



# STANFORD UNIVERSITY PRESS

SPRING 2026  
RIGHTS GUIDE

For rights inquiries, please contact:  
KRISTEN SPINA HARRISON  
Rights Manager  
[kharris4@stanford.edu](mailto:kharris4@stanford.edu)

# The AI Marketing Canvas, Second Edition

A Five-Step AI Plan for Marketers

RAJKUMAR VENKATESAN AND JIM LECINSKI

---

**Five essential steps to take you from "zero to superhero" with AI for marketing**

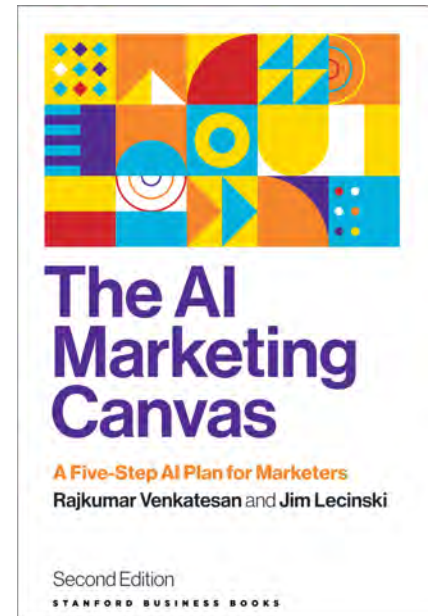
For marketers, the landscape is shifting underfoot. Artificial intelligence is no longer a futuristic concept but a present-day reality, rewriting the rules of relevance, differentiation, and connection. Navigating this new era is the single greatest challenge, and opportunity, for marketing leaders. How do you move beyond scattered experiments and buzzwords to unlock AI's true transformative power?

In the newly revised and essential second edition of *The AI Marketing Canvas*, top MBA marketing professors Rajkumar Venkatesan and Jim Lecinski provide the definitive roadmap. They distill complexity into clarity with a field-tested, five-step plan for marketers at every stage of their AI journey. This is not a speculative look at the future; it is a practical guide for winning your "AI Moment of Truth" *now*.

Rich with case studies, best practices, and the latest insights on AI's impact on decision-making and customer engagement, this book empowers CMOs and marketers alike to harness AI's full potential. Whether you are laying the groundwork for AI adoption, scaling across functions, or reinventing your go-to-market approach, *The AI Marketing Canvas* provides clarity and confidence at every stage of your journey.

**Rajkumar Venkatesan** is the Ronald Trzcinski Professor of Business Administration and Academic Co-Director of the La Cross Institute for Ethical AI in Business in the Darden Graduate School of Business Administration at the University of Virginia. His writing has appeared in the *Journal of Marketing* and *Harvard Business Review*, and he is the co-author of *Marketing Analytics* (2021).

**Jim Lecinski** is Clinical Professor of Marketing at Northwestern University's Kellogg School of Management. His thirty years of experience as a marketing adviser for prominent global brands include a twelve-year stint at Google, where he was vice president of customer solutions. He is the author of *Winning the Zero Moment of Truth* (2011).



**FEBRUARY** 232 pages, 26 figures

Paper 9781503644335

eBook 9781503645851

**BUSINESS & ECONOMICS /  
Marketing / General**

# Riding Shotgun

The Role of the COO, Third Edition

NATHAN BENNETT AND STEPHEN A. MILES

In today's fast-moving business world, the Chief Operating Officer (COO) plays a critical yet often misunderstood role. Nathan Bennett and Stephen A. Miles's *Riding Shotgun: The Role of the COO* offers a deep dive into what it takes to succeed as a second-in-command.

This insightful book explores how COOs support CEOs, drive strategy, and ensure smooth day-to-day operations. Drawing from real-world examples and extensive research, Bennett and Miles uncover the unique challenges and opportunities of the job. Whether you're a current or aspiring COO, a CEO looking to strengthen your leadership team, or simply curious about executive dynamics, this book provides valuable takeaways.

With engaging storytelling and practical insights, *Riding Shotgun* breaks down the different types of COOs, the skills required to excel in the role, and how businesses can leverage this position for long-term success. It's a must-read for anyone interested in leadership, corporate strategy, and the power of effective teamwork at the highest levels of an organization.

**Nathan Bennett** is a professor and the faculty director of the executive MBA program at in the J. Mack Robinson College of Business at Georgia State University. His research, writing, and teaching focus on issues in leadership, innovation, and change management.

**Stephen A. Miles** is the Founder and CEO of The Miles Group and one of the world's foremost executive coaches to CEOs and COOs.



**JULY** 272 pages

Cloth 9781503645226

eBook 9781503647152

**BUSINESS & ECONOMICS /  
Leadership**

# Sustainable Business Model Design

50 innovation strategies for sustainability and value creation

FLORIAN LÜDEKE-FREUND, HENNING BREUER AND  
LORENZO MASSA

---

Many companies today are turning to sustainable business models in order to maximize success while utilizing environmentally friendly practices. This book offers the most comprehensive list of patterns of sustainable business models ever written and presents an accessible approach to design models from scratch.

The 45 patterns of sustainable business models are mapped into a "sustainability triangle", a canvas for navigation of empirically derived sustainability innovation solutions, and are illustrated with over 300 real world examples of companies and startups that have implemented them. These patterns are designed to help managers and entrepreneurs develop new businesses and create sustainable value.



**Florian Lüdeke-Freund** is Professor for Corporate Sustainability at ESCP Business School Berlin and Academic Director of the Master of Science programme in Sustainability Entrepreneurship & Innovation.

