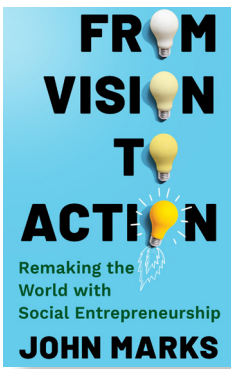


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London 2024



COLUMBIA UNIVERSITY PRESS



From Vision to Action

Remaking the World Through Social Entrepreneurship

John Marks

A practitioner's guide to effective social entrepreneurship, and the required skills of negotiation and conflict resolution.

Social entrepreneurs are people who launch ventures aimed at promoting positive change in their community and the world. Their bottom line is not financial profit, but the common good. Drawing on his extensive and distinguished career, John Marks provides a practitioner's guide to social entrepreneurship, offering readers a framework for effective negotiation and conflict resolution.

From Vision to Action presents a set of working principles for win-win problem solving, building on a core strategy of understanding differences and acting on commonalities. Marks illustrates these principles from an on-the-ground perspective, recounting real-life breakthroughs during his time leading Search for Common Ground, which he founded and built into the world's largest peacebuilding nonprofit. Beginning with an improbable effort to encourage cooperation between the United States and the Soviet Union during the Cold War, this book spans examples from using children's television to mitigate ethnic tensions in Macedonia to promoting mediation for conflict resolution in Morocco. Readers learn key lessons, such as adapting to unexpected outcomes, communicating persuasive stories, and being incrementally transformational—or transformationally incremental. Bringing together compelling narratives and useful tools, *From Vision to Action* delivers practical guidance on building bridges and creating change.

John Marks is the founder of the renowned peacebuilding organization Search for Common Ground, which was nominated for the Nobel Peace Prize. A coauthor of the controversial best-seller *The CIA and the Cult of Intelligence* (1973), Marks also founded Common Ground Productions and has produced TV series in twenty-five countries.

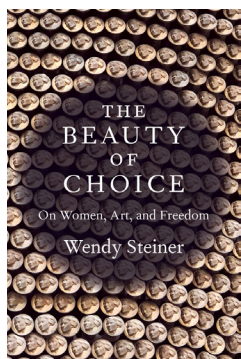
216 pages

46 black-and-white images

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Review material: April 2024

All rights: Columbia University Press



The Beauty of Choice

On Women, Art, and Freedom

Wendy Steiner

A wide-ranging exploration of aesthetics and female agency.

In *The Beauty of Choice*, the renowned cultural critic Wendy Steiner offers a dazzling new account of aesthetics grounded in female agency. Through a series of linked meditations on canonical and contemporary literature and art, she casts women's taste as the engine of liberal values.

Steiner reframes long-standing questions surrounding desire, art, sexual assault, and beauty in light of #MeToo. Beginning with an opera she wrote based on Chaucer's "The Wife of Bath's Tale," she presents women's sexual choices as fundamentally aesthetic in nature—expressions of their taste—and artworks as stagings of choice in courtship, coquetry, consent, marriage, and liberation. A merger of art criticism, evolutionary theory, political history, and aesthetics, this book paints the struggle between female autonomy and patriarchal violence and extremism as the essence of art.

The Beauty of Choice pursues its claims through a striking diversity of examples: Sei Shōnagon's defense of pleasure in the *Pillow Book*; Picasso's and Balthus's sexualization of their models; the redefinition of "waste" in postmodern fiction; and interactivity and empathy in the works of contemporary artists such as Marlene Dumas, Barbara MacCallum, Kristin Beeler, and Hannah Gadsby. It offers the first critical study of *Heroines*, a memorial to the twenty thousand women raped in Kosovo during the Serbian genocide. This deeply original book gives taste, beauty, and pleasure central roles in a passionate defense of women's freedom.

Wendy Steiner is Richard L. Fisher Professor of English Emerita at the University of Pennsylvania as well as an opera librettist and multimedia artist. Her many acclaimed books include *The Scandal of Pleasure: Art in an Age of Fundamentalism* (1995) and *Venus in Exile: The Rejection of Beauty in Twentieth-Century Art* (2001).

