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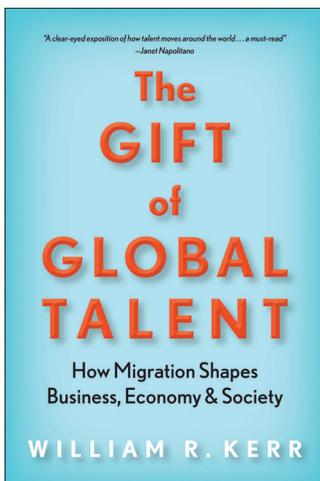
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The Gift of Global Talent *How Migration Shapes Business, Economy & Society*

William R. Kerr

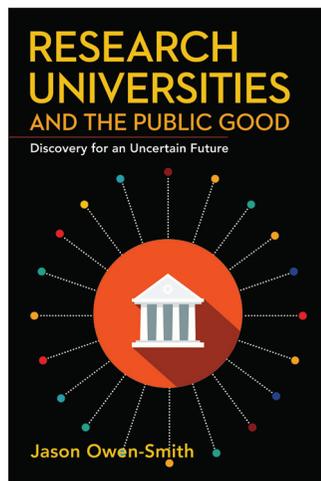
The Gift of Global Talent deftly explores why talented migration drives the knowledge economy, describes how universities and firms govern skilled admissions, explains the controversies of the H-1B visa used by firms like Google and Apple, and discusses the economic inequalities and superstar firms that global talent flows produce. Examining popular ideas and rigorous research across fields such as entrepreneurship and innovation, regional advantage, and economic policy, Kerr gives voice to data and ideas that should drive the next wave of policy and business practice.

“This is a clear-eyed exposition of how talent moves around the world and why so much lands in the United States. This is a must-read for policy makers.”

—Janet Napolitano

STANFORD BUSINESS BOOKS

256 pages, 2018
9781503605022 Cloth \$27.95 **\$22.36 sale**



Research Universities and the Public Good *Discovery for an Uncertain Future* Jason Owen-Smith

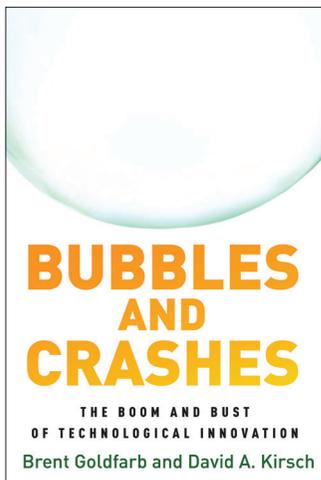
In a political climate that is skeptical of hard-to-measure outcomes, public funding for research universities is under threat. But if we scale back support for these institutions, we also cut off a key source of value creation in our economy and society. *Research Universities and the Public Good* offers a unique view of how universities work, what their purpose is, and why they are important.

Countering recent arguments that we should “unbundle” or “disrupt” higher education, Jason Owen-Smith argues that research universities are valuable gems that deserve support. While they are complex and costly, their enduring value is threefold: they simultaneously act as *sources* of new knowledge, *anchors* for regional and national communities, and *hubs* that connect disparate parts of society. These distinctive features allow them, more than any other institution, to innovate in response to new problems and opportunities.

STANFORD BUSINESS BOOKS

INNOVATION AND TECHNOLOGY IN THE WORLD ECONOMY

232 pages, 2018
9781503601949 Cloth \$35.00 **\$28.00 sale**



Bubbles and Crashes
*The Boom and Bust of
Technological Innovation*

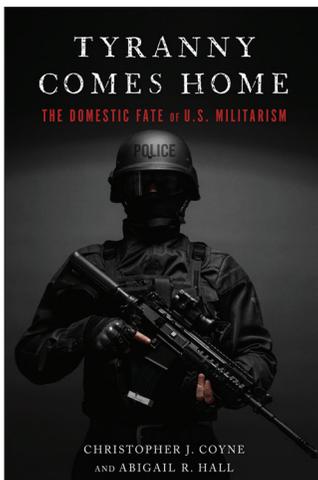
**Brent Goldfarb and
David A. Kirsch**

In *Bubbles and Crashes*, Brent Goldfarb and David A. Kirsch give us new insights into the causes of speculative booms and busts. They identify a class of assets—major technological innovations—that can, but does not necessarily, produce bubbles. This methodological twist is essential: Only by comparing similar events that *sometimes* lead to booms and busts can we ascertain the root causes of bubbles. Goldfarb and Kirsch identify the factors that play a key role in these episodes, consider implications for technology bubbles that may be in the works today, offer tools for investors to identify whether a bubble is happening, and propose policy measures that may mitigate the risks associated with future speculative episodes.

