiology.

Thermodynamic Weirdness: From Fahrenheit to Clausius by Don S. Lemons (spring 2019)

In this follow-up to his successful trade book, *Drawing Physics* (The MIT Press, 2017), Don Lemons eschews the dry treatment that thermodynamics usually receives in college textbooks. Instead, he revisits the theory with fresh eyes, examining how it was developed by scientific luminaries in the 17th and 18th centuries, and rediscovers what was, and still is, radical and weird about it.

Computer Science: Marie Lee

Introduction to Deep Learning by Eugene Charniak (spring 2019)

This is a brief introduction to the topic for undergraduates. It focuses on programming rather than theory and introduces TensorFlow, the most widely used software for deep learning applications.

AI and Humanity by Illah Reza Nourbakhsh and Jennifer Keating (spring 2019)

This undergraduate textbook offers a theoretical framework for identifying and attending to the influence of the contemporary AI revolution on societal structures and norms.

Design and Visual Culture: Victoria Hindley

The Face: A Visual History by Jessica Helfand (fall 2019)

This is a visually rich chronicle of the face from the early 1800s to the present. Highly illustrated with rare historical ephemera and contemporary photographic oddities, *The Face* will examine the cultural and social significance of the face through a critical lens. Helfand asks vital questions and probes issues of identity, privacy, surveillance, and the future of personal documentation. Who has authority and agency for our faces? Who is behind the camera and why? Jessica Helfand is a senior critic in Yale School of Art's Graphic Design department, and co-founder of the influential platform Design Observer with Michael Bierut. Her most recent book is *Design: The Invention of Desire* (Yale, 2016).

Contemporary Art, Capitalism, and the Drive to Waste by Amanda Boetzkes (spring 2019)

This timely book examines contemporary art through the lens of global capitalism and the ecology of waste. It also provides insight into ecology through art. In the last two decades, there has been a shift away from the aesthetics of decay that characterized 20th-century art movements such as earth art and arte povera. In contrast to these art historical precedents, contemporary art engages waste that is technically sophisticated and enduring: plastics, Styrofoam, chemical runoff, and climate pollutants. To wit, this book examines global contemporary art that employs nonbiodegradable forms: plastics, e-waste, toxic waste, and so forth. Rather than simply illustrating ecological issues, Boetzkes argues that contemporary art plays a central role in understanding them, and through navigating the visibility of waste, art often reveals its underlying causes and related social anxieties. Highly illustrated, the book analyzes key works by an international roster of renowned artists, including Song Dong (Beijing), Agnes Varda (Paris), and Mel Chin (Houston, Texas). Amanda Boetzkes is a professor at the University of Guelph, Ontario, Canada.

Women, Architecture, Activism: A Manual for Change by Parlour (fall 2019)

Across the globe, interest in the topic of women in architecture has grown exponentially over the last five years, as evidenced in the increasing number of publications, resources, and dedicated awards. At this time of resurgent women's political activism, *Women, Architecture, Activism* focuses specifically and directly on gender bias and lack of equity in the architecture profession. Women have been active in the architecture profession for well

over a century, and have been advocates for just as long. Yet women’s full advance into the profession remains glacial—many still hit glass ceilings, and few enter the ranks of leaders. This book articulates the issues and demonstrates how they are entwined, cumulative, and entrenched. As a manual, it is the first of its kind to offer concrete action steps borne of clear scholarly analysis and data. Situating contemporary activism in the historical context of feminist architectural research, the book models how to develop and apply evidence and data visualization to create change. From advocacy to policy to grassroots action, it brings scholarly research into the professional community and strategies for action to the attention of the academy. Parlour is an influential, award-winning research and advocacy collective working on gender equity in architecture, based in Melbourne, Australia.

Education and Learning: Susan Buckley

A Manifesto for Teaching Online by The Edinburgh Digital Education Collective (fall 2019)

This manifesto takes aim at the dominant discourse surrounding online instruction and complicates the view that its use is largely a matter of cost-saving and efficiency. The goal is to move higher education toward a better understanding of the creative and critical potential of the digital mode. First published online, this manifesto has been brought up-to-date with developments in research, practice, and policy, and with new statements relating to automation, openness, and analytics. The work has been shared and discussed widely on social media. This will be a short book that links the manifesto’s provocative statements (“distance is temporal, affective, political: not simply spatial,” and “openness is neither neutral nor natural: it creates and depends on closures”) to the research that underlies it. It will draw together the large body of interdisciplinary research that the collective argues should be informing this field, incorporating critical technology studies, digital sociology, psychology, and philosophy, as well as higher education theory and policy.

Peer Pedagogies and Digital Platforms: Learning with Minecraft and YouTube’s “Let’s Play” by Michael Dezuanni (spring 2020)

Michael Dezuanni examines how young people teach each other in online spaces, using the sandbox game Minecraft and the enormous genre of Let’s Play videos. While there is substantial literature on how people learn through games and other forms of digital media in out-of-school settings, this book will make an original contribution through its focus on pedagogy—on how peer-to-peer *teaching* takes place in these settings. The book explores the unique ways in which children and young people’s expertise is developed in Minecraft and circulated and modeled on YouTube via Let’s Play videos. Minecraft is regularly presented as an educational game and it is increasingly used in school classrooms but there is little understanding of why the game is a powerful learning platform or how learning with the platform differs across formal and informal settings. The Let’s Play genre consists of recorded instances of narrated digital gameplay, often shared on YouTube, and Let’s Players have become some of YouTube’s biggest celebrities. There has been little academic work dedicated to Let’s Play video practices, and Dezuanni’s exploration of this genre as a key site of peer pedagogies on digital platforms should open up new lines of inquiry and scholarship.

Economics, Finance, and Business: Emily Taber

The following are two recent signings for the Management on the Cutting Edge series, published in partnership with *MIT Sloan Management Review*. The first book in the series is fall 2018's *The AI Advantage* by Tom Davenport. Books in the series translate academic research from leading scholars into actionable advice for business leaders.

Digital Maturity: Moving Beyond the Hype of Digital Transformation by Gerald C. Kane, Anh Nguyen Phillips, Jonathan Copulsky, and Garth Andrus (spring 2019)

So much of the discussion around digital transformation focuses on technology, but that is only part of the picture to succeed in today's changing climate. Often ignored in these discussions are organizational aspects, such as strategy, leadership, talent, and culture. Technology alone is not a silver bullet and until organizations take a holistic view that encompasses these human elements, a company cannot truly consider itself to be poised for success in the digital era. This book moves past hype and cliché to provide a substantive overview of the current landscape and an attainable roadmap to help organizations become digitally mature.

See Sooner, Act Faster: Thriving in an Age of Digital Innovation by George S. Day and Paul J. H. Schoemaker (fall 2020)

Many companies feel blindsided by disruptive changes in their industries, a feeling that is growing more common in light of emerging new businesses fueled by technology. The authors provide business leaders with the tools necessary to be vigilant and proactive—to threats and opportunities that emerge from outside the company, but crucially, also to those threats and opportunities that emerge from within an organization.

Environmental Studies, Urbanism, and Food Studies: Beth Clevenger

Mercury: Science, Engineering and Governance of a Volatile Element by Noelle Eckley Selin and Henrik Selin (fall 2019)

Consistent with its namesake—the capricious and volatile Roman God—mercury, a naturally occurring heavy metal, was originally valued for its beneficial properties, but was later found to be both ecologically damaging and harmful to human health. Mercury was used early on in traditional medicines and has since been used in a wide variety of products of the industrial age, including paints, electrical equipment, dental fillings, and modern vaccines. Its unintended emissions to the atmosphere from the burning of coal link it to efforts to provide energy for economic development, as well as local to global air pollution and climate change challenges. Mercury's presence and persistence in aquatic food chains as the neurotoxin methylmercury is a threat to human health and development. This long history and global use of mercury will persist as environmental damage for generations, and more likely centuries. The authors, experts in chemical hazards, sustainability science, and international policy, use the case of mercury as a way to enrich our understanding of what it means for societies to govern their interactions with earth systems in a sustainable fashion.

Food Routes by Robyn Metcalfe (spring 2018)

Popular food writing tends to jump from origin stories of romanticized small local farms or villainous Big Ag companies to gastronomic delights or worries about food insecurity and inequality. The vast middle ground of how food actually makes its way from farms to our plates is largely invisible. Networked, digital tools—think blockchains, robots, and engineered food—already are and will continue to simultaneously improve the global food system and challenge our relationship to food in new ways, not always with positive results. In *Food Routes* Robyn Metcalfe, a self-described technology optimist who has been studying this complex, fast-changing, global, and often proprietary middle ground for over a decade, reveals the current state of, and possible future innovations in, the food chain.

Information Science, Communication, and Internet Studies: Gita Manaktala

Hacking Life by Joseph Reagle (spring 2019)

This very engaging book for our new Strong Ideas series—an open-access series made possible by funding from the MIT Libraries—will explore life hacking, a set of practices that often use technology to optimize productivity, diet, fitness, social life, commuting, housework, and other tasks. Joseph Reagle situates life hacking squarely within American traditions of self-improvement, individualism, and Taylorist efficiency. The motivations, precursors, and practices of life hackers raise questions about what we value, who can afford to optimize their existence, and who ultimately ends up with the low-paid labor that life hackers outsource to derive the maximum impact and value from their own time. Reagle’s serious engagement of the self-help literature—from Timothy Ferriss’s *The Four Hour Work Week* to Stephen Covey’s *Seven Habits of Highly Effective People*—is unusual and refreshing. He invokes the Buddhist concept of near enemies to describe how life hacking’s strengths are closely related to its weaknesses. Even as he explores the limitations of life hacking as a philosophical stance and a way of life, Reagle admires its nerdy ability to make life just a bit better.

Data Feminism by Catherine D’Ignazio and Lauren Klein (fall 2018)

Visualization has emerged as one of the key methods for making sense of the world. The authors of this book, also for the Strong Ideas series, argue that we cannot do this unless we understand how power and privilege work. Neither can we make good visualizations if the data and analytic techniques that come earlier in the process are flawed. Data visualizations do not spring fully formed from the data sets they seek to represent. Line graphs or box plots may look neutral, objective, scientific, and complete, but these visualizations are the result of human design processes: messy, complicated, and often flawed. The process does not start with a pristine data set, but with the formulation of a question. It then proceeds through data collection, cleaning, analysis, and, finally, representation. At each step of the way, people make decisions about what gets included and what gets filtered out. This feminist critique of data visualization reveals the problems and biases captured in seemingly objective, authoritative, value-neutral informational graphics. This book will help us to see what feminism has to offer data science, data analysis, and data storytelling.