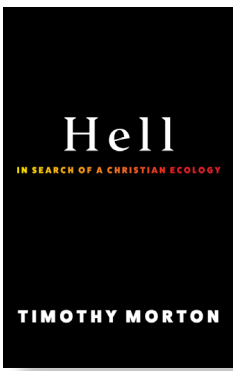
272 pages

55 black-and-white illustrations, 8-page color insert

Publication: July 2024

Review material: Available

All rights: Columbia University Press



Hell

In Search of a Christian Ecology

Timothy Morton

A visionary fusion of Christianity and environmentalism

Hell on earth is real. The toxic fusion of big oil, Evangelical Christianity, and white supremacy has ignited a worldwide inferno, more phantasmagoric than anything William Blake could dream up and more cataclysmic than we can fathom. Escaping global warming hell, this revelatory book shows, requires a radical, mystical marriage of Christianity and biology that awakens a future beyond white male savagery.

Timothy Morton argues that there is an unexpected yet profound relationship between religion and ecology that can guide a planet-scale response to the climate crisis. Spiritual and mystical feelings have a deep resonance with ecological thinking, and together they provide the resources environmentalism desperately needs in this time of climate emergency. Morton finds solutions in a radical reevaluation of Christianity, furnishing ecological politics with a language of mercy and forgiveness that draws from Christian traditions without bringing along their baggage. They call for a global environmental movement that fuses ecology and mysticism and puts race and gender front and center. This nonviolent resistance can stage an all-out assault on the ultimate Satanic mill: the concept of master and slave, manifesting today in white supremacy, patriarchy, and environmental destruction. Passionate, erudite, and playful, *Hell* takes readers on a full-color journey into the contemporary underworld—and offers a surprising vision of salvation.

Timothy Morton is Rita Shea Guffey Chair in English at Rice University and director of the Cool America Foundation. They are the author of more than twenty books, including *Hyperobjects*, *Dark Ecology*, and *Ecology Without Nature*.

272 pages

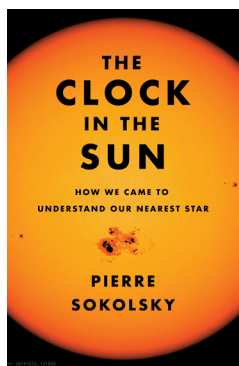
13 color illustrations

Publication: May 2024

Review material: Available

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The Clock in the Sun

How We Came to Understand Our Nearest Star

Pierre Sokolsky

A history of our scientific knowledge of the sun through the lens of the discovery of sunspots and the solar cycle.

On the surface of the Sun, blemishes appear and fade in a predictable cycle, like a great clock in the sky. In medieval Russia, China, and Korea, monks and court astronomers recorded these dark spots, interpreting them as omens of things to come. In Western Europe, by contrast, where a cosmology originating with Aristotle prevailed, the Sun was regarded as part of the unchanging celestial realm, and it took observations through telescopes by Galileo and others to establish the reality of solar imperfections. In the nineteenth century, amateur astronomers discovered that sunspots ebb and flow about every eleven years—spurring speculation about their influence on the weather and even the stock market.

Exploring these and many other crucial developments, Pierre Sokolsky provides a history of knowledge of the Sun through the lens of sunspots and the solar cycle. He ranges widely across cultures and throughout history, from the earliest recorded observations of sunspots in Chinese annals to satellites orbiting the Sun today, and from worship of the Sun as a deity in ancient times to present-day scientific understandings of stars and their magnetic fields. Considering how various thinkers sought to solve the puzzle of sunspots, Sokolsky sheds new light on key discoveries and the people who made them, as well as their historical and cultural contexts. Fast-paced, comprehensive, and learned, *The Clock in the Sun* shows readers our closest star from many new angles.

Pierre Sokolsky is an experimental particle astrophysicist. He is distinguished professor of physics and astronomy emeritus at the University of Utah, where he was also dean of the College of Science.

320 pages

34 black-and-white and color images

Publication: October 2024

Review material: May 2024

All rights: Columbia University Press



Macroevolutionaries

Reflections on Natural History, Paleontology, and
Stephen Jay Gould

Bruce S. Lieberman and Niles Eldredge

Natural history essays in the vein of, and honoring, Stephen Jay Gould

One of the twentieth century's great paleontologists and science writers, Stephen Jay Gould was, for Bruce S. Lieberman and Niles Eldredge, also a close colleague, mentor, and friend. In *Macroevolutionaries*, they take up the tradition of Gould's acclaimed essays on natural history, offering a series of wry and insightful reflections on the fields to which they have devoted their careers.