**Henning Breuer** consults, researches, and teaches in the fields of innovation management and business psychology.

**Lorenzo Massa** consults, speaks, researches, and teaches in the fields of strategy, innovation, design, and sustainability. He is the Managing Director of the Business Design Lab and Professor for Strategy and Business Models at Aalborg University Business School.

**AUGUST** 320 pages

Paper 9781503645233

eBook 9781503647275

**BUSINESS & ECONOMICS / Strategic Planning**



# Move Over, Mona Lisa

Reimagining What We Read, Look At, and Learn

PEGGY LEVITT

---

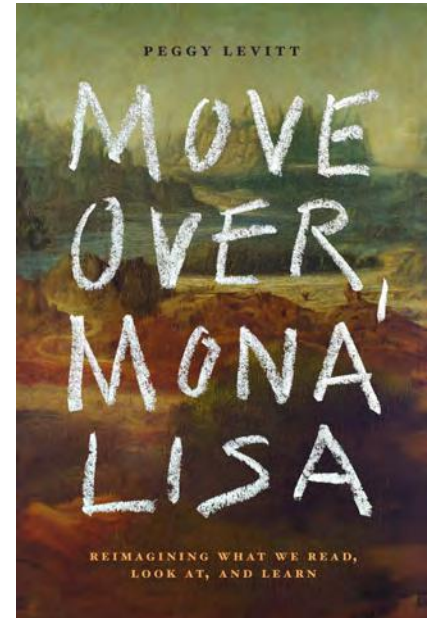
**Calls to include a wider range of art, literature, and ideas in the world's classrooms, libraries, and museums are loud and clear. If so many agree that reforms are needed, why is change so slow?**

The answer is the *inequality pipeline*—the multiple obstacles that ideas and art needs to overcome to circulate globally. Most strategies to disrupt the pipeline only increase inclusivity, without fundamentally challenging institutional hierarchies. In *Move Over, Mona Lisa*, Peggy Levitt reveals, through her conversations with creatives, thinkers, and professionals working in the cultural and academic worlds in Argentina, Lebanon, and South Korea, that another approach to combatting global cultural and intellectual inequality is underway.

Levitt's journey begins where art and literature are first created; then takes us to where they get discovered, circulated, exhibited, and acquired; and concludes where they are researched, published about, and taught. Along the way, we meet visionary artists, out-of-the box writers, committed activists, and teachers striving to define what it means to train truly global citizens. We also discover how the culture and history of the cities they work from influences what they do.

By linking these ideas together, Levitt persuasively demonstrates that what happens in the museum or the library is integrally connected to what happens in institutions of higher learning. With deeply researched, novel insights, ambition, and hope, *Move Over, Mona Lisa* offers nothing short of a new theory of global cultural and intellectual change.

**Peggy Levitt** is the Mildred Lane Kemper Professor, and Chair of Sociology at Wellesley College. She is the co-founder of the Global (De) Centre. She is the author, most recently, of *Artifacts and Allegiances: How Museums Put the Nation and the World on Display* (2015), among many other publications.



**JULY** 416 pages, 10 illustrations

Paper 9781503647206

Cloth 9781503645547

eBook 9781503647213

**SOCIAL SCIENCE / Anthropology /  
Cultural & Social**

# I'm Sorry You Feel That Way

## The New Cultures of Customer Service

DIANE NEGRA

This book is about how twenty-first century capitalism is re-making the roles of customer and customer service provider, shedding light on why consumer capitalism has come to feel so punishing for so many. In call centers, banks, airports, universities, public transport systems, hospitals, and other key sites, the intensification of profit imperatives alongside hyper-technologization has generated an "antagonistic interface" between customers and workers. Consumers widely report feeling trapped in the vise-like grip of frustrating and confounding systems that waste significant amounts of time.

Positioning the poorly served customer as the definitional figure of 21st century commercial relations, Diane Negra articulates a new corporate authoritarianism that allocates a broad range of digital tasks to customers. Essential to this apportionment are technology platforms with high failure rates, corporate devotion to byzantine bureaucratic procedures, and the conspicuous, constant valuing of high-status customers over low-status ones. Compliance with new stripped-down service protocols is enforced not only directly but through powerful norms and customs, and affective culture is notable for converting service encounters into transactions routinely characterized by frustration, impotence, and fury. In analyzing the service ecology and its media representations, *I'm Sorry You Feel That Way* reveals how the shift to customer work is now both totalized and thoroughly naturalized. As the book maps out, the changing nature of the service encounter in day-to-day life and in the cultural imagination reveal the emergence of corporate emotions seldom recognized as the assault on dignity they constitute.

**Diane Negra** is Professor of Film Studies and Screen Culture at University College Dublin. A member of the Royal Irish Academy, she is the author, editor or co-editor of fourteen books.



**APRIL** 296 pages, 11 illustrations

Paper 9781503646506

Cloth 9781503645462

eBook 9781503646513

**SOCIAL SCIENCE / Media Studies**

# Beyond the Stadium

## How Sports Change the World

ANDREW BERTOLI

---

There are two popular and competing viewpoints on sports. Many consider them a mere distraction from important social and political problems. Others champion sports as a powerful force for good: teaching character, promoting peace, and encouraging racial and gender equality. Andrew Bertoli shows that these dominant perspectives underestimate the full extent to which sports impact modern life. Sports can worsen relations between nations, divide countries internally, and disadvantage individuals from underprivileged backgrounds. Sports can also, however, build social capital, make people feel more connected, and provide participants with physical and cognitive benefits. Much depends on how people approach sports, both at the individual and societal levels.

