

## 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; cognitive science; computer science; economics; environmental studies; neuroscience; new media; and science, technology, and society. It publishes journals, scholarly monographs, trade books, textbooks, and reference works, in print and electronic formats. MIT Press authors are drawn from throughout the global academic community. The Press is noted for its work in emerging fields of scholarship, for its strong international distribution, and for pioneering projects such as CogNet, the electronic community of cognitive science. By its contributions to scholarship, the MIT Press supports the Institute's mission of advancing knowledge; by its award-winning publications, the Press extends the visibility of the MIT name around the world.

### FY2004 Highlights

FY2004 was a rewarding year for the MIT Press, marked by strong growth in book sales. It was a year in which we began to see some encouraging signs of economic recovery in several segments of our markets. We were well positioned to participate in that recovery thanks to our focus on efficient publishing operations; this resulted in record on-time publishing schedules and effective marketing campaigns in both the Books and Journals divisions. As well as achieving sales success, our new titles received critical acclaim and notably broad media coverage this year. Many of them are major backlist titles, meaning that they will continue to sell well and contribute to our financial health for many years to come.

Sales highlights of FY2004 begin with the best-selling *The Coming Generational Storm: What You Need to Know about America's Economic Future* by Kotlikoff and Burns, a title that prompted political debate over the government's funding of social security and other future benefits programs. The publication of the stunning illustrated book *Building Stata: The Design and Construction of Frank O. Gehry's Stata Center at MIT* by Nancy Joyce, in conjunction with the Institute's dedication of the Stata Center in May 2004, was an exciting project for the Press.

The year also included the publication of *Gaining Ground: A History of Landmaking in Boston* by Nancy S. Seasholes, the third volume in our informal trilogy of books about Boston. Some examples of textbooks and reference books that were launched this year for the benefit of established sales in future years are: *Introduction to the Economics and Mathematics of Financial Markets* by Cvitanic and Zapatero, *The Handbook of Multisensory Processes* by Calvert et al., *The MIT Encyclopedia of Communication Disorders* by Kent, and *The Visual Neurosciences* edited by Chalupa and Werner. In the Journals program, a highlight of the year was the highly successful assimilation of the established journal *Daedalus*, sponsored by the American Academy of Arts and Sciences.

Our marketplace is far from solidly in recovery. There remain real concerns in some key areas; for example, the flat or declining institutional subscriber base for some established journals. In both Books and Journals, we see clearly that the open-access movement will have an impact on our future but we cannot yet grasp the size and shape of such impact. We continually make the necessary tradeoffs involved in supporting both present and future publishing activities. We are engaged in strengthening our relationships with the MIT faculty in order to identify new disciplines and sub-disciplines where high-quality publishing support would benefit scholarship. We are eager to make more use of our digital archive, to expand our external partnerships, and to explore new publishing methods by trying innovative projects. As we face these challenges, we will be pleased to build upon the strong achievements of FY2004.

### **FY2004 Financial Results**

Total MIT Press revenues, including book sales, journal subscriptions, and other publishing income, were \$24.0 million in FY2004, up from the prior year by 8%. The combination of increased revenues, more favorable costs, and flat operating expenses yielded a significant improvement in Press operating results. The net operating deficit of \$395K for the year was below our budget projection and substantially less than those incurred in the prior two years.

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

	<b>FY2002</b>	<b>FY2003</b>	<b>FY2004</b>
Books—net sales	16,344	15,759	17,237
Journals—subscription sales	4,635	4,781	4,764
<b>Total Sales</b>	<b>20,979</b>	<b>20,540</b>	<b>22,001</b>
Cost of sales	10,127	9,916	10,546
<b>Gross margin on sales</b>	<b>10,852</b>	<b>10,624</b>	<b>11,455</b>
Other publishing income	1,452	1,494	1,795
<b>Total publishing income</b>	<b>12,304</b>	<b>12,118</b>	<b>13,250</b>
Operating expenses	14,215	13,548	13,548
Bookstore net	92	91	82
Other credits/(charges)	—	384	(179)
<b>Net operations</b>	<b>(1,819)</b>	<b>(955)</b>	<b>(395)</b>

### **MIT Press Management Board, 2003–2004**

Ann J. Wolpert (chair), director of Libraries, MIT; Hal Abelson, electrical engineering and computer science, MIT; William Arms, director of information science, Cornell University; Mary Curtis, president, Transaction Publishers, Rutgers University; Joseph

Esposito, president, Portable CEO; Ellen W. Faran, director, MIT Press; Jack Goellner, director emeritus, Johns Hopkins University Press; John Hanley, chairman and CEO, Scientific American; Steven R. Lerman, professor of civil engineering, MIT; William J. Mitchell, department head, Program in Media Arts and Sciences, MIT; Israel Ruiz, associate budget director, Office of Budget and Financial Planning, MIT; Richard Schmalensee, dean, Sloan School of Management, MIT.

### **MIT Press Editorial Board, 2003–2004**

William J. Mitchell, chair. The MIT Press Editorial Board did not meet during FY2004; rather, the year provided valuable time to reevaluate the Board's role and structure. Through discussions with interested faculty, the Press developed a revised concept for the Editorial Board, updated to meet the current needs of both the Press and the MIT faculty. Committee appointments and Editorial Board meetings are planned to resume in FY2005.

### **MIT Press Acquisitions Editors**

Ellen W. Faran, acting editor-in-chief; Roger Conover, executive editor, visual and cultural studies; Robert Prior, executive editor, computer science; John S. Covell, senior editor, economics, business, finance; Clay Morgan, editor, environmental sciences, bioethics; Barbara Murphy, senior editor, neuroscience, biology; Elizabeth Murry, senior editor, economics, finance, business; Doug Sery, editor, computer science; Tom Stone, senior editor, cognitive science, linguistics, philosophy, psychology; Sara Meirowitz, associate editor, science, technology and society.

### **Books Division**

#### **FY2004 Revenues**

Net book sales this year were \$17.2 million, a 9 percent increase over the prior year. Both the frontlist and backlist posted higher sales. Growth came both from bookstore distribution, our primary sales channel, and from a broad range of additional channels, including traceable direct mail, exhibits sales, special sales, and sales through our website.

