

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.

Highlights

FY2005 marked an important milestone of financial recovery for the MIT Press. We met our targeted breakeven operating goal, actually recording a small surplus (details below under Financial Results). This result is particularly rewarding as it follows three years of significant losses and was achieved despite a significant decline from last year in book sales.

Our publishing programs continued to generate high quality books and journals during FY2005. Highlights concerning these publications—and the complex sales and marketing activities that support them—are provided below.

During this year we published two major titles about MIT. *Pursuing the Endless Frontier: Essays on MIT and the Role of Research Universities*, by Charles M. Vest, was published in September 2004, coinciding with Dr. Vest's retirement from the presidency of MIT. May 2005 brought the long-awaited publication of *Mind in Hand: The Birth of MIT*, by Julius Stratton and Loretta Mannix. *Mind in Hand* was begun by Julius Stratton in the early 1970s after his retirement from the presidency of MIT, continued by his assistant Loretta Mannix after his death, and completed by Philip Alexander of the MIT Program in Writing and Humanistic Studies. An account of the Institute's origins and early history, this work traces the "flow of ideas" that gave rise to MIT.

In other news, Gita Manaktala, formerly our director of promotion and publicity, was appointed director of marketing in July 2004. In May 2005, the MIT Press moved its offices back onto the MIT campus, into adjacent buildings on Main Street in Kendall Square, next to the MIT Press Bookstore.

Also in May 2005, we held the first meeting of our newly reconstituted Editorial Board, chaired by William J. Mitchell (members listed below). With the invaluable assistance of an informal group of MIT faculty (including former Editorial Board members), we have developed a new "uniquely MIT" model for the Editorial Board, one that we believe will serve well the needs of both the MIT faculty and the MIT Press.

Financial Results

Information about our books reaches our customers in a wide variety of ways, including direct mail promotion, exhibits at professional conferences, examination copies provided to professors considering course adoption, author appearances, space advertising, and postings on websites. Yet over 90 percent of the purchases of our books are made by those customers the same way—through bookstores. Like other publishers, we sell to both retail and wholesale bookstores on a returnable basis; this policy encourages the bookstore to stock a wide selection of new titles, but it also means that the publisher accepts back unsold inventory for full credit. In FY2005 our overall net book sales were depressed by high levels of sales returns caused primarily by a few of our major accounts who reduced their own inventories. Coupled with new titles sales that were not as strong as those in FY2004, a year with several major titles, our FY2005 book sales were below those of the prior year by 3 percent.

As noted above, despite the shortfall in book revenues, the Press was able to hold to its budgeted breakeven operating position. This was possible thanks to strong Journals revenues, to favorable manufacturing costs in both Books and Journals, and to carefully controlled operating expenses (Table 1).

Table 1. MIT Press Operating Results (\$000)

	FY2003	FY2004	FY2005
Books net sales	15,759	17,237	16,646
Journals subscription sales	4,893	5,011	5,300
Total sales	20,652	22,248	21,946
Cost of Sales	(9,916)	(10,546)	(10,229)
Gross margin on sales	10,736	11,702	11,717
Other publishing income	1,382	1,548	1,743
Total publishing income	12,118	13,250	13,460
Operating expenses	(13,548)	(13,548)	(13,534)
Bookstore net	91	82	88
Other credits/(charges)	384	(179)	--
Net operations	(955)	(395)	14

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Books Division

FY2005 Revenues

Net book sales in FY2005 were \$16.6 million, down 3.4 percent from the previous year (Table 2). We released 18 fewer new titles this year than we did in FY2004, and despite a number of individual successes, our new titles did not sell quite as well overall. This is partly because the FY2004 list was particularly strong, including a bestselling trade book (*The Coming Generational Storm*), three major reference works, and solid text, trade and professional lists in both seasons. A second factor in the FY2005 sales picture is the unusually high returns we experienced as key wholesale, retail, and college accounts aggressively trimmed their inventories. Despite these high returns (up 5.2 percent from the previous year), our net backlist sales in dollars were actually very slightly higher than FY2004's—a particularly encouraging indicator of the long-term health and viability of the Press's established titles and lists in an otherwise tough year.

Table 2. Books Division Revenues (\$000)

	FY2003	FY2004	FY2005
Net sales	15,759	17,237	16,646
Other publishing income	370	376	409
Total Books revenues	16,129	17,613	17,055

New Books in FY2005

The MIT Press published 185 original books and 74 new paperback editions in FY2005. New books by MIT authors published during FY2005 included:

Kaiser, David	<i>Pedagogy and the Practice of Science: Historical and Contemporary Perspectives</i>
Lakhani, Karim R. (Feller, et al.)	<i>Perspectives on Free and Open Source Software</i>
Poterba, James M.	<i>Tax Policy and the Economy, Volume 18</i>
Schmalensee, Richard (with Evans)	<i>Paying with Plastic: The Digital Revolution in Buying and Borrowing, 2nd edition</i>
Stratton, Julius A., and Mannix, Loretta H.	<i>Mind and Hand: The Birth of MIT</i>
Tester, Jefferson W.; Drake, Elisabeth M.; Driscoll, Michael J.; Golay, Michael W.; Peters, William A.	<i>Sustainable Energy: Choosing Among Options</i>
Vest, Charles M.	<i>Pursuing the Endless Frontier: Essays on MIT and the Role of Research Universities</i>
von Hippel, Eric	<i>Democratizing Innovation</i>

New paperback editions of books by MIT authors published during FY2005 included:

Boczkowski, Pablo J.	<i>Digitizing the News: Innovation in Online Newspapers</i>
Breazeal, Cynthia L.	<i>Designing Sociable Robots</i>
Diamond, Peter A.	<i>Taxation, Incomplete Markets, and Social Security</i>
Gerovitch, Slava	<i>From Newspeak to Cyberspeak: A History of Soviet Cybernetics</i>
Kanigel, Robert	<i>The One Best Way: Frederick Winslow Taylor and the Enigma Efficiency</i>
Mitchell, William J.	<i>Me++: The Cyborg Self and the Networked City</i>

A complete list of all new titles published by the MIT Press during FY2005 is provided in Appendix A at the end of this report.

Awards

MIT Press titles were recognized by a wide array of professional and scholarly associations last year, often winning the top honors in their field. These included books on technology topics, such as *Me++: The Cyborg Self and the Networked City* by William J. Mitchell, *A History of Online Information Services, 1963–1976* by Charles P. Bourne and Trudi Bellardo Hahn, *Digitizing the News: Innovation in Online Newspapers* by Pablo Boczkowski, *Tracing Genres through Organizations: A Sociocultural Approach to Information Design* by Clay Spinuzzi, and *The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900–1933* by Emily Thompson.

The Press's arts, architecture, and planning titles were also honored last year. Award winners include *Gaining Ground: A History of Landmaking in Boston* by Nancy S. Seasholes and *Building Stata: The Design and Construction of Frank O. Gehry's Stata Center at MIT* by Nancy Joyce.

