



VERNON PRESS

Catalog 2015

in press & forthcoming

www.vernonpress.com



No longer *'just economics'!*

New series launched in:
*History of Art, Philosophy,
Sociology, Business & Finance*

Economic Growth

How it works and how it transformed the world

Edward A. Hudson

page 2

Introduction to Dynamic
Macroeconomic General
Equilibrium Models

José Luis Torres

page 3

Leonardo Da Vinci's
Treatise of Painting

Richard Shaw Pooler

page 11

Contents

Economic Growth	2
Introduction to Dynamic Macroeconomic General Equilibrium Models	3
The Knowledge Plexus	4
Technological Innovation Index	5
Supply Chain Optimization under Uncertainty	6
Value-based Marketing Strategy	7
Financial Management	7
Designing work, technology, organizations and vice versa	8
Generational Poverty	9
Sociology of Love	9
Titans of the Forests	10
The Rig-Vedic And Post-Rig-Vedic Polity	10
Leonardo Da Vinci's Treatise of Painting	11
The Distinction of Human Being	12
The Collected Short Works of Thorstein Veblen	13
A Plan of the English Commerce	14
Order Form	15
Call for Book Proposals: New Series in Complex Social Systems	16
Call for Reviewers	17
Publish with us	18
Library Recommendation Form	20

Vernon Press grows!

Vernon Press is an independent publisher of scholarly books in the social sciences and humanities.

We work closely with authors, academic associations, distributors and library information specialists to identify and develop high quality, high impact titles.

Building on the success of our series on Economics, we have recently launched new series on:

- Sociology
- The History of Art
- Business and Finance

Expansion in new areas would not have been possible without our community of expert reviewers. We are grateful for their continuing help in ensuring that our titles remain authoritative and relevant.

Over the coming months we will be launching new calls, expanding the range of formats we offer and the geographic coverage of our distributors.

Check out our website for the latest news.



VERNON PRESS

Vernon Press is an imprint of
Vernon Art and Science Inc.
(Registration: DE 51097-00)

Address for Americas:
Vernon Art and Science Inc.,
1000 N West Street, Suite 1200,
Wilmington, Delaware 19801,
United States of America

Address for the Rest of the World:
Vernon Art and Science S.L.,
c/ Sancti Espiritu 17,
Malaga 29006, Spain

T: (+1) 302 250 4440

www.vernonpress.com
email: info@vernonpress.com

Disclaimer: Prices, publication dates and contents are subject to change without notice. Please check our website for updates.

Publishing with us

We welcome book proposals across the social sciences and the humanities. For more information see our website (or the last pages of this catalog):
www.vernonpress.com/publish.php

or contact: rosario.batana@vernonpress.com



Economic Growth

How it works and how it transformed the world

by Edward A. Hudson

Book summary

How does economic growth work? Beginning with the history of leading countries over the past 2000 years, *Economic Growth* finds which countries have achieved sustained growth and how they did it. The benefits of growth are enormous in terms of life, health, education, leisure and opportunity, while the downsides can be managed by appropriate policies.

Economic Growth develops a new theory of growth. This new theory is based on careful analysis of actual growth; it covers the causes and mechanisms as well as the results of growth. This new theory extends conventional theory by operating at the industry level and by placing demand considerations at the forefront of growth. Demand growth – based on product innovation, marketing, credit and the consumer society – drives the economy forward while supply growth – based on investment and process innovation – sustains the growth in spending and incomes. Growth is not automatic but, in the right conditions, demand and supply expansion work together to generate sustained growth.

Economic Growth offers a new view of growth, unique in its combination of historical depth, intellectual clarity and practical relevance. Replete with figures and formal yet accessible treatment, its original insights will interest academic and professional economists, while its comprehensive coverage and lucid explanations make it an excellent guidebook for anyone interested in economic growth.

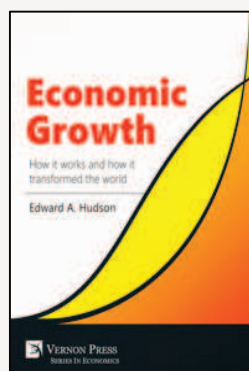
Praise

“A valuable synthesis of literature on the sources of economic growth and, simultaneously, a challenge for more research on the relationship between technological change, economic growth and social transformations.”

Diego Comin, Department of Economics, Dartmouth College

About the author

Ed Hudson (PhD, Harvard), working with Dale Jorgenson (presently the Samuel W. Morris University Professor of Economics, Harvard University), pioneered computable general equilibrium models in the 1970s. He applied these models to understanding the ‘energy crisis’ and to analyze energy policies. Ed then moved to strategy consulting, advising corporates and governments in the United States and New Zealand. This included advising on the great deregulation carried out in New Zealand in the 1980s and 90s. He has now retired and returned to researching and writing on economic growth.



Hardback | 590 pp.
236mm x 160mm
December 2014
Series: Vernon Series in Economics
Subject(s): Economic Growth, Macroeconomics, Economic History
ISBN: 978-1-62273-021-6
URL: <http://goo.gl/3r7nJQ>

\$ 80

€ 70

£ 55



Introduction to Dynamic Macroeconomic General Equilibrium Models

by *José Luis Torres*

Book summary

This book offers an introductory step-by-step course to Dynamic Stochastic General Equilibrium modelling.

Modern macroeconomic analysis is increasingly concerned with the construction, calibration, estimation and simulation of Dynamic General Equilibrium (DGE) models.

The book is intended for graduate students as an introductory course to DGE modelling and for those economists who would like a hands-on approach to learning the basics of modern dynamic macroeconomic modelling.

The book starts with the simplest canonical neoclassical DGE model and then gradually extends the basic framework incorporating a variety of additional features, such as consumption habit formation, investment adjustment cost, investment-specific technological change, taxes, public capital, household production, non-ricardian agents, monopolistic competition, etc.

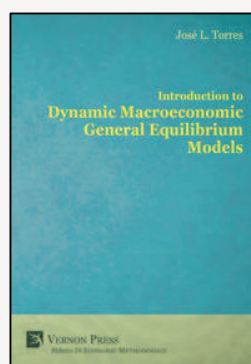
Praise

“An impressive achievement. A book that all beginners to the topic should read, use and consult.”

