The MIT Press

One of the largest and most distinguished university presses in the world, The MIT Press is known for bold design, creative technology, and its commitment to reimagining university-based publishing. The Press advances knowledge by publishing significant works in the arts and sciences from leading educators and researchers around the globe for the broadest possible access, impact, and audience. MIT Press books and journals feature iconic, provocative, and transformative scholarship that crosses traditional academic and geographic boundaries and honors real-world complexity. Through its contributions to scholarship, The MIT Press supports the Institute's mission of addressing global challenges; through its award-winning publications, The Press extends the visibility of the MIT name around the world.

Highlights

Two years into new leadership, The MIT Press is implementing a bold strategic plan that features a diversified portfolio of publications and services, enhanced technical capabilities, and ongoing experimentation. Our objective—unique among university presses—is to be a leading publisher of print books for professional, student, and non-specialist readers across a range of fields as well as a trailblazer in digital innovation.

The Press is performing well ahead of projections in its efforts to turn around what had been slowly but steadily declining business. We are also making strong strides toward our goal of becoming a more technology-centric press while growing annual revenues and establishing cash reserves sufficient to self-fund ongoing innovation. FY2017 was, in short, a stellar year for The Press. We ended the year $1.085 million ahead (and $1.64 million over our projections for the year) and $2.06 million better than FY2016. The success of the *Deep Learning* text, which has an open digital edition, played a major role, but even without this book The Press performed much better than budgeted for the year. The top five frontlist MIT Press books of FY2017, in terms of units sold, were as follows:

> Goodfellow, *Deep Learning*
>
> Gazzaley, *The Distracted Mind*
>
> Alpaydin, *Machine Learning*
>
> Smith, *Streaming, Sharing, Stealing*
>
> Guttag, *Introduction to Computation*

In accordance with the five-year plan we embarked on last year, we have focused our efforts on the following priority areas:

> Expanding our trade publishing program
>
> Cultivating campus partnerships
>
> Digitizing backlist books and journals
>
> Building a digital content platform

Growing publishing service offerings

Restructuring and streamlining our processes

Launching a resource development initiative

Continuing to experiment

We have made significant strides on all fronts. The new focus on trade publishing accounts for a large portion of our revenue growth. After a rigorous requirements-gathering and vendor-selection process, we are poised to launch our new institutional e-book platform by the end of 2017, and several newly created positions at The Press will support this major business endeavor. Also noteworthy are our successes in the area of resource development, with roughly $600,000 in support contributed during the year, including approximately $200,000 from the Arcadia Foundation and the Austin/Kahle Foundation to cover the costs of digitizing hundreds of backlist MIT Press titles for deposit in the Internet Archive and open online lending.

Since its founding in 1962, The MIT Press has been changing the rules of engagement between academic authors and their readers. The Press's core mission has long been experimentation in both how and what it publishes, as the creator of some of the earliest interactive, open online books and communities; as the publisher of challenging, groundbreaking works across the arts and sciences; and as a significant force for the recognition of new interdisciplinary fields.

Financial Results

The MIT Press revenues grew in FY2017, exceeding those of the prior year by $3.9 million (17.3%) and ending at $26.7 million. Expenses increased $1.9 million (7.9%) over the prior year, ending at $25.6 million. Net income exceeded that in FY2016 by $2.1 million, ending at $1.1 million.

MIT Press Operating Financials (in Thousands)

	FY2015	FY2016	FY2017
Book net sales	$15,785	$14,683	$18,381
Journals subscription sales	$4,905	$4,722	$4,586
Total sales	**$20,690**	**$19,405**	**$22,967**
Cost of sales	$9,023	$8,240	$9,455
Gross margin on sales	$11,667	$11,165	$13,512
Other publishing income (OPI)	$3,256	$2,715	$3,092
Total publishing income	**$14,923**	**$13,880**	**$16,604**
Operating expenses	$15,167	$15,035	$15,591
Bookstore net	$144	$179	$72
Net operations	**($100)**	**($976)**	**$1,085**

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Books Division

FY2017 Revenues

Book Division Revenues (in Thousands)

	FY2015	FY2016	FY2017
Net sales	$15,785	$14,683	$18,381
Other publishing income	$1,631	$1,108	$1,421
Total books revenues	**$17,416**	**$15,791**	**$19,802**

New Books in FY2017

The MIT Press published or distributed 238 original books this year. New books by MIT faculty and affiliated authors published during FY2017 include:

Konstantine Arkoudas and David Musser, *Fundamental Proof Methods in Computer Science: A Computer-Based Approach*

M. Christine Boyer, *Not Quite Architecture: Writing around Alison and Peter Smithson*

Chaw-Bing Chang and Keh-Ping Dunn, *Applied State Estimation and Association*

Hany Farid, *Photo Forensics*

Mark M. Jarzombek, *Designing MIT: Bosworth's New Tech*

Shigeru Miyagawa, *Agreement Beyond Phi*

Luis Perez-Breva, *Innovating: A Doer's Manifesto for Starting from a Hunch, Prototyping Problems, Scaling Up, and Learning to Be Productively Wrong*

Tomaso A. Poggio and Fabio Anselmi, *Visual Cortex and Deep Networks: Learning Invariant Representations*

Peter Temin, *The Vanishing Middle Class: Prejudice and Power in a Dual Economy*

Eric von Hippel, *Free Innovation*

A complete list of all new titles published by The MIT Press during FY2017 is provided in Appendix A.

Awards

MIT Press books and authors garnered numerous publishing prizes and awards throughout the past year. Honors were granted by professional and academic associations from a variety of disciplines, recognizing the excellence of our titles and their significant contributions to scholarship. A selection of the most notable award winners from FY2017 is presented in Appendix B.

Acquisitions

FY2017 was a productive year for the book acquisitions group, in line with our strategy to increase the excellence, impact, and number of books we publish. A particular focus has been on growing and enhancing our trade and textbook programs. A greater recognition of The MIT Press as a publisher of authoritative books for non-specialist readers brings many benefits, and the chance to work with authors who can command these wider audiences raises the profile of our entire program. We also look for books that will continue to build the reputation of The MIT Press as a partner for those who teach rigorous subject matter at the college and graduate levels—particularly those innovative instructors whose approach has the potential to benefit students well beyond their own classrooms.

MIT Press acquisitions editors placed under contract 346 new book projects in FY2017 against an ambitious goal of 290. The breakdown below shows that trade signings are nearly equivalent with those of monographs, a remarkable development for a press whose program has in the past been much more heavily weighted toward monographs and contributed volumes. It also shows a continued commitment to textbooks and the fruits of some new distribution partnerships that will leverage our marketing, sales, and fulfillment infrastructure for the benefit of smaller publishers.

Number of Titles Signed, FY2017: Actual Versus Goal

	Goal	Actual
Professional edited collections	21	21
Professional	102	101
Trade books	83	99
Trade Essential Knowledge series	21	7
Texts (original)	24	27
Texts (revised)	7	4
Reference/handbooks	2	2
Distributions	30	85
Total	**290**	**346**

Distributed book signings include 48 titles acquired in a new partnership with Strange Attractor Press in the United Kingdom. This is the latest of several recently signed distribution partnerships, including a new imprint with MIT's Connection Science program and another with the School of Architecture and Planning. Our approach to distribution partners is selective and reflects the high standards we apply to our own book acquisitions.

The shift toward general audience publishing is taking place in all of our subject areas and is not limited to architecture and the arts, where our trade program has traditionally been strong. To round out this prestigious trade list, we have been working with authors and their agents to build a pipeline of peer-reviewed trade books in computing and science fields; business and economics; science, technology, and society and the history of technology; linguistics and language; environment and urbanism; education; information science and communication; and design, new media, and game studies.

Textbook acquisitions in FY2017 continued to emphasize upper-level undergraduate and graduate texts with additional markets among professionals. This year we signed contracts for 27 original textbook projects, as compared with 13 last year; most of these projects are in the areas of computer science and economics. A number of strategic initiatives are under way to support the growth of our textbook program, including improvements to our LaTeX workflow and an expansion of our partnership with MITx.

Some of our most iconic and successful textbooks are in computer science, with notable recent successes in the area of machine learning. Many of these books have large audiences among professionals as well as students. The success of one such title, *Deep Learning* by Goodfellow and colleagues, points to another strategic shift we are making toward open access. The lesson of *Deep Learning* is that the right computer science text with a large readership among professionals can sell extremely well in a print edition, even when it is also available openly in HTML. Our own learning (deep or otherwise) from open access book publishing experiments suggests that this model deserves to be supported and replicated with other titles in computer science and perhaps (with funding where possible) in other fields as well. Consequently, we have an effort under way to develop clearer open access policies for each of our publishing disciplines.

Highlights of our signed contracts over the past year are listed below.

Architecture, Arts, and Visual Culture: Roger Conover and Victoria Hindley

Site Planning: International Practice by Gary Hack, spring 2018: Cities are built site by site. Site planning encompasses the diverse set of activities required to make plans for properties and the spaces between them as they undergo development and change. While it is an enduring practice, site planning has transformed radically due to the use of digital tools and new technologies, increased attention to sustainability and resilience, changing life patterns, and the evolving economics of building and maintaining properties. This book provides a much-needed update for the field. Taking into account the multi-layered practices that encompass site planning as well as the massive shifts in the field, Gary Hack offers a fresh view of the subject, combining a wealth of experience, observations, examples, and standards. The book is designed as a textbook for students that can also be used in practice as a reference guide. In addition, it is written in an accessible manner so that it can help shape the attitudes of developers, public officials, advocates, and others involved in making critical decisions about sites.

Deaccessioning and Its Discontents: A Critical History by Martin Gammon, spring 2018: This book addresses the contentious practice of deaccession—or the formal removal of objects from museum collections—since the 18th century. Providing a comprehensive critical

history of the practice in Great Britain and the United States, it is the first substantive historical investigation of museum deaccessions. Taking on both well-publicized cases and many long forgotten or confidential initiatives in the historical record, it illuminates the roots of "discontent" concerning the practice while framing principles to guide the museum community forward. Examining the relationship between private collectors and museums through the lens of deaccessioning, the author makes a strong case for the necessary value of private-public partnerships and the essential synergy between the museum and the marketplace in preserving cultural heritage.