“A fascinating account of how and when new technologies lead to exuberant asset prices. Anyone who thinks about innovation and financial markets will enjoy this book.”

—Jonathan Levin,
Stanford Graduate School
of Business

256 pages, February 2019
9780804793834 Cloth \$35.00 **\$28.00 sale**



Tyranny Comes Home
*The Domestic Fate of
U.S. Militarism*

**Christopher J. Coyne and
Abigail R. Hall**

Many Americans believe that foreign military intervention is central to protecting our domestic freedoms. But Christopher J. Coyne and Abigail R. Hall urge engaged citizens to think again. Under certain conditions, policies, tactics, and technologies that are used overseas in the name of national defense are re-imported to America, changing the national landscape and increasing the extent to which we live in a police state.

Coyne and Hall examine this pattern—which they dub “the boomerang effect”—considering a variety of rich cases that include the rise of state surveillance, the militarization of domestic law enforcement, the expanding use of drones, and torture in U.S. prisons. Synthesizing research and applying an economic lens, they develop a generalizable theory to predict and explain a startling trend. *Tyranny Comes Home* unveils a new aspect of the symbiotic relationship between foreign interventions and domestic politics.

280 pages, 2018
9781503605275 Paper \$24.95 **\$19.96 sale**



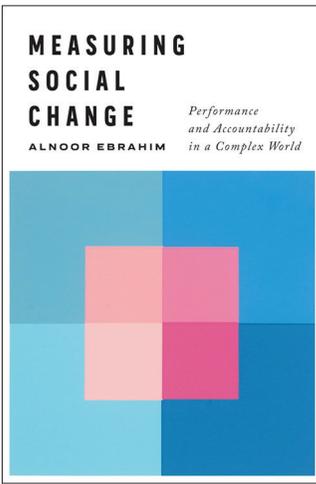
The Green Bundle
Pairing the Market with the Planet

**Magali A. Delmas
with David Colgan**

The market for green products has expanded rapidly over the last decade, but most consumers need something more than eco-benefits to motivate their purchases. Magali A. Delmas and David Colgan argue that many green products now offer the total package—a “green bundle” that checks the environmental box, but also offers improved performance, health benefits, savings, and status. To help consumers cut through the noise and make their best decisions, we need new strategies. *The Green Bundle* offers some of the best and most effective communication techniques for pushing consumers in the right direction.

Combining insights from sustainable business and behavioral economics, Delmas and Colgan show managers how to lead buyers from information to action. This book is a research-based, practical guide for understanding how companies can create the next tipping point in green consumption.

STANFORD BUSINESS BOOKS
288 pages, 2018
9781503606418 Paper \$29.95 **\$23.96 sale**



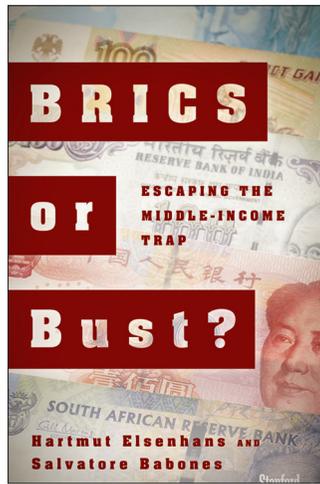
Measuring Social Change

Performance and Accountability in a Complex World

Alnoor Ebrahim

Alnoor Ebrahim addresses one of the fundamental dilemmas facing leaders as they navigate change in the social sector: performance measurement. How can they track performance towards worthy goals such as reducing poverty or climate change, improving public health, or advancing human rights? What results can they reasonably measure and legitimately take credit for? This book tackles three core challenges of performance faced by social enterprises and nonprofit organizations alike: what to measure, what kinds of performance systems to build, and how to align multiple demands for accountability. It lays out four different types of strategies for managers to consider—niche, integrated, emergent, and ecosystem—and details the types of performance measurement and accountability systems best suited to each. Finally, this book examines the roles of funders such as impact investors, philanthropic foundations, and international aid agencies, and details how they can best enable meaningful performance measurement.