Linguistics and Language: Marc Lowenthal

Cynicism by Ansgar Allen (fall 2019)

This volume for The MIT Press Essential Knowledge series will be both timely and historical, and will distinguish between ancient Cynicism (a distinct philosophy and way of life), and the phenomenon of contemporary mass cynicism, exploring how they are distantly related but in many respects radically opposed. The book will introduce readers to the idea that the study of ancient Cynicism—far from being arcane and irrelevant—has direct bearing on some of the critical questions of our time: civility and populism, free speech, offensiveness, expertise and authority, truth and post-truth, authenticity and fakeness, political engagement and apathy.

Aspects of Language: Mechanisms, Development, and Evolution, edited by Johan J. Bolhuis, Noam Chomsky, and Robert C. Berwick

This book will assemble and edit into a monograph form the papers that the editors (along with a number of other co-authors, such as Angela Friederici, Charles Yang, and Ian Tattersall) have been publishing over the last couple of years in *Cell*, *Trends in Cognitive Neuroscience*, and *PLoS Biology*, to form something of a follow-up to Chomsky and Berwick's *Why Only Us?* (The MIT Press, 2015). While the book will be for a professional audience, it is specifically aimed at a nonlinguistics audience (biologists and psychologists), and, it is hoped, will serve as something of an interdisciplinary bridge.

Neuroscience and Life Sciences: Robert Prior

The Predators Within: How Our Resident Viruses Contribute to a Healthy Human Ecosystem by Forest Rohwer and Breeann Kirby (fall 2019)

The writing team of a microbiologist who studies viruses—in particular phages—and their role in ecosystems, and a professional science writer who is also a biologist will be producing a trade book that explores the human microbiome and the role of viruses in human health and disease. *The Predators Within* will demystify viruses for a popular audience so that those interested in their health and how the human microbiome contributes to it can get a better picture of the ecology of human bodies and the important roles that viruses play in them.

Power and Care: Toward Balance for Our Common Future—Science, Society, and Spirituality edited by Tania Singer, Matthieu Ricard, and Kate Karius with contributions by His Holiness the Dalai Lama (spring 2019)

Continuing a long series of books that are based on dialogues between scholars and the Dalai Lama (and building on the success of our recent *Beyond the Self*, by Matthieu Ricard and Wolf Singer), this work explores the roles of “power over” and “care of” as conflicting forces as we seek to overcome the daunting challenges facing modern societies. Nineteen experts from contemplative traditions and a variety of academic fields, including anthropology, psychology, neuroscience, and economics discussed with the Dalai Lama how power and care manifest in the natural and social realms and how we can best combine and balance these forces for human flourishing.

Quantitative Fundamentals of Molecular and Cellular Bioengineering by Dane Wittrup, Bruce Tidor, Ben Hackel, and Casim Sarkar (spring 2019)

An upper-division undergraduate-level and beginning graduate-level textbook that will find a home in courses offered by biological, biomedical, and chemical engineering departments. The text focuses on quantitative descriptions of biomolecular dynamics; and the time-varying interactions that underpin enzymatic reactions, gene expression, cell growth, and receptor trafficking. This is our first new bioengineering textbook in a number of years and will serve as a platform for an expansion of this program at The MIT Press, echoing the growth in bioengineering and biomedical engineering enrollments in recent years and the revisions to those departmental curricula.

New Media, Game Studies, Digital Humanities, and Human-Computer Interaction: Doug Sery

Designed for Dancing: How Vinyl Records Taught Midcentury America to Dance by Janet Borgerson and Jonathan Schroeder (fall 2020).

Following up on the success of their first book, *Designed for Hi-Fi Living: The Vinyl LP in Midcentury America* (The MIT Press, 2017), the authors are writing *Designed for Dancing*, which focuses on record albums that were designed for dancing and that continues their work on album covers as a dominant entertainment and information distribution format in midcentury media. As in *Designed for Hi-Fi Living*, this project explores the contribution of consumer artifacts to the imagination and construction of modern US identity and global citizenship in mid-20th-century America.

Value Sensitive Design: The Shape of Being with Technology by Batya Friedman and David F. Hendry (spring 2019)

This book provides a comprehensive account of valuesensitive design, an approach for engaging human values in a principled and systematic manner throughout the technical design process. After a brief history of its development, the book turns to an in-depth examination of value sensitive design's key theoretical constructs and design methodology, including 14 value sensitive design methods. Then, to explore the practical use of value sensitive design, applications from 10 technical domains are presented—each authored by leading researchers in that domain. The book concludes with a brief discussion of published critiques, an assessment of the robustness of value sensitive design, and an exploration of open research questions in theory, method, and practice. Seeking progress, not perfection, value sensitive design provides theory and method for engaging human values in technical design, while also demonstrating the viability of human values as criteria for judging the quality of information systems.

Handmade Pixels: The Rise of Independent and Experimental Video Games by Jesper Juul (fall 2019)

Video games have often been dismissed as violent fantasies created by faceless corporations, but counter to this, the last 15 years have seen the rise of indie video games: a wave of small, cheaply developed, experimental, and personal video games that respond against mainstream video game development and culture. Independent games have so far not been examined in any larger academic work, and have, especially in popular culture, mostly been discussed as a simple feel-good story of the underdog

game developer heroically fighting against the mainstream game industry. *Handmade Pixels* is the first theoretically-based book to examine the rise, design, values, and culture of independent video game development.

Neuropsychiatry and Global Health: Matthew Browne

Sexual Consent by Milena Popova (spring 2019)

This book presents key strands of feminist thought on the subject of sexual consent across academic fields and nonacademic activist and knowledge-production communities. It covers the history of research on consent in disciplines such as psychology and feminist legal studies; how sexual consent is negotiated in practice and what factors might limit individual agency in such negotiation; the gray areas between yes and no; how forms of popular culture such as pornography, romance novels, and sex advice manuals might shape our views of consent; the communities (beyond academia) at the forefront of consent activism; and what meaningful, lasting social change in this area might look like. Looking beyond the cisgender, heterosexual norm, the book also offers a comprehensive list of additional resources for those seeking to improve their practice of consent, for survivors of sexual violence, and for those seeking to understand contemporary debates in more depth.

Ways of Hearing by Damon Krukowski (spring 2019)

This book is a “translation” of Damon Krukowski’s PRX podcast, “Ways of Hearing.” The show, hosted by Krukowski, was a six-part series that explored the nature of listening in our digital world. The podcast had about 30,000 subscribers, and the book—an edited transcript of each episode from the show—will feature a foreword from sound history scholar Emily Thompson and a design inspired by the John Berger classic *Ways of Seeing*.

Physical Sciences, Engineering, and Mathematics: Jermev Matthews

Wave Propagation: An Introduction to Engineering Analyses by James H. Williams (spring 2018)

Written by MIT mechanical engineering professor James H. Williams, the goal of this text is to deliver to undergraduate engineering students a highly accessible introduction to some fundamental mathematical and physical concepts of wave propagation and to teach them processes and techniques for solving problems as preparation for more advanced studies in wave propagation. The best-known books on wave propagation are distinctly above the mathematical grasp of many undergraduates. The book focuses on linear wave propagation in one-dimensional systems that are anchored by the classical wave equation and contains extensive numerical and pictorial results to further support interpretation and understanding. Some 200 problems are provided at the ends of the chapters. The answers to many of the problems requiring a numerical result and selected analytical expressions are summarized toward the end of the book. A solutions manual containing detailed solutions to all the problems in the book has been written and will be available to course adopters.

The Lost Planets: Peter Van de Kamp and the Vanishing Exoplanets around Barnard’s Star by John Wenz (spring 2018)

In 1963, Peter van de Kamp, professor of astronomy at Swarthmore College, came forth with a claim of finding two planets around Barnard's Star—one of the closest stars to Earth. It was one of the first exoplanet discoveries. *The Lost Planets*, by science writer John Wenz (formerly a staff writer for *Astronomy Magazine*), will tell the tale of how Van de Kamp's planets were disproven, and how a well-respected astronomer fought with his colleagues to prove his research right in the face of increasing evidence that it was all a big equipment error. It will also provide insight into current exoplanet research activities, including a renewed search for planets around Barnard's Star.

Carbon Queen: The Remarkable Life of Nanoscience Pioneer Mildred Dresselhaus by Maia Weinstock (fall 2018)

Known to many in the physics and engineering communities as the Queen of Carbon, the late MIT engineering and physics professor Mildred Dresselhaus blazed an indelible scientific trail over 60 plus years, illuminating the nature of carbon and its surprising electronic properties. *Carbon Queen*, written by MIT News deputy editor Maia Weinstock (whose Women of NASA LEGO design was selected for production by the company), recounts the captivating tale of a curious girl from a poor Polish family who rose to become one of the world's preeminent scientists. It delves into the fascinating history of Dresselhaus's work and provides an inspirational account of a woman who went where no woman before her had gone.

Science, Technology, and Society; History of Technology; and Regional and MIT Titles: Katie Helke

Tokenism by Roxane Gay (spring 2020)

This book of short essays by superstar author Roxane Gay, known for her groundbreaking books of essays and fiction as well as for her incisive *New York Times* articles, will unpack the implications of tokenism, which she defines as “the practice of making a cursory effort to hire or recruit a small number of people from underrepresented groups to satisfy the need for equality, whether that be racial, gender, or other.”

Handprints on Hubble: An Astronaut's Story of Invention by Kathryn Sullivan

The Hubble Space Telescope is widely hailed as the most productive observatory ever built and one of the brightest gems in NASA's space science crown. But when a major defect in Hubble's mirror was discovered in 1990, shock and embarrassment rocked the administration. This book will explore a vital, but overlooked chapter in the Hubble repair story: the period from 1984 to 1990 during which a small band of engineers turned general notions of on-orbit maintenance that had circulated for decades into the concrete stuff of the tools, training materials, and procedures needed to make Hubble servicing a reality and ensure the success of future missions. Kathryn Sullivan—one of the first six women in the astronaut corps, and America's first female spacewalker—was a member of the unsung Maintenance and Refurbishment (M&R) team that repaired Hubble. This professional memoir offers an insider's view of the adventure they shared as they worked to make Hubble M&R a real and reliable capability.

Business Development

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 (in Thousands) | | | |
|---------------------------------------|-----------------|-----------------|-----------------|
| | FY2016 | FY2017 | FY2018 |
| US | \$8,984 | \$10,982 | \$11,263 |
| UK/Europe/Middle East | \$4,346 | \$5,458 | \$5,478 |
| Other export | \$889 | \$1,211 | \$1,447 |
| Canada | \$465 | \$513 | \$471 |
| Total international sales | \$5,700 | \$7,182 | \$7,396 |
| Total worldwide sales | \$14,684 | \$18,164 | \$18,659 |

FY2018 worldwide sales of books totaled \$18.7M, up 2.7% over FY2017 and hitting a new historical high for book sales for The MIT Press. Frontlist (new title) dollar sales were down 23% while unit sales were up 13%—an oddity due entirely to the success of last year's professional (i.e., low discount) book *Deep Learning* (Goodfellow, Bengio, and Courville). For a more measured comparison of frontlist performance, compared to FY2016 we were up 67% in sales and up 87% in units. Total backlist sales were up 17% in sales, 11% in units.