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

	FY2002	FY2003	FY2004
Net sales	16,344	15,759	17,237
Other publishing income	350	370	376
<b>Total books revenues</b>	<b>16,694</b>	<b>16,129</b>	<b>17,613</b>

**New Books in FY2004**

New books by MIT authors published during FY2004 included:

Boczkowski, Pablo J.	<i>Digitizing the News: Innovation in Online Newspapers</i>
Dornbusch, Rudi (Calvo et al.)	<i>Money, Capital Mobility, and Trade: Essays in Honor of Robert A. Mundell</i>
Hall, Ned (Collins et al.)	<i>Causation and Counterfactuals</i>
Holweg, Matthias	<i>The Second Century: Reconnecting Customer and Value Chain through Build-to-Order Moving beyond Mass and Lean Production in the Auto Industry</i>
Joyce, Nancy	<i>Building Stata: The Design and Construction of Frank O. Gehry's Stata Center at MIT</i>
Malone, Thomas W.; Laubaucher, Robert; and Scott Morton, Michael S.	<i>Inventing the Organizations of the 21st Century</i>
Malone, Thomas W. and Herman, George, A. (Malone et al.)	<i>Organizing Business Knowledge: The MIT Process Handbook</i>
Mitchell, William J.	<i>Me++: The Cyborg Self and the Networked City</i>
Poterba, James M.	<i>Tax Policy and the Economy, Volume 17</i>
Rosenblith, Walter A.	<i>Jerry Wiesner, Scientist, Statesman, Humanist: Memories and Memoirs</i>
Scribner, Charity	<i>Requiem for Communism</i>
Singer, Irving	<i>Three Philosophical Filmmakers: Hitchcock, Welles, Renoir</i>
Williams, Cindy	<i>Filling the Ranks: Transforming the U.S. Military System</i>
Wilson, David Gordon	<i>Bicycling Science, 3rd edition</i>

Additionally, paperback editions of Felice Frankel's *Envisioning Science: The Design and Craft of the Science Image* and Rosalind Williams's *Retooling: A Historian Confronts Technological Change* were published in FY2004.

A complete list of all new titles published by the MIT Press during FY2004 is provided in Appendix A at the end of this report.

## Awards

Many MIT Press books received awards last year. Recognition came from the leading professional and scholarly associations of the various disciplines in which the Press publishes. Such recognition demonstrates the standards of excellence sought by the Press for all of its publications. Notable winners include *Leonardo's Laptop: Human Needs and the New Computing Technology* by Ben Shneiderman, *Taxation, Incomplete Markets, and Social Security* by Peter A. Diamond, *The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900–1933* by Emily Thompson, and *Central European Avant-Gardes: Exchange and Transformation, 1910–1930* edited by Timothy O. Benson. Details of their honors appear in Appendix B.

Also worth highlighting are the four MIT Press books that were recognized in the 2003 Professional/Scholarly Publishing (PSP) Division Annual Awards Competition, sponsored by the Association of American Publishers. They are *Software Ecosystem: Understanding an Indispensable Technology and Industry* by David G. Messerschmitt and Clemens Szyperski, which won first place in the business, management and accounting category; *Decisions, Uncertainty, and the Brain: The Science of Neuroeconomics* by Paul W. Glimcher, which won the top honor in the medical science category; *Seeing and Visualizing: It's Not What You Think* by Zenon W. Pylyshyn, which won first place in the psychology category; and *The Size of Nations* by Alberto Alesina and Enrico Spolaore, which received an honorable mention in the economics category.

A complete list of awards won by MIT Press books during FY2004 is provided as Appendix B at the end of this report.

## Marketing

Our marketing and sales group faces the challenge of reaching multiple market channels (sales through bookstores, course adoptions, direct sales to professionals) with our multiple product lines (scholarly monographs, trade books, textbooks, and reference books). Aggressive and focused marketing and promotion combined with strong lists in the Fall 2003 and Spring 2004 seasons and an improving US economy to make this a successful year. The Press met its overall sales goals and was able to sustain, and in some cases expand, the varied activities of its marketing program.

## Domestic Sales

The Press's US sales were very healthy in FY2004. Domestic sales were solid across the board, from our national wholesalers to our online retailers, brick and mortar stores, and special sales accounts. At least two factors played into this healthy upswing: (1) an improved overall economy and (2) the commercial success of a number of our titles, including Kotlikoff's *The Coming Generational Storm* (which sold nearly 17,000 copies), Žižek's *The Puppet and the Dwarf*, and Joyce's *Building Stata*. These titles, along with the rest of our list, brought dollars and integrity to the Press. Our domestic net sales (sales minus returns) are up 10 percent over last year: \$11,287,791 vs. \$10,285,443. This number constitutes nearly 67 percent of our total sales (\$16,853,348).

*International Sales and Marketing*

<b>International Sales (\$000)</b>			
	<b>FY2002</b>	<b>FY2003</b>	<b>FY2004</b>
UK/Europe/Middle East	3,482	3,626	3,789
Other exports	773	669	696
Japan	468	412	409
Canada	262	475	454
Australia	174	179	218
<b>Total exports</b>	<b>5,159</b>	<b>5,361</b>	<b>5,566</b>

FY2004 proved to be another year of mixed sales results from various major export territories. Export sales totaled \$5.6 million, achieving an overall increase of 3.8 percent from the previous fiscal year. Comparatively, from an industry-wide perspective, *Publishers Weekly* reported in April 2004 that exports rose 0.7 percent last year, to \$1.69 billion (according to statistics from the US Department of Commerce); and that the weakening of the dollar against a number of major foreign currencies did not have a dramatic impact on US book exports in 2003.

The Press's London office, responsible for the UK, Europe, Middle East, Africa, and India, reported total sales of \$3,789,000, up 4.5% from the previous fiscal year. The UK is proving a tougher market generally, with patterns often following those seen in the US (e.g., growth of bookstore chains and higher returns). The UK Publishers Association reported that spending on books by higher education libraries fell by 3 percent and there has been further erosion of adoptions in the text market. Sales on the Continent are about level with last year in spite of reductions in library and institutional spending. In developing markets, the office is well placed to respond to the anticipated growth from the Eastern European countries that joined the European Union in May 2004, and although it remains a small and difficult market, very encouraging growth has been seen in the Middle East.

Our major export markets serviced by the US office are Canada and Mexico in North America, Brazil in South America, Australia, and the Asian markets of Japan, South Korea, Taiwan, China, Singapore, and Hong Kong. Our sales to Canada declined 4.3 percent to \$454K, while sales to Mexico increased 63 percent to \$65K, and sales to Brazil increased 55.7 percent to \$51K.

The *Publishers Weekly* report on 2003 US book exports indicated a decrease in export sales to a number of Asian countries, including Japan (-4.9%), Singapore (-2.4%), South Korea (-15.2%), and Taiwan (-16%). Comparatively, MIT Press export sales to Japan were almost the same as last year, at \$409K; sales to Singapore were down 0.3 percent to \$52K, South Korea sales down 18 percent to \$143K, and Taiwan sales up 55.5 percent to \$220K. Our largest decline in exports was to Hong Kong, where sales fell 58.5 percent to \$27K.

During the 4th quarter of FY2004, we established direct business with Amazon Japan, billing total sales of \$26K.

By book category, *Publishers Weekly* reported that trade books fared best in 2003, with exports of paperbacks rising 26.4 percent to \$208.8 million, and hardcover exports increasing by 3.3 percent to \$114.1 million. Most other major segments had declines during 2003, with exports of textbooks falling 6.7 percent, to \$355.1 million, and exports of professional books down 1.4 percent to \$371.1 million.

