

The MIT Press

The MIT Press publishes the best works in selected academic disciplines. One of the largest and most respected university presses in the world, The MIT Press is known for quality, innovation, and distinctive design. The Press publishes in diverse fields including art and architecture, bioethics, cognitive science, computer science, design, economics, environmental studies, game studies, information science and communication, international relations, neuroscience, new media, philosophy, and science, technology, and society. It publishes journals, scholarly monographs, trade books, textbooks, and reference works in print and digital 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 online community of cognitive science. Through its contributions to scholarship, The 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.

FY2012 Highlights

The year 2012 marks the 50th anniversary of The MIT Press imprint. The history of scholarly publishing at the Massachusetts Institute of Technology began earlier, but it was in 1962 that the Institute dedicated its publishing unit to a broader mission and gave it the name "The MIT Press." This milestone has allowed us to reflect on the many influential works already published by the Press and to look forward to an exciting future. From the start, our imprint reflected MIT's values and personality, signifying excellence, innovation, and a bold engagement with the world. Over the past half century, it has garnered deeper meaning and grown in worldwide recognition.

We celebrated our 50th anniversary during the spring of 2012 with a variety of activities, all using a special anniversary version of The MIT Press colophon (created by Yasuyo Iguchi, our design manager, based on Muriel Cooper's well-known original design). (Figure 1 here.) We produced a booklet about the history of The MIT Press and its influential publications, offered tote bags with the anniversary colophon, and held a special sale at The MIT Press Bookstore for the MIT community. Publicity for the Press's anniversary will continue during the rest of 2012, especially in conjunction with the launch of our new website in the summer.

A very special event for The MIT Press was the 50th-anniversary reception that we hosted on May 3, 2012. We were delighted to see the many MIT faculty and staff who attended the celebration. Additional guests from across our broad community included MIT Press authors from around the world, business partners, former Press staff, publishing colleagues, booksellers, sales representatives, and others. Frank Urbanowski, director of The MIT Press for 27 years of its 50-year history, was an honored guest.

The reception featured a short program with opening remarks by then-provost Rafael Reif (on videotape) and comments on the anniversary by Ellen Faran, director of The MIT Press. Toasts to the Press's history and future followed from professors Bruce Tidor (current chair of our Editorial Board) and Samuel Jay Keyser (editor of the journal *Linguistic Inquiry*, published by the Press for over 40 years), as well as from Barbara Kline Pope of the National Academies of Science (a member of our Management Board) and Ann Wolpert (director of MIT Libraries and chair of our Management Board).

The anniversary party showcased the Institute's strong support for The MIT Press and the powerful meaning that the Press and its publications have for so many people. We were moved by the warm feelings of appreciation for the Press that were abundantly evident among our many friends on this occasion.

The highlights of FY2012 span, as always, our people, products, and publishing processes.

This was an intense year for technology development at the Press. Major work was done on three projects: replacing our content management system with Alfresco, developing the new research platform for CogNet, and thoroughly redesigning The MIT Press website. All three projects experienced schedule delays but are on track for completion in early FY2013.

In February 2012, Janet Rossi, our books production manager, received an MIT Excellence Award in the category of Bringing Out the Best.

In April 2012, William Trippe was hired as director of technology. This new position reflects the importance of technology in all aspects of our publishing environment today and our commitment to developing digital publishing products that serve the needs of our authors and readers.

We began a new cycle of strategic planning at the Press this year with all-staff brainstorming sessions in July. Over the fall, six discovery teams explored and formed recommendations concerning specific topics: communications, job satisfaction, shifting our infrastructure to digital and print, shifting our publications to digital and print, international sales, and learning from results. Specific implementation plans for improvements in these areas are now under way.

We mourn the loss of Antony Irarragorri, our IT manager, who passed away suddenly in February 2012.

FY2012 Financial Results

FY2012 represented a building year for the Press financially, with a decline in print book sales overshadowing other positive factors. Our revenues from the sale of e-books, while still small, grew by 102% over FY2011. Our XML workflow has resulted in significant savings in composition costs as well as an improvement in our book schedules.

MIT Press Operating Results (\$000)

	FY2010	FY2011	FY2012
Books sales	16,969	17,025	16,777
Journals subscription sales	6,131	5,485	4,848
Total sales	23,100	22,510	21,625
Cost of sales	10,787	10,379	9,738
Gross margin on sales	12,313	12,131	11,886
Other publishing income	2,401	2,668	2,360
Total publishing income	14,715	14,799	14,247
Operating expenses	14,406	14,759	14,704
Bookstore net	74	135	117
Net operations	382	175	(339)

MIT Press Management Board, 2011–2012

Ann J. Wolpert (chair), director of Libraries, MIT

Hal Abelson, professor, Electrical Engineering and Computer Science, MIT

Cynthia Barnhart, professor/associate dean, School of Engineering, MIT

Ellen W. Faran, director, The MIT Press

Richard Lester, professor/department head, Nuclear Science and Engineering, MIT

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Christopher Lynch, vice president for publishing, Massachusetts Medical Society

Barbara Kline Pope, executive director, National Academies Press

Israel Ruiz, vice president for finance, Office of the Executive Vice President and Treasurer, MIT

Andrew Savikas, chief executive officer, Safari Online

Bruce Tidor, professor, Electrical Engineering and Computer Science, MIT

Lynne Withey, director emeritus, University of California Press

MIT Press Editorial Board, 2011–2012

Bruce Tidor (chair), professor, Departments of Biological Engineering and Electrical Engineering and Computer Science

Steven Gass (ex officio), associate director for public services, MIT Libraries

JoAnn Carmin, professor, Department of Urban Studies and Planning

Ellen W. Faran, director, The MIT Press

Edward Gibson, professor, Department of Brain and Cognitive Sciences

Daniel Jackson, professor, Department of Electrical Engineering and Computer Science

David Kaiser, professor, Program in Science, Technology, and Society

Robert Townsend, professor, Department of Economics

Books Division

FY2012 Revenues

Books Division Revenues (\$000)			
	FY2010	FY2011	FY2012
Net sales	16,969	17,025	16,777
Other publishing income	786	783	747
Total books revenues	17,775	17,808	17,524

New Books in FY2012

The MIT Press published or distributed 224 original books and 70 new paperback editions this year. New books by MIT authors published during FY2012 included:

Ben-Joseph, Eran, *ReThinking a Lot*

Blanchard, Olivier, *In the Wake of the Crisis*

Coté, Owen, *Do Democracies Win Their Wars?*

de Neufville, Richard, *Flexibility in Engineering Design*

de Weck, Olivier, *Engineering Systems*

Eppinger, Steven, *Design Structure Matrix Methods and Applications*

Jackson, Daniel, *Software Abstractions*, revised edition

Lester, Richard, *Unlocking Energy Innovation*

Leveson, Nancy, *Engineering a Safer World*

Tumber, Catherine, *Small, Gritty, and Green*

Warner, Sam Bass, *American Urban Form*

A complete list of all new titles published by The MIT Press during FY2012 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. 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 FY2012 is presented in Appendix B.

