
The Garamond Agency Rights Guide



Spring 2018

AI

An Introduction For Everyone

Thomas Range

Artificial Intelligence is currently surrounded by a magical aura — and not for the first time. AI researchers and the producers of learning software systems are riding a powerful current right now. Startups in need of capital tend to paste the Artificial Intelligence label on every digital application. The AI label is often applied without any concern about whether the system actually learns from data and examples and can abstract from its learning experiences, or if it mindlessly follows instructions.

Artificial Intelligence has already been through several hype cycles. Big promises have always been followed by phases of major disappointment. During these so-called “AI winters,” doubts have emerged even among AI’s fervent disciples over whether they were chasing pipe dreams, driven by visions inspired by the science fiction authors they had devoured as teenagers. But with all due caution, today we can say that Artificial Intelligence has made breakthroughs on problems it had been dashing itself against for decades.

Whoever wants to explore the opportunities and risks of a new technology first needs to understand the basics. They have to find a comprehensible answer to the questions: What is Artificial Intelligence anyway? What is it capable of today and what will it be capable of in the foreseeable future? And what abilities will people need to develop if machines continue to become more and more intelligent? *AI: An Introduction for Everyone* is a compact, accessible primer for readers at levels looking for answers to those questions.

The Experiment, 2019

96 pages, black and white illustrations

About the Author

Thomas Ränge is the technology correspondent of the business magazine *eins* and is a contributing editor at *The Economist*. The author of ten books, he has written widely about big data and digitization.

His most recent book, *Reinventing Capitalism in the Age of Big Data*, written with Viktor Mayer-Schönberger, was published by Basic Books in 2018. In its review, *Science* wrote, "Viktor Mayer-Schönberger and Thomas Ränge argue that big data will transform our economies on a fundamental level... Thought-provoking." And *Forbes* called it, "A thoughtful volume about the digital and data-driven future."

Thomas's book on understanding infographics was published in Germany by Econ Verlag and will be published in the US by The Experiment in 2018.



Foreign Publishers

Germany | Reclam Verlag

United Kingdom | The Experiment

How the South Won the Civil War

The Rise of the West and the Struggle to Define America

Heather Cox Richardson

In 1860, when the conflict between the hierarchical ideology of the slave holders and the concept of democracy became irreconcilable, Americans set out to reclaim the government from an oligarchy and rededicate it to the proposition that all men are created equal. Yet as historian Heather Richardson makes clear in *How the South Won the Civil War*, while they won, they never erased the slaveholders' ideology entirely.

In the new American West there was fertile ground for preserving and propagating a vision of society based in racial hierarchies. Mythology tells us that the theme of the American West was freedom, but the opposite was true. Like the antebellum South, society in the West was hierarchical according to race, class, and gender. Just as the South was a cultural and political force that came to dominate American society in the early nineteenth century, the West was a cultural and political force that came to dominate American society in the late twentieth century.

The conflict between a hierarchical society and one based in equality is rooted deeply in European-American society, and it is a battle America has grappled with since its founding. When democracy was threatened in the 1860s, Americans fought back and rededicated the country to equality. But geography and timing kept those principles from becoming permanent and now, once again, we are called to defend the principle of democracy.

Crucially, this time all Americans have a say in the outcome. Women are now part of the electorate, and they break heavily against a society in which a few elite white men control the destinies of those they consider inferior. With the help of women and voters of color, this time equality might have a chance of winning.

Oxford University Press, 2019

250 pages

About the Author

Heather Cox Richardson is Professor of History at Boston College and the author of five books about American politics. She has written about the Civil War, Reconstruction, the Gilded Age, and the American West in books whose subjects stretch from the presidencies of Abraham Lincoln to that of Theodore Roosevelt.