### ***Subsidiary Rights***

<b>Subsidiary Rights Income (\$)</b>			
	<b>FY2002</b>	<b>FY2003</b>	<b>FY2004</b>
Translations	210,766	250,745	217,319
Permissions	258,881	245,385	266,300
Other	10,318	16,435	54,229
<b>Total</b>	<b>479,965</b>	<b>512,565</b>	<b>537,848</b>

Income from our subsidiary rights program is derived from the sale of translation rights, income from permissions to reproduce our material, and other sources, including income from electronic subscriptions and revenue from licenses of English-language reprints for distribution in India. Overall, income from subsidiary rights increased by 5 percent since FY2003.

In FY2004 we signed 100 translation contracts. While the number of translations into Chinese (simplified character editions for distribution in mainland China) continues to increase, the Spanish-language market has decreased sharply. This drop is reflected across the industry, with Spanish-language publishers limiting the number of nonfiction titles in translation, restricting print-runs, and often eliminating entire programs. These measures are a result of economic difficulties in Latin America, which constitutes a substantial part of the market for Spanish-language editions. Sales of translation rights to Japan, Korea, and Western Europe continue to improve, as do sales in the growing Eastern European economies.

Income collected from translations in FY2004 decreased by 13 percent since FY2003. This reflects a situation peculiar to this fiscal year: the US Internal Revenue Service (IRS) has not supplied the forms required for exemption from double taxation, and many advances and royalties are outstanding until these documents are filed. This delay on the part of the IRS has to do with greater scrutiny of all transactions involving foreign currency since the enactment of the Patriot Act.

Income from permissions during FY2004 increased by 9 percent. This reflects more efficient collection of outstanding invoices and greater enforcement of copyright laws in Europe.

### **Direct Marketing**

Our traceable sales in response to direct mail promotions in FY2004 were \$169,309, a 29 percent increase over FY2003 at \$130,625. The increase is due in large part to better tracking and reporting of direct sales to individuals than we have been able to do in previous fiscal years. Our direct mail promotes a substantially greater volume of sales, not directly traceable, through many other sales channels, such as retailers. Direct mail remains an effective means to reach the professional audiences for whom we publish. Our subject area catalogs are a way of showcasing new titles, but they also continue to carry many backlist books, allowing readers to see the depth of our lists. They help to reinforce sales at professional meetings, complement our textbook promotional and advertising efforts, and are an important tool for our acquisitions staff as they look to build our lists further. The catalogs are also used worldwide by booksellers to either promote our books to their customers or as tools for building subject area sections in their stores.

Annual catalogs mailed in FY2004 included: Science, Technology & Society; Art, Architecture & Visual Culture; Neuroscience; Philosophy; Computer Science & Intelligent Systems; and Environment. Biannual catalogs were produced in Economics and Cognition, Brain & Behavior. A new title update brochure was mailed to the linguistics community. Three individual brochures promoting our new reference books, Chalupa's *The Visual Neurosciences*, Kent's *The MIT Encyclopedia of Communication Disorders*, and Calvert's *The Handbook of Multisensory Processes* were produced and mailed to individuals and libraries. Two large format postcards were produced and mailed to promote our Political Science and New Media subject area lists.

### **US Textbook Sales and Marketing**

Text sales increased slightly by 0.56 percent to \$1,542,942 in FY2004 (from \$1,534,345 in FY2003). Thirty direct mail text promotions were mailed to over 55,000 US professors in various disciplines. For the first time, in FY2004 we offered password-protected online previewing of a number of key texts: Barro's *Economic Growth*, 2nd edition, Salen's *Rules of Play*, and Ljungqvist's *Recursive Macroeconomic Theory*, 2nd edition. Texts were also highlighted on our website with a textbook sidebar under each subject area and by providing links to exam copy request forms on each text's catalog page on the site. Both primary and supplemental text sales are tracked and included in the sales figure above.

### **US Exhibits**

The MIT Press exhibited titles at 132 US professional and academic conferences. Book sales from those meetings totaled \$194,342, up substantially from FY2003 (\$153,704). Better sales can be attributed to factors including focused and aggressive marketing to core professional groups, a large number of frontlist titles in the fiscal year, and the continued post-meeting availability of conference discounts to participants via the Press's website.



### **MITP Website Sales**

Sales through our website (<http://mitpress.mit.edu/>) increased by 21 percent in FY2004 to \$641,287 (total sales for both books and journals). Customers are increasingly using the website to respond to messages received via other marketing channels, notably direct mail catalogs and exhibit discount offers. There were also several electronic marketing activities driving the sales increase. One was a more aggressive use of our e-lists for the promotion of new books; this year, 80 messages were sent out (four messages to each of our 20 subject area lists). Despite the prevalence of email overload, our web customers are still eager to receive messages from us; subscriptions to our e-lists have doubled this year to a total of 16,000 subscribers, each of whom subscribes to, on average, four separate lists. Another initiative, the offer of web-based discounts to various affinity groups (notably MIT alumni and members of various academic societies) began successfully this year and will be expanded in FY2005. Finally, our June Web Sale, featuring deep discounts on older or slower-moving titles, ended the year with a bang, giving us our highest one-month web sales total to date (\$66,526).

### **The Classics Series**

The MIT Classics Series, our Print on Demand program, was expanded this year to include a total of 600 titles. Sales of the Classics continue to come mainly through our website, and were up this year to \$13,726 on 330 units.

### **E-book Vendors**

OCLC (netLibrary) continues to be our most important e-book vendor, generating \$98,858 for us this fiscal year. We recently concluded an agreement with XRefer, an online reference work publisher that will allow libraries to subscribe to online versions of Kent's *The MIT Encyclopedia of Communication Disorders* and Chalupa's *The Visual Neurosciences*. We are also exploring a new agreement with eBrary, which has recently revamped its business model and looks to be poised for growth.

### **Publicity**

MIT Press books and authors were widely covered by the US and international media last year. Our titles were the subject of more than 3,000 reviews, articles, and other significant mentions in print media alone since July 2003. The most widely discussed titles were:

*The Coming Generational Storm: What You Need to Know about America's Economic Future* by Laurence Kotlikoff and Scott Burns

*Me++: The Cyborg Self and the Networked City* by William J. Mitchell

*Bare Branches: The Security Implications of Asia's Surplus Male Population* by Valerie Hudson and Andrea den Boer

*Terrorism, Freedom, and Security: Winning without War* by Philip B. Heymann

*Radiant Cool: A Novel Theory of Consciousness* by Dan Lloyd

*The Puppet and the Dwarf: The Perverse Core of Christianity* by Slavoj Žižek

*Gaining Ground: A History of Landmaking in Boston* by Nancy Seasholes

*Rules of Play: Game Design Fundamentals* by Katie Salen and Eric Zimmerman

*Energy at the Crossroads: Global Perspectives and Uncertainties* by Vaclav Smil

*Bicycling Science*, 3rd edition by David Gordon Wilson

### *Advertising*

Our advertising program promotes frontlist books and new paperback reprints to general and targeted markets, and does so on a very strict budget, with a focus on the most influential print and online media. Advertisements for MIT Press books appeared in hundreds of trade and scholarly journals and magazines this year as well as in conference programs and websites. Major ad campaigns were implemented for *ME++*; *Ideas that Shaped Buildings*; *Gaining Ground*; *Terrorism, Freedom, and Security*; *Industrial Strength Design*; *Radiant Cool*; *Inventing for the Environment*; *The Puppet and the Dwarf*; *The Coming Generational Storm*; *Building Stata*; *Rhythm Science*; *Understanding Me*; and *Eating Architecture*. Venues in which we advertised our books last year include *The American Prospect*, *The American Scientist*, *Art in America*, *Bomb*, *Bookforum*, *The Chronicle of Higher Education*/*The Chronicle Review*, *Harper's*, the MBTA's Red Line trains, *Mother Jones*, *The Nation*, *The New Republic*, *The New Yorker*, *The New York Times Book Review*, *The New York Review of Books*, and *The Sloan Management Review*.

