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# FOREIGN RIGHTS GUIDE

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*World-class venture capitalists and high-profile coaches of business founders explain their success in the start-up world.*

## A Dozen Lessons for Entrepreneurs

TREN GRIFFIN

Through profiles and interviews with the world's leading venture capitalists and high-profile coaches of business founders, *A Dozen Lessons for Entrepreneurs* distills a set of bedrock methods for approaching business questions and creating value. Veteran business writer Tren Griffin takes the reader through the investment philosophies of VC luminaries like Bill Gurley of Benchmark Capital, Marc Andreessen and Ben Horowitz of Andreessen Horowitz, and Jenny Lee of GGV Capital to draw out guiding principles that successful businesses follow.

With insight and verve, Tren Griffin argues that venture capital is, at a fundamental level, a service business that depends hugely on "human factors." Griffin suggests that, among a number of common features, these investors succeeded because of their sense of hustle, keen judgment, hard work, and good luck. But most of all, they share a deep love of building businesses that goes beyond financial considerations. Griffin reminds us that success is a multidimensional phenomenon requiring talented people, customer traction, productive partnerships, and brand value. These features amplify each other, with incremental success attracting more attention, talent, and investment.

**Tren Griffin** works at Microsoft. Previously, he was a partner at Eagle River, a private equity firm controlled by Craig McCaw, with investments in the telecommunication and software industries, including McCaw Cellular, Nextel, Nextel Partners, XO Communications, Teledesic, and many start-up firms. He is the author of six books, including *Charlie Munger: The Complete Investor* (Columbia, 2015).

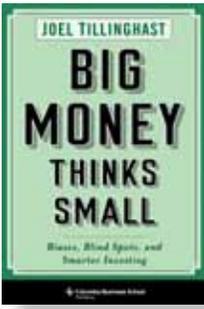
*Charlie Munger* has been translated into simplified Chinese, complex Chinese, French, German, Japanese, Korean, and Thai.

**256 pages**

**January 2018**

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Columbia Business School  
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*A successful money manager explains how to avoid the tricks and traps of investing.*

## Big Money Thinks Small

Biases, Blind Spots, and Smarter Investing

JOEL TILLINGHAST

Investors are tempted daily with misinformation. They make lucky bets that breed false confidence, and their high-stakes gambles can take an emotional toll. How can anyone stay focused in such a volatile profession?

In *Big Money Thinks Small*, veteran fund manager Joel Tillinghast urges investors to act cautiously and follow five primary steps to successful investing: (1) know yourself; (2) make decisions based on your own knowledge; (3) select trustworthy and capable colleagues and collaborators; (4) avoid businesses that seem destined to fail; and (5) always search for bargains. Patience and methodical planning will pay far greater dividends than rash, bold investments. Tillinghast's sensible instruction teaches readers how to ask the right questions in any investing situation and think objectively and generatively about portfolio management.

**Joel Tillinghast** is a Chartered Financial Analyst (CFA) charterholder and a thirty-six-year veteran of the investments industry. He has been the manager of the Fidelity Low-Priced Stock Fund since 1989.

**320 pages**

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*A short introduction to the "alt-right": their history, methods of communication, and the ideas that unite the movement.*

## Making Sense of the Alt-Right

GEORGE HAWLEY

During the 2016 election, a new term entered the American political lexicon: "alt-right," short for alternative right. Despite the innocuous name, the alt-right is a white nationalist movement. Unlike earlier racist groups, it is youthful and tech-savvy, obsessed with provocation and trolling. The alt-right is amorphous, predominantly online, and mostly anonymous. And it was energized by Donald Trump's presidential campaign.

In this book, George Hawley provides an accessible introduction to the alt-right, explaining its origins, evolution, methods, and its core belief in white identity politics. Based on a careful study of the alt-right's influential texts and interviews with people from its best-known figures to anonymous Twitter users, Hawley paints a full picture of the movement that emphasizes its disagreements not just with liberalism but its fundamental rejection of most of the tenets of American conservatism. He explains how the alt-right differs from traditional white nationalism, libertarianism, and other online illiberal ideologies such as neoreaction. The alt-right's use of irony and offensive humor, a trolling—driven approach based in animosity to so-called political correctness—can make it difficult to determine true motivations. He points to its growing influence and makes a case for coming to a precise understanding of its beliefs without sensationalism or downplaying the movement's radicalism. *Making Sense of the Alt-Right* gives vital perspective on the emergence of a group whose overt racism has confounded expectations for a more tolerant America.

