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TRADE HIGHLIGHTS  
2019

Dear Bookseller,

Cambridge University Press has recently launched a new Trade Program – a global publishing initiative targeted at producing true trade titles suitable to the wider public.

The core tenants of this program include:

- More competitive pricing
- Better cover design and interior design
- Trade-friendly writing styles
- Tier one media coverage and marketing

The new Trade Program means you’ll see more books from Cambridge University Press (such as the ones included in this catalogue) that are appropriate for you, the bookseller.

We hope the program proves suitable, and should you have any queries, please don’t hesitate to contact our new Australian trade representative, Marion Duval:

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Cambridge University Press, Australia & New Zealand  
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# THERE IS NO PLANET B

A Handbook for the Make or Break Years

Feeding the world, climate change, biodiversity, plastics – the list of concerns seems endless. But what is most pressing, what are the knock-on effects of our actions, and what should we do first? *There is No Planet B* maps out a big-picture perspective on the environmental and economic challenges of the day, providing practical (and even inspiring) ideas for what you can actually do to help humanity thrive on this – our only – planet.

THE  
NEW YORKER

“Who should read *There is No Planet B*? Everyone. Mike Berners-Lee has written a far-ranging and truth-telling handbook that is as readable as it is instructive.”

KIM  
STANLEY  
ROBINSON

“This clearly written and organized book is so sensible and useful that it becomes an unexpected aesthetic pleasure as well as a guide to action.”

BBC

“A wonderfully abundant buffet-table of knowledge about sustainability... you’ll come away wiser, healthier and also entertained.”

New  
Scientist

“Amazingly, it manages to make the complexities of planet-scale economic and environmental interconnectivity fun: a platter of potential doom, served with a smiley face and sparkler.”

Author: Mike Berners-Lee  
9781108439589

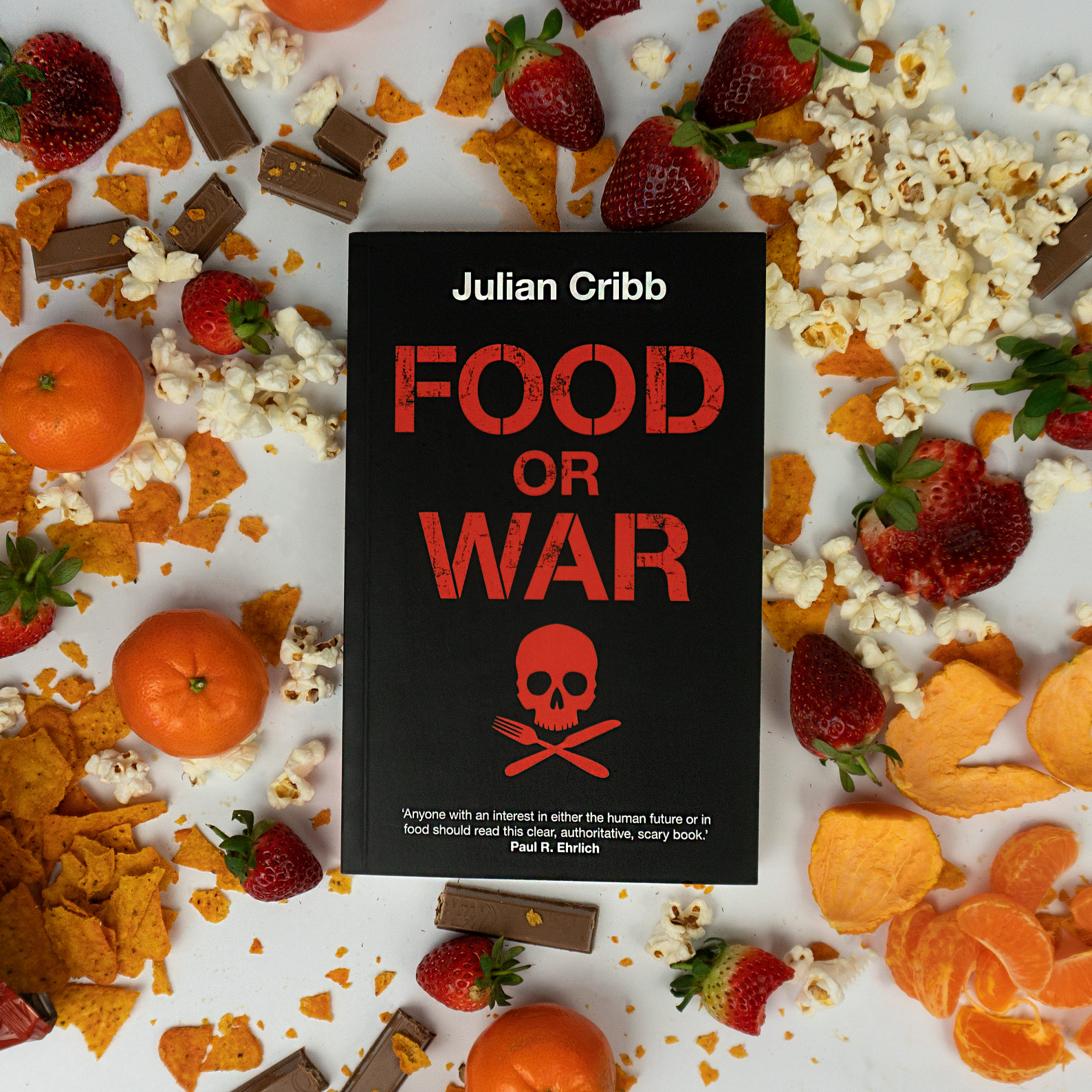
Paperback  
\$18.95 AUD / \$20.95 NZD  
Published February 2019