### *Internet Promotion*

We continue to make fruitful use of the internet as a way to publicize the Press's publications. During the past year, we have refined the process in order to focus on the titles and forums most appropriate for electronic promotion. This has entailed targeting more closely the web pages, email lists, and usenet groups most receptive to announcements about our books, a process that will continue into the immediate future. We've also made excellent use of the Press website's subject-based email lists, which we've used to promote all of the Press's recent titles.

Anecdotal evidence indicates that electronic promotion continues to be a valuable promotional tool for our books. Not only does it draw people to the website and to book sales, it also elicits requests for review copies from journalists and writers, often leading to print and electronic reviews. A recent success story in this regard is Siegwart and Nourbakhsh's *Introduction to Autonomous Mobile Robots*, a review of which was posted on the Robots.net web page (<http://robots.net/>), a popular electronic resource for the robotics community.

*Seasonal Catalog*

In a move praised by booksellers and our sales force, the seasonal catalog began in Spring 2004 to feature color art in a striking new design jacket and throughout the section devoted to trade titles. This helps sales reps sell the books and showcases our cover designs.

**Production Department**

The Production Department had an extremely productive year in FY2004. The department manufactured over 200 new titles, 72 new paperbacks, and 280 reprints. Schedules were met on time or early overall, with particular attention given to 31 priority titles that were delivered on time or early, helping to meet our financial goals for this year.

Our Archive of backlist titles continues to grow, reaching 1,000 titles available this year. The Classics Series has grown to 600 titles live on our website and available for orders. Our e-books relationships continue, with revenue reaching \$101,673 with two primary vendors (Books 24x7 and OCLC/netLibrary) for this year alone. Our vendor rebate program continues with core vendors, which offers us competitive pricing, quality, schedules, and service for our products.

Production successfully completed the project management and manufacturing work for Joyce's *Building Stata* in time for all events relating to the opening of the Stata Center at MIT. All paperbacks, case-bound editions, and special personalized donor copies of this complex four-color title were available for the building's opening on May 7, 2004.

**Journals Division****FY2004 Revenues**

The Journals Division's subscription income this year was \$4.8 million, with no increase over the prior year. This result reflects some shifts in our mix of journals published this year and the lack of growth in institutional subscribers to many journals. Journals' other publishing income, at \$1.4 million, was 26 percent higher than FY2003, reflecting some particularly large permissions fees for the use of published material from journals.

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

	FY2002	FY2003	FY2004
Subscription income	4,635	4,781	4,764
Other publishing income	1,102	1,124	1,419
<b>Total Journals revenues</b>	<b>5,737</b>	<b>5,905</b>	<b>6,183</b>

One new journal, *Information Technology and International Development* was launched and two established journals, *Daedalus* and *African Arts*, were acquired. Two journals were transferred out of our program: *Reflections: The SoL Journal* and *Journal of Economics and Management Strategy*.

The division ends the fiscal year publishing 34 journals: *African Arts*, *American Journal of Bioethics*, *Artificial Life*, *Asian Economic Papers*, *Computational Linguistics*, *Computer Music Journal*, *Daedalus*, *Design Issues*, *Evolutionary Computation*, *Global Environmental Politics*, *Grey Room*, *Information Technology and International Development*, *International Security*, *Journal of Architectural Education*, *Journal of Cognitive Neuroscience*, *Journal of Cold War Studies*, *Journal of the European Economic Association*, *Journal of Industrial Ecology*, *Journal of Interdisciplinary History*, *Journal of Machine Learning Research*, *Leonardo*, *Leonardo Electronic Almanac*, *Leonardo Music Journal*, *Linguistic Inquiry*, *Molecular Imaging*, *Neural Computation*, *PAJ: A Journal of Performance and Art*, *Presence*, *October*, *Perspectives on Science*, *Quarterly Journal of Economics*, *The Review of Economics and Statistics*, *TDR: The Drama Review*, and *The Washington Quarterly*.

### **MIT Faculty Journal Editors**

Michael Best, co-editor-in-chief, *Information Technologies and International Development*

Nathaniel Durlach, co-editor-in-chief, *Presence*

Samuel Jay Keyser, editor-in-chief, *Linguistic Inquiry*

Leslie Pack Kaelbling, editor-in-chief, *Journal of Machine Learning Research*

### **MIT Press Bookstore**

Sales at the Bookstore for FY2004 increased by \$30,100, or 4.5 percent over the prior year, to \$684,700. This includes \$78,000 of income from our two most successful loading dock sales to date, which were held in the fall and in the spring. At these popular events, over 1,400 members of the MIT community purchased 14,300 hurt and overstock books at substantially reduced prices.

The top five bestselling books at the Bookstore during FY2004 were:

1. *Building Stata* by Nancy Joyce
2. *Gaining Ground* by Nancy Seasholes
3. *Nightwork* by T.F. Peterson
4. *Me++* by William Mitchell
5. *Management* by Thomas A. Kochan and Richard Schmalensee

The MIT Press Bookstore, in partnership with the MIT Libraries, hosts the program “authors@mit”. In FY2004, this popular lecture series continued its successful run, drawing more than 1,000 attendees to its events over the course of the last year. Notable guests included Lester Thurow, William Mitchell, Laurence Kotlikoff, and Stephen Pinker. Thanks to an arrangement with MIT World, thousands more have viewed these lectures online.

