

## MIT Press

MIT Press publishes the best works in selected academic disciplines. One of the largest and most respected university presses in the world, MIT Press is known for quality, innovation, and distinctive design. The Press publishes in diverse fields including art and architecture, cognitive science, computer science, economics, environmental studies, neuroscience, new media, and science, technology, and society. It publishes journals, scholarly monographs, trade books, textbooks, and reference works in print and electronic formats. MIT Press authors are drawn from throughout the global academic community. The Press is noted for its work in emerging fields of scholarship, for its strong international distribution, and for pioneering projects such as CogNet, the electronic community of cognitive science. Through its contributions to scholarship, MIT Press supports the Institute's mission of advancing knowledge; through its award-winning publications, the Press extends the visibility of the MIT name around the world.

### FY2008 Highlights

The MIT Press is not just your average university press and this was evident during FY2008 in many ways. The unusual depth and quality of our book program is ever more visible to readers through internet discovery tools. If this year's spike in sales through Amazon is any indication, these readers increasingly prefer online purchasing. Our journals program has long led our electronic publishing activities and this year we started planning for an experiment with a subscription book collection. Our special affinity for the sciences has inspired new acquisitions efforts in neuroscience, computational biology, and other areas of the life sciences, as well as the emerging field of information science. Our desirability as an experienced innovator led to new partnerships with outside organizations for new electronic publishing ventures in both books and journals. FY2008 also brought us several new sales and distribution arrangements supporting our objectives for worldwide dissemination of our publications.

FY2008 saw the start of a new strategic planning process at the MIT Press. This initiative is designed to become a regular and dynamic means for refreshing our operations and steering us through the rapidly changing landscape of scholarly communication. This year's planning activities included brainstorming meetings with all staff, task forces that created a vision statement and a gap analysis (comparing present and desired future), and five strategy teams who developed specific recommendations for strategies in the areas of What We Publish, Technology, Schedules, Communication, and Training. We look forward to the implementation phase of these efforts and to further analysis and planning during FY2009.

Our relationship with the John D. and Catherine T. MacArthur Foundation for publications in the area of digital media and learning continued during FY2008. In December 2007 we concluded an agreement with the foundation to develop and publish, in partnership with the Monterey Institute for Technology and Education, a new authoritative scholarly journal, the *International Journal of Learning and Media*. The first issue of this innovative electronic-only journal is scheduled for February 2009.

December 2007 also marked the publication date of the first works in the digital media and learning program: six volumes of essays that collectively frame the research agenda for this emerging field. The publication of the six volumes and the announcement of the new journal were celebrated on December 12, 2007, in conjunction with a highly successful public forum sponsored by MacArthur. The MIT Press played a role (unusual for us) in coordinating the logistics for this event, at which MIT professor Henry Jenkins was one of the panelists.

Roger Conover, our executive editor for art, architecture and cultural studies, celebrated his 30th anniversary with the MIT Press in December 2007. We created a special edition of our annual catalog for these subject areas, highlighting the editor himself and providing a complete record of his acquisitions over three decades.

In February 2008, MIT Press director Ellen W. Faran received an MIT Excellence Award in the category of Bringing Out the Best: Leading Others through Change.

The MIT Press is privileged to have numerous good friends among our authors and readers. During FY2008 we discovered over 1,000 new fans through our MIT Press page on Facebook.com. We were also given an unusual honor by our author Dr. Peter Pesic, tutor and musician-in-residence at St. John's College in Santa Fe, New Mexico, who dedicated a piano concert given in Killian Hall in May 2008 to his friends at the MIT Press.

On a practical note, during the spring of 2008 the MIT Press converted seven different vendor locations into compliance with mandated payment card industry standards: our website, our Journals fulfillment system, CogNet, our book warehouse in Cumberland RI, our UK distributor, our exhibit sales operation, and the MIT Press Bookstore. Implementing such a significant regulatory change is a reminder of our many complex electronic commerce and order fulfillment systems.

Our publishing programs continued to generate high quality books and journals during FY2008. Highlights concerning these titles—and the complex sales and marketing activities that support them—are provided below.

### **FY2008 Financial Results**

Total MIT Press revenues, including book sales, journal subscriptions, and other publishing income, were \$26.3M in FY2008, up 5.5 percent over FY2007. Thanks to strong revenue performance and to careful control of costs and expenses, the Press generated a net operating surplus of \$ 1M.

**MIT Press Operating Results (\$000)**

	FY2006	FY2007	FY2008
Books net sales	17,173	17,089	17,873
Journals subscription sales	5,423	6,008	6,212
<b>Total sales</b>	<b>22,596</b>	<b>23,097</b>	<b>24,085</b>
Cost of sales	10,728	10,923	11,266
Gross margin on sales	11,868	12,174	12,819
Other publishing income	1,778	1821	2,199
<b>Total publishing income</b>	<b>13,646</b>	<b>13,995</b>	<b>15,018</b>
Operating expenses	13,529	13,816	14,100
Bookstore net	109	95	91
Other credits/(charges)	—	—	—
<b>Net operations</b>	<b>226</b>	<b>275</b>	<b>1,009</b>

**MIT Press Management Board, 2007–2008**

Ann J. Wolpert (chair), director of Libraries, MIT

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Barbara Kline Pope, executive director, National Academies Press

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**MIT Press Editorial Board, 2007–2008**

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Steven Gass (ex officio), associate director for public services, MIT Libraries

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 Bruce Tidor, professor, biological engineering and computer science  
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### MIT Press Acquisitions Editors

Margy Avery, acquisitions editor, science, technology, and society, information sciences  
 Ada Brunstein, acquisitions editor, computer science, linguistics  
 Roger Conover, executive acquisitions editor, visual and cultural studies  
 John Covell, senior acquisitions editor, economics, finance, business  
 Jane Macdonald, acquisitions editor, economics, finance, business  
 Clay Morgan, senior acquisitions editor, environmental studies, bioethics  
 Robert Prior, executive acquisitions editor, life sciences, neuroscience, quantitative biology  
 Doug Sery, senior acquisitions editor, new media, design, game studies  
 Tom Stone, senior acquisitions editor, cognitive science, cognitive neuroscience, philosophy

### Books Division

#### FY2008 Revenues

The MIT Press ended FY2008 with book sales of \$17.87 million, an increase of \$680,000 (4.6 percent) over the previous year. Despite a decline in the number of new titles published, overall sales rose by 63,000 units. Older titles, which always make up the largest portion of The Press's book sales, saw particularly strong growth. Backlist title sales rose by \$633,000 (5.1 percent) or 54,000 units (10.8 percent) over FY2007. These titles accounted for 73 percent of the Press's total book sales in FY2008.