This book highlights some of the profound and startling ways that sports and politics have interacted throughout recent history, including: how the Olympic torch relay was started by the Nazis and reflected Hitler's ambition to dominate Europe; the twentieth-century feminist movement to keep women out of the Olympics and the motivations of the female sports leaders who led it; how Michael Jordan's determination to stay out of politics during his career may have made him the most politically impactful athlete in history. Bertoli's insightful analysis challenges many conventional views while also helping readers understand how they can better utilize sports for themselves, their families, and their communities.

**Andrew Bertoli** is Assistant Professor of International Relations at IE University.



**MARCH** 230 pages, 2 tables, 4 figures

Paper 9781503645493

Cloth 9781503645257

eBook 9781503645509

**POLITICAL SCIENCE / International Relations / Diplomacy**

# Walmart

Made in China

EILEEN M. OTIS

This book tells the story of Walmart's expansion in China, making the case that it is the story of a major shift in the structure of global capitalism. Walmart, argues Eileen Otis, is a leading actor in the rise of merchant capitalism, wherein the role of the merchant has changed from operating at the whim of industrialists, to leveraging control over large consumer markets. As Walmart's retail business grew at unprecedented rates across the globe, so too did this business model.

*Walmart: Made in China* documents the business's expansion into China not as a tale of seamless market entry, but as a case of frictions, improvisations, and labor struggles that reveal deeper transformations in global economic power. Drawing on years of fieldwork in Walmart stores across China, Otis traces an internal supply chain—from warehouse to checkout—where workers stock, promote, explain, and process goods under varying regimes of control. These labor regimes, structured by gender, migration, surveillance, and corporate rules and culture, as well as managerial oversight, reveal how capitalist value is realized, and how it can be contested.

At the heart of her analysis is the rise of a new system — merchant capitalism — in which control over consumer markets, rather than production, drives profit. Thus, *Walmart: Made in China* offers a compelling account of this shift in global capitalism, as it gets made and remade, on the retail floor.

**Eileen M. Otis** is Associate Professor of Sociology at Northeastern University. She is the author of *Markets and Bodies* (Stanford, 2011).



**APRIL** 208 pages, 15 illustrations

Paper 9781503646414

Cloth 9781503641938

eBook 9781503646421

**SOCIAL SCIENCE / Developing & Emerging Countries**



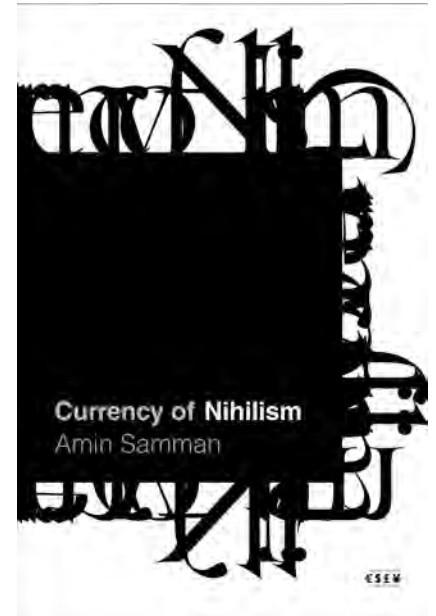
# Currency of Nihilism

AMIN SAMMAN

---

What happens to economic life when meaning and value come apart? Drawing on Friedrich Nietzsche, E.M. Cioran, and Jean Baudrillard, this book shows how the latest trends in digital finance restage the dilemmas of nihilism in new ways. From cryptocurrencies and meme stocks to Silicon Valley venture capital and the global boom in artificial intelligence, economic life today thrives on the ambiguous allure of nothingness, annihilation, and disappearance.

Samman brings the financial status of contemporary nihilism into focus, connecting its signal moods and sentiments to the system-logics of world finance. All the historical moods of nihilism now circulate through the financial system, he argues, and each further wave of technological advance provides yet more means of speculating on these moods. The result is a lucrative new culture of financial nihilism with no end in sight. For readers interested in philosophy and the history of capitalism, *Currency of Nihilism* offers an unsettling perspective on the nihilistic structures of feeling that underwrite the contemporary financial system.



**Amin Samman** is Reader in International Political Economy at City St George's, University of London. He is the author of *History in Financial Times* (Stanford, 2019).

**MARCH** 184 pages,

Paper 9781503645868

Cloth 9781503645660

eBook 9781503645875

**POLITICAL SCIENCE / History & Theory**

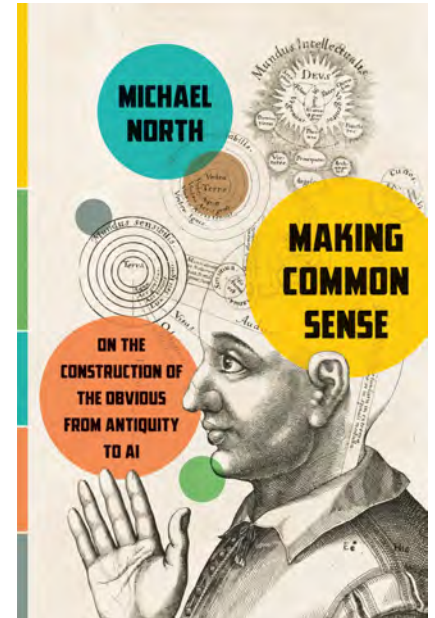
# Making Common Sense

On the Construction of the Obvious from Antiquity to AI

MICHAEL NORTH

Common sense is supposed to be so obvious it can go without saying. And yet, it has been hard to pin down, partly because its contents are vague and inconsistent, and partly because it has always been difficult to say what kind of sense common sense is. *Making Common Sense* is an historical account of attempts, from antiquity to the present, to solve this puzzle.

