So You Want to Change the World

Manifesto for a Moral Revolution

Jacqueline Novogratz


In 2001, when Jacqueline Novogratz founded Acumen, a global community of socially and environmentally responsible partners dedicated to changing the way the world tackles poverty, few had heard of impact investing—Acumen’s practice of “doing well by doing good.” Nineteen years later, there’s been a seismic shift in how corporate boards and other stakeholders evaluate businesses: impact investment is not only morally defensible but now also economically advantageous, even necessary. Still, it isn’t easy to reach a success that includes profits as well as mutually favorable relationships with workers and the communities in which they live. So, how can today’s leaders, who often kick off their enterprises with high hopes and short timetables, navigate the challenges of poverty and war, of egos and impatience, which have stymied generations of investors who came before?

Drawing on inspiring stories from change-makers around the world and on memories of her own most difficult experiences, Jacqueline divulges the most common leadership mistakes and the mindsets needed to rise above them. The culmination of thirty years of work developing sustainable solutions for the problems of the poor, So You Want to Change the World offers the perspectives necessary for all those — whether ascending the corporate ladder or bringing solar light to rural villages — who seek to leave this world better off than they found it.

Jacqueline Novogratz is the founder and CEO of Acumen. She has been named one of the Top 100 Global Thinkers by Foreign Policy, one of the 25 Smartest People of the Decade by the Daily Beast, and one of the World’s 100 Greatest Living Business Minds by Forbes, which also honored her with the Forbes 400 Lifetime Achievement Award for Social Entrepreneurship. In addition to Acumen, she is a sought after speaker and sits on a number of philanthropic boards. She lives in New York with her husband.
The Great Rift
Dick Cheney, Colin Powell, and the Broken Friendship That Defined an Era

James Mann

A sweeping history of the intertwined careers of Dick Cheney and Colin Powell, whose rivalry and conflicting views of U.S. national security color our political debate to this day.

Dick Cheney and Colin Powell emerged on the national scene more than thirty years ago, and it is easy to forget that they were once allies. It was Cheney who pressed for Powell’s appointment as chairman of the Joint Chiefs of Staff, over the initial skepticism of the White House. And the two men collaborated closely in the successful American wars in Panama and Iraq during the George H. W. Bush administration, riding together in joyous victory parades.

But from that pinnacle, conflicts of ideology and sensibility drove Cheney and Powell apart. Under George W. Bush, they fell into ever-deepening conflict. Cheney personified the idea that America should use its unrivaled power to reorder the world, using military force and ignoring objections from its longstanding allies. Powell believed that the United States should operate through diplomacy as much as possible, relying on the alliances it had forged.

In this wide-ranging and deeply researched reassessment of these two major figures, James Mann explores each man’s biography and philosophical predispositions to show how and why this deep and permanent rupture occurred. Through dozens of original interviews and surprising revelations from presidential archives, he brings to life the very human story of how this influential friendship turned so sour and how their enmity colored the way America acts in the world.

PRAISE
Advance Praise for The Great Rift:

“In his excellent recounting of the rise and fall of the friendship of two major figures in the two Bush presidencies, James Mann tells, in a vivid and compelling way, the story of the American response to twenty years of earthshaking global events: the end of the Cold War, the terrorist attacks of September 11, 2001, and especially the two wars against Saddam Hussein.” —Michael Mandelbaum, author of The Rise and Fall of Peace on Earth

James Mann is the author of seven books on American politics and national security issues, including Rise of the Vulcans: The History of Bush’s War Cabinet and The Obamians: The Struggle Inside the White House to Redefine American Power. A longtime correspondent for the Los Angeles Times, he is currently a fellow in residence at the Johns Hopkins University School of Advanced International Studies. He lives in Washington, D.C.
The Secret Guests

A Novel

Benjamin Black

As London endures nightly German bombings, Britain’s secret service whisks the princesses Elizabeth and Margaret from England, seeking safety for the young royals on an old estate in Ireland.

Ahead of the German Blitz during World War II, English parents from every social class sent their children to the countryside for safety, displacing more than three million young offspring. In The Secret Guests, the British royal family takes this evacuation a step further, secretly moving the princesses to the estate of the Duke of Edenmore in “neutral” Ireland. A female English secret agent, Miss Celia Nashe, and a young Irish detective, Garda Strafford, are assigned to watch over “Ellen” and “Mary” at Clonmillis Hall. But the Irish stable hand, the housemaid, the formidable housekeeper, the Duke himself, and other Irish townspeople, some of whom lost family to English gunshots during the War of Independence, go freely about their business in and around the great house. Soon suspicions about the guests’ true identities percolate, a dangerous boredom sets in for the princesses, and, within and without Clonmillis acreage, passions as well as stakes rise.

Benjamin Black, who has good information that the princesses were indeed in Ireland for a time during the Blitz, draws readers into a novel as fascinating as the nascent career of Miss Nashe, as tender as the homesickness of the sisters, as intriguing as Irish-English relations during WWII, and as suspenseful and ultimately action-packed as war itself.

Benjamin Black is a pen name of the Man Booker Prize-winning novelist John Banville. He lives in Dublin.
Universal Love

Stories

Alexander Weinstein

A hypnotic collection of speculative fiction about compassion, love, and human resilience in the technological hyper-age, from Alexander Weinstein, author of *Children of the New World*.

*Universal Love* welcomes readers to a near-future world where our everyday technologies have fundamentally altered the possibilities and limits of how we love one another. In these gripping stories, a young boy tries to understand what keeps his father tethered to the drowned city they call home. A daughter gets to know her dead mother's hologram better than she ever knew her living mother. And, at a time when unpleasant memories can be erased, a man undergoes electronic surgery to have his depression, and his past, forever removed. In an age when technology offers the easiest cures for loneliness, these characters must wrestle with what it means to stay human in an increasingly cybernetic future, and how love can endure even the most alluring upgrades.

In the vein of Weinstein’s critically-acclaimed first collection, *Universal Love* is a visionary book, written with one foot in the real world and one stepping bravely into the future.