Prof. Fabio Canova, European University Institute, Florence

About the author

Prof. José L. Torres is Head of Economics, Faculty of Economics, University of Málaga, Spain. He has published several books and papers in journals as *Research Policy*, *Information Economics and Policy*, *Public Choice*, *Macroeconomic Dynamics*, *Journal of Macroeconomics*, *Eastern European Economics*, *Empirical Economics*, *Economic Modelling*, *Open Economies Review*, *Economic Letters*, *Institutions and Money*, *SERIES* and *Economic Issues*.



Hardback | 270 pp.
236mm x 160mm
January 2014
Series: Vernon Series in Economic Methodology
Subject(s): Economics, Macroeconomics, Economic Methods
ISBN: 978-1-62273-000-1
URL: <http://goo.gl/XoAAHH>

\$ 55

€ 50

£ 40



The Knowledge Plexus

A Systemic View on the Economic Geography of Technological Knowledge
by George Chorafakis

Book summary

The Knowledge Plexus is a collection of 5 essays on the economic geography of technological knowledge.

Their common threads are: (i) the quest for a new paradigm in economic geography, termed 'systemic', as an alternative to the neoclassical, based on the epistemological premise of emergence and the theories of evolution and complexity; and (ii) the intent to explain the process of technological knowledge production as a systemic phenomenon occurring in relational space subject to emergence and co-evolutionary dynamics.

In this theoretical framework, the author analyses various European knowledge networks, and examines their effects on the production of technological knowledge as sources of relational cognitive capital and economies of complexity. He then poses a number of questions on the direction and instrumentalities of the European research, technological development and innovation policies, and in particular on the issues of cohesion and dynamic efficiency of the European research system.

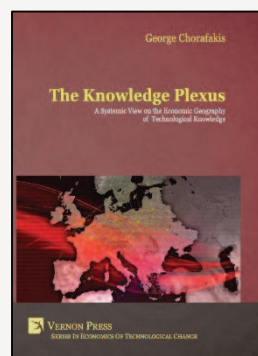
Praise

"[...] a very interesting, innovative and thought provoking book, striving to break new ground in the field of economic geography, [...]."

Prof. Bernard Fingleton, Dept. of Land Economy,
University of Cambridge

About the author

George Chorafakis, PhD (Cantab), MSc (LSE), MSc (London) is an economic geographer specializing in the economics of knowledge and technology. He has a long experience in research, technological development and innovation policies, as well as in regional and cohesion policies in the EU. He has worked for the European Commission, consulted for the OECD, and published in several academic journals.



Hardback | 391 pp.

236mm x 160mm

December 2013

Series: Vernon Series in
Economics of Technological
Change

Subject(s): Economic Geography,
Economics of Knowledge, Social
Network Analysis

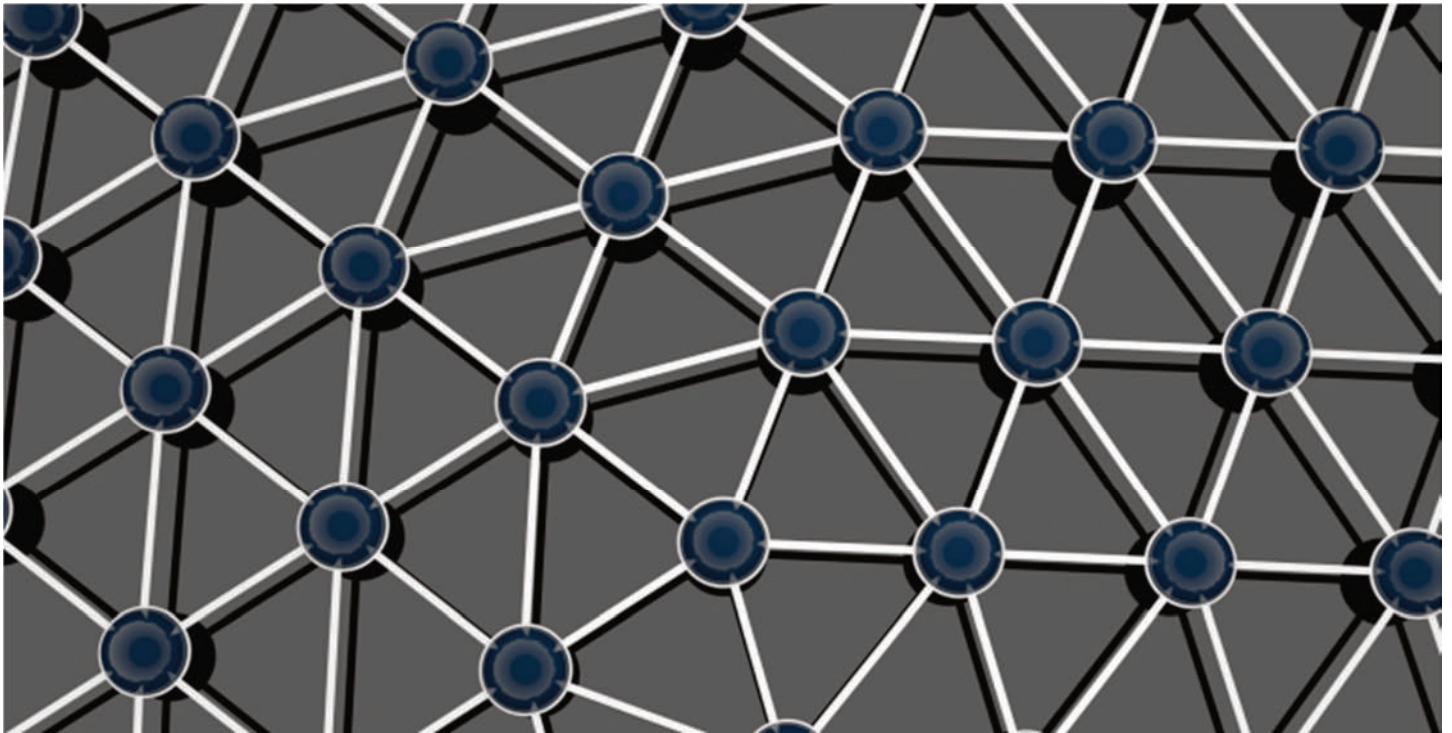
ISBN: 978-1-62273-006-3

URL: <http://goo.gl/EKVSQS>

\$ 60

€ 55

£ 45



Technological Innovation Index

A novel innovation indicator and its implications for technology evaluation

by *Fredrick Pachys*

Book summary

Not all innovations are equal. Though recent economic literature on the evaluation of technological change acknowledges this reality, actual evaluation methods suffer from numerous limitations.

