
THE MIT PRESS

The MIT Press had an unusually busy and productive year in FY95. We exceeded our sales forecast in books and journals and reported a profit from operations. We also had a busy recruiting year, welcoming 15 new faces, including two additions to staff to support our internal networking and electronic publishing endeavors. Sales were \$13,220,000 compared to \$12,530,000 for FY94. We published 123 new titles compared to 140 for last year, and 67 reprints versus 63 for last year. The net profit from operations was \$71,000 compared to the forecast deficit (\$21,000). Our contribution to graduate student education via RA/TA this year was \$400,000. The Press continues to have the highest dollar volume of sales per employee and the lowest ratio of salary and benefits to sales of any university press (22.4 percent vs. 30 percent for our cohort).

On the electronic front, we received a grant from the Mellon Foundation for \$150,000 to help us launch four new wholly electronic journals during this coming year. We also created our own World Wide Web site built around our books and journals catalog, and published our first electronic book, William Mitchell's *City of Bits* (come visit us at <http://www-mitpress.mit.edu>).

Foreign sales continue buoyant and MIT Press sales to export markets are about a third of total sales - more than twice as much as any other large university press and larger than any commercial press publishing in our disciplinary areas. The MIT Press bookstore continues growing within its confined space, recording a record \$610,000 in sales this year compared to \$587,000 last year.

Development costs in recent years have been high. We have new editors in Cognitive Science and in Computer Science and a new assistant editor in Economics. Sales resulting from the acquisition efforts in these positions will start to materialize in the spring of 1996. We have also created the position of web manager to support the launch of electronic journals, manage our website, and start a more concerted effort at creating electronic products to complement books and journals, as well as a position of manager of network and information systems. We expect that this net addition of four senior staff will lead to growth in sales over the balance of the decade.

On the management and financial front, Glenn Strehle, MIT's chief financial officer, has recently been appointed chairman of the management board, replacing Ellen Harris. The board has also been enlarged to include Mr. Strehle, Richard Schmalensee, Brewster Kahle, and Richard Rowe. William Mitchell has been appointed chairman of the editorial board, replacing Robert Solow, who chaired the Board for ten years.

We have also reached an important agreement with the Institute that beginning in FY99, when RA/TA support will be eliminated from the benefits pool, the Press will provide an amount equivalent to 2 percent of net sales of Press-owned books to MIT in support of graduate education. Our program and financial plan for growth has been designed to support this contribution, which is unusual for university presses. For comparison, to date the Press has contributed \$2.5 million from its publishing operation to support RA/TA.

COGNITIVE, BEHAVIORAL, AND BRAIN SCIENCE; LINGUISTICS

The maturity of our neuroscience publishing program, started seven years ago, was illustrated at the Society for Neuroscience annual meeting, where we set an all-time record for the Press in terms of the volume of books sold and the income generated. The year's highlights were two large reference volumes—*The Handbook of Brain Theory and Neural Networks* edited by Michael Arbib and *The Cognitive Neurosciences* edited by Michael Gazzaniga—each of which shows promise of becoming a standard in its field. The major text published this year was Johnston and Wu's *Foundations of Cellular Neurophysiology*, which offers a lucid, quantitative treatment of neurophysiology. Other influential books include Joaquin Fuster's *Memory in the Cerebral Cortex*, James Houk's *Information Processing in the Basal Ganglia*, and Robert Sternberg's *The Nature of Insight*. Trade books signed this year include *The Cerebral Code* by seasoned author and neuroscientist William Calvin; *Splitting Brains* by one of pioneers in split brain research, Michael Gazzaniga; *Without Miracles: Natural Selection Theory and the Second Darwinian Revolution* by Gary Cziko; and *Pride and a Daily Marathon*, an account of a very strange and rare neurological condition by Jonathan Cole, which was recently adapted for the stage in Peter Brook's play *The Man Who*. Promising textbooks signed this year include *An Introduction to Brain Plasticity and Behavior* by Bryan Kolb, *Neuropeptides* by Fleur Strand, and *The Psychology of Attention* by Hal Pashler.

The Bradford Books imprint of the Press has begun to systematically develop a program of upper-level basic textbooks in neural networks and adjacent areas as well as in their established areas of philosophy and cognitive science. Three of the five textbooks published this year were on neural networks, each targeted to a different audience: James Anderson's *Introduction to Neural Networks* was written for cognitive scientists, especially psychologists, neuroscientists, and biologists; Mohamad Hassoun's *Foundations of Artificial Neural Networks* is aimed at engineers who want to learn about neural networks; and Granino Korn's *Neural Networks and Fuzzy-Logic Control* is a book for research engineers and computer scientists. A second edition of our very successful introductory text *Cognitive Science* by Neil Stillings et alia includes more material on neuroscience and new material on connectionism and neural networks. And Paul Cohen's long-awaited text *Empirical Methods in Artificial Intelligence* studies complex computer programs, with research strategies and tactics introduced in case studies.

