

Business & Economics

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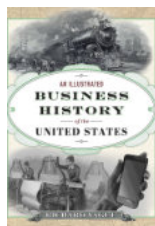
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New York University Press - **All of APAC excluding SE Asia & ANZ**

Temple University Press - **UK & EMEA ONLY**



An Illustrated Business History of the United States

Richard Vague

April 2021 304pp 270 color illus.

9780812252897 £33.00/ \$39.95 HB

UNIVERSITY OF PENNSYLVANIA PRESS

From Benjamin Franklin, Robert Morris, and Cornelius Vanderbilt to Steve Jobs, Oprah Winfrey, and Bill Gates, this book is a sweeping, lively, and lushly illustrated history of American business from the nation's founding to the twenty-first century.



Management as a Calling

Leading Business, Serving Society

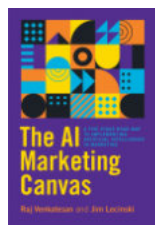
Andrew J. Hoffman

March 2021 192pp

9781503628779 £18.99/ \$24.00 HB

STANFORD UNIVERSITY PRESS

Business leaders have tremendous power to influence our society, how it operates, and whether it is fair. And yet, we do not recognize or call out the responsibility that comes with that power. This book is meant to challenge future business leaders to think differently about their career, its purpose, and its value as a calling or vocation, one that is in service to society.



The AI Marketing Canvas

A Five-Stage Road Map to Implementing Artificial Intelligence in Marketing

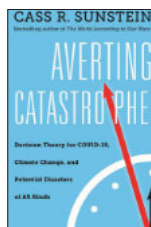
Raj Venkatesan & Jim Lecinski

May 2021 184pp

9781503613164 £21.99/ \$28.00 HB

STANFORD UNIVERSITY PRESS

How should modern marketers be thinking about AI and machine learning, and how should they be developing a strategy and plan to implement AI into their marketing toolkit? This book offers a direct, actionable plan.



Averting Catastrophe

Decision Theory for COVID-19, Climate Change, and Potential Disasters of All Kinds

Cass R. Sunstein

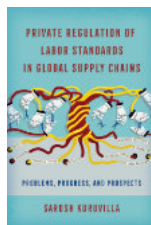
April 2021 176pp

9781479808489 £15.99/ \$19.95 HB

NEW YORK UNIVERSITY PRESS

Explores how governments ought to make decisions in times of imminent disaster. Argues that the "maximin rule," which calls for the approach that eliminates the worst of the worst-case scenarios, may be necessary when public officials lack important information, and when the worst-case scenario is too disastrous to contemplate.

Excludes SE Asia & ANZ



Private Regulation of Labor Standards in Global Supply Chains

Problems, Progress, and Prospects

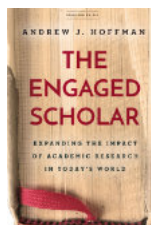
Sarosh Kuruvilla

April 2021 342pp 10 b&w hts., 1 b&w line drawing, 27 charts

9781501754524 £23.99/ \$29.95 PB

CORNELL UNIVERSITY PRESS

Examines the effectiveness of corporate social responsibility on improving labor standards in global supply chains. Sarosh Kuruvilla charts the development and effectiveness of corporate codes of conduct to ameliorate "sweatshop" conditions in global supply chains.



The Engaged Scholar

Expanding the Impact of Academic Research in Today's World

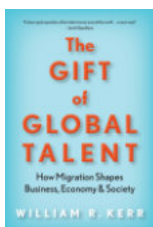
Andrew J. Hoffman

March 2021 152pp

9781503614819 £10.99/ \$14.00 PB

STANFORD UNIVERSITY PRESS

This compelling book highlights the problem of academic insularity and argues for the emergence of a more publicly and politically engaged scholar to mitigate truth corruption in today's society.



The Gift of Global Talent

How Migration Shapes Business, Economy & Society

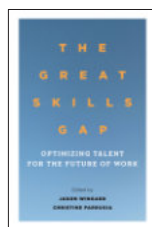
William R. Kerr

March 2021 256pp

9781503628984 £17.99/ \$22.00 NIP

STANFORD UNIVERSITY PRESS

The race for global talent is often mired in policy debate on immigration. The U.S. has been the top destination for talented individuals, but its future role is uncertain. William R. Kerr gives voice to data that should drive future policies on high-skilled migration.



