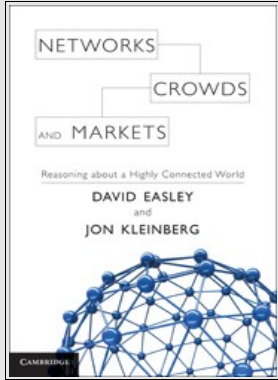


Cambridge University Press
New titles coming in September



Networks, Crowds, and Markets
Reasoning About a Highly Connected World

David Easley
Cornell University, New York
Jon Kleinberg
Cornell University, New York
Hardback

(ISBN-13: 9780521195331)

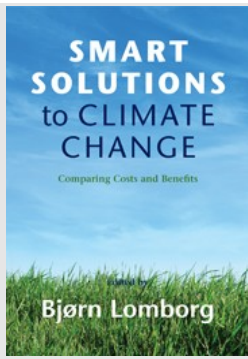
Also available in [Adobe eBook](#)

Not yet published - available from September 2010

£30.00

Are all film stars linked to Kevin Bacon? Why do the stock markets rise and fall sharply on the strength of a vague rumour? How does gossip spread so quickly? Are we all related through six degrees of separation? There is a growing awareness of the complex networks that pervade modern society. We see them in the rapid growth of the Internet, the ease of global communication, the swift spread of news and information, and in the way epidemics and financial crises develop with startling speed and intensity. This introductory book on the new science of networks takes an interdisciplinary approach, using economics, sociology, computing, information science and applied mathematics to address fundamental questions about the links that connect us, and the ways that our decisions can have consequences for others.

- Addresses topics of current public interest (social networks, the Web, the complex behavior of markets, epidemics, phenomena surrounding popularity and 'social contagion')
- Has been class-tested as a textbook in a large, interdisciplinary course taken by beginning undergraduates from many different disciplines at Cornell University
- Combines perspectives from economics, sociology, computing and information science, and applied mathematics [Read More>>](#)



Smart Solutions to Climate Change

Comparing Costs and Benefits

Edited by Bjørn Lomborg

Copenhagen Business School

Paperback

(ISBN-13: 9780521138567)

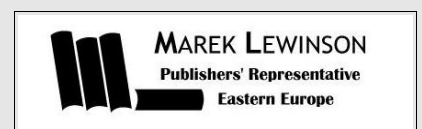
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Not yet published - available from September 2010

£19.99

The failure of the Copenhagen climate conference in December 2009 revealed major flaws in the way the world's policy makers have attempted to prevent dangerous levels of increases in global temperatures. The expert authors in this specially commissioned collection focus on the likely costs and benefits of a very wide range of policy options, including geo-engineering, mitigation of CO₂, methane and 'black carbon', expanding forest, research and development of low-carbon energy and encouraging green technology transfer. For each policy, authors outline all of the costs, benefits and likely outcomes, in fully referenced, clearly presented chapters accompanied by shorter, critical alternative perspectives. To further stimulate debate, a panel of economists, including three Nobel laureates, evaluate and rank the attractiveness of the policies. This authoritative and thought-provoking book will challenge readers to form their own conclusions about the best ways to respond to global warming.

- Presents a very wide range of climate policy options including ones that are not well covered in the media, making it highly relevant to climate policy debates in search for a new treaty to succeed Kyoto
- Each policy option has at least one alternative perspective so readers are exposed to areas of agreement and disagreement in the very contentious world of climate policy
- Each chapter is written by an expert at a level that is accessible enough for dedicated followers of global warming debates in the general public but original enough to interest academic readers [Read More>>](#)



The Dark Side of Creativity

Edited by [David H. Cropley](#)

University of South Australia

[Arthur J. Cropley](#)

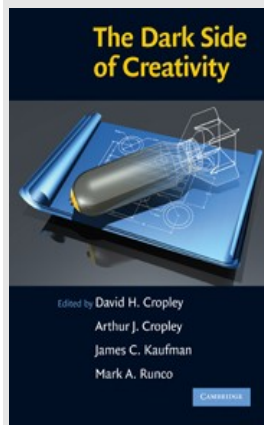
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Paperback

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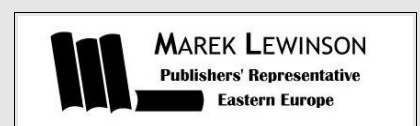
Also available in [Hardback](#) | [Adobe eBook](#)

Not yet published - available from September 2010

£24.99

With few exceptions, scholarship on creativity has focused on its positive aspects while largely ignoring its dark side. This includes not only creativity deliberately aimed at hurting others, such as crime or terrorism, or at gaining unfair advantages, but also the accidental negative side effects of well-intentioned acts. This book brings together essays written by experts from various fields (psychology, criminal justice, sociology, engineering, education, history, and design) and with different interests (personality development, mental health, deviant behavior, law enforcement, and counter-terrorism) to illustrate the nature of negative creativity, examine its variants, call attention to its dangers, and draw conclusions about how to prevent it or protect society from its effects.