MIT Press Acquisitions Editors

Gita Manaktala, editorial director

Marguerite Avery, senior acquisitions editor, science, technology, and society, information sciences

Roger Conover, executive acquisitions editor, visual and cultural studies

John Covell, senior acquisitions editor, economics, finance, business

James DeWolf, senior acquisitions editor, computer science, linguistics

Philip Laughlin, senior acquisitions editor, cognitive science and philosophy

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

Acquisitions

The MIT Press acquires book projects reflecting current research directions as well as teaching priorities in about 16 major subject areas. Our book acquisitions result from a rigorous process that includes evaluation by our acquisitions editors, consideration of selected projects by our MIT faculty editorial board, external peer review by scholars, and discussion with an in-house publishing committee. This year, MIT Press editors signed contracts for 217 new book projects and worked with authors to revise and develop these projects for publication.

Textbooks remain a focus of our program in several fields, notably economics, neuroscience, and computer science. The degree of synthesis required to teach these subjects creates a need for authoritative, upper-level texts. This year, MIT Press editors acquired 20 original and 4 revised textbooks by master teachers in their respective fields. Examples include *Open Economy Macroeconomics in Developing Countries* by Carlos A. Végh (to be published in fall 2013), *Visual Psychophysics: From Laboratory to Theory* by Zhong-Lin Lu and Barbara Anne Doshier (fall 2013), *Performance Engineering of Multicore Applications* by Charles Leiserson, Bradley Kuszmaul, and Tao Schardl (spring 2014), *Successfully Designing and Managing Complex Projects* by Olivier de Weck and James Lyneis (spring 2014), *Introductory Econometrics* by Frank Westhoff (fall 2013), and *A Short Course in Representative-Agent Macroeconomics* by Sanjay Chugh (spring 2014).

A growing number of MIT Press authors ask us about enhanced editions of their books for digital platforms, particularly the iPad. An enhanced edition of John Palfrey's Essential Knowledge series title *Intellectual Property Strategy* is the first app to go live using a new template developed by MIT Press staff in collaboration with an independent software developer. This iPad app incorporates a wealth of multimedia content not included in the print edition of Palfrey's book: case studies on the latest IP

challenges in several fields, an extensive glossary of terms, live links to external sources, recommended readings, sophisticated navigation features, and video interviews with prominent legal scholars such as Jonathan Zittrain and Larry Lessig on current IP debates.

Sales

The MIT Press sales department includes in-house staff, sales representatives (both in-house and commission), and distribution partners in selected markets and territories. This team sells the Press's books to wholesalers, chain bookstores, independent bookstores, museum stores, college stores, specialty accounts, and online retailers around the world.

Worldwide Sales

FY2012 worldwide sales totaled \$16.8 million, down 1.5% from FY2011. Frontlist (new title) dollar sales were down 12% from the prior year, though our unit sales were up slightly. This discrepancy was caused in part by lower price points of some strong-selling frontlist books. Bestsellers among the new titles in FY2012 included *101 Things to Learn in Art School* by Kit White; *California Design, 1930–1965*, edited by Wendy Kaplan; and *Clash of Generations* by Laurence J. Kotlikoff and Scott Burns. The strength of our overall sales was in our backlist (titles published in prior years). Sales of these titles were up 2% over FY2011. Bestsellers in our backlist included *101 Things I Learned in Architecture School* by Matthew Frederick (fall 2007); *Introduction to Algorithms* (3rd edition) by Thomas H. Cormen, Charles E. Leiserson, Ronald L. Rivest, and Clifford Stein (fall 2009); and *Financial Modeling* (3rd edition) by Simon Benninga (spring 2008).

One area of considerable growth is in the electronic retail book channel. We sell e-books through Amazon and Barnes & Noble and will soon be launching with Apple. Amazon Kindle sales from the US site totaled nearly \$503,000, up 137% over FY2011. Amazon companies in the United Kingdom, Germany, France, Italy, and Spain all sold Kindle titles in FY2012, with sales totaling nearly \$55,000. Barnes & Noble sales are up over FY2011 but are still modest. We are in the process of submitting titles to the Apple iBookstore, and this promises to be a strong sales channel for us.

Domestic Sales

Domestic book sales in FY2012 totaled \$10.7 million, down 3% from the \$11 million figure in FY2011. FY2012 was a challenging year for US print book retailers. Most notably, Borders, one of the dominant chains for many years, closed its doors in fall 2011. While we successfully managed the winding down of our business with Borders over the last few years, the year-over-year decline in FY2012 was substantial at \$64,000. Of note, however, independent bookstores and Barnes & Noble, once Borders' biggest rival, saw increased business in the wake of the closing. Independent stores were up by 5% over the previous year, and Barnes & Noble was up by 20%. It is notable that this business stayed offline.

Barnes & Noble's business also grew because the company changed its stocking strategy. Barnes & Noble supported our books more vertically, taking a handful of titles in larger quantities instead of a wide range of books in smaller quantities. The company also promoted our books in new ways. For example, it took nearly 2,000 copies of *101 Things to Learn in Art School* by Kit White (fall 2011) and displayed the book on graduation tables across the country. We saw an immediate and sustained increase in sales. In fact, Barnes & Noble continues to sell more copies each week than its largest competitor.

Although our brick and mortar business was up over the prior year, this market channel is under considerable pressure with the rise of Amazon. Amazon US, our largest customer, had flat sales of \$4.7 million for the second year in a row. Even so, Amazon US makes up 44% of our domestic business and 28% of our worldwide business. Amazon worldwide (Amazon Japan, Amazon Canada, Amazon UK, etc.) represents \$6.2 million of our \$16.8 million in worldwide sales.