The Great Skills Gap

Optimizing Talent for the Future of Work

Edited by Jason Wingard & Christine Farrugia

June 2021 224pp

9781503613539 £27.99/ \$35.00 HB

STANFORD UNIVERSITY PRESS

Leading educators, prominent employers, and other illustrious thought leaders answer profound questions about how business and higher education can best collaborate in support of the twenty-first century workforce.



ECONOMICS

10% Less Democracy

Why You Should Trust Elites a Little More and the Masses a Little Less

Garrett Jones

March 2021 248pp

9781503628977 £15.99/ \$20.00 NIP

STANFORD UNIVERSITY PRESS

Drawing together evidence and theory from economics, political science, and finance, Jones argues that the richest, most democratic nations would benefit if they slightly reduced accountability to the voting public, turning up the dial on elite influence.



Buying into Change

Mass Consumption, Dictatorship, and Democratization in Franco's Spain, 1939-1982

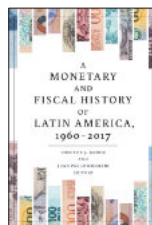
Alejandro J. Gómez del Moral

May 2021 366pp 9 photos, 12 illus., 1 table

9781496205063 £54.00/ \$65.00 HB

UNIVERSITY OF NEBRASKA PRESS

Examines how the development of a mass consumer society under the dictatorship of Generalissimo Francisco Franco (1939–1975) inserted Spain into transnational consumer networks and set the stage for Spain's transition to democracy during the late 1970s.



A Monetary and Fiscal History of Latin America, 1960-2017

Edited by Timothy J. Kehoe & Juan Pablo Nicolini

July 2021 728pp 265 b&w illus., 33 tables

9781517911362 £15.99/ \$20.00 PB

9781517911980 £66.00/ \$80.00 HB

UNIVERSITY OF MINNESOTA PRESS

This major new work brings together dozens of leading economists to explore the economic performance of the ten largest countries in South America and of Mexico.

Excludes Japan & ANZ



Counterlife

Slavery after Resistance and Social Death

Christopher Freeburg

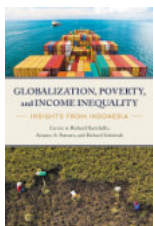
January 2021 152pp 5 illus.

9781478011446 £18.99/ \$23.95 PB

9781478010418 £74.00/ \$89.95 HB

DUKE UNIVERSITY PRESS

Christopher Freeburg challenges the imperative to study black social life and slavery and its aftereffects through the lenses of freedom, agency, and domination and instead examines how enslaved Africans created meaning through spirituality, thought, and artistic creativity separate and alongside concerns about freedom.



Globalization, Poverty, and Income Inequality

Insights from Indonesia

Edited by Richard Barichello, Arianto A. Patunru & Richard Schwindt

Asia Pacific Legal Culture and

Globalization

June 2021 242pp 42 charts/diagrams, 29 tables

9780774865616 £59.00/ \$89.95 HB

UBC PRESS

Examines the relationship between globalization and trade liberalization, and poverty and income inequality, using Indonesia as a case study.

Excludes SE Asia, Indian sc & ANZ



Putin's Labor Dilemma

Russian Politics between Stability and Stagnation

Stephen Crowley

July 2021 300pp 3 b&w hts., 13 charts

9781501756283 £23.99/ \$29.95 PB

CORNELL UNIVERSITY PRESS

Stephen Crowley investigates how the fear of labor protest has inhibited substantial economic transformation in Russia. He explores the dynamics of a Russian labor market that generally avoids mass unemployment, the potentially explosive role of Russia's monotonies, conflicts generated by massive downsizing in "Russia's Detroit" (Tol'yatti), and the rapid politicization of the truck drivers movement.



The Currency of Empire

Money and Power in Seventeenth-Century English America

Jonathan Barth

June 2021 396pp 12 b&w hts.

9781501755774 £15.99/ \$19.95 PB

CORNELL UNIVERSITY PRESS

In *The Currency of Empire*, Jonathan Barth explores the intersection of money and power in the early years of North American history, and he shows how the control of money informed English imperial action overseas.