Technological Innovation Index uses patent citation analysis to highlight the enormous variation in the characteristics, importance and evolution of technology over time and outlines a set of sophisticated tools for its analysis. Prominent among them is “Patent Importance Technology Factor” (PITF), an improved algorithm for the calculation of patent impact using citation scores.

The usefulness of PITF is illustrated by examining the evolution paths of high-impact innovations. The methods proposed have important implications for the measurement of technological change and would be of interest to a wide range of patent specialists, including economists, technology evaluators, finance and law professionals.

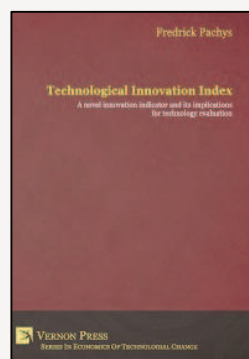
Praise

“[...] signifies a further and important contribution towards our ability to quantify in a meaningful way the “importance” or “impact” of patents”

Prof. Manuel Trajtenberg, Tel-Aviv University.

About the author

Dr. Pachys has studied Life Science, Electronic Engineering, Business and Economics. He holds a BA and MBA from the University of Derby, UK and a PhD degree from the Department of Economics and Regional Studies in the University of Pécs, Hungary. He has worked as an electronic engineer in several institutes and owns patents in the fields of Homeland Security, Agriculture and Medicine.



Hardback | 140 pp.
212mm x 155mm
December 2013
Series: Vernon Series in
Economics of Technological
Change
Subject(s): Innovation,
Economics of Technological
Change, Patents
ISBN: 978-1-62273-008-7
URL: <http://goo.gl/zEKSoN>

\$ 45

€ 40

£ 34



Supply Chain Optimization under Uncertainty

Supply chain design for optimum performance

by *Barrie M. Cole*

Book summary

The methods described in this book can provide the best design and operating solution for a Supply Chain Network (SCN) that is subject to any prevailing conditions of Operational Uncertainty (OU). A SCN is defined as a network of production facilities, distribution centers and retail sales outlets. OU is defined as any relevant combination of i) multiple process objectives ii) fuzziness and iii) probability. Following this method always enables the determination of realistic optimum supply chain solutions, since the effects of any operational uncertainties are always provided for.

The book is arranged in two parts. The first part covers the theory and recent research into supply chain optimization under uncertainty. The second part documents the application of the newly proposed technology to an agricultural fertilizer's (NPK, South Africa) supply chain.

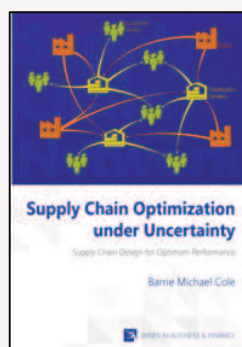
Praise

"[...] an interesting and worthwhile addition to the literature, especially since there are few books or monographs that deal with supply chain design under uncertainty."

Ignacio E. Grossmann, Carnegie Mellon University

About the author

Barrie M. Cole (B.Sc, M.Sc., Ph.D) has a long professional experience in the chemical and computer industries, has published several journal articles and has received numerous academic awards.



Hardback | 370 pp.

236mm x 160mm

January 2015

Series: Vernon Series in Business and Finance

Subject(s): Business and Management, Engineering, Business and Finance

ISBN: 978-1-62273-016-2

URL: <http://goo.gl/Jy7UPx>

\$ 90

€ 75

£80

Value-based Marketing Strategy

Pricing and Costs for Relationship Management

by Santiago Lopez

Book summary

This book offers novel methods for developing value-based marketing strategies to increase income and profits. The reader learns quickly how to integrate key concepts from marketing, economics, finance, and accounting in order to develop and implement strategies, set prices and manage costs effectively. It provides practical explanations for major marketing concepts:

How the forces of supply and demand interact with customer Value;

How to develop effective competitive strategies; understand the relationship between benefits, quantities, prices and costs;

How to manage inventory and product mix efficiently;

How to apply the Value model to increase profitability, and solve major marketing problems.

About the author

Santiago Lopez works as business consultant and marketing professor. Trained as an economist (Dartmouth College) and MBA (Universidad de los Andes) specialized in marketing, sales and finance, he has extensive managerial experience across a range of industries including education, agribusiness, automotive, oil & gas, food, restaurants and insurance.



Hardback | 285 pp.
236mm x 160mm
January 2015
Series: Business and Finance
Subject(s): Marketing, Business
Economics, Business Studies.
ISBN: 978-1-62273-020-9
URL: goo.gl/TonS9K

\$ 65

€ 55

£ 50

Financial Management

A practical and accessible introduction for students and entrepreneurs

by John Smeur

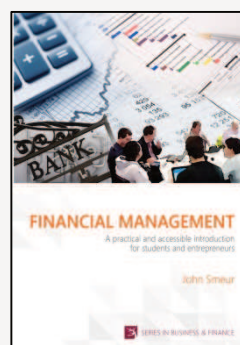
Book summary

This book introduces key concepts and methods in business financial management. It consists of two parts. Part one is structured around start-up investments and key financing decisions facing entrepreneurs during their first year in business. The instruments examined include the investment budget, financing plan, the opening balance sheet, financial planning for profits and liquidity, the closing balance sheet and a complete treatment of ratio analysis.

Part two is about cost prices, budgeting and variance analysis, profit calculation methods and break-even point and, finally, calculations of the returns to alternative investment options. All of these subjects are treated in an accessible, stepwise manner and are accompanied with illuminating examples. The combination of theoretical rigor and simple explanations makes the present volume indispensable for both students and entrepreneurs.

About the author

John Smeur holds a Masters degree in Law. For thirty years he accumulated extensive industrial experience in positions spanning legal, commercial and managerial functions. Over the past decade he has lectured in legal subjects and economics for business at Windesheim University of Applied Sciences in the Netherlands.