#### Books Division Revenues (\$000)

	FY2006	FY2007	FY2008
Net sales	17,173	17,089	17,873
Other publishing income	450	384	647
<b>Total books revenues</b>	<b>17,623</b>	<b>17,473</b>	<b>18,520</b>

#### New Books in FY2008

MIT Press published or distributed 195 original books and 44 new paperback editions this year. New books by MIT authors published during FY2008 included:

Ashford, Nicholas A. and Charles C. Caldart, *Environmental Law, Policy, and Economics: Reclaiming the Environmental Agenda*

Beranek, Leo, *Riding the Waves: A Life in Sound, Science, and Industry*

Campbell, Arthur, Moshe Cohen, Florian Ederer, and Johannes Spinnewijn, *Solutions Manual to Accompany "Contract Theory"*

Emanuel, Kerry, *What We Know About Climate Change*

Klopfer, Eric, *Augmented Learning: Research and Design of Mobile Educational Games*

Mindell, David A., *Digital Apollo: Human and Machine in Spaceflight*

Singer, Irving, *Ingmar Bergman, Cinematic Philosopher: Reflections on His Creativity*

Turkle, Sherry, *Evocative Objects: Things We Think With*

Turkle, Sherry, *Falling for Science: Objects in Mind*

Williams, Rosalind, *Notes on the Underground: An Essay on Technology, Society, and the Imagination, new edition*

New paperback editions of books by MIT authors published during FY2008 included:

Schmalensee, Richard (with Evans and Hagiu), *Invisible Engines: How Software Platforms Drive Innovation and Transform Industries*

Stiny, George, *Shape: Talking and Seeing and Doing*

A complete list of all new titles published by MIT Press during FY2008 is provided in Appendix A at the end of this report.

## Awards

MIT Press books and authors garnered numerous publishing prizes and awards throughout the past year. The honors were granted by professional and academic associations from a variety of disciplines, recognizing the excellence of our titles and their significant contributions to scholarship. A selection of the most notable award winners from FY2008 is presented at the end of this report.

## Marketing

The MIT Press's book marketing and sales group includes staff in Cambridge, MA, and London, England, along with local sales representatives in major book markets around the world. This team sells the Press's books to libraries, wholesalers, chain bookstores, independent bookstores, college stores, and online retailers on six continents. Our promotion and publicity staff generate awareness and sell-through of these titles by means of reviews and media coverage along with direct promotions to individuals, who may opt to purchase our books online, through the mail, and at conferences, as well as in bookstores. The MIT Press also promotes relevant titles to instructors who may adopt and assign them for courses.

Effective marketing for the Press's diverse list of titles requires a variety of efforts, many of which are highlighted below. We constantly seek new markets for our books and new ways of reaching existing ones. During FY2008 our sales department was reorganized to focus on areas of real growth, including new sales and distribution arrangements for print books.

### **Domestic Sales**

US book sales in FY2008 grew by 6 percent to \$11.8 million in FY2008. High volume sales of selected new titles and continuing strong sales of several titles published in FY2007 were a major factor in this increase. Matthew Frederick's *101 Things I Learned In Architecture School*, Processing: *A Programming Handbook for Visual Artists and Designers* by Casey Reas and Ben Fry, and the third edition of Simon Benninga's *Financial Modeling* were all published in FY2008. Together, these titles have sold nearly 48,000 copies worldwide and generated more than \$905,000 in revenue. FY2007 titles that continue to sell particularly well include *Designing Interactions* by Bill Moggridge and *The Laws of Simplicity* by John Maeda. During FY2008, these sold almost 25,000 copies worldwide and generated nearly \$400,000 in sales. For the year, our domestic returns rate was 23 percent, down from 24 percent the year prior. Domestic sales made up more than 66 percent of the Press's total book sales.

Our biggest customer continues to be Amazon, whose US sales of MIT Press titles grew 51 percent in FY2008 to a staggering \$4.2 million, up by \$1.4 million over the prior year. Book sales continue to shift from all other channels to Amazon. Books that were once purchased at chain stores, independent stores, through the mail, at conference exhibits, and at college stores are now increasingly likely to be purchased at Amazon, where customers receive discounts and often free shipping.

As a result of Amazon's growth, we saw flat or modest growth, if not outright declines, in traditional book market channels. Chain stores, including Barnes & Noble and Borders, were down by 21 percent over last year, due in large part to financial struggles at Borders. Independent stores were up slightly over the year prior despite seemingly insurmountable obstacles. Though many stores closed their doors in FY2008, the surviving stores did what they could to respond to the shift in buying habits. Their efforts included customer outreach and education on the importance of local businesses to communities. Museum store sales were up by 38 percent over last year. Regular wholesalers, which supply books to all retail market channels, were down by 3 percent.

Beyond the traditional book market channels, we also focus on special sales. Special sales are those that fall outside traditional book market channels and are usually made on a nonreturnable basis. Examples include bulk sales to corporations, niche stores, institutions, and authors. FY2008 special sales were \$103,000 net, making up a total of 7,915 units. Strong sellers included Leo Beranek's *Riding the Waves*, which sold over 800 units totaling net sales of over \$10,000 to a wide range of corporations and entities. Another highlight was *101 Things I Learned in Architecture School*, which sold nearly 500 copies to local boutique stores and specialty accounts.

### **International Sales and Marketing**

Book sales outside the United States were just over \$6 million, up 3.4 percent from FY2007 sales of \$5.8 million. FY2008's international sales account for 33.8 percent of total book division sales, vs. 34.3 percent last year.

**International Sales (\$000)**

	FY2006	FY2007	FY2008
UK/Europe/Middle East	3,768	4,014	4,071
Other export	691	680	651
Canada	625	758	816
Japan	433	279	287
Australia	125	89	192
<b>Total export</b>	<b>5,642</b>	<b>5,820</b>	<b>6,017</b>

***International Sales in the UK and Europe***

Sales in the United Kingdom, Continental Europe, the Middle East, and other markets served by our London office closed just above last year's sales. Dollar sales at \$4,071,000 comprised 22.8 percent of total book sales for the Press. The United Kingdom represents 53 percent of these sales, with Continental Europe making up the largest part of the remaining 47 percent.

The retail sector in the United Kingdom continues to shift with the ongoing restructuring by chain booksellers and steady growth by Amazon.uk. Independent booksellers, although an ever-shrinking proportion of our UK sales, seem to be holding their own with an impressive 12 percent sales increase in FY2008 from prior year. Areas outside the United Kingdom that have performed better than average this year are France, Poland, the Baltic states, South Africa, and the Middle East. Middle East sales were up by nearly 22 percent at the close of FY2008.

***International Sales outside the UK and Europe***

FY2008 Canadian sales were up 7.6 percent over the prior year. Our business with Amazon.ca totaled \$328,000 vs. \$272,000 in FY2007. Amazon.ca sales now represent 40 percent of our total direct sales to Canada. Text-designated titles came to \$225,852, representing 27.6 percent of total FY sales to Canada; sales of text-designated titles were down 11.2 percent from the prior FY.

Japan sales are up 3.1 percent to \$287,000. Amazon.jp is our largest account with sales of \$145,500, up 66.3 percent over prior year sales of \$87,500. Amazon.jp sales represent 52 percent of our total direct sales to Japan. The Japanese market for English-language books continues to undergo dramatic changes since Amazon.jp entered the market about five years ago, taking substantial business away from many local booksellers.

In export markets supplied from our US warehouse (excluding Canada), sales were up 7.9 percent, to \$1,129,000, over the prior year's sales of \$1,047,000; however, sales to the Asian markets and some others fell about 4.3 percent. Our sales growth was led by Australia and New Zealand, where our new distribution agent has improved the distribution of our textbook and art titles in particular. Sales to South Korea were up 1 percent, to \$120,000; sales to Taiwan were down 5.5 percent, to \$179,000; sales to

Mainland China were down 14 percent, to \$53,000; sales to Brazil were up 3 percent, to \$72,000; sales to Mexico were down 6.8 percent, to \$45,000.

### **Subsidiary Rights**

Subsidiary rights income includes the sale of translation rights, the sale of permission to reproduce our material, and other sources, including electronic subscriptions, the sale of paperback rights to out-of-print books, and the licensing of English-language editions for distribution in India. Overall, income from subsidiary rights increased by 17 percent this past year.