ISBN-13: 978-1-108-43958-9



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AUSTRALIAN AUTHOR

# FOOD OR WAR

Our future supply of food is filled with risk, but also presents spectacular opportunities for fresh human creativity and technological prowess. Australian author Julian Cribb describes a new food system capable of meeting our global needs on this hot and overcrowded planet. His message is not just timely – it's of the greatest urgency.

"In a time when we are absorbed in populist, political nonsense, Julian Cribb brings us to heel with the existential threat we face, in simple language; he joins all the dots."

- The Honourable John Kerin, Former Australian Minister

"A must-read for anyone who cares about the future of humanity."

- Bruce Haigh, Former Australian diplomat

"Julian Cribb's comprehensive and thoughtful plan to deal with an impending global food security disaster deserves coordinated and urgent consideration by the UN FAO and all national governments."

- Michael Jeffery, Former Governor General of Australia

Author: Julian Cribb

9781108712903

Paperback

\$18.95 AUD / \$20.95 NZD

Published October 2019

ISBN-13: 978-1-108-71290-3



9 781108 712903



# A HISTORY OF INTELLECTUAL PROPERTY IN 50 OBJECTS

What do the Mona Lisa, the light bulb, and a Lego brick have in common? The answer – intellectual property (IP) – may be surprising, because IP laws are all about us, but go mostly unrecognized. In this beautifully illustrated history of IP in 50 objects, each object is at the core of a story that will be appreciated by anyone interested in how great innovations offer a unique window into our past, present, and future.

“Finally, a history of this expanding and increasingly technical body of law that is accessible (and) inviting.” - Martha Woodmansee

“This is a brilliantly conceived trick to teach a deep understanding of a complex idea through the most tangible and compelling collection of things.” - Lawrence Lessig

Edited by Claudy Op den Kamp and Dan Hunter  
9781108420013  
Hardback  
\$45.95 AUD / \$49.95 NZD  
Published June 2019







# TURN LEFT AT ORION

With over 150,000 copies sold since its first publication, this is one of the most popular astronomy books of all time. This unique guidebook to the night sky shows you how to observe a host of celestial wonders. Its distinct format of object-by-object spreads illustrates how deep-sky objects and planets actually look through a small telescope, while its large pages and spiral binding allow for use outside. With dedicated chapters on Northern and Southern Hemisphere objects, it's never been easier to explore the night sky.



"This is quite possibly the most inviting guidebook ever written to help people with binoculars and small telescopes find, view, understand, and most of all, enjoy everything in the night sky..."



"This is not only an essential handbook for the novice, it's a useful reference for the seasoned backyard astronomer. Simply put, whatever your level of experience, you must have this book!"

Authors: Guy Consolmagno and Dan Davis  
9781108457569  
Spiral bound, fifth edition  
\$45.95 AUD / \$49.95 NZD  
Published January 2019







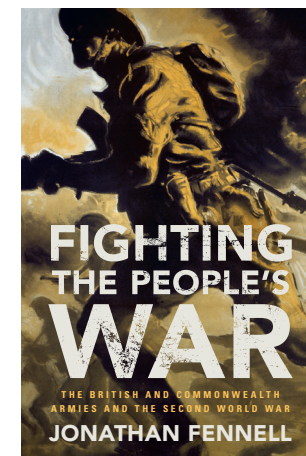
**Re-Engineering Humanity**  
*Brett Frischmann and Evan Selinger*

9781108707640  
Paperback  
\$25.95 AUD / \$28.95 NZD  
Published October 2019

“Tech book of the year.” - The Observer

Every day, new warnings emerge about artificial intelligence rebelling against us. All the while, a more immediate dilemma flies under the radar. Have forces been unleashed that are thrusting humanity down an ill-advised path, one that’s increasingly making us behave like simple machines?