Hardback | 385 pp.
236mm x 160mm
October 2014
Series: Vernon Series in
Business and Finance
Subject(s): Finance, Corporate
Finance, Financial Reporting
and Financial Statements.
ISBN: 978-1-62273-015-5
URL: <http://goo.gl/v7F7Vy>

\$ 45

€ 35

£ 30



Designing work, technology, organizations and vice versa

edited by A. Bruni, L. Parolin and C. Schubert

Book summary

The aim of the book is to discuss the relations among technologies, work and organisations from multiple theoretical perspectives and to engage with questions about design as well as the sociomaterial foundations of working and organising.

The book focuses on the close study of practices and processes that inextricably link work and organisation to the use of artefacts and technological systems (and vice versa), exploring in detail the sociomaterial articulations and disarticulations of daily work and design; the doing of objects and technologies in everyday organizational life; the reconstruction of organizational processes through technological and design practices; the relation between learning, innovations and technologies in organizational settings.

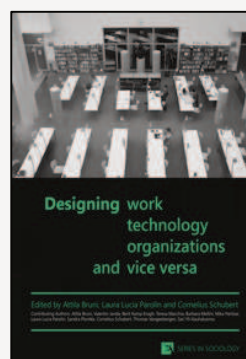
The book is addressed to graduate students, PhDs, scholars and researchers interested in the fields of Organization Studies, Science and Technology Studies, Sociology and Design, as well as to professionals and practitioners interested in new methodological approaches towards the relations between technology, work and organization.

About the editors

Attila Bruni is senior lecturer at the Department of Sociology and Social Research of the University of Trento.

Laura Lucia Parolin teaches Work and Organization Analysis at the Department of Sociology and Social Research of the University of Trento and Organization Theories at the Department of Sociology and Social Research of the University of Milano-Bicocca.

Cornelius Schubert is a post-doc researcher in the DFG research training programme “Locating Media” at the University of Siegen. He specialises in science and technology studies, medical and organisational sociology and innovation studies.



Hardback | 280 pp.
236mm x 160mm
September 2015
Series: Vernon Series in Sociology
Subject(s): Organization Studies,
Science and Technology Studies,
Sociology
ISBN: 978-1-62273-028-5

\$ 90

€80

£ 72

Sociology of Love

The Agapic Dimension of Societal Life
by Gennaro Iorio

Book summary

This book deals with a sociological concept: love-agape. Its goal is to introduce agape into the vocabulary of sociological analysis by demonstrating its potential to demarcate and to interpret social phenomena. Love-agape is presented as a critical concept. On the one hand, love-agape denounces the risks linked to the needs of closed groups, often absolutist and fundamentalist. On the other hand, it represents a concrete reality, lying at the root of a particular type of sociality. A sociality that, rather unconventionally, recognizes differences and distances, but also characterizes their condition of being together, as community founded on the recognition and respect of subjectivity.

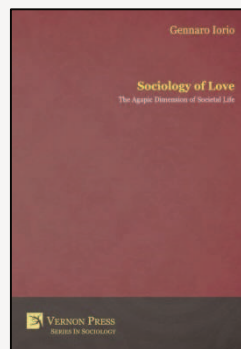
About the author

Gennaro Iorio, PhD., is Associate Professor of Sociology at the University of Salerno. He has published a number of works on classical sociology, sociology of poverty and sociology of new technology.

Praise

"[...] deserves to be read, because it flies in the face of the weak thought emerging in social sciences, and proposes a new direction for the contemporary debate: on the shoulders of giants such as Sorokin, Simmel, Giddens, Boltanski and Honneth, it is time to go back and rediscover the ordinariness of the relationships which makes love something extraordinary for the whole society."

Silvia Cataldi, University of Cagliari



Hardback | 134 pp.
236mm x 160mm
October 2014
Series: Vernon Series in
Sociology,
Subject(s): Sociology, Social
theory, Sociology: Customs and
Traditions.
ISBN: 978-1-62273-014-8
URL: goo.gl/O3BsX8

\$ 25

€20

£ 16

Generational Poverty

An Economic Look at the Culture of the Poor
by Adam D. Vass Gal

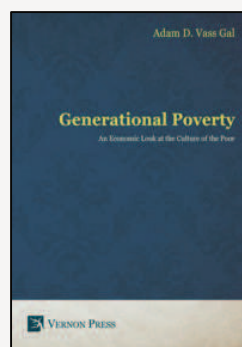
Book summary

Generational Poverty covers the author's eye-opening experiences with a young man named Jermaine and his family, initiated through the Big Brothers Big Sisters (BBBS) program. As someone who cares for Jermaine and his family, it was nothing short of a surprise to see first-hand some of the obstacles Jermaine's family are creating for themselves, while at the same time battling many of today's social constructs. This work identifies impediments that Jermaine has experienced as well as common challenges faced in his community.

In the author's words: "Most of my research for this book is devoted to pinpointing these cultural issues and gathering varying opinions for each one. While I do detail each unique perspective, my goal is to align each argument to an economic fundamental. This creates a more consistent diagnosis that does not depend on a personal set of values."

About the author

Adam Vass Gal has worked in financial services for 12 years, 10 of which he has served as an Investment Officer with the Oakley Group. This investment group has been named a Barron's top 1,000 advisor for the last 5 years as well as the top advisor in Nashville during that time. He has also taught macro and microeconomics at Belmont University since 2003. Adam holds a BBA in economics and MS in finance, both from Mississippi State University.



Hardback | 146 pp.
236mm x 160mm
November 2014
Subject(s): Urban Economics;
Behavioral Economics,
ISBN: 978-1-62273-018-6
URL: <http://goo.gl/vkDntW>

\$ 35

€25

£ 20

Titans of the Forests

The Economic Evolution of the Human Species and that of Our Cultures

by Gregory V. Short

Book summary

Instead of dwelling on the biological, physiological, or even the genetic aspects of our evolution, "Titans of the Forests" takes a completely different approach, which could be referred to as the uncharted and neglected field of macroevolution. Uniquely captivating, controversial, and very readable, it is the author's contention that we as a species were continuously forced to change our way of obtaining nourishment, or rather our various economies, in order to adapt to the ever-changing world. And as a result of this economic adaptation, our species would then and only then begin to slowly change into the modern humans of today.