#### **Subsidiary Rights Income (\$)**

	<b>FY2006</b>	<b>FY2007</b>	<b>FY2008</b>
Translations	264,806	273,477	273,481
Permissions	330,455	278,941	346,708
Other	112,867	84,260	149,986
<b>Total</b>	<b>708,128</b>	<b>636,678</b>	<b>770,175</b>

Translation income remained at the same level as in FY2007. The number of translation contracts is slightly higher than in FY2007, and the size of the advances remained steady overall. Maeda's *The Laws of Simplicity* has now been sold in fourteen languages, and Gold's *The Plenitude*, the second title in the Simplicity series, has been placed in five languages. We see a trend toward the renewal of licenses for backlist titles, and a greater number of transactions in Eastern Europe, Turkey, and Greece. The figure reported as translations income does not include a number of advances due in the first half of 2008, pending receipt of IRS documentation.

Income from permissions during FY2008 increased by nearly 20 percent from FY2007's, despite industry trends, which show fewer requests for permission to photocopy published material. We are now collecting fees for use of our material abroad through the Copyright Clearance Center, and we have recently increased our fees. Permissions income also includes income from serial rights and from the occasional sale of paperback rights to out-of-print titles.

Income listed under "Other" in the table above includes income from electronic access to our books, book clubs, and English-language reprints of our titles for distribution in India and the Indian subcontinent. While book club income has almost disappeared, income from the license of reprint editions increased significantly in the past year. We continue to pursue a strategy of licensing reprints to only a handful of publishers, many of which are now renewing older licenses for titles they have established in their market.

### **Seasonal Catalog**

The distinctive design of the seasonal catalog continued to elicit positive reactions from booksellers and others. The trade section highlights the Press's cover designs and introduces general readers to our books; the professional section provides a tangible,

valuable illustration of the depth and breadth of our lists. The Spring and Fall 2009 catalogs featured color images throughout and included full-page “trade treatment” for some of our professional titles with general appeal.

### **Direct Mail**

The books division ended FY2008 with traceable direct mail sales of \$59,754, down by 15 percent from FY2007 sales of \$70,418. Units sold declined by 11 percent (FY2008 units sold 2,030/FY2007 units sold 2,287) This downward trend is common industry-wide as readers find alternative outlets from which to purchase books and no longer order directly from publishers.

We produced 11 direct mail campaigns in FY2008. Annual catalogs were done in political science, science, technology and society, neuroscience, philosophy, computer science, art, architecture, cultural studies, and environment. Biannual catalogs were produced in economics and finance, and cognition, brain and behavior. The scope of the art, architecture, cultural studies catalog is of particular note this year as it highlights and honors the 30-year publishing career of Roger Conover.

### **US Textbook Sales and Marketing**

FY2008’s US text adoption sales of \$1.3 million were down 9.3 percent from FY2007’s sales of \$1.4 million. The total number of units was 48,925, down 9.9 percent from FY2007’s 54,301.

Twenty-one direct mail text promotions were sent to 58,450 professors in various disciplines. Password-protected online previews were offered for Friedman, *Essentials of Programming Languages*, 3rd edition, and Benninga, *Financial Modeling*, 3rd edition. One hundred eighteen professors accessed these titles online.

The following were the top 10 best-selling textbooks by net adoption sales revenue for FY2008:

Naughton, *The Chinese Economy*

Viscusi, *Economics of Regulation and Antitrust*, 4th edition

Dutta, *Strategies and Games*

Cormen, *Introduction to Algorithms*, 2nd edition

Wardrip-Fruin, *The New Media Reader*

Easterly, *The Elusive Quest for Growth*

Salen, *Rules of Play*

Cabral, *Introduction to Industrial Organization*

Benninga, *Financial Modeling*, 3rd edition

Rosser, *Comparative Economics in a Transforming World Economy*, 2nd edition

FY2008's total US sales of text-designated titles were \$5.8 million, up 15 percent from FY2007's sales of \$5 million. The total number of units was 255,473, up 19.6 percent from FY2007's 213,619.

### **US Exhibits**

FY2008 sales at US academic and professional conferences came to \$84,286. This continues a five-year trend of declining traceable exhibits sales. Fiscal 2008 will be the first year that book sales will not match or exceed the cost of exhibiting at US meetings. Despite this trend, we have managed to stay at or under budget while expanding the number of conferences where our books are displayed. This year we had books represented at 200 conferences (up from 141 in FY2007 and 125 in FY2006). As in the past, promotion of new and backlist books, interaction with readers (professors, professionals and students), sales, and acquisitions opportunities remain our top priorities.

Top five US conferences for the MIT Press, ranked by sales:

1. Society for Neuroscience 2007, San Diego, CA: \$26,005
2. College Art Association 2008, Dallas, TX: \$8,552
3. Allied Social Science Associations/American Economic Association 2008, New Orleans, LA: \$4,952
4. Toward a Science of Consciousness (biennial) 2008, Tucson, AZ: \$4,280
5. The New York Art Book Fair 2007, New York, NY: \$3,954

### **Advertising**

In addition to our print advertising program, we are experimenting with more banner and email advertising. *The Healthcare Fix* was advertised in the book trade daily news email newsletters *PW Daily* and *Shelf Awareness*. To draw attention to our lead spring title and its accompanying author podcast, *Sound Unbound* was advertised on the popular music website *Pitchfork*.

At the start of FY2008, we restructured our advertising program. The task of booking ads and paying invoices, which was previously handled by an outside agency, has been brought in-house, saving close to 15 percent of our overall advertising budget each year and allowing for the creation of a new graphic designer position in marketing, to handle the design and production of ads, pamphlets, flyers, postcards, and other promotional materials.

### **Publicity**

#### **US and Canadian Publicity**

The MIT Press's trade and professional titles continue to receive considerable attention in the media, both in mainstream and specialized publications. Word about our books spreads through both the print and electronic editions of these publications and is

increasingly complemented by less formal Internet channels of communication such as blogs, listservs, and websites.

Publicity in pairs—joint reviews or coverage of two books on related subjects—was a striking feature of publicity for our Fall 2007 list. These subjects included the artist Francis Picabia (*I am a Beautiful Monster* by Francis Picabia and *The Artwork Caught by the Tail* by George Baker), climate change (Kerry Emanuel's *What We Know about Climate Change* and *Climate Change*, ed. Joseph F C diMento and Pamela Doughman), and architecture (*Brandscapes* by Anna Klingmann and Matthew Frederick's *101 Things I Learned in Architecture School*).

Titles receiving notably strong attention on the Spring 2008 trade list included *Sound Unbound*, ed. Paul Miller (aka DJ Spooky that Subliminal Kid), *New Tech, New Ties* by Rich Ling, and Elizabeth Farrelly's *Blubberland*. Standouts on the professional list included *Reinventing Foreign Aid*, ed. William Easterly; *Digital Media and Democracy*, ed. Megan Boler; Andrea Moro's *Boundaries of Babel*; *Happiness* by Bruno Frey; and Paul Ceruzzi's *Internet Alley*.

The MITPressLog is still going strong as we approach its third anniversary. Our blog allows us to present timely and relevant content related to our publishing program and to encourage discussion of how MIT Press titles relate to the world around us. We continue to experiment with content offerings including video and audio streams and with ways to keep our authors engaged with the blog. Our regular series of author podcasts has been particularly well received. The blog now feeds into the MIT Press page on Facebook.