In this wide-reaching, interdisciplinary book, Brett Frischmann and Evan Selinger examine what’s happening to our lives as society embraces big data, predictive analytics, and smart environments. This powerful analysis should be read by anyone interested in understanding exactly how technology threatens the future of our society, and what we can do now to build something better.



**Fighting the People's War**  
*Jonathan Fennell*

9781107030954  
Hardback  
\$45.95 AUD / \$49.95 NZD  
Published January 2019

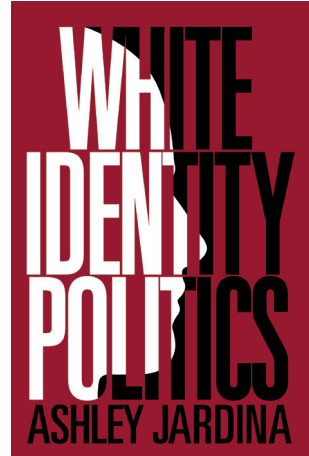
“A fascinating and important book, which brings together a mass of information ... never before assembled under one roof.” - The Sunday Times

*Fighting the People's War* is an unprecedented, panoramic history of the ‘citizen armies’ of the United Kingdom, Australia, Canada, India, New Zealand and South Africa, the core of the British and Commonwealth armies in the Second World War.

Drawing on new sources to reveal the true wartime experience of the ordinary rank and file, Jonathan Fennell fundamentally challenges our understanding of the War and of the relationship between conflict and socio-political change. **Fighting the People's War** transforms our understanding of how the great battles were won and lost as well as how the postwar societies were forged to build something better.







### White Identity Politics

Ashley Jardina

9781108468602

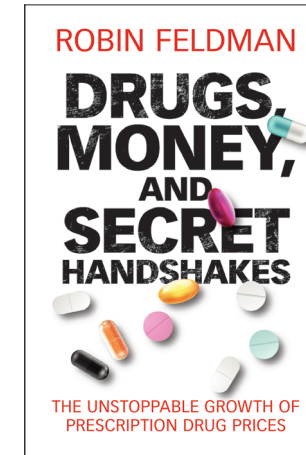
Paperback

\$34.95 AUD / \$37.95 NZD

Published February 2019

“A breakthrough that invites us to rethink the roots of both white prejudice and white solidarity.” - Taeku Lee, UC Berkeley

Amidst discontent over America’s growing diversity, many white Americans now view the political world through the lens of a racial identity. Whiteness was once thought to be invisible because of whites’ dominant position and ability to claim the mainstream, but today a large portion of whites actively identify with their racial group and support policies and candidates that they view as protecting whites’ power and status. In *White Identity Politics*, Ashley Jardina offers a landmark analysis of emerging patterns of white identity and collective political behavior, drawing on sweeping data. *White Identity Politics* shows that disaffected whites are not just found among the working class; they make up a broad proportion of the American public - with profound implications for political behavior and the future of racial conflict in America.



### Drugs, Money, and Secret Handshakes

Robin Feldman

9781108482455

Hardback

\$41.95 AUD / \$45.95 NZD

Published April 2019

“This is the book the pharmaceutical industry does not want you to read.”  
- David Kessler, Former Commissioner, US FDA

“In this lucid and supremely upsetting book, Robin Feldman lays bare the multilayered, perverse incentives that reward pharmaceutical companies for hiking their branded drug prices into the stratosphere.” - Roger Parloff, Legal Journalist

In the warped world of prescription drug pricing, generic drugs can cost more than branded ones, old drugs can be relaunched at astronomical prices, and low-cost options are shut out of the market. In *Drugs, Money and Secret Handshakes*, Robin Feldman shines a light into the dark corners of the pharmaceutical industry to expose a web of shadowy deals in which higher-priced drugs receive favorable treatment and patients are channeled toward the most expensive medicines.