Heather's previous book, *To Make Men Free: A History of the Republican Party*, was published in 2014 by Basic Books. It was an Editor's Choice selection of the *New York Times Book Review*. Writing in *New York Magazine*, Jonathan Chait named it as one of the six books to read to understand the Republican Party. *Wounded Knee: Party Politics and the Road to an American Massacre* was also published by Basic Books in 2010. Writing in the *Boston Globe*, Michael Kenney called the book, "a vivid and moving narrative of events that led to the slaughter of about 300 Sioux in South Dakota."

Heather writes widely for popular publications and is a national commentator on American political history and the Republican Party. Her work has appeared in *The Guardian*, the *Washington Post*, the *New York Times*, the *Chicago Tribune*, and *Quartz*, among other publications, and she has been a regular columnist for Salon.com. She appears frequently on radio and on television news shows.

Foreign Publishers

United Kingdom | Oxford University Press

The Culture of Contempt

Arthur C. Brooks

America is awash in polarization and contempt. Tribal politics appears ascendant, while civility and amicable disagreement are routinely cast aside on social media, in the news, and in public life.

In his new book, *The Culture of Contempt*, Arthur Brooks takes on the contempt and division that are tearing America apart, and shows how readers can resist, restore a productive competition of ideas, and unite the country. Grounded in empirical research, ancient philosophy, and lessons from history's greatest leaders, it demonstrates why a backlash against tribalism and contempt is not only possible, but probable—if properly encouraged.

The book is neither naive nor wishful thinking. It is a social scientist's analysis showing that the powers of polarization and divisive leadership may be strong, but that they aren't lasting. The evidence is clear that we can't sustain, nor do we truly desire, a world in which we're constantly in conflict with our fellow citizens. While written when these issues are particularly timely in the US, this book addresses the need to put an end to ideological holy wars anywhere.

The Culture of Contempt, speaks to the hunger for a different kind of discourse about critical social issues. It is an urgent, and very moral, manifesto for finding a new way to disagree, one that respects differences and celebrates the competition for ideas, but makes room for shared goals of the principles of democracy and liberty.

Broadside/HarperCollins, 2019

250 pages

About the Author

Arthur C. Brooks is president of the American Enterprise Institute, the nation's premier free enterprise think tank. He has served as president since January 1, 2009. He is also the Beth and Ravenel Curry Scholar in Free Enterprise. Before joining AEI, Arthur was the Louis A. Bantle Professor of Business and Government in the Maxwell School of Citizenship and Public Affairs at Syracuse University, where he taught economics and social entrepreneurship. Prior to his work in academia and public policy, he spent 12 years as a classical musician in the United States and Spain.



Brooks is a contributing opinion writer for the *New York Times*, a regular on talk radio and news television. He delivers more than 175 speeches annually—including a recurring seminar series for lawmakers on Capitol Hill on how to share their message more effectively—and has built a reputation as an expert on elevating our public debates.

His most recent book, *The Conservative Heart: How to Build a Fairer, Happier, and More Prosperous America* was published by Broadside Books/HarperCollins in 2015. It reached No. 8 on the *New York Times* hardcover nonfiction bestseller list and No. 11 on its combined print and e-Book nonfiction list.

Brooks' other books include the 2012 bestseller *The Road to Freedom* and *Who Really Cares: America's Charity Divide: Who Gives, Who Doesn't, and Why It Matters*, both published by Basic Books.

Foreign Publishers

United Kingdom | HarperCollins

Is Anyone Listening?

What Animals Are Saying to Each Other and to Us

Denise Herzing

Imagine what it would be like to really understand another intelligent species on this planet.

Denise Herzing has long been intrigued by what that would mean. As the director of the Wild Dolphin Project, she has devoted her career to studying the underwater behavior of dolphins in the wild, with a particular interest in their social lives and communication strategies. What are they saying? Can humans join in the discussion?

Her new book, *Is Anyone Listening?: What Animals Are Saying to Each Other and to Us*, begins with her work with dolphins. Their behavior hints at a deep intelligence, their brains are big, they show signs of self-awareness, and some even use tools to help hunt fish. She goes on to consider what we know about animal intelligence and the ability to communicate across species, looking at animals from prairie dogs to domestic dogs, and from parrots to primates.