The trade and professional side of the Bradford list was led by Paul Churchland's *The Engine of Reason, the Seat of the Soul*, an engagingly written description of how the biological brain works, how computational neuroscience adds to our understanding of the human mind, and how this knowledge will lead to a better understanding of ourselves. *Cognition in the Wild*, by experienced navigator/anthropologist Edwin Hutchins, argues that cognition takes place in human culture as well as in individual experience or in the laboratory. This theory is brilliantly illustrated by actual scenes on ocean-going ships and by other real-life computational models. Simon Baron-Cohen's *Mindblindness* is an important monograph by a well-known researcher of aphasic children. Scott Kelso convincingly argues that the brain is a dynamical self-organizing system forming ever-changing patterns, in his *Dynamic Patterns: The Self-Organization of Brain and Behavior*. Thomas Landauer's *The Trouble with Computers: Usefulness, Utility & Productivity* laments the failure of computer use to increase productivity in any country or major corporation in the world and stresses the need for empirical "user-centered design." *Image & Brain* by Stephen Kosslyn, *Memory Systems* by Daniel Schacter & Endel Tulving, and *Dialogues on Perception* by Bela Julesz are all major works in psychology by world-famous scientists.

In the linguistics program, the publishing highlights for the year were a number of superlative scholarly monographs by leaders in the study of syntax, in particular Richard Kayne's *The Antisymmetry of Syntax*, David Pesetsky's *Zero Syntax*, and Levin & Rappaport's *Unaccusativity*. Noam Chomsky's latest monograph, due in the fall, has already attracted backorders in the thousands. This year also saw the start of a new initiative on linguistics textbooks. Highlighting this effort are Richard Larson's *Grammar as Science* and *Semantics as Science*, undergraduate introductions to syntax and semantics accompanied by software.

In cognitive psychology, the lead trade book, Nicholas Wade's *Psychologists in Word and Image*, sold more than 1,000 copies in its first three months of publication. In the scholarly program, efforts have focused on the area of language and cognitive development, with a number of new titles to be added to the Press's prestigious Learning, Development, and Conceptual Change series. A leading textbook acquisition in psychology is Arthur Shimamura's *Human Memory*. The highlight of trade acquisitions was Doreen Kimura's *Cognitive Sex Differences*, a popular book on the neurohormonal roots of the behavioral differences between men and women. This year has also seen the signing of *The MIT Encyclopedia of the Cognitive Sciences*.

We have also launched a new series called Digital Communication, with plans to expand into the area of electronic media in the humanities and literature. Initial acquisitions include Jed Rasula's *Imagining Language*, a quirky literary anthology that we expect to publish in electronic as well as print form, and Peter Ludlow's *Conceptual Issues on the Electronic Frontier*, an anthology of philosophical debates on such issues as identity, privacy, and piracy on the net.

COMPUTER SCIENCE

The computer science list continues to strive for a balance among trade, text, and professional books. Over the past year, however, the highlights were trade books, including a reissue of Marshall McLuhan's classic *Understanding Media* (being gobbled up anew by the "Wired" generation) and a new edition of *The Computer Contradictionary* by Stan Kelly-Bootle. Two Internet-related trade books also caused a stir: *Everybody's Guide to the Internet* by Adam Gaffin was originally sponsored and continues to be published on-line by the Electronic Frontier Foundation. Our print edition, with a foreword by EFF founder Mitch Kapor, is proving that books can profitably coexist in both print and electronic forms. *Cyberspace and the Law* by Ed Cavazos and Gavino Morin. Gaffin's book is a pioneering work that explores the places where existing laws mesh (and more often collide) with the edges of cyberspace.

Among the more successful professional books published in FY94 were the user's manuals for two important pieces of software for high-performance scientific computing. PVM (*Parallel Virtual Machine*) is the standard software for making a network of workstations behave like a massively parallel computer, and MPI (*Message Passing Interface*) is a standard interface for addressing both these networks and stand-alone supercomputers. The PVM book is also the first MIT Press title to be made available in print, Postscript, and HTML versions simultaneously, with the free electronic versions acting more as forms of promotion for the print version than competition. This has been a successful experiment in electronic publication.

The most controversial books on the Computer Science list have been the two books on PGP by the program's creator, Phil Zimmermann. The controversy centers around the exportability of *PGP Source Code and Internals*, a machine-readable printout of the complete source code for this cryptography program that offers everyone pretty good privacy on the net. The goal of publishing this basically unreadable book is to aid in the effort to make strong cryptography software widely and freely available.

Looking to the future, we are pleased to have recently hired a new editor to replace Terry Ehling, who has assumed new responsibilities for our electronic publications program. Doug Sery, who joins us from Morgan Kaufman Publishers, will take the list in several new directions. Among the areas he hopes to add are Database Systems, Digital Libraries, Networking Technology, and Computer Architecture. When combined with our traditionally strong lists in Human-Computer Interaction, Theoretical Computer Science, AI, Programming Languages, and Scientific Computation, we should be well positioned to evolve along with the field.

ENVIRONMENT AND ENERGY

The highlight of the environment and energy list this year was Mark Dowie's acclaimed critique of environmentalism in the United States. *Losing Ground: American Environmentalism at the Close of the Twentieth Century* was widely reviewed and continues to generate discussion and controversy. Other major books published this past year include Michael Gerrard's *Whose Backyard, Whose Risk: Fear and Fairness in Toxic and Hazardous Waste Siting*, a thoughtful study of the hazardous waste siting problem in its larger social and political contexts; Willett Kempton's *Environmental Values in American Culture*, which assesses the conceptualization of key scientific issues and the core values of environmentalism in a broad spectrum of the American public; and Philip Conkling's *From Cape Cod to the Bay of Fundy: An Environmental Atlas of the Gulf of Maine*, which uses stunning color satellite images and aerial photographs, combined with essays by leading regional scientists, to demonstrate the value of remote sensing in environmental assessment.

