



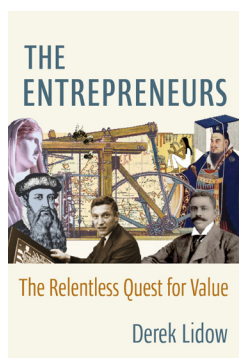
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London 2022



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The Entrepreneurs

The Relentless Quest for Value

Derek Lidow

Understanding the role of entrepreneurship in driving progress and influencing society

Entrepreneurs are among the primary shapers of our culture, yet their role in driving progress and influencing society has often been overlooked. As far back as we can trace human history, there have been entrepreneurs. Almost five millennia ago, copper tool manufacturers set up a factory in what today is southwest Spain, profiting for hundreds of years from trade around the Mediterranean. Papyri document the diverse investments of an ancient Egyptian businessman, from grain-yielding land to flax for linen cloth. What do these figures have in common with renowned modern entrepreneurs, and how do their similarities help us achieve a deeper understanding of entrepreneurship as well as the potential for a healthier, wealthier, and more equitable and sustainable future?

Derek Lidow delves into the deep history of innovation to deliver essential new insights into how entrepreneurs create value and bring about change. Telling the captivating stories of people from many different cultures over thousands of years, he shows how entrepreneurs transform the world through relentless innovation. Lidow demonstrates that far from being heroic lone individuals, they copy and then add to the inventions of others. The cumulative innovations of swarms of entrepreneurs expand the scale, scope, and range of products and services. Lidow emphasizes how entrepreneurship can harm society as well as benefit it, and he underscores ways to mitigate its harmful side and harness its positive effects. By highlighting the fundamental qualities of innovation throughout history, this book provides indispensable new perspective on how it is shaping our present and future.

Derek Lidow is professor of the practice at the Keller Center for Innovation in Engineering Education at Princeton University. He is the author of *Startup Leadership* (Jossey-Bass, 2014) and *Building on Bedrock* (Diversion Books, 2018) as well as more than a hundred articles on innovation, entrepreneurship, and leadership. Lidow also served as founder of a leading market-research firm and CEO of a global semiconductor company.

344 pages

Publication: November 2022

Review material: May 2022

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INVESTING IN THE ERA OF CLIMATE CHANGE BRUCE USHER

Investing in the Era of Climate Change

Bruce Usher

A guide to investment strategies that address climate change

A climate catastrophe can be avoided, but only with a rapid and sustained investment in companies and projects that reduce greenhouse gas emissions. To the surprise of many, this has already begun. Investors are abandoning fossil-fuel companies and other polluting industries and financing businesses offering climate solutions. Rising risks, evolving social norms, government policies, and technological innovation are all accelerating this movement of capital.

Bruce Usher offers an indispensable guide to the risks and opportunities for investors as the world faces climate change. He explores the role that investment plays in reducing emissions to net zero by 2050, detailing how to finance the winners and avoid the losers in a transforming global economy. Usher argues that careful examination of climate solutions will offer investors a new and necessary lens on the future for their own financial benefit and for the greater good. Companies that reduce greenhouse gas emissions will create great wealth, and, more importantly, they will provide a lifeline for humanity.

Grounded in academic and industry research, Usher's insights bring clarity to a complex and controversial topic while illuminating the people behind the numbers. This book sets out a practical and actionable plan for investors to alter the course of climate change.

Bruce Usher is professor of professional practice and Faculty Director of the Tamer Center for Social Enterprise at Columbia Business School, where he teaches on the intersection of financial, social, and environmental issues. He was previously an entrepreneur and worked in financial services in New York and Tokyo. Usher is the author of *Renewable Energy* (Columbia, 2019).

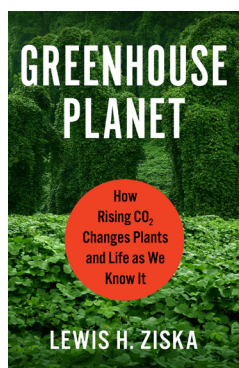
280 pages

38 figures

Publication: October 2022

Review material: Available

All rights: Columbia University Press



Greenhouse Planet

How Rising CO₂ Changes Plants and Life as We Know It

Lewis H. Ziska

The complex consequences of increasing CO₂ for plants—and for us

The carbon dioxide that industrial civilization spews into the atmosphere has dramatic consequences for life on Earth that extend beyond climate change. CO₂ levels directly affect plant growth, in turn affecting any kind of life that depends on plants—in other words, everything.