Intelligence in animals has typically been measured by comparing their abilities with people. Denise Herzing argues that we need to resist the urge to see animals in terms of how we see ourselves and she wants to radically revise the way we define and measure intelligence in other species. Her work with dolphins has taught her that until we devise an approach to intelligence that isn't human-centered, we don't have a chance of meaningfully communicating with the animals who share the planet with us.

A marine biologist, Denise Herzing headed to the Bahamas thirty years ago, to an area that was known to be home to a group of friendly Atlantic spotted dolphins. She has returned to spend five months each summer observing the same pod and getting to know more than 300 individual Atlantic spotted dolphins, spanning three generations. Her deep experience with dolphins and her wonder and celebration of the rich variety of life on this planet informs *Is Anyone Listening?*

An eye-opening guide to the opportunities and challenges of understanding other social worlds.

University of Chicago Press, 2019

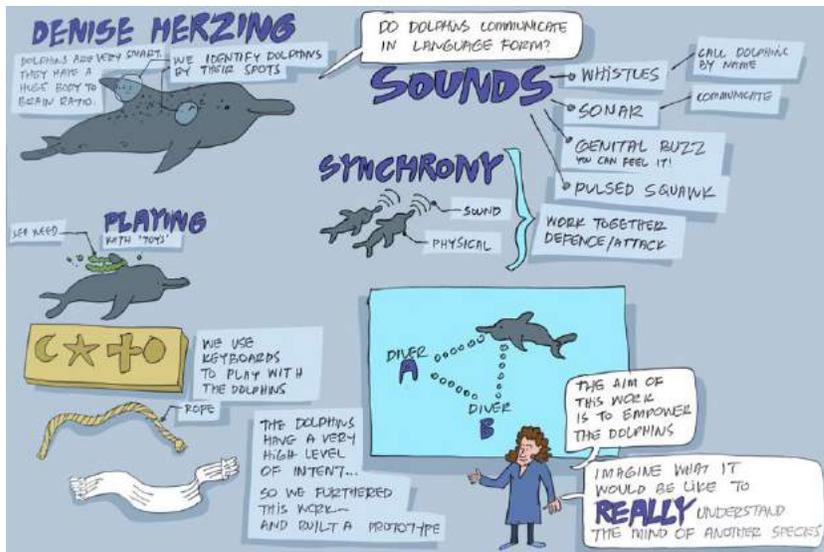
256 pages, black & white illustrations

About the Author

Denise Herzing began her field project in the Bahamas in 1985 and in addition to her work as the Research Director of the Wild Dolphin Project she is currently a professor in biological sciences at Florida Atlantic University. She has been a scientific advisor to the Dolphin Research Center, the American Cetacean Society, and the California Marine Mammal Center.



In 2008 she received a Guggenheim Fellowship in Science Writing to write *Dolphin Diaries*, which was published in 2010 by St. Martin's Press. *Kirkus* called the book, "a focused and captivating account ... Inspired by the pioneering work of Jacques Cousteau, Jane Goodall and Dian Fossey."



Denise Herzing is a Fellow with the Explorers Club and in 2005 she was nominated for a Wings World Quest award, which honors women scientists and explorers. Her work has been featured in natural history documentaries at

Nature, Discovery Channel, PBS, ABC, the BBC in England and NHK in Japan. She was invited to give a TED talk about her work in 2013. The cartoon here was developed for her TED talk.

Foreign Publishers

United Kingdom | University of Chicago Press

Reinventing Capitalism in the Age of Big Data

Viktor Mayer-Schönberger and Thomas Ramege

Markets have long been acknowledged to be a superior mechanism for managing resources but until the age of big data, they largely functioned better in theory than in practice. Now, as ideal markets are within reach because of vastly easier access to enormous amounts of information, we are on the verge of a major disruption. As data becomes a more valuable asset than cash, the rules for surviving and thriving are changing.