Flintstone Modernism or The Crisis in Postwar American Culture by Jeffrey Lieber, spring 2018: *Flintstone Modernism* is an original and idiosyncratic investigation into the conflicted legacy of modern architecture in America—especially its relationship to changing democratic ideals and transformations in mass culture in the 1950s and 1960s. Forging new connections among architecture, film, philosophy, and politics, the author examines the postwar "crisis" in culture. The engaging narrative moves ambitiously from analysis of sword-and-sandal films to *Fortune* magazine articles and from corporate modern architecture to Cold War sociopolitical realities, drawing on a variety of long-lost primary sources including memoirs, architecture journals, business magazines, and even advertisements. The book is unique in the current market for its accessibility and for the broad-based philosophical and political contexts it establishes for postwar American modern architecture. It makes provocative juxtapositions among art, architecture, film, fashion, literature, and philosophy that have not been made before in order to forge new cases of relations and reveal new meaning in iconic works.

Cognitive Science, Philosophy, and Bioethics: Philip Laughlin

The Genius Checklist: Nine Paradoxical Tips on How You Can Become a Creative Genius by Dean Keith Simonton, spring 2019: Are creative geniuses simply born that way? Or is it possible that creative genius can develop through the right mixture of personality, environment, and life experience? This perennial battle between nature and nurture will be addressed by Dean Keith Simonton, one of the foremost authorities on the topic of creativity and genius. Drawing on history, biography, and psychology, Simonton attempts to distill what science has discovered about the birth (or is it development?) of creative geniuses. The results will be presented in nine paradoxical chapters that offer "advice" on how one needs to live in order to achieve the level of creative genius. Some of the advice will be impossible to follow because it emphasizes factors out of one's control (birth order, gene pool, historical era), while other advice will merely be difficult to follow due to its contradictory nature (Should one peak early or live long? Work in isolation or collaborate intensively? Race to the top of the class or drop out of school?). Often, the answers to these questions depend on the specific domain in which one chooses to express one's creativity, whether it be poetry, physics, painting, mathematics, literature, or technology. The result is a tongue-in-cheek "self-help" book that will appeal to anyone interested in unlocking his or her own creative genius.

Afflicted: How Vulnerability Can Heal Medical Education and Practice by Nicole Piemonte, spring 2018: Nicole Piemonte's book grapples with arguably the most complex issue in medical care: the doctor-patient relationship. For at least 50 years, it has been acknowledged in professional circles that the scientific training doctors receive does not

adequately prepare them for the human element of their profession. Often, patients who are suffering—particularly those who are near death—want to feel a human connection with their doctors. Doctors, perhaps fearing burnout or anxiety over their own mortality, frequently hide behind the mask of an objective scientist and fail to engage. Although recent decades have witnessed attempts to incorporate communication skills and empathy training into professional development, the problem still persists. Piemonte's book argues that a more radical solution would be a complete revision of the standard medical curriculum to help young doctors cultivate an understanding of the profound philosophical and existential issues their patients often face. In the book's preface, she shares her personal encounter with these issues. As a witness to her mother's struggle with cancer, she felt the doctors, who treated her mother with care and compassion early on, simply abandoned her family in her mother's final days. Her story and the arguments it inspired make this a compelling read, similar to the deeply humanistic medical observations of Oliver Sacks and Atul Gawande.

Computer Science: Marie Lee

Introduction to Machine Learning by Tommi Jaakkola and Regina Barzilay, fall 2018: As demand increases for information on data science and machine learning, courses are cropping up lower in the curriculum. Enrollments are high in this area, and many students arrive without a great deal of math background. Barzilay (Delta Electronics Professor of Electrical Engineering and Computer Science at MIT) and Jaakkola (professor of electrical engineering and computer science at the MIT Computer Science and Artificial Intelligence Laboratory), who have been teaching the undergraduate machine learning course at MIT, were not satisfied with any of the books currently on the market, finding them too dense or too broad for undergraduates. The main goal of this introductory textbook for undergraduates is to elucidate how to think about machine learning problems and associated algorithms, including ways of applying such methods successfully in practice. The book focuses on a limited set of topics while explaining them with intuition and insights that the authors hope will persist beyond the specific approaches covered.

Cloud Computing for Science and Engineering by Ian Foster and Dennis Gannon, fall 2017: In this book, Foster and Gannon provide a practical guide to making use of cloud computing for those in the scientific and engineering communities working with very large data sets. The book surveys the technology that underpins the cloud, new approaches to technical problems enabled by the cloud, and the concepts required to integrate cloud services into scientific work. It covers managing data in the cloud and how to program these services; computing in the cloud, from deploying single virtual machines or containers to supporting basic interactive science experiments and gathering clusters of machines to do data analytics; using the cloud as a platform for automating analysis procedures, machine learning, and analyzing streaming data; building one's own cloud with open source software; and cloud security.

Education: Susan Buckley

Computational Thinking for Middle and High School: An Integrated Perspective by Maureen D. Neumann and Robert Snapp, spring 2019: There is an increasing awareness that the underlying principles of computer science—computational thinking—should be

included as a core part of the K–12 curriculum, beginning in the lower grades and taught across subject areas. The authors of this textbook have set out to integrate computational thinking across disciplines instead of solely including it in computer science courses. The book is designed to be used in teacher training so that the next generation of teachers are prepared to carry these ideas into their classroom practice. It can also be used by in-practice teachers who are motivated to explore on their own and those currently teaching introductory computer science who are looking for ways to attract a more diverse student population. It can serve as a resource for professional development classes as well.

Living Literacies: Literacy for Social Change by Kate Pahl and Jennifer Rowsell, spring 2019: This book builds on the work of two highly respected scholars to conceptually expand our understanding of literacy: how it is formed and materially situated within communities and how it can be leveraged for social activism and change. The authors' fieldwork has been strongly regarded for its groundbreaking approach to new literacy studies and artifactual literacies and for its ability to engage with a field in emergent, material, multimodal, and visual ways. The book draws on participatory research and civic engagement, new materialism, and digital epistemologies to situate literacy within communities through material culture, recognizing the role of affect and emotion tracing through cultural practices.

Economics, Finance, and Business: Emily Taber

Cost-Benefit Revolution by Cass Sunstein, fall 2018: A trade signing from a well-known scholar, this book explains and celebrates the emergence of cost-benefit analysis as the central test for deciding whether to go forward with policies and regulations that involve safety, health, the environment, national security, and much more. While the book addresses the philosophical/theoretical background of cost-benefit analysis, it also discusses the practical aspects of how governments use cost-benefit analysis and how it might be improved. This material is influenced by Sunstein's service as administrator of the Office of Information and Regulatory Affairs and as an informal White House advisor during the Obama administration. The book's central argument is that cost-benefit analysis, for all of its flaws, is an essential tool that can help us live longer, safer, and better lives.

Market Design: Auctions and Matching by Guillaume Haeringer, spring 2018: This is the first textbook for advanced undergraduates or MBA students on market design. While simple markets where a seller lists a price and the buyer pays it are appropriate for many market transactions, there are certain situations (for example, when the number of available goods for sale is limited and when there are many potential customers willing to pay variable amounts) in which such a straightforward process is not possible or efficient. Market design is a useful way to maximize efficiency and fairness for all. The book emphasizes economic intuitions and provides lengthy worked examples, explaining the mathematics where necessary so that most students who have completed calculus courses will be able to follow. There are not many market design courses taught at this level, but this textbook may encourage others to emerge.

Environment and Urbanism: Beth Clevenger

Urban Metabolism by John E. Fernández, fall 2018: This book will be an original and cutting-edge addition to the Essential Knowledge series. The nascent field of urban

metabolism has had a significant impact on our understanding of cities and resources. One of the first observations gleaned from urban metabolism research is the fact that no city has ever been and no city will ever be completely sustainable within its boundaries. For instance, the traditional boundary of a city should be extended well beyond what we think of the city per se. One generally does not consider the several thousand square miles of watershed that directly feed New York City's water supply to be part of "the city." However, it is clear that the city has heavily invested in these watersheds over long periods of time and completely depends on them to supply clean water to New York's 8.5 million residents. If essential urban infrastructure is to be included in a definition of "the city," then one would include these several thousand square miles. Fernández, a key figure in urban metabolism, is a professor and director of the Building Technology Program in the Department of Architecture at MIT, director of the Urban Metabolism Group, director of the MIT Environmental Solutions Initiative, and coauthor of *Sustainable Urban Metabolism* (MIT Press, 2013).

Supercharging Solar: How Innovation Could Unlock the Most Abundant Energy Source on Earth by Varun Sivaram, spring 2018: In the opening decades of the 21st century, solar energy has transformed from a niche application to the fastest-growing energy source on Earth. Plunging costs have made solar the poster child for global efforts to replace fossil fuels with clean energy to forestall climate change. But what the world expects out of solar energy is at odds with what solar's present capabilities can deliver. Commercial solar panel technology has stagnated for decades, and countries will face difficulties integrating ever more solar into power grids and markets that were never set up to handle unpredictable renewable energy. As a result, solar's growth could hit a wall, well before it displaces fossil fuels in a meaningful way. Innovation can change that. Through innovative business models, firms can gain access to large pools of finance to deploy existing solar technology. But for solar to truly become mainstream in coming decades, the public and private sectors need to invest today in new technologies such as solar coatings. With a strong supporting cast, solar will be poised to take center stage as the most important energy source of the 21st century. Sivaram is the Douglas Dillon Fellow at the Council on Foreign Relations (CFR), where he directs the energy and climate program, and *Supercharging Solar* will be a CFR book. The author offers a rare combination of expertise as a physicist and an energy policymaker: before joining CFR, he worked on the development of next-generation solar technologies at Oxford University, and he has also advised the mayor of Los Angeles and the governor of New York on energy policy.