Domestic Sales

FY2018 domestic print and e-book sales totaled \$11.3M, up 3% from FY2017. Domestic print sales increased across almost all key market channels, including independent bookstores, chain bookstores, wholesalers, and virtual retailers.

However, our largest account—Amazon US—was down 8% to FY2017's record high. Our print business with Amazon US was down by 12% over the prior year, while the e-book business was up 12%.

The wholesaler print business continues to rise (and is likely responsible for Amazon's fall noted above). Following FY2017's climb, our combined business with the two top wholesalers, Ingram and Baker & Taylor, rose by 34% to \$1.6M jointly. Sales to academic library wholesaler YBP dropped by 6%.

International Sales

Sales of our books in English outside the United States totaled \$7.4M, up 3% to the previous year.

Print and digital sales through Wiley—which sources markets in the United Kingdom, Europe, Middle East, India, and Africa for us—totaled \$5.48M, essentially flat. Despite

a strong start to the year—with sales up 20% at one point in the first half of the year—dollar-sterling currency fluctuations and other Brexit fallout clawed back much of these gains. Unfortunately, this level of volatility in the United Kingdom will likely continue for the foreseeable future, and sales to our second largest market remain uncertain.

Overall, sales in Canada were down as well, 8% (\$470K) to FY2017. Sales in Australia through our exclusive sales, distribution, and marketing representative Footprint rebounded nicely, however, up 18% (\$79K).

The bright spot internationally is the rest of the world (ROW) where we were up 20% to FY2017. The Asian markets remained strong with all major markets showing increases: Japan (up 2% to \$260K), China (up 17% to \$165K), Korea (up 5% to \$127K), and Taiwan (up 13% to \$115K). Only Singapore showed a drop (down 35% to \$69K due to sourcing issues and a turnover in sales representation).

Finally, we continue to see outstanding growth in the Latin American markets with Mexico up 174% to almost \$500K (equal to Canada) and a 6% increase in Brazil. Much of this continued success can be attributed to our new sales representative in the region who continues to find new outlets for our books.

Digital Sales and Licensing

Sales of The MIT Press digital content through e-book resellers and library subscription aggregators exceeded \$3M for the first time in FY2018, up 7% over FY2017.

E-Revenues

| | FY2017 (in thousands) | FY2018 (in thousands) | Difference (%) |
|-----------------------------------|--------------------------|--------------------------|-------------------|
| Total e-book retail sales | \$1,404.7 | \$1,629.5 | 14% |
| Institutional Market sales | \$1,240.0 | \$1,251.3 | 1% |
| Textbook e-platform sales | \$46.5 | \$88.0 | 53% |
| MITP.com e-book sales | \$141.4 | \$69.1 | -51% |
| Total revenue from digital | \$2,832.6 | \$3,037.9 | 7% |

E-sales were up in almost all categories with retail making up 53% of overall digital revenue, institutional (library) sales making up 41%, and our new e-textbook efforts accounting for 3%.

As reported above, Amazon's print sales are lagging; yet Amazon Kindle sales—which make up 92% of overall retail e-book sales—were up a healthy 16% to \$1.5M. Kindle-US sales were up 12% and Kindle-ROW were up 29%. Though e-sales to libraries rose only slightly, they remain strong, and revenue from our three largest institutional accounts was up: IEEE (12% to \$441K), Proquest (4% to \$347K), and JSTOR (35% to \$209K). Though at less than \$90K our e-textbook sales are still relatively modest, we doubled FY2017's revenue and are starting to see signs that our efforts are paying off.

Subsidiary Rights

Subsidiary Rights Income (in Thousands)

| | FY2016 | FY2017 | FY2018 |
|--------------|----------------|----------------|----------------|
| Translations | 574.4 | 532.7 | 782.4 |
| Permissions | 461.9 | 408.9 | 517.2 |
| Other | 145.2 | 134.5 | 43.3 |
| Total | 1,181.5 | 1,076.1 | 1,342.9 |

Subsidiary rights include advances and royalties from the licensing of foreign translation rights, audiobooks, English language reprints and permissions fees from reprinted selections of our content in other publications, and college course packs.

Overall subsidiary rights licensing showed strong growth in FY2018. Following a slight decline, the previous year, overall sub-rights revenue was up 25% from FY2017. Gross revenue from the licensing of translations of MIT Press published books was up 47%; gross permissions revenue rebounded and was up over 20%. The lone area of decline was in the licensing our English textbooks to the Indian market where revenue dropped from \$99K in FY2017 to just \$16K in FY2018. This was an intentional effort on our part to prevent the reimportation of these inexpensive editions into the US market, which we believe was hurting sales of our flagship textbooks. Since implementing this new policy of not licensing to the Indian reprint publishers we have seen a corrective to the low-priced editions for sale in the United States and, therefore, believe the small decline on this subsidiary rights line is being made up for by a large margin in sales.

Translation Licenses and Revenues

| Fiscal year | Number of contracts | Advances (in thousands) | Change in number of contracts (%) | Revenue change (%) |
|-------------|---------------------|-------------------------|-----------------------------------|--------------------|
| FY2014 | 189 | 331.3 | 44% | 48% |
| FY2015 | 204 | 397.7 | 8% | 20% |
| FY2016 | 265 | 686.4 | 30% | 73% |
| FY2017 | 245 | 438.9 | -8% | -36% |
| FY2018 | 275 | 969.0 | 12% | 121% |

The five-year snapshot above shows the exponential growth in licensing. The number of translation deals negotiated in FY2018 climbed to 275—a 12% increase over FY2017. But the gross value of those deals increased by 120% to \$969K.

The average advance now being offered per deal is more than \$3,500—a 35% increase over FY2016's high of \$2,600. We also accepted the largest single offer ever for an MIT Press title: a \$200K advance for the Chinese language rights to our forthcoming book *The Deep Learning Revolution* by Terrence J. Sejnowski. (That topped the previous high of \$100K for *Driverless* by Hod Lipson and Melba Kurman, from FY2016.) Overall, we counted a dozen five-figure (or higher) advances offered for our titles in FY2018—a strong indication that our efforts at publishing smart, nonfiction books for the general (trade) reader are being validated.

The Chinese mainland remains our top market for translations with 32% of our licenses (88) and 59% of our revenue (\$575) generated from Chinese language translations of our works. Asia is strong as a whole with Korea our second largest market (33 licenses totaling \$106K) and Japan our third largest (25 licenses and over \$103K).

Though Europe accounts for less and less of our translation business, it is still obviously very important for our authors to see their work translated into French, German, Italian, Spanish, and so forth, and even Danish and Estonian. In FY2018, we negotiated 65 licenses in 14 European languages totaling \$100K in gross revenue.

The MIT Press Bookstore

The MIT Press Bookstore was established in 1980 as the campus showroom for books and journals published by The MIT Press. We still feature the publications of The MIT Press, and have expanded our mission to include a carefully curated selection of titles from other university presses and publishers that are of interest to the MIT community but not well represented by other local retailers. Our current inventory includes over 13,000 books, representing 7,000 unique titles. Our primary customer base is composed of MIT students, faculty, and staff; employees of local businesses; Cambridge residents; and international visitors to the MIT campus. We are open seven days a week.

This was our first full year in our new expanded location at 301 Massachusetts Avenue (Building N50). We've taken advantage of the additional space to introduce several new book sections in the store, including poetry, science fiction, and children's books. Ongoing outreach efforts bolstered by the visibility of our street-level storefront led to an 8% increase in visitors in FY2018, totaling 54,844 guests. We added two new staff positions this year to support our expanding range of services and increased foot traffic, including a floor supervisor, and an events and outreach assistant.

Our new location also affords us the room to hold gatherings in the bookstore. We hosted 30 in-store events at the bookstore during FY2018, including music performances, poetry readings, and author lectures. Our hallmark authors@mit lecture series featured 20 individual engagements. Standout events included Mitch Resnick for *Lifelong Kindergarten*, Brent Ryan on *The Largest Art*, and Stephanie Fine Sasse and Lucky Tran speaking about their book *Science Not Silence*. The bookstore's outreach also takes us beyond the walls of the showroom. Our staff fielded a direct sales presence at 29 additional local lectures and conferences.

Gross sales in the physical store for FY2018 were up 2.2% over the previous year, totaling \$522K. The bookstore registers processed 12,700 transactions, resulting in the sale of 30,000 items. Sales of MIT Press books represent 48% of total dollar sales, books from other publishers are 48% of total, and nonbook items make up 4%. Our average customer buys 2.4 items and spends \$40.87 per visit.

The top 10 bestselling MIT Press books at the bookstore for FY2018 are listed below.

1. Alpaydin, *Machine Learning* (MIT Press Essential Knowledge series)
2. Tibbits, *Active Matter*

3. Resnick, *Lifelong Kindergarten*
4. Goodfellow and Bengio, *Deep Learning*
5. Costandi, *Neuroplasticity* (MIT Press Essential Knowledge series)
6. Jackson, *Portraits of Resilience*
7. Ryan, *The Largest Art*
8. Bernardi, Sarma, and Traub, *The Inversion Factor*
9. Sheffi, *Balancing Green*
10. Montfort, *The Future* (MIT Press Essential Knowledge series)

Marketing

The marketing department of The MIT Press includes staff in Cambridge and London. We promote MIT Press books, journals, and digital products through publicity, social media, and business-to-consumer and business-to-business efforts including digital and print promotion, advertising, grassroots initiatives, and exhibits. In addition, focused textbook marketing supports the many books on our lists used in courses. Other responsibilities include author relations, journals' editorial office marketing communication, new author acquisition marketing, MIT Press branding, support for community outreach efforts, and building strategic partnerships.

This past fall we completed work on an extensive marketing strategic plan and have made significant progress in the implementation of many of the strategic initiatives therein.

Marketing Highlights

Address the capacity issue related to the additional number of books we are publishing each season, especially trade

We are continuing to seek ways to refine our work processes in order to free up time to accommodate the increased number of books we are publishing. One significant shift to help has been the move from endorsement solicitation from one person in publicity over to the acquisitions assistants. We have tested the effectiveness of publicists' managing global campaigns (vs. segregating by US and UK/EU) and have determined they are quite beneficial. This has enabled us to better allocate resources.

Revamp the marketing strategy for professional books

We have made significant changes in order to better focus our efforts in the marketing of professional titles. The London office marketing manager now oversees the global professional books marketing strategy, reaching professional organizations and their individual members in the tens of thousands. We also trained one marketing associate in digital marketing to specialize in creating digital marketing campaigns for professional books and journals. We have revamped the role of the associate publicist, formerly focused on endorsements solicitation, to focus solely on garnering publicity for our professional and scholarly books.