- An intensive exploration of negative creativity - a radical approach to a popular topic
- An interdisciplinary focus from international experts within psychology, sociology, engineering, criminal justice, literature, history and design education
- Emphasis on the practical consequences of creativity, and guidelines on what can be done [Read More>>](#)



A Critical Introduction to Mao

Edited by [Timothy Cheek](#)

University of British Columbia, Vancouver

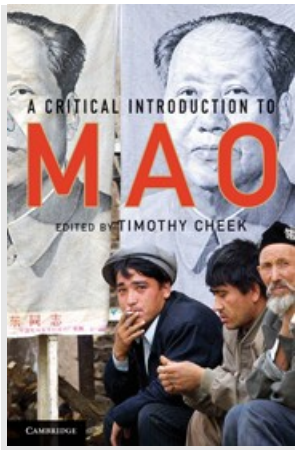
Paperback

(ISBN-13: 9780521711548)

Also available in [Hardback](#)

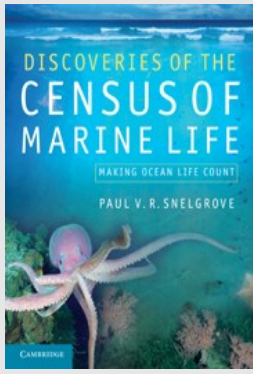
Not yet published - available from September 2010

£16.99



Mao Zedong's political career spanned more than half a century. The ideas he championed transformed one of the largest nations on earth and inspired revolutionary movements across the world. Even today Mao lives on in China, where he is regarded by many as a near-mythical figure, and in the West, where a burgeoning literature continues to debate his memory. In this book, leading scholars from different generations and around the world offer a critical evaluation of the life and legacy of China's most famous - some would say infamous - son. The book brings the scholarship on Mao up to date, and its alternative perspectives equip readers to assess for themselves the nature of this mercurial figure and his significance in modern Chinese history.

- Engaging and comprehensive introduction for students and non-specialists to one of the most important political figures of the twentieth century
- Notable and influential scholars from across the generations debate and discuss Mao's life, his work and his legacy
- Complete with photographs, a map, a timeline and suggested readings [Read More>>](#)



Discoveries of the Census of Marine Life

Making Ocean Life Count

Paul Snelgrove

Memorial University of Newfoundland

Paperback

(ISBN-13: 9780521165129)

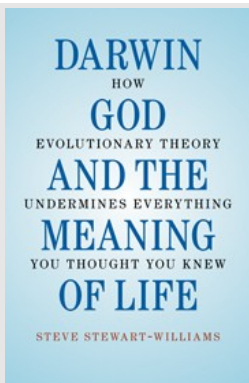
Also available in [Hardback](#)

Not yet published - available from October 2010

£27.99

Over the 10-year course of the recently completed Census of Marine Life, a global network of researchers in more than 80 nations has collaborated to improve our understanding of marine biodiversity - past, present, and future. Providing insight into this remarkable project, this book explains the rationale behind the Census and highlights some of its most important and dramatic findings, illustrated with full-color photographs throughout. It explores how new technologies and partnerships have contributed to greater knowledge of marine life, from unknown species and habitats, to migration routes and distribution patterns, and to a better appreciation of how the oceans are changing. Looking to the future, it identifies what needs to be done to close the remaining gaps in our knowledge and provide information that will enable us to better manage resources, conserve diversity, reverse habitat losses, and respond to global climate change.

- Chronicles the world's first complete census of biodiversity in the world's oceans, providing the reader with an insight into this remarkable project
- Coverage of the whole range of marine habitats - from shoreline to deep abyss and from the Arctic to the Antarctic - providing data from areas of the world that have never before been studied
- Looks to the future, considering how we can close the remaining knowledge gaps and work towards sustainable ocean use [Read More>>](#)



Darwin, God and the Meaning of Life

How Evolutionary Theory Undermines Everything You Thought You Knew

Steve Stewart-Williams

University of Wales, Swansea

Hardback

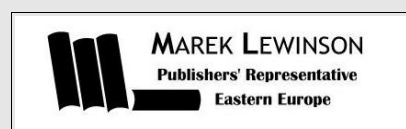
(ISBN-13: 9780521762786)

