

## 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 selected fields across the humanities, social sciences, and sciences. It publishes journals, 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.

### Highlights

FY2014 at the MIT Press was notable for our experiments in new forms of offering and marketing content. In February 2014 the books division launched MIT Press BITS (digital extracts of significant backlist titles), and in May the journals division launched BATCHES (themed digital collections of published articles). In addition, the Press was instrumental in creating University Presses in Space, a collaborative website showcasing books about outer space and space exploration published by 17 presses. This site went live in February 2014 in conjunction with the publication of our lead spring 2014 book, *Marketing the Moon*.

Our new platform EducationXPress reached its soft launch phase during the spring of 2014. This community and publishing platform, sponsored by MIT's Office of Digital Learning, serves the objective of digital innovation in education. Its community brings together academics and practitioners working in this growing field. The platform is curated by founding editor Eric Klopfer and a global editorial board. It offers innovative models for authoritative yet timely publication of new research.

The journals division announced a major new journal in December 2013: the *American Journal of Health Economics*, published in partnership with the American Society of Health Economists. In the spring, we signed a new agreement with our digital distribution partner IEEE, adding MIT Press journals to our highly successful books content on the IEEE Xplore platform. FY2014 was our first full year with a selection of our titles available in the University Press Content Consortium in Project MUSE, and in January we saw the launch of another selection of e-books in Oxford Scholarship Online.

John Jenkins, the manager of the MIT Press Bookstore, was honored with an MIT Excellence Award in the Serving the Customer category. Provost Martin Schmidt presented Jenkins with the award in a ceremony on January 24, 2014.

At the end of March 2014, the MIT Press offices moved to a new location at One Rogers Street in Cambridge. Our new space was built out by MIT expressly for our needs, and it accommodates the entire Press on a single floor. The Press has moved office locations three times before, but this move was the first away from Main Street in Kendall Square

and the first into a dramatically more open office environment. Members of the MIT Press staff are to be commended for their adept transition to the new offices. Evident throughout the move process were qualities we value highly in our ongoing publishing work: flexibility and the positive embrace of change.

## Financial Results

FY2014 presented us with the challenge of declining revenues in both books and journals. This reflected in part our relative lack of major new title releases during the year, but also the continuing contraction of unit volumes for both print and digital publications in our complex marketplace. The growth in publishing income in the “other” category, including digital licensing, partly offset the sales decline. Our strong bottom line resulted from timely control of both costs and operating expenses.

### MIT Press Operating Results (\$000)

	FY2012	FY2013	FY2014
Books net sales	16,777	16,890	16,320
Journals subscription sales	4,848	4,846	4,991
<b>Total sales</b>	<b>21,625</b>	<b>21,736</b>	<b>21,311</b>
Cost of sales	9,738	9,504	9,087
Gross margin on sales	11,888	12,232	12,224
Other publishing income	2,360	2,712	3,074
<b>Total publishing income</b>	<b>14,248</b>	<b>14,944</b>	<b>15,298</b>
Operating expenses	14,704	15,039	15,197
Bookstore net	117	165	148
<b>Net operations</b>	<b>(339)</b>	<b>70</b>	<b>249</b>

### MIT Press Management Board, 2013–2014

Chair, director of MIT Libraries (appointment pending)t

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Michael Howard, vice president for finance, Office of the Executive Vice President and Treasurer, MIT

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

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## MIT Press Editorial Board, 2013–2014

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Robert Townsend, professor, Department of Economics

## Books Division

### FY2014 Revenues

#### Books Division Revenues (\$000)

	FY2012	FY2013	FY2014
Net sales	16,777	16,890	16,320
Other publishing income	747	1,008	1,280
Total books revenues	17,524	17,898	17,600

### New Books

The MIT Press published or distributed 212 original books this year. New books by MIT authors published during FY2014 included:

- George Akerlof, Olivier Blanchard, David Romer, and Joseph Stiglitz, editors, *What Have We Learned?*
- Suzanne Berger with the MIT Task Force on Production in the Innovation Economy, *Making in America*
- Adam Chlipala, *Certified Programming with Dependent Types*
- Mark Drela, *Flight Vehicle Aerodynamics*
- Arindam Dutta, editor, *A Second Modernism*
- Paulo Ferrão and John E. Fernández, *Sustainable Urban Metabolism*
- Loren Graham, *Lonely Ideas*

- John V. Guttag, *Introduction to Computation and Programming Using Python*, revised and expanded edition
- D. Fox Harrell, *Phantasmal Media*
- Ricardo Hausmann and César A. Hidalgo, *The Atlas of Economic Complexity*
- W. David Lee with Jeffrey Drazen, Phillip A. Sharp, and Robert S. Langer, *From X-rays to DNA*
- Richard M. Locke and Rachel L. Wellhausen, editors, *Production in the Innovation Economy*
- Bruno Perreau (translated by Deke Dusinberre), *The Politics of Adoption*
- Nicholas Roy, Paul Newman, and Siddhartha Srinivasa, editors, *Robotics*
- Gerald E. Schneider, *Brain Structure and Its Origins*
- Gerald Jay Sussman and Jack Wisdom with Will Farr, *Functional Differential Geometry*

A complete list of all new titles published by the MIT Press during FY2014 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 FY2014 is presented in Appendix B.

### **Acquisitions**

January 2014 marked a major change for us as Clay Morgan retired after 17 years as senior acquisitions editor for environmental studies. Clay left us a healthy pipeline of projects and an award-winning list of titles in environmental politics and policy, sustainable energy, earth and climate science, urban planning, and international affairs. Scholars in these fields recognized Clay with two lifetime achievement awards: one from the Environmental Studies Section of the International Studies Association and another from the Association for Environmental Studies and Science.

Elizabeth Clevenger, our new acquisitions editor for environmental studies, has already begun to build on this remarkable list. Beth comes to us from Princeton University Press and has additional experience at McGraw-Hill. She joined the Press in late March.

In FY2014 we signed contracts for 225 new book projects, including the following highlights.

*Messages and Means: Muriel Cooper at MIT, 1954–1994* (spring 2016), by David Reinfurt and Robert Wiesenberger, explores Cooper's work across her 40-year career at MIT as a graphic designer, teacher, and researcher.

*The Rationality Quotient: Toward a Test of Rational Thinking*, by Keith Stanovich and Richard West, is scheduled for release in spring 2016. Based on two decades of research into not only the nature of human rationality but how to capture it in tests, this book has the potential to transform the way standardized educational testing is done throughout the world.

Yoshua Bengio, Ian Goodfellow, and Aaron C. Courville's *Deep Learning* (fall 2015) is an important work on a concept that is changing the field of machine learning, influencing our understanding of human perception. Deep learning is revolutionizing application areas such as speech recognition and image understanding as well.

*Strategy in the Face of Risk and Uncertainty* (fall 2015), by Richard Friberg, is a carefully considered and well-motivated textbook for courses on risk management.