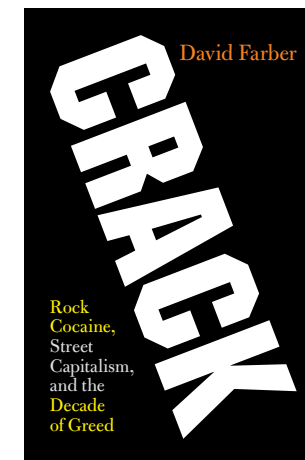


**The Fourth Reich**  
*Gavriel D. Rosenfeld*

9781108497497  
Hardback  
\$40.95 AUD / \$44.95 NZD  
Published March 2019

“Marshals a variety of sources – political speeches, newspaper clippings, slices of cinema – to offer a sharp counterfactual investigation that reveals how discourse on the Fourth Reich has meaningfully shaped postwar culture.” - LA Review of Books

Ever since the collapse of the Third Reich, anxieties have persisted about Nazism’s revival in the form of a Fourth Reich. Gavriel D. Rosenfeld reveals, for the first time, these postwar nightmares of a future that never happened and explains what they tell us about Western political, intellectual, and cultural life. This is a timely analysis of a concept that is increasingly relevant in an era of surging right-wing politics.



**Crack**  
*David Farber*

9781108425278  
Hardback  
\$36.95 AUD / \$39.95 NZD  
Publishing December 2019

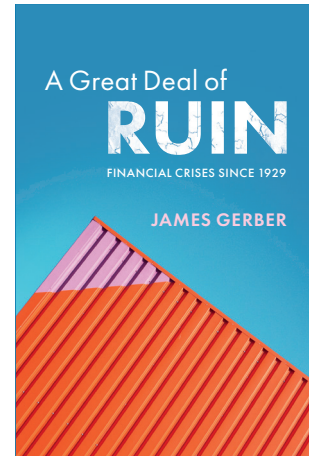
“David Farber pulls off the historical equivalent of *The Wire*.”  
- David Courtwright, author of *Dark Paradise* and *The Age of Addiction*

A shattering account of the crack cocaine years from award-winning American historian David Farber, *Crack* tells the story of the young men who bet their lives on the rewards of selling ‘rock’ cocaine, the people who gave themselves over to the crack pipe, and the often-merciless authorities who incarcerated legions of African Americans caught in the crack cocaine underworld.

Based on interviews, archival research, judicial records, underground videos, and prison memoirs, *Crack* explains why, in a de-industrializing America in which market forces ruled and entrepreneurial risk-taking was celebrated, the crack industry was a lucrative enterprise for these young, predominately African American entrepreneurs – the ‘Horatio Alger boys’ of their place and time. *Crack* takes a hard look at the dark side of late twentieth-century capitalism.







### **A Great Deal of Ruin**

*James Gerber*

9781108739900

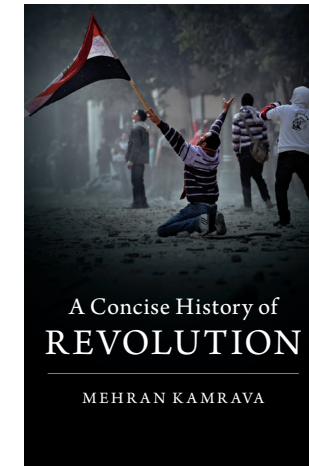
Paperback

\$49.95 AUD / \$53.95 NZD

Published August 2019

“An excellent overview of the subject of financial crises: their definitions, causes and losses.” - Michael Bordo, Rutgers University

*A Great Deal of Ruin* provides an accessible introduction to the enduring problem of financial crises. Illustrated with historical analysis, case studies, and clear economic concepts, this book explains in three parts what financial crises are, how they are caused and what we can learn from them. It begins with a taxonomy of crises and a list of factors that increase the risk for countries experiencing a financial crisis. It then examines five of the most important crises in modern economic history, beginning with the Great Depression and ending with the subprime crisis in the United States and its evolution into a debt crisis in the Eurozone. The book concludes with a set of lessons that can be learnt from the crises of the past. It will appeal to university students as well as general readers who are curious to learn more about the recent subprime crisis and other financial crises.