Information Science and Communication: Gita Manaktala

Suffragist: Women, the Web, and the Future of Democracy by Marie Tessier, fall 2018: This book takes up the fascinating question of women's participation in the public sphere. The author, a veteran journalist and now the lead moderator of reader comments for the opinion pages of NYTimes.com, considers the evidence. Women contribute just 28% of the comments to the *New York Times*, and studies of other news sites around the world show similar results: women's participation tops out at 25% to 30%. Tessier brings forward the latest research to explore how the design of technology platforms, the treatment of women in the public sphere (both online and off), and the different communication styles of men and women all conspire to make certain environments (e.g., Facebook) safe and congenial for women to express their views. The book argues that the absence of women's voices from riskier public conversations is a big problem for society—one that distorts

democracy, skews politics and policy, and constrains public understanding of essential issues. Tessier brings together many different strands of evidence and analysis to make a compelling case for women's participation in the public sphere.

Designs for an Internet by David D. Clark, fall 2018: This is a remarkable nontechnical and clearly written book by a leading architect of the Internet. Clark explains the design of the network and why it is constructed as it is. Implicit in such a project is the idea that other designs are possible, and the book also delves into alternative architectures that could offer the required functionality, longevity, security, resilience, availability, management and control, economic viability, and fitness for society's needs. It devotes chapters to each of these requirements, breaking them into more specific objectives and discussing how the network's current design balances these competing needs. The reader will come away with a good idea of how the Internet works—not in terms of the details of the technology but with respect to the general approach and key features.

Linguistics and Language (Distributed Publishers): Marc Lowenthal

Grammatical Structure and Its Interpretation: An Introduction to Natural Language Semantics by Brendan S. Gillon, spring 2018: The title is likely to change, but this will be the first of several textbooks signed in the past year for the linguistics and language list. The author, a former student of Sylvain Bromberger here at MIT, has been teaching this yearlong course to undergraduates over the past 15 years at McGill University. It aims to introduce students to both transformational grammar and Lambek grammar and overcome the division between schools and theories that has been plaguing the field for too long. It will be innovative in the way it introduces math, logic, and formal tools that linguists often absorb through rote memorization rather than understanding, as well as in the way it avoids being wedded to any one theory.

Extraterrestrial Languages by Daniel Oberhaus, fall 2018: On the linguistics and language trade front, this book follows on the heels of last year's *Impossible Languages* by Andrea Moro and continues what will be a series of short trade books on a range of intriguing language topics. Oberhaus is a professional writer who has published articles on this topic in trade magazines such as the *Atlantic Monthly*, and with the success of last year's film *Arrival* (one of the few Hollywood movies to feature a linguist as the main protagonist), this history of our attempts to conceive of a language to communicate with extraterrestrial life (and what these attempts say about us as a species) should capture a good audience, especially given that (surprisingly) there has been no other trade book on the topic since our own book by Carl Sagan from 1975 (*Communication with Extraterrestrial Intelligence*).

Neuroscience and Trade Life Sciences: Bob Prior

Allostasis and Human Design: How We Really Work, What Goes Wrong, and Some Principles for Healing by Peter Sterling, fall 2018: This monograph, written by the originator of the concept, provides the first coherent and complete description of allostasis, a holistic conceptual model of human design (which by no means implies the existence of a designer). Sterling places allostasis in a broader social and scientific context, relating it to both human health and society at large. Allostasis clarifies why and how the brain speaks to the body and also identifies what society tells the body. The model defines health and disease and suggests some strategies for healing.

Deep Learning: Artificial Intelligence Meets Human Intelligence by Terry Sejnowski, spring 2018: This trade book by one of the leading researchers in neuroscience and machine learning tells the inside story of how deep learning made the transition from an arcane academic field to a disruptive technology in the information economy. As we reverse engineer the brain's learning systems in the cerebral cortex, we are developing new machine learning methodologies and gaining new insights into human intelligence. Nature evolved learning as a way for a broad range of problems to be solved through experience with the world, and humans learn faster and more deeply than any other species.

The Microbiome and Human Health: The Key to Personalized Medicine by Alessio Fasano and Susie Flaherty, fall 2018: With the capacity to map microbial communities in the air and in water, as well as on our skin and in our intestines, we have learned that a human being is much more than the simple expression of genetic material with a few trillion microbes added. We also have learned that understanding and treating disease is much more complex than targeting one infectious organism or engineering a single gene. With our recent appreciation of the complexity of the human microbiome and the rapid advance of genetic sequencing tools and other high-throughput technologies, we have entered a complex universe of actions, reactions, and interactions that hold tremendous promise for addressing health and disease and can lead to personalized therapeutics. This trade science book is written by two leading researchers at Massachusetts General Hospital.

New Media, Game Studies, and Design: Doug Sery

Meaningful Stuff: Design that Lasts by Jonathan Chapman, spring 2020: Conspicuous consumption has been a topic of great interest and concern over recent decades. As an example, there are literally mountains of discarded mobile phones in various parts of the world. *Meaningful Stuff* uncovers why users throw away products that still work and shows how designers can create products users keep for longer. In today's unsustainable world of goods, where products are desired, purchased, briefly used, and then promptly landfilled to make way for more, consumption and waste are rapidly spiraling out of control with truly devastating ecological consequences. *Meaningful Stuff* provides an essential point of reference for practitioners and scholars of design and its neighboring fields. The author fuses sources from early social and philosophical writings with emerging theories in consumer psychology, anthropology, ecology, and design. The book's rich theoretical foundations are complemented by more than 20 inspirational product case studies.

Cultural Analytics by Lev Manovich, fall 2018: This book applies computational algorithms to large historical data sets, including text, images, footage, metadata, and playable media. The goal is to advance scholarly work that addresses larger units of analysis in the humanities in a way that is comparable to work done in fields such as astronomy, climate science, ecology, and evolutionary biology. Manovich argues for stronger collaborations between the humanities and computer science to explore the impact of data in scientific research as well as the way it affects our day-to-day lives. In doing so, he follows the lead of those in the social sciences who are already incorporating big data and visualization as a way to understand culture, as in the case of those working on large-scale social network analysis or urban planners of so-called

smart cities. The author proposes an ambitious agenda that attempts not only to describe large-scale cultural phenomena but also to model and simulate them so that cultural trends can actually be predicted through the application of computational technology.

Science, Technology, and Society and History of Technology (Regional and MIT Titles): Katie Helke

GPS: A History by Paul Ceruzzi, spring 2018: This will be a new addition to our Essential Knowledge series. Ceruzzi, author of multiple books for The MIT Press including our very successful Essential Knowledge book on computing (with more than 10,000 copies sold in all formats), will focus on the history of GPS, its military origins and civilian use, and implications for personal privacy, surveillance, and security. The story of satellite navigation is a complex one, and the book will clarify its structure, operation, and place in modern society, telling the story of how a system intended for commercial airlines, ships, and surveyors can now be found in the hands of teenagers and grandparents in the form of the ubiquitous iPhone. This will be a very welcome addition to a series that has picked up tremendous traction, not only in bookstores but in the trade press, and continues to do very well for The Press.

Sales

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

Worldwide Sales (in Thousands)

	FY2015	FY2016	FY2017
US	$9,562,472	$8,983,719	$10,979,867
UK/Europe/Middle East	$4,634,100	$4,345,900	$5,678,300
Other export	$652,476	$599,424	$889,614
Canada	$652,036	$464,966	$513,147
Japan	$144,055	$206,545	$254,750
Australia	$140,461	$82,746	$66,739
Total international sales	**$6,223,128**	**$5,699,581**	**$7,402,550**
Total worldwide sales	**$15,785,600**	**$14,683,300**	**$18,282,417**

FY2017 worldwide sales totaled $18.4 million, up 25% over FY2016. Frontlist (new title) dollar sales were up 116% over the prior year, and frontlist unit sales were up 73%. Total backlist sales were up by 17% in dollars and 18% in units.

Domestic Sales

Domestic print and electronic book sales in FY2017 totaled $11.0 million, up by 22% from the $9 million figure in FY2016. Domestic print sales increased across most key market channels, including independent bookstores, chain bookstores, library wholesalers, and virtual retailers, while following the downward trend at museum stores and college bookstores.

Our largest virtual retailer and customer is Amazon US. Print business with Amazon US was up by 25% over the prior year.

The wholesaler print business continued to be impacted by shifts in the market, including changes in Amazon procurement and library purchasing. After several years of erosion, FY2017 sales in this market channel rebounded to a two-year high of $1.8 million, up by 12.5% over FY2016.

International Sales

In FY2017, book sales outside of the United States totaled $7.4 million, up 26% over FY2016.

Print and electronic sales in the United Kingdom, Europe, the Middle East, India, and Africa totaled $5.7 million, up 31% over FY2016. This was due to both the plunge in the sterling conversion rate and several very strong MIT Press titles.

FY2017 sales in Canada, our third largest export market behind the United Kingdom and Europe, were $513,000, up 10% from $465,000 in FY2016. For the first time in several years, and due in part to a change in sales representation, overall gains in Canada are far outpacing increases at Amazon Canada.

Taken as a whole, sales to Asia were $724,000, up 22% from FY2016. Japan remains our largest Asian market. This year saw a stabilization of Amazon Japan and an increase in turnover in both of the major chains there, Maruzen and Kinokinuya. China is our second largest Asian market with sales of $140,000, an increase of 19%. Sales also grew significantly in Korea (up 45%), Singapore (up 52%), and Taiwan (up 19%). Poor market conditions in Hong Kong forced the closure of our rep group there, and sales fell by 86%. However, a new rep group with a strong record in Japan will be representing The Press in Hong Kong in FY2018, with a focus on textbook adoptions and illustrated trade sales.

Footprint is our exclusive sales, distribution, and marketing representative in the Australia and New Zealand territories. FY2017 sales in these markets totaled $67,000, down 19% from FY2016. The Australian dollar continues to struggle, and a record number of university bookshops closed.

Overall FY2017 sales in the key Latin American markets increased 16% (Brazil) and 327% (Mexico) over FY2016, growing from $63,000 to $194,000. Much of this turnaround can be attributed to the efforts of the new sales rep managing this territory, along with a stronger economy, especially in Mexico.