Create a more cross-functional department

We merged books and journals marketing some time ago and we are now reaping the benefits of that strategic move. Individuals who work on both books and journals manage advertising, exhibits, grassroots, and social media. The two designers in the department are working more closely together than ever and sharing a joint project-management process. The marketing associate works on ad campaigns for books and journals, and the advertising and marketing manager, the institutional manager for marketing, and the web content manager meet weekly with the director of marketing and author relations. The global publicity manager and the advertising marketing manager also meet regularly to ensure cohesiveness across these areas. The managers in marketing, including in the London office, meet biweekly. The department as a whole meets bimonthly now (vs. quarterly). The exhibits marketing manager works on books and journals conferences and is drafting a strategy to overhaul our exhibits program, ensuring we are representing both books and journals at all conferences. This season our professional books and journals advertising program grew exponentially as it became more integrated with our trade book advertising practices. The increased focus and use of marketing channels has allowed us to reach new and valuable audiences for professional books and journals.

Create a new author communications plan

Author communications have been significantly overhauled. Changes include a newly designed seasonal author kit, a first-time author kit, new guidelines for creating a social media presence, and a complete overhaul of the way we reach out to authors. This has enabled our authors to make better use of their networks and institutions for title promotion and has helped us better explain the internal processes that often cause the most confusion. The growing number of grateful authors who express how glad they are to have published with The MIT Press is a testament to the success of our author-centric approach.

Become more fully data informed and data driven across all appropriate campaigns

For the first time in the history of marketing, there is an opportunity to understand fully the effectiveness of marketing expenditures. We are continually analyzing, tracking, and monitoring the reach of various campaigns. Our advertising programs are continually improving how we use data to make smarter marketing decisions. This past fall, we implemented the use of tracking codes in every advertisement. This practice has provided stronger insights into the most effective outlets and mediums for our audience. With the launch of our new website, we have the opportunity to advance this even further toward our goal of full funnel insights by campaign.

Analyze and enhance the overall social media strategy

Another significant initiative identified during the strategic planning process was the need to refine and streamline our social media strategy. A team has met several times to construct the strategy, and our advertising marketing manager is in the process of refining our strategy across all channels.

Build a backlist strategy

The MIT Press backlist is rich in high-quality book and journal content, and we recognize the need to enhance the reach of those books and journal articles that have legs, are still cited and discussed, or are still selling. Our manager for institutional marketing recently began work on creating a strategic plan in this area.

Build or acquire a customer relationship management system

We will eventually have a customer relationship management system. A team has met several times to narrow our list of prospective partners down to three vendor finalists. We will make a decision in August 2018.

Redesign The MIT Press website

The new MIT Press main website launched on April 3, 2018. The celebrated design firm, Pentagram, created the visual design of the site. The Drupal development was led by Palantir, a Chicago-based web strategy and development firm. This launch was a great accomplishment for the internal team who have been working with great partners over many, many months on this project. The new site features the latest version of the Drupal content management system, with a clean, responsive design; faceted search; and improved navigation. A new application program interface for title data now feeds the site, marking a major breakthrough for us in the way that our central database (Allbooks) is used to supply up-to-the-minute title data to our web audiences. Full shopping cart functionality is expected to be in place soon, with current e-commerce fulfillment being provided by major online vendors. Compared to the previous fiscal year, the new website shows an 8% increase in sessions, a 5% increase in average session duration, and a 6% improvement in bounce rate.

Publicity

MIT Press books received 2,450 reviews, features, and mentions in FY2018. MIT Press authors spoke at over 175 global events where we sold books and were involved in over 140 broadcast and television interviews.

Publicity in the United States, United Kingdom, and Europe has benefitted from a strong trade list. We have seen an increase in mainstream media coverage compared with the prior year, with no parallel drop in coverage from specialist press and journals.

Excellent lead titles for FY2018, such as *The Chinese Typewriter* (Mullaney), *The Dialogues* (Johnson), and *Artificial Unintelligence* (Broussard), coupled with an increasing awareness of The MIT Press brand, has enabled us to forge wider and deeper relationships with members of the mainstream and specialist media. Along with our historically firm links with major outlets such as the *New York Review of Books*, the *Los Angeles Times*, *Nature*, the *Financial Times*, and *New Scientist*, we now have regular correspondence with many specialist publications, including *E&T Magazine*, *Automobile Magazine*, *The Wire*, and *The Art Newspaper*, to name a few. We have also had significant success pitching directly to the science and culture editors of several national news outlets. FY2018 saw several MIT Press authors featured on national television programs, and many of our authors have enjoyed regular appearances on national and local radio.

The Press's established areas of excellence persist. The art and science media recognizes MIT Press as a go-to voice for progressive and accessible ideas across a huge range of subjects in those fields. Recent seasons have also seen tangible growth in awareness of The MIT Press brand in many other sectors. Our Essential Knowledge series has opened doors, allowing us to present a large panel of experts from which editors, producers, and event programmers can draw from. Brand awareness has been helped by the output of our distributed presses, which are well received in many areas that our in-house list has yet to fully penetrate.

Advertising

In FY2018, the advertising team executed approximately 400 campaigns that generated more than 115M web impressions.

We purchased advertisements in 52 media outlets in a variety of mediums, including print, digital, email, and podcast. Highlights from these media buys include: "99% Invisible" podcast, *Popular Science*, *StarTalk Radio with Neil DeGrasse Tyson*, *The New Yorker*, *Bookforum*, *Nature*, *Publishers Weekly*, *New Scientist*, *TechCrunch*, *MAKE*, *New York Review of Books*, "Freakonomics" podcast, "APM Marketplace" podcast, *Fast Company*, *Dwell*, *Los Angeles Review of Books*, and many more.

This past year we grew our digital advertising efforts significantly, enabling us to better target specific best-fit audiences for MIT Press books and journals. We are now consistently applying remarketing and segmentation strategies as well as conducting A/B tests that allow us to enhance best practices and insights.

Over the course of FY2018, we made major advancements in our analytics capabilities, building a foundation for full funnel reporting that gives us the ability to track and optimize our advertising campaigns toward sales rather than impressions, and an ongoing means to experiment. Our AdWords Search and Display advertisements drove over 20M impressions and approximately 165K unique clicks. Our Amazon Marketing Services search advertisements drove approximately 67M impressions and over 95K unique clicks. Overall, Amazon Marketing Services campaigns turned a profit of approximately \$126K and our click rate has improved 23% over the course of the year. Our social media advertisements drove over 20M impressions, and over 826K unique clicks. Our core channels of Facebook (including Instagram) and Twitter accounted for 43% and 49% of this exposure, respectively. Our secondary channels of LinkedIn, Pinterest, and Reddit accounted for 1%, 2%, and 6% respectively. We are regularly exploring new social advertising channels and best practices to apply to our advertising program.

Direct Marketing

Our direct mail program reached over 150 thousand individuals, promoting new titles in all the major disciplines that make up our publishing program. Our email marketing contacts grew approximately 9% in FY2018—our mailing list is now over 39,750 strong. Our average open rate is 31% and our average click rate is 14%. We have also increased the frequency of our emails this past year, sending about one to two emails per week on average. These emails announce new releases or promote other MIT Press content, such as our blog, podcasts, and seasonal programs. In an effort to build a more personalized

model, we have been testing highly targeted emails based on purchase history. This past April we updated all our contact forms and lists to be compliant with the General Data Protection Regulation, offering our customers stronger data privacy. We have also applied stronger MIT Press branding to our email templates.

Owned Social Media

Our core owned social media channels are Facebook, Twitter, and Instagram. In the last year, we saw 5%, 8%, and 45% growth in followers on Facebook, Twitter, and Instagram, respectively. In these core channels, we aim to maintain growth while increasing engagement with these communities to drive sales and influence. Our engagement rates are 0.03%, 0.03% and 0.38%, respectively on Facebook, Twitter, and Instagram. To improve engagement rates, we are conducting regular social media analysis and market research. This year we launched our Medium and LinkedIn accounts. We have also updated our social media process to be more collaborative across the marketing team, enabling us to generate more content and expand our reach.

Institutional Marketing

In March 2018, we celebrated the centennial of the *Review of Economics and Statistics*. Special subscription promotions were advertised through The Press's social media and other news channels, and at the Allied Social Sciences Association conference in January 2018. The journal's editorial board held a symposium celebrating the anniversary, and we received high praise from attendees for the promotional items we provided for the occasion. We significantly updated many of our marketing and sales materials, including our journals media kit and the suite of library resources available for CogNet. We undertook a new partnership with OCLC (Online Computer Library Center), a development that will help ensure the more consistent creation and widespread distribution of vital materials that are integral to our institutional sales and marketing efforts.

We exhibited at key librarian-focused events throughout the year, including the Charleston Library Conference, the American Library Association's midwinter and summer meetings, and the Art Library Society of North America conference. Our journals and subscription products had prominent placement and representation at the College Art Association conference and the International Studies Association meeting. We also returned for the sixth year to the Boston Book Festival, a major sales opportunity and a great way to connect with our local readers, authors, and editors.

A new relationship with Accucoms—a leading provider of sales and marketing services to academic and professional publishers worldwide—for international representation has been a great success. Their efforts have boosted sales of our journals and digital products in global markets and contributed to the rise in subscription revenue that we enjoyed this year. Our marketing department supported the Accucoms team with timely shipments of marketing collateral and promotional items, as well as through the development of customized materials on request.

Textbook Sales and Marketing

The following were the ten domestic best-selling textbooks by revenue for FY2018.

1. Goodfellow, Bengio, and Courville, *Deep Learning*
2. Cormen, Leiserson, Rivest, and Stein, *Introduction to Algorithms*, 3rd edition
3. Guttag, *Introduction to Computation and Programming Using Python*, 2nd edition
4. Shelley, *Frankenstein*
5. Nisan and Schocken, *The Elements of Computing Systems*
6. Cabral, *Introduction to Industrial Organization*, 2nd edition
7. Kelleher, Mac Namee, and D'Arcy, *Fundamentals of Machine Learning for Predictive Data Analytics*
8. Kochenderfer, *Decision Making Under Uncertainty*
9. Reas and Fry, *Processing*, 2nd edition
10. Johnson and Wetmore, *Technology and Society*

The following were the ten best-selling textbooks by revenue in the United Kingdom and Europe for FY2018.

1. Goodfellow, Bengio, and Courville, *Deep Learning*
2. Murphy, *Machine Learning*
3. Cormen, Leiserson, Rivest, and Stein, *Introduction to Algorithms*, 3rd edition ISE
4. Cormen, Leiserson, Rivest, and Stein, *Introduction to Algorithms*, 3rd edition hardback
5. Sutton and Barto, *Reinforcement Learning*, 1st edition
6. Benninga, *Financial Modeling*, 4th edition
7. Norman, *The Design of Everyday Things* (for sale in the UK market only)
8. Wooldridge, *Econometric Analysis of Cross Section and Panel Data*, 2nd edition
9. Cabral, *Introduction to Industrial Organization*, 2nd edition
10. Salen, Tekinbaş and Zimmerman, *Rules of Play*

The US textbook marketing office created 23 direct mail promotions and 11 email promotions that were sent to 88 thousand professors in various disciplines. The London marketing office created 28 textbook email campaigns, distributed primarily to academics throughout the United Kingdom and Europe. We are more than two years into our e-textbook rental program with digital publishing partner Ublish. We launched in January 2016 with 25 titles and presently offer 220 of our textbooks for e-rental. We are in the process of migrating the order, vetting, and fulfillment of print and digital examination and desk copies from our old website and e-book platform to the web-based Ublish platform. This much-needed upgrade is expected to be complete by the end of the year.