### **A Concise History of Revolution**

*Mehran Kamrava*

9781108725385

Paperback

\$34.95 AUD / \$37.95 NZD

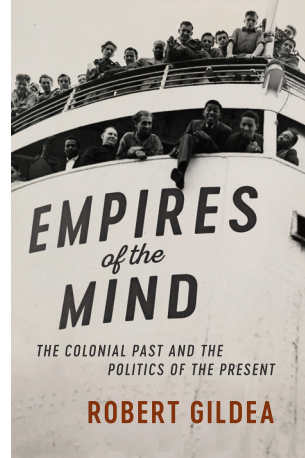
Publishing December 2019

“A concise, well-argued, and original take on revolutions.”  
- John Foran, UC Santa Barbara

Presenting a new framework for the study of revolutions, this innovative exploration of French, Russian, Chinese, Vietnamese, Cuban, Iranian, South African, and more recent Arab revolutions, provides a theoretically grounded and empirically comprehensive demonstration of how revolutions mean more than mere state collapse and rebuilding. Through the examination of multiple historical case studies, and use of extensive historical examples to explore a range of revolutions, Mehran Kamrava reveals the range and depth of human emotion and motivations that are so prevalent and consequential in revolutions, from personal commitment to sacrifice, determination, leadership ability, charisma, opportunism, and avarice.







### **Empires of the Mind**

*Robert Gildea*

9781107159587

Hardback

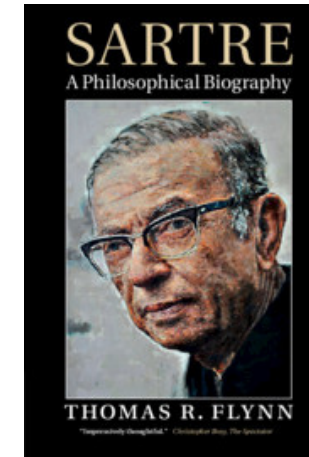
\$36.95 AUD / \$39.95 NZD

Published February 2019

“A uniquely valuable account of the fate of the French and British empires.”

- William Roger Louis, University of Texas

In *Empires of the Mind*, Robert Gildea exposes the brutal realities of decolonisation and neo-colonialism which have shaped the postwar world. Even after the rush of French and British decolonisation in the 1960s, the strings of economic and military power too often remained in the hands of the former colonial powers. The more empire appears to have declined and fallen, the more a fantasy of empire has been conjured up as a model for projecting power onto the world stage and legitimised colonialist intervention in Afghanistan, Iraq, and Syria. This aggression has excluded, alienated and even radicalised immigrant populations. Meanwhile, nostalgia for empire has bedevilled relations with Europe and played a large part in explaining Brexit.



### **Sartre: A Philosophical Biography**

*Thomas R. Flynn*

9781107476011

Paperback

\$36.95 AUD / \$39.95 NZD

Published January 2019

“This exploration of Sartre’s thought in the context of his life is both extensive and comprehensive: a major contribution to Sartre studies”

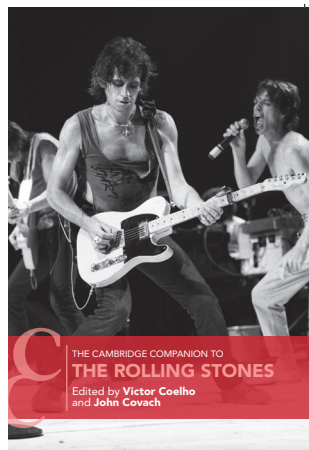
- Thomas Busch, Villanova University

Jean-Paul Sartre (1905–1980) was one of the most influential thinkers of the twentieth century. Regarded as the father of existentialist philosophy, he was also a political critic, moralist, playwright, novelist, and author of biographies and short stories.

Thomas R. Flynn provides the first book-length account of Sartre as a philosopher of the imaginary, mapping the intellectual development of his ideas throughout his life, and building a narrative that is not only philosophical but also attentive to the political and literary dimensions of his work. It will appeal to all who are interested in Sartre’s philosophy and its relation to his life.







## The Cambridge Companion to the Rolling Stones

*Victor Coelho and John Covach*

9781107651111

Paperback

\$34.95 AUD / \$37.95 NZD

Published September 2019

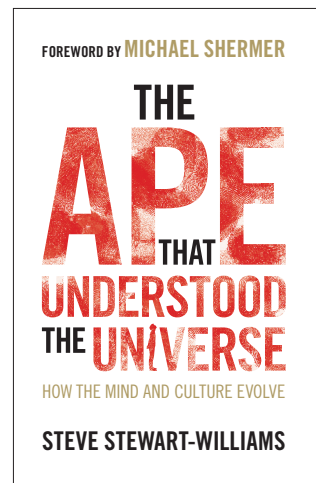
The Rolling Stones are one of the most influential, prolific, and enduring Rock and Roll bands in the history of music. This groundbreaking, specifically commissioned collection of essays provides the first dedicated academic overview of the music, career, influences, history, and cultural impact of the Rolling Stones. Shining a light on the many communities and sources of knowledge about the group, this Companion brings together essays by musicologists, ethnomusicologists, players, film scholars, and filmmakers into a single volume intended to stimulate fresh thinking about the group as they vault well over the mid-century of their career.