Also, Amazon is cutting out the middle man, ordering directly from publishers instead of using wholesalers. At this point, the company sources over 90% of its US sales of MIT Press titles directly from us. This number has increased considerably in recent years. This fact, along with the growth of e-book sales, has led to a decline in sales for the US wholesalers. Our two biggest wholesalers, Ingram and Baker & Taylor, were down by 16% and 25% year over year. Overall, this market channel was down by 19% from FY2011.

International Sales

Book sales outside of the United States totaled over \$6 million, up by 1% from FY2011. Our total international sales in FY2012 accounted for 37% of total book division sales.

International Sales (\$000)			
	FY2010	FY2011	FY2012
UK/Europe/Middle East	3,870	4,094	4,303
Other export	686	652	561
Canada	627	739	765
Japan	406	395	310
Australia	155	132	117
Total export	5,744	6,012	6,056

UK and European sales in pounds sterling for FY2012 were £2.7 million, up from £2.6 million in FY2011. In dollars, these sales totaled \$4.3 million, up 5% from the prior year and representing 26% of total FY2012 book sales. This strong result for the fiscal year is thanks in large part to the efforts of our new rep force, the University Press Group (a sales partnership with the California, Columbia, and Princeton university presses).

FY2012 sales in Canada, our second largest export market, were \$765,000, up by 4% over FY2011. Note that FY2011 sales were up by 8% from FY2010. The growth in this market is attributed in part to a successful transition from our previous rep group to in-house sales representation. Indigo, the largest chain in Canada, had a sales increase of 19%, to \$68,000. Also, sales to Amazon Canada grew by 12%, from \$281,000 to \$314,000. This account now represents 41% of the country's total business.

Taken as a whole, sales to Asia were \$706,000, down 18% from FY2011. Japan is our largest Asian market. Although the yen remains strong, two key retail accounts in Japan struggled in FY2012, pulling down our overall Japan sales to \$310,000, down 22% from FY2011. South Korea and Taiwan are our next largest Asian markets, followed by China; all three were down over the previous year. A bright spot was our sales in Hong Kong, up by 8% year over year.

Footprint is our exclusive sales, distribution, and marketing representative in the Australia and New Zealand territories. FY2012 sales in these markets totaled \$117,000, down 1% from FY2011.

Overall FY2012 sales in our Latin and South American markets declined 23% from FY2011. Of particular concern is the shortfall in Brazil, our largest market in South America. Total FY2012 sales were \$84,000, down 20% from FY2011. Mexico had a solid year with sales of \$42,000, 120% ahead of FY2011. The increase is a result of a large academic order to a Mexican distributor.

Special Sales

Special sales are sales outside of the traditional book sales channels, such as corporate, institutional, and gift-seller accounts. Special sales efforts are handled by in-house staff as well as commission reps. Both our frontlist and our backlist benefit from these efforts.

On the retail side, our best-selling special sales titles included *California Design, 1930–1965*, an elegant exhibition catalog edited by Wendy Kaplan (fall 2011) that was purchased by Anthropologie (a large lifestyle retailer), and *101 Things to Learn in Art School* by Kit White (fall 2011), which was picked up by a handful of national art supply retailers. Also of note, Event Network, a merchandising group that handles specialty museum stores, had good sales results in FY2012, successfully placing over 10 titles in varying quantities.

On the corporate side, Towers Watson, a global corporation that offers risk management services, purchased 200 copies of *Retirement Income: Risks and Strategies* by Mark J. Warshawsky (spring 2012) to distribute to its staff. Another significant special sale was to Personalized Medicine, a health care start-up focused on predictive medical intelligence; the company purchased 100 copies of *Better Doctors, Better Patients, Better Decisions*, edited by Gerd Gigerenzer and J.A. Muir Gray (fall 2011), as stewardship pieces for a specialized marketing campaign.

Marketing

The books marketing group of The MIT Press includes staff in Cambridge and London who support the publication of our books through publicity, promotion, exhibits, advertising, and social media. Concentrated textbook marketing supports the many titles on our list that are used in courses. In addition, our rights and permissions staff extend our outreach by licensing foreign translations, database and other uses, and reuse of our content in new scholarly work.

The new website for The MIT Press will be launched in early FY2013; we devoted considerable resources to its development during FY2012. We are refreshing our web presence overall, addressing consistent branding, state-of-the-art aesthetics, and functionality. Our goals with the new website are to interact with our readers in a more meaningful way; to expand our marketing and e-commerce capabilities with improved bundling, discounting, and better search taxonomies; to add the ability to create specialized and meaningful promotions; and to better highlight our authors. We will have an improved survey system, more robust user registration and profiling options, enhanced social networking capabilities, and better media management tools.

FY2012 also brought new, shored-up resources for our textbook promotions. More information is provided below.

Publicity

The US office saw broad and wide-ranging publicity coverage for FY2012 titles. Eran Ben-Joseph's *ReThinking a Lot* was covered in publications including the *New York Times*, the *Wall Street Journal*, *Smithsonian*, *Slate*, *Technology Review*, and *BoingBoing*, and the author was interviewed on NPR's *Living on Earth*. Wendy Kaplan's beautiful *California Design, 1930–1965* received a great deal of press surrounding the LAMoCA art exhibit on which the book was based. Coverage was garnered in *Art in America*, *Cool Hunting*, *Publishers Weekly*, *Salon*, and many other magazines, newspapers, and blogs. Alastair Brotchie's biography of Alfred Jarry was very popular with literary publications including *The New York Review of Books*, *Rain Taxi*, *Bookforum*, the *Wall Street Journal*, the *Chronicle of Higher Education Review*, and *Frieze*. *Consciousness* by Christof Koch saw some nice coverage in publications including *Scientific American*, *ScienceNews*, *American Scientist*, *Bookslut*, *Science*, and the *Chronicle of Higher Education*. Howard Rheingold traveled widely for his new book, *Net Smart*. He keynoted the SXSW festival in Austin, TX, in addition to speaking at the Commonwealth Club in San Francisco and at Stanford and other universities. He spoke on a panel about the book with luminaries from the MIT Media Lab. *Net Smart* has been well received in publications including *Fast Company*, *Forbes*, *BoingBoing*, *Science*, *Technology Review*, *USA Today*, and the *Chronicle of Higher Education*. Rheingold was also interviewed about the book on NPR.