Greenhouse Planet reveals the stakes of increased CO₂ for plants, people, and ecosystems—from crop yields to seasonal allergies and from wildfires to biodiversity. The veteran plant biologist Lewis H. Ziska describes the importance of plants for food, medicine, and culture and explores the complex ways higher CO₂ concentrations alter the systems on which humanity relies. He explains the science of how increased CO₂ affects various plant species and addresses the politicization and disinformation surrounding these facts.

Ziska confronts the claim that “CO₂ is plant food,” a longtime conservative talking point. While not exactly false, it is deeply misleading. CO₂ doesn’t just make “good” plants grow; it makes all plants grow. It makes poison ivy more poisonous, kudzu more prolific, cheatgrass more flammable. CO₂ stimulates some species more than others: weeds fare particularly well and become harder to control. Many crops grow more abundantly but also become less nutritious. And the further effects of climate change will be formidable.

Detailing essential science with wit and panache, *Greenhouse Planet* is an indispensable book for all readers interested in the ripple effects of increasing CO₂.

Lewis H. Ziska is associate professor of environmental health sciences at Columbia University’s Mailman School of Public Health. He served for nearly twenty-five years as a scientist at the U.S. Department of Agriculture, resigning in 2019 to protest interference by the Trump administration with his research into the effects of climate change on rice cultivation. His books include *Agriculture, Climate Change, and Food Security in the Twenty-First Century: Our Daily Bread* (Cambridge Scholars, 2017).

232 pages

Publication: September 2022

Review material: April 2022

All rights: Columbia University Press

From Whispers to Shouts

The Ways We Talk About Cancer

Elaine Schattner

How the way we talk about cancer has changed over the last hundred years

It's hard today to remember how recently cancer was a silent killer, a dreaded disease about which people rarely spoke in public. In hospitals and doctors' offices, conversations about malignancy were hushed and hope was limited. In this deeply researched book, Elaine Schattner reveals a sea change—from before 1900 to the present day—in how ordinary people talk about cancer.

From Whispers to Shouts examines public perception of cancer through stories in newspapers and magazines, social media, and popular culture. It probes the evolving relationship between journalists and medical specialists, and illuminates the role of women and charities that distributed medical information. Schattner traces the origins of patient advocacy and activism from the 1920s onward, highlighting how, while doctors have lost control of messages about cancer, survivors have gained visibility and voice.

The book's final section lays out provocative questions facing the cancer community today—including distrust of oncologists, concerns over financial burdens, and disparities in cancer treatments and care. Schattner considers how patients and their loved ones struggle to make decisions amid conflicting information and opinions. She explores the ramifications of so much openness, good and bad, and asks: Has awareness backfired? Instead, Schattner contends, we need greater understanding of cancer's treatability.

Elaine Schattner is a journalist, cancer survivor, and former oncologist. She is a clinical associate professor of medicine at Weill Cornell Medicine and previously worked as a blood and cancer researcher before completing a journalism degree at Columbia University. Her essays have appeared in *Slate*, the *Atlantic*, NPR, and elsewhere.

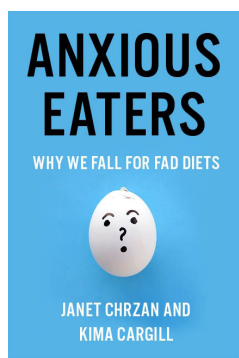
376 pages

50 illustrations

Publication: February 2023

Review material: July 2022

All rights: Columbia University Press



Anxious Eaters

Why We Fall for Fad Diets

Janet Chrzan and Kima Cargill

Understanding the cultural forces that explain the appeal of trendy diets

What makes fad diets so appealing to so many people? How did there get to be so many different ones, often with eerily similar prescriptions? Why do people cycle on and off diets, perpetually searching for that one simple trick that will solve everything? And how did these fads become so central to conversations about food and nutrition?