The ambiguity began centuries ago with the merger of the common sense, the *sensorium commune*, a kind of sixth sense responsible for coordinating the other five, with the *sensus communis*, a collection of implicit social habits and beliefs. Ever since, common sense, as a power both practical and thoughtful, has promised to split the difference between sensation and reason, the body and the mind, and between individuals and their society. As challenges from medical science and skeptical philosophy accumulated, though, common sense assumed a number of different forms in response. It has been a physical organ, a mental faculty, a body of knowledge, a system of axioms, an ethical principle, and a synonym for culture, until finally, with game theory and artificial intelligence, it becomes a number. Michael North tracks the obvious through these changes, showing why it remains, even now in the age of AI, as dark and mysterious as it was in the beginning.



**Michael North** is Distinguished Professor Emeritus, Department of English, UCLA and the author, most recently, of *What Is the Present?* (2018).

**MAY** 248 pages

Paper 9781503646605

Cloth 9781503646186

eBook 9781503646612

**PHILOSOPHY / History & Surveys / General**

# Exorbitance

## A Grammar of Overdoing

STEVEN CONNOR

Although modern life provides many examples of exorbitance – of wealth, growth, information, ambition, consumption, violence – preoccupation with what is 'over the top' is not new. What is it about the idea of going unreasonably beyond what is reasonable that exercises fascination? In this wide-ranging work, essayist and scholar Steven Connor reflects on the considerable and persistent force of culture's appetite for the exorbitant—a dynamic that not only survives despite the disapproval which accompanies it, but thrives on that disapproval.

Connor's discussion of the uses of hyperbole points to the essentially aggrandising function of all language, while chapters on the contemporary obsession with obsession and the unholy ecstasies of the ascetic fill out the orgiastic exorbitance of precaution. In the proliferations of modern bureaucracy, every attempt at reduction seems to stimulate further expansion. The long history of the ideas of usury and interest allows for new possibilities of exponential bubbles and crashes. The book reaches its climax with considerations of the libido of extremity in religious glory and apocalypse, along with the cultic rapture of the idea of extinction in Anthropocene thinking. Engaging thinkers from Erasmus to Freud and Agamben, Connor reflects on the Protean forms taken by the imagination of the exorbitant.

**Steven Connor** is Director of Research of the Digital Futures Institute at King's College, London. He is the author of *Giving Way: Thoughts on Unappreciated Dispositions* (2019) and *Styles of Seriousness* (2023) along with many other books on cultural and historical topics.



**JULY** 376 pages,

Paper 9781503646926

Cloth 9781503646193

eBook 9781503646933

**LITERARY CRITICISM / Modern / General**

# Trading Beyond Understanding

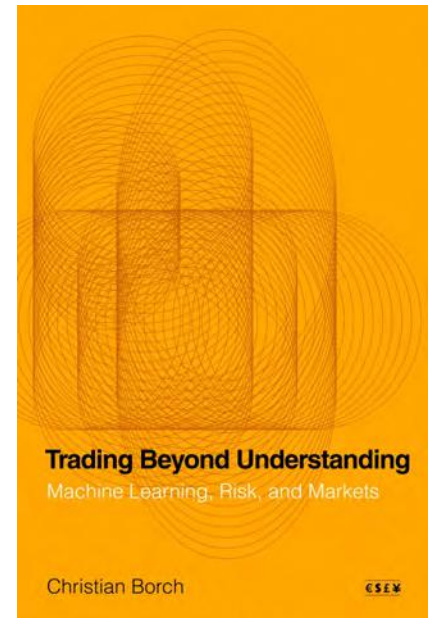
## Machine Learning, Risk, and Markets

CHRISTIAN BORCH

Machine learning is fundamentally transforming financial markets. Where trading strategies were once crafted by human experts—executed manually or through pre-coded rules—firms now build models that generate the strategies themselves. These are not just tools but trading automatons: semi-independent systems designed to learn from markets and act on their own.

Drawing on over a decade of fieldwork in financial markets, Christian Borch offers a rare inside look at how these systems are built, the risks they pose, and how they challenge our understanding of markets and decision-making. As trading automatons grow more complex and opaque—even to their designers—new sociological questions emerge: What happens when machines become the primary agents in markets? And how should we understand economic action when human judgment is no longer at the center?

*Trading Beyond Understanding* is a powerful investigation of machine agency, market transformation, and the shifting boundaries between technological systems and social life.



**Christian Borch** is Professor of Sociology at the University of Copenhagen. He is the author of *The Politics of Crowds* (2012) and *Social Avalanche* (2020), and co-editor of *The Oxford Handbook of the Sociology of Machine Learning* (2025).

256 pages, 1 table, 3 figures

Paper 9781503645523

Cloth 9781503636804

eBook 9781503645530

**SOCIAL SCIENCE / Sociology / Social Theory**



# The Politics of Space Security

## Strategic Restraint and the Pursuit of National Interests, Fourth Edition

JAMES CLAY MOLTZ

---

As space becomes more crowded with nearly 10,000 active satellites operated by over sixty countries and hundreds of private companies, preventing conflict in this strategic environment has become increasingly important. *The Politics of Space Security* examines the history of the space age from its origins in national rocket programs of the 1920s and 1930s to the present day, focusing in particular on the political, military, and diplomatic challenges affecting space security. James Clay Moltz analyzes the competing demands of national interests in space against the shared interests of all spacefarers in preserving the safe use of space in the face of emerging threats, such as man-made orbital debris.