### **MIT Press Website**

Our website saw the addition of many new features in FY2008, including Flash slideshows, an author events calendar, full-text Google Book Search functionality, and several book-related micro-sites.

In spite of these new features, book sales through the website continued to decline. Website sales for FY2008 were down almost 30 percent from FY2007, to \$324,000 across 10,855 units, a decrease of 20 percent. Frederick's *101 Things*, at 325 copies, was the top seller of the year, followed by *Wenda Gu* at 200 units; *Access Denied* at 157 units; *Processing* at 140 units; and the second edition of *Macroeconomic Essentials* at 135. Online journal sales, which pass through our commerce engine, were also down significantly. There are several reasons for the decline. We work hard to support ubiquitous "discovery" of our titles through all channels; the resulting availability of rich information at vendors and search engines draws sales away from our own website. Another factor is increasingly competitive sales terms, especially for our overseas customers, from internet retailers. Direct sales are of course only one measure of the successful impact of the MIT Press website, which has promotional value across all our markets.

### **Electronic Marketing**

Our podcast series features two author interviews each month and has established a loyal listenership of around 700. While we continue to use the format for promoting

new titles, we have also experimented with interviews with MIT Press staff as part of an outreach campaign on Facebook intended to promote the Press itself. As mentioned in the advertising report above, we've also experimented with promoting our higher-profile author interviews on other websites, with banner advertising linking back to the podcasts. While click-through rates have been modest, we will continue these experiments where opportunities exist to learn more about our readers.

Since its launch this past November, the MIT Press's Facebook page has become something of a sensation, with over 1,300 fans at last reckoning. We conducted a survey of these MIT Press groupies to discover more about their interests. The survey had a 10 percent response rate and generated some interesting findings. Other university presses have begun adding pages to the social networking site and are seeking our advice about how best to recruit Facebook members.

### ***E-content Partnerships***

The books division has successful ongoing partnerships with several companies to make our books available electronically. The programs in which we participate fall into three main categories:

1. Licensing arrangements with aggregators who sell electronic access to our books to libraries, including academic, public, and corporate collections worldwide. These programs generate significant revenue for the Press. Our current partners are NetLibrary, Ebrary, and Books 24x7, Inc.
2. Book search programs that allow readers to browse up to 20 percent of an individual book's pages. The purpose of such programs is promotional: to make readers aware of our books in connection with information they are seeking online. Our current partners are Amazon Search Inside the Book and Google Book Search.
3. E-book sales to consumers. This is a new area for us, and we have developed some interesting new products and relationships including:
  - The Amazon Kindle Program—we recently made a selection of our titles available as e-books for Amazon's Kindle reader and will add more titles in FY2009.
  - CafeScribe—we've begun to make titles available through this online textbook store that produces and sells e-books to students and professionals, with social networking and other features.
  - CISnet—we are assembling a searchable electronic collection of our computer and information science titles to be hosted and delivered by Tizra, Inc. and available by subscription beginning in FY2009.

Our sales and marketing team has carefully chosen each of these nonexclusive programs from an expanding field of companies eager to help us promote and sell books online.

## Journals Division

### FY2008 Revenues

In FY2008, the journals division ended the year with revenues (subscriptions plus other publishing income) totaling \$7.7 million, an increase of 4.4 percent over FY2007.

#### Journals Division Revenues (\$000)

	FY2006	FY2007	FY2008
Subscription income	5,667	6,008	6,212
Other publishing income	1,328	1,437	1,552
<b>Total revenues</b>	<b>6,995</b>	<b>7,445</b>	<b>7,764</b>

The division ended the fiscal year publishing CogNet, the online brain and cognitive sciences database, and 33 journals:

<i>African Arts</i>	<i>Journal of the European Economic Association</i>
<i>Artificial Life</i>	<i>Journal of Interdisciplinary History</i>
<i>Asian Economic Papers</i>	<i>Leonardo</i>
<i>Biological Theory</i>	<i>Leonardo Music Journal</i>
<i>Computational Linguistics</i>	<i>Linguistic Inquiry</i>
<i>Computer Music Journal</i>	<i>Neural Computation</i>
<i>Daedalus</i>	<i>PAJ: A Journal of Performance and Art</i>
<i>Design Issues</i>	<i>Presence: Teleoperators &amp; Virtual Environments</i>
<i>Education, Finance and Policy</i>	<i>October</i>
<i>Evolutionary Computation</i>	<i>Perspectives on Science;</i>
<i>Global Environmental Politics</i>	<i>Quarterly Journal of Economics;</i>
<i>Grey Room</i>	<i>The Review of Economics and Statistics</i>
<i>Information Technology and International Development</i>	<i>The New England Quarterly</i>
<i>Innovations</i>	<i>TDR: The Drama Review</i>
<i>International Security</i>	<i>The Washington Quarterly</i>
<i>Journal of Cognitive Neuroscience</i>	<i>World Policy Journal</i>
<i>Journal of Cold War Studies</i>	

One quarterly journal was transferred out of the program: *Journal of Industrial Ecology*.

### MIT-affiliated Journal Editors

George-Marios Angeletos (professor, Department of Economics): editor, *Journal of the European Economic Association*

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

Michael Greenstone (professor, Department of Economics): editor, *The Review of Economics and Statistics*

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

Igbal Quadir (founder and director, Legatum Center for Development & Entrepreneurship): coeditor, *Innovations*

### MIT Press Bookstore

FY2008 gross sales in the Bookstore were \$587,400, a decrease of \$69,400 or 11 percent under last year's sales. We held only two special book sales (compared to four during FY2007), bringing our special sales total down by 22 percent. Additionally, in-store sales across all categories have continued to decline, ending 8 percent below last year. Even with the decline in sales, we remained firmly on budget due to corresponding cuts in our cost of goods, staffing costs, and other operating expenses. For FY2008 our expenses were down by \$64,800 or 12 percent under last year. We ended the year with an operating net of \$90,700.

We added a new section for titles in sustainable energy and climate change this year. This section has proven popular with the MIT community and is anchored by several best-selling MIT Press titles, including *Sustainable Energy*, ed. Tester et al., *Climate Change*, ed. DiMento and Doughman, and *What We Know About Climate Change* by Kerry Emanuel.

During FY2008 we reentered the world of online bookselling by putting a substantial portion of our out-of-print holdings available for sale on alibris.com. This fiscal year we sold 128 books for a total of \$4,900.

We continued to win praise from our customers this year, and maintained our perfect rating on consumer feedback sites like <http://www.yelp.com>. The MIT Press Bookstore placed runner-up in the Best Boston Bookstore category of *Weekly Dig* magazine's 2007 "Dig This" reader opinion awards.