Anxious Eaters shows that fad diets are popular because they fulfill crucial social and psychological needs—which is also why they tend to fail. Janet Chrzan and Kima Cargill bring together anthropology, psychology, and nutrition to explore what these programs promise yet rarely fulfill for dieters. They demonstrate how fad diets help people cope with widespread anxieties and offer tantalizing glimpses of attainable self-transformation. Chrzan and Cargill emphasize the social contexts of diets, arguing that beliefs about nutrition are deeply rooted in pervasive cultural narratives. Although people choose to adopt new eating habits for individual reasons, broader forces shape why fad diets seem to make sense.

Considering dietary beliefs and practices in terms of culture, nutrition, and individual psychological needs, *Anxious Eaters* refrains from moralizing or promoting a “right” way to eat. Instead, it offers new ways of understanding the popularity of a wide range of eating trends, including the Atkins Diet and other low- or no-carb diets; beliefs that ingredients like wheat products and sugars are toxic, allergenic, or addictive; food avoidance and “Clean Eating” practices; and paleo or primal diets. *Anxious Eaters* sheds new light on why people adopt such diets and why these diets remain so attractive even though they often fail.

Janet Chrzan teaches nutritional anthropology at the University of Pennsylvania. She is the author of *Alcohol: Social Drinking in Cultural Context* (Routledge, 2013).

Kima Cargill is professor of psychology at the University of Washington, Tacoma. Her books include *The Psychology of Overeating* (Bloomsbury, 2015) and *Food Cults* (Rowman & Littlefield, 2016).

352 pages

Publication: August 2022

Review material: Available

All rights: Columbia University Press

Backfire

How Sanctions Reshape the World Against U.S. Interests

Agathe Demarais

The global ripple effect of U.S. sanctions

Sanctions have become the go-to foreign policy tool for the United States. Coercive economic measures such as trade tariffs, financial penalties, and export controls affect large numbers of companies and states across the globe. Some of these penalties target nonstate actors, such as Colombian drug cartels and Islamist terror groups; others apply to entire countries, including North Korea, Iran, and Russia. U.S. policy makers see sanctions as a low-cost tactic, but in reality these measures often fail to achieve their intended goals—and their potent side effects can even harm American interests.

Backfire explores the surprising ways sanctions affect multinational companies, governments, and ultimately millions of people around the world. Drawing on interviews with experts, policy makers, and people in sanctioned countries, Agathe Demarais examines the unintended consequences of the use of sanctions as a diplomatic weapon. The proliferation of sanctions spurs efforts to evade them, as states and firms seek ways to circumvent U.S. penalties. This is only part of the story. Sanctions also reshape relations between countries, pushing governments that are at odds with the U.S. closer to each other—or, increasingly, to Russia and China.

Full of counterintuitive insights spanning a wide range of topics, from commodities markets in Russia to Iran's COVID response and China's cryptocurrency ambitions, *Backfire* reveals how sanctions are transforming geopolitics and the global economy—as well as diminishing U.S. influence. This insider's account is an eye-opening, accessible, and timely book that sheds light on the future of sanctions in an increasingly multipolar world.

Agathe Demarais is the global forecasting director of the Economist Intelligence Unit (EIU), where she advises multinationals, international institutions, and governments on economic and geopolitical topics. She was previously a senior policy adviser for the French Treasury in Russia and Lebanon, working directly on sanctions and other economic and financial issues.

288 pages

Publication: December 2022

Review material: June 2022

All rights: Columbia University Press

Neither Confirm nor Deny

How the Glomar Mission Shielded the CIA from Transparency

M. Todd Bennett

The story of a CIA mission to recover a sunken Soviet submarine from the bottom of the Pacific Ocean

In 1974, the *Hughes Glomar Explorer*, ostensibly an advanced deep-sea mining vessel owned by reclusive billionaire Howard Hughes, lowered a claw-like contraption to the floor of the Pacific Ocean. This high-tech venture was only a cover story for an even more improbable scheme: a CIA mission to retrieve a sunken Soviet submarine. Like a Jules Verne novel with an Ian Fleming twist, the saga of the *Glomar Explorer* features underwater espionage, impossible gadgetry, and high-stakes international drama. It also marks a key moment in the history of transparency—and not just for what became known as the Glomar response: “We can neither confirm nor deny. . . .”