Threaded throughout these essays are album- and song-oriented discussions of the landmark recordings of the group and their influence. Exploring new issues about sound, culture, media representation, the influence of world music, fan communities, group personnel, and the importance of their revival post-1989, this collection greatly expands our understanding of their music.



# UPCOMING TITLES





### The Ape that Understood the Universe

Steve Stewart-Williams

9781108732758

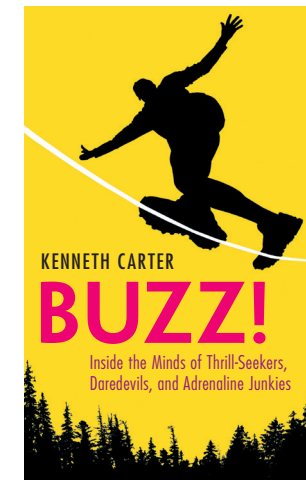
Paperback

\$23.95 AUD / \$25.95 NZD

Publishing January 2020

“A rare accomplishment: equal parts intellectual exhilaration and beautifully crafted narrative.” - Todd Shackelford, Oakland University

*The Ape that Understood the Universe* is the story of the strangest animal in the world: the human animal. It opens with a question: How would an alien scientist view our species? The book tackles this question by drawing on two major schools of thought: evolutionary psychology and cultural evolutionary theory. The guiding assumption is that humans are animals, and that like all animals, we evolved to pass on our genes. At some point, however, we also evolved the capacity for culture – and from that moment, culture began evolving in its own right. This transformed us from a mere ape into an ape capable of reshaping the planet, travelling to other worlds, and understanding the vast universe of which we’re but a tiny, fleeting fragment.



### Buzz!

Kenneth Carter

9781108738101

Paperback

\$27.95 AUD / \$30.95 NZD

Publishing January 2020

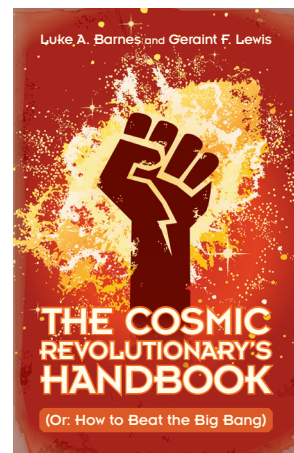
“An engaging and informative romp through the fascinating world of thrill-seekers and risk-takers.” - Scott O. Lilienfeld, Emory University

Most of us crave new experiences and sensations. Whether it’s our attraction to that new burger place or the latest gadget, newness tugs at us. But what about those who can’t seem to get enough? They jump out of planes, climb skyscrapers, and will eat anything (even poisonous pufferfish) ... Prompting others to ask ‘what’s wrong’ with them.

*Buzz!* describes the world of the high sensation-seeking personality in a way that we can all understand. It explores the lifestyle, psychology, and neuroscience behind adrenaline junkies and daredevils. This tendency, or compulsion, has a role in our culture. But where is the line between healthy and unhealthy thrill-seeking? The minds of these adventurers are explained page by page.







## AUSTRALIAN AUTHORS

### **The Cosmic Revolutionary's Handbook**

*Luke Barnes and Geraint Lewis*

9781108486705

Paperback

\$32.95 AUD / \$35.95 NZD

Publishing May 2020

Free yourself from cosmological tyranny! Everything started in a big bang? Invisible dark matter? Black holes? Why accept such a weird cosmos? For all those who wonder about this bizarre universe, and those who want to overthrow the big bang, this handbook gives you 'just the facts': the observations that have shaped these ideas and theories. While the big bang holds the attention of scientists, it isn't perfect. The authors pull back the curtains, and show how cosmology really works. With this, you will know your enemy, cosmic revolutionary – arm yourself for the scientific arena where ideas must fight for survival! This uniquely-framed tour of modern cosmology gives a deeper understanding of the inner workings of this fascinating field. The portrait painted is realistic and raw, not idealized and airbrushed – it is science in all its messy detail, which doesn't pretend to have all the answers.



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