MIT Press books on political science and environmental subjects likewise won recognition for their contributions to those fields. Winners include *Bare Branches: The Security Implications of Asia's Surplus Male Population* by Valerie M. Hudson and Andrea M. den Boer, *The Logic of Political Survival* by Bruce Bueno de Mesquita, Alastair Smith, Randolph M. Siverson and James D. Morrow, and *The Economic Dynamics of Environmental Law* by David M. Driesen.

Two MIT Press authors received honors for lifetime achievements. Professor Jürgen Habermas received the 2004 Kyoto Prize for Arts and Philosophy given by the Inamori Foundation. The Kyoto Prize is an international award that honors those who have contributed significantly to the scientific, cultural, and spiritual betterment of mankind. Professor Habermas's most recent book with The MIT Press is *Truth and Justification*, 2003.

Professor Paul Smolensky was the recipient of the 2005 David E. Rumelhart Prize in Cognitive Science. This prize is awarded annually to an individual or collaborative team making a significant contemporary contribution to the formal analysis of human cognition. The MIT Press will publish Smolensky's latest book, *The Harmonic Mind: From Neural Computation to Optimality-Theoretic Grammar* (co-authored with Geraldine Legendre), in December 2005.

Also notable are the three MIT Press books that were recognized in the 2004 Professional/Scholarly Publishing (PSP) Division Annual Awards Competition, sponsored by the Association of American Publishers. They are *The Coming Generational Storm: What You Need to Know about America's Economic Future* by Laurence J. Kotlikoff and Scott Burns, which won first place in the category of economics; *Bare Branches: The Security Implications of Asia's Surplus Male Population* by Valerie M. Hudson and Andrea M. den Boer, which won first place in the category of government and political science; and *Conserving the Enlightenment: French Military Engineering from Vauban to the Revolution* by Janis Langins, which received an honorable mention in the category of history of science.

Two MIT Press titles collected distinguished honors at the 2004 Foreword Magazine Book of the Year Awards. *True to Life: Why Truth Matters* by Michael P. Lynch was named the Gold Award Winner in the category of philosophy, and *Still Lives: Narratives of Spinal Cord Injury* by Jonathan Cole was named the Bronze Award Winner in the category of health.

A complete list of awards won by MIT Press books during FY2005 is provided in Appendix B at the end of this report.

Marketing

Our sales and marketing group sells the Press's professional, trade, text, and reference books to a wide variety of customers around the world. These include traditional bookstores and libraries, individuals who shop online and through the mail, professors who adopt our books for courses, and professionals and scholars who buy books at conferences in their field of work or study. Aggressive and highly targeted marketing

combined with careful budgeting in FY2005 enabled the Press to launch 259 new frontlist books into the marketplace and to increase our backlist revenues while reducing overall costs.

Domestic Sales

The Press's domestic book sales in FY2005 were down by 5 percent (about \$528,000) from FY2004. We saw big and mostly unexpected returns of backlist titles from both Ingram and Baker & Taylor, our two largest wholesalers, as well as from Barnes & Noble. These returns were the result of many factors: overstock at the wholesalers, lack of sell-through at the retail level, and the consolidation or cyclical clean out of warehouses.

The two major US chains, Barnes & Noble and Borders, continue to play major roles in the distribution of our titles. Our Barnes & Noble sales were down by 10 percent, due in part to slightly higher returns in FY2005. After a period of five years, we have resumed direct business with the Borders chain. We spent the last few months of FY2005 reestablishing this relationship, which brought substantial backlist orders from Borders. We will work closely with Borders' buyers in coming seasons to ensure that our titles are well represented in their stores throughout the US and that the account is appropriately managed.

Our domestic sales force is one of the most sophisticated and experienced in the industry. These sales reps sell to independent bookstores across the country, as well as to regional wholesalers, museum stores, and art galleries. Although the independent book market continues to struggle as online retailers and chain stores take over more of the independents' business, our titles are well represented in stores ranging from St. Marks Bookshop in Manhattan to City Lights Books in San Francisco, with hundreds of bookstores in between. Such accounts continue to bring in substantial revenue for the Press, even though, as reported in *Publishers Weekly* in April 2005, US bookstore sales in the first four months of calendar year 2005 were down 3.9 percent (to \$4.97 billion), even as retail sales in general rose by 6.5 percent.

In trade sales, Amazon was a bright spot of the year. Our business with Amazon was up by nearly 15 percent (\$265,798). Amazon sells titles from across our list. They do well with trade, professional, and text, both frontlist (new titles) and backlist. It is clear that more and more consumers are taking advantage of the convenience that Amazon offers.

Another bright spot was our success with special sales. Sales outside of traditional book market channels were up by 4 percent over FY2004 (\$194,853 vs. \$186,399). These include sales to corporations, niche stores, institutions, and authors. Our FY2005 increase is due in part to a concerted effort to reach out to the MIT community. Our new catalog "MIT @ The MIT Press" has been extremely well received by faculty, staff, students, alumni and others around the Institute.

In FY2005, our total domestic sales (\$10,759,879) were 67 percent of total book sales (\$16,308,956).

International Sales and Marketing

FY2005 International Sales totaled \$5.7 million, achieving an overall increase of 2.6 percent over the previous year (Table 3). The FY2005 figure is 34.3 percent of the Press's total book sales.

Table 3. International Sales (\$000)

	FY2003	FY2004	FY2005
UK/Europe/Middle East	3,626	3,789	3,914
Other Export	669	696	717
Canada	475	454	538
Japan	412	409	399
Australia	179	218	145
Total export	5,361	5,566	5,713

By way of comparison, *Publishers Weekly* reported in March 2005 that total book exports by US publishers rose by 2.8 percent last year, to \$1.74 billion (according to statistics from the US Commerce Department), and that the weak dollar did little to help American book exports in 2004.

The Press's London office, responsible for sales to the UK and Europe, the Middle East, Africa, India, and Pakistan, reported total sales of \$3,914 million, up 3.3 percent from the previous fiscal year. UK sales were slightly lower than the previous year's in real terms (units and pounds), but the strong pound/weak dollar resulted in higher dollar sales on the bottom line. The contraction of several important UK bookshop chains within a decline in the UK retail sector generally combined with high returns and further erosion of the student text market to produce real challenges for the UK book trade. However, several initiatives, including a new arrangement with Amazon UK, look promising as we move into the new financial year. This also proved to be a busy but rewarding year for publicity efforts as both local (British and European) and visiting MIT Press authors worked with the London office staff to arrange book talks and launches.

Outside the UK, many of the London office's territories showed significant increases despite difficult trading conditions. Sales in Germany were up by nearly 10 percent, and sales in the Middle East continue to grow, largely a function of the growing demand for MIT Press textbooks in the region. New arrangements in Pakistan have resulted in welcome sales increases.

MIT Press's exports to Canada increased by 19 percent, to \$538,288 (US). Sales of textbooks came to \$205,512, or 5,625 units. Sales of supplemental texts came to \$47,327, or 2,125 units, for total student and supplemental text sales of \$252,840, or 47 percent of total sales to Canada. There were substantial returns processed for the Canadian market during the spring, most noticeably returns processed in May from university booksellers.

