

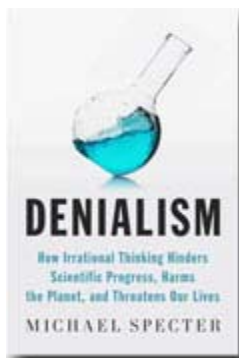
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NOVEMBER 2, 2009

NOVEMBER RELEASES FEATURE THE MYSTERIES OF GRIGORI PERELMAN, THE **EVOLUTIONARY ORIGINS OF READING**, AND NEW STRATEGIES FOR CONTAINING **DEADLY STRAINS OF FLU**.

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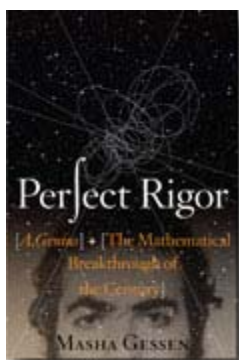
Release date: Oct. 29

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Denialism: How Irrational Thinking Hinders Scientific Progress, Harms Our Lives

By Michael Specter (The Penguin Press)

Fifty years ago, as men landed on the Moon, society saw science and technology in a new light. We are not so convinced of that anymore, observes Michael Specter, a New Yorker writer with titles like “Vioxx and the Fear of Science” and “The Organic Fetish,” Specter’s attitude in America, epitomized by the exploding popularity of natural foods, the anti-globalization movement. He seeks to understand the roots of denialism in hopes of building a more rational society. When the phenomenon arises, he finds, partly from our tendency to attribute what we call “big business,” and other shadowy conspiracies—and in part from how easily denialism progressed under the aegis of science.



Release date: Nov. 11

Buy now

Perfect Rigor: A Genius and the Mathematical Breakthrough of the Iron Curtain

By Masha Gessen (Houghton Mifflin Harcourt)

Grigori Perelman, the brilliant, reclusive mathematician who solved the Poincaré Conjecture, won the Fields Medal, and subsequently stopped speaking to anyone except his mother. But Gessen, a product of the same era in Soviet mathematics, saw his behavior. Now, as the Clay Institute prepares to offer Perelman the Millennium Prize, Gessen profiles him, exploring his intellectual development and drawing on extensive interviews with his acquaintances. The strange figures and truth-seekers who frequented the mathematics of the Iron Curtain intelligentsia come alive in this stirring account of a certain mathematical genius.



Why Architecture Matters

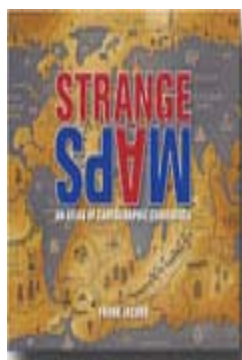
By Paul Goldberger (Yale University Press)

“Buildings tell us what we are and what we want to be,” writes Goldberger, the author of *Down Town*. Goldberger looks to structures of all sorts—from the masterworks of Frank Lloyd Wright to the

Release date: Nov. 3

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memorial, to ordinary offices—in order to understand how architects balance the often contradictory aesthetic, artistic, and functional demands placed on their work. But perhaps the most significant accomplishment of the book is that it gives us an appreciation of the vast amount of information about ourselves encoded in the buildings we leave behind. New York townhouses of the 1800s, for instance, display the then-nascent concept of a city as a unified entity, where buildings exist not just for their inhabitants but for pedestrians, where even private homes have a public face.



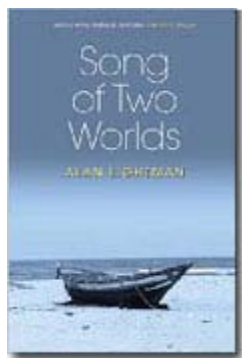
Release date: Oct. 29

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Strange Maps: An Atlas of Cartographic Curiosities

By Frank Jacobs (Viking Studio)

Like an increasing number of new books, Frank Jacobs' *Strange Maps* began as a blog. In 2006, he created a website devoted to being an “anti-atlas,” a compendium of bizarre and fascinating maps, including plots of mythical lands, the battle lines of a barbecue-sauce war in South Carolina, and the shorelines of mysterious lakes on Saturn's moon Titan. By March 2009, his cartographic menagerie had garnered more than 10 million hits—and, thankfully, a book deal. Though the maps aren't his creations, Jacobs' curatorial and expository skills have rescued many of them from relative obscurity so that they can inspire fresh flights of fancy for readers online and off. Often educational, sometimes hilarious, and always fun, *Strange Maps* is an eclectic, one-of-a-kind visual feast.



Release date: Oct. 13

Buy now

Song of Two Worlds

By Alan Lightman (AK Peters)

“Electrons that weave in their willowy / Arcs, ordering the union of atoms / To make flawless crystals, to make / Every jot of amoebas and stars, / Each of my breaths in this instant. / And this is a thing I believe.” In a book filled with such introspective verse, physicist, novelist, and essayist Alan Lightman probes the connections between physical surroundings and inner states of mind. Through the eyes of an anonymous Islamic protagonist, this book-length poem weaves personal history (“I rise from my bed, middle aged”) with a sweeping grasp of scientific complexity (“Three billion steps folded thousands of times, / Going nowhere yet leading to all) as the speaker first turns to science, and then to philosophy and history, in search of something to believe in.

