

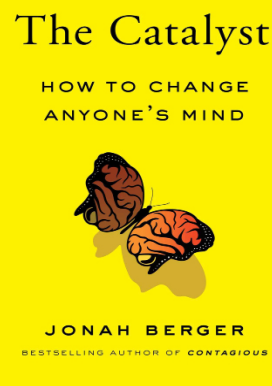
A Holiday for the Books

Another year is in the books, and the holiday season is upon us! Penn faculty, staff, alumni, and even a couple students have been busy writing books for all tastes, about all subjects, fiction and nonfiction, for any age group. Looking for gift ideas for that well-read friend or family member? Look no further—a Penn author has written the perfect book!

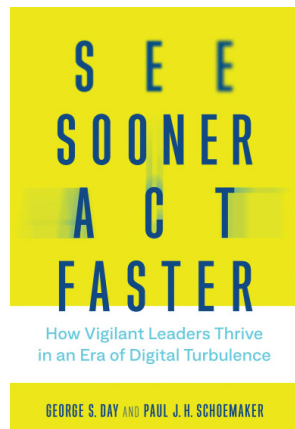
More information is available on books from Penn Press at <http://www.upenn.edu/pennpress/> and on books from Wharton School Press at wsp.wharton.upenn.edu. All prices refer to hard copies of books; many are also available in less expensive e-book editions.



A Planet to Win: Why We Need a Green New Deal; Kate Aronoff; Alyssa Battistoni; Daniel Aldana Cohen, and Thea Riofrancos, SAS; a new and engaging argument in favor of replacing the fossil fuel industry and current systems of emissions with free public transit, no-carbon housing, and renewable energy; \$19.95.

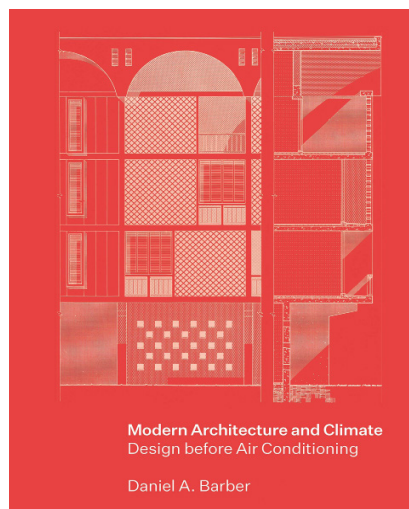


The Catalyst: How to Change Anyone's Mind; Jonah Berger, Wharton; book from a bestselling author that describes how to change people's minds—not by asking why they don't share your ideas, but by asking why they have theirs; \$26.99.



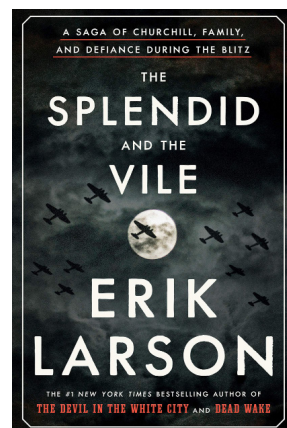
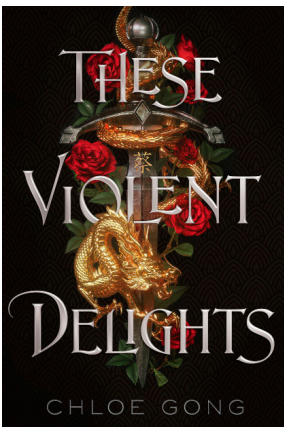
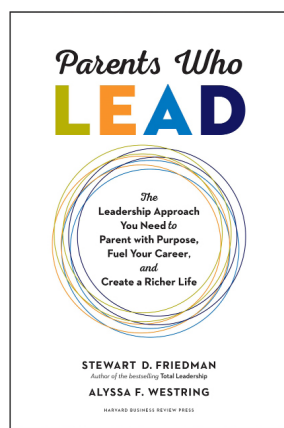
See Sooner, Act Faster; Paul Schoemaker; George Day, Wharton; explores how organizations can anticipate threats, spot opportunities, and act faster when the time is right; with rich examples including Adobe, MasterCard, and Amazon; \$29.95.

Leif and the Fall; Adam Grant, Wharton; Allison Sweet Grant; charming children's story of a leaf who does not want to fall to the ground with his peers and must learn to deal with failure; \$17.99.



Modern Architecture and Climate: Design Before Air Conditioning; Daniel Barber, Weitzman; a photo-packed exploration of how twentieth-century architects incorporated climate-mediating strategies into their designs, and how climate adaptability was essential to the development of modern architecture; \$60.

