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)

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


Ann J. Wolpert (chair), director of Libraries, MIT
Hal Abelson, professor, Electrical Engineering and Computer Science, MIT
Mary Curtis, president, Transaction Publishers, Rutgers University
Joseph Esposito, president, Portable CEO
Ellen W. Faran, director, MIT Press
Deborah Fitzgerald, dean, Humanities, Arts, and Social Sciences, MIT
Steven R. Lerman, dean for graduate education, MIT
Christopher Lynch, vice president for publishing, Massachusetts Medical Society
William J. Mitchell, professor, Program in Media Arts and Sciences, MIT
Barbara Kline Pope, executive director, National Academies Press
Israel Ruiz, vice president for finance, Office of the Executive Vice President & Treasurer, MIT

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

William J. Mitchell (chair), professor, Program in Media Arts and Sciences
Steven Gass (ex officio), associate director for public services, MIT Libraries
Suzanne Berger, professor, Department of Political Science
Ricardo Caballero, Ford International professor of economics
Martha Constantine-Paton, professor, Department of Biology
Edward Gibson, professor, Department of Brain and Cognitive Sciences
Robert Kanigel, director, Graduate Program in Science Writing
Bruce Tidor, professor, biological engineering and computer science
William J. Urrichio, professor, Program in Comparative Media Studies

**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.

<table>
<thead>
<tr>
<th>Books Division Revenues ($000)</th>
<th>FY2006</th>
<th>FY2007</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>17,173</td>
<td>17,089</td>
<td>17,873</td>
</tr>
<tr>
<td>Other publishing income</td>
<td>450</td>
<td>384</td>
<td>647</td>
</tr>
<tr>
<td>Total books revenues</td>
<td>17,623</td>
<td>17,473</td>
<td>18,520</td>
</tr>
</tbody>
</table>

**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*
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*

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)

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

**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.

<table>
<thead>
<tr>
<th>Subsidiary Rights Income ($)</th>
<th>FY2006</th>
<th>FY2007</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Translations</td>
<td>264,806</td>
<td>273,477</td>
<td>273,481</td>
</tr>
<tr>
<td>Permissions</td>
<td>330,455</td>
<td>278,941</td>
<td>346,708</td>
</tr>
<tr>
<td>Other</td>
<td>112,867</td>
<td>84,260</td>
<td>149,986</td>
</tr>
<tr>
<td>Total</td>
<td>708,128</td>
<td>636,678</td>
<td>770,175</td>
</tr>
</tbody>
</table>

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*
- Wardrip-Fruin, *The New Media Reader*
- Easterly, *The Elusive Quest for Growth*
- Salen, *Rules of Play*
- Cabral, *Introduction to Industrial Organization*
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:

2. College Art Association 2008, Dallas, TX: $8,552

**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 Reinvesting 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.

<table>
<thead>
<tr>
<th>Journals Division Revenues ($000)</th>
<th>FY2006</th>
<th>FY2007</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscription income</td>
<td>5,667</td>
<td>6,008</td>
<td>6,212</td>
</tr>
<tr>
<td>Other publishing income</td>
<td>1,328</td>
<td>1,437</td>
<td>1,552</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td><strong>6,995</strong></td>
<td><strong>7,445</strong></td>
<td><strong>7,764</strong></td>
</tr>
</tbody>
</table>

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

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

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


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*
10. Leo Beranek, *Riding the Waves*