Imposing Standards

The North-South Dimension to Global Tax Politics

Martin Hearson

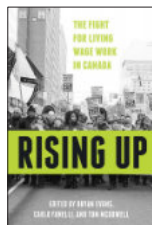
Cornell Studies in Money

June 2021 258pp 13 charts

9781501755989 £15.99/ \$19.95 PB

CORNELL UNIVERSITY PRESS

Martin Hearson shifts the focus of political rhetoric regarding international tax rules from tax havens and the Global North to the damaging impact of this regime on the Global South. Hearson asks how developing countries willingly gave up their right to tax foreign companies, charting their assimilation into an OECD-led regime from the days of early independence to the present day.



Rising Up

The Fight for Living Wage Work in Canada

Edited by Bryan Evans, Carlo Fanelli & Tom McDowell

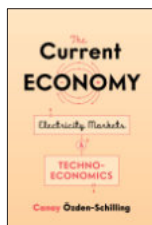
March 2021 304pp 18 charts/diagrams, 14 tables

9780774864367 £59.00/ \$89.95 HB

UBC PRESS

Shows how living wage movements have transformed, or are campaigning to transform, labour policy in Canada and stimulated broader public debate about income and social inequality.

Excludes SE Asia, Indian sc & ANZ



The Current Economy

Electricity Markets and Techno-Economics

Canay Özden-Schilling

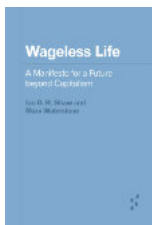
June 2021 240pp

9781503628212 £20.99/ \$26.00 PB

9781503612273 £70.00/ \$85.00 HB

STANFORD UNIVERSITY PRESS

Based on ethnographic fieldwork among market data analysts, electric grid engineers, and citizen activists, this book provides a deep dive into the convoluted economy of electricity and its reverberations throughout daily life.



Wageless Life

A Manifesto for a Future beyond Capitalism

Ian G. R. Shaw & Marv Waterstone

Forerunners: Ideas First

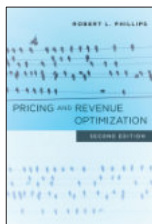
December 2019 142pp

9781517909260 £8.00/ \$10.00 PB

UNIVERSITY OF MINNESOTA PRESS

To live in this world is to be conditioned by capital. Once paired with Western democracy, unfettered capitalism has led to a shrinking economic system that squeezes out billions of people. *Wageless Life* is a manifesto for building a future beyond the toxic failures of late-stage capitalism.

Excludes Japan & ANZ



Pricing and Revenue Optimization

Second Edition

Robert L. Phillips

February 2021 504pp

9781503610002 £58.00/ \$70.00 HB

STANFORD UNIVERSITY PRESS

This book offers the first

introduction to the concepts, theories, and applications of pricing and revenue optimization. With updates to every chapter, this second edition covers topics such as estimation of price-response functions and machine-learning-based price optimization.



The Huawei Model

The Rise of China's Technology Giant

Yun Wen

The Geopolitics of Information

November 2020 248pp

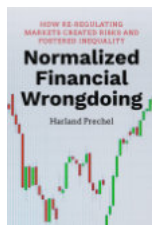
9780252085338 £18.99/ \$25.00 PB

9780252043437 £88.00/ \$110.00 HB

UNIVERSITY OF ILLINOIS PRESS

In 2019, the United States' trade war with China expanded to blacklist the Chinese tech titan Huawei Technologies Co. Ltd. Yun Wen uses the Huawei story as a microcosm to understand China's evolving digital economy and the global rise of the nation's corporate power.

Excludes SE Asia, Indian SC & ANZ



RECENT HIGHLIGHTS
- BUSINESS

Normalized Financial Wrongdoing

How Re-regulating Markets Created Risks and Fostered Inequality

Harland Prechel

November 2020 368pp

9781503614451 £23.99/ \$30.00 PB

9781503602380 £74.00/ \$90.00 HB

STANFORD UNIVERSITY PRESS

Examines how social structural arrangements that extended corporate property rights and increased managerial control opened the door for misconduct that contributed to high levels of inequality.