Lieberman and Eldredge explore the major features of evolution, or “macroevolution,” examining key issues in paleontology and their links to popular culture, philosophy, music, and the history of science. They focus on topics such as punctuated equilibria, mass extinctions, and the history of life—with detours including trilobites, Hollywood stuntmen, coywolves, birdwatching, and New Haven-style pizza. Lieberman and Eldredge's essays showcase their deep knowledge of the fossil record and keen appreciation of the arts and culture while touching on different aspects of Gould's life and work. Ultimately, they show why Gould's writings and perspective are still relevant today, following his lead in using the natural history essay to articulate their view of evolutionary theory and its place in contemporary life. At once thought-provoking and entertaining, *Macroevolutionaries* is for all readers interested in paleontology, evolutionary biology, and Gould's literary and scientific legacy.

Bruce S. Lieberman is Dean's Professor of Evolutionary Biology and senior curator of invertebrate paleontology at the University of Kansas.

Niles Eldredge is an invertebrate paleontologist, an evolutionary biologist, and an emeritus curator of invertebrates at the American Museum of Natural History. He discovered punctuated equilibria with Stephen Jay Gould and played a leading role in developing the field of macroevolution.

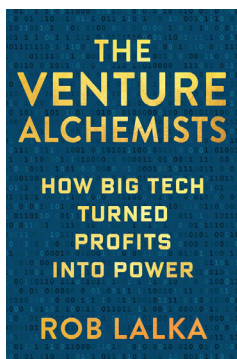
208 pages

43 black-and-white images

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Review material: April 2024

All rights: Columbia University Press



The Venture Alchemists

How Big Tech Turned Profits Into Power

Rob Lalka

How did tech companies and venture capitalists attain such wealth and power?

We once idolized tech entrepreneurs for creating innovations that seemed like modern miracles. Yet our faith has been shattered. We now blame them for spreading lies, breaking laws, and causing chaos. Yesterday's Silicon Valley darlings have become today's Big Tech villains. Which is it? Are they superheroes or scoundrels? Or is it more complicated, some blend of both?

In *The Venture Alchemists*, Rob Lalka demystifies how tech entrepreneurs built empires that made trillions. Meta started as a cruel Halloween prank, Alphabet began as a master's thesis that warned against corporate deception, and Palantir came from a campus controversy over hateful speech. These largely forgotten origin stories show how ordinary fears and youthful ambitions shaped their ventures—making each tech tale relatable, both wonderfully and tragically human. Readers learn about the adversities tech entrepreneurs overcame, the troubling tradeoffs they made, and the tremendous power they now wield. Using leaked documents and previously unpublished archival material, Lalka takes readers inside Big Tech's worst exploitations and abuses, alongside many good intentions and moral compromises.

But this story remains unfinished, and *The Venture Alchemists* ultimately offers hope from the people who, decades ago, warned about the risks of the emerging Internet. Their insights illuminate a path toward more responsible innovations, so that technologies aren't dangerous weapons but valuable tools that ensure progress, improve society, and enhance our daily lives.

Rob Lalka is the Albert R. Lepage Professor in Business and executive director of the Albert Lepage Center for Entrepreneurship and Innovation at Tulane University.

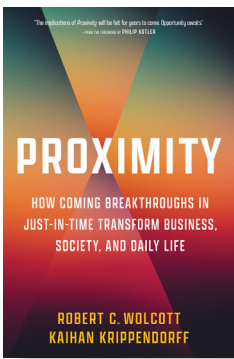
496 pages

27 black-and-white illustrations

Publication: May 2024

Review material: Available

All rights: Columbia University Press



Proximity

How Coming Breakthroughs in Just-in-Time Transform Business, Society, and Daily Life

Robert C. Wolcott and Kaihan Krippendorff

Strategies for providing just-in-time products and services to consumers

What if you could have whatever you want, produced and provided immediately and affordably no matter how customized—with minimal environmental impact? Products, services, and experiences on demand. Just-in-time everything, everywhere, always. This radical change is already underway, as digital technologies push the production and provision of value ever closer to the moment of demand.

Robert C. Wolcott and Kaihan Krippendorff provide an indispensable guide to the Proximity revolution, showing how it's transforming every industry—and our lives. Offering unparalleled foresight for leaders and innovators, they reveal how pervasive and profound this trend will be. Proximity-driven delivery represents an entirely new way to serve customers, with critical implications for corporate strategy, investing, public policy, supply chain resilience, and even sustainability. Incremental changes to existing business models won't suffice. Through interviews and compelling examples, Proximity shares stories of the people and companies leading the way. The book places rapidly advancing technologies—from generative AI and 3D printing to lab-grown meats, renewable energy, and virtual reality—in context and explores the factors accelerating the shift toward just-in-time.