264 pages July 2019
9781503601406 Cloth \$29.95 **\$23.96 sale**



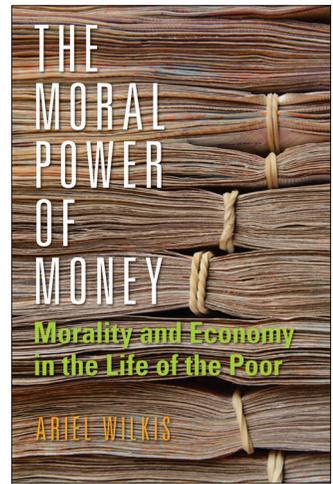
BRICS or Bust?

Escaping the Middle-Income Trap

Hartmut Elsenhans and
Salvatore Babones

Once among the fastest developing economies, growth has slowed or stalled in Brazil, Russia, India, China, and South Africa. How can governments jump-start the rise of these middle-income countries? *BRICS or Bust?* argues that economic catch-up requires investment in the productivity of ordinary citizens. Diverging from the popular narrative of increased liberalization, it calls for direct government investment in human infrastructure, policies that increase wages and the bargaining power of labor, and the strategic use of exchange rates to encourage export-led growth. Examining barriers to implementation, Hartmut Elsenhans and Salvatore Babones find that the main obstacle to such reforms is an absence of political will, stemming from closely guarded elite privilege under the current laws.

Stanford
BRIEFS
128 pages, 2017
9780804799898 Paper \$12.99 **\$10.39 sale**



The Moral Power of Money

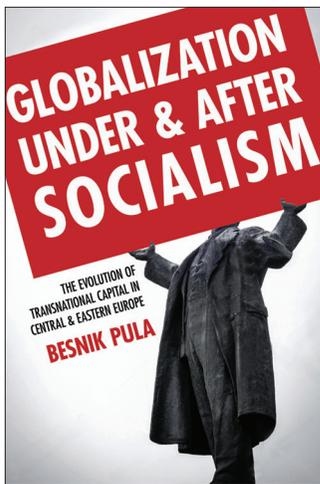
Morality and Economy in the Life of the Poor

Ariel Wilkis

The Moral Power of Money investigates the forces of power and morality at play, particularly among the poor in a slum of Buenos Aires. Drawing on fieldwork, Ariel Wilkis argues that money is a critical symbol used to negotiate not only material possessions, but also the political, economic, class, gender, and generational bonds between people.

The author proposes a new concept of moral capital based on different kinds, or “pieces,” of money. Each chapter covers a different “piece”—money earned from the informal and illegal economies, money lent through family and market relations, money donated with conditional cash transfers, political money that binds politicians and their supporters sacrificed money offered to the church, and safeguarded money used to support people facing hardships. This book builds an original theory of the moral sociology of money, providing the tools for understanding the role money plays in social life today.

CULTURE AND ECONOMIC LIFE
224 pages, 2017
9781503604285 Paper \$29.95 **\$23.96 sale**