Two new series have been launched this year. The first, *Urban and Industrial Environments*, will include approaches such as industrial ecology, environmental law, environmental policy studies, and urban studies, and topics such as pollution prevention, toxics use reduction, place-centered environmental management, and environmental justice. It will also examine the multifaceted industry and community responses that influence the policy process by addressing issues of urban form, industrial structure, and protection of the natural environment. The second series, *Politics, Science and the Environment*, will take a policy- and governance-oriented approach to environmental issues by focusing on the politics, science, and technology involved in the recognition, framing, analysis, and management of environmental problems.

ART AND ARCHITECTURE

This year's program in art, architecture, photography, and design has had many highlights, but certainly the quirkiest was the very successful book *Manhole Covers*, a photographic survey, which was excerpted the *New York Times Magazine*, and was recommended as one of the unusual gift books of the year in publications ranging from the *Wall Street Journal* to *Parade* magazine.

Two important new series were launched. *Writing Architecture*, cosponsored by the Anyone Corporation of New York, will offer new perspectives on architecture by writers from other disciplines. The Graham Foundation of Chicago has agreed to cosponsor a new series that will focus on the work of emerging writers (long a Press specialty).

We look forward to the publication of two major exhibition catalogues in the fall. One accompanies a retrospective exhibition on the sculptor Constantin Brancusi, opening at the Philadelphia Museum of Art in October; the other accompanies an exhibition devoted to Conceptual Art opening at the Los Angeles Museum of Contemporary Art.

SOCIAL THEORY AND TECHNOLOGY STUDIES

The highlights of the social theory list this past year were the publication of Joel Whitebook's *Perversion and Utopia: A Study in Psychoanalysis and Critical Theory*, and Bill Scheuerman's *Between the Norm and the Exception: The Frankfurt School and the Rule of Law*, both of which symbolize the range and continuing relevance of the continental tradition of social theory. Scheuerman's book also serves as a prelude of sorts to our publication next spring of Jürgen Habermas's magnum opus: *Between Facts and Norms: Contributions to a Discourse Theory of Law and Democracy*. This year we have also published a much-awaited paperback edition of Ernst Bloch's three-volume *Principle of Hope*.

The technology studies list this year, one of the strongest we have ever produced, reflects a wide range of approaches to understanding the interaction of technologies and society. Dorothy Hosler's *The Sounds and Colors of Power* showed how the science of metallurgy can shed light on difficult problems of history and culture. Larry Bucciarelli's *Designing Engineers* offered new insights into how engineers actually work in the modern world. David Nye's *American Technological Sublime* used techniques from American Studies and the history of technology to show how attitudes toward technology can become bound into a nation's very sense of self. One of the most successful books of the year was the anthology edited by Merritt Roe Smith and Leo Marx, *Does Technology Drive History?*, which offered a comprehensive overview of the difficult issue of technological determinism. And another important anthology, *The Fragile Contract*, edited by David Guston and Kenneth Keniston, shed new light on recent transformations in government-science relations that are clearly of special interest to MIT.

ECONOMICS AND BUSINESS

The Press's economics list continued to attract the profession's best researchers. In Fall 1994, we published one of the few serious economics studies of global climate change, by William Nordhaus of Yale. Dale Jorgenson of Harvard published the first two of several planned volumes on productivity and growth. And Blanchflower and Oswald's *The Wage Curve* was cited as the best book in industrial relations by the Center for Industrial Relations at Princeton.

The Spring 1995 list was led by a trade book on privatization in Russia, written by Maxim Boycko, Andrei Shleifer, and Robert Vishny. One of MIT Press's most consistently successful authors, Jean Tirole, collaborated with Mathias Dewatripont to publish *The Prudential Regulation of Banks*. Aumann and Maschler/*Repeated Games with Incomplete Information* added another prestigious game theory book to our list. Poirier/*Intermediate Statistics and Econometrics* and Turnovsky/*Methods of Macroeconomic Dynamics* led the textbooks program.

There were many promising signs for the future. One academic monograph and one trade book by Paul Krugman—arguably the top economist of his generation—were put into production. A manuscript coauthored by Nobel Laureate and MIT Institute Professor Emeritus Robert Solow is also in production, as is a new manuscript by Jeffrey Sachs, the Harvard economist famous for his role advising Poland, Russia, and many other countries in economic transition.

Important books that were signed include, Alesina and Roubini/*Political Cycles*; Davis, Haltiwanger, and Schuh/*Job Creation and Job Destruction*; and Obstfeld and Rogoff/*Foundations in International Macroeconomics*. Hans-Werner Sinn brought his new series, *The Munich Lectures*, to the Press. The first lectures were given on the political process of economic policymaking by Avinash Dixit of Princeton, and that manuscript will come to the Press this summer.

We have also spent this year building the foundation for a newly active group of business books. Contracts were signed for Fishman and Kendall/*Primer on Securitization*; a new series on economics and management strategy to be led by Daniel Spulber at the Kellogg School of Management; and Locke and Thelen/*The Shifting Boundaries of Labor Politics*. Late in the year, Ed Schein of the Sloan School added his next book, *Strategic Pragmatism: The Culture of Singapore's Economic Development Board*, to the list. Schein helped establish organizational culture as an area of serious study in business programs.

The AEI Series in Telecommunications Deregulation continued to produce monographs on the latest policy arguments in the television and phone industries. Two books appeared in the fall and three more were put into production.