In *Systemic Risk, Crises, and Macroprudential Regulation* (spring 2015), Xavier Freixas, Luc Laeven, and José-Luis Peydró seek to offer a framework and customized toolkit that will allow countries to operationalize macroprudential policy as a means of ensuring institutional financial stability.

*Dying from the Heat: Global Warming and the Impact on Your Health* (fall 2016), by Alan H. Lockwood, discusses the existing and impending threats to human health worldwide posed by global warming, including the related implications of social behavior, mitigation and adaptation strategies, and economic considerations.

Finn Brunton and Helen Nissenbaum, the authors of *Obfuscation: A Field Guide to Obscuring Your Personal Data* (spring 2015), intend to start a revolution by documenting and helping to inaugurate a popular movement against the collection and analysis of personal data, based around their strategy of producing plausible, confusing, and ambiguous information.

In *Trees of the Brain, Roots of the Mind* (spring 2015), computational neuroanatomist George Ascoli builds on the visual similarities between neurons and trees to construct a solid and easy-to-understand model of how the mind arises from the physical structure of neurons.

Nick Montfort's *Exploratory Programming for the Arts and Humanities* (spring 2016), a textbook for non-computer scientists, covers the essentials of programming and its applications in the arts and humanities.

During FY2014, we made important strides in new systems that support the online presence and discovery of our titles. We are collecting book- and chapter-level abstracts and keywords, prepared by our book authors and delivered to us with their manuscripts. We implemented a new system to track complete information about permissions for the art and text used in our books. In addition, we restored and updated our book series descriptions, information that had been lost in the recent website transition.

## 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 around the world.

### Worldwide Sales (\$000)

	FY2012	FY2013	FY2014
US	10,721	10,867	9,973
UK/Europe/Middle East	4,303	4,282	4,574
Other export	561	596	556
Canada	765	732	674
Japan	310	286	399
Australia	117	127	144
<b>Total international sales</b>	<b>6,056</b>	<b>6,023</b>	<b>6,347</b>
<b>Total worldwide sales</b>	<b>16,777</b>	<b>16,890</b>	<b>16,320</b>

FY2014 worldwide sales totaled \$16.3 million, down 3% from FY2013. Frontlist (new title) dollar sales were down 16% from the prior year, while unit frontlist sales were down 21%. Backlist sales were up by 1% in dollars but were flat in units.

### Domestic Sales

Domestic print and electronic book sales in FY2014 totaled nearly \$10 million, down by 8% from the \$10.9 million figure in FY2013. Domestic print sales declined across market channels, including chain bookstores, independent bookstores, museum stores, and virtual retailers.

Our largest virtual retailer and customer is Amazon US. Print business with Amazon US was down 3% relative to the prior year, from \$4.5 million to \$4.4 million. The decline in Amazon's print business was partially offset by the increase in the Kindle US e-book business, which totaled \$859,000, up from \$797,000 in the prior year.

As Amazon continued to buy the majority of MIT Press stock directly from the Press, our sales to print wholesalers continued to shrink. The two largest wholesalers, Ingram and Baker & Taylor, had further sales erosion this year. Overall, FY2014 sales in this market channel were \$2.2 million, down 8% from FY2013.

### International Sales

In FY2014, book sales outside of the United States totaled \$6.3 million, up 5% over FY2013. Amazon print sales through international Amazon sites were \$1.8 million, up from \$1.5 million in FY2013. This growth was led by Amazon Japan, followed by Amazon UK. Both Amazon Canada and Amazon France were down year over year. Amazon Kindle sales through international Amazon sites totaled \$210,000, compared to \$122,000 in FY2013 and \$52,000 in FY2012.

Print and electronic sales in the United Kingdom, Europe, the Middle East, India, and Africa totaled \$4.6 million, up 7% over FY2013.

FY2014 sales in Canada, our third largest export market behind the United Kingdom and Europe, were \$674,000, down from \$732,000 in FY2013. The shortfall of approximately \$59,000 nearly matched the Amazon Canada shortfall of \$61,000.

Taken as a whole, sales to Asia were \$839,000, up 9% from FY2013. Japan remains our largest Asian market and Amazon Japan is by far our largest customer in Japan, claiming 67% of the country's sales in FY2014. Amazon Japan finished the year 80% ahead of FY2013. China is our second-largest Asian market with sales of \$134,000, up 53% over FY2013. Much of this growth can be attributed to increased textbook marketing and subsequent textbook sales. Other key Asian markets that grew in FY2014 include Malaysia and the Philippines. Sales declined year over year in South Korea and Hong Kong.

Footprint is our exclusive sales, distribution, and marketing representative in the Australia and New Zealand territories. FY2014 sales in these markets totaled \$147,000, up 14% from FY2013.

Overall FY2014 sales in Latin and South American markets declined by 24% from FY2013. A bright spot was sales to Brazil, our largest market in South America, which were up by 1%. Colombia, Costa Rica, and Jamaica showed growth in net sales this fiscal year, signaling their maturation into markets with considerable potential for English-language books, particularly textbooks.

### ***E-Revenues from Sales and Licensing***

Retail e-book sales continued to grow in FY2014 but at a slower pace than recent years. We sell retail e-books through Amazon, Barnes & Noble, Kobo, and Apple, among others. As noted above, Amazon Kindle sales from the US site totaled \$859,000, up 8% over FY2013. Amazon Kindle sales from international sites (in Australia, Brazil, Canada, France, Germany, Italy, Japan, Mexico, Spain, and the United Kingdom) totaled \$210,000. Barnes & Noble Nook sales were up over FY2013, from \$16,000 to \$19,000, and Apple iBookstore sales were up from \$26,000 to \$49,000.

Along with retail e-book sales, we also sell and license MIT Press content through aggregators. Of our aggregation partnerships, the most revenue comes from IEEE. FY2014 income from IEEE totaled \$497,000, up 67% year over year. In total, e-products revenue surpassed \$2.2 million, up 27% from the FY2013 figure of \$1.7 million.

### **Revenues from Electronic Sales and Licensing (\$000)**

	FY2012	FY2013	FY2014
E-retailers	511	988	1,165
Content aggregators	273	729	1,007
MIT Press Ebooks	6	22	34
<b>Total</b>	<b>790</b>	<b>1,739</b>	<b>2,206</b>

## **Special Sales**

Special sales are defined as book sales in specialty markets such as corporate, institutional, and gift-seller accounts. FY2014 highlights include hundreds of copies of Suzanne Berger's *Making in America* delivered to various MIT departments, a collection of frontlist and backlist space-related titles delivered to Boeing retail stores, 100 copies of Mitchell Thomashow's *Nine Elements of a Sustainable Campus* delivered to advocacy group Second Nature, and 600 copies of Jane Margolis' *Stuck in the Shallow End* delivered to Code.Org and its affiliates.