Data Capitalism: How Information is Liberating the Economy from the Tyranny of the Firm and Enabling a New Prosperity is a provocative look at how data is reinventing markets and, in so doing, is ushering in an era where the firm is no longer predominant. With access to richer and more comprehensive information about human wants and needs becoming easier and more affordable, an economy powered by data offers the possibility of increased abundance, equality, and resilience.

Data Capitalism captures the changes that have placed this golden age of the market within reach. Today's abundance of data enables smoother and more reliable coordination of information than the simplified world of money and price ever could. We'll still use money to pay and get paid, but the much more important information function that money once fulfilled is now taken on by data.

We are on the verge of a major economic shift. The data-driven markets that will thrive in this environment are not only far better than markets of the past, but also far better than firms at organizing human endeavors. Finance-driven capitalism is being displaced by its more efficient and more democratic disruptor: data capitalism and the effects on sustainability, flexibility, and affluence mark a transformation as significant as the Industrial Revolution.

If this overall analysis is right, then we are going to have to start thinking more about such radical ideas. Data capitalism can deliver phenomenal services, as Amazon has shown. But it may also undermine some of the foundations on which our societies have been built.—*The Financial Times*

Basic Books, 2018

224 pages

About the Authors



Viktor Mayer-Schönberger is the co-author (with Kenneth Cukier) of *Big Data: A Revolution That Will Transform How We Live, Work, and Think*.

The New York Times called *Big Data*, “Illuminating and very timely . . . a fascinating — and sometimes alarming — survey of big data’s growing effect on just about everything.”

Published in 2013 by Houghton Mifflin Harcourt, *Big Data* has been translated into 20 languages and has sold more than one million copies worldwide.

Viktor Mayer-Schönberger is also the author of *Delete: The Virtue of Forgetting in the Digital Age*. He is Professor of Internet Governance and Regulation at the Oxford Internet Institute/Oxford University, and speaks frequently about the implications of big data.

Thomas Rame is the technology correspondent of the business magazine *eins* and is a contributing editor at *The Economist*. The author of ten books, he has written widely about big data and digitization.

His previous book, on understanding infographics, was published in September by Econ Verlag and will be published in the US by The Experiment in 2018.



Foreign Publishers

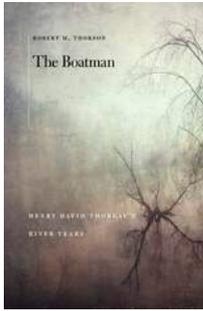
China (simplified character) | CITIC
China (complex character) |
Commonwealth
Germany | Econ Verlag

Italy | Egea Editore
Japan | NTT Publishing Company
Korea | Book21
Russia | Mann-Ivanov-Ferber Publishers
United Kingdom | John Murray

The Boatman

Henry David Thoreau's River Years

Robert M. Thorson



The Boatman gives readers a Thoreau for the Anthropocene epoch. As a backyard naturalist and river enthusiast, Thoreau was keenly aware of the way humans had altered the waterways and meadows of his beloved Concord River Valley. And he recognized that he himself—a land surveyor by trade—was as complicit in these transformations as the bankers, lawyers, builders, landowners, and elected officials who were his clients. Robert Thorson tells a compelling story of intellectual growth, as Thoreau moved from anger, to lament, to acceptance of the way humans had changed the river he cherished more than Walden Pond.

In his twenties, Thoreau had contemplated industrial sabotage against a downstream factory dam. By the mid-1850s he realized that humans and an “imperfect” nature were inseparable. His beliefs and scientific understanding of the river would be challenged again when he was hired in 1859 as a technical consultant for the River Meadow Association, in America’s first statewide case for dam removal—a veritable class-action suit of more than five hundred petitioners that pitted local farmers against industrialists.

In the years after the publication of *Walden* (1854), the river boatman’s joy in the natural world was undiminished by the prospect of environmental change. Increasingly, he sought out for solace and pleasure those river sites most dramatically altered by human invention and intervention—for better and worse.