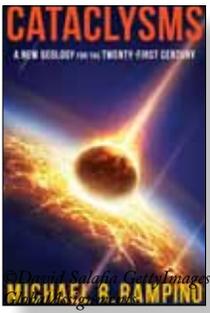
**George Hawley** is an assistant professor of political science at the University of Alabama. He is the author of *Voting and Migration Patterns in the U.S.* (2013), *White Voters in 21st Century America* (2014), and *Right-Wing Critics of American Conservatism* (2016).

**192 pages**

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*A controversial look at Earth's violent past and the major extinction events caused by cataclysms from above and below.*

## Cataclysms

A New Geology for the Twenty-First Century

MICHAEL R. RAMPINO

In 1980, the science world was stunned when a maverick team of researchers proposed that a massive meteor strike had wiped the dinosaurs and other fauna from the Earth 66 million years ago. Scientists found evidence for this theory in a “crater of doom” on the Yucatan Peninsula that showed our planet has been the target in a galactic shooting gallery. Seeking to develop “neocatastrophism” even further, Michael R. Rampino adds to this exciting field in *Cataclysms*, building on the latest findings from leading geoscientists.

Rampino recounts his conversion to the impact hypothesis, describing his visits to meteor-strike sites and his review of the existing geological record. His story enables a richer understanding of the science behind major planetary upheavals and extinction events. The new geology he outlines explicitly rejects nineteenth-century “uniformitarianism,” which casts planetary change as gradual and driven by processes we can see at work today. Rampino’s new geology offers a cosmic context for Earth’s geologic evolution, in which cataclysms from above in the form of comets and asteroid impacts and from below in the form of huge outpourings of lava in flood-basalt eruptions have led to major changes in the Earth’s surface. The new geology sees Earth’s position in our solar system and galaxy as the keys to understanding our planet’s geology and its history of life. The author concludes with a fascinating take on dark matter’s potential as a triggering mechanism, considering its role in heating Earth’s core and spurring massive volcanism throughout geologic time.

**Michael R. Rampino** is a professor of biology and environmental studies at New York University. He has been a consultant for NASA and is the coauthor of *Origins of Life in the Universe* (2008) and editor of *Climate: History, Periodicity, and Predictability* (1988).

**224 pages**

**54 illustrations**

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*A voyage through contemporary scientific research  
that reveals Darwin's continuing relevance.*

## The Theory That Changed Everything

“On the Origin of Species” as a Work in Progress

PHILIP LIEBERMAN

Few people have done as much to change how we view the world as Charles Darwin. Yet *On the Origin of Species* is more cited than read. Some of it is considered outdated and consigned to the nineteenth century. In *The Theory That Changed Everything*, renowned cognitive scientist Philip Lieberman demonstrates that there is no better guide to the world's living things than Darwin, as the phenomena that he observed are still being explored at the frontiers of science.

In a wide-ranging voyage, from Darwin's transformative trip aboard the *Beagle* to Lieberman's own sojourns in the remotest regions of the Himalayas, this book relates contemporary findings to the major concepts of Darwinian theory. Drawing on his own research into the evolution of human linguistic and cognitive abilities, Lieberman explains the paths that adapted human anatomy to language, the acrobatics of the lungs and larynx and a tongue that facilitates speech at the cost of the peril of choking. He demystifies the role of recently identified transcriptional and epigenetic factors encoded in DNA, explaining how nineteenth-century Swedish famines alternating with years of plenty caused survivors' grandchildren to die many years short of their life expectancy. Lieberman discusses how natural selection explains features from lactose tolerance to ease of breathing at Himalayan altitudes. With conversational clarity and memorable examples, Lieberman relates the insights that led to groundbreaking discoveries in both Darwin's time and our own while asking provocative questions about what Darwin would have made of controversial issues today.