PRAISE

Praise for Alexander Weinstein:

“Seductive...Mr. Weinstein’s stories whistle with a cockeyed, formidable intelligence...[they] contain moments of moral complexity and, even more challenging — and more moving — moments of grace.”
— *The New York Times*

“*Children of the New World* is a nuanced and complex vision of where we as a species might be going — and how, for better and for worse, we’re already there.”
— Jason Heller, NPR.ORG

“A darkly mesmerizing, fearless, and exquisitely written work. Stunning, harrowing, and brilliantly imagined.” —Emily St. John Mandel, author of *Station Eleven*

Alexander Weinstein is the director of the Martha’s Vineyard Institute of Creative Writing, and the author of the short story collection, *Children of the New World*. He is a recipient of a Sustainable Arts Foundation Award, and his stories have received the Lamar York, New Millennium, and Lascaux Short Fiction Prizes, and appear in the anthologies *Best American Science Fiction & Fantasy* and *Best American Experimental Writing*. He is a professor of creative writing at Siena Heights University and l...
**Black Wave**

*Saudi Arabia, Iran, and the Forty-Year Rivalry That Unraveled Culture, Religion, and Collective Memory in the Middle East*

Kim Ghattas

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Novelistic and character-driven, *Black Wave* is an unprecedented and ambitious examination of how the modern Middle East unraveled and why it started with the pivotal year of 1979.

Kim Ghattas seamlessly weaves together history, geopolitics, and culture to deliver a gripping read of the largely unexplored story of the rivalry between Saudi Arabia and Iran, born from the sparks of the 1979 Iranian revolution and fueled by American policy.

With vivid story-telling, extensive historical research and on-the-ground reporting, Ghatts dispels accepted truths about a region she calls home. She explores how Sunni Saudi Arabia and Shia Iran, once allies and twin pillars of US strategy in the region, became mortal enemies after 1979. She shows how they used and distorted religion in a competition that went well beyond geopolitics. Feeding intolerance, suppressing cultural expression, and encouraging sectarian violence from Egypt to Pakistan, the war for cultural supremacy led to Iran’s fatwa against author Salman Rushdie, the assassination of countless intellectuals, the birth of groups like Hezbollah in Lebanon, the September 11th terrorist attacks, and the rise of ISIS.

Ghattas introduces us to a riveting cast of characters whose lives were upended by the geopolitical drama over four decades: from the Pakistani television anchor who defied her country’s dictator, to the Egyptian novelist thrown in jail for indecent writings all the way to the murder of journalist Jamal Khashoggi in the Saudi consulate in Istanbul in 2018. *Black Wave* is both an intimate and sweeping history of the region and ...

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**PRAISE**

Praise for *The Secretary:*

“A terrific book—not just our first intimate portrait of Hillary Clinton as Secretary of State, but also a riveting personal story about what it's like to be a journalist, and a Lebanese woman at that, living in the Clinton bubble. Ghattas is very smart about the nuances of American policy and the patient intelligence that is required for creative diplomacy, and she has made it all come alive in compelling, page-turning fashion.”—Joe Klein, *TIME* columnist

**Kim Ghattas** is an Emmy-award winning journalist and writer who covered the Middle East for twenty years for the BBC and the *Financial Times*. She has also reported on the U.S State Department and American politics. She has been published in *The Atlantic*, *The Washington Post*, and *Foreign Policy* and is currently a non-resident scholar at the Carnegie Endowment for International Peace in Washington. Born and raised in Lebanon, she now lives between Beirut and Washington D.C.
Billion Dollar Brand Club

How Dollar Shave Club, Warby Parker, and Other Disruptors Are Remaking What We Buy

Lawrence Ingrassia

A leading business journalist takes us inside a business revolution: the upstart brands taking on the empires that long dominated the trillion-dollar consumer economy.

Dollar Shave Club and its hilarious marketing. Casper mattresses popping out of a box. Third Love’s lingerie designed specifically for each woman’s body. Warby Parker mailing you five pairs of glasses to choose from. You’ve seen their ads. You (or someone you know) use their products. Each may appear, in isolation, as a rare David with the bravado to confront a Goliath, but taken together they represent a seismic shift in a business model that has lasted more than a century.

As Lawrence Ingrassia shows in this timely and eye-opening book, a growing number of digital entrepreneurs have found new and creative ways to crack the code on the bonanza of physical goods that move through our lives every day. They have discovered that manufacturing, marketing, logistics, and customer service have all been flattened—where there were once walls that protected big brands like Gillette, Sealy, Victoria’s Secret, or Lenscrafters, savvy and hungry innovators now can compete on price, value, quality, speed, convenience, and service.

Billion Dollar Brand Club reveals the world of the entrepreneurs, venture capitalists, and corporate behemoths battling over this terrain. And what fun it is. It’s a massive, high-stakes business saga animated by the personalities, flashes of insight, and stories behind the stuff we use every day.

Lawrence Ingrassia is a former business and economics editor and deputy managing editor at the New York Times, having previously spent twenty-five years at the Wall Street Journal, as Boston bureau chief, London bureau chief, money and investing editor, and assistant managing editor. He also served as managing editor of the Los Angeles Times. The coverage he directed won five Pulitzer Prizes as well as Gerald Loeb Awards and George Polk Awards. He lives in Los Angeles.
The Other Bennet Sister

A Novel

Janice Hadlow

Mary, the bookish ugly duckling of Pride and Prejudice’s five Bennet sisters, emerges from the shadows and transforms into a desired woman with choices of her own.

What if Mary Bennet’s life took a different path from that laid out for her in Pride and Prejudice? What if the frustrated intellectual of the Bennet family, the marginalized middle daughter, the plain girl who takes refuge in her books, eventually found the fulfillment enjoyed by her prettier, more confident sisters? This is the plot of The Other Bennet Sister, a debut novel with exactly the affection and authority to satisfy Austen fans.

Ultimately, Mary’s journey is like that taken by every Austen heroine. She learns that she can only expect joy when she has accepted who she really is. She must throw off the false expectations and wrong ideas that have combined to obscure her true nature and prevented her from what makes her happy. Only when she undergoes this evolution does she have a chance at finding fulfillment; only then does she have the clarity to recognize her partner when he presents himself—and only at that moment is she genuinely worthy of love.

Mary’s destiny diverges from that of her sisters. It does not involve broad acres or landed gentry. But it does include a man; and, as in all Austen novels, Mary must decide whether he is the truly the one for her. In The Other Bennet Sister, Mary is a fully rounded character—complex, conflicted, and often uncertain; but also vulnerable, supremely sympathetic, and ultimately the protagonist of an uncommonly satisfying debut novel.