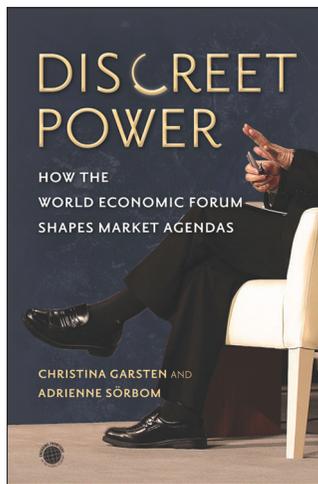
Globalization Under and After Socialism

The Evolution of Transnational Capital in Central and Eastern Europe

Besnik Pula

The post-communist states of Central and Eastern Europe have gone from being among the world's most closed, autarkic economies to some of the most export-oriented and globally integrated. Besnik Pula reaches deep into the region's history and comparatively examines its long-run industrial development to explain this shift. In the 1970s, Central and Eastern European socialist leaders intensified engagements with the capitalist West, which challenged the Stalinist developmental model in favor of exports and transnational integration. A new reliance on exports launched the integration of Eastern European industry into value chains that cut across the East-West political divide. This book enriches our understanding of a regional shift, while also explaining the distinct international roles that Central and Eastern European states have assumed in the globalized twenty-first century.

272 pages, 2018
9781503605138 Cloth \$65.00 **\$52.00 sale**



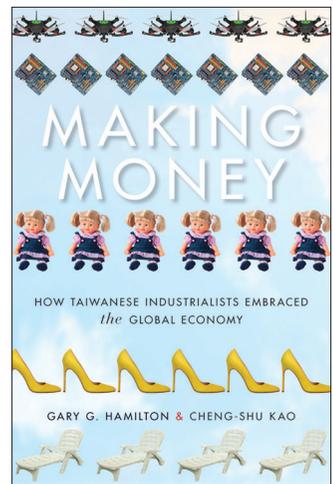
Discreet Power

How the World Economic Forum Shapes Market Agendas

**Christina Garsten and
Adrienne Sörbom**

In *Discreet Power*, Christina Garsten and Adrienne Sörbom undertake an ethnographic study of the World Economic Forum (WEF). Granted access to one of the primary agenda-setting organizations of our day, they situate the WEF within an emerging system of “discretionary governance,” in which organizations craft ideas and entice formal authorities in order to garner significant sway. Yet the WEF has no formal mandate to implement its positions. It must convince others to advance chosen causes and enact suggestions, rendering its position quite fragile. Garsten and Sörbom argue that the WEF must be viewed relationally as a brokering organization that lives between the market and political spheres and that extends its reach through associated individuals and groups. They place the WEF in the context of a broader shift, arguing that networks across business, politics, and civil society organizations are becoming increasingly powerful agents in global relations.

240 pages, July 2018
9781503606043 Paper \$24.95 **\$19.96 sale**



Making Money

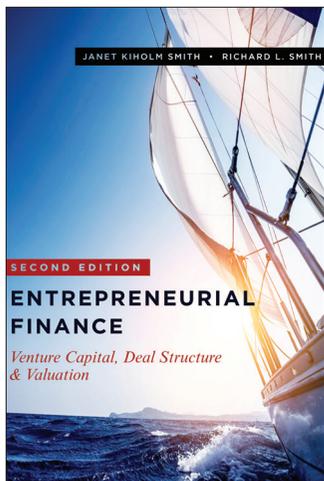
How Taiwanese Industrialists Embraced the Global Economy

**Gary G. Hamilton and
Cheng-shu Kao**

Beginning in the 1950s, Taiwan rapidly industrialized, becoming a tributary to an increasingly “borderless” East Asian economy. And though President Trump has called for the loss of U.S. manufacturing jobs, domestic retailers and merchandisers still willingly ship production overseas, primarily to Taiwan.

From prominent names like Pou Chen and Hon Hai to the owners of small and midsize firms, Taiwan's contract manufacturers have become the world's most sophisticated suppliers of consumer products the world over. Drawing on over 30 years of research and more than 800 interviews, Hamilton and Kao tell these industrialists' stories. The picture that emerges is one of agile neo-capitalists, caught in the flux of a rapidly changing landscape, who tirelessly endeavor to profit on it. *Making Money* reveals its subjects to be at once producers of economic globalization and its byproducts, and how Taiwanese businesspeople have played a tremendous role in their nation's continuing ascent.