Ellen W. Faran  
Director  

## Appendix A: New Titles Published in FY2008

### Trade Books

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<td>Baume</td>
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<td>Beranek</td>
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<td>Brady</td>
<td>Elizabeth Blackburn and the Story of Telomeres: Deciphering the Ends of DNA</td>
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<td>Topologies: The Urban Utopia in France, 1960–1970</td>
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<td>Cahun</td>
<td>Disavowals: or Cancelled Confessions</td>
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<td>Cerizza</td>
<td>Alighiero e Boetti: “Mappa”</td>
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<td>Ceruzzi</td>
<td>Internet Alley: High Technology in Tysons Corner, 1945–2005</td>
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<td>Chiesa</td>
<td>Subjectivity and Otherness: A Philosophical Reading of Lacan</td>
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<td>Cohen</td>
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<td>Corneliussen</td>
<td>Digital Culture, Plan, and Identity: A “World of Warcraft®” Reader</td>
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<td>Coyne</td>
<td>Cornucopia Limited: Design and Dissent on the Internet</td>
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<td>Daston</td>
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<td>DiMento</td>
<td>Climate Change: What It Means for Us, Our Children, and Our Grandchildren</td>
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<td>Duvert</td>
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<td>Easterling</td>
<td>Enduring Innocence: Global Architecture and Its Political Masquerades</td>
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<td>What We Know About Climate Change</td>
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<td>English</td>
<td>How to See a Work of Art in Total Darkness</td>
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Evans
Invisible Engines: How Software Platforms Drive Innovation and Transform Industries

Farrelly
Blubberland: The Dangers of Happiness

Flanagan
The Really Hard Problem: Meaning in a Material World

Fraser
Museum Highlights: The Writings of Andrea Fraser

Frederick
101 Things I Learned in Architecture School

Ganji
The Road to Democracy in Iran

Gidal
Andy Warhol: “Blow Job”

Gold
The Plenitude: Creativity, Innovation, and Making Stuff

González
Subject to Display: Reframing Race in Contemporary Installation Art

gonzalez
twin time: or, how death befell me

Gottlieb
Reinventing Los Angeles: Nature and Community in the Global City

Greenberg
From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video

Groys
Art Power

Guattari
Molecular Revolution in Brazil

Haring
Ham Radio’s Technical Culture

Heller-Roazen
Echolalias: On the Forgetting of Language

Higgie
The Artist’s Joke

Hirshorn
White Towers, new edition

Johnstone
The Everyday

Joseph
Beyond the Dream Syndicate: Tony Conrad and the Arts after Cage

Jullien
In Praise of Blandness: Proceeding from Chinese Thought and Aesthetics

Jullien
Vital Nourishment: Departing from Happiness

Kac
Signs of Life: Bio Art and Beyond

Kiaer
Imagine No Possessions: The Socialist Objects of Russian Constructivism

Klingmann
Brandscapes: Architecture in the Experience Economy

Knechtel
Food

Kotlikoff
The Healthcare Fix: Universal Insurance for All Americans

Kotz
Words to Be Looked At: Language in 1960s Art

Lavin
Form Follows Libido: Architecture and Richard Neutra in a Psychoanalytic Culture

Le Corbusier
Journey to the East, new edition

Leonard
Analogue

Ling

Lomnitz
Death and the Idea of Mexico

Lotringer
Autonomia: Post-Political Politics
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<td>Ludlow</td>
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<td>Pop Art and Vernacular Cultures</td>
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<td>Millar</td>
<td>Fischli and Weiss: “The Way Things Go”</td>
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<td>Miller</td>
<td>Sound Unbound: Sampling Digital Music and Culture</td>
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<td>Mindell</td>
<td>Digital Apollo: Human and Machine in Spaceflight</td>
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<td>Montgomery</td>
<td>Generation Digital: Politics, Commerce, and Childhood in the Age of the Internet</td>
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<td>Technology Matters: Questions to Live With</td>
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<td>Orr</td>
<td>Design on the Edge: The Making of a High-Performance Building</td>
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<td>Payne</td>
<td>Orangutans: Behavior, Ecology, and Conservation</td>
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<td>Pérez-Gómez</td>
<td>Built upon Love: Architectural Longing after Ethics and Aesthetics</td>
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<td>Picabia</td>
<td>I Am a Beautiful Monster: Poetry, Prose, and Provocation</td>
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<td>Raunig</td>
<td>Art and Revolution: Transversal Activism in the Long Twentieth Century</td>
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<td>Santiso</td>
<td>Latin America’s Political Economy of the Possible: Beyond Good Revolutionaries and Free-Marketeers</td>
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<td>Architecture or Techno-Utopia: Politics after Modernism</td>
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<td>Singer</td>
<td>Ingmar Bergman, Cinematic Philosopher: Reflections on His Creativity</td>
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<td>Stelarc: The Monograph</td>
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<td>Movies and the Moral Adventure of Life</td>
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<td>Tea</td>
<td>The Passionate Mistakes and Intricate Corruption of One Girl in America</td>
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<td>Turkle</td>
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<td>The Hidden Sense: Synesthesia in Art and Science</td>
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<td>Vidler</td>
<td>Histories of the Immediate Present: Inventing Architectural Modernism</td>
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<td>Virilio</td>
<td>Pure War, new edition</td>
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<td>Virno</td>
<td>Multitude Between Innovation and Negation</td>
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<td>Wey Gómez</td>
<td>The Tropics of Empire: Why Columbus Sailed South to the Indies</td>
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<td>Williams</td>
<td>The Gothic</td>
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Wood  Yvonne Rainer: “The Mind is a Muscle”
Zielinski  Deep Time of the Media: Toward an Archaeology of Hearing and Seeing by Technical Means
Zupančič  The Odd One In: On Comedy