## **Marketing**

We successfully launched a new program, MIT Press BITS, in February 2014. BITS are e-extracts from classic and new books, organized by distinctive themes. Not only the subject-area focus but the individual cover designs, the accompanying marketing campaign, and the large volume of titles at launch (51) made this program different from other presses' "digital shorts" efforts.

BITS are being sold via our website and our key retail e-book partners, including Amazon Kindle, Barnes & Noble Nook, and Apple iBooks. On the MIT Press website, BITS are sold in ePub format, downloadable to all major devices including iPads, iPhones, PCs, and Macs. We supported the launch of the BITS program with a significant marketing push that included blog posts, an email campaign, social media, and advertising. Ultimately, the goal of BITS is to drive readers to purchase core books by giving them visibility.

In FY2014, we began focused grassroots marketing efforts that complement our mainstream programs through targeted attention to specialty audiences. Grassroots markets are often academic and professional societies but may include other nonprofit organizations, websites and online forums, and conferences or other special events. We can reach interested members, affiliates, or attendees with title information and special discounts.

In May 2014 we redesigned our staffing to create a new marketing position, web user experience architect. The person in this position will play a pivotal role in the strategy, conception, and design of the Press's web presence and web products and applications.

## **Publicity**

Coverage of MIT Press books was wide-ranging in FY2014, with approximately 1,300 reviews, features, mentions, and interviews. Sources of national, international, and significant regional coverage included the *New York Times*, the *Wall Street Journal*, the *Washington Post*, *The Atlantic*, *The New York Review of Books*, *The New Yorker*, *Slate*, *The Huffington Post*, and other major publications.

MIT Press authors spoke to a global audience about the subjects of our books. They were involved in at least 132 events where books were sold, events that took place in more than 20 US states and nine countries throughout the world. They spoke at conferences, bookstores, museums, libraries, universities, Buddhist retreats, art galleries, design studios, businesses, government offices, and other venues.



MIT Press authors were involved in 86 broadcast interviews, including interviews on national TV outlets such as CNN, C-SPAN, Al Jazeera America, and MSNBC as well as local news programs in Denver and Chicago. Authors were also interviewed on national and regional NPR and PRI (Public Radio International) programs as well as regional NPR programs. Internationally, they were heard on BBC Radio in London, the Canadian Broadcasting Corporation, New Zealand Public Radio, and the Australian Broadcasting Corporation.

We continue to expand our social media presence. The MITPressLog is thriving, with a growing number of guest contributors and new features. We have over 54,000 fans on Facebook and almost 37,000 followers on Twitter. The MIT Press Pinterest page is up and running with many informative (and beautiful) collections of titles grouped in various ways. We are now focusing on GoodReads, tumblr, and Storify as they present interesting new avenues for social media outreach about our books. In June 2014, we completed a very successful Storify for a presentation given by MIT alum Judith Donath at the MIT Media Lab for her book *The Social Machine*.

### **Promotions**

In FY2014, the MIT Press executed 36 email campaigns, reaching nearly 18,000 readers in 46 countries. These campaigns resulted in over \$20,000 in traceable sales from our website alone and brought in tens of thousands of viewers. We improved our open and click rates by trying a new design and unique subject lines. We also embedded the newsletter signup form into our Facebook page, which has boosted subscriptions.

The MIT Press executed several Google Adword campaigns in FY2014. Overall, the campaigns were viewed by 280,000 people and brought nearly 3,000 people to our website.

Subject area catalogs and brochures were mailed worldwide to 204,000 individuals in the following discipline areas: political science; bioethics; science, technology, and society; neuroscience; economics and finance; cognition, brain, and behavior; philosophy; art, architecture, and design; environment; and robotics. A special promotional brochure was produced for John Werner's *The New Visual Neurosciences*.

The UK office created a special promotion for Simon Benninga's *Financial Modeling*. This piece was mailed to Indian academics as part of the Press-wide focus on marketing efforts in developing markets.

### **Textbook Sales and Marketing**

The following were the 10 best-selling text-designated titles by total domestic net revenue for FY2014:

Cormen, *Introduction to Algorithms*, 3rd edition

Murphy, *Machine Learning*

Gutttag, *Introduction to Computation and Programming Using Python*, revised and expanded edition

Benninga, *Financial Modeling*, 3rd edition

Wooldridge, *Econometric Analysis of Cross Section and Panel Data*, 2nd edition

Koller, *Probabilistic Graphical Models*

Benninga, *Financial Modeling*, 4th edition

Salen, *Rules of Play*

Nisan, *The Elements of Computing Systems*

Mohri, *Foundations of Machine Learning*

Our book content was used in 16 massive open online courses (MOOCs) offered through edX, Coursera, Udacity, and independent university platforms. Content (complete or partial) from the following titles was used in a MOOC:

Guttag, *Introduction to Computation and Programming Using Python*, revised and expanded edition

Mahajan, *Street-Fighting Mathematics*

Drela, *Flight Vehicle Aerodynamics*

Van Roy, *Concepts, Techniques, and Models of Computer Programming*

Siegwart, *Introduction to Autonomous Mobile Robots*, 2nd edition

Easterly, *The Elusive Quest for Growth*

Bentley, *Building Mobile Experiences*

Börner, *Information Visualization*

Dayan, *Theoretical Neuroscience*

Norman, *The Design of Everyday Things*

Farah, *Neuroethics*

Glushko, *The Discipline of Organizing*

Lankes, *The Atlas of New Librarianship*

The US textbook marketing office created 14 direct mail promotions and 14 email promotions that were sent to 93,800 professors in various disciplines. UK office textbook promotions included two new finance textbooks: the fourth edition of Simon Benninga's market-leading *Financial Modeling* and Doron Peleg's *Fundamental Models in Financial Theory*. We also promoted Gerald E. Schneider's *Brain Structure and Its Origin*, which is based on the MIT course Professor Schneider has taught for many years.

In FY2014, we fulfilled 8,515 examination and desk copy requests in the United States and Canada. We sent 627 examination and desk copies from Wiley into our UPG territories, and 600 examination and desk copies were sent out to foreign markets handled out of TLT.

Our book content was included in approximately 1,500 course packs in FY2014.

## Advertising

We placed more than 400 ads in relevant trade and professional journals, magazines, and websites in support of new titles published during FY2014. Among other publications, advertising for these titles appeared in print and/or online editions of *Bookforum*, *The New York Review of Books*, the *Wall Street Journal*, *Atlantic Monthly*, *Harper's*, *Foreign Affairs*, the *Times Literary Supplement*, *Mother Jones*, and *The Economist*. Professional titles were advertised in leading academic journals in the fields in which we maintain strong lists.