320 pages, 2017
9781503604278 Paper \$27.95 **\$22.36 sale**



Entrepreneurial Finance

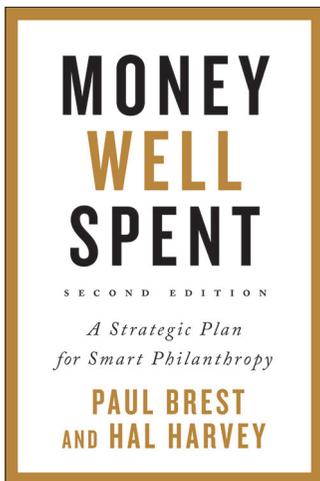
Venture Capital, Deal Structure & Valuation, Second Edition

Janet Kiholm Smith
and Richard L. Smith

Through a combination of theory and methods, this book prepares readers for a wide variety of situations that stakeholders confront in an entrepreneurial venture, teaching them how to think from the investor's perspective. The second edition is thoroughly revised to reflect new data, research, and changes in practice in this fast-moving field. It has an increased focus on venture capital, while maintaining its hallmark coverage of the financial aspects of entrepreneurship. Updates throughout address technological changes that have the potential to dramatically change the landscape for finance. These include: blockchain, cryptocurrency, crowdfunding, artificial intelligence and machine learning, and internet connectivity (IoT). Lastly, the book offers a useful suite of resources for students and instructors alike, including: spreadsheets, templates, simulation applications, and interactive cases and tutorials that are available for download.

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640 pages, July 2019
9781503603219 Cloth \$90.00 **\$72.00 sale**



Money Well Spent

A Strategic Plan for Smart Philanthropy, Second Edition

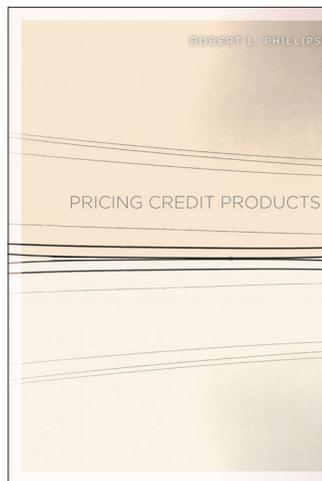
Paul Brest and Hal Harvey

Philanthropy is a booming business, with hundreds of billions of dollars committed to the social sector each year. *Money Well Spent*, an award-winning guide on how to structure philanthropy so that it really makes a difference, offers a comprehensive and crucial resource for individual donors, foundations, non-profits, and scholars who focus on and teach others about this realm.

The authors draw on the experiences of hundreds of foundations and non-profits to explain how to deliver on every dollar. They present the essential tools to help readers create and test effective plans for achieving demonstrable results. The second edition accounts for a decade of progress: a rise in impact investing, the advent of pay-for-success programs, the maturation of impact evaluation, and the emergence of a new generation of mega-donors. Today, the notion of results-driven philanthropy is more important than ever. With this book, the social sector has the techniques it needs to deliver on that idea with impact.

STANFORD BUSINESS BOOKS

392 pages, July 2018
9781503602618 Cloth \$29.95 **\$23.96 sale**



Pricing Credit Products

Robert L. Phillips

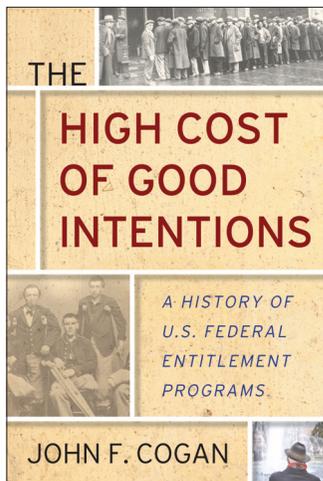
In the wake of the 2008 financial crisis, it became apparent that pricing loans in a way that is profitable for lenders and sensitive to risk is anything but simple. Robert L. Phillips worked with major banks and financial services companies for more than a decade to help them improve their pricing capabilities. This book draws on his experience, as well as the latest academic research, to demonstrate how lenders can apply the proven techniques of price optimization, such as market segmentation, targeting customers, and machine learning and optimization, to responsibly improve the profitability of their loans. It is a go-to resource for academics and professionals alike, particularly lenders who are looking for ways to do better business in an increasingly competitive (and regulated) market.