Janice Hadlow worked at the BCC for more than two decades, and for ten of those years she ran BBC Two and BBC Four, two of the broadcaster’s major television channels. She was educated at Swanley School in Kent and graduated with a first class degree in history from King’s college, London. She is the author of A Royal Experiment, a biography of England’s King George III. She currently lives in Edinburgh. The Other Bennet Sister is her first novel.
Assume Nothing

A Story of Intimate Violence

Tanya Selvaratnam

Selvaratnam uses her abuse at the hands of former NY State Attorney General Eric Schneiderman to expose the prevalence of intimate partner violence—offering steps to recognize, expose, and end it

When Tanya Selvaratnam met Eric Schneiderman, they fell quickly and effortlessly in love—fueling each other’s growing political ambition. But their power dynamic soon took a dark turn, as Schneiderman criticized Selvaratnam and began to try to control her, even telling her that he would have to kill her if they broke up. Sex turned frighteningly violent. At a friend's urging, she opened up to a domestic violence expert, who confirmed what Selvaratnam, on some level, already knew: she was in an abusive relationship. Schneiderman’s behavior mapped a pattern: entrap, isolate, demean, control, abuse. Selvaratnam considered avenues for protection—an ethics complaint, a civil claim, going to the police. But her abuser was the top law enforcement officer in the state. She feared he would be tipped off, and that he would crush her.

Selvaratnam’s story is harrowing, but not as rare as you might think. According to the National Coalition Against Domestic Violence, on average, nearly 20 people per minute are physically abused by an intimate partner in the United States. A combination of memoir, reporting, and research, Assume Nothing is an urgent, timely examination of a frightening subgroup of abuse of power. It tells Selvaratnam’s incredible story, while offering tools and solutions for a problem that persists, dangerously, behind the closed bedroom doors of people we know and love.

Tanya Selvaratnam is the author of The Big Lie: Motherhood, Feminism, and the Reality of the Biological Clock. Her work has been published in The New York Times, Vogue, CNN, McSweeney’s, and Artsy among others. She is also an Emmy-nominated and Webby-winning producer, who has most recently collaborated with The Shed, Planned Parenthood, Catherine Gund’s Aubin Pictures, and GLAMOUR Women of the Year.
Somebody's Gotta Do It

Why Cursing at the News Won't Save the Nation, But Your Name on a Local Ballot Can

Adrienne Martini

A humorous (and instructive) memoir about a progressive woman who runs for very small-town elected office in a red county—and wins (yay!)—and then realizes the critical importance of the job.

Back in the fall of 2016, before casting her vote for Hillary Clinton, Adrienne Martini, a knitter, a runner, a mom, and a resident of rural Otsego County in snowy upstate New York, knew who her Senators were, wasn’t too sure who her Congressman was, and had only vague inklings about who her state reps were. She’s always thought of politicians as . . . oily. Then she spent election night curled in bed, texting her husband, who was at work, unable to stop shaking. And after the presidential inauguration, she reached out to Dave, a friend of a friend, who was involved in the Otsego County Democratic Party. Maybe she could help out with phone calls or fundraising? But Dave’s idea was: she should run for office. Someone had to do it.

And so, in the year that 26,000 women (up from 920 the year before) contacted Emily’s List about running for offices large and small, Adrienne Martini ran for the District 12 seat on the Otsego County Board. And became one of the 14 delegates who collectively serve one rural American county, overseeing a budget of $130 million. Highway repair? Soil and water conservation? Child safety? Want wifi? Need a coroner?

It turns out, local office matters. A lot.

Adrienne Martini is the current representative for District 12 to the Otsego County Board of Representatives. She’s also an award-winning journalist who’s written for Cooking Light and the Washington Post, among other publications, and the author of Hillbilly Gothic and Sweater Quest. When not wearing her county government hat, she works for SUNY Oneonta in the alumni office. She lives in Oneonta, New York, with her husband, two kids, two cats, and one corgi.
"If you cannot speak truth at a beheading, when can you speak it?"

England, May 1536. Anne Boleyn is dead, decapitated in the space of a heartbeat by a hired French executioner. As her remains are bundled into oblivion, Thomas Cromwell breakfasts with the victors. The blacksmith’s son from Putney emerges from the spring’s bloodbath to continue his climb to power and wealth, while his formidable master, Henry VIII, settles to short-lived happiness with his third queen before Jane dies giving birth to the male heir he most craves.

Cromwell is a man with only his wits to rely on; he has no great family to back him, no private army. Despite rebellion at home, traitors plotting abroad and the threat of invasion testing Henry’s regime to the breaking point, Cromwell’s robust imagination sees a new country in the mirror of the future. But can a nation, or a person, shed the past like a skin? Do the dead continually unbury themselves? What will you do, the Spanish ambassador asks Cromwell, when the king turns on you, as sooner or later he turns on everyone close to him?

With The Mirror & the Light, Hilary Mantel brings to a triumphant close the trilogy she began with Wolf Hall and Bring Up the Bodies. She traces the final years of Thomas Cromwell, the boy from nowhere who climbs to the heights of power, offering a defining portrait of predator and prey, of a ferocious contest between present and past, between royal will and a common man’s vision: of a modern nation making itself through conflict, passi...
Becoming Wild

How Animals Learn Who They Are

Carl Safina

New York Times bestselling author Carl Safina brings readers close to three non-human cultures—what they do, why they do it, and how life is for them.

Some people insist that culture is strictly a human feat. What are they afraid of? This book looks into three cultures of other-than-human beings in some of Earth’s remaining wild places. It shows how if you’re a sperm whale, a scarlet macaw, or a chimpanzee, you too experience your life with the understanding that you are an individual in a particular community. You too are who you are not by genes alone; your culture is a second form of inheritance. You receive it from thousands of individuals, from pools of knowledge passing through generations like an eternal torch. You too may raise young, know beauty, or struggle to negotiate a peace. And your culture, too, changes and evolves. The light of knowledge needs adjusting as situations change, so a capacity for learning, especially social learning, allows behaviors to adjust, to change much faster than genes alone could adapt.