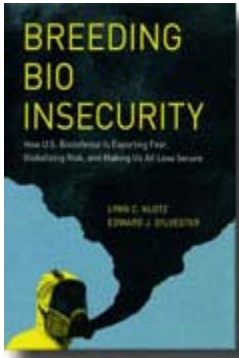


The Origin Then and Now: An Interpretive Guide to the Origin of Species

By David N. Reznick (Princeton University Press)

On the *Origin of Species*—groundbreaking, revered, and ponderous—is a classic in the Twainian sense: a book everyone wants to have read and no one wants to read. Now, this absorbing guide gives you an expert walkthrough of the most important tract in modern biology. Reznick, a professor at UC Riverside, succeeds where others have failed—instead of annotating the dense, Victorian prose of the

Release date: Oct. 11

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Release date: Oct. 15

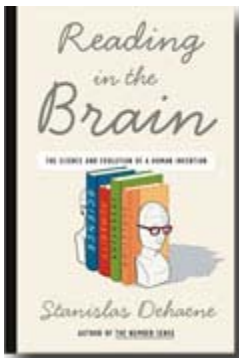
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Origin or recasting it as a popular narrative, he paraphrases each chapter of the book, adding fascinating elaborations on why Darwin chose a certain phrase, where he turned out to be wrong, and how the intervening 150 years have changed our theories. His account is a welcome tool for those who'd like to hear evolution from Darwin himself but find the master impenetrable.

Breeding Bio Insecurity: How US Biodefense is Exporting Fear, Globalizing Risk, and Making Us All Less Secure

By Lynn C. Klotz and Edward J. Sylvester
(University of Chicago Press)

A passionate polemic on emergency preparedness in the American public health system, *Breeding Bio Insecurity* is the second collaboration between biotechnology policy expert Klotz and science journalist Sylvester, who co-authored the Pulitzer Prize–nominated *The Gene Age* more than 25 years ago. While the duo spend ample time detailing the failures of various reactionary biodefense plans, they keep returning to a basic, crucial cost benefit analysis: consequences x likelihood = risk. If we spend billions on averting a very deadly but very unlikely bioterror attack, we do so at the expense of those who will very likely die of common natural biological agents. With the toll of the H1N1 flu just beginning to become apparent, the authors' timing—unfortunately for us—could not be better.



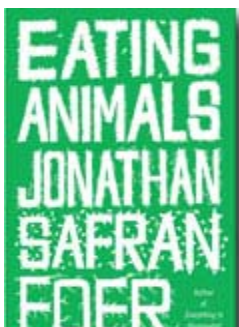
Release date: Nov. 12

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Reading in the Brain: The Science and Evolution of a Human Invention

By Stanislas Dehaene (Viking)

Picture a series of shapes, aligned in rows. They may vary widely in size, shape, style, and position. Yet in a fraction of a second, in less time than it takes to form a conscious thought, we identify these as strings of letters and extract from them a world of meaning. How have our brains—primate organs, shaped by millions of years of survival-dependent evolution—so quickly adapted to this relatively new, highly complicated task? This is the question cognitive neuroscientist Stanislas Dehaene seeks to answer in this definitive account of the brain circuitry behind reading and the culture that shaped it. Combining research and narrative, Dehaene weaves a fascinating explanation of how the prefrontal cortex co-opted primeval neurological pathways to learn a uniquely human skill.



Eating Animals

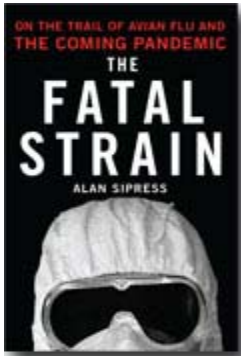
By Jonathan Safran Foer (Little, Brown and Company)

The rambling lyricism of Foer's *Everything is Illuminated* is alive and well in his first foray into reportage, in which he explores the daily acts of forgetfulness that accompany the carnivorous lifestyle and his own struggles on the way to meatlessness. Though Foer, like others before him, concludes that factory farming is a crime against humanity as well as against our fellow vertebrates—it

Release date: Nov. 2

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contributes to water pollution, greenhouse gas emissions, and biodiversity loss, and is a perfect venue for lethal viruses and bacteria to develop—his account goes beyond the usual veggie invective. Foer's book is not an attempt to guilt-trip meat lovers into eating plants. It is, in fact, a deeply personal journey—one he feels every person should make—in order to know what is really at stake when he puts a piece of meat into his mouth or the mouths of his children.



Release date: Nov. 12

Buy now

The Fatal Strain: On the Trail of Avian Flu and the Coming Pandemic
By Alan Sipress (Viking)

According to Alan Sipress, former Asia correspondent for the *Washington Post*, the flu is more dangerous than we realize. Each year, up to 20 percent of the population gets influenza and some 36,000 Americans die from it. But even more dangerous than seasonal flu are the newly mutated strains, such as H5N1 in 1997 and H1N1 in 2009, which have not yet adapted to keep their hosts alive. In this masterfully paced, gripping work of popular epidemiology, Sipress calls for a defensive strategy against new flu viruses that involves better collaboration between local and international governments and an understanding of the cultural differences that may stand in the way of containing an epidemic.