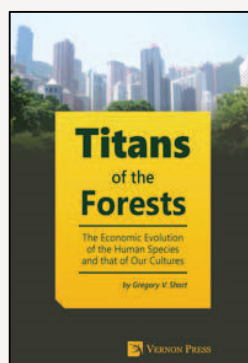
Praise

"In a world of increasing academic and expert specialization, it is rare to find a text so grand in scope and holistic in perspective [...]"

Dr. Andrew Nelson, Department of Anthropology,
University of North Texas

About the author

Gregory Short is a retired world history, political science, and economics teacher with almost forty years of teaching experience. He received a History degree from the University of Texas at Arlington in 1976, before pursuing graduate studies in Public Administration and Education. In 1981, he graduated from the American Economic Institute of Free Enterprise at Texas A&M. He has researched the subject of our incredible economic evolution for over twenty years.



Hardback | 180 pp.
263mm x 160mm
May 2015
Subject(s): Anthropology,
Sociology, Economic
Geography.

ISBN: 978-1-62273-027-8

\$ 45

€ 38

£ 32

The Rig-Vedic And Post-Rig-Vedic Polity

(1500 BCE-500 BCE)

by R.U.S. Prasad

Book summary

The book critically examines and assesses the literary evidence available through Vedic and allied literature portraying the nature of Vedic polity, the functionalities of its various institutions, and the various social and religious practices. It contains extensive discussions on political system and institutions, religious and social practices as they obtained during the Rig-Vedic and post Rig-Vedic periods. It provides a fresh approach to the cult of sacrifice and fire rituals practiced by Vedic Aryans along with an in-depth analysis of the Vedic view of Nationalism, Sovereignty, Kingship and State as discernible from Vedic texts.

Praise

" [...] An important study that enhances our understanding of early Indian polity."

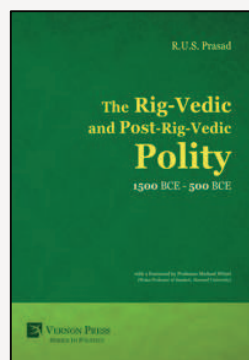
Edwin Bryant, Professor of Hinduism
Rutgers, State University of New Jersey

"[...]a breadth of scholarship as astonishing as it is impressive."

Nicholas C. Hope, Stanford University

About the author

Dr. Prasad is currently a research associate in the Department of South Asian Studies, Harvard University. This book is a culmination of more than three years of research at Harvard where he works with Professor Michael Witzel. Dr. Prasad holds a Doctorate degree from Jawaharlal Nehru University, India and a Master's degree in History and Economics from Patna University, India. He has held a variety of assignments under the Government of India including that of Secretary to Government of India.



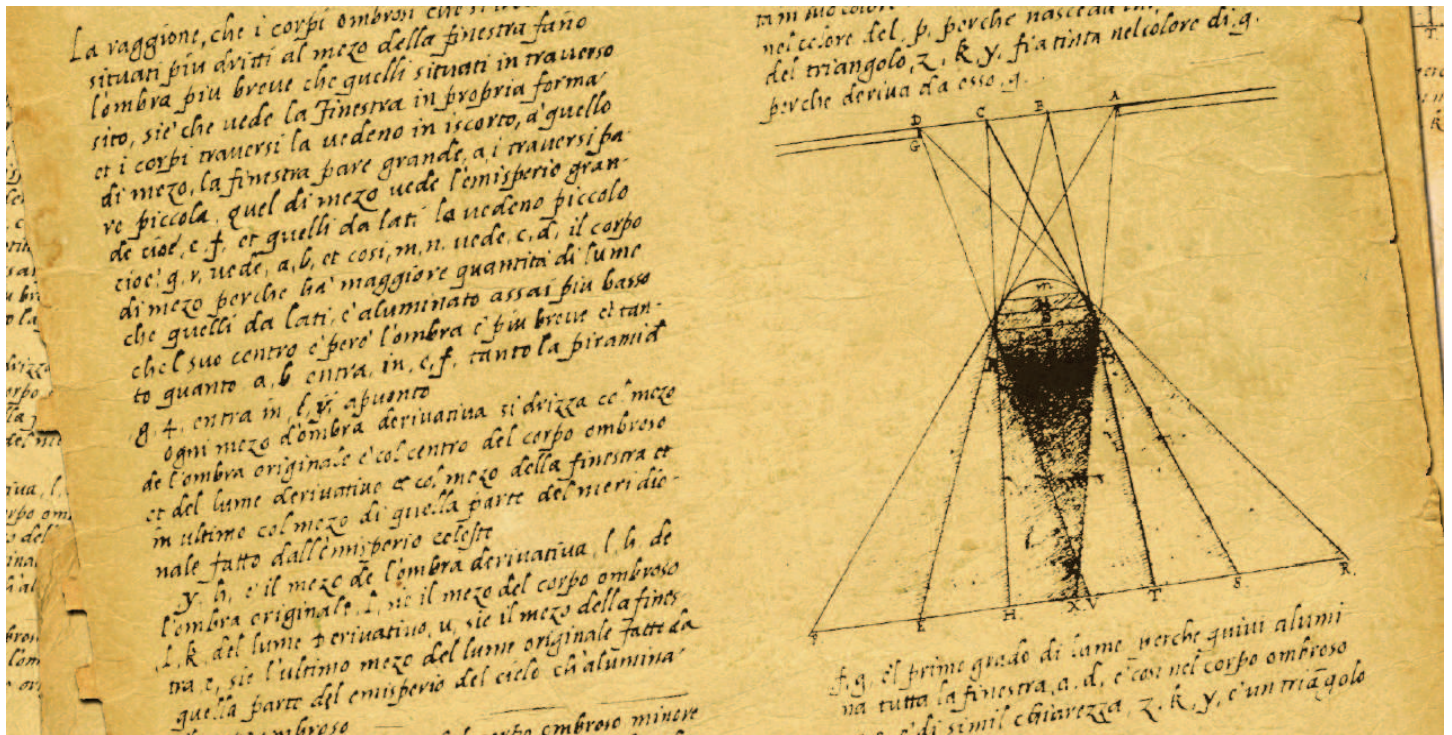
Hardback | 200 pp.
263mm x 160mm
June 2015
Subject(s): Political science ^
theory, History, India,