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

*More information about the MIT Press can be found on the web at <http://mitpress.mit.edu/>.*

## Appendix A: New Titles Published in FY2004

### Trade Books

Abalos	<i>Tower and Office: From Modernist Theory to Contemporary Practice</i>
Austin	<i>Chase, Chance, and Creativity: The Lucky Art of Novelty</i>
Baker	<i>James Coleman</i>
Becher	<i>Typologies of Industrial Buildings</i>
Bernard	<i>The World of Proust, as seen by Paul Nadar</i>
Bessire	<i>Wenda Gu: Art from Middle Kingdom to Biological Millenium</i>
Biegel	<i>Beyond Our Control?: Confronting the Limits of Our Legal System in the Age of Cyberspace</i>
Birgus	<i>Jaroslav Rössler: Czech Avant-Garde Photographer</i>
Blagojević	<i>Modernism in Serbia: The Elusive Margins of Belgrade Architecture, 1919–1941</i>
Bolter	<i>Windows and Mirrors: Interaction Design, Digital Art, and the Myth of Transparency</i>
Breit	<i>Lives of the Laureates: Eighteen Nobel Economists, 4th edition</i>
Burnett	<i>How Images Think</i>
Burnham	<i>Supercade: A Visual History of the Videogame Age 1971–1984</i>
Buskirk	<i>The Contingent Object of Contemporary Art</i>
Campbell-Kelly	<i>From Airline Reservations to Sonic the Hedgehog: A History of the Software Industry</i>
Crimp	<i>Melancholia and Moralism: Essays on AIDS and Queer Politics</i>
Cubitt	<i>The Cinema Effect</i>
Daston	<i>Things that Talk: Object Lessons from Art and Science</i>
Deleuze	<i>Desert Islands and Other Texts (1953–1974)</i>
Djurić	<i>Impossible Histories: Historic Avant-Gardes, Neo-Avant-Gardes, and Post-Avant-Gardes in Yugoslavia, 1918–1991</i>
Forbes	<i>Imitation of Life: How Biology Is Inspiring Computing</i>
Ford	<i>The Details of Modern Architecture, Volume 1</i>
Ford	<i>The Details of Modern Architecture, Volume 2, 1928–1988</i>
Frankel	<i>Envisioning Science: The Design and Craft of the Science Image</i>
Galloway	<i>Protocol: How Control Exists after Decentralization</i>
Gammel	<i>Baroness Elsa: Gender, Dada, and Everyday Modernity—A Cultural Biography</i>
Goldstein	<i>A Minimal Future?: Art as Object 1958–1968</i>
Groebner	<i>Defaced: The Visual Culture of Violence in the Late Middle Ages</i>
Hansen	<i>New Philosophy for New Media</i>

Harrison	<i>Conceptual Art and Painting: Further Essays on Art and Language</i>
Harrison	<i>Essays on Art and Language</i>
Hearn	<i>Ideas That Shaped Buildings</i>
Heymann	<i>Terrorism, Freedom, and Security: Winning without War</i>
Horwitz	<i>Eating Architecture</i>
Jacobs	<i>The Boulevard Book: History, Evolution, Design of Multiway Boulevards</i>
Jones	<i>Irrational Modernism: A Neurasthenic History of New York Dada</i>
Joseph	<i>Random Order: Robert Rauschenberg and the Neo-Avant-Garde</i>
Joyce	<i>Building Stata: The Design and Construction of Frank O. Gehry's Stata Center at MIT</i>
Jullien	<i>Detour and Access: Strategies of Meaning in China and Greece</i>
Jullien	<i>In Praise of Blandness: Proceedings from Chinese Thought and Aesthetics</i>
Kantor	<i>Alfred H. Barr, Jr. and the Intellectual Origins of the Museum of Modern Art</i>
Kasser	<i>The High Price of Materialism</i>
Kelley	<i>Minor Histories: Statements, Conversations, Proposals</i>
Kotlikoff	<i>Generational Policy</i>
Kotlikoff	<i>The Coming Generational Storm: What You Need to Know about America's Economic Future</i>
Kwon	<i>One Place after Another: Site-specific and Locational Identity</i>
Laurel	<i>Design Research: Methods and Perspectives</i>
Lee	<i>Chronophobia: On Time in the Art of the 1960s</i>
Lovink	<i>Dark Fiber: Tracking Critical Internet Culture</i>
Lovink	<i>Uncanny Networks: Dialogues with the Virtual Intelligentsia</i>
Malloy	<i>Women, Art, and Technology</i>
Martin	<i>The Organizational Complex: Architecture, Media, and Corporate Space</i>
McCullough	<i>Digital Ground: Architecture, Pervasive Computing, and Environmental Knowing</i>
McDonough	<i>Guy Debord and the Situationist International: Texts and Documents</i>
McGuinness	<i>Early Reading Instruction: What Science Really Tells Us about How to Teach Reading</i>
McLuhan	<i>Understanding Me: Lectures and Interviews</i>
Michaud	<i>Aby Warburg and the Image in Motion</i>
Miller	<i>Rhythm Science</i>
Mitchell	<i>Me++: The Cyborg Self and the Networked City</i>
Molella	<i>Inventing for the Environment</i>
Montfort	<i>Twisty Little Passages: An Approach to Interactive Fiction</i>
Moore	<i>You Have to Pay for the Public Life: Selected Essays of Charles W. Moore</i>

Mosco	<i>The Digital Sublime: Myth, Power, and Cyberspace</i>
Nauman	<i>Please Pay Attention Please: Bruce Nauman's Words: Writings and Interviews</i>
Ndalianis	<i>Neo-Baroque Aesthetics and Contemporary Entertainment</i>
Papadimitriou	<i>Turing (A Novel about Computation)</i>
Pesić	<i>Seeing Double: Shared Identities in Physics, Philosophy, and Literature</i>
Pesić	<i>Abel's Proof: An Essay on the Sources and Meaning of Mathematical Unsolvability</i>
Rosenblith	<i>Jerry Wiesner, Scientist, Statesman, Humanist: Memories and Memoirs</i>
Rothenberg	<i>Writing the Future: Progress and Evolution</i>
Rowe	<i>Architectural Encounters with Essence and Form in Modern China</i>
Ruscha	<i>Leave Any Information at the Signal: Writings, Interviews, Bits, Pages</i>
Scheerbart	<i>The Gray Cloth: A Novel on Glass Architecture</i>
Schneemann	<i>Imaging Her Erotics: Essays, Interviews, Projects</i>
Scribner	<i>Requiem for Communism</i>
Seasholes	<i>Gaining Ground: A History of Landmaking in Boston</i>
Shaw	<i>Future Cinema: The Cinematic Imaginary after Film</i>
Shneiderman	<i>Leonardo's Laptop: Human Needs and the New Computing Technologies</i>
Singer	<i>Three Philosophical Filmmakers: Hitchcock, Welles, Renoir</i>
Smil	<i>Energy at the Crossroads: Global Perspectives and Uncertainties</i>
Spencer	<i>Pioneers of Modern Typography, revised edition</i>
Stern	<i>Against Fashion: Clothing as Art, 1850–1930</i>
Troy	<i>Couture Culture: A Study in Modern Art and Fashion</i>
Vesely	<i>Architecture in the Age of Divided Representation: The Question of Creativity in the Shadow of Production</i>
Virno	<i>A Grammar of the Multitude</i>
Wardrip-Fruin	<i>First Person: New Media as Story, Performance, and Game</i>
Welter	<i>Biopolis: Patrick Geddes and the City of Life</i>
Whitelaw	<i>Metacreation: Art and Artificial Life</i>
Whiteley	<i>Reyner Banham: Historian of the Immediate Future</i>
Williams	<i>Retooling: A Historian Confronts Technological Change</i>
Wilson	<i>Bicycling Science, 3rd edition</i>
Wood	<i>Vienna School Reader: Politics and Art Historical Method in the 1930s</i>
Zelevansky	<i>Beyond Geometry: Experiments in Form, 1940s–1970s</i>
Žižek	<i>The Puppet and the Dwarf: The Perverse Core of Christianity</i>
Zupančić	<i>The Shortest Shadow: Nietzsche's Philosophy of the Two</i>