Last year, we contracted with Tributary Sales Resources (TSR) to conduct follow up on six new and revised textbooks. They contacted 2,200 faculty members at 885 schools, ordering examination copies for those who had not yet received them and obtaining valuable feedback from those who already reviewed the books. We plan to contract with TSR for 20 titles in FY2019. We continue our work with the Murphy Group, a freelance textbook sales group. Our contact worked on 31 textbooks published in FY2018. With our guidance, they built email lists of adopters of competing titles and deployed email campaigns.

Journals Division

Revenues

In FY2018, the journals program ended the year with total revenues (subscriptions plus other publishing income) totaling \$6.527M, 4.3% ahead of the previous fiscal year.

Journals Division Revenues (in Thousands)

| | FY2016 | FY2017 | FY2018 |
|-------------------------|--------------|--------------|--------------|
| Subscription income | 4,716 | 4,586 | 4,728 |
| Other publishing income | 1,607 | 1,671 | 1,799 |
| Total revenues | 6,323 | 6,257 | 6,527 |

The net return back to The Press from the journals division increased over FY2017, coming in at \$1.409M, 19% ahead of the previous year's \$1.184M. The major factors affecting our financial performance in FY2018 were:

- Strategic price increases for select titles that had been significantly undervalued in previous years;
- The strong performance of our new open access titles, particularly *Network Neuroscience*, which published over 50 articles in its first year; and
- Significant increases in revenue from one of our licensing partners, Project MUSE.

Journals Acquisitions

The Press brought in three new journals in FY2018 and is working on acquiring several more this coming year.

Thresholds

Established in 1992, *Thresholds* is the annual, peer-reviewed journal produced by the MIT Department of Architecture. Each independently themed issue features content from leading scholars and practitioners in the fields of architecture, art, and culture. The *Thresholds* advisory board, composed of internationally recognized figures in various fields of art culture, drives the development of each issue through intellectual support and the pursuit of high-quality submissions from fine arts, design, graphics, media arts and sciences, film, photography, and more.

Projections

The journal of the MIT Department of Urban Studies and Planning, *Projections* focuses on the most innovative and cutting-edge research in planning. Each volume is devoted to a different topic of interest to planning scholars, students, and professionals.

Transactions of the Association for Computational Linguistics

A companion journal to the highly regarded quarterly *Computational Linguistics*, *Transactions of the Association for Computational Linguistics* publishes articles in all areas of natural language processing. This annual, open-access journal disseminates work of vital relevance to academic and industry computational linguists, natural language processing experts, artificial intelligence and machine learning investigators, cognitive scientists, speech specialists, as well as linguists and philosophers. Recent articles have explored subjects ranging from cutting-edge research in deep learning and artificial intelligence with direct commercial applications, to pure research in topics such as computational models of human language acquisition and historical linguistics. *Transactions* is published by The MIT Press on behalf of The Association for Computational Linguistics, the premier international scientific and professional society for scholars and practitioners working on computational problems involving human language.

Journals Technology

Since our last report, we have promoted Rachel Besen to journals production and publishing technology manager. Besen brings a wealth of experience to this role. She now has responsibility for all technology in the journals division and serves as our primary technical liaison. We recently implemented some new features on our journals website, including Dimensions badges from Digital Science, which offer a quick overview of citation information for a journal and pair well with the Altmetric information that we already provide.

Open Access

The MIT Press's efforts in the area of open access publishing continue to evolve. Overall, the number of open access titles MIT Press publishes continues to grow. Ten journals are now purely open access and all MIT Press journals offer hybrid options. In the books division, over 100 books have been published open access (mainly, but not exclusively, professional titles), and several more are added each season. While author preferences are a primary consideration, we are committed to transitioning over time to open access as the default model for scholarly monographs. MIT itself is engaging in an Institute-wide effort to increase access to the research that it produces. The Press has been involved in this effort via participation in the publications committee as well as the larger group. The recommendations of the Open Access Task Force will be finalized in late 2018 and presented to the senior administration in spring 2019.

Under the direction of Acquisitions Editor Victoria Hindley, The Press engaged in a fair use pilot program intended to increase the number of fair use claims concerning third-party materials included in MIT Press books. The intention is to relieve author burden and expense, and thus improve our ability to publish scholarship that may have otherwise been hindered by rights restrictions. During the term of the pilot, The Press

indemnified authors who had, in our view, made a good faith effort to ascertain the fair use status of a third-party work and concluded that use under fair use principles was warranted. While it is too early to draw any conclusions about the success of the project, since the books involved will not be published until later in 2018 and 2019, we succeeded in increasing awareness of fair use principles with several authors. Turning to the PubPub open publishing platform, The Press hired Catherine Ahearn as our PubPub community manager. The primary responsibilities of this role include the development of book and journal projects on the platform and community outreach to engage readers in commentary and conversation.

Journal List

| | |
|---|---|
| <i>African Arts</i> | <i>Journal of Interdisciplinary History</i> |
| <i>American Journal of Health Economics</i> | <i>Leonardo</i> |
| <i>Artificial Life</i> | <i>Leonardo Music Journal</i> |
| <i>ARTMargins</i> | <i>Linguistic Inquiry</i> |
| <i>Asian Development Review</i> | <i>Nautilus</i> |
| <i>Asian Economic Papers</i> | <i>Neural Computation</i> |
| <i>Computational Linguistics</i> | <i>Network Neuroscience</i> |
| <i>Computational Psychiatry</i> | <i>New England Quarterly</i> |
| <i>Computer Music Journal</i> | <i>October</i> |
| <i>Daedalus</i> | <i>Open Mind</i> |
| <i>Design Issues</i> | <i>PAJ: A Journal of Performance and Art</i> |
| <i>Education Finance and Policy</i> | <i>Presence: Teleoperators & Virtual Environments</i> |
| <i>Evolutionary Computation</i> | <i>Perspectives on Science</i> |
| <i>Global Environmental Politics</i> | <i>Projections</i> |
| <i>Grey Room</i> | <i>Review of Economics and Statistics</i> |
| <i>Innovations</i> | <i>TDR: The Drama Review.</i> |
| <i>International Security</i> | <i>Thresholds</i> |
| <i>Journal of Cognitive Neuroscience</i> | <i>Transactions of the Association of Computational Linguistics</i> |
| <i>Journal of Cold War Studies</i> | |
| <i>Journal of Design and Science</i> | |

MIT-Affiliated Journal Editors and Editorial Board Members

Robert Art (director of MIT Seminar XXI and senior fellow in the Security Studies program), editorial board: *International Security*

Edward Boyden (associate professor, Media Lab and McGovern Institute, Departments of Biological Engineering and Brain and Cognitive Sciences, co-director of the MIT Center for Neurobiological Engineering), deputy editor: *Neural Computation*

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

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

Owen R. Coté (associate director of the Security Studies Program and principal research scientist), editor: *International Security*

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

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

Nathaniel I. Durlach, (senior lecturer), consulting editor: *Presence*

Daniel Fox (Anshen-Chomsky Professor in Language and Thought Syntax, 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: *Journal of Cognitive Neuroscience*

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

Jonathan Gruber (professor of economics, MacVicar Faculty Fellow), editorial board: *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 of the MIT Media Lab), editor: *Journal of Design and Science*

Lynette A. Jones (senior research scientist), associate editor: *Presence*

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

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

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

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

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

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

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

Una-May O'Reilly (principal research scientist), editorial board: *Evolutionary Computation*

Neri Oxman (associate professor, Sony Corporation Career Development Professor of Media Arts and Sciences), editor: *Journal of Design and Science*

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

David Pesetsky (Ferrari P. Ward Professor of Modern Languages and Linguistics, Margaret MacVicar Faculty Fellow, and Department of Linguistics and Philosophy department head), 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), editorial board: *International Security*

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

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

Kevin Slavin (assistant professor, Benesse Career Development 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), board of editors:
Journal of Interdisciplinary History

Reed Ueda (research affiliate), editor: *Journal of Interdisciplinary History*

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

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

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

Technology, Digital Strategy, and Research and Development

The Press technology portfolio is currently overseen by a technology steering committee that includes key executives and line managers. This group reviews and evaluates the technology services and tools deployed by The Press. The committee makes recommendations to senior management about our IT portfolio—what technologies should be upgraded or deprecated, and what new tools and systems should be evaluated and adopted. The committee’s goal is to make strategic investments that enhance our enterprise capabilities in ways that will ensure we remain competitive.

The Press is a technology-driven business operation and is dependent on a wide variety of proprietary systems and attendant vendor relationships. The following is an inventory of the mission-critical services currently in use.

Alfresco

Alfresco is a content management system (CMS) for book assets and their metadata. It functions as The Press’s digital archive. It is used by Acquisitions, Editorial, Design, Production, and the Content Solutions and Innovation Group. Extensions to Alfresco allow file interchange with external compositing and printing vendors. Customized workflows overlaid on the CMS facilitate the movement and tracking of a title through its lifecycle. The Alfresco archive stores the assets of finished titles for retrieval. The Press will be adopting the cloud version of this CMS in 2019.

Atypon

MIT Press has hosted its journals on the Literatum platform from Atypon since 2005 and has a contract to continue to do so through April 1, 2021. The relationship with this service provider has been problematic and so we will be terminating our agreement with Atypon when our contract expires. We plan to consolidate all our content assets (books, journals, and reference works) on one platform (see entry for Silverchair Information Systems below).

Bookmaster

Bookmaster (version 7.7) is our inventory system and current royalty system. It is an AS/400 (green screen) program. Maintenance and upgrades are handled by a fulfillment services provider (LSC Communications) in consultation with Iptor Supply Chain Systems (software service provider).

Customer Relationship Management

Customer relationship management (CRM) is a software approach to managing a company’s interaction with current and potential customers. Implementing a relationship-building tool would potentially offer us a much more integrated and useful view of who buys our books, who subscribes to our journals, and who subscribes to our current and future platform products. We are currently evaluating cloud-based CRM services and expect to have an agreement in place in early 2019.

Editorial Manager

[Editorial Manager \(EM\)](#) is a cloud-based manuscript submission and peer-review tracking system. In early August, Elsevier announced that it had bought Aries Systems, the firm that developed EM. Currently, six MIT Press journals utilize EM. With the acquisition of Aries by Elsevier, The Press will be actively evaluating open source solutions as an alternative to EM.

eXtyles

[eXtyles](#) is a fully configurable and expandable suite of editorial and XML tools that allow journal publishing staff to perform clean up, styling, and editing, and XML export tasks in Microsoft Word. In the next year, journals will explore transitioning to Scribe's Well-Formed Document Workflow system (see entry for Scribe below).