MIT authors

Barrett & Redmond, eds.	<i>Contextual Media</i>
Bucciarelli	<i>Designing Engineers</i>
Dewatripont & Tirole	<i>The Prudential Regulation of Banks</i>
Guston & Keniston, eds.	<i>The Fragile Contract: University Science and the Federal Government</i>
Hosler	<i>The Sounds and Colors of Power</i>
Hubbard	<i>A Theory for Practice</i>
Locke et al., eds.	<i>Employment Relations in a Changing World Economy</i>
Mitchell	<i>City of Bits</i>
Perchuk & Posner, eds.	<i>The Masculine Masquerade</i>
Pesetsky	<i>Zero Syntax</i>
Resnick	<i>Turtles, Termites, and Traffic Jams</i>

Among the noteworthy books by non-MIT people from our scholarly and professional program were:

Arbib, ed.	<i>Handbook of Brain Theory and Neural Networks</i>
Audretsch	<i>Innovation and Industry Evolution</i>
Baron-Cohen	<i>Mindblindness</i>
Black	<i>Exploring General Equilibrium</i>
Blanchflower & Oswald	<i>The Wage Curve</i>
Depew & Weber	<i>Darwinism Evolving</i>
Findlay	<i>Factor Proportions, Trade, and Growth</i>
Fodor	<i>The Elm and the Expert</i>
Fuster	<i>Memory in the Cerebral Cortex</i>
Gazzaniga, ed.	<i>The Cognitive Neurosciences</i>
Goel	<i>Sketches of Thought</i>
Gravelle	<i>The Economic Effects of Taxing Capital Income</i>
Hutchins	<i>Cognition in the Wild</i>
Julesz	<i>Dialogues on Perception</i>
Kearns & Vazirani	<i>An Introduction to Computational Learning Theory</i>
Kelso	<i>Dynamic Patterns</i>
Kempton et al.	<i>Environmental Values in American Culture</i>
Kiczales & Parberry	<i>Open Implementations and Metaobject Protocols</i>
Kuipers	<i>Qualitative Reasoning</i>
Landau	<i>Uncaging Animal Spirits</i>
Mitchell	<i>Intentional Oil Pollution at Sea</i>
Nordhaus	<i>Managing the Global Commons</i>
Pollock	<i>Cognitive Carpentry</i>
Pugh	<i>Building IBM</i>
Scheuerman	<i>Between the Norm and the Exception</i>
Schueler	<i>Desire</i>
Strawson	<i>Mental Reality</i>
ter Meulen	<i>Representing Time in Natural Language</i>
Toman	<i>The Magic of a Common Language</i>
Zajac	<i>The Political Economy of Fairness</i>

New hardcover books for trade and general audiences included:

Abercrombie	<i>George Nelson: The Design of Modern Design</i>
Baird	<i>The Space of Appearance</i>
Bruce	<i>Seeing the Unseen: Doc Edgerton and the Wonders of Strobe Alley</i>

Caragonne	<i>The Texas Ranges</i>
Churchland	<i>The Engine of Reason, The Seat of the Soul</i>
Clausen	<i>Pietro Belluschi</i>
Copjec	<i>Read My Desire</i>
Dowie	<i>Losing Ground</i>
Evans	<i>The Projective Cast</i>
Gaffin	<i>Everybody's Guide to the Internet</i>
Gansler	<i>Defense Conversion</i>
Gerrard	<i>Whose Backyard, Whose Risk</i>
Hayden	<i>The Power of Place</i>
Hight	<i>Picturing Modernism</i>
Kirkham	<i>Charles and Ray Eames</i>
Landauer	<i>The Trouble with Computers</i>
Lyndon & Moore	<i>Chambers for a Memory Palace</i>
Melnick	<i>Manhole Covers</i>
Nye	<i>American Technological Sublime</i>
Ross	<i>Fast Cars, Clean Bodies</i>
Ruby	<i>Secure the Shadow</i>
Svacha	<i>The Architecture of New Prague 1895–1945</i>
Thomashow	<i>Ecological Identity</i>
Wade	<i>Psychologists in Word and Image</i>
Whitebook	<i>Perversion and Utopia</i>

Books published primarily as texts included:

Osborne & Rubinstein	<i>A Course in Game Theory</i>
Johnston & Wu	<i>Foundations of Cellular Neurophysiology</i>
Pratt et al.	<i>Introduction to Statistical Decision Theory</i>
Stevens	<i>The Six Core Theories of Modern Physics</i>
Weibull	<i>Evolutionary Game Theory</i>
Turnovsky	<i>Methods of Macroeconomic Dynamics</i>
Poirier	<i>Intermediate Statistics and Econometrics</i>
Baker	<i>English Syntax, second edition</i>
Stillings et al.	<i>Cognitive Science: An Introduction, second edition</i>
Anderson	<i>An Introduction to Neural Networks</i>
Hassoun	<i>Fundamentals of Artificial Neural Networks</i>
Cohen	<i>Empirical Methods of Artificial Intelligence</i>

Editors in the Acquisitions Department include: Laurence Cohen (Social Theory and Technology Studies); Roger Conover (Art and Architecture); Robert Prior and Douglas Sery (Computer Science); Henry and Elizabeth Stanton (Cognitive Science); Fiona Stevens (Neuroscience and Neuropsychology); Amy Pierce (Psychology and Linguistics); Terry Vaughn and Ann Sochi (Economics, Management); and Madeline Sunley (Environment and Energy).