Overall sales to the four East Asian markets increased by 3.8 percent, to \$796,980. Sales to Taiwan increased by 11.8 percent, to \$241,781; sales to South Korea increased by 8.5 percent, to \$145,308; and sales to Hong Kong increased by 11.2 percent, to \$25,200. Much of the increase in sales in these markets can be attributed to special (low) pricing we offer importers on bulk purchases of new and established textbooks. Sales to Japan dropped by 2.4 percent, to \$399,300, citing shrinking library budgets and competition to the trade from online booksellers. FY2005 was our first full fiscal year with Amazon Japan and sales increased by 215.4 percent, to \$81,148, with notable purchases for computer and finance titles.

Sales to our Australian distributor, Astam Books Ltd., totaled \$129,120 (US) net. Astam reported declines in unit sales during their important January–March 2005 textbook sales quarter. They also reported that bookshop sales in general were sluggish during the last few months. Textbook sales were also less buoyant, with fewer reorders than usual, possible higher second-hand student purchases, and reports of lower first-year campus enrollments. The Press's direct sales to the Australian trade declined by 6.8 percent, to \$50,803 (US). The Australian economy remains reasonable, although consumer confidence recently slumped dramatically after reports of high credit spending/debt, and the Reserve Bank raised interest rates in response to inflation concerns.

Direct sales to Israel were up by 3.5 percent, to just \$15,017. This disappointing level of sales to what used to be an avid market for English-language books reflects the drastic reduction of library and institutional budgets in Israel.

Subsidiary Rights

Subsidiary rights income comes from the sale of translation rights, the sale of permission to reproduce our material, and other sources such as electronic subscriptions and the licensing of English-language editions for distribution in India. Overall, income from subsidiary rights increased by 19 percent in FY2005 (Table 4).

Table 4. Subsidiary Rights Income (\$000)

	FY2003	FY2004	FY2005
Translations	251	217	280
Permissions	245	266	309
Other	16	54	52
Total	512	537	641

Translation income increased by 10 percent in FY2005. The number of translation contracts signed went up by approximately 6 percent. This increase in volume is spread across the front and backlists. The number of translations into Chinese (simplified character editions for distribution in the mainland of China) continued to increase but at a slower pace than it did in FY2004. Sales of Spanish-language rights followed the trend of recent years, reflecting the ongoing financial difficulties in Latin America, which constitutes a substantial part of the market for Spanish-language editions. The German market has cooled considerably due to the consolidation of publishers, increasing costs of translation, and an economic slump that is likely to last for some years. On the

other hand, a recent reciprocal tax agreement between the United States and Japan has resulted in greater income from Japanese translations, and there is a notable increase in the number of inquiries and actual contracts signed for Greek and Turkish language editions.

Income from permissions during FY2005 increased by 16 percent over FY2004. This is surprising because there has been a noticeable decrease in the number of schools requesting permission to duplicate material for student readers. This trend holds across the industry and appears to be related to an increase in the number of instructors who are making class material available on their websites. Nevertheless, the Press's efficient collection of outstanding invoices, our affiliation with the European branch of the Copyright Clearance Center, and the large size of our backlist have more than made up the difference.

Included in the income listed for permissions is income from English-language reprints for distribution in India and the Indian subcontinent. We are working with a select number of partners and encouraging the reprint of titles—especially in economics, computer science, and environmental policy—that would otherwise not reach this audience. We make an effort to limit these licenses to a term of four or five years and to monitor print runs and sales statements closely.

Direct Marketing

Direct marketing encompasses the promotion and sale of new and backlist books to individuals through catalogs, brochures, and flyers. Our direct mail staff produces and mails subject-specific catalogs of our titles in key disciplines. We also produce and mail brochures to promote our new reference books to libraries as well as to individuals.

The MIT Press's direct mail program promotes more sales than are directly traceable to our mailings. Customers who receive our catalogs and brochures in the mail or pick them up at conferences may go on to purchase featured books through Amazon or at their local bookstores. Subject-area catalogs provide a way of showcasing new titles, but they also feature older books, allowing readers to see the depth of our offerings in their areas of interest. They help to promote sales at professional meetings, complement our textbook promotional and advertising efforts, and provide an important tool for our acquisitions staff as they look to sign new books in these areas. The catalogs are also used worldwide by booksellers to promote our books to their customers and as guides for building subject-area sections in their stores.

Traceable sales in response to direct mail promotions saw a significant drop in FY2005 to \$109,256, from \$169,309 in FY2004. The 35 percent decrease is partly attributable to the fact that we had only one major new reference title (*Gazzaniga's The Cognitive Neurosciences III*) to promote in FY2005, as opposed to three the previous year (*Chalupa's The Visual Neurosciences*, *Kent's The MIT Encyclopedia of Communication Disorders*, and *Calvert's The Handbook of Multisensory Processes*).

We produced and mailed new annual catalogs of titles in political science; science, technology and society; art, architecture and visual culture; neuroscience; philosophy;

computer science and intelligent systems; and environment. Biannual catalogs were produced in the areas of economics and cognition, brain and behavior. A new title brochure was mailed to the linguistics community. To promote a large number of new books in our Basic Bioethics series, we produced and mailed a catalog to the bioethics community for the first time since FY2002. Included were books in the series along with others of interest to the bioethics community. And we promoted Gazzaniga's *The Cognitive Neurosciences III* with a large format, four-color brochure targeted to individuals and libraries. Finally, we produced and mailed to the MIT Press's own bookbuyers list a postcard to promote a very successful sale on our website.

US Textbook Sales and Marketing

FY2005's domestic text sales of \$1,452,425 is 6 percent lower than FY2004's total of \$1,544,860. The decreased revenue is a result of substantial returns from college bookstores. Although our textbooks are being adopted and ordered by college bookstores in the usual numbers, students are increasingly choosing to purchase them elsewhere. This is likely due to heightened focus on the high cost of textbooks and the greatly increased availability of used and discounted textbooks online and on campus.

Our textbook staff produced and mailed 36 brochures, letters, and other promotions featuring 42 textbooks to over 94,000 US professors in various disciplines.

For the first time, we purchased an email list from a textbook e-marketing company to promote a title (*The Coming Generational Storm: What You Need to Know about America's Economic Future* by Kotlikoff and Burns) to professors by email.

We also offered password-protected online previews of forthcoming textbooks to professors in several cases, when exam copies were not yet available, or when a PDF was a useful alternative to a conventional exam copy. The books for which we made PDFs available are Viscusi, *Economics of Regulation and Antitrust*, 4th edition; Sestoft, *Java Precisely*, 2nd edition; Kotlikoff, *The Coming Generational Storm*; and Stern, *Growth and Development*. One hundred fourteen professors accessed these titles online.