Digital Sales and Licensing

Sales of MIT Press digital content through e-book resellers and library subscription aggregators rebounded to $2.8 million—up 40% over FY2016's $2.0 million and up 16% from FY2015's previous best of $2.4 million.

E-Revenues

	FY2016 (in thousands)	FY2017 (in thousands)	Difference (%)
Total e-book retail sales	$1,037.9	$1,404.7	35%
Institutional market sales	$860.4	$1,240.0	44%
Textbook e-platform sales	$8.6	$46.5	442%
MIT Press website e-book sales	$110.0	$141.4	29%
Total revenue from digital	**$2,016.9**	**$2,832.6**	**40%**

E-sales increased in all categories, with retail income up 35%, institutional (library) markets up 44%, and e-textbook sales up 442% over the previous year. Sales with our largest e-retailer, Amazon, were up 36% overall to $1.3 million, with Amazon Kindle US sales representing 78% of that growth. Revenues from our largest institutional accounts were up 5% for IEEE to $393,000 and 60% for Proquest to $336,000.

Sales of e-books through the MIT Press website were up 29%, from $110,000 to $141,000.

Subsidiary Rights

Subsidiary rights include advances and royalties from the licensing of foreign translation rights, audiobooks, English-language reprints, and permissions fees from reprinted selections of our content in other publications and college course packs. Following the book division's two highest sub-rights revenue years in The Press's history, revenue was down 6.5% to budget and 8.9% from the previous year.

Subsidiary Rights Income (in Thousands)

	FY2015	FY2016	FY2017
Translations	$478.6	$574.4	$532.7
Permissions	$555.5	$461.9	$408.9
Other	$137.9	$145.2	$134.5
Total	**$1,172.0**	**$1,181.5**	**$1,076.1**

Gross permissions revenue declined again this year. However, the 11.5% drop was less dramatic than the previous year's 40%. The drop is directly attributable to digital disruption in the traditional academic photocopying market and to changes in the revenue we receive from Reproduction Rights Organizations such as the Copyright Clearance Center in the United States, the Permissions Licensing Service in the United Kingdom, and the Copyright Agency Ltd. in Australia.

Gross income received from the licensing of foreign translations of our copyrighted works was down 7% from FY2016 but was still the second highest in The Press's history; moreover, this was the second consecutive year that we grossed half a million in translation licensing. The same is true with respect to the number of licenses for foreign translation in FY2017; at 245 licenses, we had our second highest performance historically yet were down from FY2016's 265 licenses.

The pipeline remains strong as well, with translation licenses for works in 28 languages. The five-year snapshot below gives a good indication of our exponential growth in licensing.

Translation Licenses and Revenues

Fiscal year	Number of contracts	Advances (in thousands)	Change in number of contracts (%)	Revenue change (%)
FY2017	245	$438.9	−8%	−36%
FY2016	265	$686.4	30%	73%
FY2015	204	$397.7	8%	20%
FY2014	189	$331.3	44%	48%
FY2013	131	$223.1	−3%	1%

The number of large advances in FY2016 made that year's number unattainable (*Driverless* by Lipson and Kurman alone accounted for $150,000). However, FY2017 was our second strongest licensing year historically, and we maintained the previous year's high level of output.

The Chinese mainland (simplified Chinese) remains our strongest translation market, representing 27% of our licenses (67 total) and 37% of our gross revenue ($163,000). This is down considerably from FY2016, when Chinese mainland translations represented an outsized 57% of our total revenue—good news as China's lower percentage of translation revenue means that we are diversifying our licensing worldwide.

For the first year, Korea was our second largest market for translation revenue (28 licenses, $55,000 in revenue), followed by Russia and then Japan, which dropped from its traditional spot as our second largest market. The European market showed signs of recovery, with both Italy and Spain exhibiting increased double-digit licensing. Finally, on the esoteric side, we were successful in the Balkans this year, with licenses in Croatia, Macedonia, Serbia, and Slovenia (and even a pair of licenses in neighboring Ukraine).

On a title basis, our Essential Knowledge series continues to be popular worldwide, with 24 licenses totaling over $40,000 in gross revenue in FY2017 (and revenues of $240,000 throughout the life of the series). The $25,000 advance paid for the Chinese edition of Arlindo Oliveira's The Digital Mind was the year's largest advance. Licensing was spread wide, with John Jordan's Essential Knowledge contribution *Robots* securing the largest number of licenses at five.

Special Sales

Special sales are defined as book sales into specialty markets such as corporate, institutional, and gift-seller accounts. These sales are often negotiated on a non-returnable basis. Both frontlist and backlist titles benefit from special sales efforts.

FY2017 highlights include multiple orders of Smith and Telang's *Streaming, Sharing, Stealing* sent to AT&T University (totaling more than 1,200 print copies and 1,800 e-books); 120 copies of Gans's *The Disruption Dilemma* delivered to the Rotman School of Management; and multiple orders of 200 or more copies each of Gazzaley and Rosen's *The Distracted Mind* sent to TTI/Vanguard, Curriculum Associates, and Alkili Interactive

Labs. We also sold hundreds of signed copies of Perez-Breva's *Innovation* as special promotions, including a bulk sale to the MIT Club of South Florida.

Institutional outreach efforts included offering bulk discounts through the MIT@ MITPress webpage and bookstore discounts distributed at the Human Resources new employee orientation and to MIT visitors. Also, the MIT Annual Fund made periodic bulk orders to provide to donors.

Marketing

The marketing department of The MIT Press includes staff in Cambridge and London. Earlier this year, we hired a new London office publicity manager from Oxford University Press to replace our departing publicity manager, who had enjoyed 33 years at The Press. MIT Press books, journals, and digital products receive support via publicity, social media, digital and print promotion, advertising, grassroots initiatives, and exhibits. In addition, focused textbook marketing supports the many books on our lists used in courses.

We have made significant progress toward the goal of becoming more author focused. We revamped the author portals of the website to better serve both existing and new authors. We have enhanced the communication to new authors each season with a revamped introductory letter and email campaign. The director of marketing and author relations is working to enhance author interactions at every point in the publishing cycle and to refine the overall attention we pay to these critical relationships. Finally, we constructed a sophisticated print piece profiling our acquisitions editors for prospective authors and agents.

This was a transitional year for the digital experience at The MIT Press. Multiple new websites are in various states of change. It was decided that the branding of the books and journals websites needed to be harmonious instead of distinct. We embarked on a design process with design firm Pentagram to rebrand. One overall look and feel for both sites was designed and applied during the build process. The MIT Press journals site is the first of the two to have the new design applied. It launched in May 2017, and the books site will be launched in late August. Both sites have new underlying technical architectures as well as a new look. A vastly improved user experience is sure to please our customers, authors, and all interested parties. We look forward to qualitatively and quantitatively measuring the effects of these changes in FY2018.

We continue to focus heavily on inbound marketing via the website, an intensive focus on social media, direct-to-consumer promotions, curated content marketing, creative advertising, and grassroots campaigns.

Our phenomenal social media presence continues to benefit from the great care we take with it. The MIT Press Blog is thriving, with a growing number of guest contributors and new features. We continue to post mostly original content on all social media outlets and have carefully created our messages to ensure we continue to grow. We have over 111,000 fans on Facebook (up from 104,000 this time last year) and 48,200 Twitter followers. Our new presence on Instagram is growing at a terrific rate—we already have 3,300 followers. We continue to experiment with Pinterest and Tumblr.

Finally, a few additional highlights:

- We have completely revamped our CogNet pricing and enhanced marketing efforts.

- We continue to transition from academic print ads toward more traceable approaches (as outlined below).

- We are transitioning from a discipline-by-discipline print catalog strategy to other forms of promotion.

- We are growing our institutional sales and marketing model in coordination with business development.

Books Publicity

Publicity in the United States, the United Kingdom, and Europe has benefited from a strong trade list, and we have seen an increase in mainstream media coverage from the prior year with no parallel drop in coverage from the specialist press and journals. MIT Press books were the subject of 2,257 reviews, features, mentions, and interviews in FY2017.

Sources of national, international, and significant regional coverage generated by the US and UK office marketing staffs included the *New York Times*, the *Boston Globe*, the *Wall Street Journal*, *USA Today*, *Financial Times*, *The Guardian*, the *Washington Post*, the *Los Angeles Times*, *The Atlantic*, *New Republic*, *Harper's* magazine, *Quartz*, *Vice*, *Recode*, *Time* magazine, the *New York Review of Books*, the *London Review of Books*, *The New Yorker*, *The Nation*, the *Irish Times*, *New Statesman*, *Neue Zürcher Zeitung*, the *Times Literary Supplement*, and *Die Welt*.

In addition, reviews or discussions of MIT Press books appeared in many targeted magazines and other periodicals such as the *Chronicle of Higher Education*, *Inside Higher Education*, *Bookforum*, *Artforum*, *The Paris Review*, *ArtNews*, *Art in America*, *Utne Reader*, *Metropolis*, *Forbes*, *Fortune*, the *Sloan Management Review*, the *Harvard Business Review*, *Art Monthly*, *Art Review*, *China Daily*, *The Economist*, *The European Business Review*, *Nature*, *New Scientist*, *Times Higher Education*, *The Wire*, *Wired UK*; and *The World Financial Review*.

MIT Press authors spoke to a global audience about the subjects of our books. They were involved in at least 135 events where books were sold, events that took place in more than 30 US states and 18 countries throughout the world. They spoke at conferences, bookstores, museums, libraries, universities, art galleries, foreign affairs clubs, design studios, businesses, government offices, and other venues. We have strengthened our partnerships with Google, Microsoft, and Hooks Books to provide additional platforms for our authors to speak, and we have been very successful in scheduling authors at corporations such as NOBLIS, Fidelity Investments, Netflix, and Uber.

MIT Press authors were involved in over 100 broadcast and television interviews, including interviews on national and regional NPR and PRI (Public Radio International) programs such as *The Diane Rehm Show*, *On Point*, and *Science Friday*. We also booked authors with BBC radio, the Canadian Broadcasting Corporation, Irish independent radio, and the online London radio station Resonance FM. MIT Press authors appeared on several television programs, including *Good Morning America* and *60 Minutes*.