Since the publication of the first edition in 2008, this book has become recognized as a key source on the political history of the space age. The fourth edition updates the book's coverage to include the period from 2019 to 2025. Major commercial developments in these years are examined—such as the orbiting of SpaceX's Starlink mega-constellation—as well as initiatives in space diplomacy and threats posed by growing military counterspace programs. Additionally, Moltz updates the academic literature to include significant works on space security published since the first edition.

**James Clay Moltz** is a professor in the Department of National Security Affairs at the Naval Postgraduate School, where he also holds a joint appointment in the Space Systems Academic Group.



**AUGUST** 480 pages,

Paper 9781503645448

eBook 9781503647220

**POLITICAL SCIENCE / Security**  
**(National & International)**

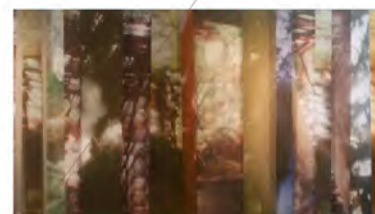
# Worldmaking and Border Politics

ANNE McNEVIN

WORLDMAKING  
AND BORDER  
POLITICS

The need and desire for people to move from one place to another, including and especially from one state to another, generates responses from fear and hostility to welcome and compassion. At one extreme, closing borders is the most compelling option for many who wish to repel movements they do not endorse. Others struggle for open borders, but their demands are widely considered politically unfeasible. Between these two poles, the majority of public and scholarly debate pits the human rights of the migrant against the sovereign rights of the state. The sense that there is no escape from the tensions between contending rights gives rise to both enthusiastic and reluctant support for border controls, as either the best or the least-worst options available to deal with the existential stakes of human mobility.

Anne McNevin shows why this impasse need not define the limits of political possibility. This book offers a vision of a different border politics, drawing on diverse examples, from a site of immigration detention in Papua New Guinea, to Australian Indigenous modalities of sovereignty to contemporary abolitionist movements. Highlighting inventive practices that prefigure a different kind of world, McNevin makes the case for imagination and experimentation as crucial practical components of geopolitical transformation.



ANNE McNEVIN

**Anne McNevin** is a non-resident research fellow at the Zolberg Institute on Migration and Mobility at The New School.

**JUNE** 248 pages, 3 illustrations

Paper 9781503646735

Cloth 9781503645400

eBook 9781503646742

**SOCIAL SCIENCE / Emigration & Immigration**

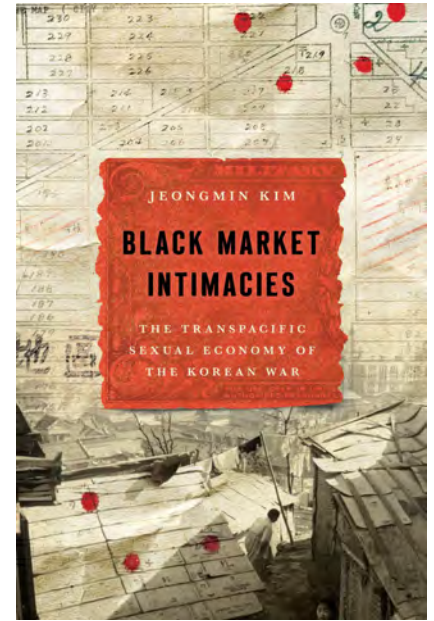
# Black Market Intimacies

## The Transpacific Sexual Economy of the Korean War

JEONGMIN KIM

*Black Market Intimacies* reveals how illicit exchanges of money and commodities involving sexual encounters between Korean and Japanese women and US soldiers provided the material foundations of the regional economy across Korea and Japan during the Korean War. Against the conventional view that illicit exchanges exist outside the formal economy and legal regulations, Jeongmin Kim examines how the interlinked markets for transactional sex and goods crucially constituted the transpacific formation of US military base capitalism in post-World War II East Asia.

Going beyond what is commonly categorized as prostitution and violence in Cold War archives, Kim weaves together stories from the myriads of mundane records scattered around multilingual archives to document larger transnational webs of the war economy. From Korean women who brought camel blankets and whiskey to local markets in Seoul, to middle-aged Okinawan women dealing in US military notes, Kim uncovers the crucial roles that local women played in circulating war supplies and currency across the region through their sexual and intermediary labor. The result is an intimate and global history of the Korean War that urges us to rethink the often-antithetical relationship between sexual intimacy and market economies in the context of war and occupation.



**Jeongmin Kim** is Assistant Professor of History and Program Director of Asian Studies at University of Manitoba.

**JUNE** 280 pages, 3 tables, 1 figures, 34 illustrations, 1 maps

Paper 9781503646964

Cloth 9781503645691

eBook 9781503646971

**SOCIAL SCIENCE / Cultural & Ethnic Studies / Asian Studies**

# A Nation Within

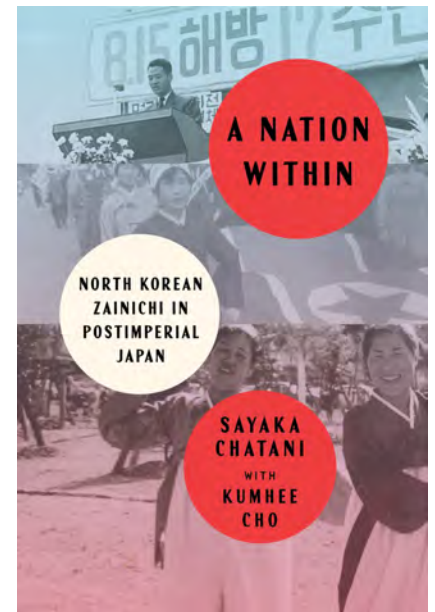
North Korean Zainichi in Postimperial Japan