**Professional Books**

Agar	<i>The Government Machine: A Revolutionary History of the Computer</i>
Agha	<i>Track-II Diplomacy: Lessons from the Middle East</i>
Alesina	<i>The Size of Nations</i>
Allen	<i>Uneasy Alchemy: Citizens and Experts in Louisiana's Chemical Corridor Disputes</i>
Andonova	<i>Transnational Politics of the Environment: The European Union and Environmental Policy in Central and Eastern Europe</i>
Arnott	<i>Economics for an Imperfect World: Essays in Honor of Joseph E. Stiglitz</i>
Arora	<i>Markets for Technology: The Economics of Innovation and Corporate Strategy</i>
Augier	<i>Models of a Man: Essays in Memory of Herbert A. Simon</i>
Barlett	<i>Sustainability on Campus: Stories and Strategies for Change</i>
Baron-Cohen	<i>Prenatal Testosterone in Mind: Amniotic Fluid Studies</i>
Barro	<i>Nothing Is Sacred: Economic Ideas for the New Millennium</i>
Basu	<i>India's Emerging Economy: Performance and Prospects in the 1990s and Beyond</i>
Baum	<i>What Is Thought?</i>
Becker	<i>Advances in Neural Information Processing Systems 15: Proceedings of the 2002 Conference</i>
Bengtsson	<i>Life Under Pressure: Mortality and Living Standards in Europe and Asia, 1700–1900</i>
Berger	<i>Managing European Union Enlargement</i>
Bernhard	<i>The Political Economy of Monetary Institutions</i>
Bishop	<i>Digital Library Use: Social Practice in Design and Evaluation</i>
Boczkowski	<i>Digitizing the News: Innovation in Online Newspapers</i>
Bogdan	<i>Interpreting Minds</i>
Bogdan	<i>Minding Minds: Evolving a Reflexive Mind by Interpreting Others</i>
Bourne	<i>A History of Online Information Services, 1963–1976</i>
Bower	<i>Computational Modeling of Genetic and Biochemical Networks</i>
Braman	<i>Communication Researchers and Policy-making: An MIT Press Sourcebook</i>
Branscomb	<i>Taking Technical Risks: How Innovators, Managers, and Investors Manage Risk in High-tech Innovations</i>
Brown	<i>Anti-individualism and Knowledge</i>
Brown	<i>Fighting Words: Language Policy and Ethnic Relations in Asia</i>
Buchwald	<i>Histories of the Electron: The Birth of Microphysics</i>
Buchwald	<i>Isaac Newton's Natural Philosophy</i>
Bueno de Mesquita	<i>The Logic of Political Survival</i>
Calvo	<i>Money, Capital Mobility, and Trade: Essays in Honor of Robert A. Mundell</i>

Campbell	<i>Freedom and Determinism</i>
Cantor	<i>Science Serialized: Representations of the Sciences in Nineteenth-century Periodicals</i>
Casebeer	<i>Natural Ethical Facts: Evolution, Connectionism, and Moral Cognition</i>
Chung	<i>Restriction and Saturation</i>
Clarke	<i>Reconstructing Reason and Representation</i>
Clayton	<i>Identity and the Natural Environment: The Psychological Significance of Nature</i>
Cohen	<i>Our Modern Times: The Nature of Capitalism in the Information Age</i>
Cole	<i>Still Lives: Narratives of Spinal Cord Injury</i>
Collins	<i>Causation and Counterfactuals</i>
Cope	<i>Virtual Music: Computer Synthesis of Musical Style</i>
Cranor	<i>Rethinking Rights and Regulations: Institutional Responses to New Communications Technologies</i>
Cytowic	<i>The Man Who Tasted Shapes</i>
Davis	<i>Institutional Investors</i>
Dorigo	<i>Ant Colony Optimization</i>
Durant	<i>Environmental Governance Reconsidered: Challenges, Choices, and Opportunities</i>
Durlauf	<i>Social Dynamics</i>
Eckersley	<i>The Green State: Rethinking Democracy and Sovereignty</i>
Elder	<i>Real Natures and Familiar Objects</i>
Elman	<i>Progress in International Relations Theory: Appraising the Field</i>
Elmer	<i>Profiling Machines: Mapping the Personal Information Economy</i>
Ewusi-Mensah	<i>Software Development Failures</i>
Fagin	<i>Reasoning about Knowledge</i>
Farah	<i>Visual Agnosia, 2nd edition</i>
Faugeras	<i>The Geometry of Multiple Images: The Laws That Govern the Formation of Multiple Images of a Scene and Some of Their Applications</i>
Feng	<i>Democracy, Governance, and Economic Performance: Theory and Evidence</i>
Fischer	<i>IMF Essays from a Time of Crisis</i>
Florio	<i>The Great Divestiture: Evaluating the Welfare Impact of the British Privatizations, 1979–1997</i>
Foray	<i>The Economics of Knowledge</i>
Gandy	<i>Concrete and Clay: Reworking Nature in New York City</i>
Gärdenfors	<i>Conceptual Spaces: The Geometry of Thought</i>
Gay	<i>Activity-centered Design: An Ecological Approach to Designing Smart Tools and Usable Systems</i>
Gertler	<i>NBER Macroeconomics Annual 2002, Volume 17</i>