Reworking Japan

Changing Men at Work and Play under Neoliberalism

Nana Okura Gagné

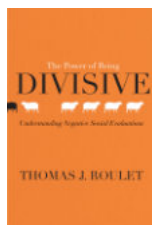
January 2021 306pp 9 b&w hts., 1 b&w line drawings, 5 charts

9781501753039 £37.00/ \$45.00 HB

CORNELL UNIVERSITY PRESS

Reworking Japan examines how

the past several decades of neoliberal economic restructuring and reforms in Japan have reshaped the nation's corporate ideologies, gender ideologies, and subjectivities of individual employees.



The Power of Being Divisive

Understanding Negative Social Evaluations

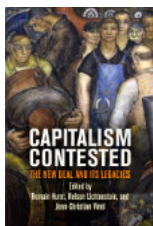
Thomas J. Roulet

September 2020 224pp

9781503608207 £33.00/ \$40.00 HB

STANFORD UNIVERSITY PRESS

Negative social evaluations, such as stigma or the backlash from scandal, are often perceived as harming those to whom they are directed. Thomas Roulet challenges this idea in *The Power of Being Divisive*, showing how negative evaluations can end up being strategically beneficial for individuals and organizations alike.



RECENT HIGHLIGHTS - ECONOMICS

Capitalism Contested

The New Deal and Its Legacies

**Edited by Romain Huret,
Nelson Lichtenstein & Jean
Christian Vinel**

December 2020 360pp 3 charts, 1 table

9780812252620 £36.00/ \$45.00 HB

UNIVERSITY OF PENNSYLVANIA PRESS

Capitalism Contested argues that the New Deal order remains an effective framework to make sense of the transformation of American political economy over the last hundred years.



Good Governance in Economic Development

International Norms and Chinese Perspectives

**Edited by Sarah Biddulph &
Ljiljana Biuković**

Asia Pacific Legal Culture and
Globalization

August 2020 394pp 4 tables

9780774861939 £22.99/ \$37.95 NIP

UBC PRESS

Examines what happens at the intersection of international and Chinese conceptions of transparency, accountability, and public participation.

Excludes SE Asia, Indian SC & ANZ



Spacing Debt

Obligations, Violence, and
Endurance in Ramallah, Palestine

Christopher Harker

December 2020 216pp 10 illus.

9781478010968 £19.99/ \$24.95 PB

9781478009900 £79.00/ \$94.95 HB

DUKE UNIVERSITY PRESS

Demonstrates that financial debt is as much a spatial phenomenon as it is a temporal and social one. Harker traces the emergence of debt in Ramallah after 2008 as part of the financialization of the Palestinian economy under Israeli settler colonialism.



Globalizing the Caribbean

Political Economy, Social
Change, and the Transnational
Capitalist Class

Jeb Sprague

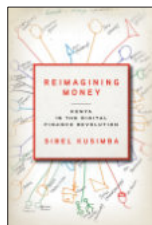
August 2020 346pp

9781439916551 £24.99/ \$32.95 NIP

TEMPLE UNIVERSITY PRESS

This book offers a probing account of the Caribbean's experience of economic globalization while considering gendered and racialized social relations and the frequent exploitation of workers. Sprague shows how transnationally oriented elites have come to rule the Caribbean.

Excludes Asia Pacific



Reimagining Money

Kenya in the Digital Finance
Revolution

Sibel Kusimba

Culture and Economic Life

January 2021 232pp

9781503614413 £21.99/ \$28.00 PB

9781503613515 £77.00/ \$90.00 HB

STANFORD UNIVERSITY PRESS

In *Reimagining Money*, Sibel Kusimba describes the rise of M-Pesa, and offers a rich portrait of how this technology changes the economic and social landscape, allowing users to create webs of relationships as they exchange, pool, borrow, lend, and share digital money in user-built networks.



Unwitting Architect

German Primacy and the Origins of
Neoliberalism

Julian Germann

Emerging Frontiers in the Global
Economy

January 2021 304pp

9781503609846 £56.00/ \$65.00 HB

STANFORD UNIVERSITY PRESS

Drawing on extensive original archival research, this book argues that German officials did not intentionally set out to promote neoliberal change. Instead they were more intent on preserving Germany's export markets and competitiveness in order to stabilize the domestic compact between capital and labor.



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