BY SAYAKA CHATANI, WITH KUMHEE CHO

The presence of hundreds of thousands ethnic Koreans in Japan, or "zainichi Koreans," is one of the visible legacies of Japanese colonialism. A surprising and influential group among zainichi Koreans that persists to this day is Chongryon, the only pro-North Korean diasporic group based in a capitalist society. Chongryon historically represented the central grassroots force seeking to liberate Koreans from Japan's imperial and neo-imperial influences. At the heart of the Chongryon community stands a political organization equipped with a central bureaucracy in Tokyo, with a headquarters in nearly every prefecture. Often called a de facto embassy of North Korea, the Chongryon organization has, in effect, functioned as a state within another state—operating hundreds of schools, banks, hospitals, business associations, publishing houses, and many other institutions across Japan.

Based on extensive archival research and nearly 250 original interviews collected with co-researcher KumHee Cho, who was raised within the Chongryon community, Sayaka Chatani offers a sweeping social history of this secretive, protective community in xenophobic Japanese society. Weaving together personal accounts and situating them in a multi-layered, transnational political context, the book offers a finely textured, intimate narrative of the community's tumultuous history and decolonial praxis. Through the stories of Chongryon, this book provides a bottom-up analysis of power politics among zainichi Koreans and reshapes our understanding of Japanese history, Korean history, and the Cold War in Asia.

**Sayaka Chatani** is Associate Professor of History at the National University of Singapore. She is author of *Nation-Empire: Ideology and Rural Youth Mobilization in Japan and Its Colonies* (2018).



**MARCH** 328 pages, 2 tables, 2 figures, 35 illustrations, 1 maps  
6x9  
Paper 9781503646124  
Cloth 9781503636385  
eBook 9781503646131  
**HISTORY Asia / Japan**



# Play to Survive

## Disaster Preparedness Along the Ring of Fire

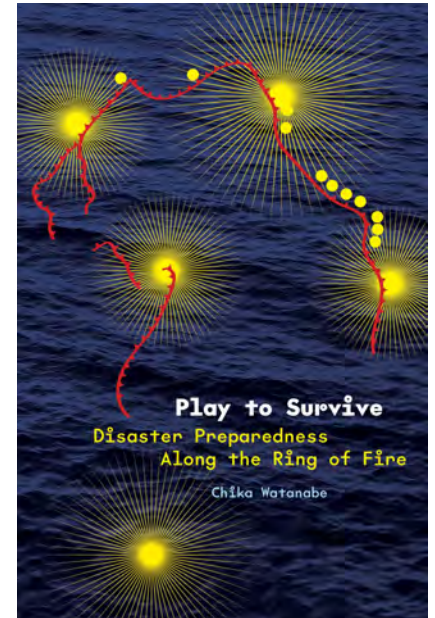
CHIKA WATANABE

We live in a fragile world. This much is evident as stories abound of natural disasters that wipe out communities in an instant. How can we survive the future on such a planet, amid intensifying climate change? This question is particularly poignant along the Ring of Fire, a tectonic belt in the Pacific region that routinely faces some of the most devastating disasters in the world.

Based on ethnographic research spanning seven years, *Play to Survive* examines the work of preparedness training in Japan and Chile, two primary nations along the Ring of Fire that experience frequent and intense disasters. Experts from these countries have often collaborated to create some of the most advanced disaster preparedness systems in the world. Chika Watanabe traces how local city officials, NGOs, and members of neighborhood and grassroots organizations are, counterintuitively, using fun, playful methods to teach preparation for our darkest hours.

While there are many important studies of post-disaster response, much less is written about the future-orientation of disaster preparedness. This book shows how a transnational group of preparedness experts orient people toward potential disasters in gentle and hopeful ways, focusing on improvisation and repair. In a time of political and environmental destabilization globally, this book offers a unique look at how playful preparedness can reset relationships to environments, to the future, and to each other.

**Chika Watanabe** is Senior Lecturer in Social Anthropology at the University of Manchester. She is author of *Becoming One: Religion, Development, and Environmentalism in a Japanese NGO in Myanmar* (2019).



**JULY** 264 pages, 13 illustrations

Paper 9781503646889

Cloth 9781503646247

eBook 9781503646896

**SOCIAL SCIENCE / Anthropology /  
Cultural & Social**

# Chinese Media Improvisations

Thriving on Deficits

XUENAN CAO

Xuenan Cao offers an unexpected angle on China's technological rise, spotlighting the role of deficit-driven improvisation. As Cao demonstrates, where printing paper, computers, and microchips have been in shortage, media improvisations and AI gadgetry have filled the gap and become the unlikeliest accelerants of tech imaginaries.

Equal parts media-historical and literary analysis, the book connects several moments in Chinese history: Mao's Great Leap Forward that demanded the country produce mountains of books, notwithstanding the shortage of papers and printers; the compressed development that pushed key industries—such as China Railway—to informatize amidst hazards; the information-theoretical explosion in which scientists impersonated computing devices when there was none for them to access; and the ironic present, when municipalities have scrambled to update their smart-cities with low-budget AI gadget theatrics, such as facial recognition toilet paper dispensers. These are scenarios in which media practitioners—from print to information technologies and to AI—have had to improvise in response to political pressure and thrive on a deficiency of funding and materials.