M. Todd Bennett plumbs the depths of government secrecy in this new account of the Glomar mission and its consequences. Trawling through recently declassified documents, he explores the logistics, media fallout, and geopolitical significance of one of the most ambitious operations in intelligence history. Glomar, Bennett argues, played a pivotal but underappreciated role in helping the CIA ward off oversight amid a push for transparency and accountability. He reframes the operation’s history to offer an alternative perspective on the 1970s, a decade known for expansive openness, as well as the persistent tension between the demands of democracy and the need for secrecy in foreign policy. Combining keen historical analysis and gripping storytelling, *Neither Confirm nor Deny* brings to the surface fresh insights into the history of the security state, the politics of intelligence, and the CIA’s relationship with the media and the public.

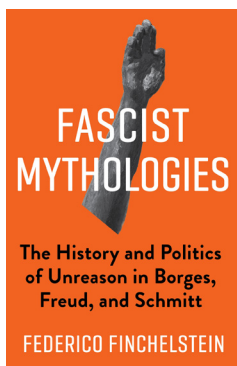
M. Todd Bennett, a former U.S. Department of State historian, is associate professor of history at East Carolina University. He is the author of *One World, Big Screen: Hollywood, the Allies, and World War II* (University of North Carolina Press, 2012).

360 pages

14 illustrations

Publication: December 2022

Review material: June 2022



Fascist Mythologies

The History and Politics of Unreason in Borges, Freud, and Schmitt

Federico Finchelstein

Fascism as political mythmaking

For fascism, myth was reality—or was realer than the real. Fascist notions of the leader, the nation, power, and violence were steeped in mythic imagery and the fantasy of transcending history. A mythologized primordial past would inspire the heroic overthrow of a debased present to achieve a violently redeemed future. What is distinctive about fascist mythology, and how does this aspect of fascism help explain its perils in the past and present?

Federico Finchelstein draws on a striking combination of thinkers—Jorge Luis Borges, Sigmund Freud, and Carl Schmitt—to consider fascism as a form of political mythmaking. He shows that Borges's literary and critical work and Freud's psychoanalytic writing both emphasize the mythical and unconscious dimensions of fascist politics. Finchelstein considers their ideas of the self, violence, and the sacred as well as the relationship between the victims of fascist violence and the ideological myths of its perpetrators. He draws on Freud and Borges to analyze the work of a variety of Latin American and European fascist intellectuals, with particular attention to Schmitt's political theology. Contrasting their approaches to the logic of unreason, Finchelstein probes the limits of the dichotomy between myth and reason and shows the centrality of this opposition to understanding the ideology of fascism.

At a moment when forces redolent of fascism cast a shadow over world affairs, this book provides a timely historical and critical analysis of the dangers of myth in modern politics.

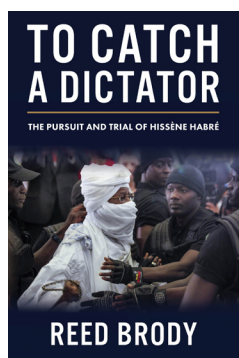
Federico Finchelstein is professor of history at the New School for Social Research and Eugene Lang College. His books include *A Brief History of Fascist Lies* (California, 2020), *From Fascism to Populism in History* (California, 2017), *The Ideological Origins of the Dirty War: Fascism, Populism, and Dictatorship in Twentieth-Century Argentina* (Oxford, 2014), and *Transatlantic Fascism: Ideology, Violence, and the Sacred in Argentina and Italy, 1919–1945* (Duke, 2010).

192 pages

Publication: July 2022

Review material: Available

All rights except Spanish-, Italian-, and Portuguese-language rights: Columbia University Press



To Catch a Dictator

The Pursuit and Trial of Hissène Habré

Reed Brody

A first-person chronicle of the fight to hold a tyrant accountable

What does it take to make a dictator answer for his crimes? Hissène Habré, the former despot of Chad, had terrorized, tortured, and killed on a horrific scale over eight bloody years in power—all while enjoying full American and Western support. After Habré's overthrow, his victims and their supporters were determined to see him held responsible for his atrocities. Their quest for justice would be long, tense, and unnerving—but they would not back down.