MIT Press publicity significantly grew our excerpt program in FY2017. We successfully placed excerpts in publications such as *Harper's* magazine, *Recode, The Chronicle of Higher Education, Nautilus*, the *Sloan Management Review, The New Republic, BoingBoing,* the *Los Angeles Review of Books*, and *PC Magazine*. We have recently entered into a partnership with Lit Hub, which will be featuring excerpts from many of our titles. We have also experimented with Nautilus online with an MIT Press channel of excerpted content.

London continues to be a terrific events city. Partnerships have been established with several institutions including Chatham House, Google, and Digital Science as well as independent programmers such as The HowTo Academy. We also renewed our relationships with, among others, corporate agent Bookomi, creative community Second Home, and several literary festivals, including Oxford and HowTheLightGetsIn. FY2018 looks to be an exciting year for events, with more than a dozen public events already lined up and the possibility of our own events program at the nearby *TANK* magazine headquarters.

Advertising

To help promote frontlist FY2017 titles, we placed approximately 300 ads in relevant trade and professional journals and magazines online and in print. We also advertised on dozens of specialized websites—including targeted ads on Facebook, Twitter, Instagram, and LinkedIn—and in sponsored email newsletters. In addition, we continued with our highly successful audio ads, which aired on six popular podcasts and resulted in over 100,000 streams and downloads.

Advertising for our FY2017 lists has appeared in online and print publications including *The New Yorker*, *Scientific American*, the *Harvard Business Review*, the *MIT Technology Review*, *Atlantic Monthly*, *Harper's* magazine, and *Foreign Affairs*. While we continue to place group ads in select high-profile print publications, primarily for branding purposes, we are moving toward a heavier emphasis on digital single-book advertising. These ads include third-party social media sponsorships (*MIT Technology Review*, *Portland Mercury*, etc.), newsletter sponsorships (*The New Yorker*, *Project Syndicate*, etc.), and occasional website advertising on popular academic blogs (Brian Leiter Report Blog, MarginalRevolution.com, etc.). For groups of professional and academic titles, we have moved away from print academic journal ads and toward email list rentals, reaching subscribers of those journals in a direct and traceable way.

While we have in recent seasons run social media ads, the number of these campaigns has quadrupled this season, and they now make up about 30% of our advertising program. These campaigns have allowed us to heavily supplement review (and print ad) coverage, better utilize our book endorsements by reaching followers of those endorsers on Twitter, and connect with niche audiences.

A few specific advertising highlights include:

- MBTA (Boston's subway system) posters for Gazzaley and Rosen's *The Distracted Mind*, Siskin's *System*, Petre's *Software Design Decoded*, and Lipson and Kurman's *Driverless*.

- An advertisement for *The Distracted Mind* in the November issue of *Scientific American*, the highest-circulation ad in The Press's recent history. Along with ads for *Streaming, Sharing, Stealing,* and *Driverless*, it also appeared in sponsored *New Yorker* emails (*Borowitz Report, Cassidy Report, Daily Blast*), reaching over 1 million subscribers.

- Targeted social media campaigns for a variety of titles, both trade and professional, which brought in more than 5,000 clicks to our website in a few weeks alone. A significant number of campaigns will continue through November and December. Most of these campaigns result in traceable sales via our website and spikes in sales via Amazon.

Books Inbound Marketing

We have grown our newsletter subscriber base to 32,700, and visitors who purchase books on our website are automatically opted in to the email campaign program, resulting in a spike of signups and returning customers. Our open and click rates remain well above typical averages, and our curated campaigns—approximately 60 annually—continue to bring in a steady stream of direct sales and engagement. This fall will continue to see campaigns around new releases across disciplines as well as a focus on new paperbacks and relevant backlist titles.

We reached over 150,000 individuals worldwide through various mailed materials supporting the disciplines we serve, promoting those titles that will not enjoy significant publicity and assisting the acquisitions department in its efforts. The areas we serve include the following: computer science; science, technology, and society; neuroscience; economics and finance; art, architecture, and performing arts; and environment.

All email and print promotions drive customers directly to our website, and the e-newsletter url is included in all print promotions to help encourage interested individuals to subscribe, further growing this important initiative.

We continue to produce in-house promotional materials for author use and as accompaniments to major meetings. Hundreds of pieces of collateral are created each season.

Grassroots marketing is a books and journals marketing initiative at The MIT Press wherein we identify additional markets for a particular title or group of titles that would not otherwise be reached through more conventional marketing channels. Grassroots markets largely comprise academic and professional societies with active memberships but can also include nonprofit organizations, academic departments and other college/university programs, and websites and online forums with active members. Individual discount codes and templates for book announcements may also be created and distributed to interested authors to aid them in their own promotional efforts.

FY2017 grassroots marketing plans were created for approximately 30 groups of titles and subject areas. Digital discount codes for use on the MIT Press website were created and distributed to the members of a number of organizations, including the Society for the Study of Evolution; the Human Behavior and Evolution Society; the American Geophysical Union; the Association for Research in Vision and Ophthalmology;

HASTAC; the Alliance of Digital Humanities Organizations; the Electronic Literature Organization; the National Association of Economic Educators; the Canadian Association for Information Science; MIT's Alumni Association; the Genetics Society; the Agriculture, Food, and Human Values Society; the Graduate Association for Food Studies; and the Canadian Association of Slavists. A number of grassroots promotional codes were also created and distributed to authors wishing to leverage their own networks to self-promote their titles—a new initiative for grassroots.

Institutional Marketing

We honored major anniversaries for a number of our journals with discount subscription campaigns and speaking engagements at academic meetings. The *Computer Music Journal* celebrated 40 years of publication, and editor Doug Keislar spoke at a special reception during the International Computer Music Conference. *International Security* also celebrated 40 years of publication, as did *October* and *PAJ: A Journal of Performance and Art*.

We exhibited at selected librarian-focused events throughout the spring and summer, including meetings of the Medical Libraries Association (in Toronto), the Special Libraries Association (in Philadelphia), and the International Federation of Library Associations (in Columbus). We also returned for the fifth year to the Boston Book Festival, a major sales opportunity for our journals and our bookstore (and a chance to connect with our local readers, authors, and editors).

ARTECA launched the beta version of its website, and we have begun offering trial subscriptions for institutional libraries. We will begin broad and targeted outreach to the librarian community this fall, including promotions at the Charleston Library Conference, email blasts through vendors such as the Library Research Group, and advertising in publications such as *Choice*.

We have announced several updates for CogNet. Our development team migrated years of older usage statistics to the new platform, and librarians and administrators can pull their own COUNTER-compliant reports directly. We are distributing a quarterly newsletter to announce new content and technical updates, and we continue to work closely with sales on trials and on general customer generation.

Textbook Sales and Marketing

The 10 domestic best-selling textbooks by revenue for FY2017 were as follows:

Goodfellow et al., *Deep Learning*

Cormen et al., *Introduction to Algorithms, 3rd edition*

Kelleher, *Fundamentals of Machine Learning for Predictive Data Analytics*

Guttag, *Introduction to Computation and Programming Using Python, 2nd edition*

Nisan, *The Elements of Computing Systems*

Koller and Friedman, *Probabilistic Graphical Models*

Kochenderfer, *Decision Making Under Uncertainty*

Benninga, *Financial Modeling, 4th edition*

Murphy, *Machine Learning*

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

The following were the 10 best-selling textbooks by revenue in the United Kingdom and Europe for FY2017:

Goodfellow et al., *Deep Learning*

Murphy, *Machine Learning*

Cormen et al., *Introduction to Algorithms, 3rd edition, international student edition*

Benninga, *Financial Modeling, 4th edition*

Wooldridge, *Econometric Analysis of Cross Section and Panel Data*

Koller and Friedman, *Probabilistic Graphical Models*

Lynch, *Image of the City*

Cormen et al., *Introduction to Algorithms, 3rd edition, hardback edition*

Sutton and Barto, *Reinforcement Learning*

Thrun et al., *Probabilistic Robotics*

MIT Press books were used in nine massive open online courses (MOOCs) offered through edX, Coursera, and an independent university platform. Partial content from the following titles was used in a MOOC:

Guttag, *Introduction to Computation and Programming Using Python*, revised and expanded edition (edX, Introduction to Computer Science and Programming Using Python and Introduction to Computational Thinking and Data Science)

Seamon, *Memory and Movies* (Coursera, Understanding Memory: Explaining the Psychology of Memory Through Movies)

Bentley, *Building Mobile Experiences* (edX, Mobile Application Experiences Part 1: From a Domain to an App Idea; Mobile Application Experiences Part 2: Mobile App Design; and Mobile Application Experiences Part 3: Building Mobile Apps)

Celi, *Global Health Informatics* (edX, Global Health Informatics to Improve Quality of Care)

Groote, *Modeling and Analysis of Communicating Systems* (Coursera, System Validation: Automata and Behavioural Equivalences)

Börner, *Information Visualization* (Indiana University, Information Visualization)

Nisan, *The Elements of Computing Systems* (Coursera, From Nand to Tetris)

Koller and Friedman, *Probabilistic Graphical Models* (Coursera, Probabilistic Graphical Models)

Krasny, *Civic Ecology* (edX, Reclaiming Broken Places: Introduction to Civic Ecology)

We are 18 months into our e-textbook rental program with digital publishing partner Ublish. We launched in January 2016 with 25 titles and presently offer 125 of our textbooks for e-rental.

This spring, we contracted with Tributary Sales Resources to conduct follow-up on Goodfellow et al.'s *Deep Learning*. The company contacted 500 faculty members at 175 schools, representing everyone teaching machine learning in North America. Fifty of these faculty members confirmed adoption of the book as required or recommended reading in the coming academic year, and 120 are actively considering it for courses offered in the subsequent academic year.

We continue our work with the Murphy Group, a freelance textbook sales group. Our contact worked on 30 textbooks published in FY2017. With our guidance, the group-built email lists of adopters of competing titles and deployed email campaigns.