Highlights from FY2014 included the following:

- Radio announcements on WAMU, NPR's Washington, DC, affiliate station, for Danny Postel and Nader Hashemi's *The Syria Dilemma*.
- MBTA (Massachusetts Bay Transit Authority) advertisements for Noson Yanofsky's *The Outer Limits of Reason*, for our BITS program, and for new titles in the Essential Knowledge series.
- Targeted Facebook advertisements for David Scott and Richard Jurek's *Marketing the Moon*. These targeted ads—reaching space enthusiasts and, separately, marketing professionals—proved to be a cost-effective way of reaching the audience for this major book.
- A geo-targeted Facebook ad for Xu Bing's *Book from the Ground* that resulted in 95,000 impressions and over 4,000 clicks to the landing page for the book, all from English-speaking users located in Hong Kong, Indonesia, Singapore, Thailand, and Vietnam.
- 300 posters for Slavoj Žižek's *Žižek's Jokes* on display in buses, specifically in the Williamsburg area of Brooklyn, NY, where the author is popular.

## Exhibits

The MIT Press was represented at 155 North American conferences and book fairs in FY2014, up from 147 in FY2013. Of that number, 35 were attended by and staffed with MIT Press acquisitions and/or marketing personnel (up from 30 in FY2013). Abroad, marketing staff or acquisitions editors attended 16 conferences throughout the year in the United Kingdom and continental Europe, an acquisitions editor attended a leading robotics and automation meeting in Hong Kong, and the MIT Press bioethics list was promoted at the World Bioethics Congress in Mexico.

In FY2014, the MIT Press began using a new smartphone/tablet-enabled credit card processing system for customer, booth staff, and order processing. The system is both secure and easy to use.

### **Subsidiary Rights and Permissions**

Our income from subsidiary rights includes royalties from the licensing of foreign translation rights and fees for permission to include our content in books and course packages. In our books division, this income increased by roughly 8% from FY2013.

#### **Subsidiary Rights Income (\$)**

	FY2012	FY2013	FY2014
Translations	381,456	342,691	394,177
Permissions	481,300	515,225	546,695
Other	52,088	42,218	30,854
Total	914,844	900,134	971,726

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. Chinese simplified character editions account for the bulk of our translation licenses. In addition, we regularly renew agreements for classic titles on our backlist. Translation income in FY2014 increased by 15% relative to FY2013.

We signed 188 agreements for foreign editions involving 109 foreign publishers. Among titles released in FY2014, Slavoj Žižek's *Žižek's Jokes* has been especially successful, with nine foreign editions licensed to date (German, Italian, Turkish, Greek, Korean, Croatian, French, Chinese simplified characters, and Spanish). Interest in the volume *In 100 Years*, edited by Ignacio Palacios-Huerta, was unusually strong for an edited collection, with Japanese, French, Korean, Polish, and Chinese simplified character editions placed to date. John Guttag's *Introduction to Computation and Programming Using Python*, despite its open edition for MOOC students, has been licensed in Chinese, Japanese, Arabic, Portuguese, and Greek editions so far.

Income from reprinted editions of our books—largely limited to the Indian subcontinent—decreased 27% this fiscal year. This is the result of a change in our policy to limit English-language licensing to renewal agreements due to the risk of re-importation of lower market priced editions from India back into the United States.

Permissions income for book content has increased by roughly 8% since last year at this time, due in large part to an increase in foreign course pack usage.

Journal subsidiary rights income increased 16% in FY2014 as a result of an increase in reprint licenses issued for *International Security* excerpts and a negotiated higher guaranteed payment from one of our largest content delivery partners, EBSCO.

## Journals Division

### FY2014 Revenues

In FY2014, the journals program ended the year with total revenues (subscriptions plus other publishing income) of \$6.8 million, an increase of 3.6% over FY2013.

#### Journals Division Revenues (\$000)

	FY2012	FY2013	FY2014
Subscription income	4,848	4,846	4,991
Other publishing income	1,613	1,704	1,794
<b>Total revenues</b>	<b>6,461</b>	<b>6,550</b>	<b>6,785</b>

The net return to the Press from the journals division was also strong, at \$1.6 million (5.2% above budget). Several factors led to this improved performance, as follows.

- A new agreement between the MIT Press and our primary journals printer and warehouse provider Sheridan brought substantial savings in manufacturing costs and storage expenses.
- The shift away from print in favor of online-only subscriptions continues, and the Press now serves over one third of its subscriptions in electronic-only formats. Mailing and handling expenses are down notably.
- A new contract with EBSCOHost for the inclusion of MIT Press journals in its database products netted additional licensing income starting in January 2014. Revenue from the Copyright Clearance Center and other permissions sources also increased in FY2014.
- Subscription revenue has stabilized as libraries' budgets have begun to recover.

FY2014 saw the Press establish a relationship with the American Society of Health Economists (ASHEcon) for the publication of its official quarterly journal, the *American Journal of Health Economics*, which will launch in 2015. ASHEcon is the premier organization of its kind in the United States and has a strong and growing membership base, all of whom will receive the journal. The field is underserved by current publishing outlets, and there is no single journal devoted exclusively to the US health care system.

In FY2014 the Press signed a significant deal with IEEE to distribute eight titles within its Xplore platform, and these titles went live there on May 19. Based on the marketing and sales clout of IEEE and the success of our books collection in Xplore, we anticipate a significant increase in sales overseas for these journals.

A new MIT Press journals program, BATCHES, launched just prior to the end of FY2014. We are bundling together e-only thematic collections of articles from single journal titles for sale on our site and on Amazon. The program expands our presence in e-reader markets and allows us to respond quickly to reader trends. We use "altmetrics" (data on usage, visitations, and how our content is being discussed on the web in social media and regular media outlets) to identify trending themes. Our journal editors then curate 6–10 articles on each theme and craft introductions.

We published four BATCHES in FY2014:

- Spies from the *Journal of Cold War Studies*
- US–China relations from *International Security*
- Crime from the *Journal of Interdisciplinary History*
- Gender and sexuality from *TDR/The Drama Review*

It is striking that, in FY2014, the journals division garnered revenues from a significantly diversified portfolio. Almost 40% of revenues came from non-subscription sources: permissions, third-party database distribution (JSTOR, Project MUSE, EBSCOHost), single-copy sales, Kindle and Nook sales through Amazon and Barnes & Noble, BATCHES, individual article rentals through Deep Dyve, and publishing subsidies. While library-purchased subscriptions continue to constitute the majority of our income, we now manage direct subscriptions in combination with both nonprofit and commercial aggregators. In addition, we manage traditional volume subscriptions alongside a variety of issue, article, and view options.

The commercial players in this complex distribution system continue to yield the clout that comes with their size, and this regularly creates tension with our academic mission. For example, in our most recent negotiation with a large aggregator we reluctantly accepted a restriction on the amount of open access content we are permitted to post on the web. We expect to continue facing such tradeoffs in the coming years.