Thorson argues convincingly—sometimes beautifully—that Thoreau’s thinking and writing were integrally connected to paddling and sailing...—John Kaag, *Wall Street Journal*

Harvard University Press, 2017

336 pages

Foreign Publishers

United Kingdom | Harvard University Press

Future Arctic

Field Notes from a World On the Edge

Edward Struzik



In one hundred years, or even fifty, the Arctic will look dramatically different than it does today. As polar ice retreats and animals and plants migrate northward, the Arctic landscape is morphing into something new and very different from what it once was. While these changes may seem remote, they will have a profound impact on a host of global issues, from international politics to animal migrations. In *Future Arctic*, journalist and explorer Edward Struzik offers a clear-eyed look at the rapidly shifting dynamics in the Arctic region, a harbinger of changes that will reverberate throughout the world.

We can no longer dispute how important the Arctic is to the rest of us. Great migrations of birds and whales could be stalled and the hybridization that we see occurring between grizzly bears and polar bears, narwhal and beluga, Arctic fox and Red fox and as many as twenty other Arctic species will accelerate. Diseases that are less tolerant of cold conditions will continue migrating north, infecting species that have no immunity to them.

Ed Struzik is a science journalist who has written on Arctic issues for over twenty five years. In *Future Arctic*, he takes readers up mountains and cliffs, and along for the ride on snowmobiles and helicopters, sailboats and icebreakers. His travel companions — from wildlife scientists and military strategists to indigenous peoples — share diverse insights into the science, culture and geopolitical tensions of this captivating place. By weaving together a narrative of his own travels with the science and policy work being done by experts across the globe, he calls attention to how little we understand about the region and its vast changeability.

Ed Struzik is an award-winning writer and photographer who has been writing about the Arctic for three decades. His compelling and important book makes an urgent argument for the need to shape the future carefully.

The author views the Arctic through the lenses of archaeology, geology, anthropology, and ecology to draw a unique picture of where the sensitive region has been and where it might be headed.—*The Scientist*

Island Press, 2015

192 pages, 15 black & white photos

Foreign Publishers

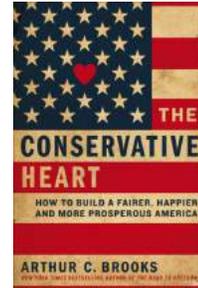
Japan | Shueisha International

United Kingdom | Island Press

The Conservative Heart: How to Build a Fairer, Happier, and More Prosperous America

Arthur C. Brooks

In *The Conservative Heart*, Arthur Brooks, the president of the American Enterprise Institute has written an intelligent and timely manifesto for renewal. Clear, well-reasoned, and accessible, it is a welcome strategy for disconsolate conservatives looking for fresh, actionable ideas to address the serious problems confronting us today and for politically independent citizens who believe that neither political party addresses their needs or concerns.

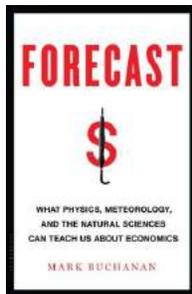


Broadside/HarperCollins,
2015
272 pages

Foreign Publishers
China (simplified character) | CITIC
Korea | Shiuajinshil Publishers

Forecast: What Physics, Meteorology, and the Natural Sciences Can Teach Us About Economics

Mark Buchanan



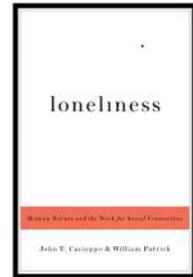
In this deeply researched and piercingly intelligent book, physicist Mark Buchanan shows how a simple feedback loop can lead to major consequences. Applying a fresh perspective to often intractable problems, Buchanan argues that markets act much like the weather: a brief heat wave can become a massive storm in a matter of a few days, or even hours. Using physics to show that instability is as inherent in economic markets as thunderstorms are to the weather, it introduces exciting research being done where the physical and social sciences overlap.