The Top 10 best-selling MIT Press books at the bookstore during FY2008 were:

1. John Maeda, *The Laws of Simplicity*
2. William Mitchell, *Imagining MIT*
3. Matthew Frederick, *101 Things I Learned in Architecture School*
4. Reas and Fry, *Processing*
5. I. H. T. F. Peterson, *Nightwork*
6. Sherry Turkle, *Evocative Objects*

7. Tester *et al.*, *Sustainable Energy*
8. Kerry Emanuel, *What We Know About Climate Change*
9. Rich Gold, *The Plenitude*
10. Leo Beranek, *Riding the Waves*

**Ellen W. Faran**  
**Director**

*More information about MIT Press can be found at <http://mitpress.mit.edu/>.*

## Appendix A: New Titles Published in FY2008

### Trade Books

Abramson	<i>Romance in the Ivory Tower: The Rights and Liberty of Conscience</i>
Agamben	<i>Profanations</i>
Agrawal	<i>Perspecta 39 "Re_Urbanism: Transforming Capitals" (The Yale Architectural Journal)</i>
Bahrani	<i>Rituals of War: The Body and Violence in Mesopotamia</i>
Baker	<i>The Artwork Caught by the Tail: Francis Picabia and Dada in Paris</i>
Barsky	<i>The Chomsky Effect: A Radical Works Beyond the Ivory Tower</i>
Batchelor	<i>Colour</i>
Baudrillard	<i>Fatal Strategies</i>
Baudrillard	<i>Radical Alterity</i>
Baume	<i>Anish Kapoor: Past, Present, Future</i>
Beranek	<i>Riding the Waves: A Life in Sound, Science, and Industry</i>
Blanciak	<i>Siteless: 1001 Building Forms</i>
Blix	<i>Why Nuclear Disarmament Matters</i>
Bochner	<i>An American Lens: Scenes from Alfred Stieglitz's New York Secession</i>
Bochner	<i>Solar System &amp; Rest Rooms: Writings and Interviews, 1965–2007</i>
Bowker	<i>Memory Practices in the Sciences</i>
Brady	<i>Elizabeth Blackburn and the Story of Telomeres: Deciphering the Ends of DNA</i>
Busbea	<i>Topologies: The Urban Utopia in France, 1960–1970</i>
Cahun	<i>Disavowals: or Cancelled Confessions</i>
Cerizza	<i>Alighiero e Boetti: "Mappa"</i>
Ceruzzi	<i>Internet Alley: High Technology in Tysons Corner, 1945–2005</i>
Chiesa	<i>Subjectivity and Otherness: A Philosophical Reading of Lacan</i>
Cohen	<i>Globalization and Its Enemies</i>
Corneliusson	<i>Digital Culture, Plan, and Identity: A "World of Warcraft®" Reader</i>
Coyne	<i>Cornucopia Limited: Design and Dissent on the Internet</i>
Daston	<i>Things That Talk: Object Lessons from Art and Science</i>
Daston	<i>Objectivity</i>
Deleuze	<i>Two Regimes of Madness: Texts and Interviews 1975–1995, new edition</i>
DiMento	<i>Climate Change: What It Means for Us, Our Children, and Our Grandchildren</i>
Duvert	<i>Good Sex Illustrated</i>
Easterling	<i>Enduring Innocence: Global Architecture and Its Political Masquerades</i>
Emanuel	<i>What We Know About Climate Change</i>
English	<i>How to See a Work of Art in Total Darkness</i>

Evans	<i>Invisible Engines: How Software Platforms Drive Innovation and Transform Industries</i>
Farrelly	<i>Blubberland: The Dangers of Happiness</i>
Flanagan	<i>The Really Hard Problem: Meaning in a Material World</i>
Fraser	<i>Museum Highlights: The Writings of Andrea Fraser</i>
Frederick	<i>101 Things I Learned in Architecture School</i>
Ganji	<i>The Road to Democracy in Iran</i>
Gidal	<i>Andy Warhol: "Blow Job"</i>
Gold	<i>The Plenitude: Creativity, Innovation, and Making Stuff</i>
González	<i>Subject to Display: Reframing Race in Contemporary Installation Art</i>
Gonzalez	<i>twin time: or, how death befell me</i>
Gottlieb	<i>Reinventing Los Angeles: Nature and Community in the Global City</i>
Greenberg	<i>From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video</i>
Groys	<i>Art Power</i>
Guattari	<i>Molecular Revolution in Brazil</i>
Haring	<i>Ham Radio's Technical Culture</i>
Heller-Roazen	<i>Echolalias: On the Forgetting of Language</i>
Higgin	<i>The Artist's Joke</i>
Hirshorn	<i>White Towers, new edition</i>
Johnstone	<i>The Everyday</i>
Joseph	<i>Beyond the Dream Syndicate: Tony Conrad and the Arts after Cage</i>
Jullien	<i>In Praise of Blandness: Proceeding from Chinese Thought and Aesthetics</i>
Jullien	<i>Vital Nourishment: Departing from Happiness</i>
Kac	<i>Signs of Life: Bio Art and Beyond</i>
Kiaer	<i>Imagine No Possessions: The Socialist Objects of Russian Constructivism</i>
Klingmann	<i>Brandscapes: Architecture in the Experience Economy</i>
Knechtel	<i>Food</i>
Kotlikoff	<i>The Healthcare Fix: Universal Insurance for All Americans</i>
Kotz	<i>Words to Be Looked At: Language in 1960s Art</i>
Lavin	<i>Form Follows Libido: Architecture and Richard Neutra in a Psychoanalytic Culture</i>
Le Corbusier	<i>Journey to the East, new edition</i>
Leonard	<i>Analogue</i>
Ling	<i>New Tech, New Ties: How Mobile Communication Is Reshaping Social Cohesion</i>
Lomnitz	<i>Death and the Idea of Mexico</i>
Lotringer	<i>Autonomia: Post-Political Politics</i>

Ludlow	<i>The Second Life Herald: The Virtual Tabloid that Witnessed the Dawn of the Metaverse</i>
Marker	<i>Staring Back</i>
Mercer	<i>Exiles, Diasporas &amp; Strangers</i>
Mercer	<i>Pop Art and Vernacular Cultures</i>
Mesch	<i>Joseph Beuys: The Reader</i>
Millar	<i>Fischli and Weiss: "The Way Things Go"</i>
Miller (aka DJ Spooky)	<i>Sound Unbound: Sampling Digital Music and Culture</i>
Mindell	<i>Digital Apollo: Human and Machine in Spaceflight</i>
Montgomery	<i>Generation Digital: Politics, Commerce, and Childhood in the Age of the Internet</i>
Negri	<i>The Porcelain Workshop: For a New Grammar of Politics</i>
Nye	<i>Technology Matters: Questions to Live With</i>
Orr	<i>Design on the Edge: The Making of a High-Performance Building</i>
Payne	<i>Orangutans: Behavior, Ecology, and Conservation</i>
Pérez-Gómez	<i>Built upon Love: Architectural Longing after Ethics and Aesthetics</i>
Picabia	<i>I Am a Beautiful Monster: Poetry, Prose, and Provocation</i>
Raunig	<i>Art and Revolution: Transversal Activism in the Long Twentieth Century</i>
Santiso	<i>Latin America's Political Economy of the Possible: Beyond Good Revolutionaries and Free-Marketeers</i>
Scott	<i>Architecture or Techno-Utopia: Politics after Modernism</i>
Singer	<i>Ingmar Bergman, Cinematic Philosopher: Reflections on His Creativity</i>
Slemrod	<i>Taxing Ourselves: A Citizen's Guide to the Debate over Taxes, 4th edition</i>
Smith	<i>The Prosthetic Impulse: From a Posthuman Present to a Biocultural Future</i>
Smith	<i>Stelarc: The Monograph</i>
Stone	<i>Movies and the Moral Adventure of Life</i>
Tea	<i>The Passionate Mistakes and Intricate Corruption of One Girl in America</i>
Turkle	<i>Evocative Objects: Things We Think With</i>
Turkle	<i>Falling for Science: Objects in Mind</i>
Turow	<i>Niche Envy: Marketing Discrimination in the Digital Age</i>
van Campen	<i>The Hidden Sense: Synesthesia in Art and Science</i>
Vidler	<i>Histories of the Immediate Present: Inventing Architectural Modernism</i>
Virilio	<i>Pure War, new edition</i>
Virno	<i>Multitude Between Innovation and Negation</i>
Wey Gómez	<i>The Tropics of Empire: Why Columbus Sailed South to the Indies</i>
Williams	<i>The Gothic</i>