Becoming Wild offers a glimpse into cultures among non-human animals through looks at the lives of individuals in different present-day animal societies. By showing how others teach and learn, Safina offers a fresh understanding of what is constantly going on beyond humanity. With reporting from deep in nature, alongside individual creatures in their free-living communities, this book offers a very privileged glimpse behind the curtain of life on Earth, and helps inform the answer to that most urgent of questions: Who are we here with?

Carl Safina's work has been recognized with MacArthur, Pew, and Guggenheim Fellowships, and his writing has won Orion, Lannan, and National Academies literary awards and the John Burroughs, James Beard, and George Rabb medals. Safina is founding president of the not-for-profit Safina Center. He hosted the 10-part PBS series Saving the Ocean with Carl Safina. This is his eighth book. He lives on Long Island, New York.
The Unsuitable

Molly Pohlig

A fierce blend of Gothic ghost story and Victorian novel of manners that’s also pitch perfect for our current cultural moment.

Iseult Wince is a Victorian woman perilously close to spinsterhood whose distinctly unpleasant father is trying to marry her off. She is awkward, plain, and most pertinently, believes that her mother, who died in childbirth, lives in the scar on her neck. Iseult’s father parades a host of unsuitable candidates before her, the majority of whom Iseult wastes no time frightening away. When at last her father finds a suitor desperate enough to take Iseult off his hands—a man whose medical treatments have turned his skin silver—a true comedy of errors ensues. As history’s least conventional courtship progresses into talk of marriage, Iseult’s mother becomes increasingly volatile and uncontrollable, and Iseult is forced to resort to extreme, often violent, measures to keep her in check.

As the day of the wedding nears, Iseult must decide whether (and how) to set the course of her life, with increasing interference from both her mother and father, tipping her ever closer to madness, and to an inevitable, devastating final act.

Molly Pohlig graduated from James Madison University with a BA in English, and from University College Dublin with an MA in Film Studies. She is the associate editor for Vogue Knitting magazine, and has written humorous pieces and personal essays for Slate, The Toast, Racked, and The Hairpin. Originally from Virginia, she currently lives in Brooklyn.
THE QUEEN V
Everything You Need to Know About Sex, Intimacy, and Down There Health Care

Dr. Jackie Walters

The beloved OB-GYN, celebrity doctor, and star of Bravo’s Married to Medicine reveals the twelve principles behind a happy and healthy vagina…and other lady parts.

After twenty years of private obstetrics and gynecological practice, there’s nothing Dr. Jackie Walters hasn’t seen. And now, in her new book, the widely-adored OB-GYN invites you to put your feet in the stirrups and investigate. Whether she’s covering libido, contraceptives, labiaplasty, or fertility, Dr. Jackie educates readers with her characteristic grace and pragmatism. Both funny and informative, she brings you on a quest through the female reproductive system—answering all the burning (and itching, and smelling…) questions you’ve always been afraid to ask.

Dr. Jackie knows that every woman is different, and she’s designed a reading experience that’s tailor-made for each individual. After taking a fun quiz to uncover your own vaginal personality (V.P.), you'll embark upon an eye-opening journey of self-discovery. Are you a Mary Jane, a Sanctified Snatch, or a Notorious V.A.G.? What’s the shape of your vaginal flower—rosebud, tulip, or carnation? Dr. Jackie reveals the answer and doles out advice so personal you’ll feel like you’re in the office talking to her.

For every time you've been draped in a paper gown and too embarrassed to ask that question, Dr. Jackie has you covered. Her book is a woman's guide to self-awareness that will educate, entertain, and empower others to achieve vaginal liberation. It's a must-read for anyone who owns (or loves) a vagina.

PRAISE

Jackie Walters—Dr. Jackie—has been a practicing OB-GYN since 1997, treating high-profile clients like the Braxtons, rapper T.I., Usher, Kandi, and Eva. A two-time breast cancer survivor, in 2013 she founded the 50 Shades of Pink Foundation. A star on Bravo’s Married to Medicine, she has been featured in Essence, Glamour, People, and has over half a million followers on Instagram. Dr. Jackie frequently travels across the country to spread awareness about women’s health. She lives in Atlanta.
The Age of Illusions
How America Squandered Its Cold War Victory
Andrew J. Bacevich

A thought-provoking and penetrating account of the post-Cold war follies and delusions that culminated in the age of Donald Trump from the bestselling author of The Limits of Power.

When the Cold War ended with the fall of the Berlin Wall, the Washington establishment felt it had prevailed in a world-historical struggle. Our side had won, a verdict that was both decisive and irreversible. For the world’s “indispensable nation,” its “sole superpower,” the future looked very bright. History, having brought the United States to the very summit of power and prestige, had validated American-style liberal democratic capitalism as universally applicable.

In the decades to come, Americans would put that claim to the test. They would embrace the promise of globalization as a source of unprecedented wealth while embarking on wide-ranging military campaigns to suppress disorder and enforce American values abroad, confident in the ability of U.S. forces to defeat any foe. Meanwhile, they placed all their bets on the White House to deliver on the promise of their Cold War triumph: unequaled prosperity, lasting peace, and absolute freedom.

In The Age of Illusions, bestselling author Andrew Bacevich takes us from that moment of seemingly ultimate victory to the age of Trump, telling an epic tale of folly and delusion. Writing with his usual eloquence and vast knowledge, he explains how, within a quarter of a century, the United States ended up with gaping inequality, permanent war, moral confusion, and an increasingly angry and alienated population, as well, of course, as the strangest president in American history.

PRAISE
Praise for Andrew Bacevich:

“Scorching.”—Rachel Maddow, the New York Times Book Review

“Those familiar with Bacevich’s work will recognize the clarity of expression, the devastating directness, and the coruscating wit that characterize the writing of one of the most articulate and incisive living critics of American foreign policy.”—The Washington Post

Andrew J. Bacevich is professor emeritus of history and international relations at Boston University. A graduate of both the U.S. Military Academy and Princeton University, he served in the U.S. Army for twenty-three years. His recent books include The Limits of Power, America’s War for the Greater Middle East, and Twilight of the American Century. His writings have appeared in the New York Times, the London Review of Books, and the American Conservative, among other publications.
A World Without Work
Technology, Automation, and How We Should Respond
Daniel Susskind

From an Oxford economist, a visionary look at how advances in artificial intelligence will erode employment across all types of occupations.