Our London office was particularly busy during the fall, working on reviews and author events with UK authors Mark Earls and Alastair Brotchie. Coverage for *I'll Have What She's Having*, by Alex Bentley, Mark Earls, and Michael J. O'Brien, included articles in advertising/marketing industry magazines (such as *Contagion*, *Research*, *Admap*, and *Market Leader*), as well as more mainstream publications such as the *Financial Times* and the UK edition of *Wired*, and a BBC interview with Alex Bentley. The book was launched

with a talk by the authors at the RSA in London on November 3, with subsequent author events continuing through June.

Other highlights of the fall 2012 list included a book launch for *Alfred Jarry: A Pataphysical Life*, by Alastair Brotchie (timed to coincide with the 104th anniversary of Jarry's death on November 1), followed by enthusiastic reviews in the *Guardian*, *Literary Review*, and *Spectator*.

Other notable coverage included an article by Richard DeMillo on the Guardian Higher Education Network website about his book *Abelard to Apple*; reviews of *The Bodhisattva's Brain*, by Owen Flanagan, in the *Observer* newspaper, *Times Higher Education*, *Nature*, and the *Times Literary Supplement*; and a positive review in the *Guardian* of the first volume in Peter Sloterdijk's monumental Spheres trilogy, *Bubbles*.

Spring 2012 highlights included Christof Koch's *Consciousness* (with coverage in *Nature*, *New Scientist*, and *Times Higher Education*); Adair Turner's *Economics After the Crisis* (*London Evening Standard*, *New Statesman*, and *MoneyWeek*); *In the Wake of the Crisis*, by Olivier Blanchard, David Romer, Michael Spence, and Joseph E. Stiglitz (*Independent* newspaper); *Guardians of Finance*, by James R. Barth, Gerard Caprio Jr., and Ross Levine (*Irish Independent*, *Independent on Sunday*, and *MoneyWeek*); and Howard Rheingold's *Net Smart* (*European Business Review*). Other London book launches and author events took place for *Innovation, Dual Use, and Security*, edited by Jonathan Tucker (at Chatham House in June, with five of the contributors); *Bad Reputation* by Penny Arcade (at the Institute of Contemporary Art, Boston; the British Film Institute; Foyles Bookshop; and the Latitude Festival); and *Bubbles*, with Peter Sloterdijk speaking about the book at Tate Modern in June.

We continue to expand our social media presence. The MITPressLog is thriving, with a growing number of guest contributors and new features. A highlight most appreciated by readers is our authored original content. We have over 17,000 fans on Facebook and almost 22,000 followers on Twitter. New focus is being placed on Good Reads, Google+, and Pinterest.

Promotions

Subject area catalogs were mailed to over 200,000 individuals worldwide in the following discipline areas:

- Political Science
- Science, Technology, and Society
- Neuroscience
- Economics and Finance
- Cognition, Brain, and Behavior
- Philosophy
- Linguistics
- Art, Architecture, and Design
- Computer Science and Intelligent Systems

Subject area catalogs in bioethics and environment were mailed to individuals in North America only. In addition, we produced and mailed a dedicated brochure promoting our new Engineering Systems series.

Small brochures focusing on information and communication and on vision were produced for meetings to help support our acquisitions efforts and to showcase these growing areas of our list.

Textbook Sales and Marketing

The US textbook marketing office created 15 direct mail promotions and 18 email promotions that were sent to 95,500 professors in various disciplines.

The following were the top 10 best-selling textbooks by net adoption sales revenue for FY2012:

- Cormen, *Introduction to Algorithms*, 3rd edition
- Johnson, *Technology and Society*
- Naughton, *The Chinese Economy*
- Akmajian, *Linguistics*, 6th edition
- Salen, *Rules of Play*
- Conrads, *Programs and Manifestoes on 20th-Century Architecture*
- Viscusi, *Economics of Regulation and Antitrust*, 4th edition
- Dalkir, *Knowledge Management in Theory and Practice*, 2nd edition
- Salen, *The Game Design Reader*
- Rosser, *Comparative Economics in a Transforming World Economy*, 2nd edition

Our London office created special textbook promotional campaigns for nine new textbooks, including Frank Sloan and Chee-Ruey Hsieh's *Health Economics*, as well as electronic repromotions for Jeffrey Wooldridge's *Econometric Analysis of Cross Section and Panel Data* (2nd edition), Michael Hoy's *Mathematics for Economics* (3rd edition), and Roland Siegwart's *Introduction to Mobile Robots* (2nd edition).

We continue our work with the Murphy Group (begun in November 2010), a freelance textbook sales firm. Our contact there worked on nine textbooks published in FY2012. With our guidance, she built email lists of adopters of competing titles, deployed email campaigns, and conducted follow-up. Additionally, the three TriLiteral customer service salespeople, who were trained by Brian Murphy in 2011, conducted phone outreach and follow-up.

FY2012 US traceable text adoption sales were down in net revenue and in units from FY2011 sales. These are sales of text-designated titles to college and university

bookstores in quantities of six or more units. FY2012 total US sales of text-designated titles were similarly down in revenue and in units from the previous year. These are sales of the same titles through all domestic channels. These declines are in line with the continued migration of textbook sales away from college and university bookstores. The primary factors impacting the sales migration are the increased efficiency of the used textbook market, the sharp rise in textbook rental programs, media coverage of rising textbook costs, and technology that makes pirating textbook content easier.

Advertising

To help promote our frontlist trade, professional, and paperback reprint titles, we placed over 500 ads during FY2012 in relevant trade and professional journals, magazines, and websites. Our trade titles typically are advertised in magazines (print and online) such as *The Atlantic*, *Harper's*, *Mother Jones*, the *Wall Street Journal*, *UTNE Reader*, *Bookforum*, *The New York Review of Books*, and *Art in America*, among others. Our professional titles are advertised in the leading academic journals in the fields in which we maintain strong lists: economics; linguistics; cognitive science; neuroscience; science, technology, and society; architecture; political science; environmental studies; biology; and computer science.

We are continuing to use Google and Facebook ads for selected trade titles where keywords are distinct and searchworthy. We have also been in the process of conducting thorough vetting of each professional outlet to ensure an effective return on our advertising dollars. Consequently, we have replaced some of our professional print advertising with relevant online advertising, as the readership for the professional print journals is moving online. This is particularly the case in the hard sciences such as cognitive science, cognitive neuroscience, and neuroscience.