COMPARATIVE OPERATING RESULTS (IN THOUSANDS)

	FY95	FY94	FY93
Total Net Book Sales	13,220	12,530	12,652
Cost of Sales	<u>5,751</u>	<u>5,673</u>	<u>5,704</u>
Gross Margin on Sales	7,469	6,857	6,948
Other Pub. Income	203	189	218
Bookstore Net	<u>98</u>	<u>103</u>	<u>130</u>
Total Income	7,770	7,149	7,296
Operating Expense	<u>7,893</u>	<u>7,363</u>	<u>7,186</u>
Net Books Division	(123)	(214)	110
Journals Net	<u>235</u>	<u>108</u>	<u>102</u>

Net Pub Operations	112	(106)	212
Add: Investment Income	75	86	136
Subt: Interest Paid MIT	<u>(116)</u>	<u>(77)</u>	<u>(79)</u>
Net Operating Gain (Loss)	71	(97)	269
Deduct RA/TA Contribution	<u>(400)</u>	<u>(346)</u>	<u>(304)</u>
Net to Reserve	(329)	(443)	(35)

Faculty serving on The MIT Press editorial board in 1994–95 were Harold Abelson, Julian Beinart, Penny Chisholm, Josh Cohen, Peter Diamond, Deborah Fitzgerald, Samuel Jay Keyser, Albert Meyer, Robert Solow, and William Mitchell. Dean Mitchell replaced Robert Solow as Chair after the May 24, 1995, Board meeting. Frank Urbanowski and Jay K. Lucker served as ex-officio members.

The MIT Press management board met twice during the year. Members of the board were James D. Bruce, Vice President for Information Systems and Professor of Electrical Engineering; Joseph Esposito, President, Encyclopedia Britannica North America Publishing Group; Ellen T. Harris, Associate Provost for the Arts and Professor of Music; Steven R. Lerman, Professor in the Civil Engineering Department; William J. Mitchell, Dean, School of Architecture and Planning; Richard E. Oldenburg, Director, The Museum of Modern Art; Jerome S. Rubin, Group Vice President of Times Mirror; and Jack Schulman, former Director of Cambridge University Press. Robert Solow and Frank Urbanowski served as ex-officio members of the management board; Ellen Harris served as chairman of the board.

DOMESTIC BOOK SALES BY CUSTOMER TYPE, FY93–FY95

	FY95	FY94	FY93
College Bookstore	\$ 2,000	\$ 2,161	\$ 2,281
Retail Bookstore	\$ 2,452	\$ 2,387	\$ 2,558
Wholesaler/Jobber	\$ 3,026	\$ 2,847	\$ 2,559
College/Univ Library	\$ 132	\$ 119	\$ 124
Direct Mail	\$ 523	\$ 522	\$ 548
To Individuals	<u>\$ 1,140</u>	<u>\$ 893</u>	<u>\$ 942</u>
Totals	\$ 9,274	\$ 8,929	\$ 9,011

In general, sales for this year were quite good. Overall, sales were 5.4 percent over last year and were basically right on forecast. The strongest area of growth domestically is sales through bookstores, and this is largely due to the growth of the so-called superstores of Barnes & Noble and Borders Books. Unit sales overall increased by 5.1 percent. International sales remain strong at 35 percent of our total sales.

SUBSIDIARY RIGHTS

Our subsidiary rights program has at its core the sale of translation rights to our books. These sales have continued at an even pace over the past year, spread across the various disciplines in which we are active, with emphasis on titles with a wider audience. The income generated by the licensing of foreign rights increased slightly (by 2 percent) during FY95; it was generated by a slightly smaller total number of transactions, and exceeded our forecast by 34 percent.

Our reprint program, which includes permission to photocopy and to publish excerpts from our material, decreased by 20 percent. This is a predictable drop; we experienced a sharp increase in income in this category following the 1991 court decision prohibiting unauthorized photocopying, and expect that income to remain at approximately this year's level for the foreseeable future.

Income from sales to book clubs increased by 50 percent. This market changes from year to year, depending on our list and on the policies of the book clubs that buy from us. We placed several titles, two as main selections, with Newbridge's Library of Science Book Club, our most active client.

In the past fiscal year we began to see income from the licensing of electronic rights, a category which will continue to grow.

Overall, subsidiary rights income in FY95 increased by two percent since FY94, and exceeded our forecast by 15 percent.

SUBSIDIARY RIGHTS INCOME FY93–FY95

	FY95	FY94	FY93
Translations	\$213,858	\$209,111	\$237,260
Book Clubs	\$ 46,424	\$ 30,821	\$ 18,824
Reprints	\$102,489	\$123,620	\$125,246
Electronic Rights	\$2,500	---	---
Total:	\$365,271	\$363,553	\$381,568

INTERNATIONAL SALES

In FY95, modest sales increases in the United Kingdom and Canada, along with very substantial increases in direct sales to end customers and to such smaller market areas as Korea, Singapore, and Israel were set against static or slightly declining sales in Australasia, Japan, and Continental Europe. The net result was a 7.5 percent increase in export sales for the fiscal year.

Canada continues to be our most troubled major export market. Although sales in FY95 were higher than the previous year, they have yet to recover to the level reached in FY93. The strength of the US dollar against the Canadian dollar and the permanent increase in book prices resulting from the imposition several years ago of a 7 percent national tax on books continue to depress that market.