To Catch a Dictator is a dramatic insider's account of the hunt for Habré and his momentous trial. The human rights lawyer Reed Brody recounts how he and an international team of investigators, legal experts, and victims worked across three continents to unearth evidence and witnesses, petition courts and skeptical governments, and rally public opinion. They faced many obstacles and constant threats. One of Brody's Chadian colleagues was gravely injured in a bomb attack, and another had to seek asylum in the United States. Habré fought back bitterly, drawing on secret bank accounts and extensive political connections to preserve his life of luxurious exile. Yet Brody and his allies ultimately triumphed: Habré became the first former head of state to be convicted of crimes against humanity in the courts of another country. This fast-paced, suspenseful book shows that there is nothing inevitable about the impunity that too often protects the powerful, and even the worst tyrants can be brought to justice.

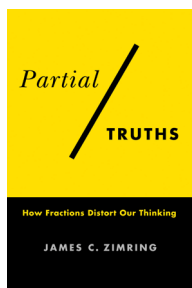
Reed Brody worked for eighteen years alongside Habré's victims on behalf of Human Rights Watch. He has helped pursue Augusto Pinochet of Chile, Jean-Claude "Baby Doc" Duvalier of Haiti, and Yahya Jammeh of the Gambia. He also uncovered atrocities by U.S.-backed Contras in Nicaragua, led United Nations missions in El Salvador and the Congo, and exposed Bush-administration torture.

256 pages

Publication: November 2022

Review material: May 2022

All rights except French- and Spanish-language rights: Columbia University Press



Partial Truths

How Fractions Distort Our Thinking

James C. Zimring

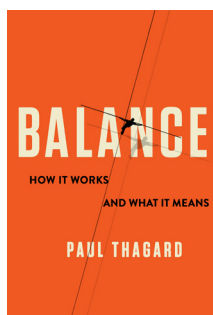
256 pages

May 2022

All rights: Columbia University Press

Rights sold: Simplified Chinese, complex Chinese

A guide to avoiding fallacies lurking in everyday information, particularly fractions, through cognitive science and real-life examples.



Balance

How It Works and What It Means

Paul Thagard

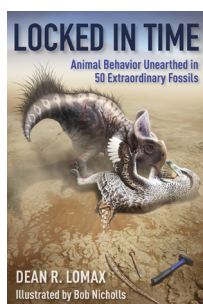
352 pages

June 2022

All rights: Columbia University Press

Rights sold: Audio, Arabic

Exploring the physiological workings and metaphorical resonance of balance in the brain, the body, and society.



Locked In Time

Animal Behavior Unearthed in 50 Extraordinary Fossils

Dean R. Lomax; illustrated by Bob Nicholls

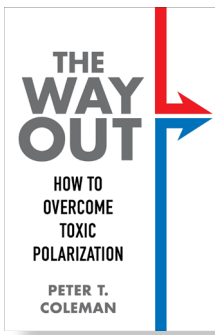
296 pages, illustrated

May 2021

All rights: Columbia University Press

Rights sold: French, Korean, Polish

A global journey deep into the earth's past, illuminating the behavior of prehistoric animals through some of the most astonishing fossils ever found.



The Way Out

How to Overcome Toxic Polarization

Peter T. Coleman

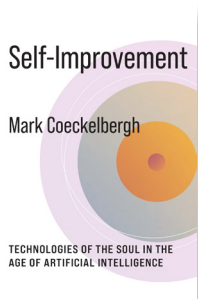
296 pages

June 2021

All rights: Columbia University Press

Rights sold: Korean

A social psychologist offers a vital and timely guide to using conflict resolution techniques to navigate seemingly intractable political divides and break free of the cycle of mutual contempt.



Self-Improvement

Technologies of the Soul in the Age of Artificial Intelligence

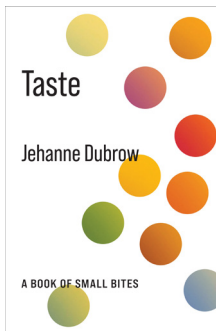
Mark Coeckelbergh

152 pages

July 2022

All rights: Columbia University Press

How self-improvement culture became a toxic trap—and why we need both a new concept of the self and a mission of social change in order to escape it.



Taste

A Book of Small Bites

Jehanne Dubrow

152 pages

August 2022

All rights: Columbia University Press

A lyric meditation on the sense of taste and how we come to know ourselves and the world through the daily act of tasting.

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