Exhibits

The MIT Press attended or sent books to 170 North American conferences (including symposia, book fairs, and trade shows) in FY2012, a decline from 192 conferences in FY2011. This decline reflects the tightened budgets of our partner book exhibitors, the Association Book Exhibit and The Scholar's Choice, both of which reduced their attendance at conferences in response to increased travel and exhibit costs. MIT Press staff attended 40 conferences in North America in FY2012, a significant increase over the previous 30 in FY2011. Exhibits support direct sales and promotion of our books, textbooks, journals, and CogNet and other digital products as well as the acquisition of future projects. FY2012 conferences included the following: Society for Neuroscience, College Art Association, American Economic Association, Computer-Human Interaction, International Studies Association, Special Interest Group in Computer Science Education, American Philosophical Association (both the Eastern and Pacific divisions), and Association of Collegiate Schools of Architecture.

London office marketing staff and US acquisitions editors attended 14 major academic conferences in the United Kingdom and Europe, including a very successful first attendance at the CESUN (Council of Engineering Systems Universities) conference in the Netherlands in June. Single book promotions were organized at a number of other conferences to support author attendance and more targeted marketing efforts.

Subsidiary Rights and Permissions

In FY2012, total income from subsidiary rights in our book division—made up of permission fees for inclusion of our material in edited volumes and course packages, income from English-language reprints, and royalties on foreign editions—increased by roughly 22% over FY2011.

Subsidiary Rights Income (\$), FY2010- FY2012

	FY2010	FY2011	FY2012
Translations	373,540	296,687	381,456
Permissions	375,372	379,537	481,300
Other	40,867	43,263	52,088
Total	789,779	719,487	914,844

Permissions income is derived from the reuse of MIT Press book and journal content. The sources of this income are shifting as much of our content has become freely available for users on institutional networks. Nevertheless, in FY2012, income from permission fees in the book division was up by 21% over the prior year.

We work closely with the Copyright Clearance Center in the United States and the Publishers Licensing Society in the United Kingdom. These sister rights agencies offer a wide pallet of licensing programs for our content and collect substantial permission fees on our behalf. We are fully enrolled in their programs.

The shift away from translations of our books as the core of subsidiary rights income toward granular use of English-language material continues, although we are licensing more titles in several emerging markets, including Turkey and Russia. In the case of specialized books, current wisdom in the Western European market is that a large percentage of consumers read English and will buy the original edition as a printed or a digital book. The crises in Greece and Spain have been detrimental to translation sales. The contributions of our publishing program to various disciplines point to the direction of discourse in those areas, and on every season's list there are titles that find a market in translation. Translations income in FY2012 increased by 23% relative to FY2011.

Income from reprinted editions of our books—largely limited to the Indian subcontinent— increased by 17% this fiscal year due to the licensing of several popular texts in this market. We deliberately keep the placement of reprints in this territory to relatively few titles in an effort to ensure our imprint's visibility without running the risk of undermining sales of our own editions. To this end, we continue working closely with Prentice-Hall India.

In May 2011, the Press merged the books and journals permissions department into one. The consolidation of the two departments streamlines processing of permission requests and unifies our overall management of permissions income. Fees collected for reuse of our material are now consistent between our book and journal content. We have implemented an automated permissions service for our journal content,

accessible through our website. Journals permission gross income decreased 7.5% in FY2012, largely due to the termination of our contract to distribute *The Quarterly Journal of Economics*. Nevertheless, journal subsidiary rights income was 18% over budgeted projections.

Journals Division

FY2012 Revenues

In FY2012, the journals program ended the year with total revenues (subscriptions plus other publishing income) of \$5.9 million, a decrease of 15% from FY2011.

Journals Division Revenues (\$000)			
	FY2010	FY2011	FY2012
Subscription income	6,131	5,485	4,848
Other publishing income	1,615	1,885	1,613
Total journals revenues	7,746	7,370	6,461

The expected drop in subscription income in FY2012 resulted from the departure of two journals from our program. The Press published its last two issues of the major journal *The Quarterly Journal of Economics* in FY2011, and the absence of its revenue in FY2012 was noticeable. The departure of the *Journal of the European Economic Association* had a similar negative effect.

The Press continues to solidify its current journals program by completing long-term contract extensions with journals published on the behalf of academic societies or other clients. Our most important and prestigious economics journal, *The Review of Economics and Statistics* (Harvard University, Kennedy School of Government), signed a contract amendment to both increase the frequency of the journal to five times a year and extend the term of our publishing agreement to December 31, 2021. *TDR: The Drama Review* (New York University, Tisch School of the Arts) also signed a 10-year contract extension in FY2012. The parameters of a new contract for *Grey Room* (Columbia University, Grey Room Inc.) have been agreed upon as well.

In FY2012 the journals division published the first MIT Press issues of two journals: ARTMargins and The Baffler. ARTMargins is a print and online journal that has evolved out of the successful artmargins.com website. It fills a significant gap in the scholarly record with its coverage of avant-garde visual culture from Central and Eastern Europe as well as other marginalized regions. The March 2012 relaunch of The Baffler, a journal of political, cultural, and business criticism, was a watershed moment for the Press. It is our boldest foray into the world of general-readership journals and, as such, has achieved a much higher level of media awareness and bookstore distribution than

any other MIT Press periodical. Among the authors in the first two issues are James K. Galbraith, Thomas Frank, Barbara Ehrenreich, David Graeber, Jed Perl, and Rick Perlstein. Previously unpublished works from James Agee and Christopher Lasch are also included.

The MIT Press terminated its agreement to publish *Biological Theory* (Konrad Lorenz Institute) due to ongoing lateness in delivery of issues to the Press and related financial losses. With little expectation of improvement in either area, we mutually made the decision to terminate our agreement.