Professional Books

Acharya  Reassessing Security Cooperation in the Asia-Pacific: Competition, Congruence, and Transformation
Aghion  Competition and Growth: Reconciling Theory and Evidence
Ali  Peace Parks: Conservation and Conflict Resolution
Antoniou  A Semantic Web Primer, 2nd edition
Armendáriz  The Economics of Microfinance
Arp  Scenario Visualization: An Evolutionary Account of Creative Problem Solving
Aspray  The Internet and American Business
Atran  The Native Mind and the Cultural Construction of Nature
Augustine  Red Prometheus: Engineering and Dictatorship in East Germany, 1945–1990
Bacon  Confronting the Coffee Crisis: Fair Trade, Sustainable Livelihoods and Ecosystems in Mexico and Central America
Baier  Principles of Model Checking
Bakir  Predicting Structured Data
Baron  Against Bioethics
Batty  Cities and Complexity: Understanding Cities with Cellular Automata, Agent-Based Models, and Fractals
Bedau  Emergence: Contemporary Readings in Philosophy and Science
Bennett  Civic Life Online: Learning how Digital Media Can Engage Youth
Benninga  Financial Modeling, 3rd edition (with CD ROM)
Bensaude-Vincent  The Artificial and the Natural: An Evolving Polarity
Besnard  Elements of Argumentation
Betsill  NGO Diplomacy: The Influence of Nongovernmental organizations in International Environmental Negotiations
Bijsterveld  Mechanical Sound: Technology, Culture, and Public Problems of Noise in the Twentieth Century
Blizzard  Looking Within: A Sociocultural Examination of Fetoscopy
Bogost  Unit Operations: An Approach to Videogame Criticism
Boler  Digital Media and Democracy: Tactics in Hard Times
Borenszttein  Bond Markets in Latin America: On the Verge of a Big Bang?
Borgman  Scholarship in the Digital Age: Information, Infrastructure, and the Internet
Bottou  Large-Scale Kernel Machines
Brakman | Foreign Direct Investment and the Multinational Enterprise
Buccirossi | Handbook of Antitrust Economics
Buckingham | Youth, Identity, and Digital Media
Buechner | Gödel, Putnam, and Functionalism: A New Reading of “Representation and Reality”
Burgard | Robotics: Science and Systems III
Campbell | Causation and Explanation
Capek | Effective Philanthropy: Organizational Success through Deep Diversity and Gender Equality
Carruthers | Environmental Justice in Latin America: Problems, Promise, and Practice
Chapman | Using OpenMP: Portable Shared Memory Parallel Programming
Cigno | Children and Pensions
Cole-Turner | Design and Destiny: Jewish and Christian Perspectives on Human Germline Modification
Cortright | Uniting Against Terror: Cooperative Nonmilitary Responses to the Global Terrorist Threat
Dahlby | The Marginal Cost of Public Funds: Theory and Applications
Deibert | Access Denied: The Practice and Policy of Global Internet Filtering
DeLuca | Fatigue as a Window to the Brain
de Rijk | Standard Basque: A Progressive Grammar
Diamond | Fundamental Tax Reform: Issues, Choices, and Implications
Dolev | Time and Reality: Metaphysical and Antimetaphysical Perspectives
Dornhege | Toward Brain-Computer Interfacing
Easterly | Reinventing Foreign Aid
Einstein | Sex and the Brain
Engel | Better Than Conscious?: Decision Making, the Human Mind, and Implications For Institutions
Erickson | HCI Remixed: Reflections on Works That Have Influenced HCI Community
Everett | Learning Race and Ethnicity: Youth and Digital Media
Feldman | From Molecule to Metaphor: A Neural Theory of Language