Bloomsbury USA, 2013
272 Pages

Foreign Publishers
Italy | Malcor D'
Japan | Hakuyo-Sha
Korea | Science Books
Russia | Azbooka

Loneliness: Human Nature and the Need for Social Connection John T. Cacioppo and William Patrick

In *Loneliness*, social psychologist John Cacioppo and writer William Patrick show how fear of social isolation uniquely disrupts our perceptions, behavior, and physiology. With this new understanding, we can begin to break the trap of isolation, both as individuals and as a society.



W.W. Norton & Co., 2008

320 Pages

Foreign Publishers

Brazil | Editora Record

China (simplified character) | Renmin UP

Germany | Springer Verlag

Italy | Il Saggiatore

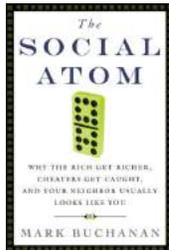
Japan | Kawade Shobo

Korea | Minumsa

Portugal | Estrela Polar

The Social Atom: Why the Rich Get Richer, Cheaters Get Caught, and Your Neighbor Usually Looks Like You

Mark Buchanan



The Social Atom is about wealth, power and politics. It is about spontaneous outbreaks of goodwill and trust within communities, and moods of dejection or buoyancy that sweep through financial markets. Mostly, it is about social surprises—events and changes that rise up out of nowhere to alter our lives—and why it is so difficult to understand their causes.

Bloomsbury USA, 2007

256 Pages

Foreign Publishers

Arabic | AL-Dar AL-Masriah

Brazil | Leopardo

Bulgaria | Iztok-Zapad

China (complex character) | Commonwealth

China (simplified character) | Hong Wen Guan

Germany | Campus Verlag

Italy | Mondadori

Japan | Hakuyosha

Korea | Science Books

Spanish worldwide | Tres Fronteras

SUBAGENTS

Brazil

Laura Riff/Joao Paulo Riff
The Riff Agency
laura@agenciariff.com.br,
joaopaulo@agenciariff.com.br

Bulgaria

Anna Droumeva
Andrew Nurnberg Associates Sofia
anas@tea.bg

China and Taiwan

Meng-Ying Hsieh
Bardon-Chinese Media Agency
mengying@bardonchinese.com

France

Anna Jarota
Anna Jarota Agency
ajarota@ajafr.com

Germany

Sebastian Ritscher
Mohrbooks
sebastian.ritscher@mohrbooks.com

Hungary

Péter Bolza
Kátai & Bolza Literary Agency
peter@kataibolza.hu

Indonesia

Pimolporn Yutisri
Tuttle-Mori Agency (Thailand) Co., Ltd.
pimolporn@tuttlemorio.co.th

Israel

Efrat Lev
The Deborah Harris Agency
efrat@thedeborahharrisagency.com

Italy

Erica Berla
Berla and Griffini Rights Agency
berla@bgagency.it

Japan

Manami Tamaoki
Tuttle-Mori Agency
manami@tuttlemori.com

Korea

Duran Kim
Duran Kim Agency
duan@durankim.com

The Netherlands

Monique Oosterhof
MO Literary
mo@moliterary.nl

Poland

Dominika Bojanowska
Anna Jarota Agency
dominika@ajapl.com

Portugal and Spain

Beatriz Coll
RDC Agencia Literaria
rdc@rdclitera.com

Romania and Balkans

Diana Matulić
Corto Literary Agency
diana@cortoliterary.com

Russia

Ludmilla Sushkova
Andrew Nurnberg Literary Agency
sushkova@awax.ru

Scandinavia

Monique Oosterhof
MO Literary
mo@moliterary.nl

Turkey

Dogan Terzi
Anatolialit Agency
dogan@anatolialit.com

All other rights

Lisa Adams
The Garamond Agency, Inc.
lisa.adams@garamondagency.com