FileMaker

Filemaker (version 15 Pro) is the database program used for AllBooks (book title management system) and AllJournals (journal title and issue management system).

MetaComet

[MetaComet](#) is a cloud-based royalty accounting software application that helps publishers automate authors' royalties. MetaComet will replace the Bookmaster royalty module in late 2018, as it can handle micro transactions, rights and licensing accounting, and includes an author portal that will reduce dependence on paper statements and streamline author communications.

Overleaf

The Press recently entered into an agreement, jointly with the Libraries, for the deployment of Overleaf, an online, collaborative LaTeX writing and editing tool. Journals production is implementing Overleaf as our LaTeX editing solution. Approximately 25% of The Press's journals require a LaTeX production workflow. Our books editorial division will be trialing Overleaf for online editing of LaTeX manuscripts later this spring.

PubPub

PubPub is an open authoring and publishing platform developed in 2016 by Travis Rich, then a graduate student in the Viral Communications Group at the MIT Media Lab. PubPub is designed to socialize the process of knowledge creation by integrating embedded conversation, annotation, and versioning into both short- and long-form digital publications. Now in version 5, PubPub has an extensive feature set that includes support for rich commenting and review, as well as images, video, interactive frames, mathematical expressions, and footnotes. PubPub is hosting the *Journal of Design Science* as well as *Frankenbook* and John Palfrey's *Intellectual Property Strategy*. PubPub is being developed under the auspices of the Knowledge Futures Group partnership with the MIT Media Lab.

RedLink

The RedLink Network provides one place to communicate IP address changes, link resolver updates, and library branding to hundreds of publishers. It will be integrated into our new Silverchair platform.

SAP

SAP is MIT's enterprise resource planning system. It contains a range of process modules incorporated into a single database. An SAP general ledger provides the functionality required to maintain one or more sets of books, generate financial statements and informational reports, manage a business's cash flow and fixed asset accounts, as well as perform accounts payable and accounts receivable transactions.

Scribe

Scribe provides editorial, production, and conversion vendor. The Press recently entered into an agreement with Scribe for the application of its Well-Formed Document Workflow methodology for book markup and production. Scribe works with Microsoft Word and Adobe InDesign and allows for final outputs to PDF, ePub, Mobi, HTML, and roundtripping back to a Word file at the end of the production process. Scribe's markup tools will also allow us to accommodate for style variations of the same element (which eXtyles did not). Composition templates are being updated and standardized for the new tag set and we will be transitioning to HTML output rather than DTD-specific XML files.

Silverchair Information Systems

In July 2018 we chose Silverchair as our new institutional content product hosting service. Silverchair will deliver our e-books (about 2,500 at launch) and, in 2021, our more than 40 journals. We will also be migrating our 20-year-old vertical in the cognitive sciences to Silverchair in early 2019. Consolidating our institutional products on one platform will reduce our administrative overhead and allow us to conceptualize and produce new products by creatively bundling heterogeneous content from our publishing programs.

THINK

Journals and Digital Products Customer Service uses the THINK Subscription fulfillment system to fulfill all journal subscriptions as well as track revenue for online institutional products, CogNet, ARTECA, and eventually MIT Press Direct. Our THINK database is hosted by MPS-THINK on AWS although we were originally an on-premise customer and so own the THINK code.

Content Solutions and Innovation Group

The Content Solutions and Innovation Group (CSIG) was formed last December in the wake of the departure of the Digital Projects Department manager. The unit has broadened its remit and now provides project management for our forthcoming institutional platform. We identify and trial new technologies (e.g., prototyping IIIF services for image-intensive books) and are tasked with facilitating technical interoperability, improving operating efficiencies throughout the supply chain, and ensuring that The Press's books and journals are best-in-class digital products.

CSIG is charged with developing solutions for the cost-effective processing, repurposing, and distribution of MIT Press's digital content. The group identifies, prioritizes, and develops workflow processes for books and journals in concert with other departments, promulgates best practices and standards for digital content creation and discovery, and serves as a technical knowledge base for MIT Press staff. The group also plays a critical role in advancing The Press's innovation agenda. Our goal is to enhance the usability and durability of, and market opportunities for, all content published by The Press.

CSIG is responsible for requirements gathering and documentation, developing process frameworks, determining business objectives in consultation with internal stakeholders, identifying, evaluating, and deploying new standards-based technology solutions, and providing support for legacy systems and products.

The CSIG is a cross-functional team and collaborates on special projects with other departments, including the Knowledge Futures Group.

Knowledge Futures Group

The MIT Knowledge Futures Group (KFG), a joint venture of the MIT Media Lab and The MIT Press, develops and deploys technologies that form part of a new open knowledge ecosystem. The partnership, established in early 2018, is the first of its kind between a leading publisher and a world-class research lab that designs future-facing technologies. As the futures of science, philanthropy, and publishing converge, KFG is building academically-owned knowledge infrastructure that will fully exploit the capabilities of the web, accelerate discovery and knowledge transmission, extend the record of scholarship and credit to rationalize academic incentives, model institutional ownership of knowledge infrastructure, and amplify the impact of investment in basic research.

The KFG serves as a test kitchen, incubator, and a staging platform for the development and launch of open source publishing technologies and aligned open access publications, staffed jointly by The Press and the Media Lab. The open-source approach not only reduces the precarious dependency that most nonprofit academic publishers have on costly outsourced technologies and a limited network of commercial vendors, but also provides a foundation for greater insourced experimentation and innovation.

Our flagship product innovation is PubPub, an open authoring and publishing platform initially developed as a Media Lab project. PubPub socializes the process of knowledge creation by integrating conversation, annotation, and versioning into short- and long-form digital publication. Among the books now on PubPub is *Frankenbook*, an interactive edition of *Frankenstein: Annotated for Scientists, Engineers, and Creators of All Kinds* (The MIT Press, 2017). Community-contributed annotations on the platform live alongside multimedia elements and a series of essays; classrooms and reading groups are encouraged to create their own digital edition to host private discussions and manage assignments. PubPub also hosts the *Journal of Design and Science* (JoDS), which forges new connections between science and design and breaks down the barriers between traditional academic disciplines. With JoDS we sought to develop a publication that is, in fact, a *platform*, a dialogic journal on which to build a communications ecosystem. We envision JoDS as the node in a global network of online debates and intelligent discussion rooted in the Media Lab's unique research and design ethos.

The KFG also incubates [The Underlay](#), an open, distributed knowledge store that is designed to capture, connect, and archive publicly available knowledge and its provenance. The Underlay provides mechanisms for distilling the knowledge graph from openly available publications, along with the archival and access technology to make the data and content hosted on PubPub available to other platforms.

The principals include Joi Ito and Amy Brand (co-founding directors); Terry Ehling (managing director); Travis Rich, Catherine Ahearn, and Gabe Stein (PubPub team); Danny Hillis, SJ Klein, and Joel Gustafson (Underlay team).

Amy Brand
Director, MIT Press

Appendix A: Current MIT Press Management and Editorial Board Members

MIT Press Management Board FY2018

Chris Bourg, chair*, MIT Libraries

Professor Lorna J. Gibson, Department of Materials Science and Engineering
(June 30, 2019)

Professor Sanjay E. Sarma, MIT Open Learning (June 30, 2020)

Jennifer Chayes[†], Microsoft Research New England (June 30, 2020)

Professor of the Practice Joi Ito, MIT Program in Media Arts and Sciences
(June 30, 2018)

Franny Lee[†], Chegg (June 30, 2018)

Jaime Marshall[†], J. P. Marshall Literary Agency (June 30, 2020)

Richard Gregory Morgan, Office of the President (June 30, 2019)

John G. Palfrey[†], Philips Academy (June 30, 2020)

Kristen Ratan[†], Collaborative Knowledge Foundation (June 30, 2018)

Evan Schnittman[†], OptiQly (June 30, 2018)

Glen Shor, Office of the Executive Vice President and Treasurer (June 30, 2019)

Amy E. Brand, director*, MIT Press

Professor David I. Kaiser, chair, MIT Press Editorial Board*, Program in Science,
Technology, and Society (June 30, 2018)

Note: Dates in parentheses indicates term expiration.

*ex officio voting

[†]non-MIT member

MIT Press Editorial Board FY2018

Professor David I. Kaiser, chair*, Program in Science, Technology, and Society
(June 30, 2018)

Professor Olivier L. De Weck[†], Department of Aeronautics and Astronautics
(June 30, 2019)

Professor Edward A. Gibson, Department of Brain and Cognitive Sciences
(June 30, 2020)

Professor Douglas Alan “D. Fox” Harrell, Comparative Media Studies/Writing
(June 30, 2019)

Professor Daniel Jackson, Department of Electrical Engineering and Computer
Science (June 30, 2019)

Professor Alan Pradip Jasanoff, Department of Biological Engineering (June 30, 2020)

Professor Nick Montfort, Comparative Media Studies/Writing (June 30, 2019)

Professor Wanda J. Orlikowski, MIT Sloan School of Management (June 30, 2020)

Professor Noelle E. Selin, Institute for Data, Systems, and Society (June 30, 2019)

Professor Bruce Tidor, Department of Biological Engineering (June 30, 2019)

Amy E. Brand, director*, MIT Press

Gregory T. Eow*, MIT Libraries (June 30, 2020)

Note: Dates in parentheses indicates term expiration.