The journals division ended the fiscal year publishing CogNet, the online brain and cognitive science community database (containing books, reference works, and journals), and 30 journals:

*African Arts*  
*Artificial Life*  
*ARTMargins*  
*Asian Development Review*  
*Asian Economic Papers*  
*The Baffler*  
*Computational Linguistics*  
*Computer Music Journal*  
*Daedalus*  
*Design Issues*  
*Education Finance and Policy*  
*Evolutionary Computation*  
*Global Environmental Politics*  
*Grey Room*  
*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*

### **Citation Indices and Journal Rankings**

MIT Press titles continue to achieve strong citation rankings. The recently released impact factor rankings from Thomson Reuters indicated that the Press publishes many journals that are among the most highly cited in their field. Among the highlights, *International Security* is ranked second out of 82 journals in international relations, and *Global Environmental Politics* is 15th out of 156 journals in political science. In addition, *Computational Linguistics* is 21st in linguistics, and *Linguistic Inquiry* is 26th in that category. *The Review of Economics and Statistics* is 26th out of 332 in economics, the *Journal of Cognitive Neuroscience* is fourth out of 83 in experimental psychology, and *Evolutionary Computation* is fourth and *Artificial Life* 14th out of 102 journals in computer science, theory, and methods.

### **MIT-Affiliated Journal Editors and Editorial Board Members**

Robert Berwick (professor of linguistics): associate editorial board member, *Linguistic Inquiry*

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

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

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

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

Michel DeGraff (associate professor of linguistics): associate editorial board member, *Linguistic Inquiry*

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*

Danny Fox (professor of linguistics): associate editorial board member, *Linguistic Inquiry*

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

Morris Halle (Institute professor and professor emeritus of linguistics): associate editorial board member, *Linguistic Inquiry*

Sabine Iatridou (professor of linguistics): associate editorial board member, *Linguistic Inquiry*

Lynnette 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*

Michael Kenstowicz (professor of linguistics): associate editorial board member, *Linguistic Inquiry*

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

Philip S. Khoury (professor of history and associate provost): editorial board member, *Journal of Interdisciplinary History*

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

Keeril Makan (associate professor of music): managing editor, *Computer Music Journal*

Earl Miller (professor of neuroscience): editor, *Journal of Cognitive Neuroscience*

Marvin Minsky (professor of media arts and sciences and electrical engineering and computer science): editorial advisory board member, *Computer Music Journal*

Shigeru Miyagawa (professor of linguistics and Japanese language and culture): associate editorial board member, *Linguistic Inquiry*

Benjamin A. Olken (professor of economics): associate editor, *The Review of Economics and Statistics*

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

David Pesetsky (professor of modern languages and linguistics): associate editorial board member, *Linguistic Inquiry*

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



Barry Posen (professor of political science): editorial board member, *International Security*

Theodore Postol (professor of science, technology, and national security policy): editorial board member, *International Security*

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

Peter Temin (professor emeritus of economics): editorial board member, *Journal of Interdisciplinary History*

Stephen Van Evera (professor of political science): editorial board member, *International Security* and *Journal of Cold War Studies*

Cindy Williams (principal research scientist, Security Studies Program): editorial board member, *International Security*

Heidi Williams (assistant professor of economics): associate editor, *The Review of Economics and Statistics*

### **MIT Press Bookstore**

The MIT Press Bookstore was established in 1980 as the campus showroom for books and journals published by the Press. The bookstore features all of the books and journals published by the MIT Press as well as a curated selection of nonfiction works from other university presses and academic publishers. The current inventory includes over 12,000 books representing 6,500 unique titles, all housed in a 1,450-square-foot store in Kendall Square. Our primary customer base comprises MIT students and faculty, the local innovation community, and visitors to the MIT campus.

Sales in the physical store for FY2014 were up 2% over FY2013, totaling \$492,000. More than 12,000 of the visitors to the store made a purchase, resulting in the sale of 26,000 items. Sales of MIT Press books represented 42% of total dollar sales, books from other publishers represented 54%, and nonbook items represented 4%. The MIT Press Bookstore's net contribution for FY2014 was \$152,000.

In recent years, the bookstore has expanded its online offerings of shop-worn and out-of-print MIT Press titles through partners such as Amazon, Alibris, and other discount websites popular with students and scholars. In FY2014, these transactions amounted to \$83,000. The bookstore also held five special sales events involving these "hurt" books, which contributed an additional \$98,000. At our two legendary "Loading Dock Sales," we sold more than 16,000 books at hugely discounted prices. The spring sale alone attracted over 700 buyers who bought more than 9,000 books in just two days.

Bookstore activities go well beyond the walls of the physical store. We exhibited MIT Press books at 23 different local and campus events during FY2014. The most successful events were the MIT SDM Systems Thinking Conference in October 2013; the Boston Book Festival, also in October; the Sloan School of Management CIO Symposium in May 2014; and an exhibit during Technology Day festivities at Kresge in June 2014.

The top five best-selling MIT Press books at the bookstore during FY2014 were as follows:

1. Deborah G. Douglas and Ariel Weinberg, *Countless Connecting Threads*
2. John V. Guttag, *Introduction to Computation and Programming Using Python*
3. Suzanne Berger, *Making in America*
4. Noson S. Yanofsky, *The Outer Limits of Reason*
5. Thomas H. Cormen, *Algorithms Unlocked*

**Ellen W. Faran**  
**Director**

## **Appendix A: New Titles Published in FY2014**

### **Professional Books**

Agar	<i>Truly Human Enhancement: A Philosophical Defense of Limits</i>
Anguelovski	<i>Neighborhood as Refuge: Community Reconstruction, Place Remaking, and Environmental Justice in the City</i>
Arstila	<i>Subjective Time: The Philosophy, Psychology, and Neuroscience of Temporality</i>
Athreya	<i>Big Ideas in Macroeconomics</i>
Banaji	<i>Civic Web: Young People, the Internet, and Civic Participation</i>
Barron	<i>Digital Youth Network: Cultivating Digital Media Citizenship</i>
Batty	<i>New Science of Cities</i>
Beugelsdijk	<i>Firms in International Economy: Firm Heterogeneity Meets International Business</i>
Bix	<i>Girls Coming to Tech! A History of American Engineering Education for Women</i>
Blackford	<i>Humanity Enhanced: Genetic Choice and the Challenge for Liberal Democracies</i>
Boczkowski	<i>News Gap: When the Information Preferences of the Media and the Public Diverge</i>
Borner	<i>Visual Insights: A Practical Guide to Making Sense of Data</i>
Burdet	<i>Human Robotics: Neuromechanics and Motor Control</i>
Burkart	<i>Pirate Politics: The New Information Policy Contests</i>
Burke	<i>Information and Intrigue: From Index Cards to Dewey Decimals</i>
Calvo	<i>Architecture of Cognition: Rethinking Fodor and Pylyshyn's Systematicity Challenge</i>
Camprubi	<i>Engineers and the Making of the Francoist Regime</i>
Caporael	<i>Developing Scaffolds in Evolution, Culture, and Cognition</i>
Chan	<i>Networking Peripheries: Technological Futures and the Myth of Digital Universalism</i>
Cheung	<i>Global Interdependence, Decoupling, and Recoupling</i>
Chlipala	<i>Certified Programming with Dependent Types: A Pragmatic Introduction to the Coq Proof Assistant</i>
Choi	<i>Eat, Cook, Grow: Mixing Human-Computer Interactions with Human-Food Interactions</i>