The division ended the fiscal year publishing CogNet, the online brain and cognitive sciences database with books, journals, and reference works, and 30 journals:

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

MIT-Affiliated Journal Editors and Editorial Board Members

Rodney Brooks (Panasonic professor of robotics and director, Computer Science and Artificial Intelligence Laboratory [emeritus]): editorial board member, *Artificial Life*

Emery Brown (professor of health sciences and technology and professor of computational neuroscience): editorial board member, *Neural Computation*

Noam Chomsky (Institute Professor and professor of linguistics [emeritus]): editorial board member, *Linguistic Inquiry*

Owen R. Coté (associate director, Security Studies Program): editor, *International Security*

Robert Desimone (director, McGovern Institute for Brain Research): editorial board member, *Journal of Cognitive Neuroscience*

Nathaniel Durlach (senior lecturer, Research Laboratory of Electronics): consulting editor, *Presence*

John Gabrieli (Grover Hermann professor in health sciences and technology and cognitive neuroscience): editorial board member, *Journal of Cognitive Neuroscience*

Lynette A. Jones (senior research scientist, Department of Mechanical Engineering): associate editor, *Presence*

Nancy Kanwisher (professor, Department of Brain and Cognitive Sciences): editorial board member, *Journal of Cognitive Neuroscience*

Samuel Jay Keyser (professor emeritus of linguistics and special assistant to the chancellor): editor-in-chief, *Linguistic Inquiry*

Richard Lippmann (senior staff member, Information Systems Technology Group, Lincoln Laboratory): associate editor, *Neural Computation*

Earl Miller (professor, Department of Brain and Cognitive Sciences): editor, *Journal of Cognitive Neuroscience*

Una-May O'Reilly (principal research scientist, Computer Science and Artificial Intelligence Laboratory): editorial board member, *Evolutionary Computation*

Tomaso Poggio (professor, Department of Brain and Cognitive Sciences): editorial board member, *Neural Computation*

Iqbal Quadir (founder and director, Legatum Center for Development and Entrepreneurship): coeditor, *Innovations*

Stephen Van Evera (Ford international professor, Department of Political Science): editorial board member, *Journal of Cold War Studies*

MIT Press Bookstore

Our bookstore has been the on-campus showroom for books and journals published by The MIT Press since 1980. We feature all of the books published by The MIT Press as well as nonfiction scholarly works from other university presses and academic publishers.

We experienced relatively robust sales in what was a difficult year for many brick and mortar retailers. In-store sales climbed 6% to \$480,000, while sales through our online partners rose 17% to \$76,000. We also held three special clearance sale events on our loading dock that contributed an additional \$77,000. Our net contribution for FY2012 was \$135,000. All told, we sold more than 25,000 items through 12,000 transactions in the store.

The bookstore staff exhibited MIT Press books at 26 different events on campus during FY2012. Our most successful events were the launch party for the Engineering Systems Division book series in November and our exhibit during the Technology Day festivities in June. We also celebrated the 50th anniversary of the Press with a number of special events and promotions. Courtesy of the MIT Museum, the custom-built MIT Press logo bookcase that once graced the museum's MIT 150 Exhibition now has a new home in the entryway to the bookstore.

The top 10 bestselling MIT Press books at the bookstore during FY2012 were as follows (asterisks indicate MIT-affiliated authors):

1. Olivier L. de Weck, *Engineering Systems**
2. Richard de Neufville, *Flexibility in Engineering Design**
3. Samuel Jay Keyser, *Mens et Mania**
4. H.T.F. Peterson, *Nightwork**
5. John Maeda, *Redesigning Leadership*
6. John Maeda, *Laws of Simplicity*
7. Richard K. Lester, *Unlocking Energy Innovation**
8. Kit White, *101 Things to Learn in Art School*
9. David Kaiser, ed., *Becoming MIT**
10. Anne Mikoleit, *Urban Code*

Ellen W. Faran
Director

Appendix A: New Titles Published in FY2012

Trade Books

Alkon	<i>Cultivating Food Justice</i>
Austin	<i>Meditating Selflessly</i>
Barry	<i>Border Wars</i>
Barth	<i>Guardians of Finance</i>
Belohlavek	<i>Concepts and Fuzzy Logic</i>

Ben-Joseph	<i>ReThinking a Lot</i>
Bentley	<i>I'll Have What She's Having</i>
Blanchard	<i>In the Wake of the Crisis</i>
Bowen	<i>Blaming Islam</i>
Brotchie	<i>Alfred Jarry</i>
Brousseau	<i>Reflexive Governance for Global Public Goods</i>
Buettner	<i>The Continuing Evolution of Europe</i>
Ceruzzi	<i>Computing</i>
Cochi	<i>Disease Eradication in the 21st Century</i>
Cohen	<i>The Prosperity of Vice</i>
Coleman	<i>Connecting Democracy</i>
Coleman	<i>Hello Avatar</i>
Cortada	<i>Information and the Modern Corporation</i>
Crimp	<i>"Our Kind of Movie"</i>
Decety	<i>Empathy</i>
DeMillo	<i>Abelard to Apple</i>
DeNardis	<i>Opening Standards</i>
De Young	<i>The Localization Reader</i>
Dunlap	<i>Companions in Wonder</i>
Falck	<i>Industrial Policy for National Champions</i>
Flanagan	<i>The Bodhisattva's Brain</i>
Forester	<i>Effective Cycling, 7th edition</i>
Foth	<i>From Social Butterfly to Engaged Citizen</i>
Freytag-	<i>Body Sweats</i>
Loringhoven	<i>Collaborative Resilience</i>
Goldstein	
Grau	<i>Imagery in the 21st Century</i>
Harrison	<i>A Landscape History of New England</i>
Hatch	<i>Looking for Bruce Conner</i>
Hecht	<i>Being Nuclear</i>
Hoffmann	<i>Tomorrow's Energy</i>
Jasanoff	<i>Reframing Rights</i>
Jones	<i>Codename Revolution</i>
Justice	<i>China's Design Revolution</i>

Kabasenche	<i>The Environment</i>
Kennedy	<i>The Last Art College</i>
Klein	<i>Something for Nothing</i>
Koch	<i>Consciousness</i>
Kogut	<i>The Small Worlds of Corporate Governance</i>
Kotlikoff	<i>The Clash of Generations</i>
Krauss	<i>Under Blue Cup</i>
Lester	<i>Unlocking Energy Innovation</i>
Lidskog	<i>Governing the Air</i>
Lin	<i>Robot Ethics</i>
Lynch	<i>In Praise of Reason</i>
Maher	<i>The Future Was Here</i>
Martin	<i>Curious Visions of Modernity</i>
Masum	<i>The Reputation Society</i>
Matsuoka	<i>Robotics</i>
Menzel	<i>Animal Thinking</i>
Mozingo	<i>Pastoral Capitalism</i>
Oberthur	<i>Managing Institutional Complexity</i>
Ophuls	<i>Plato's Revenge</i>
Oppenheimer	<i>Democracy Despite Itself</i>
Ottinger	<i>Technoscience and Environmental Justice</i>
Overall	<i>Why Have Children?</i>
Palfrey	<i>Intellectual Property Strategy</i>
Patt	<i>How to Architect</i>
Patterson	<i>Infectious Behavior</i>
Pollin	<i>Back to Full Employment</i>
Rainie	<i>Networked</i>
Rheingold	<i>Net Smart</i>
Robinson	<i>John Cage</i>
Rodenbeck	<i>Radical Prototypes</i>
Rottner	<i>Claes Oldenburg</i>
Seemann	<i>Joint Attention</i>
Sinn	<i>The Green Paradox</i>