Williams	<i>Notes on the Underground: An Essay on Technology, Society, and the Imagination, new edition</i>
Wood	<i>Yvonne Rainer: "The Mind is a Muscle"</i>
Zielinski	<i>Deep Time of the Media: Toward an Archaeology of Hearing and Seeing by Technical Means</i>
Zupančič	<i>The Odd One In: On Comedy</i>

### Professional Books

Acharya	<i>Reassessing Security Cooperation in the Asia-Pacific: Competition, Congruence, and Transformation</i>
Aghion	<i>Competition and Growth: Reconciling Theory and Evidence</i>
Ali	<i>Peace Parks: Conservation and Conflict Resolution</i>
Antoniou	<i>A Semantic Web Primer, 2nd edition</i>
Armendáriz	<i>The Economics of Microfinance</i>
Arp	<i>Scenario Visualization: An Evolutionary Account of Creative Problem Solving</i>
Aspray	<i>The Internet and American Business</i>
Atran	<i>The Native Mind and the Cultural Construction of Nature</i>
Augustine	<i>Red Prometheus: Engineering and Dictatorship in East Germany, 1945–1990</i>
Bacon	<i>Confronting the Coffee Crisis: Fair Trade, Sustainable Livelihoods and Ecosystems in Mexico and Central America</i>
Baier	<i>Principles of Model Checking</i>
Bakir	<i>Predicting Structured Data</i>
Baron	<i>Against Bioethics</i>
Batty	<i>Cities and Complexity: Understanding Cities with Cellular Automata, Agent-Based Models, and Fractals</i>
Bedau	<i>Emergence: Contemporary Readings in Philosophy and Science</i>
Bennett	<i>Civic Life Online: Learning how Digital Media Can Engage Youth</i>
Benninga	<i>Financial Modeling, 3rd edition (with CD ROM)</i>
Bensaude-Vincent	<i>The Artificial and the Natural: An Evolving Polarity</i>
Besnard	<i>Elements of Argumentation</i>
Betsill	<i>NGO Diplomacy: The Influence of Nongovernmental organizations in International Environmental Negotiations</i>
Bijsterveld	<i>Mechanical Sound: Technology, Culture, and Public Problems of Noise in the Twentieth Century</i>
Blizzard	<i>Looking Within: A Sociocultural Examination of Fetoscopy</i>
Bogost	<i>Unit Operations: An Approach to Videogame Criticism</i>
Boler	<i>Digital Media and Democracy: Tactics in Hard Times</i>
Borensztein	<i>Bond Markets in Latin America: On the Verge of a Big Bang?</i>
Borgman	<i>Scholarship in the Digital Age: Information, Infrastructure, and the Internet</i>
Bottou	<i>Large-Scale Kernel Machines</i>

Brakman	<i>Foreign Direct Investment and the Multinational Enterprise</i>
Buccrossi	<i>Handbook of Antitrust Economics</i>
Buckingham	<i>Youth, Identity, and Digital Media</i>
Buechner	<i>Gödel, Putnam, and Functionalism: A New Reading of "Representation and Reality"</i>
Burgard	<i>Robotics: Science and Systems III</i>
Campbell	<i>Causation and Explanation</i>
Capek	<i>Effective Philanthropy: Organizational Success through Deep Diversity and Gender Equality</i>
Carruthers	<i>Environmental Justice in Latin America: Problems, Promise, and Practice</i>
Chapman	<i>Using OpenMP: Portable Shared Memory Parallel Programming</i>
Cigno	<i>Children and Pensions</i>
Cole-Turner	<i>Design and Destiny: Jewish and Christian Perspectives on Human Germline Modification</i>
Cortright	<i>Uniting Against Terror: Cooperative Nonmilitary Responses to the Global Terrorist Threat</i>
Dahlby	<i>The Marginal Cost of Public Funds: Theory and Applications</i>
Deibert	<i>Access Denied: The Practice and Policy of Global Internet Filtering</i>
DeLuca	<i>Fatigue as a Window to the Brain</i>
de Rijk	<i>Standard Basque: A Progressive Grammar</i>
Diamond	<i>Fundamental Tax Reform: Issues, Choices, and Implications</i>
Dolev	<i>Time and Realism: Metaphysical and Antimetaphysical Perspectives</i>
Dornhege	<i>Toward Brain-Computer Interfacing</i>
Easterly	<i>Reinventing Foreign Aid</i>
Einstein	<i>Sex and the Brain</i>
Engel	<i>Better Than Conscious?: Decision Making, the Human Mind, and Implications For Institutions</i>
Erickson	<i>HCI Remixed: Reflections on Works That Have Influenced HCI Community</i>
Everett	<i>Learning Race and Ethnicity: Youth and Digital Media</i>
Feldman	<i>From Molecule to Metaphor: A Neural Theory of Language</i>
Fenge	<i>Pension Strategies in Europe and the United States</i>
Freidin	<i>Foundational Issues in Linguistic Theory: Essays in Honor of Jean- Roger Vergnaud</i>
Freixas	<i>Microeconomics of Banking, 2nd edition</i>
Frey	<i>Happiness: A Revolution in Economics</i>
Friedman	<i>Essentials of Programming Languages, 3rd edition</i>
Fuller	<i>Software Studies: A Lexicon</i>
Gallagher	<i>The Enclave Economy: Foreign Investment and Sustainable Development in Mexico's Silicon Valley</i>
Getoor	<i>Introduction to Statistical Relational Learning</i>

Glushko	<i>Document Engineering: Analyzing and Designing Documents for Business Informatics and Web Services</i>
Hackett	<i>The Handbook of Science and Technology Studies, 3rd edition</i>
Hård	<i>Urban Machinery: Inside Modern European Cities</i>
Hatton	<i>Global Migration and the World Economy: Two Centuries of Policy and Performance</i>
Hine	<i>Systematics as Cyberscience: Computers, Change, and Continuity in Science</i>
Horgan	<i>Austere Realism: Contextual Semantics Meets Minimal Ontology</i>
Hurlburt	<i>Describing Inner Experience?: Proponent Meets Skeptic</i>
Huron	<i>Sweet Anticipation: Music and the Psychology of Expectation</i>
Husbands	<i>The Mechanical Mind in History</i>
Hutto	<i>Folk Psychological Narratives: The Sociocultural Basis of Understanding Reasons</i>
Innis	<i>Reflections on Adaptive Behavior: Essays in Honor of J. E. R. Staddon</i>
Joyce	<i>The Evolution of Morality</i>
Katz	<i>The Handbook of Mobile Communication Studies</i>
Kelso	<i>The Complementary Nature</i>
Kibel	<i>Rivertown: Rethinking Urban Rivers</i>
Kim	<i>Affinity, That Elusive Dream: A Genealogy of the Chemical Revolution</i>
Kirschenbaum	<i>Mechanisms: New Media and the Forensic Imagination</i>
Klopfer	<i>Augmented Learning: Research and Design of Mobile Educational Games</i>
Klyza	<i>American Environmental Policy, 1990–2006: Beyond Gridlock</i>
Kozel	<i>Closer: Performance, Technologies, Phenomenology</i>
Landy	<i>Understanding the Art of Sound Organization</i>
Laubichler	<i>Modeling Biology: Structures, Behaviors, Evolution</i>
Lécuyer	<i>Making Silicon Valley: Innovation and the Growth of High Tech, 1930–1970</i>
Leman	<i>Embodied Music Cognition and Mediation Technology</i>
Lennon	<i>The Epicenter of Crisis: The New Middle East</i>
López-Casasnovas	<i>Health and Economic Growth: Findings and Policy Implications</i>
Lyson	<i>Food and the Mid-Level Farm: Renewing an Agriculture of the Middle</i>
Mataric	<i>The Robotics Primer</i>
Mayer-Schönberger	<i>Governance and Information Technology: From Electronic Government to the Information Government</i>
McCarthy	<i>Technology as Experience</i>
McCarty	<i>Polarized America: The Dance of Ideology and Unequal Riches</i>
McPherson	<i>Digital Youth, Innovation, and the Unexpected</i>