Fenge | Pension Strategies in Europe and the United States
Freidin | Foundational Issues in Linguistic Theory: Essays in Honor of Jean-Roger Vergnaud
Freixas | Microeconomics of Banking, 2nd edition
Frey | Happiness: A Revolution in Economics
Friedman | Essentials of Programming Languages, 3rd edition
Fuller | Software Studies: A Lexicon
Gallagher | The Enclave Economy: Foreign Investment and Sustainable Development in Mexico’s Silicon Valley
Getoor | Introduction to Statistical Relational Learning
Glushko
Document Engineering: Analyzing and Designing Documents for Business Informatics and Web Services
Hackett
The Handbook of Science and Technology Studies, 3rd edition
Härd
Urban Machinery: Inside Modern European Cities
Hatton
Global Migration and the World Economy: Two Centuries of Policy and Performance
Hine
Systematics as Cyberscience: Computers, Change, and Continuity in Science
Horgan
Austere Realism: Contextual Semantics Meets Minimal Ontology
Hurlburt
Describing Inner Experience?: Proponent Meets Skeptic
Huron
Sweet Anticipation: Music and the Psychology of Expectation
Husbands
The Mechanical Mind in History
Hutto
Folk Psychological Narratives: The Sociocultural Basis of Understanding Reasons
Innis
Reflections on Adaptive Behavior: Essays in Honor of J. E. R. Staddon
Joyce
The Evolution of Morality
Katz
The Handbook of Mobile Communication Studies
Kelso
The Complementary Nature
Kibel
Rivertown: Rethinking Urban Rivers
Kim
Affinity, That Elusive Dream: A Genealogy of the Chemical Revolution
Kirschenbaum
Mechanisms: New Media and the Forensic Imagination
Klopfer
Augmented Learning: Research and Design of Mobile Educational Games
Klyza
American Environmental Policy, 1990–2006: Beyond Gridlock
Kozel
Closer: Performance, Technologies, Phenomenology
Landy
Understanding the Art of Sound Organization
Laubichler
Modeling Biology: Structures, Behaviors, Evolution
Lécuyer
Leman
Embodied Music Cognition and Mediation Technology
Lennon
The Epicenter of Crisis: The New Middle East
López-Casasnovas
Health and Economic Growth: Findings and Policy Implications
Lyson
Food and the Mid-Level Farm: Renewing an Agriculture of the Middle
Mataric
The Robotics Primer
Mayer-Schönberger
Governance and Information Technology: From Electronic Government to the Information Government
McCarthy
Technology as Experience
McCarty
Polarized America: The Dance of Ideology and Unequal Riches
McPherson
Digital Youth, Innovation, and the Unexpected
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<td>Press On: Principles of Interaction Programming</td>
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<td>Ontology of Consciousness: Percipient Action</td>
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<td>Wolf</td>
<td>Currency Boards in Retrospect and Prospect</td>
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<td>Wright</td>
<td>The Case for Qualia</td>
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**Text Books**

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<td>Ashford</td>
<td>Environmental Law, Policy, and Economics: Reclaiming the Environmental Agenda</td>
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<td>Campbell</td>
<td>Solutions Manual to Accompany “Contract Theory”</td>
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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.


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


- 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).