* ex officio voting

† on leave

Appendix B: New Titles Published in FY2018

Professional Books

| Author | Title |
|------------------|--|
| Agyeman | <i>Food Trucks, Cultural Identity, and Social Justice</i> |
| Aklin | <i>Renewables</i> |
| Ananny | <i>Networked Press Freedom</i> |
| Andersen | <i>The Metainterface</i> |
| Anderson | <i>Technologies of Vision</i> |
| Bermúdez | <i>The Bodily Self</i> |
| Bifet | <i>Machine Learning for Data Streams</i> |
| Bissell | <i>Transit Life</i> |
| Bonvillian | <i>Advanced Manufacturing</i> |
| Borowitz | <i>Open Space</i> |
| Bruyninckx | <i>Listening in the Field</i> |
| Bullock | <i>Green Grades</i> |
| Burwell | <i>Quantum Language and the Migration of Scientific Concepts</i> |
| Cervellati | <i>Demographic Change and Long-Run Development</i> |
| Cheung | <i>International Currency Exposure</i> |
| Cloonan | <i>The Monumental Challenge of Preservation</i> |
| Cohn | <i>The Grid</i> |
| Currie | <i>Rock, Bone, and Ruin</i> |
| Danaher | <i>Robot Sex</i> |
| de Vignemont | <i>The Subject's Matter</i> |
| Dooley | <i>The Continued Exercise of Reason</i> |
| Dotson | <i>Technically Together</i> |
| Egan | <i>Globalizing Innovation</i> |
| Elgin | <i>True Enough</i> |
| Emmett | <i>The Environmental Humanities</i> |
| Engberg-Pedersen | <i>Literature and Cartography</i> |
| Freedman | <i>A Future for Public Service Television</i> |
| Friederici | <i>Language in Our Brain</i> |
| Garcia | <i>Good Reception</i> |
| Ghosh | <i>Taming the Tide of Capital Flows</i> |
| Gissis | <i>Landscapes of Collectivity in the Life Sciences</i> |
| Goldstein | <i>Planetary Improvement</i> |
| González-Bailón | <i>Decoding the Social World</i> |
| Grabel | <i>When Things Don't Fall Apart</i> |
| Harrington | <i>The Theory of Collusion and Competition Policy</i> |
| Hartnoll | <i>Holographic Quantum Matter</i> |
| Heinz | <i>A New Understanding of Mental Disorders</i> |
| Henriques | <i>Stuart Hall</i> |
| Hoddeson | <i>The Man Who Saw Tomorrow</i> |
| Hoffman | <i>Minding the Weather</i> |
| Hoffmaster | <i>Re-Reasoning Ethics</i> |

| Author | Title |
|---------------|--|
| Honing | <i>The Origins of Musicality</i> |
| Humphreys | <i>The Qualified Self</i> |
| Janlert | <i>Things That Keep Us Busy</i> |
| Jones-Imhotep | <i>The Unreliable Nation</i> |
| Kagan | <i>Five Constraints on Predicting Behavior</i> |
| Karaganis | <i>Shadow Libraries</i> |
| Kaufman | <i>Pseudoscience</i> |
| Keller | <i>The Cultural Nature of Attachment</i> |
| Keogh | <i>A Play of Bodies</i> |
| Klopper | <i>Resonant Games</i> |
| Koch | <i>Ethics in Everyday Places</i> |
| Kohler | <i>Developments in Global Sourcing</i> |
| Kosslyn | <i>Building the Intentional University</i> |
| Krakauer | <i>Broken Movement</i> |
| Kurth | <i>The Anxious Mind</i> |
| LaBelle | <i>Sonic Agency</i> |
| Lazarato | <i>Experimental Politics</i> |
| Lepawsky | <i>Reassembling Rubbish</i> |
| Lieberman | <i>Power Lines</i> |
| Lynch | <i>Specimen Science</i> |
| Mackenzie | <i>Machine Learners</i> |
| Maitland | <i>Digital Lifeline?</i> |
| Marchessault | <i>Ecstatic Worlds</i> |
| Mavhunga | <i>The Mobile Workshop</i> |
| McGinn | <i>Philosophical Provocations</i> |
| Meadowcroft | <i>Conceptual Innovation in Environmental Policy</i> |
| Meese | <i>Authors, Users, and Pirates</i> |
| Meghir | <i>Beyond Austerity</i> |
| Milosevic | <i>Protecting Children Online?</i> |
| Minsky | <i>Perceptrons, reissue of the 1988 expanded edition</i> |
| Monteiro | <i>The Fabric of Interface</i> |
| Moro | <i>A Brief History of the Verb To Be</i> |
| Müller | <i>Vivarium</i> |
| Nye | <i>American Illuminations</i> |
| O'Brien | <i>Convergent Evolution in Stone-Tool Technology</i> |
| Offenhuber | <i>Waste Is Information</i> |
| Parry | <i>Energy Tax and Regulatory Policy in Europe</i> |
| Penny | <i>Making Sense</i> |
| Pesic | <i>Polyphonic Minds</i> |
| Piemonte | <i>Afflicted</i> |
| Qian | <i>How Reform Worked in China</i> |
| Rabe | <i>Can We Price Carbon?</i> |
| Ratcliffe | <i>Real Hallucinations</i> |

| Author | Title |
|---------------|---|
| Razin | <i>Israel and the World Economy</i> |
| Redström | <i>Making Design Theory</i> |
| Rosner | <i>Critical Fabulations</i> |
| Ruffino | <i>Future Gaming</i> |
| Schein | <i>'And'</i> |
| Schulz | <i>Efficient Cognition</i> |
| Schwartz | <i>Rethinking Human Evolution</i> |
| Shafiee | <i>Machineries of Oil</i> |
| Sheehan | <i>The Final-Over-Final Condition</i> |
| Shrobe | <i>New Solutions for Cybersecurity</i> |
| Siyahhan | <i>Families at Play</i> |
| Skrbina | <i>Panpsychism in the West</i> , revised edition |
| Talmy | <i>The Targeting System of Language</i> |
| Tozzi | <i>For Fun and Profit</i> |
| Tversky | <i>The Essential Tversky</i> |
| Urbonas | <i>Public Space? Lost and Found</i> |
| van der Pas | <i>Using OpenMP – The Next Step</i> |
| Vee | <i>Coding Literacy</i> |
| Verdini Trejo | <i>Winning Together</i> |
| Waxman | <i>Chasing Men on Fire</i> |
| Wegner | <i>The Illusion of Conscious Will</i> , new edition |
| Wiberg | <i>The Materiality of Interaction</i> |
| Wiener | <i>Norbert Wiener – A Life in Cybernetics</i> , reissue |
| Wiese | <i>Experienced Wholeness</i> |
| Willrich | <i>Modernizing America's Electricity Infrastructure</i> |
| Wilson | <i>The Eugenic Mind Project</i> |
| Yost | <i>Making IT Work</i> |
| Zylinska | <i>Nonhuman Photography</i> |

Trade Books

| Author | Title |
|---------------|--|
| Adams | <i>Wanderlust</i> |
| Agamben | <i>The Adventure</i> |
| Alliez | <i>Wars and Capital</i> |
| Aoun | <i>Robot-Proof</i> |
| Arsenault | <i>Super Power, Spooky Bards, and Silverware</i> |
| Atkinson | <i>Big Is Beautiful</i> |
| Bentley | <i>The Acceleration of Cultural Change</i> |
| Bernardi | <i>The Inversion Factor</i> |
| Besançon | <i>The Walls Have the Floor</i> |
| Boczkowski | <i>Trump and the Media</i> |
| Boon | <i>Practice</i> |

| Author | Title |
|------------------|--|
| Bordowitz | <i>Glenn Ligon</i> |
| Borgerson | <i>Designed for Hi-Fi Living</i> |
| Borsuk | <i>The Book</i> |
| Bouteldja | <i>Whites, Jews, and Us</i> |
| Broussard | <i>Artificial Unintelligence</i> |
| Burckhardt | <i>All and Nothing</i> |
| Carmo | <i>The Second Digital Turn</i> |
| Collins | <i>All in the Downs</i> |
| Comay | <i>The Dash—The Other Side of Absolute Knowing</i> |
| Cussans | <i>Undead Uprising</i> |
| Cusset | <i>How the World Swung to the Right</i> |
| Cytowic | <i>Synesthesia</i> |
| Dames | <i>Pagan's Progress</i> |
| Darrieussecq | <i>Being Here Is Everything</i> |
| Davies | <i>Economic Science Fictions</i> |
| DeNicola | <i>Understanding Ignorance</i> |
| Dennett | <i>Brainstorms, 40th anniversary edition</i> |
| Díaz | <i>Global Dystopias</i> |
| Didi-Huberman | <i>Bark</i> |
| Didi-Huberman | <i>The Eye of History</i> |
| Donnelly | <i>What Nature</i> |
| Eigen | <i>On Accident</i> |
| Erwig | <i>Once Upon an Algorithm</i> |
| Filipovic | <i>David Hammons</i> |
| Fraser | 2016 |
| Gammon | <i>Deaccessioning and Its Discontents</i> |
| Gossett | <i>Trap Door</i> |
| Graff | <i>Vzszhhzz</i> |
| Gronert | <i>Sigmar Polke</i> |
| Groys | <i>Russian Cosmism</i> |
| Guiraudie | <i>Now the Night Begins</i> |
| Han | <i>Shanzhai</i> |
| Han | <i>Topology of Violence</i> |
| Hayes | <i>Foolproof, and Other Mathematical Meditations</i> |
| Hern | <i>Global Warming and the Sweetness of Life</i> |
| Hessler | <i>Tidalectics</i> |
| Jackson | <i>Portraits of Resilience</i> |
| Johnson | <i>The Dialogues</i> |
| Jungnickel | <i>Bikes and Bloomers</i> |
| Kaposy | <i>Choosing Down Syndrome</i> |
| Kauffman, Jordan | <i>Drawing on Architecture</i> |
| Kelleher | <i>Data Science</i> |
| Klein | <i>Sources of Power, 20th anniversary edition</i> |

| Author | Title |
|-----------------------------|--|
| Kraus | <i>After Kathy Acker</i> |
| Kravis | <i>On the Couch</i> |
| Kreuz | <i>Getting Through</i> |
| Krukowski | <i>The New Analog</i> |
| Kukuljevic | <i>Liquidation World</i> |
| Lange | <i>Positive Nihilism</i> |
| Lee | <i>Plato and the Nerd</i> |
| Leruth | <i>Fred Forest's Utopia</i> |
| Lieber | <i>Flintstone Modernism</i> |
| Lindon | <i>Learning What Love Means</i> |
| Lomas | <i>Translating Happiness</i> |
| Lotz | <i>We Now Disrupt This Broadcast</i> |
| Martel | <i>Global Gay</i> |
| McAllister | <i>Perspecta 50</i> |
| McGinn | <i>Prehension</i> |
| McIntyre | <i>Post-Truth</i> |
| Merback | <i>Perfection's Therapy</i> |
| Mir | <i>We Can't Stop Thinking About The Future</i> |
| MIT Sloan Management Review | <i>How to Go Digital</i> |
| MIT Sloan Management Review | <i>What the Digital Future Holds</i> |
| MIT Sloan Management Review | <i>When Innovation Moves at Digital Speed</i> |
| Montfort | <i>The Future</i> |
| Moore | <i>Somnium</i> , revised and expanded edition |
| Morton | <i>Being Ecological</i> |
| Mullaney | <i>The Chinese Typewriter</i> |
| Nassim | <i>Lessons from the Lobster</i> |
| Ohl | <i>The Art of Naming</i> |
| Okonjo-Iweala | <i>Fighting Corruption Is Dangerous</i> |
| O'Neill | <i>How Institutions Think</i> |
| Palfrey | <i>Safe Spaces, Brave Spaces</i> |
| Patu | <i>A Brief History of Feminism</i> |
| Poibeau | <i>Machine Translation</i> |
| Polizzotti | <i>Sympathy for the Traitor</i> |
| Preston | <i>The Synthetic Age</i> |
| Reinfurt | <i>Muriel Cooper</i> |
| Resnick | <i>Lifelong Kindergarten</i> |
| Ricard | <i>Beyond the Self</i> |
| Roush | <i>Twelve Tomorrows</i> |
| Ryan | <i>The Largest Art</i> |
| Sahlins | <i>1668</i> |
| Sasse | <i>Science Not Silence</i> |
| Scala | <i>Chaos and Awe</i> |
| Segal | <i>Nautilus 20</i> |