Metzger	<i>Digital Media, Youth, and Credibility</i>
Mishkin	<i>Monetary Policy Strategy</i>
Moro	<i>The Boundaries of Babel: The Brain and the Enigma of Impossible Languages</i>
Mort	<i>Building the Trident Network: A Study of the Enrollment of People, Knowledge, and Machines</i>
Mossberger	<i>Digital Citizenship: The Internet, Society, and Participation</i>
Neck	<i>Sustainability of Public Debt</i>
Nicolson	<i>Dyslexia, Learning, and the Brain</i>
Nisan	<i>The Elements of Computing Systems: Building a Modern Computer from First Principles</i>
Norton	<i>Fighting Traffic: The Dawn of the Motor Age in the American City</i>
Nussbaum	<i>The Musical Representation: Meaning, Ontology, and Emotion</i>
Pellow	<i>Resisting Global Toxics: Transnational Movements for Environmental Justice</i>
Pizlo	<i>3D Shape: Its Unique Place in Visual Perception</i>
Pratt	<i>Introduction to Statistical Decision Theory</i>
Pylkkänen	<i>Introducing Arguments</i>
Pylyshyn	<i>Things and Places: How the Mind Connects with the World</i>
Reas	<i>Processing: A Programming Handbook for Visual Designers and Artists</i>
Reif	<i>Applying Cognitive Science to Education: Thinking and Learning in Scientific and Other Complex Domains</i>
Richardson	<i>Evolutionary Psychology as Maladapted Psychology</i>
Rosen	<i>Framing Production: Technology, Culture, and Change in the British Bicycle Industry</i>
Ross	<i>Distributed Cognition and the Will: Individual Volition and Social Context</i>
Ross	<i>Midbrain Mutiny: The Picoeconomics and Neuroeconomics of Disordered Gambling, Economic Theory and Cognitive Science</i>
Salen	<i>The Ecology of Games: Connecting Youth, Games, and Learning</i>
Sansom	<i>Integrating Evolution and Development: From Theory to Practice</i>
Santayana	<i>The Letters of George Santayana, Book Eight, 1948–1952: The Works of George Santayana, Volume V, Book Eight</i>
Schölkopf	<i>Advances in Neural Information Processing Systems 19: Proceedings of the 2006 Conference</i>
Sinnott-Armstrong	<i>Moral Psychology, Volume 1</i> <i>The Evolution of Morality: Adaptations and Innateness</i>
Sinnott-Armstrong	<i>Moral Psychology, Volume 2</i> <i>The Cognitive Science of Morality: Intuition and Diversity</i>
Sinnott-Armstrong	<i>Moral Psychology, Volume 3</i> <i>The Neuroscience of Morality: Emotion, Brain Disorders, and Development</i>

Sloan	<i>Incentives and Choice in Health Care</i>
Sloan	<i>Medical Malpractice</i>
Smil	<i>Energy in Nature and Society: General Energetics of Complex Systems</i>
Spielmann	<i>Video: The Reflexive Medium</i>
Stiny	<i>Shape: Talking and Seeing and Doing</i>
Sutton	<i>Sunk Costs and Market Structure: Price Competition, Advertising, and the Evolution of Concentration</i>
Thimbleby	<i>Press On: Principles of Interaction Programming</i>
Tolba	<i>Global Environmental Diplomacy: Negotiating Environmental Agreements for the World, 1973-1992</i>
Wautischer	<i>Ontology of Consciousness: Percipient Action</i>
Wellman	<i>Autonomous Bidding Agents: Strategies and Lessons from the Trading Agent Competition</i>
Whinston	<i>Lectures on Antitrust Economics</i>
Wolf	<i>Currency Boards in Retrospect and Prospect</i>
Wright	<i>The Case for Qualia</i>

#### **Text Books**

Ashford	<i>Environmental Law, Policy, and Economics: Reclaiming the Environmental Agenda</i>
Campbell	<i>Solutions Manual to Accompany "Contract Theory"</i>

## Appendix B: Awards in FY2008

MIT Press books and authors won recognition in the form of many literary prizes in FY2008. Below is a selection of some of the most notable awards and their winners.

The Louis Brownlow Award was presented to Daniel Fiorino for his book *The New Environmental Regulation*. The Brownlow Award is given by the National Academy of Public Administration and is described as the “top literary prize in public administration.” It recognizes outstanding contributions on topics of wide contemporary interest to practitioners and scholars in the field of public administration.

Robert Gottlieb’s *Reinventing Los Angeles* won in the “Californiana” category of the California Book Awards given by the Commonwealth Club. The Commonwealth Club, based in San Francisco, calls itself “the nation’s oldest and largest public affairs forum.” The book awards were established in 1931 and are credited with having “discovered” John Steinbeck and other now-famous authors.

Randolph Hester’s *Design for Ecological Democracy* and Jason Corburn’s *Street Science* both received the Paul Davidoff Award. Given by the Association of Collegiate Schools of Planning, this award is one of the most prestigious honors in the academic planning field. The award recognizes “an outstanding book publication promoting participatory planning and positive social change, opposing poverty and racism as factors in society and seeking ways to reduce disparities between rich and poor, white and black, men and women.”

Charis Thompson’s *Making Parents* is the winner of the Rachel Carson Prize, and Geoffrey Bowker’s *Memory Practices in the Sciences* is the winner of the Ludwik Fleck Prize. The Ludwik Fleck Prize is awarded annually to the best book in the area of science and technology studies, and the Rachel Carson Prize is awarded for a book-length work of social or political relevance in the area of science technology studies. Both awards are given by the Society for Social Studies of Science (4S).

*Secrets of Women* by Katharine Park (Zone Books), won the 2007 Margaret W. Rossiter History of Women in Science Prize given by the History of Science Society.

The Ed A. Hewett Book Prize was awarded to János Kornai for *By Force of Thought: Irregular Memoirs of an Intellectual Journey*. The AAASS Ed A. Hewett Book Prize, sponsored by the National Council for Eurasian and East European Research, is awarded annually for an outstanding publication on the political economy of the centrally planned economies of the former Soviet Union and East Central Europe and their transitional successors.

*Effective Philanthropy* by Mary Ellen S. Capek and Molly Mead was awarded the Virginia A. Hodgkinson Research Prize. The Hodgkinson Prize, given by Independent Sector and Association for Research on Nonprofit Organizations and Voluntary Action, was established in 1995 to recognize outstanding published research that fosters the understanding of philanthropy, voluntary action, charitable organizations, and civil

society in the United States and around the world. The prize is given annually in recognition of a book that informs nonprofit policy and practice.