Followup questionnaires were sent to professors who received examination copies of three key texts: Jones and Pevzner, *An Introduction to Bioinformatics Algorithms*, Bolton and Dewatripont, *Contract Theory*, and Thagard, *Mind*, 2nd edition. Both primary and supplementary text sales are tracked and included in the above sales figures. These figures represent sales of six or more copies to stores that service colleges and universities; they do not represent total sales for these titles.

US Exhibits

The MIT Press exhibited titles at 127 US professional and academic conferences in FY2005, five fewer than we attended in FY2004. Book sales from all meetings in FY2005 came to \$134,136, down substantially from \$194,342 in FY2004 and \$153,704 in FY2003. Weak sales can be attributed to a weaker frontlist and budget cuts in academia that left less money for discretionary book spending and travel by our conference customers. The top three meetings for book sales in FY2005 were the same as the previous year's top three: Society for Neuroscience, Allied Social Science Associations, and College Art

Association. Sales at these three meetings closely matched or exceeded their FY2004 dollar sales, but most of the other conferences we attended in FY2005 failed to match the previous years' sales.

Website Sales

Sales through the MIT Press website (<http://mitpress.mit.edu>) increased by a whopping 43 percent in FY2005, to \$920,834 (total sales for both books and journals). Two extremely successful promotions account for much of the increase. The first was a December Holiday Web Sale, during which all website purchases were discounted by 40 percent, and the second was a Take Me to Your Readers Sale, which featured deep discounts on overstock. We continue to use our email lists, whose membership now totals 26,000 readers, to promote our new titles and sale offers.

The Classics Series

The MIT Classics Series, a print-on-demand program, generated sales of \$16,625 on 463 units. Sales came mostly through the MIT Press Website.

E-book Vendors

Our e-book relationships continue, with revenue reaching \$123,678 from two core vendors (OCLC/netLibrary and Books 24x7) for this year. We are also close to finalizing agreements with eBrary and Questia.

Publicity

MIT Press books and authors were widely covered by US and international media outlets last year. Our titles were the subject of extensive and varied coverage through reviews, articles, print and broadcast interviews, and other significant mentions. The most widely discussed titles were:

Laurence Kotlikoff and Scott Burns	<i>The Coming Generational Storm: What You Need to Know about America's Economic Future (paperback)</i>
Eric von Hippel	<i>Democratizing Innovation</i>
David J. Buller	<i>Adapting Minds: Evolutionary Psychology and the Persistent Quest for Human Nature</i>
Merideth L. Clausen	<i>The Pan Am Building and the Shattering of the Modernist Dream</i>
Sara Oldfield	<i>Deserts: The Living Drylands</i>
Michael Lynch	<i>True to Life: Why Truth Matters</i>
John Thackara	<i>In the Bubble: Designing in a Complex World</i>
Steve Lerner	<i>Diamond: A Struggle for Environmental Justice in Louisiana's Chemical Corridor</i>
Atom Egoyan and Ian Balfour, eds	<i>Subtitles: On the Foreignness of Film</i>
William Hirstein	<i>Brain Fiction: Self-Deception and the Riddle of Confabulation</i>
Nato Thompson and Gregory Sholette, editors	<i>The Interventionists: Users' Manual for the Creative Disruption of Everyday Life</i>

Advertising

Our advertising program promotes frontlist books to general and targeted markets. Working within a limited budget, we 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 *Gehry Draws*, *Subtitles*, *Breakthrough*, *True to Life*, *America's Environmental Report Card*, *Pursuing the Endless Frontier*, *In the Bubble*, *Democratizing Innovation*, *Museum Highlights*, *Fantastic Reality*, *The Global Genome*, and *Adapting Minds*.

Venues in which we advertised include *American Prospect*, *American Scientist*, *Art in America*, *Bomb*, *Bookforum*, *Chronicle of Higher Education/ Chronicle Review*, *Harper's*, *Mother Jones*, *The Nation*, *New Republic*, *New York Review of Books*, *Sloan Management Review*, and *Technology Review*.

Internet Promotion

The Press continues to use listservs and external websites to promote new titles in computer science, artificial intelligence, new media, neuroscience, linguistics, and environmental studies. Recently we have begun to include blogs in our promotional efforts on the web. This involves a more traditional publicity approach—sending a press release to a blogger or blog contributor and offering a review copy—rather than asking for a posting on a listserv or a link on a website.

Production Department

The Production Department had another productive year in FY2005. The department manufactured over 259 new titles, 76 new paperbacks, and 325 reprints. Schedules overall were met on time or early, with several hot (accelerated) titles helping us to meet our financial goals for this year.

The Press's archive of electronic files continues to grow, reaching 1,045 frontlist titles available. The Classics Series has grown to 564 titles live on our website and available for orders.

The Press's vendor rebate program continues with core vendors who offer competitive pricing, quality, schedules, and service for our products. The rebates result in 5–20% discounts, with tremendous savings to plant costs.

Journals Division

Revenues

In FY2005, the Journals program ended the year with revenues (subscriptions plus other publishing income) totaling \$6.8 million, an increase of 6 percent over last year (Table 5).

Table 5. Journals Division Revenues (\$000)

	FY2003	FY2004	FY2005
Subscription income	4,893	5,011	5,300
Other publishing income	1,012	1,172	1,334
Total Journals revenues	5,905	6,183	6,634

Three journals were transferred out of our program at mid-year: *American Journal of Bioethics*, *Journal of Machine Learning Research*, and *Molecular Imaging*.

The division ends the fiscal year publishing 31 journals: *African Arts*, *Artificial Life*, *Asian Economic Papers*, *Computational Linguistics*, *Computer Music Journal*, *Daedalus*, *Design Issues*, *Evolutionary Computation*, *Global Environmental Politics*, *Grey Room*, *Information Technology & 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*, *Leonardo*, *Leonardo Electronic Almanac*, *Leonardo Music Journal*, *Linguistic Inquiry*, *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-Affiliated Journal Editors

Michael Best (research affiliate, Center for Technology, Policy, and Industrial Development and the Program for Internet and Telecoms Convergence), coeditor-in-chief, *Information Technologies and International Development*

Nathaniel Durlach (senior lecturer in the Research Laboratory of Electronics), coeditor-in-chief, *Presence*

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

MIT Press Bookstore

The MIT Press Bookstore, located on Main Street near the Kendall Square subway stop, offers a comprehensive selection of titles in the disciplines in which the Press focuses. Bookstore sales in FY2005 were down by 10 percent compared to last year; however, we were able to meet our targeted operating net of \$85,000 through aggressive cost cutting. During this year we underwent significant staff restructuring and maintained overall a leaner staff. The bookstore's twice-annual loading dock sales matched last year's record-breaking performance, adding \$78,000 of income. These popular events drew hundreds of members of the MIT community, more than a thousand of whom bought books. The year ended with an upturn in sales due to the success of Julius Stratton and Loretta Mannix's *Mind and Hand* and sales to attendees of the Linguistic Society of America's Summer Institute, held at MIT this year.