For all the general anxiety about computers taking people’s jobs, economists have long been optimistic about technology’s impact on employment. Historically, new inventions have always complemented human labor, helping rather than hurting workers. But with the emergence of artificial intelligence, acclaimed Oxford economist Daniel Susskind shows, all kinds of work are increasingly at risk—as is the structure of the entire world economy.

In a lively and approachable style, Susskind explains why this time really is different. Truckers and taxi drivers thrown out of work by driverless cars, for instance, cannot easily transition to become coders. Tasks that used to be far beyond the ability of computers, from diagnosing illnesses to drafting legal contracts, are rapidly coming within their reach. Eventually, the economy might have no need for human labor at all.

This is not necessarily a bad thing, Susskind emphasizes. Technological progress has the potential not just to upend the global economy but to bring about unprecedented material prosperity. Enjoying that prosperity, though, requires us to plan for dealing with the economic disruption—and finding meaning in a world where paid work no longer functions as the center of our lives.

PRAISE

Praise for The Future of the Professions (coauthored by Daniel Susskind and Richard Susskind):

“Undoubtedly right”—The Economist

“Expert, original, and witty”—The Times (London)

“Remorselessly effective”—Financial Times

Daniel Susskind is the coauthor of The Future of the Professions, named as one of the best books of the year by the Financial Times, New Scientist, and the Times Literary Supplement. He is a fellow in economics at Balliol College, Oxford. Previously, he was a policy adviser for the prime minister’s strategy unit and a senior adviser in the cabinet office of the British government.
Somewhere in the Unknown World

Refugee Stories

Kao Kalia Yang

A themed collection of stories of refugees from around the world who have converged on Minneapolis, collected and told by the award-winning author of *The Latehomecomer* and *The Song Poet*.

Back in the 1980s, Minnesota's University Avenue was barely clinging to life. Lined with church thrift stores, boarded windows, and prostitutes leaning against streetlights, the sidewalks were thick with bloody, discarded needles. Today, University Avenue is a bustling commercial center, a hub of Halal butchers, Mexican carnicerias, grocery stores selling delicacies to new arrivals from Ethiopia and Bosnia, Iraq and China. A dying strip of America has been revived by the stateless.

As the country's doors are closing and nativism is on the rise, Kao Kalia Yang—herself a refugee from Laos—set out to tell the stories of the refugees to whom University Avenue is now home. Here are people who have summoned the energy and determination to make a new life even as they carry an extraordinary burden of hardship, loss, and emotional damage: Irina, an ex-Soviet, who still hoards magical American fruit—bananas!—under her bed; the Thai brothers of Vinai and their business selling purified water to gullible immigrants; the Kareni boys, who have brought Minnesota to basketball glory.

In Yang's exquisite, poetic, and necessary telling, the voices of refugees from all over the world restore humanity to America's strangers and redeem its long history of welcome.

**PRAISE**

“A remarkable book . . . *The Song Poet* reaffirms Yang’s status as an exceptional storyteller, one whose work reminds us that big, timeless truths reveal themselves when we pay attention to small, specific details.”—*Star Tribune (Minneapolis)*

“Inventive and touching . . . An elegantly written, moving testament to so many aspects of the human experience.”—*Pioneer Press (St. Paul)*

**Kao Kalia Yang** is the author of *The Song Poet: A Memoir of My Father*, which received the 2017 Minnesota Book Award and was a finalist for the National Book Critics Circle Award, the Chautauqua Prize, and the PEN USA Literary Award. Her previous book, *The Latehomecomer: A Hmong Family Memoir*, also received the Minnesota Book Award. Yang, a regular contributor to NPR's *On Belief*, lives in Minneapolis.
Dragman
A Novel
Steven Appleby

From "Britain's most loved comics artist" comes a superhero epic like no other—an ordinary man gains superpowers by donning women's clothing, saving London and maybe even himself.

August Crimp can fly, but only when he wears women’s clothes. Soaring above a gorgeous, lush vista of London, he is Dragman, catching falling persons, lost souls, and the odd stranded cat. After he’s rejected by the superhero establishment, where masked men chase endorsement deals rather than criminals, August quietly packs up his dress and cosmetics and retreats to normalcy — a wife and son who know nothing of his exploits or inclinations.

When a technological innovation allows people to sell their souls, they do so in droves, turning empty, cruel, and hopeless, driven to throw themselves off planes. August is terrified of being outed, but feels compelled to bring back Dragman when Cherry, his young neighbor, begs him to save her parents. Can Dragman take down the forces behind this dreadful new black market? Can August embrace Dragman and step out of the shadows?

The debut graphic novel from British cartoon phenomenon Steven Appleby, Dragman is at once a work of artistic brilliance, sly wit, and poignant humanity, a meditation on identity, morality, and desire, delivered with levity and grace.

PRAISE

Praise for Steven Appleby:

“Cartoonist Steven Appleby will dazzle and depress you ... His cartoons have a rough-hewn charm that recalls the work of Roz Chast.” —The Washington Post

“Seriously funny...funnily serious.” —The Daily Telegraph

“Appleby is probably the best comic illustrator in Britain.” —Time Out

“No one is more talented and original.” —Spectator

“With drawings reminiscent of Dr. Seuss for grownups ... half funny, half terrifying... , a lighthearted but deep look at what makes us human.”—U.S. News & World Report on The Coffee Table Book of Doom

Steven Appleby is an acclaimed British artist who has created comic strips for the Guardian, The Times, and the New Musical Express, among numerous other periodicals. He has also created and written a comedy series for BBC Radio 4; a highly successful animated television series, Captain Star; and regularly exhibits paintings and drawings. He lives in London.
The People, No
The War on Populism and the Fight for Democracy

Thomas Frank

From the prophetic author of the now-classic What’s the Matter with Kansas? and Listen, Liberal, an eye-opening account of populism, the most important—and misunderstood—movement of our time.

Rarely does a work of history contain startling implications for the present, but in The People, No Thomas Frank pulls off that explosive effect by showing us that everything we think we know about populism is wrong. Today “populism” is seen as a frightening thing, a term pundits use to describe the racist philosophy of Donald Trump and European extremists. But this is a mistake.