Sra	<i>Optimization for Machine Learning</i>
Steinberg	<i>Comparative Environmental Politics</i>
Stoner	<i>Toward a Minor Architecture</i>
Storti	<i>Illicit Trade and the Global Economy</i>
Taylor	<i>Raising the Stakes</i>
Thiele	<i>Indra's Net and the Midas Touch</i>
Thompson	<i>Ethical Adaptation to Climate Change</i>
Tumber	<i>Small, Gritty and Green</i>
Turner	<i>Economics After the Crisis</i>
Warner	<i>American Urban Form</i>
Weisbrode	<i>On Ambivalence</i>
White	<i>Lucio Fontana</i>
White	<i>101 Things to Learn in Art School</i>

Professional Books

Anastasio	<i>Individual and Collective Memory Consolidation</i>
Baccini	<i>Metabolism of the Anthroposphere</i>
Barnett	<i>Getting It Wrong</i>
Beenstock	<i>Heredity, Family, and Inequality</i>
Benford	<i>Performing Mixed Reality</i>
Bijker	<i>The Social Construction of Technological Systems</i>
Binder	<i>Design Things</i>
Blake	<i>Markov Random Fields for Vision and Image Processing</i>
Blanchette	<i>Burdens of Proof</i>
Boadway	<i>From Optimal Tax Theory to Tax Policy</i>
Braver	<i>Groundless Grounds</i>
Burrell	<i>Invisible Users</i>
Busch	<i>Standards</i>
Campbell	<i>Carving Nature at Its Joints</i>
Chevalier-	<i>Competitive Strategy</i>
Roignant	
Churchland	<i>Plato's Camera</i>
Collins	<i>Imposters</i>
de Neufville	<i>Flexibility in Engineering Design</i>
de Weck	<i>Engineering Systems</i>
Deibert	<i>Access Contested</i>

DiSalvo	<i>Adversarial Design</i>
Eppinger	<i>Design Structure Matrix Methods and Applications</i>
Fidel	<i>Human Information Interaction</i>
Fitzgerald	<i>Adopting Open Source Software</i>
Francis	<i>Bilingual Competence and Bilingual Proficiency in Child Development</i>
Gali	<i>Unemployment Fluctuations and Stabilization Policies</i>
Garbade	<i>Birth of a Market</i>
Gavroglu	<i>Neither Physics nor Chemistry</i>
Gennaro	<i>The Consciousness Paradox</i>
Greenwood	<i>Nurturing the Older Brain and Mind</i>
Harrison	<i>Pesticide Drift and the Pursuit of Environmental Justice</i>
Hasselmo	<i>How We Remember</i>
Holmevik	<i>Inter/vention</i>
Horsten	<i>The Tarskian Turn</i>
Humberstone	<i>The Connectives</i>
Irwin	<i>Trade Policy Disaster</i>
Jackson	<i>Software Abstractions, revised edition</i>
Karvonen	<i>Politics of Urban Runoff</i>
Krajewski	<i>Paper Machines</i>
Kraut	<i>Building Successful Online Communities</i>
Kriegeskorte	<i>Visual Population Codes</i>
Laird	<i>The Soar Cognitive Architecture</i>
Langsam	<i>The Wonder of Consciousness</i>
Leamer	<i>The Craft of Economics</i>
Leveson	<i>Engineering a Safer World</i>
Lurz	<i>Mindreading Animals</i>
MacBride	<i>Recycling Reconsidered</i>
Malpas	<i>Heidegger and the Thinking of Place</i>
Mars	<i>Neural Basis of Motivational and Cognitive Control</i>
Marshall	<i>The Economics of Collusion</i>
Massumi	<i>Semblance and Event</i>
Mathews	<i>Instituting Nature</i>
McGhee	<i>Convergent Evolution</i>
McGuire	<i>Parasites, Pathogens and Progress</i>
McNamara	<i>The Cognitive Neuropsychiatry of Parkinson's Disease</i>
Meckling	<i>Carbon Coalitions</i>

Medina	<i>Cybernetic Revolutionaries</i>
Mody	<i>Instrumental Community</i>
Nadeau	<i>The Neural Architecture of Grammar</i>
Neff	<i>Venture Labor</i>
Nosal	<i>Money, Payments and Liquidity</i>
Paasonen	<i>Carnal Resonance</i>
Pieraccini	<i>The Voice in the Machine</i>
Prinz	<i>Open Minds</i>
Razin	<i>Migration and the Welfare State</i>
Sansom	<i>Ingenious Genes</i>
Santayana	<i>George Santayana's Marginalia, A Critical Selection</i>
Santayana	<i>The Life of Reason or the Phases of Human Progress</i>
Sarvary	<i>Gurus and Oracles</i>
Schapiro	<i>Boosting</i>
Schiff	<i>Neural Control Engineering</i>
Schneider	<i>Hybrid Nature</i>
Schweik	<i>Internet Success</i>
Shadmehr	<i>Biological Learning and Control</i>
Shleifer	<i>The Failure of Judges and the Rise of Regulators</i>
Sneddon	<i>Like-Minded</i>
Steedman	<i>Taking Scope</i>
Stein	<i>The New Handbook of Multisensory Processing</i>
Sterelny	<i>The Evolved Apprentice</i>
Sugiyama	<i>Machine Learning in Non-Stationary Environments</i>
Takeshita	<i>The Global Biopolitics of the IUD</i>
Thagard	<i>The Cognitive Science of Science</i>
Thomson	<i>A Guide for the Young Economist</i>
Tomory	<i>Progressive Enlightenment</i>
Uttal	<i>Mind and Brain</i>
Vision	<i>Re-Emergence</i>
von Hilgers	<i>War Games</i>
Waller	<i>Against Moral Responsibility</i>
Warshawsky	<i>Retirement Income</i>
Wegenstein	<i>The Cosmetic Gaze</i>
Weiner	<i>Our Own Worst Enemy</i>

Textbooks

Brown	<i>Climate Change and Global Energy Security</i>
Brown	<i>Do Democracies Win Their Wars?</i>
Brueckner	<i>Lecture on Urban Economics</i>
Clark	<i>Meaningful Games</i>
Garrett	<i>The Ethics of Animal Research</i>
Levesque	<i>Thinking as Computation</i>
Margerum	<i>Beyond Consensus</i>
Murray	<i>Inventing the Medium</i>
Salanie	<i>The Economics of Taxation</i>
Sloan	<i>Health Economics</i>
Tanimoto	<i>An Interdisciplinary Introduction to Image Processing</i>
Weber	<i>Optimal Control Theory with Applications in Economics</i>

Appendix B: Awards in FY2012

MIT Press books and authors won recognition in the form of many awards and prizes in FY2012. Below is a selection of some of the most notable awards and their winners.