Not yet published - available from September 2010

£18.99

If you accept evolutionary theory, can you also believe in God? Are human beings superior to other animals, or is this just a human prejudice? Does Darwin have implications for heated issues like euthanasia and animal rights? Does evolution tell us the purpose of life, or does it imply that life has no ultimate purpose? Does evolution tell us what is morally right and wrong, or does it imply that ultimately 'nothing' is right or wrong? In this fascinating and intriguing book, Steve Stewart-Williams addresses these and other fundamental philosophical questions raised by evolutionary theory and the exciting new field of evolutionary psychology. Drawing on biology, psychology and philosophy, he argues that Darwinian science supports a view of a godless universe devoid of ultimate purpose or moral structure, but that we can still live a good life and a happy life within the confines of this view.

- Brings together philosophy and evolutionary psychology in a way that will open up debate between the two disciplines • Challenges Richard Dawkins' treatment of the problem of evil as an argument against God • Topics covered include: God, life after death, whether we are superior to other animals, the meaning of life, voluntary euthanasia, and the proper treatment of other animals [Read More>>](#)





Financial Management for Business

Cracking the Hidden Code

Robert Bittlestone

Metapraxis Ltd

Hardback

(ISBN-13: 9780521762908)

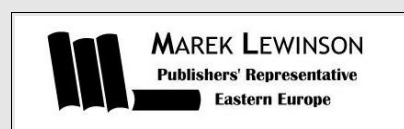
Not yet published - available from September 2010

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Financial Management for Business: Cracking the Hidden Code represents a breakthrough approach to business education. Set against the gripping story of Luca Pacioli's discovery of the 'Hidden Code' of bookkeeping that transformed medieval business and remains at the heart of every modern enterprise, the book presents an innovative step-by-step model that will transform your understanding of financial management. Key concepts such as profit and loss, cash flow and balance sheets are brought to life with Internet-based simulations that show how cash actually flows around the business. The book also helps to explain how decisions such as pricing and advertising affect the bottom line and why financial disasters happen, such as the 2008 international banking crisis. Professionals and students will find the book an invaluable companion to CIMA's new fast-track financial qualification for non-accountants. The book comes with a free trial of the web-based simulation models: visit www.financial-management-for-business.com for further details.

- Innovative guide to the key financial concepts that underpin business success
- Builds a step-by-step, full-colour model of cash flow and its impact on profit and loss
- Allows readers to sample the accompanying fully interactive online simulation

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Glenn Waller · Victoria Mountford · Rachel Lawson
Emma Gray · Helen Cordery · Hendrik Hinrichsen

BEATING YOUR EATING DISORDER

A COGNITIVE-BEHAVIORAL
SELF-HELP GUIDE FOR
ADULT SUFFERERS AND
THEIR CARERS

Beating Your Eating Disorder

A Cognitive-Behavioral Self-Help Guide for Adult Sufferers and their Carers

Glenn Waller

Institute of Psychiatry, London

Victoria Mountford

Eating Disorders Service

Rachel Lawson

Canterbury District Health Board

Emma Gray

Oyster Counselling

Helen Cordery

St George's Eating Disorders Service

Hendrik Hinrichsen

South West London and St George's Mental Health NHS Trust

Paperback

(ISBN-13: 9780521739047)

Not yet published - available from September 2010

£12.99

Do you or does someone you know, suffer from an eating disorder such as anorexia nervosa, bulimia nervosa or a less typical set of symptoms? The most effective, evidence-based treatment for adults with eating disorders is cognitive-behavioural therapy (CBT). This book presents a highly effective self-help CBT programme for all eating disorders, in an accessible format. It teaches skills to sufferers and carers alike. This book is relevant to any sufferer, if:

- You are not yet sure about whether to seek help
- You are not sure where to find help
- Your family doctor or others recommend that you try a self-help approach
- You are waiting for therapy with a clinician, and want to get the best possible start to beating your eating disorder

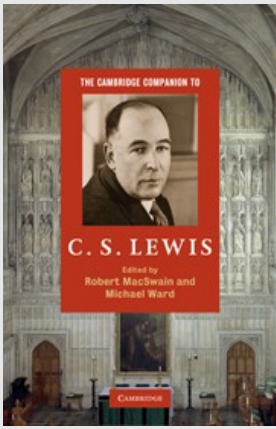
- Written in an accessible format - illustrated with rich vignettes and colourful analogies to provide a context for recovery

Represents the key elements of cognitive-behavioural therapy for a range of eating disorders, enabling carers and sufferers to work together

- Equally helpful for families and friends by giving them the support they need to be a powerful ally in recovery

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The Cambridge Companion to C. S. Lewis

