

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.

FOREWORD BY NAOMI KLEIN

A Planet to Win

Why We Need a Green New Deal

KATE ARONOFF, ALYSSA BATTISTONI, DANIEL ALDANA COHEN, AND THEA RIOFRANCOS

A Planet to Win: Why We Need a Green New Deal; Kate Aronoff; Alyssa Battistoni; Daniel Aldana Cohen, SAS; Thea Riofrancos; 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.

"Provides the most practical, realistic, life-affirming, spirit-building approach to healthy eating and life."
—Janice Hillman, MD, physician, Adolescent Medicine, University of Pennsylvania

The Permanent Weight Loss Plan

A 10-STEP APPROACH TO ENDING YO-YO DIETING

Janice Asher, MD and Jae Rivera

We Lost 170 Pounds & Kept it Off! Includes 26 Recipes

SEE SOONER ACT FASTER

How Vigilant Leaders Thrive in an Era of Digital Turbulence

GEORGE S. DAY AND PAUL J. H. SCHOEMAKER

The Permanent Weight Loss Plan: A 10-Step Approach to Ending Yo-Yo Dieting; Janice Asher, HUP; Jae Rivera; scientific evidence, personal experiences from the authors, and practical insights on how you can successfully reframe your relationship with food; \$18.99.

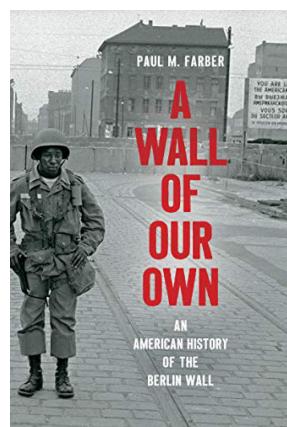
Modern Architecture and Climate: Design Before Air Conditioning; Daniel Barber, Weitzman; a photo-packed exploration of how twentieth-century architects incorporated climate-mediating strategies into their designs, and how climate adaptability was essential to the development of modern architecture;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

JONAH BERGER

BESTSELLING AUTHOR OF CONTAGIOUS



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.

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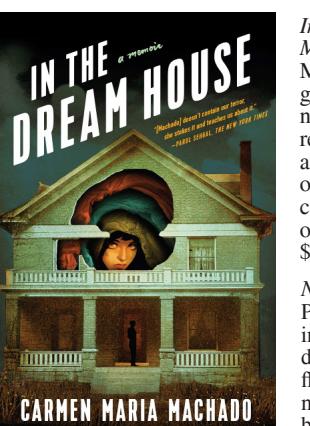
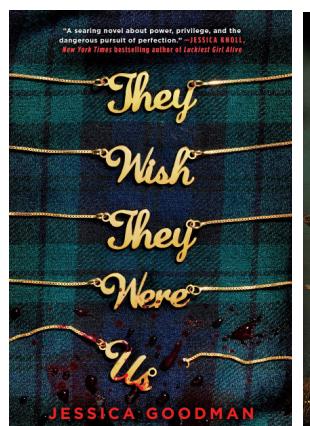
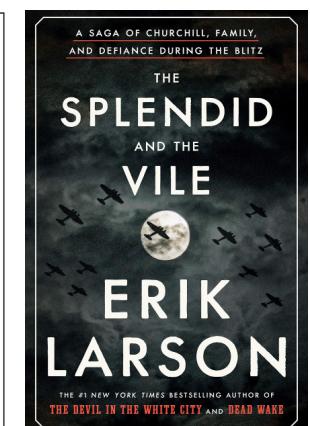
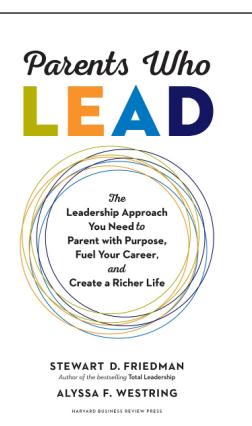
Which Country Has the World's Best Health Care?