The Top Five bestselling books at the MIT Press Bookstore during FY2005 were:

- 1 Nancy Joyce *Building Stata: The Design and Construction of Frank O. Gehry's Stata Center at MIT*
- 2 Eric von Hippel *Democratizing Innovation*
- 3 Charles M. Vest *Pursuing the Endless Frontier: Essays on MIT and the Role of Research Universities*
- 4 I. H. T. F. Peterson *Nightwork: A History of Hacks and Pranks at MIT*
- 5 Julius A. Stratton and Loretta H. Mannix *Mind and Hand: The Birth of MIT*

The MIT Press Bookstore, in partnership with the MIT Libraries, hosts the program *authors@mit*. In FY2005, this popular lecture series continued its successful run, drawing many attendees to its events. Key speakers this past year were Eric von Hippel, on his book *Democratizing Innovation*, and John Thackara, with *In the Bubble: Designing in a Complex World*. Thanks to the continuing cooperation of MIT World, thousands more have viewed these lectures online.

Ellen W. Faran
Director

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

Appendix A: New Titles Published in FY2005

Trade Books

Abramson	<i>Digital Phoenix: Why the Information Economy Collapsed and How It Will Rise Again</i>
Adamson	<i>Industrial Strength Design: How Brooks Stevens Shaped Your World</i>
Alberro	<i>Conceptual Art and the Politics of Publicity</i>
Andre	<i>Cuts: Texts 1959–2004</i>
Bataille	<i>The Cradle of Humanity: Prehistoric Art and Culture</i>
Berger	<i>The Journal of Decorative and Propaganda Arts 25: The American Hotel</i>
Bergeron	<i>Tritium on Ice: The Dangerous New Alliance of Nuclear Weapons and Nuclear Power</i>
Blatt	<i>America's Environmental Report Card: Are We Making the Grade?</i>
Bordowitz	<i>The AIDS Crisis is Ridiculous and Other Writings, 1986–2003</i>
Brennan	<i>Modernism's Masculine Subjects: Matisse, the New York School, and Post-Painterly Abstraction</i>
Brown	<i>The HOME House Project: The Future of Affordable Housing</i>
Buller	<i>Adapting Minds: Evolutionary Psychology and the Persistent Quest for Human Nature</i>
Burnett	<i>How Images Think</i>
Buskirk	<i>The Contingent Object of Contemporary Art</i>
Chandler	<i>At a Distance: Precursors to Art and Activism on the Internet</i>
Clausen	<i>The Pan Am Building and the Shattering of the Modernist Dream</i>
Copjec	<i>Imagine There's No Woman: Ethics and Sublimation</i>
Deleuze	<i>Pure Immanence: Essays on A Life</i>
Didi-Huberman	<i>Invention of Hysteria: Charcot and the Photographic Iconography of the Salpetriere</i>
Dikovitskaya	<i>Visual Culture: The Study of the Visual after the Cultural Turn</i>
Dodds	<i>Body and Building: Essays on the Changing Relation of Body and Architecture</i>
Egoyan	<i>Subtitles: On the Foreignness of Film</i>
Emmer	<i>The Visual Mind II</i>
Flieger	<i>Is Oedipus Online?: Siting Freud after Freud</i>
Foster	<i>Prosthetic Gods</i>
Fuller	<i>Media Ecologies: Materialist Energies in Art and Technoculture</i>
Ghosh	<i>CODE: Collaborative Ownership and the Digital Economy</i>
Gitelman	<i>New Media, 1740–1915</i>
Grau	<i>Virtual Art: From Illusion to Immersion</i>
Heller-Roazen	<i>Echolalias: On the Forgetting of Language</i>
Heymann	<i>Terrorism, Freedom, and Security: Winning Without War</i>
Huge	<i>Perspecta 35 "Building Codes": The Yale Architectural Journal</i>
Jablonka	<i>Evolution in Four Dimensions: Genetic, Epigenetic, Behavioral, and Symbolic Variation in the History of Life</i>

Kanigel	<i>The One Best Way: Frederick Winslow Taylor and the Enigma Efficiency</i>
Kotlikoff	<i>The Coming Generational Storm: What You Need to Know About America's Economic Future</i>
Kraus	<i>Video Green: Los Angeles Art and the Triumph of Nothingness</i>
Laqueur	<i>Solitary Sex: A Cultural History of Masturbation</i>
Lavin	<i>Form Follows Libido: Architecture and Richard Neutra in a Psychoanalytic Culture</i>
Leatherbarrow	<i>Surface Architecture</i>
Lefavre	<i>Leon Battista Alberti's Hypnerotomachia Poliphili: Re-Cognizing the Architectural Body in the Early Italian Renaissance</i>
Lerner	<i>Diamond: A Struggle for Environmental Justice in Louisiana's Chemical Corridor</i>
Liestøl	<i>Digital Media Revisited: Theoretical and Conceptual Innovations in Digital Domains</i>
Linder	<i>Nothing Less than Literal: Architecture after Minimalism</i>
Lloyd	<i>Radiant Cool: A Novel Theory of Consciousness</i>
Lynch	<i>True to Life: Why Truth Matters</i>
Maillet	<i>The Claude Glass: Use and Meaning of the Black Mirror in Western Art</i>
Manovich	<i>Soft Cinema: Navigating the Database</i>
McCleary	<i>Perspecta 36 "Juxtapositions": The Yale Architectural Journal</i>
McEwen	<i>Vitruvius: Writing the Body of Architecture</i>
McLuhan	<i>Understanding Me: Lectures and Interviews</i>
Mitchell	<i>M++: The Cyborg Self and the Networked City</i>
Moneo	<i>Theoretical Anxiety and Design Strategies in the Work of Eight Contemporary Architects</i>
Montfort	<i>Twisty Little Passages: An Approach to Interactive Fiction</i>
Mosquera	<i>Over Here: International Perspectives on Art and Culture</i>
Nauman	<i>Please Pay Attention Please: Bruce Nauman's Words: Writings and Interviews</i>
Nixon	<i>Fantastic Reality: Louise Bourgeois and a Story of Modern Art</i>
Nye	<i>America as Second Creation: Technology and Narratives of New Beginnings</i>
Oldfield	<i>Deserts: The Living Drylands</i>
Paehlke	<i>Democracy's Dilemma: Environment, Social Equity, and the Global Economy</i>
Papadimitriou	<i>Turing (A Novel about Computation)</i>
Pellow	<i>Garbage Wars: The Struggle for Environmental Justice in Chicago</i>
Rappolt	<i>Gehry Draws</i>
Reeh	<i>Ornaments of the Metropolis: Siegfried Kracauer and Modern Urban Culture</i>
Reynolds	<i>Robert Smithson: Learning from New Jersey and Elsewhere</i>
Riegl	<i>Historical Grammar of the Visual Arts</i>
Rosler	<i>Decoys and Disruptions: Selected Writings, 1975-2001</i>
Rothenberg	<i>Writing the World: On Globalization</i>
Sadler	<i>Archigram: Architecture without Architecture</i>
Simmonds	<i>Whales and Dolphins of the World</i>
Smil	<i>Energy at the Crossroads: Global Perspectives and Uncertainties</i>