Series: [Cambridge Companions to Religion](#)

Edited by [Robert MacSwain](#)

University of the South, Sewanee, Tennessee

[Michael Ward](#)

University of Oxford

Paperback

(ISBN-13: 9780521711142)

Also available in [Hardback](#)

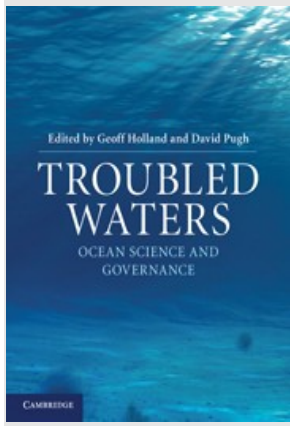
Not yet published - available from September 2010

£18.99

A distinguished academic, influential Christian apologist, and best-selling author of children's literature, C. S. Lewis is a controversial and enigmatic figure who continues to fascinate, fifty years after his death. This Companion is the first comprehensive single-volume study written by an international team of scholars to survey Lewis's career as a literary historian, popular theologian, and creative writer. Twenty-one expert voices from Oxford, Cambridge, Princeton, and Wheaton, among many other places of learning, analyze Lewis's work from theological, philosophical, and literary perspectives. Some chapters consider his professional contribution to fields such as critical theory and intellectual history, while others assess his views on issues including moral knowledge, gender, prayer, war, love, suffering, and Scripture. The final chapters investigate his work as a writer of fiction and poetry. Original in its approach and unique in its scope, this Companion shows that C. S. Lewis was much more than merely the man behind Narnia.

- Contributors include both established Lewis specialists and academics distinguished in other related fields, such as literary criticism, intellectual history, theology and philosophy
- Essays discuss Lewis from a variety of national and theological perspectives, providing more than the usual American Evangelical vantage point
- Emphasizes the interdisciplinary nature of Lewis's writings

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Troubled Waters

Ocean Science and Governance

Geoffrey Holland

David Pugh

Hardback

(ISBN-13: 9780521765817)

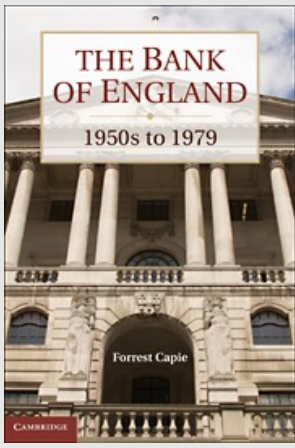
Not yet published - available from September 2010

£30.00

Bringing together 30 international experts, this volume commemorates the 50th anniversary of the Intergovernmental Oceanographic Commission of UNESCO, the UN organization responsible for fostering intergovernmental cooperation on global ocean issues. It looks at how governments use science to establish ocean policies, with chapters ranging from the history of ocean management to current advances in marine science, observation and management applications, and the international agencies that co-ordinate this work. With a focus on key topical issues such as marine pollution, exploitation, and hazards, *Troubled Waters* reflects on past successes and failures in ocean management and emphasises the need for knowledge and effective government action to ensure a sustainable future for this precious resource. Illustrated with dramatic, full-colour images, it is essential reading for researchers, students, policy makers and managers of the marine environment, and also provides an attractive and accessible overview for anyone concerned about the future stewardship of our oceans.

- Includes contributions from many world-renowned scientists and managers - presenting an up-to-date assessment of the science and data that inform ocean policy
- Includes short vignettes of each contributing author, which highlight the broad range of skills and organisations that are brought to bear on the complex issues featured here
- Illustrated throughout with dramatic images showing ocean science in action and highlighting the ocean's natural beauty and man-made scars
- Emphasises the key role played by the oceans in climate and the biosphere - helping to provide a 'Goldilocks zone' that can support human life

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The Bank of England

1950s to 1979

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Cass Business School, UK

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(ISBN-13: 9780521192828)

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£95.00

This history of the Bank of England takes its story from the 1950s to the end of the 1970s. This period probably saw the peak of the Bank's influence and prestige, as it dominated the financial landscape. One of the Bank's central functions was to manage the exchange rate. It was also responsible for administering all the controls that made up monetary policy. In the first part of the period, the Bank did all this with a remarkable degree of freedom. But economic policy was a failure, and sluggish output, banking instability, and rampant inflation characterized the 1970s. The pegged exchange rate was discontinued, and the Bank's freedom of movement was severely constrained, as new approaches to policy were devised and implemented. The Bank lost much of its freedom of movement but also took on more formal supervision.

- Comprehensive and authoritative history of the Bank of England across a period of turbulence
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