The US textbook marketing office created 19 direct mail promotions and four email promotions that were sent to 100,000 professors in various disciplines. The London marketing office created 25 textbook email campaigns distributed to academics throughout the United Kingdom and Europe.

Exhibits

The MIT Press was represented at 150 North American conferences and book fairs in FY2017. Of that number, 41 were attended and staffed with MIT Press acquisitions and/ or marketing personnel. Booth staff continued to use smartphone-enabled credit card technology to enhance our customers' buying experience in an easy and financially secure environment.

Acquisitions editors and London office marketing staff attended 22 major academic conferences in the United Kingdom and Europe, and selected books were displayed or promoted at a further 19 focused conferences with the help of local organizers or local bookshops. Noteworthy was our successful exhibit at New Scientist Live in London in September 2016. This inaugural event was attended by nearly 22,500 visitors and our stand was fantastically busy, with more than 300 books sold over the four days of the festival. One of the highlights of the experience was discovering a new audience with the interest and enthusiasm shown by youngsters aged 14 to 18. The Press will exhibit again in 2017.

Journals Division

FY2017 Revenues

In FY2017, the journals program ended the year with total revenues (subscriptions plus other publishing income) of $6.257 million, 1.0% behind the previous financial year.

Journals Division Revenues (in Thousands)

	FY2015	FY2016	FY2017
Subscription income	$4,905	$4,716	$4,586
Other publishing income	$1,625	$1,607	$1,671
Total revenues	**$6,530**	**$6,323**	**$6,257**

The net return to The Press from the journals division declined from FY2016, coming in at $1.183 million, 14% below the previous year's $1.376 million. This is largely attributable to payments the journals division had to make as part of packages related to staff reductions in FY2017. Major factors affecting our financial performance in FY2017 were as follows:

- The aforementioned staff reduction package costs boosted our headquarters costs by approximately $100,000. In February, the journals division combined its finance operations with the books division in order to achieve greater efficiencies for the two groups.

- We increased our OPI by over $60,000 in FY2017 through a new agreement with our distribution partner EBSCOHost along with article processing charge revenues from our open access activities. This increase was especially welcome as we continue to see a decline in other OPI revenue streams, particularly Copyright Clearance Center licensing.

The most important journals development of FY2017 is the publication of the first issues of *Network Neuroscience* and *Open Mind: Discoveries in Cognitive Science*. Both journals have a steady paper flow and have published articles receiving notable Altmetric attention. The launch of these journals has allowed The Press to incorporate some new features onto its site, including ORCIDs (Open Researcher and Contributor IDs). With our newly designed journals website, we will begin integrating features such as CrossMark in FY2018 to provide article status and funding information.

Strategic Planning

The journals division has engaged in three recent strategic planning efforts with the goal of developing a five-year strategic plan for the division that will cover revenue growth, an expansive approach to experimentation, and technological and resource changes. This plan will allow us to successfully navigate an especially uncertain time in journals publishing. The division has gone through an environmental scan and visioning and strategic goal-setting exercises with press management, key staff, and members of the publishing community.

Through these meetings, the journals division has sharpened its vision of how it supports the overall mission of The MIT Press and has established a vision statement separate from but connected to The Press's overall direction:

> MIT Press Journals will be the publisher of choice for those seeking to be at the forefront of scholarly communication in the 21st century. By combining excellent service to clients with leading-edge technology and a commitment to the highest publishing standards, the journals division will support the overall mission of The Press by disseminating crucial research as broadly as possible and in a manner consistent with The Press's sterling reputation.

We have identified several key areas in which we have either critical gaps or unfulfilled opportunities and will be using the final stage of the planning process to address them. The division, for example, lacks a unified approach to manuscript management as well as a modern LaTeX authoring tool. These limitations hamper our ability to function in

ways that are expected by authors who are accustomed to submitting manuscripts to commercial publishers via their sophisticated systems. We also can do a better job of exploring publishing service partnerships with MIT itself. *Linguistic Inquiry* is the only long-standing MIT-based journal at The Press, and our publishing relationships with other units have been limited. We have taken steps to improve this with the *Journal of Design and Science*, which is produced in conjunction with the MIT Media Laboratory, and The Press will begin publishing two journals with the School of Architecture and Planning in FY2018, *Thresholds* and *Projections*. We will likely establish reaching out to the broader MIT community for publishing services as a key plank of our strategic plan.

We will also look to address key issues related to our client publishing business. Sixty-five percent of the journals we publish are not owned directly by The MIT Press and thus are candidates to be poached by larger, better-funded publishers. This makes our position somewhat precarious, and we will examine questions around our list makeup and whether The Press should attempt to own all of its titles or continue to explore society publishing options.

We will synthesize the work done in our earlier strategic planning efforts into a five-year plan that will be complete by fall 2017, and we will implement the plan during the upcoming fiscal year.

List of Journals

The division ended the fiscal year publishing CogNet, the online brain and cognitive science community database (containing books, reference works, and journals); ARTECA, a collection of journals and books at the intersection of art, science, and technology; and 34 journals:

African Arts

American Journal of Health Economics

Artificial Life

ARTMargins

Asian Development Review

Asian Economic Papers

Computational Linguistics

Computational Psychiatry

Computer Music Journal

Daedalus

Design Issues

Education Finance and Policy

Evolutionary Computation

Global Environmental Politics

Grey Room

International Security

Journal of Cognitive Neuroscience

Journal of Cold War Studies

Journal of Design and Science

Journal of Interdisciplinary History

Leonardo

Leonardo Music Journal

Linguistic Inquiry

Nautilus

Network Neuroscience

Neural Computation

The New England Quarterly

October

Open Mind: Discoveries in Cognitive Science

PAJ: A Journal of Performance and Art

Perspectives on Science

PRESENCE: Teleoperators & Virtual Environments

The Review of Economics and Statistics

TDR: The Drama Review

MIT-Affiliated Journal Editors and Editorial Board Members

Robert Art (director of Seminar XXI and senior fellow, Security Studies Program): editorial board member, *International Security*

Edward Boyden (associate professor, Media Laboratory and McGovern Institute for Brain Research, and co-director of the Center for Neurobiological Engineering): deputy editor, large-scale recording and anatomy, *Neural Computation*

Rodney Brooks (professor emeritus): editorial board member, *Artificial Life*

Emery Brown (associate head of the Institute for Medical Engineering and Science and professor of computational neuroscience and health sciences and technology, Department of Brain and Cognitive Sciences): advisory editor, *Neural Computation*

Owen R. Coté Jr. (associate director, Security Studies Program, and principal research scientist): editor, *International Security*

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

Robert Desimone (director, McGovern Institute for Brain Research, and Doris and Don Berkey Professor, Department of Brain and Cognitive Sciences): editorial board member, *Journal of Cognitive Neuroscience*

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

Danny Fox (Anshen-Chomsky Professor in Language & Thought, Department of Linguistics and Philosophy): associate editorial board member, *Linguistic Inquiry*

John D.E. Gabrieli (Grover Hermann Professor in Health Sciences and Technology and Cognitive Neuroscience): editorial board member, *Journal of Cognitive Neuroscience*

Francis Gavin (professor): associate editor, *International Security*

Jonathan Gruber (professor of economics and MacVicar Faculty Fellow): editorial board member, *American Journal of Health Economics*

Irene Heim (professor of linguistics): associate editorial board member, *Linguistic Inquiry*

Sabine Iatridou (professor, Department of Linguistics and Philosophy): associate editorial board member, *Linguistic Inquiry*

Joi Ito (director, Media Lab): editor, *Journal of Design and Science*

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

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

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

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

Philip S. Khoury (associate provost and Ford International Professor of History): editorial board member, *Journal of Interdisciplinary History*

Earl K. Miller (Picower Professor of Neuroscience, Picower Institute for Learning and Memory and Department of Brain and Cognitive Sciences): associate editor, *Journal of Cognitive Neuroscience*

Shigeru Miyagawa (professor of linguistics and Kochi-Manjiro Professor of Japanese Language and Culture): associate editorial board member, *Linguistic Inquiry*

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

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

Neri Oxman (Sony Corporation Career Development Professor and associate professor of media arts and sciences): editor, *Journal of Design and Science*

Parag Pathak (professor of economics): board member, *Education Finance and Policy*

David Pesetsky (Ferrari P. Ward Professor of Modern Languages and Linguistics, MacVicar Faculty Fellow, and head of the Department of Linguistics and Philosophy): associate editorial board member, *Linguistic Inquiry*

Tomaso Poggio (Eugene McDermott Professor in the Brain Sciences, Department of Brain and Cognitive Sciences, McGovern Institute for Brain Research, and Computer Science and Artificial Intelligence Laboratory): associate editor, *Neural Computation*

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

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

Iqbal Z. Quadir (senior lecturer, Sloan School of Management, and founder and director emeritus of the Legatum Center for Development and Entrepreneurship): founding co-editor, *Innovations*

Kevin Slavin (Benesse Career Development Professor and assistant professor of media arts and sciences): editor, *Journal of Design and Science*

Donca Steriade (professor of linguistics): associate editorial board member, *Linguistic Inquiry*

Peter Temin (Elisha Gray II Professor of Economics, emeritus): editorial board member, *Journal of Interdisciplinary History*

Reed Ueda (Research Affiliate), Editor, Journal of Interdisciplinary History

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

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

Heidi Williams (Class of 1957 Career Development Assistant Professor, Department of Economics): associate editor, *The Review of Economics and Statistics*

The MIT Press Bookstore

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

The bookstore moved in October 2016, necessitated by construction activities related to the Kendall Square Initiative. Our new space at 301 Massachusetts Avenue (N50) is at street level, features improved lighting, and offers 60% more floor space than the old location. The additional square footage has allowed us to widen our store aisles to meet the guidelines of the Americans with Disabilities Act, double the number of books displayed on tables, and quadruple the size of our sale section. We can also now host author lectures in the bookstore.