Stefik	<i>Breakthrough: Stories and Strategies of Radical Innovation</i>
Stern	<i>Re-Reading Perspecta: The First Fifty Years of the Yale Architectural Journal</i>
Thackara	<i>In the Bubble: Designing in a Complex World</i>
Thacker	<i>The Global Genome: Biotechnology, Politics, and Culture</i>
Thompson	<i>Becoming Animal: Contemporary Art in the Animal Kingdom</i>
Thompson	<i>The Interventionists: Users' Manual for the Creative Disruption of Everyday Life</i>
Thompson	<i>The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900-1933</i>
Tofts	<i>Prefiguring Cyberculture: An Intellectual History</i>
Tschumi	<i>Event-Cities 3: Concept vs. Context vs. Content</i>
von Hippel	<i>Democratizing Innovation</i>
Wilhelm	<i>Digital Nation: Toward an Inclusive Information Society</i>

Professional Books

AAAI	<i>AAAI 2004: Proceedings of the Nineteenth National Conference on Artificial Intelligence</i>
Agell	<i>Labor Market Institutions and Public Regulation</i>
Alais	<i>Binocular Rivalry</i>
Alesina	<i>Institutional Reforms: The Case of Colombia</i>
Alesina	<i>The Size of Nations</i>
Allen	<i>The Nature of the Farm: Contracts, Risk, and Organization in Agriculture</i>
Armendáriz de Aghion	<i>The Economics of Microfinance</i>
Bagwell	<i>The Economics of the World Trading System</i>
Baillie	<i>Is Human Nature Obsolete: Genetics, Bioengineering, and the Future of the Human Condition</i>
Bardhan	<i>Scarcity, Conflicts, and Cooperation: Essays in the Political and Institutional Economics of Development</i>
Barry	<i>The State and the Global Ecological Crisis</i>
Bekey	<i>Autonomous Robots: From Biological Inspiration to Implementation and Control</i>
Bénassy	<i>The Macroeconomics of Imperfect Competition and Nonclearing Markets: A Dynamic General Equilibrium Approach</i>
Benhabib	<i>Pragmatism, Critique, Judgment: Essays for Richard J. Bernstein</i>
Berger	<i>Terms and Truth: Reference Direct and Anaphoric</i>
Berger	<i>Toward Replacement Parts for the Brain: Implantable Biomimetic Electronics as Neural Prostheses</i>
Bhagat	<i>The Econometrics of Corporate Governance Studies</i>
Blank	<i>End-of-Life Decision Making: A Cross-National Study</i>
Blankart	<i>A Constitution for the European Union</i>
Boczkowski	<i>Digitizing the News: Innovation in Online Newspapers</i>
Bodker	<i>Participatory IT Design: Designing for Business and Workplace Realities</i>
Borio	<i>Market Discipline Across Countries and Industries</i>

Breazeal	<i>Designing Sociable Robots</i>
Brunkhorst	<i>Solidarity: From Civic Friendship to a Global Legal Community</i>
Bueno de Mesquita	<i>The Logic of Political Survival</i>
Burghardt	<i>The Genesis of Animal Play: Testing the Limits</i>
Byrne	<i>The Rational Imagination: How People Create Alternatives to Reality</i>
Cacioppo	<i>Essays in Social Neuroscience</i>
Callebaut	<i>Modularity: Understanding the Development and Evolution of Natural Complex Systems</i>
Cantor	<i>Making Medical Decisions for the Profoundly Mentally Disabled</i>
Chappell	<i>Committee Decisions on Monetary Policy: Evidence from Historical Records of the Federal Open Market Committee</i>
Collado-Vides	<i>Gene Regulation and Metabolism: Post-Genomic Computational Approaches</i>
Corden	<i>Too Sensational: On the Choice of Exchange Rate Regimes</i>
Cutler	<i>Frontiers in Health Policy Research: Volume 7</i>
de Bruijn	<i>Industrial Transformation: Environmental Policy Innovation in the United States and Europe</i>
De Grauwe	<i>Exchange Rate Economics: Where Do We Stand?</i>
de Haan	<i>The European Central Bank: Credibility, Transparency, and Centralization</i>
de Souza	<i>The Semiotic Engineering of Human-Computer Interaction</i>
Dehaene	<i>From Monkey Brain to Human Brain: A Fyssen Foundation Symposium</i>
DeLuca	<i>Fatigue as a Window to the Brain</i>
Demircuc-Kunt	<i>Financial Structure and Economic Growth: A Cross-Country Comparison of Banks, Markets, and Development</i>
Dennett	<i>Sweet Dreams: Philosophical Obstacles to a Science of Consciousness</i>
Diamond	<i>Taxation, Incomplete Markets, and Social Security</i>
Dourish	<i>Where the Action Is: The Foundations of Embodied Interaction</i>
Dutton	<i>Transforming Enterprise</i>
Eichengreen	<i>Capital Flows and Crises</i>
Eliasmith	<i>Neural Engineering: Computation, Representation, and Dynamics in Neurobiological Systems</i>
Evans	<i>Paying with Plastic: The Digital Revolution in Buying and Borrowing, 2nd edition</i>
Feller	<i>Perspectives on Free and Open Source Software</i>
Feng	<i>Democracy, Governance, and Economic Performance: Theory and Evidence</i>
Fensel	<i>Spinning the Semantic Web: Bringing the World Wide Web to Its Full Potential</i>
Franchi	<i>Mechanical Bodies, Computational Minds: Artificial Intelligence from Automata to Cyborgs</i>
Frank	<i>Phrase Structure Composition and Syntactic Dependencies</i>
Gazzaniga	<i>The Cognitive Neurosciences III, 3rd edition</i>
Gerovitch	<i>From Newspeak to Cyberspeak: A History of Soviet Cybernetics</i>
Gertler	<i>NBER Macroeconomics Annual 2003</i>
Gertler	<i>NBER Macroeconomics Annual 2004</i>