The large dollar sales increase in the UK was in part the result of beneficial currency fluctuations, although there was some real increase. Less ambiguously, real increases came in direct sales via credit card, cash, and one-off billings to end users of MIT Press books. These increased by \$63,200, up 30.5 percent for the year. Sales gains in Korea (up \$49,000 or 64.3 percent) and Israel (up \$24,000 or 65.6 percent) were particularly notable. The growing availability of credit cards, rapidly expanding, lower-cost access to the Internet, and large price markups forced on foreign booksellers by local political and economic conditions most likely (according to the booksellers), have encouraged academics, businesses, and in some cases even libraries to purchase directly from publishers rather than through booksellers. This trend is especially strong in Japan. The continuing decline in book piracy accounts for much of the sales increase in Korea. An unusually successful Jerusalem Book Fair (held once every two years) produced much of the increase in Israel.

INTERNATIONAL BOOK SALES FY93–FY95

	FY95	FY94	FY93
Australasia	\$ 189,200	\$ 182,800	\$ 197,500
Canada	481,900	466,400	565,600
Japan	637,100	643,500	650,000
UK/Continent	2,425,400	2,274,800	2,209,900
Other	<u>898,900</u>	<u>743,200</u>	<u>696,800</u>
TOTAL EXPORT	4,633,300	4,310,700	4,319,800
Percentage of World Sales	35.3	34.6	34.8

PROMOTION, PUBLICITY AND DIRECT MARKETING

Direct Mail

We produced 14 subject area catalogs, two special promotions, a Clearing Sale catalog, and numerous single book flyers during FY95. Direct mail traceable sales for the year were \$523,192, up .1 percent from FY94, down five percent from FY93. Economics was the highest catalog income producer with sales of \$73,541, followed by Cognitive and Brain Sciences (\$52,266), Computer Science/AI (\$38,958), Neuroscience (\$38,851), Architecture

(\$28,108), Philosophy (\$25,422), Environmental Science (\$14,317), Linguistics (\$12,535), and Science, Technology and Society (\$9,779). Bookclearing sales from FY94 and FY95 contributed about 27 percent to direct mail sales for the year, with an income of \$140,385.

Text Sales

Continuing a two-year downturn, textbook sales in FY95 were \$2,168,628 for the US and Canada. This represents a 4.2 percent decrease from FY94 sales and a 10 percent decrease from FY93. We sold 142,558 units, a 3.8 percent decrease over FY94 and a 14.8 percent decrease over FY93. We had an extremely poor fourth quarter due to the combination of low sales and high returns. In general, the new textbooks are not strong enough to cover the slowing decreasing sales of aging strong textbooks. New titles contributing to sales included: Fay/*Introduction to Fluid Mechanics*; Osborne/*A Course in Game Theory*; and Harvey/*Simply Scheme*. Eighteen promotions were prepared during FY95. They were mailed to 52,151 professors in the US and Canada.

Exhibits

Sales from the Exhibits Program were \$212,336, an increase of 16 percent from FY94. The Society for Neuroscience meeting was the standout, with over 1,000 books sold and sales of over \$46,000. This is the highest grossing meeting in the history of the MIT Press, with an increase of 72 percent over the previous record. Other meetings at which the Press had record-breaking sales were the International Neuropsychological Society Meeting, which more than tripled in sales from last year, the Society for Research in Child Development, and the Association for Research in Vision and Ophthalmology. The Press attended more than 50 meetings around the country with its own booth/table, and staff.

Advertising

Advertisements for MIT Press books appeared in 414 trade and scholarly journals and magazines, as well as conference programs. 95 percent of these ads were produced in-house, on the Macintosh. Major ad campaigns were implemented for the books *Manhole Covers*, *Cyberspace and the Law*, *City of Bits*, *Losing Ground*, and *The Engine of Reason, The Seat of the Soul*. Advertisements for these books appeared in such publications as *The New York Review of Books*, *Mother Jones*, *Mondo 2000*, *The Nation*, *New Republic*, *Art in America*, *Earth Journal*, and *Wired*.

Publicity

The print and broadcast media covered more MIT Press books and authors than ever during the last year, including prominent reviews in *The New York Times Book Review*; two reviews in *Parade* magazine, which claims a circulation of 38 million; and significant reviews in *The New Yorker*, *New Republic*, *Los Angeles Times*, *Wall Street Journal*, *USA Today*, *Newsweek*, *Science*, *Nature*, and *New Scientist*, among others. Some representative examples follow.

Paul Churchland's new book *The Engine of Reason, The Seat of the Soul* was reviewed on the front page of *The New York Times Book Review*.

The Trouble With Computers: Usefulness, Usability, and Productivity by Thomas K. Landauer has so far been favorably reviewed in *PC Week*, *Byte*, *The New York Times*, *San Diego Union-Tribune*, and others. Two graphs from the book showing the (negative!) relationship between business success and spending on computers were excerpted by *Harper's* magazine.

Mark Dowie's *Losing Ground: American Environmentalism at the Close of the Twentieth Century* was enthusiastically reviewed by *Times* national environmental correspondent Keith Schneider in the Earth Day issue of *The New York Times Book Review*. A trailer for the review appeared on the issue's front page. Called "the essential environmental book of the decade thus far" by *The San Francisco Sunday Chronicle-Examiner*, *Losing Ground* has also been reviewed by a number of newspapers as well as *Booklist* and many other sources. A panel discussion devoted to Dowie's criticisms of mainstream environmentalism will be the focus of an entire issue of the influential *Amicus Journal*, to appear this fall.