ISBN: 978-1-62273-026-1

\$ 50

€ 50

£ 38



Leonardo Da Vinci's Treatise of Painting

The World's Greatest Treatise on Painting - Its Origins, History, Content, And Influence.

by Richard Shaw Pooler

Book summary

This book traces the story of the world's greatest essay on painting - Leonardo Da Vinci's "Treatise of Painting". It combines an extensive body of literature about the Treatise with original research to offer a unique perspective on:

- Its origins, and history of how it survived the dispersal of manuscripts;
- Its contents, their significance and how Leonardo developed his Renaissance Theory of Art;
- The development of both the abridged and complete printed editions;
- How the printed editions have influenced treatises and art history throughout Europe, the Eastern Mediterranean, and America from the Seventeenth to the Twentieth Centuries.

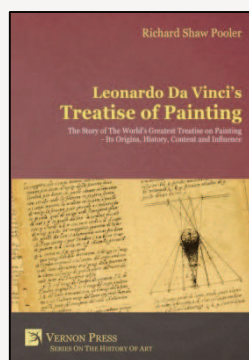
Praise

"[...] an interesting and well-written account of a puzzling aspect of art history"

Peter G. Underwood, Emeritus Professor,
University of Cape Town.

About the author

Richard Shaw Pooler was born in 1948 in Durban, South Africa. He graduated with Bachelors (First Class Honors) in 1970 and MPhil (Distinction) in 2004, both from the University of Cape Town, before completing his doctoral thesis at the University of South Africa in 2014. He is the author of various books on art and other subjects.



Hardback | 250 pp.

236mm x 160mm

October 2014

Series: Vernon Series in the History of Art

Subject(s): Fine Arts, Arts

History, Renaissance Art.

ISBN: 978-1-62273-017-9

URL: <http://goo.gl/ul2rGN>

\$ 55

€ 50

£ 40



The Distinction of Human Being

An Introduction to the Logotectonic Method of Conception

by Thomas K. Caplan

Book summary

This study introduces philosophy students and professionals to the “logotectonic” method of conception as developed by the late Heribert Boeder, a pupil of Martin Heidegger, which is broadly structuralist in its approach but endeavors to make evident how the principles of rationality governing the Occidental tradition *λογος* (logos) – even those dictated by the animus of our post/modern world of thought in opposition to it – are, in fact, founded upon the “nature” of pure reason itself, the intellect, the discipline, and the art of which can be understood as constituting a unique “language” containing a vocabulary of distinguished terms, a syntax that determines their ratios, and rules of inference with which these terms of principle, insight, and issue are built into trains of thought about thought, every thought.

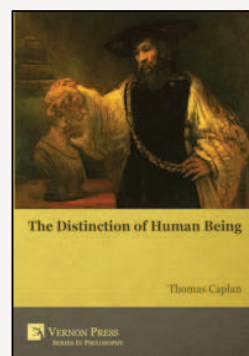
As a result, the wisdom of the Muses (Homer, Hesiod, Solon), of the Holy Spirit (the Synoptic Narratives of Mark, Luke, and Matthew, the Apostolic Letters of Paul, the Gospel of John), and of Humanity (Rousseau, Schiller, Hölderlin) can be seen to have thrice articulated, in their own terms, a moving vision of our experience with the distinction of human being, inspiring critical reflection to consider the 'logos' as a destiny with regards to which even we, as the thinkers, the doers, and the builders of today, are still learning what it means to make a difference.

'The Distinction of Human Being' offers contemporary thinkers, beginners as well as professionals, a

comprehensive reading of the origin and the tradition of metaphysics encompassing the life and times of pure reason as it unfolds across its theoretical, practical, and poetic endeavor of conception the last of which suggests what a philological philosophy might entail and demand of a new generation of friends of wisdom.

About the author

Thomas Kruger Caplan studied Literature Theory in Paris, philosophy in Osnabrück (Germany) with Heribert Boeder, a pupil of Martin Heidegger, attended experimental theater workshops at the Brunswick University of Fine Arts (Germany), and is currently teaching business English, philosophy, cultural history, and rhetoric at the Ostfalia University of Applied Sciences (Salzgitter, Germany).



Hardback | 800 pp.

236mm x 160mm

July 2015

Series: Vernon Series in
Philosophy

Subject(s): Social Sciences;
Philosophy: Metaphysics and
Ontology; Humanities

ISBN: 978-1-62273-022-3

\$85

€74

£ 66



The Collected Short Works of Thorstein Veblen

Volumes I-III

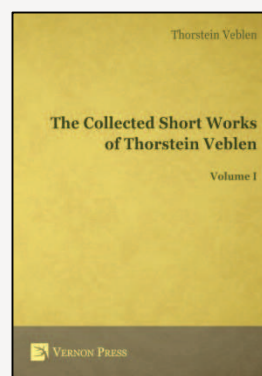
Book summary

This three-volume collection contains Veblen's publications in academic journals and other scholarly press outlets. The articles are organized under major chapters covering Veblen's pioneering thoughts on social organization; economic theory; social theory; institutions, social organization and economic performance; contemporary policies and social movements; social applications of evolutionary reasoning. Veblen made numerous seminal contributions on issues as diverse as the social role of science, the economic and social competition between entrepreneurs and engineers as well as the still under-appreciated preconceptions of economics as a science.

The collection brings together much work that has been inaccessible in print and provides instructive reading for researchers on institutional economics, evolutionary economics as well as those with an interest on the history of economic thought. This edition has been professionally typeset from the original articles for easier reading and includes a comprehensive index. It is printed on quality, hard-bound volumes, resulting in an indispensable contemporary edition of Veblen's timeless ideas.

About the author

Thorstein Bunde Veblen (1857-1929) was an American economist widely considered the founding father of modern institutional economics. His contact with philosophers and other social scientists as much as with economists is reflected in the critical tone of his writing on economics and his witty description of capitalist economic and social structures. He became an editor of the pre-eminent *Journal of Political Economy* and enjoyed widespread accolade for his books *The Theory of the Leisure Class* and *The Theory of Business Enterprise*. His diverse writings are heavily influenced by the evolutionary turn apparent in much of social science at the time and seek social analogies of natural mechanisms of speciation, competition and selection.