Churchland	<i>Matter and Consciousness, 3rd edition</i>
Cohen	<i>Analyzing Neural Time Series Data: Theory and Practice</i>
Collins	<i>Classical NEG Raising: An Essay on the Syntax of Negation</i>
Colombetti	<i>The Feeling Body: Affective Science Meets the Enactive Mind</i>
Cook	<i>Lessons from the Economics of Crime: What Reduces Offending?</i>
Coopmans	<i>Representation in Scientific Practice Revisited</i>
Cottarelli	<i>Post-crisis Fiscal Policy</i>
Cronin	<i>Beyond Bibliometrics: Harnessing Multidimensional Indicators of Scholarly Impact</i>
Cubitt	<i>Relive: Media Art Histories</i>
Donath	<i>The Social Machine: Designs for Living Online</i>
Duit	<i>State and Environment: The Comparative Study of Environmental Governance</i>
Ensslin	<i>Literary Gaming</i>
Ferrao	<i>Sustainable Urban Metabolism</i>
Finkelstein	<i>Emil du Bois-Reymond: Neuroscience, Self, and Society in Nineteenth-Century Germany</i>
Fried	<i>Single Neuron Studies of the Human Brain: Probing Cognition</i>
Fulkerson	<i>The First Sense: A Philosophical Study of Human Touch</i>
Gallagher	<i>The Globalization of Clean Energy Technology: Lessons from China</i>
Gardenfors	<i>The Geometry of Meaning: Semantics Based on Conceptual Spaces</i>
Gillespie	<i>Media Technologies: Essays on Communication, Materiality, and Society</i>
Glickstein	<i>Neuroscience: A Historical Introduction</i>
Goldschmidt	<i>Linkography: Unfolding the Design Process</i>
Gopinath	<i>The Ringtone Dialectic: Economy and Cultural Form</i>
Guins	<i>Game After: A Cultural Study of Video Game Afterlife</i>
Haig	<i>Investigating the Psychological World: Scientific Method in the Behavioral Sciences</i>
Harrell	<i>Phantasmal Media: An Approach to Imagination, Computation, and Expression</i>
Hausmann	<i>The Atlas of Economic Complexity: Mapping Paths to Prosperity</i>
Henn	<i>Constructing Green: The Social Structures of Sustainability</i>
Herman	<i>Storytelling and the Sciences of Mind</i>
Hommels	<i>Vulnerability in Technological Culture: New Directions in Research and Governance</i>
Ippolito	<i>Subjunctive Conditionals: A Linguistic Analysis</i>
Jensen	<i>Monitoring Movements in Development Aid</i>
Jorgensen	<i>Double Dividend: Environmental Taxes and Fiscal Reform in the United States</i>
Jorgensen	<i>Gameworld Interfaces</i>
Kaebnick	<i>Synthetic Biology and Morality</i>
Kafai	<i>Connected Play: Tweens in a Virtual World</i>
Kincaid	<i>Classifying Psychopathology: Mental Kinds and Natural Kinds</i>

Kwastek	<i>Aesthetics of Interaction in Digital Art</i>
Leach	<i>Subversion, Conversion, Development: Cross-Cultural Knowledge Exchange and the Politics of Design</i>
Lee	<i>From X-rays to DNA: How Engineering Drives Biology</i>
Lehdonvirta	<i>Virtual Economies: Design and Analysis</i>
Lejano	<i>The Power of Narrative in Environmental Networks</i>
Leonard	<i>Children with Specific Language Impairment, 2nd edition</i>
Locke	<i>Production in the Innovation Economy</i>
Lowgren	<i>Collaborative Media: Production, Consumption, and Design Interventions</i>
Luck	<i>An Introduction to the Event-Related Potential Technique, 2nd edition</i>
Mackillop	<i>Genetic Influences on Addiction</i>
Macpherson	<i>Hallucination: Philosophy and Psychology</i>
Malafouris	<i>How Things Shape the Mind: A Theory of Material Engagement</i>
Matushansky	<i>Distributed Morphology Today: Morphemes for Morris Halle</i>
Medin	<i>Who's Asking? Native Science, Western Science, and Science Education</i>
Mukhija	<i>Informal American City: Beyond Taco Trucks and Day Labor</i>
Murphy	<i>Disaster Robotics</i>
Nielsen	<i>Clearer Skies Over China: Reconciling Air Quality, Climate, and Economic Goals</i>
Nuechterlein	<i>Digital Crossroads: Telecommunications Law and Policy in the Internet Age, 2nd edition</i>
Orlean	<i>The Empire of Value: A New Foundation for Economics</i>
Pedroni	<i>Finite State Machines in Hardware: Theory and Design (with VHDL and SystemVerilog)</i>
Perreau	<i>The Politics of Adoption: Gender and the Making of French Citizenship</i>
Pesetsky	<i>Russian Case Morphology and the Syntactic Categories</i>
Pessoa	<i>The Cognitive-Emotional Brain: From Interactions to Integration</i>
Portela	<i>Scripting Reading Motions: The Codex and the Computer as Self-Reflexive Machines</i>
Prasad	<i>Imperial Technoscience: Transnational Histories of MRI in the United States, Britain, and India</i>
Ratto	<i>DIY Citizenship: Critical Making and Social Media</i>
Redman	<i>Research Misconduct Policy in Biomedicine</i>
Richerson	<i>Cultural Evolution: Society, Technology, Language, and Religion</i>
Rinehart	<i>Re-collection: Art, New Media, and Social Memory</i>
Robinson	<i>Feeling Extended: Sociality as Extended Body-Becoming-Mind</i>
Rutherford	<i>Social Perception: Detection and Interpretation of Animacy, Agency, and Intention</i>
Ryan	<i>Garments of Paradise: Wearable Discourse in the Digital Age</i>
Santayana	<i>The Life of Reason or The Phases of Human Progress: Reason in Society, Volume VII, Book Two</i>