**Philip Lieberman** is George Hazard Crooker University Professor Emeritus in the Department of Cognitive, Linguistic, and Psychological Sciences at Brown University. He is the author of *Human Language and Our Reptilian Brain: The Subcortical Bases of Speech, Syntax, and Thought* (2002); *Toward an Evolutionary Biology of Language* (2006); and *The Unpredictable Species: What Makes Humans Unique* (2013), among others.

**224 pages**

**9 illustrations**

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*A compelling case for innovation in ideas, science, and technology to support sustainable development and economically feasible, ethically sound growth.*

## **Earth At Risk**

Natural Capital and the Quest for Sustainability

CLAUDE HENRY AND LAURENCE TUBIANA

Remaking the global economy in pursuit of sustainability can seem daunting. But much of the toolkit for sustainable development is already here, waiting to be put into use. In this book, two major figures in sustainable development, including one of the leaders of the 2015 Paris Climate Conference, make a forceful case for economically feasible and ethically sound growth. Although current threats to the planet are dire, Claude Henry and Laurence Tubiana demonstrate that technological and policy innovations that could contribute to sustainable practices are not just possible, but ready for action.

*Earth at Risk* considers the scientific and economic impetus for sustainable development, the institutional and political challenges it faces, and the technological and policy solutions that can lead to a more sustainable global trajectory. Beginning with a measure of the costs of ecological damage—the erosion of biodiversity, air, water, and soil pollution, and the wide-reaching effects of climate change—Henry and Tubiana show both the need for solutions and the spaces into which solutions might fit. What market-based tools can be used to promote clean growth? How can biofuels and renewable energy help us decrease our use of fossil fuels? Is international agreement on climate goals possible? The authors tackle a range of urgent questions, emphasizing possibilities for implementation and action. They build on the experience of the most significant climate negotiation of the decade to show what a world organized along the principles of sustainability could look like.

**Claude Henry** is a professor of sustainable development at Sciences Po Paris and at Columbia University. He is also currently Chair of the Scientific Council Institute of Sustainable Development and International Relations'.

**Laurence Tubiana** is the founder and director of the Institute of Sustainable Development and International Relations and professor and director of the Sustainable Development Center at Sciences Po Paris. She was the special representative of the French Minister of Foreign Affairs for the 2015 Paris Climate Conference and French ambassador for climate negotiations.

**256 pages**

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*How religion emerged from the brain's evolution.*

## **Evolving Brains, Emerging Gods**

Early Humans and the Origins of Religion

E. FULLER TORREY

Religions and mythologies from around the world teach that God or gods created humans. Atheist, humanist, and materialist critics, meanwhile, have attempted to turn theology on its head, claiming that religion is a human invention. In this book, E. Fuller Torrey draws on cutting-edge neuroscience research to propose a startling answer to the ultimate question. *Evolving Brains, Emerging Gods* locates the origin of gods within the human brain, arguing that religious belief is a byproduct of evolution.

Based on an idea originally proposed by Charles Darwin, Torrey marshals evidence that the emergence of gods was an incidental consequence of several evolutionary factors. Using data ranging from ancient skulls and artifacts to brain imaging, primatology, and child development studies, this book traces how new cognitive abilities gave rise to new behaviors. For instance, autobiographical memory, the ability to project ourselves backward and forward in time, gave *Homo sapiens* a competitive advantage. However, it also led to comprehension of mortality, spurring belief in an alternative to death. Torrey details the neurobiological sequence that explains why the gods appeared when they did, connecting archeological findings including clothing, art, farming, and urbanization to cognitive developments. This book does not dismiss belief but rather presents religious belief as an inevitable outcome of brain evolution. Providing clear and accessible explanations of evolutionary neuroscience, *Evolving Brains, Emerging Gods* will shed new light on the mechanics of our deepest questions.

**E. Fuller Torrey** is associate director of research at the Stanley Medical Research Institute and the founder of the Treatment Advocacy Center. His books include *The Roots of Treason: Ezra Pound and the Secret of St. Elizabeths* (1984), which was a National Book Critics Circle finalist in the biography category; *The Insanity Offense: How America's Failure to Treat the Seriously Mentally Ill Endangers Its Citizens* (2008); and *American Psychosis: How the Federal Government Destroyed the Mental Illness Treatment System* (2013).

**288 pages**

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