Hardback | 589 pp. (3 Volumes)
236mm x 160mm
March 2015
Series: Vernon Series in Classics
in Economics
Subject(s): Economics,
Institutional Economics,
Economic Theory and Philosophy

ISBN: 978-1-62273-011-7
URL: <http://goo.gl/dRfmKL>

\$ 135

€ 114

£ 84



A Plan of the English Commerce by Daniel Defoe

Book summary

A Plan of the English Commerce is a rare piece of economic history covering the crucial period at the outset of the first Industrial Revolution and the early wave of globalization. Unlike other chroniclers of British economic development, Defoe was contemporary to and often had first-hand experience of important events. His account therefore offers an extraordinary vantage point, free from the distorting lens of modern theoretical explanations.

An account rich in anecdotes and penetrating observations, Defoe's work emphasizes neglected aspects of the world economy at the time, such as the interplay between industrial policy and international trade.

Praise

"Defoe's main economic work [...] a thorough and insightful account of Tudor industrial policy (under England's Tudor monarchs) that has much to teach us today. [...] shows that it was [...] government protection and subsidies that developed British woolen manufacturing."

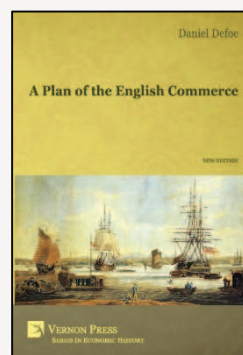
Ha-Joon Chang, *Bad Samaritans*, (2008, Bloomsbury Publishing)

About the author

Daniel Defoe (1660-1731) was an English merchant, civil servant, journalist, writer, economist and spy nowadays best known for literary classic *Robinson Crusoe*.

Hailing from a humble family, Defoe's ambition, restless nature and ability to bounce back from failure took him to faraway lands, engaged him in countless business ventures and an equal amount of problems with creditors, business and political adversaries. Working for the Crown nurtured his thinking on matters of national interest and exposed him to leading policy thinking of the time.

Defoe published over 560 pamphlets and books in topics as diverse as politics, crime, economics, history, topography, personal relationships and spirituality before turning to fiction in later life.



Hardback | 186 pp.
236mm x 160mm
New Edition
September 2013
Series: Vernon Series in Economic History
Subject(s): Economic History, Economics, Britain

ISBN: 978-1-62273-001-8

URL: <http://goo.gl/msSGk2>

\$ 28

€ 25

£ 20



VERNON PRESS

Vernon Art and Science Inc., 1000 N West Street, Suite 1200,
 Wilmington, Delaware 19801, United States of America
 tel: +1 (302) 250 4440 • web: www.vernonpress.com • email: info@vernonpress.com

Name: _____

Address: _____ City: _____

State: _____ Zip Code: _____ Country: _____

Telephone number or email address: _____

QTY	ISBN	AUTHOR	TITLE	PRICE	TOTAL

Post your order to:
 Vernon Art and Science Inc., 1000 N West Street,
 Suite 1200, Wilmington, Delaware 19801, USA

**You can also place your order
 online: www.vernonpress.com**

SUBTOTAL: _____
 10% DISCOUNT*: _____
 (With orders of three or more titles. Applies to prepaid orders
 from individuals only.)
 SALES TAX: _____
 SHIPPING/HANDLING: _____
 TOTAL: _____

Please select shipping below.

For shipments within the U.S.:

Add US\$5.00
 for the first book
 and US\$2.00
 for each additional book
 (Shipment by UPS Ground or
 similar)

For shipments outside the U.S.:

First Class Mail International (2-4 weeks delivery)
 Canada: First book US\$10.00/\$8.00 per each additional book
 All other countries: First book US\$18.00/ \$11.00 per each additional book

Priority Mail International (1-2 weeks delivery)
 Canada: First book US\$19.00/\$4.00 per each additional book
 All other countries: First book US\$27.00/\$9.00 per each additional book

For faster delivery methods, contact us at info@vernonpress.com
 Payment should be made by check or by credit card. We also accept payments via PayPal at: payments@vernonpress.com
 Prices subject to change without notice. Check our website for latest prices and other news.

MasterCard Visa American Express

Card Number: _____ Expiration Date: _____

Name on card: (Please Print) _____

Signature: _____

Library, bookstore, wholesaler, distributor, and institution orders with an authorized signature and a purchase order number
 will be billed. All other orders must be prepaid before shipment.

Thank you for your order.


VERNON PRESS

Vernon Art and Science Inc., 1000 N West Street, Suite 1200,
 Wilmington, Delaware 19801, United States of America
 tel: +1 (302) 250 4440 • web: www.vernonpress.com • email: info@vernonpress.com

Call for Book Proposals: New Series in Complex Social Systems

Vernon Press, a small independent publisher committed to excellence in scholarship, is inviting book proposals for a new series in Complex Social Systems. At this early stage the scope is necessarily broad and could accommodate formal approaches to the study of complexity from across the social sciences, including computational sociology, complexity economics and system dynamics. We would particularly welcome proposals for books that seek to introduce complex systems perspectives, approaches and methods to advanced postgraduates, professionals and new researchers to the field. We expect to launch the first titles in 2016 and maintain a publication schedule of 2-4 titles a year.

What we look for in a new book proposal

- The book should be the product of original research and scholarship. It may reflect an original idea or the application of an existing idea to a new setting. Alternatively, it may draw from and unite existing approaches into a comprehensive whole, resulting in a volume suitable for reference or student instruction.
- It should be in an area in which you are an expert in courtesy of extensive study, research and/or professional experience. It should be of a sufficiently high academic standard to stand the test of peer review.
- It should strive to make a contribution to the field, enlarge upon existing research, or fill a market niche. In all cases, it should be of interest to a sufficiently large community of researchers and practitioners to justify publication in book format.