Schonhardt-Bailey	<i>Deliberating American Monetary Policy</i>
Schrank	<i>Avant-garde Videogames: Playing with Technoculture</i>
Seto	<i>Rethinking Global Land Use in an Urban Era</i>
Sha	<i>Poiesis and Enchantment in Topological Matter</i>
Sherman	<i>Functional Connections of Cortical Areas</i>
Sicart	<i>Beyond Choices: The Design of Ethical Gameplay</i>
Silverstein	<i>Schizophrenia: Evolution and Synthesis</i>
Sinnott-Armstrong	<i>Moral Psychology V4: Free Will and Moral Responsibility</i>
Sisti	<i>Applied Ethics in Mental Health Care</i>
Slayton	<i>Arguments That Count: Physics, Computing, and Missile Defense, 1949–2012</i>
Slemrod	<i>Tax Systems</i>
Smith	<i>Open Development: Networked Innovations in International Development</i>
Soep	<i>Participatory Politics: Next-Generation Tactics to Remake Public Spheres</i>
Starr	<i>Feeling Beauty: The Neuroscience of Aesthetic Experience</i>
Szenberg	<i>Secrets of Economics Editors</i>
Tabery	<i>Beyond Versus: The Struggle to Understand the Interaction of Nature and Nurture</i>
Thompson	<i>Good Science: The Ethical Choreography of Stem Cell Research</i>
Uekotter	<i>Greenest Nation? A New History of German Environmentalism</i>
Vanbenthem	<i>Logic in Games</i>
Vargas	<i>Horizons of Evolutionary Robotics</i>
Vartanian	<i>Neuroscience of Creativity</i>
Wall	<i>Commons in History: Culture, Conflict, and Ecology</i>
Warneryd	<i>Economics of Conflict: Theory and Empirical Evidence</i>
Zachar	<i>A Metaphysics of Psychopathology</i>

### Trade Books

Ai	<i>Ai Weiwei: Spatial Matters</i>
Akerlof	<i>What Have We Learned? Macroeconomic Policy after the Crisis</i>
Andriopoulos	<i>Ghostly Apparitions: German Idealism</i>
Ayres	<i>Bubble Economy: Is Sustainable Growth Possible?</i>
Balaguer	<i>Free Will</i>
Barlett	<i>Sustainability in Higher Education: Stories and Strategies for Transformation</i>
Belardi	<i>Why Architects Still Draw</i>
Berger	<i>Making in America: From Innovation to Market</i>
Biraghi	<i>Project of Crisis: Manfredo Tafuri and Contemporary Architecture</i>
Borysevich	<i>The Book about Xu Bing's Book from the Ground</i>

Brittain-Catlin	<i>Bleak Houses: Disappointment and Failure in Architecture</i>
Brown	<i>Walled States, Waning Sovereignty</i>
Bryan-Wilson	<i>Robert Morris</i>
Burnett	<i>Philip Guston: The Studio</i>
Cairns	<i>Buildings Must Die: A Perverse View of Architecture</i>
Clarke	<i>Perspecta 46: Error</i>
Cuonzo	<i>Paradox</i>
Dawson	<i>Paul Lauterbur and the Invention of MRI</i>
De Koven	<i>The Well-Played Game: A Player's Philosophy</i>
Degen	<i>The Market</i>
Desai	<i>Breaking Out: An Indian Woman's American Journey</i>
Dimento/ Doughman	<i>Climate Change: What It Means for Us, Our Children, and Our Grandchildren, 2nd edition</i>
Dunne	<i>Speculative Everything: Design, Fiction, and Social Dreaming</i>
Dutta	<i>A Second Modernism: MIT, Architecture, and the 'Techno-Social' Moment</i>
Eribon	<i>Returning to Reims</i>
Fassin	<i>Contemporary States of Emergency: The Politics of Military and Humanitarian Interventions</i>
Friedrichs	<i>The Future Is Not What It Used to Be: Climate Change and Energy Scarcity</i>
Ginsberg	<i>Synthetic Aesthetics: Investigating Synthetic Biology's Designs on Nature</i>
Graham	<i>Lonely Ideas: Can Russia Compete?</i>
Gregory	<i>Brian Weil, 1979–95: Being in the World</i>
Groom	<i>Time</i>
Hadland	<i>Bicycle Design: An Illustrated History</i>
Hainley	<i>Under the Sign of [sic]: Sturtevant's Volte-Face</i>
Hashemi	<i>The Syria Dilemma</i>
Hellerroazen	<i>Dark Tongues: The Art of Rogues and Riddlers</i>
Hirschhorn	<i>Critical Laboratory: The Writings of Thomas Hirschhorn</i>
Hookway	<i>Interface</i>
Hudek	<i>The Object</i>
Jablonka	<i>Evolution in Four Dimensions: Genetic, Epigenetic, Behavioral, and Symbolic Variation in the History of Life, revised edition</i>
Jeppesen	<i>The Suiciders</i>
Karlan	<i>A Constitution for All Times</i>
Keith	<i>A Case for Climate Engineering</i>
Kipnis	<i>A Question of Qualities: Essays in Architecture</i>
Kraus	<i>Aliens &amp; Anorexia, new edition</i>
Larsen	<i>Networks</i>

Lazzarato	<i>Signs and Machines: Capitalism and the Production of Subjectivity</i>
Lehrer-Graiwer	<i>Lee Lozano: Dropout Piece</i>
Lerner	<i>Making Democracy Fun: How Game Design Can Empower Citizens and Transform Politics</i>
Lewis	<i>Architect? A Candid Guide to the Profession, 3rd edition</i>
Lomnitz	<i>The Return of Comrade Ricardo Flores Magón</i>
Losh	<i>The War on Learning: Gaining Ground in the Digital University</i>
Lotringer	<i>Schizo-Culture: The Event, The Book</i>
Martins	<i>Constructing an Avant-Garde: Art in Brazil, 1949–1979</i>
Messmer	<i>China's Vanishing Worlds: Countryside, Traditions, and Cultural Spaces</i>
Naughton	<i>Wu Jinglian: Voice of Reform in China</i>
Nisbet	<i>Ecologies, Environments, and Energy Systems in Art of the 1960s and 1970s</i>
Norman	<i>The Design of Everyday Things, revised and expanded edition</i>
Palacios-Huerta	<i>In 100 Years: Leading Economists Predict the Future</i>
Phillips	<i>A Composer's Guide to Game Music</i>
Pignatti Morano	<i>Nicola, Milan</i>
Relyea	<i>Your Everyday Art World</i>
Root	<i>Dynamics among Nations: The Evolution of Legitimacy and Development in Modern States</i>
Rostain	<i>Confidence Games: Lawyers, Accountants, and the Tax Shelter Industry</i>
Rottmann	<i>John Knight</i>
Ruyffelaere	<i>ON&amp;BY Luc Tuymans</i>
Schwartz	<i>The Culture of the Copy: Striking Likenesses, Unreasonable Facsimiles, revised and updated edition</i>
Scott	<i>Marketing the Moon: The Selling of the Apollo Lunar Program</i>
Sheller	<i>Aluminum Dreams: The Making of Light Modernity</i>
Shifman	<i>Memes in Digital Culture</i>
Sloterdijk	<i>Nietzsche Apostle</i>
Smil	<i>Made in the USA: The Rise and Retreat of American Manufacturing</i>
Stahl	<i>Worker Leadership: America's Secret Weapon in the Battle for Industrial Competitiveness</i>
Steiner	<i>Rodney Graham: Phonokinetoscope</i>
Strong	<i>The Copyright Book: A Practical Guide, 6th edition</i>
Thomashow	<i>The Nine Elements of a Sustainable Campus</i>
Thompson	<i>Why Photography Matters</i>
Tipling	<i>Penguins in the Wild</i>
Weibel	<i>Molecular Aesthetics</i>