Gould IV	<i>A Primer on American Labor Law, 4th edition</i>
Gray	<i>János Bolyai, Euclid, and the Nature of Space</i>
Gropp	<i>Beowulf Cluster Computing with Linux, 2nd edition</i>
Guéron	<i>The Syntax of Time</i>
Habermas	<i>Truth and Justification</i>
Hahn	<i>Reflections and Replies: Essays on the Philosophy of Tyler Burge</i>
Hall	<i>Environment, Development, and Evolution: Toward a Synthesis</i>
Hall	<i>Weaving a Lexicon</i>
Halpern	<i>Reasoning about Uncertainty</i>
Hammerstein	<i>Genetic and Cultural Evolution of Cooperation</i>
Heckman	<i>Inequality in America: What Role for Human Capital Policies?</i>
Hendry	<i>Understanding Economic Forecasts</i>
Holtz-Eakin	<i>Public Policy and the Economics of Entrepreneurship</i>
Holweg	<i>The Second Century: Reconnecting Customer and Value Chain through Build-to-Order Moving beyond Mass and Lean Production in the Auto Industry</i>
Hoshi	<i>Corporate Financing and Governance in Japan: The Road to the Future</i>
Howitt	<i>Countering Terrorism: Dimensions of Preparedness</i>
Hoy	<i>Critical Resistance: From Poststructuralism to Post-Critique</i>
Hudson	<i>Bare Branches: The Security Implications of Asia's Surplus Male Population</i>
Huysman	<i>Social Capital and Information Technology</i>
Illing	<i>Spectrum Auctions and Competition in Telecommunications</i>
Ito	<i>Japanese Morphophonemics: Markedness and Word Structure</i>
Jaffe	<i>Innovation Policy and the Economy, Volume 4</i>
Jasanoff	<i>Earthly Politics: Local and Global in Environmental Governance</i>
Jokić	<i>Time, Tense, and Reference</i>
Kayyem	<i>First to Arrive: State and Local Responses to Terrorism</i>
Keating	<i>Biomedical Platforms: Realigning the Normal and the Pathological in Late-Twentieth-Century Medicine</i>
Khlentzos	<i>Naturalistic Realism and the Antirealist Challenge</i>
Langins	<i>Conserving the Enlightenment: French Military Engineering from Vauban to the Revolution</i>
Legvold	<i>Swords and Sustenance: The Economics of Security in Belarus and Ukraine</i>
Lennon	<i>The Battle for Hearts and Minds: Using Soft Power to Undermine Terrorist Networks</i>
Levin	<i>Thinking and Seeing: Visual Metacognition in Adults and Children</i>
Lewens	<i>Organisms and Artifacts: Design in Nature and Elsewhere</i>
Lloyd	<i>Radiant Cool: A Novel Theory of Consciousness</i>

MacKenzie	<i>Mechanizing Proof: Computing, Risk, and Trust</i>
Malone	<i>Inventing the Organizations of the 21st Century</i>
Malone	<i>Organizing Business Knowledge: The MIT Process Handbook</i>
Martin	<i>The Future of Turkish Foreign Policy</i>
Matthews	<i>Emotional Intelligence: Science and Myth</i>
McDonald	<i>A Ghost's Memoir: The Making of Alfred P. Sloan's My Years with General Motors</i>
Messerschmitt	<i>Software Ecosystem: Understanding an Indispensable Technology and Industry</i>
Millikan	<i>Varieties of Meaning: The 2002 Jean Nicod Lectures</i>
Mol	<i>Globalization and Environmental Reform</i>
Moreno	<i>In the Wake of Terror: Medicine and Morality in a Time of Crisis</i>
Mortensen	<i>Wage Dispersion: Why Are Similar Workers Paid Differently?</i>
Moss	<i>What Genes Can't Do</i>
Mueller	<i>Ruling the Root: Internet Governance and the Taming of Cyberspace</i>
Murphy	<i>The Big Book of Concepts</i>
Nolfi	<i>Evolutionary Robotics: The Biology, Intelligence, and Technology of Self-organizing Machines</i>
Nordhaus	<i>Warming the World: Economic Models of Global Warming</i>
Nunes	<i>Linearization of Chains and Sideward Movement</i>
O'Connor	<i>Adorno's Negative Dialectic: Philosophy and the Possibility of Critical Rationality</i>
O'Rourke	<i>Community-driven Regulation: Balancing Development and the Environment in Vietnam</i>
Obach	<i>Labor and the Environmental Movement: The Quest for Common Ground</i>
Oudshoorn	<i>How Users Matter: The Co-construction of Users and Technology</i>
Persson	<i>The Economic Effects of Constitutions</i>
Podvig	<i>Russian Strategic Nuclear Forces</i>
Polger	<i>Natural Minds</i>
Poterba	<i>Tax Policy and the Economy, Volume 17</i>
Pylyshyn	<i>Seeing and Visualizing: It's Not What You Think</i>
Ramón y Cajal	<i>Advice for a Young Investigator</i>
Reed	<i>Scalable Input/Output: Achieving System Balance</i>
Richman	<i>Ethics and the Metaphysics of Medicine: Reflections on Health and Beneficence</i>
Rogers	<i>Semantic Cognition: A Parallel Distributed Processing Approach</i>
Roland	<i>Transition and Economics: Politics, Markets, and Firms</i>
Rothstein	<i>Genetics and Life Insurance: Medical Underwriting and Social Policy</i>
Rowe	<i>Machine Musicianship (with CD-ROM)</i>

Safir	<i>Syntax of (In)dependence</i>
Sagalyn	<i>Times Square Roulette: Remaking the City Icon</i>
Santayana	<i>The Letters of George Santayana, Book Five, 1933–1936</i>
Santayana	<i>The Letters of George Santayana, Book Six, 1937–1940</i>
Schaal	<i>From animals to animats 8: Proceedings of the Eighth International Conference on the Simulation of Adaptive Behavior</i>
Schuler	<i>Shaping the Network Society: The New Role of Civil Society in Cyberspace</i>
Shapiro	<i>The Mind Incarnate</i>
Shieber	<i>The Turing Test: Verbal Behavior as the Hallmark of Intelligence</i>
Shubik	<i>The Theory of Money and Financial Institutions, Volume 1</i>
Shubik	<i>The Theory of Money and Financial Institutions, Volume 2</i>
Sienko	<i>Molecular Computing</i>
Sinclair	<i>Technology and the African-American Experience: Needs and Opportunities for Study</i>
Sinn	<i>European Monetary Integration</i>
Slemrod	<i>Taxing Ourselves: A Citizen's Guide to the Debate over Taxes, 3rd edition</i>
Smil	<i>The Earth's Biosphere: Evolution, Dynamics, and Change</i>
Smil	<i>Enriching the Earth: Fritz Haber, Carl Bosch, and the Transformation of World Food Production</i>
Solso	<i>The Psychology of Art and the Evolution of the Conscious Brain</i>
Sørensen	<i>Measuring the Tax Burden on Capital and Labor</i>
Spinuzzi	<i>Tracing Genres through Organizations: A Sociocultural Approach to Information Design</i>
Thrun	<i>Advances in Neural Information Processing Systems 16: Proceedings of the 2003 Conference</i>
Troesken	<i>Water, Race, and Disease</i>
Tversky	<i>Preference, Belief, and Similarity: Selected Writings</i>
Tye	<i>Consciousness and Persons: Unity and Identity</i>
van der Aalst	<i>Workflow Management: Models, Methods, and Systems</i>
van Ooyen	<i>Modeling Neural Development</i>
Vig	<i>Green Giants?: Environmental Policies of the United States and the European Union</i>
Walsh	<i>Global Institutions and Social Knowledge: Generating Research at the Scripps Institution and the Inter-American Tropical Tuna Commission, 1900s–1990s</i>
Wegner	<i>The Illusion of Conscious Will</i>
Wilkening	<i>Acid Rain Science and Politics in Japan: A History of Knowledge and Action toward Sustainability</i>
Williams	<i>Filling the Ranks: Transforming the U.S. Military System</i>