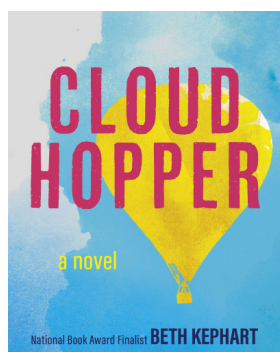
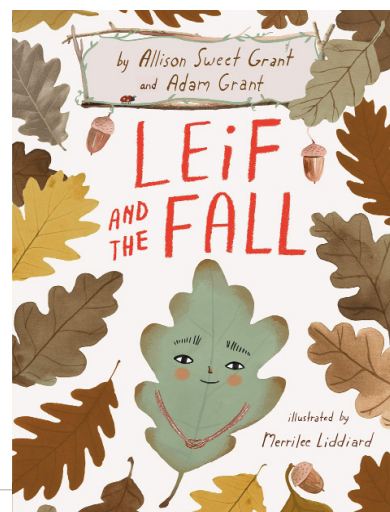
Parents Who Lead; Alyssa Westring; Stewart Friedman, Wharton; advice for working parents to lead more purposeful lives, drawing on the authors' experience as researchers, educators, and parents; \$30.



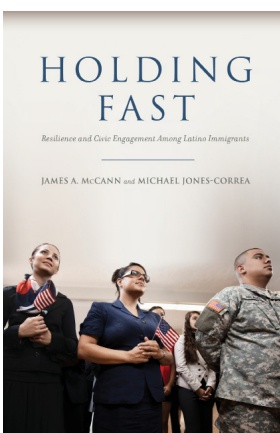
The Splendid and the Vile: A Saga of Churchill, Family, and Defiance During the Blitz; Erik Larson, C'76; an apropos tale of how Winston Churchill maintained morale in Britain during the German bombings of WWII; \$29.99.

The Unicorn's Shadow: Combating the Dangerous Myths that Hold Back Startups, Founders, and Investors; Ethan Mollick, Wharton; draws on the latest scientific evidence to dispel the myth of the startup and light a more realistic path to entrepreneurship; \$17.99

These Violent Delights; Chloe Gong, C'21; an imaginative Romeo and Juliet retelling set in 1920s Shanghai, with rival gangs and a monster in the depths of the Huangpu River; \$19.99.

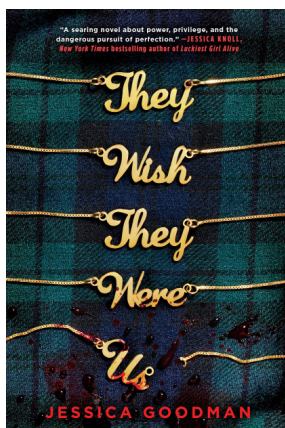


Cloud Hopper; Beth Kephart, SAS; novel of intriguing adventures that ensue when a speechless girl falls out of the sky in a homemade hot-air balloon in rural Gilbertine; \$17.99.

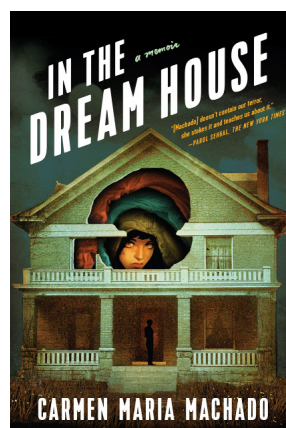


Which Country Has the World's Best Health Care? Ezekiel Emanuel, Penn Medicine; compares the US with ten other health care systems around the world in pursuit of excellence; \$18.99.

Holding Fast: Resilience and Civic Engagement Among Latino Immigrants; James McCann; Michael Jones-Correa, SAS; original research examines Latin-Americans' thoughts about the US government and their perseverance through fear of deportation; \$29.95.

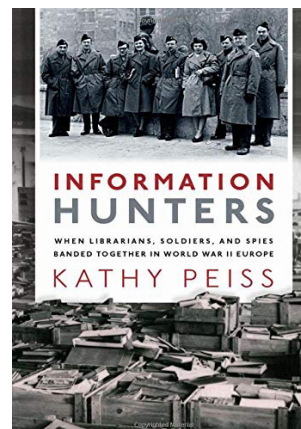
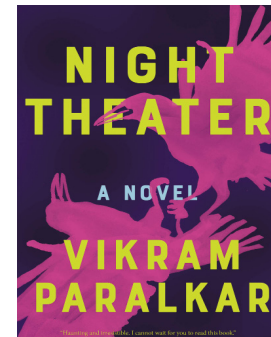


They Wish They Were Us; Jessica Goodman, C'12; slick, taut murder mystery set against the backdrop of an exclusive prep school on Long Island; \$17.99.