Xu	<i>Book from the Ground: From Point to Point</i>
Yanofsky	<i>The Outer Limits of Reason: What Science, Mathematics, and Logic Cannot Tell Us</i>
Yusaf	<i>Broadcasting Buildings: Architecture on the Wireless, 1927–1945</i>
Žižek	<i>Žižek’s Jokes (Did You Hear the One about Hegel and Negation?)</i>
Zuromskis	<i>Snapshot Photography: The Lives of Images</i>

### Textbooks

Benninga	<i>Financial Modeling, 4th edition</i>
Drela	<i>Flight Vehicle Aerodynamics</i>
Fokkink	<i>Distributed Algorithms: An Intuitive Approach</i>
Guttag	<i>Introduction to Computation and Programming Using Python, revised and expanded edition</i>
Ingalls	<i>Mathematical Modeling in Systems Biology</i>
Klyza	<i>American Environmental Policy Updated</i>
Lu	<i>Visual Psychophysics: From Laboratory to Theory</i>
Peleg	<i>Fundamental Models in Financial Theory</i>
Roy	<i>Robotics: Science and Systems VIII</i>
Schneider	<i>Brain Structure and Its Origins: In Development and in Evolution of Behavior and the Mind</i>
Sussman	<i>Functional Differential Geometry</i>
Vegh	<i>Open Economy Macroeconomics in Developing Countries</i>
Werner	<i>The New Visual Neurosciences</i>
Westhoff	<i>An Introduction to Econometrics</i>

### Appendix B: Awards in FY2014

MIT Press books and authors won recognition in the form of many awards and prizes in FY2014. Below is a selection of some of the most notable awards and their winners.

*Open for Business: Conservatives’ Opposition to Environmental Regulation* by Judith Layzer was awarded the 2013 Lynton Keith Caldwell Prize, given by the Science, Technology & Environmental Politics Section of the American Political Science Association.

*Being Nuclear: Africans and the Global Uranium Trade* by Gabrielle Hecht won the 2013 Robert K. Merton Book Award from the Science, Knowledge, and Technology Section of the American Sociological Association.

*The Secret War Between Downloading and Uploading: Tales of the Computer as Culture Machine* by Peter Lunenfeld won the 2013 Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture, presented by the Media Ecology Association.



*Car Crashes without Cars: Lessons about Simulation Technology and Organizational Change from Automotive Design* by Paul Leonardi won the Diamond Anniversary Book Award from the National Communication Association.

*Handling Digital Brains: A Laboratory Study of Multimodal Semiotic Interaction in the Age of Computers* by Morana Alač was given the Distinguished Book Award by the Ethnomethodology and Conversation Analysis Section of the American Sociological Society.

*Makers of the Microchip: A Documentary History of Fairchild Semiconductor* by Christophe Lecuyer and David C. Brock was awarded the Ferguson Prize, given by the Society for the History of Technology.

*The Color Revolution* by Regina Lee Blaszczyk was awarded the Hacker Prize, also given by the Society for the History of Technology.

*Working on Mars: Voyages of Scientific Discovery with the Mars Exploration Rovers* by William Clancey won the 2014 Gardner-Lasser Aerospace History Literature Award from the American Institute of Aeronautics and Astronautics.

Gabrielle Hecht's *Being Nuclear: Africans and the Global Uranium Trade* won the Susanne M. Glasscock Humanities Book Prize for Interdisciplinary Scholarship.

Jonathan Bobaljik's *Universals in Comparative Morphology: Suppletion, Superlatives, and the Structure of Words* won the 2014 Leonard Bloomfield Best Book Award, given by the Linguistic Society of America.

Raya Fidel's *Human Information Interaction: An Ecological Approach to Information Behavior* was named 2013's Best Information Science Book by the Association for Information Science and Technology.

Several MIT Press books were named 2013 Outstanding Academic Titles by *Choice* magazine:

*Do Apes Read Minds?* by Kristin Andrew

*Open Access* by Peter Suber

*Vision and Brain* by James Stone

*Open for Business* by Judith Layzer

*Radicalizing Enactivism* by Daniel Hutto

*What Was Contemporary Art?* by Richard Meyer

*The Fourth Dimension and Non-Euclidean Geometry in Modern Art* by Linda Dalrymple Henderson

*Algorithms Unlocked* by Thomas Cormen

*Moving Innovation* by Tom Sito

Bobbie Tigerman's *A Handbook of California Design, 1930-1965* won a 2013 Communication Arts Design Annual Award of Excellence. The award is sponsored by Communication Arts.

Cyrus Mody's *Instrumental Community: Probe Microscopy and the Path to Nanotechnology* was awarded the Paul Bunge Prize, given by the Gesellschaft Deutscher Chemiker (German Chemical Society).

Ameila Barikin's *Parallel Presents: The Art of Pierre Huyghe* was named the Best Book of 2013 by the Art Association of Australia and New Zealand.

Louise Mozingo's *Pastoral Capitalism: A History of Suburban Corporate Landscapes* won the 2014 Elisabeth Blair MacDougall Book Award, given by the Society of Architectural Historians.

Richard Rogers' *Digital Methods* won the 2014 Outstanding Book Award from the International Communication Association.

The American Publishers Awards for Professional and Scholarly Excellence (PROSE Awards), presented by the Professional and Scholarly Publishing Division of the Association of American Publishers, annually recognize the best in professional and scholarly publishing by bringing attention to distinguished books, journals, and electronic content in over 40 categories. MIT Press titles won in three categories of the 2013 PROSE Awards: Computing & Information Sciences for *Spam: A Shadow History of the Internet* by Finn Brunton; Popular Science & Popular Mathematics for *The Outer Limits of Reason: What Science, Mathematics, and Logic Cannot Tell Us* by Noson S. Yanofsky; and Biological & Life Sciences for *The Neural Basis of Free Will: Criteria Causation* by Peter Ulric Tse. In addition, honorable mentions were awarded to *Radicalizing Enactivism: Basic Minds without Content* by Daniel D. Hutto and Erik Myin (Philosophy) and *Emil du Bois-Reymond: Neuroscience, Self, and Society in Nineteenth-Century Germany* by Gabriel Finkelstein (History of Science, Medicine & Technology).