The real story of populism is an account of enlightenment and liberation; it is the story of American democracy itself, of its ever-widening promise of a decent life for all. Taking us from the tumultuous 1890s, when the radical left-wing Populist Party—the biggest mass movement in American history—fought Gilded Age plutocrats to the reformers’ great triumphs under Franklin Roosevelt and Harry Truman, Frank reminds us how much we owe to the populist ethos. Frank also shows that elitist groups have reliably detested populism, lashing out at working-class concerns. The anti-populist vituperations by the Washington centrists of today are only the latest expression.

Frank pummels the elites, revisits the movement’s provocative politics, and declares true populism to be the language of promise and optimism. The People, No is a ringing affirmation of a movement that, Frank shows us, is not the problem of our times, but the solution for what ails us.

PRAISE

Praise for Thomas Frank's Listen, Liberal:

The “Most Prescient” Book of the Year
—The Washington Post

“A serious political critique and thoroughly entertaining.”
—The New York Times Book Review (front page)

Thomas Frank is the author of Listen, Liberal, Pity the Billionaire, The Wrecking Crew, and What’s the Matter with Kansas? A former columnist for The Wall Street Journal and Harper’s, Frank is the founding editor of The Baffler and writes regularly for The Guardian. He lives outside Washington, D.C.
Europe Against the Jews, 1880–1945

Götz Aly

From the award-winning historian of the Holocaust, the first book to move beyond Germany’s singular crime to the collaboration of Europe as a whole.

The Holocaust was perpetrated by the Germans, but it would not have been possible without the assistance of thousands of helpers in other countries: state officials, police, and civilians who eagerly supported the genocide. If we are to fully understand how and why the Holocaust happened, Götz Aly argues in this groundbreaking study, we must examine its prehistory throughout Europe. We must look at countries as far-flung as Romania and France, Russia and Greece, where, decades before the Nazis came to power, a deadly combination of envy, competition, nationalism, and social upheaval fueled a surge of anti-Semitism, creating the preconditions for the deportations and murder to come.

In the late nineteenth century, new opportunities for education and social advancement were opening up, and Jewish minorities took particular advantage of them, leading to widespread resentment. At the same time, newly created nation-states, especially in the east, were striving for ethnic homogeneity and national renewal, goals which they saw as inextricably linked. Drawing upon a wide range of previously unpublished sources, Aly traces the sequence of events that made persecution of Jews an increasingly acceptable European practice. Ultimately, the German architects of genocide found support for the Final Solution in nearly all the countries they occupied or were allied with.

Without diminishing the guilt of German perpetrators, Aly documents the inv...

PRAISE

Praise for Why the Germans? Why the Jews?:

“A remarkably fresh look at an old problem.”
—Christopher R. Browning, The New York Review of Books

“The lavish evidence Aly heaps on . . . is incredible in its own right and makes for gripping reading.”

Götz Aly is the author of Hitler’s Beneficiaries and Why the Germans? Why the Jews?, among other books. One of the most respected historians of the Third Reich and the Holocaust, he has received the National Jewish Book Award, as well as Germany’s prestigious Heinrich Mann Prize, the Ludwig Börne Prize, and the Geschwister Scholl Prize, among numerous other honors. His books have been translated into 13 languages. He lives in Berlin.
If You Love Me

A Mother's Journey Through Her Daughter's Addiction and Recovery

Maureen Cavanagh

Maureen Cavanagh's gripping memoir is the story of a mother who suddenly finds herself on the frontlines of the opioid epidemic as her daughter battles—and ultimately reckons with—substance use disorder...

Fast-paced and heartwarming, devastating and redemptive, Maureen’s incredible odyssey into the opioid crisis—first as a parent, then as an advocate—is ultimately a deeply moving mother-daughter story. When Maureen and her ex-husband Mike see their daughter Katie’s needle track marks for the first time, it is a complete shock. But, slowly, the drug use explains everything—Katie’s constant exhaustion, erratic moods, and all those spoons that have gone missing from the house. Once Mike and Maureen get Katie into detox, Maureen goes to sleep that night hoping that in 48 hours she’ll have her daughter back. It’s not that simple.

Like the millions of parents and relatives all over the country—some of whom she has helped through her nonprofit organization—Maureen learns that recovery is neither straightforward nor brief. She fights to save Katie’s life, breaking down doors on the seedy side of town with Mike, kidnapping Katie outside a convenience store, and battling the taboo around substance use disorder in her picturesque New England town. Maureen is launched into the shadowy world of overcrowded, for-profit rehabilitation centers that often prey on worried parents. As Katie runs away from one program after another, never outrunning her pain, Maureen realizes that even while she becomes an expert on getting countless men and women into detox and treatment centers, she remains powerless to save her own daughter. Maureen's unforgettable...

PRAISE

"Cavanagh's writing is honest and straightforward, her pace fast and tone foreboding; all this makes for a page-turner that puts readers beside her on the emotional roller coaster that dealing with a loved one's substance abuse is."
—Booklist

"An urgent dispatch from the front lines of the heroin epidemic by a mother who witnesses the dissolution of her honor-roll daughter; Maureen Cavanagh's riveting voice pulls you through this modern plague with honesty, humanity and, surprisingly, with humor."
—Katharine Q. Seelye, reporter for The New York Times

Maureen Cavanagh is the founder of Magnolia New Beginnings, a nonprofit peer-support group for those living with or affected by substance use disorder. She has been recognized by The New York Times, CNN, and other outlets for her work fighting the opioid crisis and the stigma that...
How to Stay in Love

Practical Wisdom from an Unexpected Source

James J. Sexton

Hard-hitting divorce lawyer James Sexton shares his insights and wisdom from the frontlines of divorce to keep you out of his office and improve on your relationship

If You’re in My Office, It’s Already Too Late. James Sexton knows this. After dealing with over 1000 clients whose marriages have dissolved over everything from an ill-advised threesome with the nanny to the uneven division of carpool duties, he also knows all of the what-not-to-dos for couples who want to build—and consistently work to preserve—a lasting, fulfilling relationship. Described by former clients as a “courtroom gunslinger” and “the sociopath you want on your side,” Sexton tells the unvarnished truth about relationships, diving straight into the most common marital problems. These usually derive from dishonest—or nonexistent—communication. Even when the alleged reason for separation is one spouse’s new “personal trainer,” there’s usually a communication problem that predates the fitness kick.