Drawing on Chinese communist party archival records, China Railway local archives, newspapers, ersatz college reference books, science journals, and AI-related technical documents, each book section combines archival research and literary readings, narrated through personal history with media-theoretical extrapolation. Ultimately, Cao persuades that the critique and deconstruction of the canonicity of Western media theory requires an understanding of media improvisations in China.

**Xuenan Cao** is Assistant Professor of Cultural Studies, Department of Cultural and Religious Studies, The Chinese University of Hong Kong.



**AUGUST** 304 pages, 3 tables, 3 figures, 24 illustrations, 1 maps

Paper 9781503647237

Cloth 9781503646148

eBook 9781503647244

**SOCIAL SCIENCE / Media Studies**

# Reader Bot

What Happens When AI Reads and Why It Matters

NAOMI S. BARON

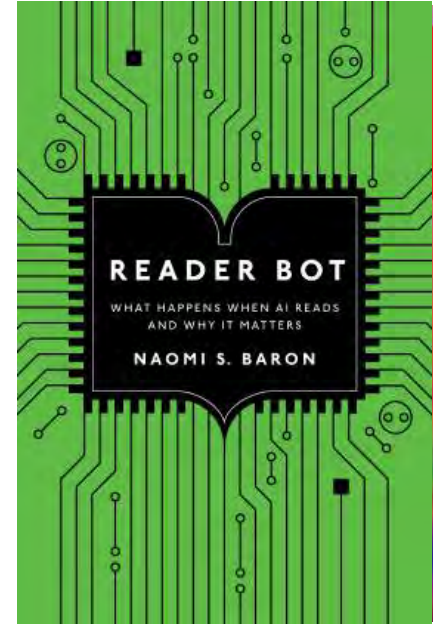
Explosive developments in artificial intelligence have awed everyday users with the technology's ability to draw, do computer coding, and especially to write. Those AI-generated essays and poems, legal briefs and responses to requests for information are all visible evidence of large language models at work. What we don't see is the critical prior step: before it can write, AI needs to read.

While AI's written outcomes are remarkably similar to what a diligent student, lawyer, or researcher might produce, AI doesn't read the way that humans do. Now that AI is proving an adept reader, what happens to our own reading skills and motivations—especially at a time when both voluntary and school reading are increasingly on the decline? We have learned that when we let chatbots write for us, there are pros and cons to handing over our virtual pens. It's critical that we also think through the consequences of relinquishing reading—a deeply human activity—to bots.

What do we stand to gain and lose when we let AI read for us? Tracing the intersecting trajectories of AI and reading, *Reader Bot* tackles this vital question, revealing why we must be thoughtful about how we welcome AI-as-reader into our lives.

\*Korean language rights sold\*

**Naomi S. Baron** is Professor Emerita of Linguistics at American University. Her most recent books include *How We Read Now: Strategic Choices for Print, Screen, and Audio* (2021) and *Who Wrote This? How AI and the Lure of Efficiency Threaten Human Writing*



**JANUARY** 224 pages,

Cloth 9781503643949

eBook 9781503644885

**SOCIAL SCIENCE / Technology Studies**

# Dare to Think Differently

How Open-Mindedness Creates Exceptional Decision-Making

GERALD ZALTMAN

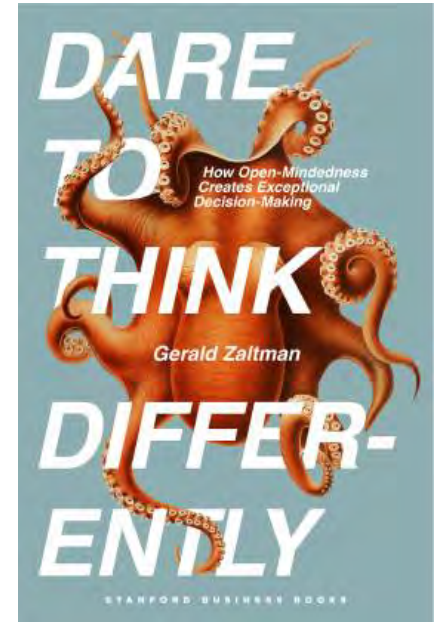
Harvard Business School Marketing Professor Gerald Zaltman pioneered research on the unconscious desires of customers in his classic book, *How Customers Think*. *Dare to Think Differently* uses the same groundbreaking methods to describe the deep and innovative thinking used by highly successful executives. It explains the 'thinker toys' they use to draw on the creative power of their unconscious mind, make smarter decisions, and solve tough problems.

Zaltman presents six techniques he developed to help his students at Harvard, and his blue chip consulting clients, tap into the creative power of the unconscious, including: "befriending your ignorance," "serious play," "chasing your curiosity," asking the right "discovery questions," "panoramic thinking," and using the "voyager outlook." Collectively, these techniques provide a robust set of ideas for improving decision making that go beyond any existing book.

Each chapter opens with a practical thinking exercise that helps readers surface the mental processes and biases that unconsciously close minds and constrict thinking. While the lessons in each chapter are illustrated with cases from business leaders, the case of greatest interest throughout is opening the reader's own mind. *Dare to Think Differently* helps leaders make smarter decisions, and creatively solve their most challenging problems.

\*Japanese language rights sold\*

**Gerald Zaltman** is the Joseph C. Wilson Professor of Business Administration Emeritus at the Harvard Business School, and a former member of the Executive Committee of Harvard University's Mind, Brain, and Behavior Interfaculty Initiative. Zaltman pioneered the use of tools and insights from cognitive neuroscience, metaphor, art therapy, and linguistics to understand subconscious customer thoughts and feelings.