Gross sales in the physical store for FY2017 were up 3% over the previous year, totaling $511,000. We welcomed 50,000 visitors to the store in FY2017, resulting in the sale of more than 31,000 items. Sales of MIT Press books represented 46% of total dollar sales, books from other publishers represented 50%, and non-book items represented 4%. Our average customer buys 2.6 items and spends $41.51 per visit. Costs related to the bookstore move and renovation, as well as the absence of a spring loading dock sale, limited our net contribution for FY2017 to $77,000.

We hosted nine talks at the bookstore during the spring semester, including appearances by Joi Ito and Peter Temin. All of the events were well attended by the public and featured vigorous Q&A segments. Most events were broadcast on Facebook Live, and there have been thousands of additional online views. The bookstore's outreach also takes us beyond the walls of the showroom. Our staff fielded a direct sales presence at 24 additional local lectures and conferences.

The top 10 best-selling MIT Press books at the bookstore during FY2017 were as follows:

1. Goodfellow et al., *Deep Learning*

2. Alpaydin, *Machine Learning* (Essential Knowledge series)

3. Guttag, *Introduction to Computation*

4. Gazzaley and Rosen, *The Distracted Mind*

5. Costandi, *Neuroplasticity* (Essential Knowledge series)

6. Neff, *Self-Tracking* (Essential Knowledge series)

7. Jones, *Experience*

8. Maycock and Sullivan, *Building Old Cambridge*

9. Ruparelia, *Cloud Computing* (Essential Knowledge series)

10. Sundararajan, *The Sharing Economy*

Amy E. Brand
Director

Appendix A: New Titles Published in FY2017

Professional Books

Author last name	Title
Abraham	*Rebel Genius*
Abraham-Hamanoiel	*Liberalism in Neoliberal Times*
Adams	*Giving a Damn*
Alper	*Giving Voice*
Artemel	*Perspecta 49*
Bhagwati	*The World Trade System*
Bianchini	*Practicable*
Bier	*Mapping Israel, Mapping Palestine*
Bloomfield	*Dirty Gold*
Boczkowski	*Remaking the News*
Broeckmann	*Machine Art in the Twentieth Century*
Brown	*Infrastructural Ecologies*
Burton	*Public Servants*
Calvo	*Macroeconomics in Times of Liquidity Crises*
Churchland	*The Computational Brain: 25th Anniversary Edition*
Coeckelbergh	*New Romantic Cyborgs*
Cook	*Information*
Costa-Font	*Social Economics*
Cramton	*Global Carbon Pricing*
Curren	*Living Well Now and in the Future*
Davis	*The Death of Public Knowledge?*
De Kosnik	*Rogue Archives*
Dourish	*The Stuff of Bits*
Durt	*Embodiment, Enaction, and Culture*
Enright	*The Making of Grand Paris*
Evans	*Ebola's Message*
Farid	*Photo Forensics*
Faure	*Carbon Capture and Storage*
Fedyk	*The Social Turn in Moral Psychology*
Fisk	*Framing Internet Safety*
Gazzola	*The Economics of Language Policy*
Gervais	*The "Public" Life of Photographs*
Giannachi	*Archive Everything*
Gingras	*Bibliometrics and Research Evaluation*
Giraldeau	*Investors and Exploiters in Ecology and Economics*
Godin	*Models of Innovation*
Goodfellow	*Deep Learning*
Gottlieb	*Global Cities*
Guenther	*Neural Control of Speech*

Author last name	Title
Halpern	*Actual Causality*
Halpern	*Reasoning about Uncertainty, 2nd edition*
Harbour	*Impossible Persons*
Harris	*Invisible Mind*
Hazan	*Perturbations, Optimization, and Statistics*
Hess	*Undone Science*
Hicks	*Programmed Inequality*
Hilgartner	*Reordering Life*
Hinterwaldner	*The Systemic Image*
Hlavajova	*Former West: Art and the Contemporary after 1989*
Huron	*Voice Leading*
Hutto	*Evolving Enactivism*
Jarzombek	*Designing MIT*
Jones	*Experience*
Kafai	*Connected Gaming*
Kanie	*Governing through Goals*
Kaplan	*Philosophy, Technology, and the Environment*
Krauss	*William Kentridge*
Krige	*Sharing Knowledge, Shaping Europe*
Laurent	*Democratic Experiments*
Lazzarato	*Experimental Politics*
Le Dantec	*Designing Publics*
Leman	*The Expressive Moment*
Lingel	*Digital Countercultures and the Struggle for Community*
Lora-Wainwright	*Resigned Activism*
Madary	*Visual Phenomenology*
Mailland	*Minitel*
Malloy	*Social Media Archeology and Poetics*
Maniaque-Benton	*Whole Earth Field Guide*
Margolis	*Stuck in the Shallow End: Education, Race, and Computing, updated edition*
Maurer	*Paid*
Mavhunga	*What Do Science, Technology, and Innovation Mean from Africa?*
McAra	*In Fairyland*
McCulloch	*Embodiments of Mind*
McDonough	*Boredom*
Meghir	*Beyond Austerity*
Miah	*Sport 2.0*
Milkoreit	*Mindmade Politics*
Milner	*The World Made Meme*
Miyagawa	*Agreement Beyond Phi*
Mody	*The Long Arm of Moore's Law*
Moulthrop	*Traversals*

Author last name	Title
Müller-Wille	*Heredity Explored*
Myler	*Building and Interpreting Possession Sentences*
Neander	*A Mark of the Mental*
Neumark	*Voicetracks*
Nixon	*Mary Kelly*
Ogden	*Experimental Conversations*
Parker	*Cannabinoids and the Brain*
Paulsen	*Here/There*
Poggio	*Visual Cortex and Deep Networks*
Poland	*Extraordinary Science and Psychiatry*
Qiyu	*Fragile Rise*
Radin	*Cryopolitics*
Ramos	*Animals*
Raymond	*Reclaiming the Atmospheric Commons*
Redish	*Computational Psychiatry*
Reussner	*Modeling and Simulating Software Architectures*
Santayana	*The Life of Reason or The Phases of Human Progress, Reason in Science, Volume VII, Book Five*
Saraiva	*Fascist Pigs*
Sauer	*Moral Judgments as Educated Intuitions*
Schwartz	*Vaccination Ethics and Policy*
Shubik	*The Guidance of an Enterprise Economy*
Sinnott-Armstrong	*Moral Psychology, volume 5*
Siskin	*System*
Slemrod	*Taxing Ourselves: A Citizen's Guide to the Debate over Taxes, 5th edition*
Sridharan	*Perspectives in Space Surveillance*
Strand	*The Economics and Political Economy of Energy Subsidies*
Sugimoto	*Big Data Is Not a Monolith*
Szekely	*Beyond the Triple Bottom Line*
Thomson	*Climate of Capitulation*
Tosoni	*Entanglements*
van Deemter	*Computational Models of Referring*
Varela	*The Embodied Mind: Cognitive Science and Human Experience, revised edition*
Vickery	*Worried About the Wrong Things*
Wilson	*Complexity and Evolution*
Windle	*Statistical Approaches to Gene x Environment Interactions for Complex Phenotypes*
Wittje	*The Age of Electroacoustics*
Yang	*The Price of Linguistic Productivity*
Young	*Governing Complex Systems*
Zuidervaart	*Truth in Husserl, Heidegger, and the Frankfurt School*

Trade Books

Author last name	Title
Adamczak	*Communism for Kids*
Al	*The Strip*
Alpaydin	*Machine Learning*
Ascher	*Portfolio Society*
Austin	*Living Zen Remindfully*
Bélanger	*Ecologies of Power*
Bergman	*The Science of Managing Our Digital Stuff*
Boyer	*Not Quite Architecture*
Buckland	*Information and Society*
Busch	*Knowledge for Sale*
Collins	*Bad Call*
Collins	*Gravity's Kiss*
Cooper	*Family Values*
Costandi	*Neuroplasticity*
Dauvergne	*Environmentalism of the Rich*
Ekbia	*Heteromation, and Other Stories of Computing and Capitalism*
Feynman	*The Character of Physical Law, with a new foreword*
Filipovic	*The Apparently Marginal Activities of Marcel Duchamp*
Finn	*What Algorithms Want*
Fisher	*Big Hunger*
Gazzaley	*The Distracted Mind*
George	*Hate Spin*
Ghose	*Tap*
González Rodríguez	*The Iguala 43*
Gronert	*Sigmar Polke*
Guibert	*Crazy for Vincent*
Haacke	*Working Conditions*
Hale	*The Wild and the Wicked*
Han	*The Agony of Eros*
Han	*In the Swarm*
Heller-Roazen	*No One's Ways*
Hern	*What a City Is For*
Hessel	*Walking in Berlin*
Hogue	*Thirtyfour Campgrounds*
Hudson	*Agnes Martin*
Indiana	*Three Month Fever*
Jordan	*Robots*
Koschorke	*On Hitler's Mein Kampf*
Kuehn	*Architects' Gravesites*
Lapoujade	*Aberrant Movements*

Author last name	Title
Lemons	*Drawing Physics*
Levesque	*Common Sense, the Turing Test, and the Quest for Real AI*
Lipson	*Driverless*
Lockwood	*Heat Advisory*
Maycock	*Building Old Cambridge*
Michelson	*On the Eve of the Future*
Milburn	*Raised to Rage: The Politics of Anger and the Roots of Authoritarianism, with a new introduction*
Morgan	*Gossamer Days*
Morison	*Men, Machines, and Modern Times, 50th Anniversary Edition*
Moro	*Impossible Languages*
Murray	*Hamlet on the Holodeck: The Future of Narrative in Cyberspace, updated edition*
Newman	*Atari Age*
Oliveira	*The Digital Mind*
Perez-Breva	*Innovating*
Perzanowski	*The End of Ownership*
Petre	*Software Design Decoded*
Phillips	*Elastic Architecture*
Plasencia	*Is the Universe a Hologram?*
Sample	*Maintenance Architecture*
Sarokin	*Missed Information*
Schefer	*The Ordinary Man of Cinema*
Segal	*Nautilus 13*
Segal	*Nautilus 14*
Segal	*Nautilus 15*
Segal	*Nautilus 16*
Segal	*Nautilus 17*
Segal	*Nautilus 18*
Segal	*Nautilus 19*
Shelley	*Frankenstein*
Sloterdijk	*Foams*
Smil	*Energy and Civilization*
Smith	*Streaming, Sharing, Stealing*
Springer	*Fantasies of the Library*
Stanovich	*The Rationality Quotient*
Steinweg	*The Terror of Evidence*
Taïa	*Another Morocco*
Teh	*Thai Art*
Temin	*The Vanishing Middle Class*
Tillman	*The Complete Madame Realism and Other Stories*
Tirman	*Immigration and the American Backlash*
Twemlow	*Sifting the Trash*