Ever feel like you’re holding back criticism of your spouse because you just can’t have that fight right now? Sexton will tell you to “Hit Send Now.” Maybe you aren’t as adventurous as you used to be, or need some you time, but for some reason, it seems weird or exhausting to change up the routine now. Sexton knows where that mentality leads and offers viable alternative paths to take. Though he deals constantly with the heartbreak of others, he still believes in romance and the transformative power of love. This book is his opportunity to use what he has learned to help couples that aren’t so far gone get back on track.

PRAISE

"Wryly written with plenty of candid wit and straightforward opinions... Sexton’s enthusiasm and affinity for marriage stories is evident throughout as he examines issues such as honesty, sex negotiations, infidelity, long-term relationship 'slippage,' and that stinging realization that 'what’s fun when you’re dating is a pain in the ass when you’re married'... Sage counsel to help readers better navigate the trajectories of their own relationships." —Kirkus Reviews

James J. Sexton is a trial lawyer with two decades of experience negotiating and litigating high-conflict divorces. He wakes up every day at 4am to return emails and plot his next moves in the chess match of matrimonial law, while somehow still maintaining faith in humanity and love. In his limited free time, he trains and competes in mixed martial arts and Brazilian Jiu-Jitsu. He lives in Manhattan.
Falterm

Has the Human Game Begun to Play Itself Out?

Bill McKibben

Thirty years ago Bill McKibben offered one of the earliest warnings about climate change. Now he broadens the warning: the entire human game, he suggests, has begun to play itself out.

Bill McKibben’s groundbreaking book The End of Nature -- issued in dozens of languages and long regarded as a classic -- was the first book to alert us to global warming. But the danger is broader than that: even as climate change shrinks the space where our civilization can exist, new technologies like artificial intelligence and robotics threaten to bleach away the variety of human experience.

Falterm tells the story of these converging trends and of the ideological fervor that keeps us from bringing them under control. And then, drawing on McKibben’s experience in building 350.org, the first truly global citizens movement to combat climate change, it offers some possible ways out of the trap. We’re at a bleak moment in human history -- and we’ll either confront that bleakness or watch the civilization our forebears built slip away.

Falterm is a powerful and sobering call to arms, to save not only our planet but also our humanity.

PRAISE

Praise for Bill McKibben:

“McKibben is a man of many virtues. . . . Almost no one has been writing about climate change longer or working to fight it harder than he has.” -- The New York Review of Books

“The planet’s best green journalist.” -- Time

“Probably the country’s most important environmentalist.” -- The Boston Globe

Bill McKibben is a founder of the environmental organization 350.org and was among the first to have warned of the dangers of global warming. He is the author of fifteen books, including the bestsellers The End of Nature, Eaarth, and Deep Economy. He is the Schumann Distinguished Scholar in Environmental Studies at Middlebury College and the winner of the Gandhi Prize, the Thomas Merton Prize, and the Right Livelihood Prize. He lives in Vermont.
The Cassandra

A Novel

Sharma Shields

The Cassandra follows a woman who goes to work in a top secret research facility during WWII, only to be tormented by visions of what the mission will mean for humankind.

Mildred Groves is an unusual young woman. Gifted and cursed with the ability to see the future, Mildred runs away from home to become a secretary at the Hanford Research Center in the early 1940s. Hanford, a construction camp in remote South Central Washington, exists to test and manufacture a mysterious product that will aid the war effort. Only the top generals and scientists know that this product is processed plutonium, for use in the first atomic bombs.

Mildred is delighted to be part of a communal effort after a lifetime spent as an outsider. But her new life takes a dark turn when she starts to have prophetic dreams. As the men she works for come closer to achieving their goals, her visions intensify, and she is forced to make a choice: to do nothing, or to summon the courage to question the status quo.

This reimagining of the Greek Cassandra myth is based on a real WWII compound that the author researched meticulously. A timely novel about patriarchy and militancy, The Cassandra looks deep into man's capacity for destruction, and the resolve and compassion it takes to challenge the powerful.

PRAISE

"Troubling. . . Brilliant. . . [The Cassandra] implicates all of us so forcefully that it’s easy to believe Shields is the one blessed — or cursed — with visions of impending ruin." --Daniel Kraus, The New York Times Book Review

"Provocative, beautifully rendered...A clever, fierce parable about the blindness of those entranced by the powers of violence—that those people are mostly men should come as little surprise." --Nylon

"Balancing thorough research and mythic lyricism, [The Cassandra] is a timely warning of what happens when warnings go unheeded." --The Millions

Sharma Shields holds an MFA from the University of Montana. She is the author of the short story collection Favorite Monster, winner of the 2011 Autumn House Fiction Prize, and the novel The Sasquatch Hunters’ Almanac, winner of the Washington State Book Award. Her work has appeared in The Kenyon Review, The Iowa Review, Electric Literature, and more. Shields has worked in independent bookstores and public libraries throughout Washington State. She lives in Spokane with her husband and children.
The Eating Instinct

Food Culture, Body Image, and Guilt in America

Virginia Sole-Smith

An exploration, both personal and deeply reported, of how we learn to eat in today’s toxic food culture.

Food is supposed to sustain and nourish us. Eating well, any doctor will tell you, is the best way to take care of yourself. Feeding well, any human will tell you, is the most important job a mother has. But for too many of us, food now feels dangerous. We parse every bite we eat as good or bad, and judge our own worth accordingly. When her newborn daughter stopped eating after a medical crisis, Virginia Sole-Smith spent two years teaching her how to feel safe around food again — and in the process, realized just how many of us are struggling to do the same thing.

The Eating Instinct visits kitchen tables around America to tell Sole-Smith’s own story, as well as the stories of women recovering from weight loss surgery, of people who eat only nine foods, of families with unlimited grocery budgets and those on food stamps. Every struggle is unique. But Sole-Smith shows how they’re also all products of our modern food culture. And they’re all asking the same questions: How did I learn to eat this way? Why is it so hard to feel good about food? And how can I make it better?