Wilson III *The Information Revolution and Developing Countries*  
 Yinger *Helping Children Left Behind: State Aid and the Pursuit of Educational Equity*

### **Textbooks**

Adda *Dynamic Economics: Quantitative Methods and Applications*  
 Antoniou *A Semantic Web Primer*  
 Barro *Economic Growth, 2nd edition*  
 Cahuc *Labor Economics*  
 Calvert *The Handbook of Multisensory Processes*  
 Chalupa *The Visual Neurosciences, 2 volumes*  
 Cvitanić *Solutions Manual for Introduction to the Economics and Mathematics of Financial Markets*  
 Cvitanić *Introduction to the Economics and Mathematics of Financial Markets*  
 Dahl *The Democracy Sourcebook*  
 Dybvig *Scheme Programming Language, 3rd edition*  
 Fafchamps *Market Institutions Sub-Saharan Africa: Theory and Evidence*  
 Guasti *Language Acquisition: The Growth of Grammar*  
 Kalay *Architecture's New Media: Principles, Theories, and Methods of Computer-Aided Design*  
 Kennedy *Guide to Econometrics, 5th edition*  
 Kent *The MIT Encyclopedia of Communication Disorders*  
 Murphy *Case Studies in Biomedical Research Ethics*  
 Rosser *Comparative Economics in a Transforming World Economy, 2nd edition*  
 Salen *Rules of Play: Game Design Fundamentals*  
 Siegwart *Introduction to Autonomous Mobile Robots*  
 Van Roy *Concepts, Techniques, and Models of Computer Programming*  
 Wooldridge *Solutions Manual and Supplementary Materials for Econometric Analysis of Cross Section and Panel Data*

## Appendix B: Awards Received in FY2004

Three technology-related titles won significant recognition:

- *Leonardo's Laptop: Human Needs and the New Computing Technologies* by Ben Shneiderman was granted the 2003 IEEE-USA Award for Distinguished Literary Contributions Furthering Public Understanding of the Profession presented by the Institute of Electrical and Electronics Engineers, Inc. United States of America (IEEE-USA). The award recognizes outstanding journalistic or other efforts that lead to a better public understanding of the contributions of engineering professionals to the enhancement and expansion of the social, economic, and cultural aspects of life.
- *Mechanizing Proof: Computing, Risk, and Trust* by Donald MacKenzie won the 2003 Robert K. Merton Book Award presented by the Science, Knowledge, and Technology (SKAT) section of the American Sociological Association (ASA). Dr. MacKenzie is the first person to win this award twice (his book *Inventing Accuracy* was honored in 1993).
- *The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900–1933* by Emily Thompson was honored with the 2003 John Hope Franklin Book Award presented by the American Studies Association. It also received the 2002 Science Writing Award in Acoustics for Journalists presented by the Acoustical Society of America.
- Additionally, *From Newspeak to Cyberspeak: A History of Soviet Cybernetics* by Slava Gerovitch received an Honorable Mention for the 2003 Wayne S. Vucinich Book Prize sponsored by the American Association for the Advancement of Slavic Studies (AAASS), in conjunction with the Stanford University Center for Russian and East European Studies.
- One economics title received a major prize from the TIAA-CREF Institute. *Taxation, Incomplete Markets, and Social Security* by Peter A. Diamond won the 2003 Paul A. Samuelson Award for Outstanding Scholarly Writing on Lifelong Financial Security. The award continues TIAA-CREF's emphasis on original research with implications for all American households. TIAA-CREF also honored Joseph P. Newhouse with a Certificate of Excellence for his book *Pricing the Priceless: A Health Care Conundrum*.

Four arts and architecture titles received honors:

- *Central European Avant-Gardes: Exchange and Transformation, 1910–1930* edited by Timothy O. Benson won the 2004 Philip Johnson Award presented by the Society of Architectural Historians (SAH). The annual award recognizes excellence in the publication of architectural exhibition catalogs from the previous two years.
- *Surface Architecture* by David Leatherbarrow and Mohsen Mostafavi won the 2003 CICA Bruno Zevi Book Award presented by the International Committee of Architectural Critics.
- *The Cognition of Basic Musical Structures* by David Temperley was honored with the 2003 Emerging Scholar Award presented by the Society for Music Theory.

- *Czech Photographic Avant-Garde, 1918–1948* edited by Vladimir Birgus was named the Best History Book in the 2002 Golden Light Awards Photographic Book of the Year competition sponsored by the Maine Photographic Workshops.

MIT Press authors Bernd and Hilla Becher won the 2004 Hasselblad Foundation International Award in Photography presented by the Erna and Victor Hasselblad Foundation. According to the Foundation, "Bernd and Hilla Becher are among the most influential artists of our time. . . . As the founders of what has come to be known as the *Becher school* they have brought their influence in a unique way to bear on generations of documentary photographers and artists."

Two environmental politics titles earned recognition:

- *State Making and Environmental Cooperation: Linking Domestic and International Politics in Central Asia* by Erika Weinthal won the 2003 Lynton Keith Caldwell Award presented by the Organized Section on Science, Technology, and Environmental Politics of the American Political Science Association (APSA).
- *Environmentalism Unbound: Exploring New Pathways for Change* by Robert Gottlieb earned an honorable mention for Outstanding Book in the Field of Ecological and Transformational Politics 2002 presented by the Organized Section on Ecological and Transformational Politics of the American Political Science Association (APSA).
- MIT Press author Jagdish N. Bhagwati was named a distinguished fellow of the American Economic Association. Professor Bhagwati's most recent book is *The Wind of the Hundred Days: How Washington Mismanaged Globalization* (MIT Press, 2001).
- *Inventing the Charles River* by Karl Haglund and *Gaining Ground: A History of Landmaking in Boston* by Nancy S. Seasholes were named co-winners of a special award for books about Boston presented by the Boston Authors Club. Additionally, the Club recommended *Terrorism, Freedom, and Security: Winning without War* by Philip B. Heymann.

Four MIT Press books earned honors in the 2003 Professional/Scholarly Publishing (PSP) Division Annual Awards Competition. *Software Ecosystem: Understanding an Indispensable Technology and Industry* by David G. Messerschmitt and Clemens Szyperski was the winner in the business, management, and accounting category; *Decisions, Uncertainty, and the Brain: The Science of Neuroeconomics* by Paul W. Glimcher won in the medical science category; *Seeing and Visualizing: It's Not What You Think* by Zenon W. Pylyshyn was the winner in the psychology category; and *The Size of Nations* by Alberto Alesina and Enrico Spolaore received an honorable mention in the economics category. PSP is a division of the Association of American Publishers.

Three MIT Press titles collected distinguished honors at the 2003 *ForeWord* Magazine Book of the Year Awards. *Radiant Cool* by Dan Lloyd won the Gold Award in the philosophy category; *Ideas That Shaped Buildings* by Fil Hearn received the Silver Award in the architecture category; and *Terrorism, Freedom, and Security* by Philip B. Heymann garnered the Bronze Award in the political science category.