Author last name	Title
Velminski	*Homo Sovieticus*
Verganti	*Overcrowded*
von Hippel	*Free Innovation*
Voorhies	*Beyond Objecthood*
Weizman	*Forensic Architecture*
Wellmann	*The Form of Becoming*
Westphal	*The Mind–Body Problem*
Zambreno	*Book of Mutter*

Textbooks

Author last name	Title
Akmajian	*Linguistics: An Introduction to Language and Communication, 7th edition*
Arbib	*From Neuron to Cognition via Computational Neuroscience*
Arkoudas	*Fundamental Proof Methods in Computer Science*
Armendáriz	*The Economics of Contemporary Latin America*
Cabral	*Introduction to Industrial Organization*
Celi	*Global Health Informatics*
Chang	*Applied State Estimation and Association*
Cohen	*MATLAB for Brain and Cognitive Scientists*
Fabozzi	*Entrepreneurial Finance and Accounting for High-Tech Companies*
Felt	*The Handbook of Science and Technology Studies, 4th edition*
Guasti	*Language Acquisition, 2nd edition*
Guttag	*Introduction to Computation and Programming Using Python: With Application to Understanding Data, 2nd edition*
Harrell	*What Is the Argument?*
Hwang	*Cloud Computing for Machine Learning and Cognitive Applications*
Johnson	*Argument and Inference*
Kramer	*Case Studies in Neural Data Analysis*
Lee	*Introduction to Embedded Systems: A Cyber-Physical Systems Approach, 2nd edition*
Louridas	*Real-World Algorithms*
Muñoz-Garcia	*Advanced Microeconomic Theory*
Muñoz-Garcia	*Practice Exercises for Advanced Microeconomic Theory*
Nelson	*Ageism: Stereotyping and Prejudice against Older Persons, 2nd edition*
Rocheteau	*Money, Payments, and Liquidity, 2nd edition*
Sitti	*Mobile Microrobotics*
Skaggs	*FireSigns*
Sloan	*Health Economics, 2nd edition*
Sloan	*Student Solutions Manual to Accompany Health Economics, 2nd edition*
Stachurski	*A Primer in Econometric Theory*
Stuart	*The Profitability Test*
Walsh	*Monetary Theory and Policy, 4th edition*

Appendix B: Awards in FY2017

MIT Press books and authors won recognition in the form of many awards and prizes in FY2017. Below is a selection of some of the most notable awards and their winners.

Tammy Lewis, author of *Ecuador's Environmental Revolutions*, received a Global Division Outstanding Book Award honorable mention from the Society for the Study of Social Problems.

Whitney Phillips won the 2016 Nancy Baym Book Award for *This Is Why We Can't Have Nice Things: Mapping the Relationship between Online Trolling and Mainstream Culture*. Sponsored by the Association of Internet Researchers, this award recognizes the best work in the field of Internet studies relating to the social and cultural dimensions of networked media.

Eden Medina, Ivan da Costa Marques, and Christina Holmes won the Amsterdamska Award from the European Association for the Study of Science and Technology for *Beyond Imported Magic: Essays on Science, Technology, and Society in Latin America*.

Boundary Objects and Beyond, edited by Geoffrey C. Bowker, Stefan Timmermans, Adele E. Clarke, and Ellen Balka, was the winner of the 2016 Best Information Science Book Award. This award is sponsored by the American Society for Information Science and Technology.

Gabrielle Hecht's *Being Nuclear: Africans and the Global Uranium Trade* was the winner of the 2016 Rachel Carson Prize. This esteemed award is sponsored by the Society for Social Studies of Science.

Of Remixology: Ethics and Aesthetics After Remix by David Gunkel was selected as the 2016 Single Authored Book of the Year by the Communication Ethics Division of the National Communication Association (NCA).

Philosophy of Communication, edited by Briankle G. Chang and Garnet C. Butchart, was selected as Edited Book of the Year by NCA's Philosophy of Communication Division.

Yossi Sheffi's *The Power of Resilience* was named one of Strategy + Business's Best Business Books of the Year in the Strategy category. The book has also been deemed a "Top Shelf Pick" by the site.

Elizabeth Losh, author of *The War on Learning*, received an honorable mention in the competition for this year's Mina P. Shaughnessy Prize, sponsored by the Modern Language Association. The prize is awarded annually for an outstanding work on language, culture, literature, or literacy with strong application to the teaching of English.

Laura Marks received the Frank Jewett Mather Award for Art Criticism for her book *Hanan al-Cinema: Affections for the Moving Image*. This award, sponsored by the College Art Association (CAA), recognizes significant published art criticism.

NSK from "Kapital" to Capital: Neue Slowenische Kunst—An Event of the Final Decade of Yugoslavia was a finalist for the Alfred H. Barr Jr. Award for Smaller Museums, Libraries, Collections, and Exhibitions, also sponsored by CAA. This book was published in collaboration with Moderna galerija in Ljubljana, Slovenia, and edited by Zdenka Badovinac, Eda Čufer, and Anthony Gardner.

The Sharing Economy by Arun Sundararajan was a bronze medalist in the Economics category of the 2017 Axiom Business Book Awards.

The American Society of International Law recognized *The Regulation of International Trades, Volumes 1 & 2*, by Peter C. Mavroidis as one of its book award winners in specialized areas of law.

Several MIT Press books were selected as winners at the 2017 Book, Jacket, and Journal Show, sponsored by the Association of University Presses. The winners by category were as follows:

> Scholarly Illustrated category: *Adjusted Margin* by Kate Eichhorn (designer: Emily Gutheinz; production coordinator: Janet Rossi; acquiring editor: Roger Conover; project editor: Matthew Abbate)

> Trade Illustrated category: *Building Old Cambridge* by Susan E. Maycock and Charles M. Sullivan (designer: Yasuyo Iguchi; production coordinator: Janet Rossi; acquiring editor: Gita Manaktala; project editors: Kathleen Rawlins and Michael Sims) and *Whole Earth Field Guide* by Caroline Maniaque-Benton (designer: Molly Seamans; production coordinator: Christine Savage; acquiring editor: Roger Conover; project editor: Matthew Abbate)

> Jackets/Covers category: *Drone: Remote Control Warfare* by Hugh Gusterson (designer: Marge Encomienda; production coordinator: Jim Mitchell) and *Sound as Popular Culture*, edited by Jens Gerrit Papenburg and Holger Schulze (designer: Emily Gutheinz; production coordinator: Janet Rossi)

Colin Klein, author of *What the Body Commands*, was one of the joint winners of the David Harold Tribe Philosophy Prize, sponsored by the University of Sydney School of Philosophical and Historical Inquiry.

The Foundation of Landscape Studies awarded the 2017 John Brinkerhoff Jackson Book Prize to several titles, including *Ecologies of Power* by Pierre Bélanger and Alexander Arroyo. This prize is awarded to recently published books that have made significant contributions to the study and understanding of garden history and landscape studies.

Reiko Tomii's *Radicalism in the Wilderness* was selected for the 2017 Robert Motherwell Book Award, sponsored by the Dedalus Foundation. This award recognizes an outstanding publication in the history and criticism of modernism in the arts and carries a $10,000 prize for the author.

Shannon Bell received a 2016 Nautilus Book Awards gold medal in the Journalism and Investigative Reporting category for her book *Fighting King Coal*.

Holly Kruse, author of *Off-Track and Online*, received an honorable mention in the Nancy Baym Book Award competition, sponsored by the Association of Internet Researchers.

Leigh Raymond's *Reclaiming the Atmospheric Commons* won the Lynton Keith Caldwell Prize. This award, given to the best book on environmental science and policy published in the past three years, is sponsored by the Science, Technology, and Environmental Policy section of the American Political Science Association.

Many MIT Press books were category winners or received honorable mentions in the 2017 American Publishers Awards for Professional and Scholarly Excellence (PROSE Awards). The PROSE Awards, sponsored by the Professional and Scholarly Publishing Division of the Association of American Publishers, recognize the best in professional and scholarly publishing by bringing attention to distinguished books, journals, and electronic content in over 40 categories. Judged by peer publishers, librarians, and medical professionals since 1976, the PROSE Awards are extraordinary for their breadth and depth.

MIT Press PROSE Award winners were as follows:

> *The Distracted Mind* by Adam Gazzaley and Larry Rosen (Biomedicine and Neuroscience)

> *The Disruption Dilemma* by Joshua Gans (Business, Finance, and Management)

> *Fighting King Coal* by Shannon Elizabeth Bell (Sociology and Social Work)

> *The Rationality Quotient* by Keith Stanovich, Richard West, and Maggie Toplak (Education Theory)

The following books received honorable mentions:

> *Impossible Languages* by Andrea Moro (Language and Linguistics)

> *The End of Ownership* by Aaron Perzanowski and Jason Schultz (Law and Legal Studies)

> *The Apparently Marginal Activities of Marcel Duchamp* by Elena Filipovic (Art History and Criticism)

> *The Ancient Origins of Consciousness* by Todd Feinberg and Jon Mallatt (Biological Science)

> *Open MIND* by Thomas Metzinger and Jennifer Windt (Multivolume Reference/ Humanities and Social Sciences)

> *Ebola's Message* by Nicholas Evans, Tara Smith, and Maimuna Majumder (Nursing and Allied Health)

> *How Not to Network a Nation* by Benjamin Peters (History of Science, Medicine, and Technology)