Sample Topics

- Adaptive systems
- System dynamics and modelling
- Agent-based modelling, Microsimulation
- Novel data collection tools and methods
- Big Data, Content analysis
- Social network theory / analysis
- Complex networks, Network design
- Emergence, philosophy of complexity
- Policy implications of complexity

Submission procedure

Please send a short book proposal (5 pages maximum) or extended abstract to info@vernonpress.com. To speed up initial screening, you may include a sample chapter, the full list of references and a list of your other academic publications or a brief biographical note. If your proposal interests us we will proceed with peer review. For more information see www.vernonpress.com/publish

**VERNON PRESS**

Vernon Art and Science Inc., 1000 N West Street, Suite 1200,
Wilmington, Delaware 19801, United States of America
tel: +1 (302) 250 4440 • web: www.vernonpress.com • email: info@vernonpress.com

Call for Reviewers

**Do you enjoy reading books in economics, social science, humanities?
Join our community of book reviewers!**

Vernon Press - a small independent publisher committed to excellence in scholarship - is seeking experts to join its community of book reviewers.

To join you must be an expert in economics, social sciences or the humanities, and be prepared to review at least one book every two years.

Benefits of joining:

- Get to read and keep carefully pre-selected works, including cutting-edge research.
- Help fellow scholars develop their work into high-standard, high-impact contributions and be acknowledged for it.
- Get advance notice of exciting publication opportunities, occasional competitions and prize draws.
- Get additional free books every time you review and become eligible for participation in our annual prize draw for a \$500 research stipend.
- First-time reviewers receive a small honorarium (\$50) and a choice of 2 free books from our current or future titles.
- Experienced scholars may propose new series and receive additional benefits for their role as Editors (subject to publisher approval).
- Young scholars receive support from the publisher and fellow community members and gain valuable experience in the process of peer review.

To join please send a brief message expressing interest to:

reviewers.community@vernonpress.com

In your message please mention your full name, academic affiliation, area(s) of expertise, and provide either a paragraph-long biographical note (and/or) a list of publications.


VERNON PRESS

Vernon Art and Science Inc., 1000 N West Street, Suite 1200,
 Wilmington, Delaware 19801, United States of America
 tel: +1 (302) 250 4440 • web: www.vernonpress.com • email: info@vernonpress.com

Publish with us

We welcome academic book proposals from both experienced and first time authors. Feel free to drop us a line at info@vernonpress.com with an outline of your proposal. If it interests us we will invite you to submit a full proposal (see our website for instructions) or full manuscript for editorial assessment and, subsequently, peer review.

Editorial values and standards

Our acquisition process has as its central criterion the contribution of a work to knowledge, irrespective of approach or perspective. It is necessary for such a contribution to be scientifically rigorous and of current interest to the academic communities to which it belongs, but saleability is not as central to our commitment to scholarship as has widely become the case over the last few years. Peer-review and close collaboration with information specialists, academic associations and other research communities ensure our titles are relevant and of a high academic standard.

Quality commitment

We employ rigorous quality control processes in commissioning, production and distribution. Our production editors adopt a pragmatic approach to turning around a manuscript quickly and with only the necessary intervention, and given the current state of academic publishing, are keen to be cost-effective without compromising on quality. In keeping with our commitment to high quality, we use a mix of technologies to achieve excellent printing standards and durable hardback binding.

What our authors say about us

"It has been a thrill to have such an attentive publisher take notice of my work. They have been consummate professionals."

"[...] my heartfelt congratulations on a job well done. I think you and your team have done a fabulous job "

**VERNON PRESS**

Vernon Art and Science Inc., 1000 N West Street, Suite 1200,
Wilmington, Delaware 19801, United States of America
tel: +1 (302) 250 4440 • web: www.vernonpress.com • email: info@vernonpress.com

Publish with us

Maximum exposure

We take marketing seriously and make use of the latest digital media in addition to more traditional approaches. We are ready to work with authors in promotional activities including book launch seminars, conference presentations and, where relevant, major press reviews. All titles are indexed in the major scholarly book repositories and made available through a wide range of distribution channels including academic libraries and of course online retailers such as Amazon. We are currently working to make our titles available in a greater range of formats.

No cost burden & flexibility about open access

We never charge authors for production costs. Our no-charge promise reflects our confidence in commissioning only high quality works and the efficiency of our production and distribution channels. Authors can elect to make their work available (partly or in full) and indexed in open access repositories.

Individual attention

Being a small business we care for and pay attention to the needs of each of our authors. We work closely with authors at all stages and can accommodate individual needs in editing, typesetting, visual reproduction, translation, marketing and distribution.

How to publish with us

Please send a short book proposal (5 pages maximum) or abstract to info@vernonpress.com. To speed up initial screening, you may include a sample chapter, the full list of references, and a list of your other academic publications or a brief biographical note. If your proposal interests us we will then proceed with full review to establish the originality, rigor and potential impact of your work.

Please check our website for the latest Calls for Proposals: www.vernonpress.com

**We commit to reply to all proposals and endeavor to offer
constructive feedback whenever possible**


VERNON PRESS
LIBRARY RECOMMENDATION FORM

From: _____

Department: _____

Signature: _____ Date: ____ / ____ / ____

I would like to recommend that the library purchase the following books:

TITLE	AUTHOR	ISBN

 From: _____

Department: _____

Signature: _____ Date: ____ / ____ / ____

I would like to recommend that the library purchase the following books:

TITLE	AUTHOR	ISBN

Channels

You can order directly from our website or with major academic distributors, including YBP, Ingram, Nielsen and Amazon. For bulk orders please contact rosario.batana@vernonpress.com. For ordering via post, please fill in the form inside.

Payment

Our website accepts payment for all major credit cards directly and via PayPal. Trade transactions are payable from the date of invoice via check or direct bank transfer. You can choose to be billed in either US dollars or Euros.

Pricing & discounts

All our authors get generous discounts across the range of our titles. Discounts are also available for bulk purchases or as part of long-term agreements with academic associations, university libraries and major resellers.

Staying up to date

Visit our website for latest news on our titles, series, occasional offers and competitions. Our website also provides downloadable material for our titles, including flyers but also scientific data and software code. Subscribe to our RSS news feed for instant updates.

Publish with us

See our website for author guidelines and calls for proposals.



VERNON PRESS

www.vernonpress.com