Mimi and Robert Melnick's quirky photographic study, *Manhole Covers*, was enthusiastically reviewed in dozens of magazines and newspapers including *The Wall Street Journal*, *Los Angeles Times Book Review*, *New York Times Magazine*, *Parade* magazine, Associated Press, *Chicago Tribune*, *American Heritage*, *New York* magazine, *Christian Science Monitor*, *Newsday*, *LA Weekly*, *Philadelphia Inquirer*, *Chicago Sun-Times*, *Philadelphia Inquirer Magazine*, *Times Higher Education Supplement*, *Denver Post*, *Kansas City Star*, *Oakland Tribune*, *Atlanta Journal*-

Constitution, *Baltimore Sun*, and many others. Author Mimi Melnick discussed the book on a number of radio and television programs.

Seeing the Unseen: Dr. Harold E. Edgerton and the Wonders of Strobe Alley, a book and CD-ROM on the life, work, and art of the MIT Professor who invented stroboscopic photography, has been enthusiastically reviewed in *The New York Times Book Review* and *Publishers Weekly*.

World War II and the American Dream: How Wartime Building Changed a Nation edited by Donald Albrecht received a starred review in *Booklist* and a favorable mention in *Parade* magazine.

Darwinism Evolving: Systems Dynamics and the Genealogy of Natural Selection by David Depew and Bruce Weber has been reviewed by *The New York Review of Books* and *Nature*, among others.

Writing in the *New York Review of Books*, Howard Gardner praised Annette Karmiloff-Smith's *Beyond Modularity: A Developmental Perspective on Cognitive Science* as "important for the questions it raises" and "performing a necessary and neglected critical task." The book was also favorably reviewed in *Nature*, *Science Books & Films*, *Contemporary Psychology*, and a number of scholarly journals.

David Nye's *American Technological Sublime* has been reviewed by *The New York Times Book Review*, *Science*, *Nature*, *The Boston Globe*, *Library Journal*, *Louisville Courier-Journal*, *San Diego Union-Tribune*, and *San Francisco Examiner*, among others.

Chambers for a Memory Palace by Donlyn Lyndon and Charles Moore was reviewed in *Elle Decor Magazine*, *The Los Angeles Times Book Review*, *Philadelphia Inquirer*, *Sacramento Bee*, *Architectural Record*, *Boston Phoenix*, *LA Reader*, *Washington Times*, *Publishers Weekly*, and *House Beautiful*.

Cyberspace and the Law: Your Rights and Duties in the On-line World by Edward Cavazos and Gavino Morin received positive notices in *New Scientist*, *Computerworld*, *Datamation*, and others.

Adam Gaffin's *Everybody's Guide to the Internet* was recommended by *Newsweek*, *The San Francisco Examiner-Chronicle*, *Byte*, *Cleveland Plain Dealer*, *Hartford Courant*, *LA Weekly*, and others.

Simon LeVay's *The Sexual Brain*, published in hardcover in 1993, continues to draw interest from the media. LeVay's account of the biological basis of human sexual behavior received long, substantive, and favorable attention this year in both *The New Yorker* and *The New York Review of Books*.

Michael Lerner and his book *Choices in Healing* were the subject of a three-page article in *Family Circle* magazine (circulation 5.5 million). An article condensed from the book appeared in *The New York Times Magazine*, and the book was widely and favorably reviewed by *The Journal of the American Medical Association*, *Publishers Weekly* (starred review), *New Age Journal*, and *San Francisco Chronicle*. Lerner discussed the work on several national and local National Public Radio (NPR) programs including "Fresh Air" and "Voices of the Family."

Steve Holtzman's *Digital Mantras* continued to be reviewed in places such as *Microtimes*, *The Bloomsbury Review*, *Wired*, *Science News*, *IEEE Spectrum*, and *Electronic Games*. Holtzman discussed the book on the national NPR program "To the Best of Our Knowledge" and narrated a three-part series on related subjects for NPR's "All Things Considered."

Barbara Stafford appeared on NPR's "To the Best of Our Knowledge" to discuss her book *Artful Science*. The book was reviewed in *The Chicago Tribune*, *Ume Reader*, *Christian Century*, *Sculpture*, and many others.

Diana Ketcham's *Le Desert de Retz: A Late Eighteenth Century Folly Garden* received major reviews in *The New York Times*, *San Francisco Chronicle*, *American Heritage*, *San Francisco Examiner Magazine*, *House Beautiful*, and *ARTnews*.

John Bruer and his book *Schools for Thought* were discussed in a *US News & World Report* cover story on America's best graduate schools.

Galen Strawson's *Mental Reality* won a favorable review in *Nature*, as did such other Press titles as *Mental Leaps: Analogy in Creative Thought* by Keith J. Holyoak and Paul Thagard, *Brain Asymmetry* edited by Richard J. Davidson and Kenneth Hugdahl, *Dialogues on Perception* by Bela Julesz, *The Elm and the Expert* by Jerry Fodor, *Evolution Extended* edited by Connie Barlow, and *A Dynamic Systems Approach to the Development of Cognition and Action* by Esther Thelen and Linda B. Smith.

William J. Mitchell's *City of Bits: Space, Place and the Infobahn*, to be published this September, has already been reviewed by *Metropolis* and *HotWired*, a World Wide Web companion to *Wired* magazine.

Publicity/Awards

The Royal Swedish Academy of Sciences awarded the 1994 Nobel Prize in Economics to MIT Press authors John C. Harsanyi and Reinhard Selten for their work in game theory. Professor Harsanyi and Dr. Selten set forth many of their pioneering views in the 1988 MIT Press book, *A General Theory of Equilibrium Selection in Games*.