EZEKIEL J.
EMANUEL

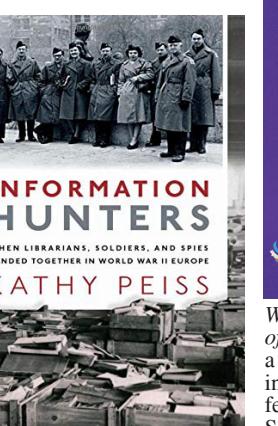
Modern Architecture and Climate Design before Air Conditioning

Daniel A. Barber

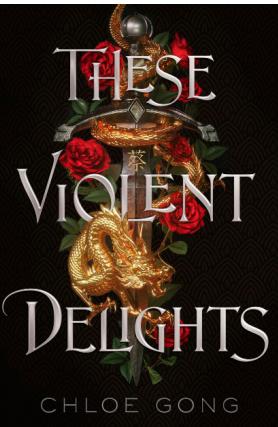


In the Dream House: A Memoir; Carmen Maria Machado, SAS; an engrossing and wildly innovative account of a relationship gone bad, and a bold dissection of the mechanisms and cultural representations of psychological abuse; \$19.95.

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.



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.



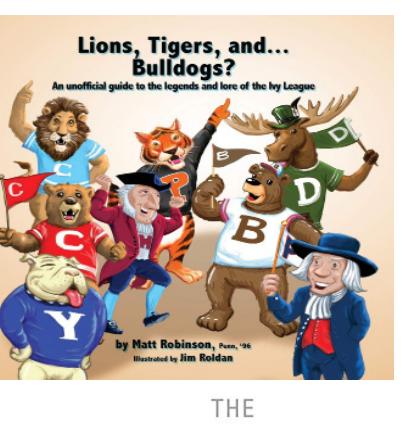
The Splendid and the Vile: A Saga of Churchill, Family, and Defiance During the Blitz; Erik Larson, C'76; an apropos tale of how Winston Churchill maintained morale in Britain during the German bombings of WWII; \$25.99.

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.

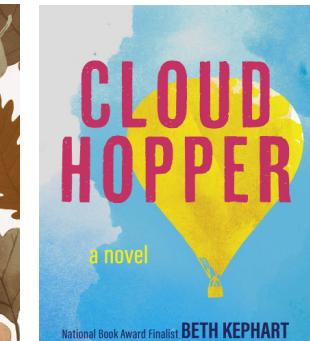
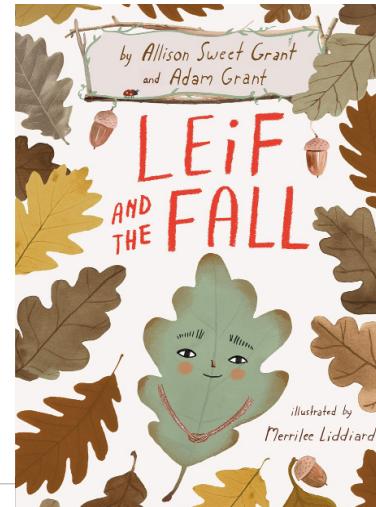
The Unicorn's Shadow: Combating the Dangerous Myths that Hold Back Startups, Founders, and Investors; Ethan Mollick, Wharton; draws on the latest scientific evidence to dispel the myth of the startup and light a more realistic path to entrepreneurship; \$25.99.

The Night Theater: A Novel; VIKRAM PARALKAR

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.



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.

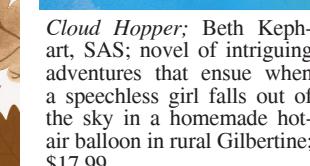
Avoid the Day: A New Nonfiction in Two Movements; Jay Kirk, SAS; a suspenseful memoir in which a researcher goes to Transylvania in search of a missing manuscript and winds up spellbound by famous 20th-century composer Bartok; \$24.99.

Stop Missing Your Life; CORY MUSCARA

The Leader's Brain; Michael L. Platt, Director, Wharton Neuroscience Initiative

The Great American Housing Bubble; 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.

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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 and Michael Jones-Correa

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.

Democracy Without Journalism? Confronting the Misinformation Society; Victor Pickard

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.

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