Proximity offers a playbook for business leaders, investors, and entrepreneurs to win this rapidly emerging game—and for each of us to consider what this revolution might mean for our lives.

Robert C. Wolcott is adjunct professor of innovation at the Booth School of Business, University of Chicago, and adjunct professor of executive education at the Kellogg School of Management, Northwestern University.

Kaihan Krippendorff is the founder of Outthinker Networks, a global think tank. His books include *Driving Innovation from Within* (Columbia, 2019).

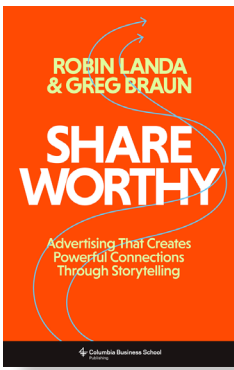
256 pages

8 black-and-white figures

Publication: May 2024

Review material: Available

All rights: Columbia University Press



Shareworthy

Advertising That Creates Powerful Connections
Through Storytelling

Robin Landa and Greg Braun

*A guide to creating meaningful and compelling
brand stories*

In today's highly competitive marketplace, a brand must tell meaningful stories that resonate with their target audiences across media channels. People want more than a utilitarian benefit—stories are ultimately what drive us to engage with brands. And we want to align ourselves with brands that are ethical and purpose-driven and that take responsibility for their actions and messaging.

This indispensable book reveals what makes brand stories “shareworthy” and guides readers through creating relevant and resonant advertising. Combining practitioner and academic perspectives, Robin Landa and Greg Braun offer a roadmap for conceiving and developing creative advertising campaigns that are responsible and inclusive—and that audiences enthusiastically share. They demonstrate that shareworthy storytelling embraces diversity, equity, inclusion, purpose, and brand activism and eschews tropes, stereotypes, and negative messaging. The book features candid interviews with expert practitioners spanning diverse global communities who share the hard-earned wisdom of their award-winning campaigns, as well as insightful case studies from major companies like Amazon, Nike, the New York Times, and Dove. Timely and actionable, *Shareworthy* shows current and aspiring marketing professionals how to craft a story, connect with the audience, and embrace social responsibility throughout.

Robin Landa is a distinguished professor in the Michael Graves College, Kean University. Landa is the author of twenty-six books.

Greg Braun is the retired dep. global chief creative officer of Commonwealth/McCann. Braun led campaigns for brands such as Chevrolet, Toyota, United Airlines, Starbucks, and Hyundai and has created work for the Super Bowl, the Oscars, and the FIFA World Cup.

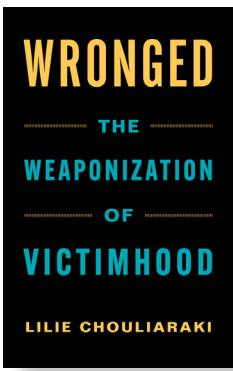
264 pages

60 black-and-white figures

Publication: June 2024

Review material: Available

All rights: Columbia University Press



Wronged

The Weaponization of Victimhood

Lilie Chouliaraki

The perils of making victimhood a source of power

Why is being a victim such a potent identity today? Who claims to be a victim, and why? How have such claims changed in the past century? Who benefits and who loses from the struggles over victimhood in public culture?

In this timely and incisive book, Lilie Chouliaraki shows how claiming victimhood is about claiming power: who deserves to be protected as a victim and who should be punished as a perpetrator. She argues that even though victimhood has long been used to excuse violence and hierarchy, social media platforms and far-right populism have turned victimhood into a weapon of the privileged. Drawing on recent examples such as the overturning of *Roe v. Wade*, movements like #MeToo and Black Lives Matter, and the COVID-19 pandemic, as well as historical ones from the major wars of the twentieth century and the Civil Rights Movement, *Wronged* reveals why claims of victimization are so effective at reinforcing instead of alleviating inequalities of class, gender, and race. Unless we come to recognize the suffering of the vulnerable for what it is—a matter not of victimhood but of injustice—Chouliaraki powerfully warns, the culture of victimhood will continue to perpetuate old exclusions and enable further injuries.