| Author | Title |
|-------------------------|---|
| Segal | <i>Nautilus 21</i> |
| Segal | <i>Nautilus 22</i> |
| Segal | <i>Nautilus 23</i> |
| Sessa | <i>Breaking Convention</i> |
| Sheffi | <i>Balancing Green</i> |
| Sigler | <i>Work</i> |
| Sivaram | <i>Taming the Sun</i> |
| Spieker | <i>Destruction</i> |
| Steenson | <i>Architectural Intelligence</i> |
| Steidle | <i>Leading from Within</i> |
| Steinweg | <i>Inconsistencies</i> |
| Stewart | <i>The Beauty of Numbers in Nature</i> |
| Stewart | <i>An Inclusive Academy</i> |
| Sumantran | <i>Faster, Smarter, Greener</i> |
| Terry | <i>Fifty Years Since MLK</i> |
| The Invisible Committee | <i>Now</i> |
| Tibbits | <i>Active Matter</i> |
| Tomlin | <i>Tales from the Embassy</i> |
| Torras | <i>The Vestigial Heart</i> |
| Valencia | <i>Gore Capitalism</i> |
| Venturi | <i>Learning From Las Vegas, facsimile edition</i> |
| Walsh | <i>Break.up</i> |
| Wang | <i>Carceral Capitalism</i> |
| Welzbacher | <i>The Radical Fool of Capitalism</i> |
| Wojnarowicz | <i>The Weight of the Earth</i> |
| Žižek | <i>Incontinence of the Void</i> |
| Zupančič | <i>What IS Sex?</i> |

Textbooks

| Author | Title |
|---------------|---|
| Blust | <i>101 Problems and Solutions in Historical Linguistics</i> |
| Cerf | <i>Consumer Neuroscience</i> |
| Dalkir | <i>Knowledge Management in Theory and Practice, 3rd edition</i> |
| Devadas | <i>Programming for the Puzzled</i> |
| Dumas | <i>The Economics of Continuous-Time Finance</i> |
| Felleisen | <i>How to Design Programs, 2nd edition</i> |
| Fokkink | <i>Distributed Algorithms, 2nd edition</i> |
| Forger | <i>Biological Clocks, Rhythms, and Oscillations</i> |
| Foster | <i>Cloud Computing for Science and Engineering</i> |
| Friedman | <i>The Reasoned Schemer, 2nd edition</i> |
| Greer | <i>Elements of Ethics for Physical Scientists</i> |
| Hack | <i>Site Planning</i> |

| Author | Title |
|-----------------|---|
| Haeringer | <i>Market Design</i> |
| Karp | <i>Natural Resources as Capital</i> |
| Kennedy | <i>Macroeconomic Essentials, 4th edition</i> |
| Kepner | <i>Mathematics of Big Data</i> |
| Lyasoff | <i>Stochastic Methods in Asset Pricing</i> |
| Muñoz-García | <i>Advanced Microeconomic Theory</i> |
| Muñoz-García | <i>Practice Exercises for Advanced Microeconomic Theory</i> |
| Naughton | <i>The Chinese Economy, 2nd edition</i> |
| Newman | <i>Marine Hydrodynamics, 40th anniversary edition</i> |
| Peters | <i>Elements of Causal Inference</i> |
| Petrosky-Nadeau | <i>Labor, Credit, and Goods Markets</i> |
| Rosser | <i>Comparative Economics in a Transforming World Economy, 3rd edition</i> |
| Tiwana | <i>IT Strategy for Non-IT Managers</i> |
| Viswanath | <i>Scientific Programming and Computer Architecture</i> |

Paperback Reissues

| Author | Title |
|---------------|--|
| Abbate | <i>Recoding Gender</i> |
| Altice | <i>I Am Error</i> |
| Austin | <i>Living Zen Remindfully</i> |
| Basu | <i>An Economist in the Real World</i> |
| Batty | <i>The New Science of Cities</i> |
| Brown | <i>Undoing the Demos</i> |
| Cairns | <i>Buildings Must Die</i> |
| Chirimuuta | <i>Outside Color</i> |
| Christiansen | <i>Creating Language</i> |
| Chun | <i>Updating to Remain the Same</i> |
| Collins | <i>Bad Call</i> |
| Collins | <i>Gravity's Kiss</i> |
| Curren | <i>Living Well Now and in the Future</i> |
| Dauvergne | <i>Environmentalism of the Rich</i> |
| Decety | <i>The Moral Brain</i> |
| Dugdale | <i>Dying in the Twenty-First Century</i> |
| Farin | <i>Reading Heidegger's Black Notebooks 1931–1941</i> |
| Feinberg | <i>The Ancient Origins of Consciousness</i> |
| Fisher | <i>Big Hunger</i> |
| Gazzaley | <i>The Distracted Mind</i> |
| George | <i>Hate Spin</i> |
| Glickstein | <i>Neuroscience</i> |
| Gullion | <i>Fracking the Neighborhood</i> |
| Gunkel | <i>The Machine Question</i> |

| Author | Title |
|---------------|---|
| Gusterson | <i>Drone</i> |
| Haigh | <i>ENIAC in Action</i> |
| Hern | <i>What a City Is For</i> |
| Hicks | <i>Programmed Inequality</i> |
| Hutto | <i>Radicalizing Enactivism</i> |
| Isbister | <i>How Games Move Us</i> |
| Lee | <i>Forgetting the Art World</i> |
| Lemons | <i>Drawing Physics</i> |
| Levesque | <i>Common Sense, the Turing Test, and the Quest for Real AI</i> |
| Levesque | <i>Thinking as Computation</i> |
| Lipson | <i>Driverless</i> |
| Lockwood | <i>Heat Advisory</i> |
| Maurer | <i>Paid</i> |
| Milner | <i>The World Made Meme</i> |
| Murphy | <i>Disaster Robotics</i> |
| Oliveira | <i>The Digital Mind</i> |
| Perzanowski | <i>The End of Ownership</i> |
| Peters | <i>How Not to Network a Nation</i> |
| Phillips | <i>A Composer's Guide to Game Music</i> |
| Plasencia | <i>Is the Universe a Hologram?</i> |
| Sarokin | <i>Missed Information</i> |
| Seasholes | <i>Gaining Ground</i> |
| Sicart | <i>Play Matters</i> |
| Siskin | <i>System</i> |
| Smith | <i>Streaming, Sharing, Stealing</i> |
| Stanovich | <i>The Rationality Quotient</i> |
| Stilgoe | <i>What Is Landscape?</i> |
| Temin | <i>The Vanishing Middle Class, new epilogue</i> |
| Thompson | <i>Living as Form</i> |
| Tomii | <i>Radicalism in the Wilderness</i> |
| Uekötter | <i>The Greenest Nation?</i> |
| Wall | <i>The Commons in History</i> |
| Webster | <i>Beyond the Tragedy in Global Fisheries</i> |
| Yip | <i>China's Next Strategic Advantage</i> |
| Žižek | <i>Žižek's Jokes</i> |

Appendix C: Awards in FY2018

The MIT Press collected numerous literary prizes and awards throughout the past months. Below are the book award winners from August 2017 to August 2018.

July 2017

Building Old Cambridge by Susan Maycock and Charles Sullivan was a finalist in the 20th Annual Julia Ward Howe Award competition, sponsored by the Boston Authors Club.

Environmentalism of the Rich by Peter Dauvergne received the Michael Harrington Book Award, sponsored by the New Political Science section of the American Political Science Association. The Michael Harrington Book Award recognizes an outstanding book that demonstrates how scholarship can be used in the struggle for a better world.

September 2017

John Meyer's *Engaging the Everyday* was the recipient of the first annual Clay Morgan Award for the Best Book in Environmental Political Theory, sponsored by the Western Political Science Association. Clay Morgan was The Press's environmental studies acquisitions editor before Beth Clevenger. This new award was established to honor his legacy in the field of environmental political theory, and *Engaging the Everyday* is one of the last books he worked on before his retirement.

October 2017

How Not to Network a Nation by Benjamin Peters won the [Wayne S. Vucinich Book Prize](#). This prize is co-sponsored by the Association for Slavic, East European, and Eurasian Studies, and Stanford University Center for Russian and East European Studies.

November 2017

This year's Pfizer Prize, sponsored by the History of Science Society (HSS), was awarded to Tiago Saraiva for *Fascist Pigs*. The award consists of a medal and \$2,500, which was presented to Saraiva at the HSS annual conference. This is the first year an MIT Press book has won since the award was established in 1959.

December 2017

Hugh Gusterson has won the 2017 Roy C. Palmer Civil Liberties Prize for his book *Drone*. The prize is sponsored by the Chicago-Kent College of Law at the Illinois Institute of Technology and honors a work of scholarship exploring the tension between civil liberties and national security in contemporary American

society. The prize is accompanied by \$10,000 and is designed to encourage public debate among scholars on current issues affecting the rights of individuals and the responsibilities of governments throughout the world.

Bark, written by Georges Didi-Huberman and translated by Samuel Martin, was longlisted for the 2018 PEN Translation Prize. The PEN Translation Prize invites submissions of book-length translations from any language into English published during the current calendar year. The award confers a \$3,000 prize on the author of the winning book.

January 2018

Here/There by Kris Paulsen won the 2018 Anne Friedberg Innovative Scholarship Award sponsored by the Society for Cinema and Media Studies.

February 2018

Several MIT Press books were Axiom Business Book Award winners in various categories. Business Theory: *The Inversion Factor* by Linda Bernardi, Sanjay Sarma, and Kenneth R. Traub received Bronze. Economics: *Tap* by Anindya Ghose tied for Bronze. Philanthropy/Nonprofit/Sustainability: *Beyond the Triple Bottom Line* by Francisco Szekely and Zahir Dossa received Bronze. Business Technology: *Tap* by Anindya Ghose received Bronze.

The [Phillip E. Frandson Award for Literature](#) was awarded to Joseph Aoun for his book *Robot-Proof*. The award will be presented at the University Professional and Continuing Education Association's annual conference.

April 2018

Anna Lora-Wainwright's *Resigned Activism* won the BSA/BBC R3 Thinking Allowed Prize. The award is designed for a book or article that has made a significant contribution to ethnography: the in-depth, descriptive analysis of the life of a culture or subculture. The judges look for work that displays flair, originality, and clarity, alongside sound methodology. Lora-Wainwright is also the recipient of £1,000 in prize winnings.

Bark by Georges Didi-Huberman received the French American Foundation Translation Prize in Nonfiction. This prize was split between two titles, the other being a title from Seven Stories Press.

July 2018

Information and Society by Michael Buckland recently won the Best Information Science Book Award, sponsored by Association for Information Science and Technology. Michael will be receiving the award at the association's annual conference in November.