In the Dream House: A Memoir; Carmen Maria Machado, SAS; an engrossing and wildly innovative account of a relationship gone bad, and a bold dissection of the mechanisms and cultural representations of psychological abuse; \$19.95.

Night Theater; Vikram Paralkar, PSOM; haunting novel set in rural India in which a surgeon fleeing scandal in the city must bring a dead family back to life; \$16.95.

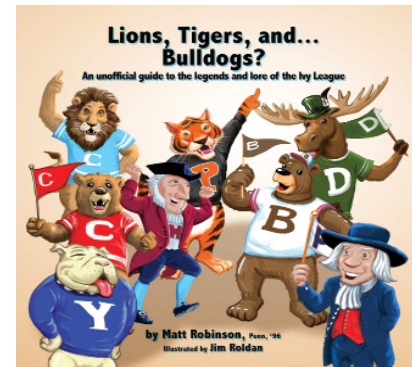


Information Hunters: When Librarians, Soldiers, and Spies Banded Together in World War II Europe; Kathy Peiss, SAS; the untold story of book-collecting missions for intelligence gathering during World War II; \$34.95.

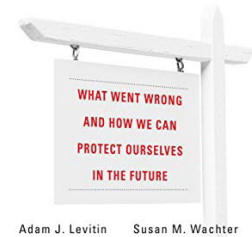
Lions, Tigers, and...Bulldogs?: An Unofficial Guide to the Legends and Lore of the Ivy League; Matt Robinson, C'96; a fun- and fact-filled book in which readers can learn about the stories and secrets of the Ivy League schools; \$12.



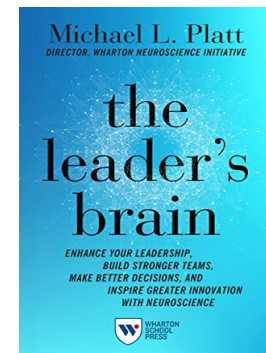
Welcome to Jazz: A Swing-Along Celebration of America's Music; Carolyn Sloan, GED'17; a colorful children's book that makes a perfect introduction to the world of America's music, featuring a singalong version of "When the Saints Go Marching In"; \$24.95.



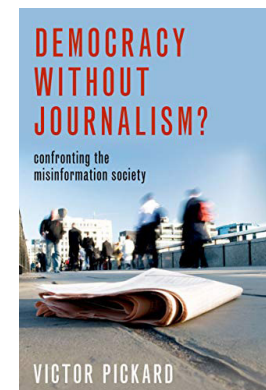
THE GREAT AMERICAN HOUSING BUBBLE



The Great American Housing Bubble: What Went Wrong and How We Can Protect Ourselves in the Future; Adam Levitin; Susan Wachter, Wharton; a definitive account of the mid-2000s financial recession, implicating the shift in mortgage financing to "private-label securitization" by Wall Street banks; \$45.



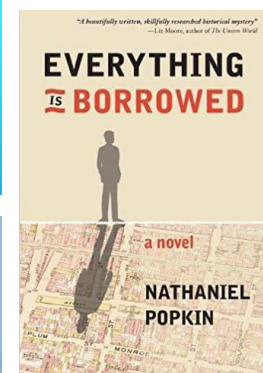
The Leader's Brain; Michael Platt, Wharton; a pioneering neuroscientist reveals how brain science can transform how we think about leadership, team-building, decision-making, innovation, marketing, and more; \$18.99.



Stop Missing Your Life: How to be Deeply Present in an Un-Present World; Cory Muscara, SAS; a journey into the heart of what is required for real change, growth, and happiness, starting with how to better live in the moment; \$24.99.

Democracy Without Journalism? Confronting the Misinformation Society; Victor Pickard, Annenberg; calls attention to problems with journalism in the US and presents a possible future in which media is publicly owned and democratically governed; \$27.95.

Philadelphia Battlefields: Disruptive Campaigns and Upset Elections in a Changing City; John Kromer, Fels Institute; relates how upstart political candidates achieved spectacular successes over Philadelphia's entrenched political establishment; \$37.95.



Everything is Borrowed: A Novel; Nathaniel Popkin, C'91 GCP'95; an acclaimed architect is shown an earlier version of a building he is slated to remodel, teaching him truths about the past and the present; \$24.95.



Birth Control Battles; Melissa Wilde, SAS; groundbreaking study that explains how reproductive politics have divided American religion and politics since the beginning of the 20th century; \$29.95.