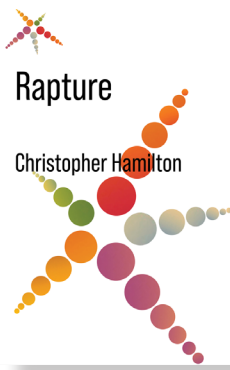
Lilie Chouliaraki is professor of media and communications at the London School of Economics and Political Science.

264 pages

Publication: May 2024

Review material: Available

All rights: Columbia University Press



Rapture

Christopher Hamilton

Exploring the ways we experience rapture

What is it like to experience rapture? For philosopher Christopher Hamilton, it is a loss of self that is also a return to self—an overflowing and emptying out of the self that also nourishes and fills the self. In this inviting book, he reflects on the nature of rapture and its crucial yet unacknowledged place in our lives.

Hamilton explores moments of rapture in everyday existence and aesthetic experience, tracing its disruptive power and illuminating its philosophical significance. *Rapture* is found in sexual love and other forms of intense physical experience, such as Philippe Petit’s nerve-defying wire walk between the Twin Towers. Hamilton also locates it in quieter but equally joyous moments, such as contemplating a work of art or the natural world. He considers a range of examples in philosophy and culture—Nietzsche and Weil, Woolf and Chekhov, the extremes of experience in Werner Herzog’s films—as well as aspects of ordinary life, from illness to gardening. Conversational and evocative, this book calls on us to ask how we might make ourselves more open to experiences of rapturous joy and freedom.

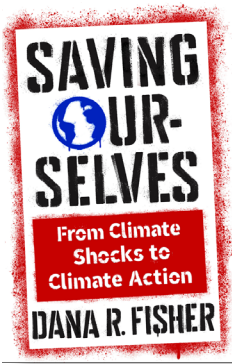
Christopher Hamilton is professor of philosophy at King’s College London.

176 pages

Publication: April 2024

Review material: Available

All rights: Columbia University Press



Saving Ourselves

From Climate Shocks to Climate Action

Dana R. Fisher

How social action can address climate change

**Reviewed in: The Wall Street Journal,
Financial Times, Forbes, Nature, Politico,
and Time**

We've known for decades that climate change is an existential crisis. For just as long, we've seen the complete failure of our institutions to rise to the challenge. Governments have struggled to meet even modest goals. Fossil fuel interests maintain a stranglehold on political and economic power. Even though we have seen growing concern from everyday people, civil society has succeeded only in pressuring decision makers to adopt watered-down policies. All the while, the climate crisis worsens. Is there any hope of achieving the systemic change we need?

Dana R. Fisher argues that there is a realistic path forward for climate action—but only through mass mobilization that responds to the growing severity and frequency of disastrous events. She assesses the current state of affairs and shows why public policy and private-sector efforts have been ineffective. Spurred by this lack of progress, climate activism has become increasingly confrontational. Fisher examines the radical flank of the climate movement: its emergence and growth, its use of direct action, and how it might evolve as the climate crisis worsens. She considers when and how activism is most successful, identifying the importance of creating community, capitalizing on shocking moments, and cultivating resilience. Clear-eyed yet optimistic, *Saving Ourselves* offers timely insights on how social movements can take power back from deeply entrenched interests and open windows of opportunity for transformative climate action.

Dana R. Fisher is the director of the Center for Environment, Community, and Equity and a professor in the School of International Service at American University. Her books *American Resistance* (Columbia, 2019).

224 pages

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ARABIC

Amelie Cherlin
Dar Cherlin
4343 Finley Ave, Apt. 3
Los Angeles, CA 90027
amelie@darcherlin.com

BRAZIL

Patricia Seibel
Seibel Publishing Services
Rua da Alegria, 2005, 2oE
Porto 4200-026
Portugal
patricia@seibelpublishingservices.com

CHINESE (SIMPLIFIED)

Ivan Zhang
Bardon-Chinese Media Agency (Beijing Office)
Room 2-702, Building 2 RongHuaShiJia
No. 29, XiaoYingBeiLu
ChaoYang District
Beijing 100101
China
Tel: (010) 822-35383
ivan@bardonchinese.com

CHINESE (COMPLEX)

David Tsai
Bardon-Chinese Media Agency
3F, No. 150, Section 2, Roosevelt Road
Taipei
Taiwan
Tel: (886) 2-236-44995, ext.23
david@bardonchinese.com