Giavazzi	<i>Inflation Targeting, Debt, and the Brazilian Experience, 1999 to 2003</i>
Gintis	<i>Moral Sentiments and Material Interests: The Foundations of Cooperation in Economic Life</i>
Glimcher	<i>Decisions, Uncertainty, and the Brain: The Science of Neuroeconomics</i>
Gollier	<i>The Economics of Risk and Time</i>
Gompers	<i>The Venture Capital Cycle, 2nd edition</i>
Gottman	<i>The Mathematics of Marriage: Dynamic Nonlinear Models</i>
Gradstein	<i>The Political Economy of Education: Implications for Growth and Inequality</i>
Grünwald	<i>Advances in Minimum Description Length: Theory and Applications</i>
Guesnerie	<i>Assessing Rational Expectations 2: “Eductive” Stability in Economics</i>
Handy	<i>Event-Related Potentials: A Methods Handbook</i>
Hannesson	<i>The Privatization of the Oceans</i>
Hewlett	<i>Music Query: Methods, Models, and User Studies</i>
Hirstein	<i>Brain Fiction: Self-Deception and the Riddle of Confabulation</i>
Hugdahl	<i>The Asymmetrical Brain</i>
Hunter	<i>Asset Price Bubbles: The Implications for Monetary, Regulatory, and International Policies</i>
Hurley	<i>Perspectives on Imitation, From Neuroscience to Social Science, Volume I: Mechanisms of Imitation and Imitation in Animals</i>
Hurley	<i>Perspectives on Imitation, From Neuroscience to Social Science, Volume 2: Imitation, Human Development, and Culture</i>
Jaffe	<i>Innovation Policy and the Economy, volume 5</i>
Jaffe	<i>Patents, Citations, and Innovations: A Window on the Knowledge of Economy</i>
Jenkins	<i>Democracy and New Media</i>
Kaiser	<i>Pedagogy and the Practice of Science: Historical and Contemporary Perspectives</i>
Kanniainen	<i>Venture Capital, Entrepreneurship, and Public Policy</i>
Karatani	<i>Transcritique: On Kant and Marx</i>
Kargupta	<i>Data Mining: Next Generation Challenges and Future Directions</i>
Kogut	<i>The Global Internet Economy</i>
Lazer	<i>DNA and the Criminal Justice System: The Technology of Justice</i>
Lefèvre	<i>Picturing Machines 1400–1700</i>
Levy	<i>The Business of Global Environmental Governance</i>
Li	<i>X^o: A Theory of the Morphology-Syntax Interface</i>
López-Casasnovas	<i>Health and Economic Growth: Findings and Policy Implications</i>
Lorsch	<i>Restoring Trust in American Business</i>
Löwgren	<i>Thoughtful Interaction Design: A Design Perspective on Information Technology</i>
Ludlow	<i>There’s Something About Mary: Essays on Phenomenal Consciousness and Frank Jackson’s Knowledge Argument</i>
Lund	<i>Immunological Bioinformatics</i>
Malle	<i>How the Mind Explains Behavior: Folk Explanations, Meaning, and Social Interaction</i>

Markusen	<i>Multinational Firms and the Theory of International Trade</i>
Maybury	<i>New Directions in Question Answering</i>
McCarthy	<i>Technology as Experience</i>
McGuinness	<i>Language Development and Learning to Read: The Scientific Study of How Language Development Affects Reading Skill</i>
McKinnon	<i>Exchange Rates under the East Asian Dollar Standard: Living with Conflicted Virtue</i>
Melser	<i>The Act of Thinking</i>
Metzinger	<i>Being No One: The Self-Model Theory of Subjectivity</i>
Miller	<i>The Russian Military: Power and Policy</i>
Misa	<i>Modernity and Technology</i>
Mortensen	<i>Wage Dispersion: Why are Similar Workers Paid Differently?</i>
Moulin	<i>Fair Division and Collective Welfare</i>
Mufwene	<i>Polymorphous Linguistics: Jim McCawley's Legacy</i>
Nelson	<i>Ageism: Stereotyping and Prejudice against Older Persons</i>
Neuchterlein	<i>Digital Crossroads: American Telecommunications Policy in the Internet Age</i>
Newhouse	<i>Pricing the Priceless: A Health Care Conundrum</i>
Nirenburg	<i>Ontological Semantics</i>
Noë	<i>Action in Perception</i>
Norberg	<i>Computers and Commerce: A Study of Technology and Management at Eckert-Mauchly Computer Company, Engineering Research Associates, and Remington Rand, 1946–1957</i>
Oller	<i>Evolution of Communication Systems: A Comparative Approach</i>
Oderberg	<i>The Old New Logic: Essays on the Philosophy of Fred Sommers</i>
Padoa-Schioppa	<i>The Euro and Its Central Bank: Getting United after the Union</i>
Persson	<i>The Economic Effects of Constitutions</i>
Pierce	<i>Advanced Topics in Types and Programming Languages</i>
Pirages	<i>From Resource Scarcity to Ecological Security: Exploring New Limits to Growth</i>
Pollack	<i>Artificial Life IX: Proceedings of the Ninth International Conference on the Simulation and Synthesis of Living Systems</i>
Poterba	<i>Tax Policy and the Economy, Volume 18</i>
Pred	<i>Onflow: Dynamics of Consciousness and Experience</i>
Prete	<i>Complex Worlds from Simpler Nervous Systems</i>
Price	<i>Media and Sovereignty: The Global Information Revolution and Its Challenge to State Power</i>
Prinz	<i>Furnishing the Mind: Concepts and Their Perceptual Basis</i>
Pursell	<i>A Hammer in Their Hands: A Documentary History of Technology and the African-American Experience</i>
Raessens	<i>Handbook of Computer Game Studies</i>
Razin	<i>The Decline of the Welfare State: Democracy and Globalization</i>
Roads	<i>Microsound</i>
Rogers	<i>Information Politics on the Web</i>

Ross	<i>Economic Theory and Cognitive Science: Microexplanation</i>
Roughgarden	<i>Selfish Routing and the Price of Anarchy</i>
Sabatier	<i>Swimming Upstream: Collaborative Approaches to Watershed Management</i>
Sarkar	<i>Molecular Models of Life: Philosophical Papers on Molecular Biology</i>
Saul	<i>Advances in Neural Information Processing Systems 17: Proceedings of the 2004 Conference</i>
Schellnhuber	<i>Earth System Analysis for Sustainability</i>
Schneider	<i>Scientists Debate Gaia: The Next Century</i>
Schölkopf	<i>Kernel Methods in Computational Biology</i>
Schwartz	<i>Real Options and Investment under Uncertainty: Classical Readings and Recent Contributions</i>
Sestoft	<i>C# Precisely</i>
Sestoft	<i>Java Precisely, 2nd edition</i>
Shadmehr	<i>The Computational Neurobiology of Reaching and Pointing: A Foundation for Motor Learning</i>
Shildrick	<i>Ethics of the Body: Postconventional Challenges</i>
Skrbina	<i>Panpsychism in the West</i>
Sloan	<i>The Price of Smoking</i>
Spariosu	<i>Global Intelligence and Human Development: Toward an Ecology of Global Learning</i>
Steele	<i>The Heirs of Archimedes: Science and the Art of War through the Age of Enlightenment</i>
Stern	<i>Growth and Empowerment: Making Development Happen</i>
Stone	<i>Independent Component Analysis: A Tutorial Introduction</i>
Stratton	<i>Mind and Hand: The Birth of MIT</i>
Temperley	<i>The Cognition of Basic Musical Structures</i>
Thompson	<i>Making Parents: The Ontological Choreography of Reproductive Technologies</i>
Thorburn	<i>Rethinking Media Change: The Aesthetics of Transition</i>
Tremblay	<i>The US Brewing Industry: Data and Economic Analysis</i>
Trueswell	<i>Approaches to Studying World Situated Language Use: Bridging the Language-as-Product and Language-as-Action Traditions</i>
van den Bergh	<i>Economics of Industrial Ecology: Materials, Structural Change, and Spatial Scales</i>
Vest	<i>Pursuing the Endless Frontier: Essays on MIT and the Role of Research Universities</i>
Vision	<i>Veritas: The Correspondence Theory and Its Critics</i>
Warschauer	<i>Technology and Social Inclusion: Rethinking the Digital Divide</i>
Wheeler	<i>Reconstructing the Cognitive World: The Next Step</i>