**FEBRUARY** 232 pages, 19 illustrations  
6x9  
Cloth 9781503644298  
eBook 9781503645028  
**BUSINESS & ECONOMICS / Personal Success**



# How to Survive a Hostile World

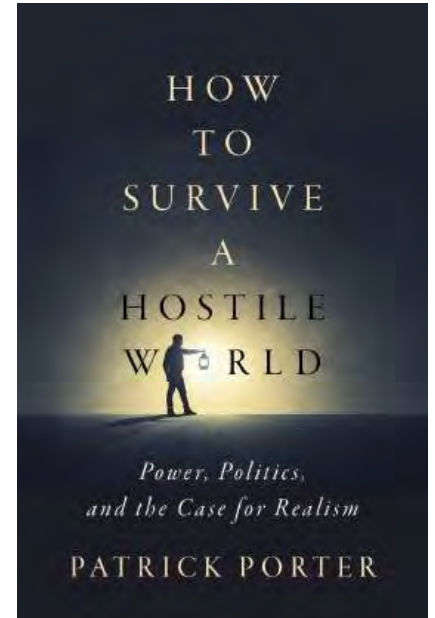
Power, Politics, and the Case for Realism

PATRICK PORTER

The oldest ideas are the best. This book is a defense of an ancient way of thinking about international politics: realism. Patrick Porter, a scholar of international relations, defends the realist approach to understanding the world by addressing head-on the most robust critiques of the tradition. Drawing from a wide literature, Porter restages three prominent criticisms of realism: that it is immoral, unrealistic, and provincial. In erudite, clear, and at times morbidly funny prose, Porter makes the case that realism is, in fact, everything its critics believe it is not: moral in its commitment to securing the polity and its interests in a world where there is no higher government; realistic and the best starting point for explaining how human groups tend to behave; and practical for use by everyone, everywhere, including beyond the Euro-Atlantic.

From Thucydides to Kautilya to Machiavelli, realists claim that the world is an inherently dangerous place defined by the shadow of conflict, whether we like it or not. As the 21st century grapples with multiple interlocking crises concerning economic dislocation, climate crisis, and war, we need realism now more than ever. This book is for readers who are looking for sensible guidance on how to work within that reality and survive in an increasingly hostile world.

**Patrick Porter** is Professor of International Security and Strategy at the University of Birmingham.



**OCTOBER** 232 pages,

Paper 9781503644069

Cloth 9781503641839

eBook 9781503644076

**POLITICAL SCIENCE** International  
Relations / General

# Ignorance Unmasked

Essays in the New Science of Agnotology

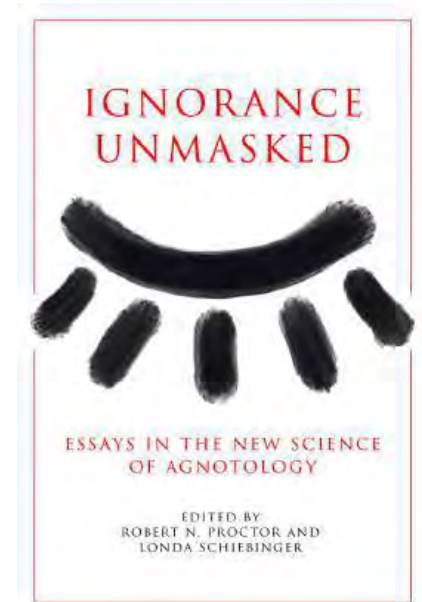
EDITED BY ROBERT N. PROCTOR AND LONDA SCHIEBINGER

We live in an age of ignorance. This book offers a guide to how we got here—and how we might escape. From obfuscations of climate science to the myriad deceptions inhering in language, *Ignorance Unmasked* explores how agnotology—the study of ignorance—can help us better grasp: Why don't we know what we don't know? What are the obstacles to knowledge, and how might those be overcome?

Ignorance has countless agents and authors; it gets deliberately manufactured and widely disseminated. In a provocative set of essays, this book engages climate change and public health, algorithmic amplification of misinformation, deep fakes and data obsolescence, the origins of free market fundamentalism and gun industry deceptions, along with the ignorance produced by military trauma, sugar and meat agnotology, environmental malfeasance, and the forgetting of the Nakba. It helps us better understand how and why knowledge gets erased, and how rectifying such ignorance can enlarge human liberties and planetary health.

Contributors: Nadia Abu El-Haj, Daniel Akselrad, Erik M. Conway, John Donohue, Hany Farid, Benjamin Franta, Peter Galison, Jennifer Jacquet, Caroline A. Jones, Robert Lustig, Naomi Oreskes, Robert N. Proctor, Rosemary Sayigh, Londa Schiebinger, and Nanna Bonde Thylstrup

**Robert N. Proctor** is Professor of History at Stanford University. His books include *Racial Hygiene* (1988), *Packaged Pleasures* (2014), and *Golden Holocaust* (2011). **Londa Schiebinger** is the John L. Hinds Professor of History of Science at Stanford University. Her books include *Gendered Innovations 2* (2020), *Secret Cures of Slaves* (Stanford, 2017), and *Plants and Empire* (2004). Together, Proctor and Schiebinger are editors of *Agnotology: The Making and Unmaking of Ignorance* (Stanford, 2008).



**SEPTEMBER** 328 pages, 3 tables, 15 figures, 13 illustrations, 4 maps

Paper 9781503643956

Cloth 9781503643406

eBook 9781503643963

**HISTORY / Modern / 21st Century**