DUTCH AND NORDIC LANGUAGES

Paul Sebes
Sebes & Bisseling Literary Agency
Herengracht 613
1017 CE Amsterdam
Netherlands
Tel: (31) 20 616 0940
sebes@sebes.nl

FRENCH

Corinne Marotte
Marotte et Compagnie
45 rue Marx-Dormoy
F-75018 Paris
France
corinne@marotteetcompagnie.ag

GERMAN

Christian Dittus
Paul & Peter Fritz AG Literatur Agentur
Neptunstrasse 20
8032 Zurich
Switzerland
Tel: (41) 01-388-4140
cdittus@fritzagency.com

ITALIAN

Roberto Gilodi
Reiser Literary Agency
Strada Valpiana 34
10132 Torino
Italy
Tel/Fax: (39) 011-5215357
roberto.gilodi@reiseragency.it

JAPANESE

Fumika Ogihara
Tuttle-Mori Agency, Inc.
Kanda Jimbocho Bldg., 4F
2-17 Kanda Jimbocho, Chiyoda-ku
101-0051 Tokyo
Japan
Tel: (81) 3-3230-4083
fumika-ogihara@tuttlemori.com

Tsutomu Yawata
The English Agency (Japan) Ltd.
Sakuragi Bldg. 4F
6-7-3 Minami Aoyama, Minato-ku
107-0062 Tokyo
Japan
Tel: (81) 3-3406-5385
tsutomu_yawata@ej.co.jp

Izumi Yoshioka
Japan UNI Agency, Inc.
1-27 Kanda Jinbo-cho, Chiyoda-ku
101-0051 Tokyo
Japan
Tel: (81) 3-3295-0301
izumi.yoshioka@japanuni.co.jp

KOREAN

Jackie Yang
EYA (Eric Yang Agency)
3F, e B/D, 20
Seochjungang-ro 33-gil
Seocho-gu
Seoul 06593
South Korea
Tel: (82) 2-592-3356
jackieyang@eyagency.com

Yumi Chun
Bestun Korea Agency
408 Seoktop Officetel
802 Hyoryeong-ro 53 gil 18
Seocho-gu
Seoul 06654
South Korea
Tel: (82) 2-3486-3012
bestun.ed@gmail.com

Joeun Lee
Korea Copyright Center Inc.
Gyonghigung Achim 3 Officetel Rm. 520
34, Sajik-ro 8-gil, Jongno-gu
Seoul 03174
South Korea
Tel: (82) 2-725-3350
jelee@kccseoul.com

Danny Hong
Danny Hong Agency
#201, 50 Donggyo-ro 22-gil, Mapo-gu
Seoul 04030
South Korea
Tel: (82) 2-6402-8890
danny@dannyhong.co.kr

Duran Kim
Duran Kim Agency
2F Taeyang Bldg.
263 Hyoryeong-ro, Seocho-gu
Seoul 06653
South Korea
Tel: (82) 2-583-5724
duran@durankim.com

POLISH
Lukasz Wrobel
GRAAL Ltd. Literary Agency
ul. Radna 12/15
00-341 Warsaw
Poland
Tel: (48) 22-828-1284
lukasz@graal.com.pl

PORTUGUESE
Gonçalo Gama Pinto
Ilídio Matos, Agência Literária Lda.
Praça Olegário Mariano, 2 – 2º Dto.
1170-278 Lisboa
Portugal
Tel: (351) 96-841-6630
goncalo.gamapinto@ilidiomatost.com

**ROMANIAN AND EASTERN EUROPEAN
LANGUAGES**

Antonia Girmacea
Livia Stoia Literary Agency
Garlei 58, Sector 1
Bucharest 013724
Romania
Tel: (40) 21-232-99-09
antonia.girmacea@livastoniaagency.ro

RUSSIAN
Alexander Korzhenevski
Igor Korzhenevski
Alexander Korzhenevski Agency
7-th Parkovaya 28-100
Moscow 105264
Russia
Tel/Fax: 7-499-463-4412
alex.akagency@gmail.com
igor.akagency@gmail.com

SPANISH
Valentina Stefanini
International Editors Co. (IECO)
Còrsega, 288, 1r 2a
08008 Barcelona
Spain
Tel: (34) 93-215-8812
valentina.stefanini@internationaleditors.com

TURKISH
Atilla Izgi Turgut
Akcali Copyright Trade
Bahariye Cad. 8/9-10
34714 Kadikoy, Istanbul
Turkey
Tel: (90) 216-338-87-71
atilla@akcalicopyright.com