*An Engine, Not a Camera: How Financial Models Shape Markets* won the British International Studies Association's International Political Economy Group Book Prize for 2007.

David Huron was honored with the 2007 Wallace Berry Award for his book *Sweet Anticipation: Music and the Psychology of Expectation*. The Wallace Berry Award is one of three awards presented by the Society for Music Theory for outstanding books or articles in English that constitute significant contributions to the field of music theory.

Chris Kraus won the Frank Jewett Mather Award for Art Criticism. This award is given each year by the College Art Association and is considered one of the most important in art criticism. Kraus is the founding editor of Semiotext(e)'s Native Agents imprint, as well as a filmmaker and the author of several books including *Video Green*, *Torpor*, *I Love Dick*, and *Aliens and Anorexia*.

*Second Person*, edited by Pat Harrigan and Noah Wardrip-Fruin, was named a finalist for *Game Developer Magazine's* 2007 Front Line Awards.

Given by the Professional and Scholarly Publishing (PSP) Division of the Association of American Publishers Awards for Excellence, awards are presented in 30 categories for outstanding books, journals and digital products covering a wide range of academic disciplines. This year's winners of the PSP awards are: Media and cultural studies category: *The Second Life Herald* by Peter Ludlow and Mark Wallace; Music and the performing arts category: *Digital Performance* by Steve Dixon; Computer and information sciences category: *Press On* by Harold Thimbleby; and Philosophy category, honorable mention: *The Really Hard Problem* by Owen Flanagan.

*The Virtual Window: From Alberti to Microsoft* by Anne Friedberg received honorable mention for the 2008 Katherine Singer Kovács Book Award given by the Society for Cinema and Media Studies.

Veronica Gonzalez, author of *Twin Time*, won the 2007 Premio Aztlán Literary Prize. The Premio Aztlán Literary Prize is a national literary award established to encourage and reward emerging Chicana and Chicano authors. Author Rudolfo Anaya and his wife, Patricia, founded Premio Aztlán in 1993. The prize was reestablished in their honor in 2004 by the University of New Mexico Libraries.

*Ingmar Bergman* by Irving Singer was shortlisted for the 2008 Kraszna-Krausz Award for the Best Moving Image Book.

*Food* by John Knechtel was shortlisted for the 2008 Gourmand World Cookbook Awards.

*Strange Details* by Michael Cadwell was shortlisted for two Royal Institute of British Architects (RIBA) International Book Awards: one in the architectural practice category and the Sir Robert McAlpine International Book Award for Construction. Felicity Scott's

*Architecture or Techno-Utopia* was also shortlisted for a RIBA Award, the Sir Nikolaus Pevsner International Book Award for Architecture.

*101 Things I Learned in Architecture School* by Matthew Frederick won a silver medal in the architecture category of the 2008 Independent Publisher Book Awards.

*Choice* magazine publishes more than 7,000 book reviews each year, intended to help academic librarians and higher education faculty choose materials for their libraries. Only about 10 percent of all books reviewed in *Choice* receive the Outstanding Academic Title distinction. The list of Outstanding Academic Titles reflects the best in scholarly titles reviewed by *Choice*, and is published every year in the January issue. Sixteen MIT Press books received Outstanding Academic Title awards from *Choice* magazine:

*Brain and Culture: Neurobiology, Ideology, and Social Change* by Bruce E. Wexler

*Polarized America: the Dance of Ideology and Unequal Riches* by Nolan McCarty, Keith T. Poole, and Howard Rosenthal

*The Future of Europe: Reform or Decline* by Alberto Alesina and Francesco Giavazzi

*Women and Information Technology: Research on Underrepresentation*, ed. J. McGrath Cohoon and William Aspray

*Global Migration and the World Economy* by Timothy J. Hatton and Jeffrey G. Williamson

*Always Already New* by Lisa Gitelman

*Georeferencing: the Geographic Associations of Information* by Linda L. Hill

*Hot Thought* by Paul Thagard with Fred Kroon *et al.*

*Spaces Speak, Are You Listening?* by Barry Blesser and Linda-Ruth Salter

*Bernd and Hilla Becher: Life and Work* by Susanne Lange, tr. Jeremy Gaines

*Conceptual Issues in Evolutionary Biology*, ed. Elliott Sober

*Models and Cognition: Prediction and Explanation in Everyday Life and in Science* by Jonathan A. Waskan

*The Political Future of Social Security in Aging Societies* by Vincenzo Galasso

*Degrees that Matter* by Ann Rappaport and Sarah Hammond Creighton

*Debt Defaults and Lessons from a Decade of Crises* by Federico Sturzenegger and Jeromin Zettelmeyer

*From Embryology to Evo-devo: a History of Developmental Evolution*, ed. Manfred D. Laubichler and Jane Mainenshein

*Digital Performance* by Steve Dixon was selected as the winner of the 2008 Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics given by the Media Ecology Association. The Lewis Mumford Award is given for “books and articles that focus on the history and/or philosophy of technology or science; studies of specific technologies, techniques, or media, and/or their social, cultural, and psychological effects; analysis and criticism of the technological/information society.”

Donald MacKenzie's book, *An Engine not a Camera*, won the Viviana Zelizer Distinguished Scholarship Award given by the American Sociological Association's section on Economic Sociology. The committee found the book to be an "outstanding and innovative contribution to the social study of the financial world, and a striking illustration of the utility of a science studies' approach to economic processes."

### Design and Production Awards

*I Am a Beautiful Monster/Poetry, Prose, and Provocation* by Francis Picabia, book design by Emily Gutheinz, was chosen in this year's American Institute of Graphic Arts 50 Books/50 Covers competition. AIGA has held the 50 Books/50 Covers competition since 1923. The competition recognizes excellence in book design and production, and it is considered a highly prestigious design accolade.

The New England Book Show is an annual juried show sponsored by Bookbuilders of Boston. The Book Show recognizes outstanding work by New England publishers, printers, and graphic designers. Winning books are selected for their design, quality of materials, and workmanship. MIT Press won seven awards at this year's 51st Annual New England Book Show:

General trade, illustrated book category: *101 Things I Learned in Architecture School* by Matthew Frederick

General trade, nonillustrated book category: *I Am a Beautiful Monster/Poetry, Prose, and Provocation* by Francis Picabia, tr. Marc Lowenthal. This title won the Best of Category designation.

Professional illustrated book category: *Imagining MIT* by William J. Mitchell. This title won the Best of Category designation.

General trade—cover/jacket category: *The Internet Imaginaire* by Patrice Flichy and *Journey to the East* by Le Corbusier. *Journey to the East* won the Best of Category designation.

Professional—cover/jacket category: *Imagining MIT* by William J. Mitchell and *Video, The Reflexive Medium* by Yvonne Spielmann

Several MIT Press books won an award in the annual American Association of University Presses Book, Journal and Jacket Show.

Trade illustrated category: *Topologies: The Urban Utopia in France, 1960-1970* by Larry Busbea (designer, Derek George; production coordinator, Theresa Lamoureux; acquiring editor, Roger Conover; project editor, Matthew Abbate).

Jackets and covers category: *American Environmental Policy, 1990-2006: Beyond Gridlock* by Christopher McGrory Klyza and David J. Sousa (designer/art director, Emily Gutheinz; production coordinator, Janet Rossi); and *I am a Beautiful Monster: Poetry, Prose, and Provocation* by Francis Picabia, tr. Marc Lowenthal (designer/art director, Emily Gutheinz; production coordinator, Janet Rossi).