Hal Abelson, coauthor (with Gerald Jay Sussman) of *Structure and Interpretation of Computer Programs*, among others, won the prestigious Karl V. Karlstom Outstanding Educator Award from the Association for Computing Machinery.

Freud's Mexico by Rubén Gallo won the 2011 Gradiva Award for the best book on a psychoanalytic topic. The prize is awarded by the World Organization and Public Education Corporation of the National Association for the Advancement of Psychoanalysis.

The Book of Michael of Rhodes, volumes 1–3, edited by Pamela Long, David McGee, and Alan Stahl, won the 2011 J. Franklin Jameson Prize for outstanding editorial achievement. The prize is awarded by the American Historical Association. The book also won the 2011 Eugene S. Ferguson Prize, which is awarded biennially by the Society for the History of Technology for an outstanding and original reference work that will support future scholarship in the history of technology.

Four MIT Press books were named 2011 Outstanding Academic Titles by *Choice* magazine:

Code/Space: Software and Everyday Life by Rob Kitchin and Martin Dodge

The Innovator's Way: Essential Practices for Successful Innovation by Peter J. Denning and Robert Dunham

Humanity's End: Why We Should Reject Radical Enhancement by Nicholas Agar

Urban Modernity: Cultural Innovation in the Second Industrial Revolution by Miriam R. Levin, Sophie Forgan, Martina Hessler, Robert H. Kargon, and Morris Low

Appearing annually in *Choice's* January issue, this prestigious list of publications reflects the best in scholarly titles and attracts extraordinary attention from the academic library community.

Niccolò Guicciardini won the 2011 Fernando Gil International Prize for the Philosophy of Science for his book *Isaac Newton on Mathematical Certainty and Method* (2009). The prize is jointly awarded by the Portuguese Foundation for Science and Technology and the Calouste Gulbenkian Foundation to honor the memory and work of Portuguese philosopher Fernando Gil (1937–2006). It aims to distinguish a work of exceptional quality in the field of philosophy of science, written by researchers of any nationality or professional affiliation, that considers both general epistemological problems and questions regarding specific areas of science.

Code/Space: Software and Everyday Life by Rob Kitchin and Martin Dodge won the 2011 AAG Meridian Book Award for the Outstanding Scholarly Work in Geography, presented by the Association of American Geographers. This award recognizes a book that makes an unusually important contribution to advancing the science and art of geography.

Anthony Vidler, author of *Warped Space*, *The Architectural Uncanny*, and *Histories of the Immediate Present*, among others, received a special Centennial Award from the Association of Collegiate Schools of Architecture (ACSA) at the 100th ACSA annual meeting in Boston.

The Atlas of New Librarianship by R. David Lankes won the 2012 ABC-CLIO/Greenwood Award for the Best Book in Library Literature, presented by the American Library Association.

Mya Poe, Neal Lerner, and Jennifer Craig won the 2012 Conference on College Composition and Communication Advancement of Knowledge Award for *Learning to Communicate in Science and Engineering: Case Studies from MIT*.

Instruction and Technology: Designs for Everyday Learning by Brad Mehlenbacher won the National Council of Teachers of English/Conference on College Composition and Communication's Best Book in Technical and Scientific Communication Award.

Plato's Revenge: Politics in the Age of Ecology by William Ophuls received a Nautilus Silver Award in the Ecology/Environment category.

Pesticide Drift and the Pursuit of Environmental Justice by Jill Lindsey Harrison won the 2012 Fred Buttel Outstanding Scholarly Achievement Award from the Rural Sociological Society.

The Techno-Human Condition by Braden R. Allenby and Daniel Sarewitz has been selected as the winner of the Media Ecology Association's Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics for 2012.

When Johnny and Jane Come Marching Home: How All of Us Can Help Veterans by Paula J. Caplan was a 2012 Independent Publisher Book Awards Silver Medal winner in the Psychology/Mental Health category.

Two MIT Press books were honored with the 2012 Allan Schnaiberg Outstanding Publication Award, presented by the American Sociological Association's Section on Environment and Technology. *Blowout in the Gulf: The BP Oil Spill Disaster and the Future of Energy in America* by William R. Freudenburg and Robert Gramling won the award, and *Living in Denial: Climate Change, Emotions, and Everyday Life* by Kari Marie Norgaard received an honorable mention.

Coming Clean: Information Disclosure and Environmental Performance by Michael E. Kraft, Mark Stephan, and Troy D. Abel has been awarded the 2012 Lynton Keith Caldwell Prize, given by the Science, Technology and Environmental Politics Section of the American Political Science Association. The prize recognizes the best book in environmental politics published in the past three years.

MIT Press titles won in three categories of the 2011 PROSE Awards:

Architecture & Urban Planning for *Pastoral Capitalism: A History of Suburban Corporate Landscapes* by Louise A. Mozingo

Earth Sciences for *The Fate of Greenland: Lessons from Abrupt Climate Change* by Philip Conkling, Richard Alley, Wallace Broecker, and George Denton

Psychology for *When Johnny and Jane Come Marching Home: How All of Us Can Help Veterans* by Paula J. Caplan

MIT Press books also received honorable mentions in four categories:

Architecture & Urban Planning for *Helvetica and the New York City Subway System: The True (Maybe) Story* by Paul Shaw

Art History & Criticism for *Artists' Magazines: An Alternative Space for Art* by Gwen Allen

Business, Finance, & Management for *Unlocking Energy Innovation: How America Can Build a Low-Cost, Low-Carbon Energy System* by Richard K. Lester and David M. Hart

Engineering & Technology for *Engineering Systems: Meeting Human Needs in a Complex Technological World* by Olivier L. de Weck, Daniel Roos, and Christopher L. Magee