Textbooks

Alpaydin	<i>Introduction to Machine Learning</i>
Bolton	<i>Contract Theory</i>
Brown	<i>New Global Dangers: Changing Dimensions of International Security</i>

Brown	<i>Offense, Defense, and War</i>
Campbell	<i>Historical Linguistics: An Introduction, 2nd edition</i>
Choset	<i>Principles of Robot Motion: Theory, Algorithms, and Implementations</i>
Clapp	<i>Paths to a Green World: The Political Economy of the Global Environment</i>
George	<i>Case Studies and Theory Development in the Social Sciences</i>
Hellerstein	<i>Readings in Database Systems, 4th edition</i>
Jones	<i>An Introduction to Bioinformatics Algorithms</i>
Lennon	<i>Reshaping Rogue States: Preemption, Regime Change, and US Policy toward Iran, Iraq, and North Korea</i>
Ljungqvist	<i>Recursive Macroeconomic Theory, 2nd edition</i>
Miranda	<i>Applied Computational Economics and Finance</i>
Nisan	<i>The Elements of Computing Systems: Building a Modern Computer from First Principles</i>
Pedroni	<i>Circuit Design with VHDL</i>
Salanié	<i>The Economics of Contracts: A Primer, 2nd edition</i>
Scotchmer	<i>Innovation and Incentives</i>
Tester	<i>Sustainable Energy: Choosing Among Options</i>
Thagard	<i>Mind: Introduction to Cognitive Science, 2nd edition</i>

Appendix B: Awards Received in FY2005

Five technology-related titles won significant recognition

Me++: The Cyborg Self and the Networked City by William J. Mitchell was granted the 2004 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. This is also the second year in a row that the MIT Press has won this award. Last year the award was given to *Leonardo's Laptop* by Ben Shneiderman.

A History of Online Information Services, 1963-1976 by Charles P. Bourne and Trudi Bellardo Hahn was named the 2004 Best Information Science Book of the Year by the American Society for Information Science and Technology (ASIST).

Digitizing the News: Innovation in Online Newspapers by Pablo Boczkowski won the 2005 Outstanding Book Award sponsored by the International Communication Association (ICA). This book was also named a co-winner of the 2004 Book Award presented by the Organizational Communication Division of the National Communication Association (NCA).

Tracing Genres through Organizations: A Sociocultural Approach to Information Design by Clay Spinuzzi won the 2004 Best Book in Technical or Scientific Communication Award presented by the National Council of Teachers of English (NCTE).

The Digital Sublime: Myth, Power, and Cyberspace by Vincent Mosco won the 2005 Gary A. Olson Award. This award is given annually by the Association of Teachers of Advanced Composition and JAC: Journal of Advanced Composition for the outstanding book of the year in the field of rhetoric and cultural studies.

The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900–1933 by Emily Thompson was honored with the 2004 Marc-Auguste Pictet Prize presented by The Société de Physique et d'Histoire Naturelle (SPHN) de Genève. This prize is given annually to recognize a significant contribution to the history of science.

Five arts and architecture titles received honors

Jaroslav Rossler: Czech Avant-Garde Photographer by Vladimir Birgus and Jan Mlcoch was given an honorable mention in the best-edited historical book category of the 2004 Golden Light Awards Photographic Book of the Year competition sponsored by the Maine Photographic Workshops.

A Minimal Future?: Art as Object 1958-1968 edited by Ann Goldstein and Lisa Mark received an honorable mention in the 2004 George Wittenborn Award competition sponsored by the Art Libraries Society of North America (ARLIS/NA).

Gaining Ground: A History of Landmaking in Boston by Nancy S. Seasholes was awarded the 2004 Historic Preservation Book Prize sponsored by the University of Mary Washington Center for Historic Preservation.

Building Stata: The Design and Construction of Frank O. Gehry's Stata Center at MIT by Nancy Joyce was selected as a Recommended Book by the Boston Author's Club.

The Journal of Decorative and Propaganda Arts 25: The American Hotel edited by Molly W. Berger won first prize in the scholarly journals section of the American Association of Museums (AAM) publication competition for institutions with budgets over \$500,000.

Three political science and environment studies titles received awards

Bare Branches: The Security Implications of Asia's Surplus Male Population by Valerie M. Hudson and Andrea M. den Boer was a co-winner of the 2004 Otis Dudley Duncan Award presented by the Sociology of Population Section of the American Sociological Association (ASA).

The Logic of Political Survival by Bruce Bueno de Mesquita, Alastair Smith, Randolph M. Siverson and James D. Morrow won the 2004 Best Book Award presented by the Conflict Processes section of the American Political Science Association (APSA).

The Economic Dynamics of Environmental Law by David M. Driesen won the 2004 Lynton Keith Caldwell Award presented by the Science, Technology, and Environmental Politics section of the American Political Science Association (APSA).

Several of our authors were given high honors for lifetime achievements. Professor Jürgen Habermas received the 2004 Kyoto Prize for Arts and Philosophy given by the Inamori Foundation. The Kyoto Prize is an international award that honors those who have contributed significantly to the scientific, cultural, and spiritual betterment of mankind. Professor Habermas' most recent book with The MIT Press is *Truth and Justification*, 2003.

Professor Paul Smolensky was the recipient of the 2005 David E. Rumelhart Prize in Cognitive Science. This prize is awarded annually to an individual or collaborative team making a significant contemporary contribution to the formal analysis of human cognition. The MIT Press will publish Smolensky's latest book, *The Harmonic Mind: From Neural Computation to Optimality-Theoretic Grammar* (co-authored with Geraldine Legendre), in December 2005.

Also worth noting are the three MIT Press books that were recognized in the 2004 Professional/Scholarly Publishing (PSP) Division Annual Awards Competition, sponsored by the Association of American Publishers. They are *The Coming Generational Storm: What You Need to Know about America's Economic Future* by Laurence J. Kotlikoff and Scott Burns, which won first place in the category of economics; *Bare Branches: The Security Implications of Asia's Surplus Male Population* by Valerie M. Hudson and Andrea M. den Boer, which won first place in the category of government and political science; and *Conserving the Enlightenment: French Military Engineering from Vauban to the Revolution* by Janis Langins, which received an honorable mention in the category of history of science.

Two MIT Press titles collected distinguished honors at the 2004 Foreword Magazine Book of the Year Awards. *True to Life: Why Truth Matters* by Michael P. Lynch was named the Gold Award Winner in the category of philosophy and *Still Lives: Narratives of Spinal Cord Injury* by Jonathan Cole was named the Bronze Award Winner in the category of health.