PRAISE

“I thought food was food was food until I read the Eating Instinct. Now I understand so much better what’s operating on me when I do what I’ve done a million times before—eat. Following Virginia Sole Smith on this ride that's both adventurous and personal will land you at a place where you feel so much more aware and also liberated every time you sit down for a meal. Read it before you take another bite!” —Hanna Rosin, host of NPR’s Invisibilia and author of The End of Men

“[A] deeply personal and well-researched indictment of American diet culture.”
—Publishers Weekly

Virginia Sole-Smith is a freelance writer whose work has appeared in the New York Times Magazine, Harper’s, Slate, and Elle. She is also a contributing editor with Parents Magazine. She lives with her husband and two daughters in the Hudson Valley.
The Empire and the Five Kings

America's Abdication and the Fate of the World

Bernard-Henri Lévy

One of the West's leading intellectuals offers a provocative look at America's withdrawal from world leadership and the rising powers who seek to fill the vacuum left behind

The United States was once the hope of the world, a beacon of freedom and the defender of liberal democracy. Nations and peoples on all continents looked to America to stand up for the values that created the Western world, and to oppose autocracy and repression. Even when America did not live up to its ideals, it still recognized their importance, at home and abroad.

But as Bernard-Henri Lévy lays bare in this powerful and disturbing analysis of the world today, America is retreating from its traditional leadership role, and in its place have come five ambitious nations, former empires eager to assert power and influence. Lévy shows how these five nations -- Russia, China, Turkey, Iran, and the Sunni Arab world -- are taking steps to undermine the liberal values that have been a hallmark of Western civilization.

The Empire and the Five Kings is a *cri de coeur* that draws upon lessons from history and the eternal touchstones of human culture to reveal the stakes facing the West as America retreats from its leadership role, a process that did not begin with Donald Trump's presidency and is not likely to end with him. The crisis is one whose roots can be found as far back as antiquity and whose resolution will require the West to find a new way forward if its principles and values are to survive.

**PRAISE**

“Often arresting, always heartfelt prose. This is a brave book . . . we need Mr. Lévy’s voice.” —Martin Peretz, *The Wall Street Journal*

“An erudite and impassioned call for the West to retake the lead in championing liberty.” —Kirkus Reviews

“Striking. . . Lévy’s analysis of the internet landscape and its impact on truth is deeply insightful.” —*Publishers Weekly*

Bernard-Henri Lévy is a philosopher, activist, filmmaker and author of over thirty books including *The Geniuses of Judaism*, *American Vertigo*, *Barbarism with a Human Face*, and *Who Killed Daniel Pearl*? His writing has appeared extensively in publications throughout Europe and the United States. His documentaries include *Peshmerga*, *The Battle of Mosul*, *The Oath of Tobruk* and *Bosna*! Lévy is co-founder of the antiracist group SOS Racisme and has served on diplomatic missions for the French government.
The Copywriter's Handbook

4th Edition

Robert W. Bly

The classic guide to copywriting, now in an entirely updated fourth edition

This is a book for everyone who writes or approves copy: copywriters, multichannel marketers, creative directors, freelance writers, marketing managers . . . even small business owners and information marketers. It reveals dozens of copywriting techniques that can help you write both print and online ads, emails, and websites that are clear, persuasive, and get more attention—and sell more products.

Among the tips revealed:
* 8 headlines that work—and how to use them
* The 5-step “Motivating Sequence” for generating more sales and profits
* 10 tips for boosting landing page conversion rates
* 15 techniques to ensure your emails get high open and click-through rates
* How to create powerful “lead magnets” that double response rates
* The “4 S” formula for making your copy clear, concise, and compelling

This thoroughly revised fourth edition includes all new essential information for mastering copywriting in the digital age, including advice on content marketing, online videos, and high-conversion landing pages, as well as entirely updated resources. Now more indispensable than ever, The Copywriter's Handbook remains the ultimate guide for people who write or work with copy.

PRAISE

"I don't know a single copywriter whose work would not be improved by reading this book. And that includes me." —David Ogilvy

"This book succeeds on two levels. For beginners, it offers a clear, comprehensive guide to the business of and techniques used in advertising copywriting. And for professionals behind a typewriter, the book is a valuable back-to-basics tool that should be given a prominent slot on the bookshelf."—The Los Angeles Times

Robert W. Bly is a freelance copywriter specializing in business-to-business, digital, and direct marketing. He is the author of 100 books and has appeared on CNBC and CBS's Hard Copy. He lives in Montville, NJ.
The End of the Myth

From the Frontier to the Border Wall in the Mind of America

Greg Grandin

From a Pulitzer Prize finalist, a new and eye-opening interpretation of the meaning of the frontier, from early westward expansion to Trump’s border wall

Ever since this nation’s inception, the idea of an open and ever-expanding frontier has been central to American identity. Symbolizing a future of endless promise, it was the foundation of the United States’ belief in itself as an exceptional nation—democratic, individualistic, forward-looking. Today, though, America has a new symbol: the border wall.

In *The End of the Myth*, acclaimed historian Greg Grandin explores the meaning of the frontier throughout the full sweep of U.S. history—from the American Revolution to the War of 1898, the New Deal to the election of 2016. For centuries, he shows, America’s constant expansion—fighting wars and opening markets—served as a “gate of escape,” helping to deflect domestic political and economic conflicts outward. But this deflection meant that the country’s problems, from racism to inequality, were never confronted directly. And now, the combined catastrophe of the 2008 financial meltdown and our unwinnable wars in the Middle East have slammed this gate shut, bringing political passions that had long been directed elsewhere back home.

It is this new reality, Grandin says, that explains the rise of reactionary populism and racist nationalism, the extreme anger and polarization that catapulted Trump to the presidency. The border wall may or may not be built, but it will survive as a rallying point, an allegorical tombstone marking the end of American exceptionalism.

PRAISE

Praise for Greg Grandin:

"Grandin is one of a blessedly expanding group of gifted American historians who assume that whatever moral the story of the past may yield, it must be a story well told." —Los Angeles Times

"Scholarship at its best . . . Compelling, brilliant, and necessary." —Toni Morrison

GREG GRANDIN is the author of *Fordlandia*, a finalist for the Pulitzer Prize, the National Book Award, and the National Book Critics Circle Award. A professor of history at New York University, Grandin has published a number of other widely acclaimed books, including *Empire's Workshop*, *Kissinger's Shadow*, and *The Empire of Necessity*, which won the Bancroft Prize.
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