The Harold and Margaret Sprout Award, sponsored by the Smithsonian Institution, has been awarded to Ronald Mitchell for his book, *Intentional Oil Pollution at Sea: Environmental Policy and Treaty Compliance*. The Sprout Award is given to the best book published in the field of international environmental policy and politics.

The MIT Press was honored with three awards by the Association of American Publishers Professional & Scholarly Publishing Divisions Annual Awards for 1994:

- Best New PSP Book, Computer Science: *Cyberspace and the Law: Your Rights and Duties in the On-line World* by Edward A. Cavazos and Gavino Morin
- Best Single Issue of a Journal: *Presence: Teleoperators and Virtual Environments* (Volume 3, Number 3)
- Honorable Mention PSP Book - Economics: *Game Theory and the Social Contract: Volume 1: Playing Fair* by Ken Binmore

Four MIT Press books won 1995 International Architecture Book Awards, sponsored by The American Institute of Architects. Winners in the Design Theory category include:

- *Privacy and Publicity* by Beatriz Colomina
- *On Weathering: The Life of Buildings in Time* by Mohsen Mostafavi and David Leatherbarrow
- *Chambers for a Memory Palace* by Donlyn Lyndon and Charles W. Moore
- *Le Désert de Retz: A Late 18th-Century French Folly Garden* by Diana Ketcham was the winner in the Related Arts category

Colin Rowe was awarded the 1995 Royal Institute of British Architects Gold Medal, the highest accolade in the field of architecture in Britain. Rowe is the author of the forthcoming MIT Press books, *As I Was Saying: Recollections and Miscellaneous Essays, Volumes 1, 2, and 3*, as well as *The Mathematics of the Ideal Villa and Other Essays* (1976), and *Collage City* (1978).

The Wage Curve, by David G. Blanchflower and Andrew Oswald, received the Richard A. Lester Award for the Outstanding Book in Industrial Relations and Labor Economics for 1994. The prize is awarded by a committee at the Industrial Relations Section of Princeton University.

The Politics of the German Gothic Revival: August Reichensperger, by Michael Lewis was awarded the 1995 Alice Davis Hitchcock Award by the Society of Architectural Historians. This award is presented annually to the most distinguished work of scholarship in the history of architecture by a North American scholar.

Beyond Modularity: A Developmental Perspective on Cognitive Science, by Annette Karmiloff-Smith, was selected for the 1995 British Psychological Society Book Award, for its excellence in the literature of psychology.

The American Association of Museums chose to honor two issues of *see: A Journal of Visual Culture* in their Museum Publications Design Competition. The Winter issue was awarded First Prize in the Magazines category, while the Autumn issue was awarded an Honorable Mention. In addition, *Seeing the Unseen: Dr. Harold Edgerton and the Wonders of Strobe Alley* was awarded Second Prize in the category of Exhibition Catalogues by the AAM Museum Publications Design Competition.

Herbert A. Simon, MIT Press author of *The Sciences of the Artificial*, was awarded the 1995 IJCAI Research Excellence Award for his contributions to the field of Artificial Intelligence. This award is given annually to a scientist who has carried out a program of research of consistently high quality, yielding many substantial results. Professor Simon is recognized as one of the founders of the field of AI.

Stuart Russell, co-author of the MIT Press book *Do the Right Thing: Studies in Limited Rationality* was awarded the 1995 IJCAI Computers and Thought Award.

Grounded Phonology, by Diana Archangeli and Douglas Pulleyblank was co-recipient of the Social and Behavioral Sciences Book Prize awarded by Social and Behavioral Sciences Research Institute at the University of Arizona.

Stanley Abercrombie received an Honorable Mention for his book, *George Nelson: The Design of Modern Design* by the American Society of Interior Designers Joel Polsky Prize. This award recognizes outstanding academic contributions to the discipline of interior design through literature or visual communication.

The European Bureau for Environment, a federation of more than 150 NGOs for all Western European countries, has attributed the 1994 Twelve Stars Award to the Group of Lisbon for *Limits to Competition*. In the previous year the award was given to Prince Charles.

JOURNALS

In FY95, the Journals program had gross sales of \$3.9 million, an 8.3 percent increase over last year. \$193,989 was added to the deferred subscriptions reserve account, a 13.1 percent increase. New total reserve is \$1.6 million. The new journal added in FY95 was *Chicago Journal of Theoretical Computer Science*.

The division ends the year publishing 30 journals. The others are: *Adaptive Behavior*, *Artificial Life*, *Assemblage*, *Computational Linguistics*, *Computer Music Journal*, *Computing Systems*, *Design Book Review*, *Design Issues*, *Design Quarterly*, *TDR/The Drama Review*, *The Ecologist*, *Evolutionary Computation*, *International Organization*, *International Security*, *Journal of Architectural Education*, *Journal of Cognitive Neuroscience*, *Journal of Economics and Management Strategy*, *Journal of Interdisciplinary History*, *Leonardo/Leonardo Electronic Almanac/Leonardo Music Journal*, *Linguistic Inquiry*, *NBER Macroeconomics Annual*, *NBER Tax Policy Annual*, *Neural Computation*, *October*, *Presence: Teleoperators and Virtual Environments*, *Quarterly Journal of Economics*, *International Journal of Robotics Research*, *International Journal of Supercomputer Applications and High Performance Computing*, *Thesis Eleven*, and *The Washington Quarterly*.