"Bob Phillips is the preeminent authority on and intellectual father of price optimization in retail banking. As banks globally are implementing data-driven approaches to pricing, this is required reading."

—Frank Rohde,
CEO, Nomis Solutions

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256 pages, 2018
9780804787208 Cloth \$65.00 **\$52.00 sale**



NOW IN PAPERBACK

The High Cost of Good Intentions

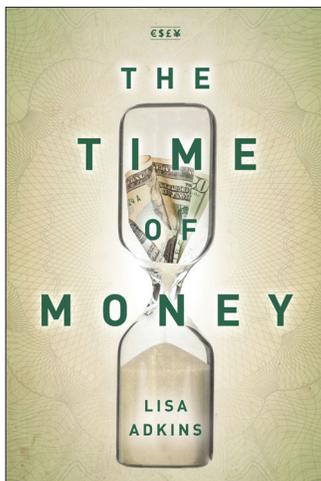
A History of U.S. Entitlement Programs

John F. Cogan

Federal entitlement programs are strewn throughout the pages of U.S. history, springing from the noble purpose of assisting people who are destitute through no fault of their own. Yet as federal entitlement programs have grown, so too have their inefficiency and their cost.

The High Cost of Good Intentions is the first comprehensive history of these federal entitlement programs. Combining economics, history, political science, and law, John F. Cogan reveals how the creation of entitlements brings forth a steady march of liberalizing forces that cause entitlement programs to expand. This process is as visible in the eighteenth and nineteenth centuries as in the present day. His work provides a unifying explanation for the evolutionary path that nearly all federal entitlement programs have followed over the past 200 years, tracing both their shared past and the financial risks they pose for future generations.

512 pages, March 2019
9781503610071 Paper \$24.95 **\$19.96 sale**



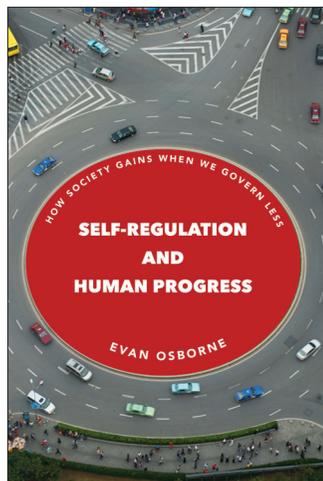
The Time of Money

Lisa Adkins

Speculation is often associated with financial practices, but *The Time of Money* makes the case that it not be restricted to the financial sphere. It argues that the expansion of finance has created a distinctive social world, one that demands a speculative stance toward life in general. Speculation changes our relationship to time and organizes our social worlds to maximize productive capacities around flows of money. Defining features of our age are hardwired to speculative practices—stagnant wages, indebtedness, the centrality of women's earnings to the household, workfarism, and more. Examining five features of our contemporary economy, Lisa Adkins moves beyond claims that indebtedness is intrinsic to contemporary life and vague declarations that the social world has become financialized. She delivers a precise examination of the relation between finance and society, one that is rich in empirical and analytical detail.

CURRENCIES: NEW THINKING FOR FINANCIAL TIMES

240 pages, 2018
9781503607101 Paper \$24.95 **\$19.96 sale**



Self-Regulation and Human Progress

How Society Gains When We Govern Less

Evan Osborne

Most of us are familiar with free-market competition: the idea that society and the economy benefit when people are left to self-regulate, testing new ideas in pursuit of profit. Less known is the fact that this theory arose after arguments for the scientific method and freedom of speech had gone mainstream—and that all three share a common basis. It was long thought that society was better left to organize itself through free markets as opposed to political institutions. But, over the twentieth century, we became less confident in the notion of a self-regulating socioeconomy. Evan Osborne traces the rise and fall of this once-popular concept. He argues that—as society becomes more complex—self-regulation becomes more efficient and can once again serve our economy well.

“Osborne’s argument and ability to connect disparate tidbits expanded my own knowledge a great deal.”

—Gary Wolfram, Hillsdale College

STANFORD ECONOMICS AND FINANCE

272 pages, 2018
9780804796446 Cloth \$65.00 **\$52.00 sale**



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