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Spring 2018

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University of North Carolina Press

Jas Obrecht

Stone Free: Jimi Hendrix from London to Monterey

A compelling portrait of rock's greatest guitarist at the moment of his ascendance, *Stone Free* is the first book to focus exclusively on the happiest and most productive period of Jimi Hendrix's life. In the fall of 1966, he's an under-sung, under-accomplished sideman struggling to survive in New York City. Nine months later, he's the toast of Swinging London, a fashion icon, and the brightest star to step off of the stage of the Monterey International Pop Festival. The momentum-building, day-by-day account of this extraordinary transformation offers new details into Jimi's personality, relationships, songwriting, guitar innovations, studio sessions, and record releases. It explores the social changes sweeping the U.K., Hendrix's role in the dawning of "flower power," and the prejudice he faced while fronting the Jimi Hendrix Experience. In addition to featuring the voices of Jimi, his bandmates, and other eyewitnesses, *Stone Free* draws extensively from contemporary accounts published in English- and foreign-language newspapers and music magazines. A must for Hendrix fans. ♦ Jas Obrecht is an award-winning music journalist and former editor of *Guitar Player* magazine. He has written for *Rolling Stone*, *Living Blues*, and many other publications. His books include *Rollin' and Tumblin'* and *Early Blues*.

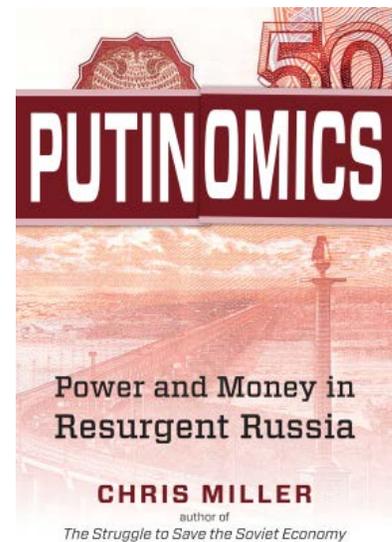
Fall 2018 ♦ Biography/Music ♦ 252 pages
World Rights: UNC Press; UK: Duckworth

Chris Miller

Putinomics: Power and Money in Resurgent Russia

This accessible book examines the making of economic policy since Vladimir Putin took power in 1999. It argues that Putin's economic strategy has functioned far more effectively than most Western analysis admits. While acknowledging that part of Putin's successes--above all, quadrupling per capita GDP in just a decade and a half--can be attributed to cashing in on high oil prices, Miller details the government policies that have also been fundamental to Russia's growth. *Putinomics* analyzes Russia's political economy in a way that non-specialists can comprehend and complicates our understanding of contemporary Russia. ♦ Chris Miller is the author of *The Struggle to Save the Soviet Economy* and is Associate Director of the Brady-Johnson Program in Grand Strategy at Yale University.

March 2018 ♦ Economics/Russia ♦ 240 pages
World Rights: UNC Press



Ahmad Dallal

Islam without Europe: Traditions of Reform in Eighteenth-Century Islamic Thought

Replete with a cast of giants in Islamic thought and philosophy, Ahmad Dallal's pathbreaking intellectual history of the eighteenth-century Muslim world challenges stale views of this period as one of decline, stagnation, and the engendering of a widespread fundamentalism: far from being moribund, the eighteenth century--prior to European colonization--was one of the most fertile eras in Islamic thought. Ranging across vast Islamic territories, Dallal charts in rich detail not only how intellectuals rethought religious knowledge but also the popular reception and political and social impact of their ideas. Masses and elites alike embraced the relentless appeals of Muslim thinkers who, while preserving classical styles of learning, advocated for participation by all Muslims in the definition of Islam. ♦ Ahmad Dallal is professor of history at the American University of Beirut and the author of *Islam, Science, and the Challenge of History*.

June 2018 ♦ Religion/History ♦ 440 pages
World Rights: UNC Press

Gary R. Bunt

Hashtag Islam: How Cyber Islamic Environments Are Transforming Religious Authority

From social networks to websites, essential elements of religious practices and authority now have representation online, and Muslims, embracing the immediacy and increased accessibility of the Internet, are increasingly turning to cyberspace for advice and answers to important religious questions. In the dynamic online environment, Bunt shows, traditional models of authority are often challenged, leading to the emergence of digitally literate religious scholars and authorities whose influence and impact go beyond traditional boundaries of imams, mullahs, and shaikhs. In exploring relationships between technological interfaces and Islam, Bunt shows how online rhetoric and use of social media to articulate religious faith is being applied by many different kinds of Muslim organizations and individuals, from Muslim comedians to women's rights advocates to jihad-oriented platforms, such as "Islamic State" and al-Qaeda, which now clearly rely on strategic digital media policies to augment and justify their authority and draw recruits. ♦ Gary R. Bunt is senior lecturer in Islamic studies at the University of Wales. He is author of *imuslim*, *Virtually Islamic* and *Islam in the Digital Age*.

Fall 2018 ♦ Religion/Internet ♦ 260 pages

World Rights: UNC Press

Edward M. Geist

Armageddon Insurance: Civil Defense in the United States and Soviet Union, 1945–1991

As the Cold War progressed, American and Soviet definitions of civil defense evolved. Programs created out of concern about enemy air attacks devoted more attention over time to mitigating the effects of internal threats. As a result, civil defense came to be known by different names--"emergency management" in English, and *grazhdanskaia zashchita* ("civil protection") in Russian. Even as other areas of the United States' and Soviet Union's nuclear strategic postures became more similar, their civil defense efforts increasingly diverged. This contrast, Edward Geist argues, offers an invaluable opportunity to investigate the differences between how the two superpowers approached the arms race. Drawing on previously unexamined Soviet and American archival sources, Geist places these programs in their respective political and cultural contexts. Challenging common assumptions, Geist shows how Moscow and Washington developed their nuclear weapons policies not based on rational strategic or technical considerations, but as the result of power struggles between different bureaucratic institutions pursuing their own narrow self-interest. Edward M. Geist is the Associate Policy Researcher, RAND Corporation; Ph.D., University of North Carolina at Chapel Hill.

Fall 2018 ♦ Cold War/Russia ♦ 340 pages

World Rights: UNC Press

Kyle Burke

Revolutionaries for the Right: Anticommunist Internationalism and Paramilitary Warfare in the Cold War

This definitive story of the international right gives a sweeping narrative of the postwar rise of a network of right-wing mercenaries. As early as the late 1940s, anticommunist groups from Eastern Europe and Asia began working together in the hope of launching guerrilla wars to overturn communist governments. By the end of the 1950s, they had drawn actors from across the world into their work. Funded by anticommunist donors and coordinated by Republican operatives, they were dedicated to sowing chaos on every continent where left-wing movements arose. This book draws together the many post war military excursions in Asia, Europe, Africa, South America, and in the Pacific, in which a small group of American private interests had a hand. Ryan Burkev shows how a band of ex- spies and ex-soldiers traveled the world and launched anticommunist offensives aimed not only at rolling back communism but spreading Christian religious values and free markets. ♦ Kyle Burke is an assistant professor of history at Temple University.

June 2018 ♦ History ♦ 368 pages

World Rights: UNC Press

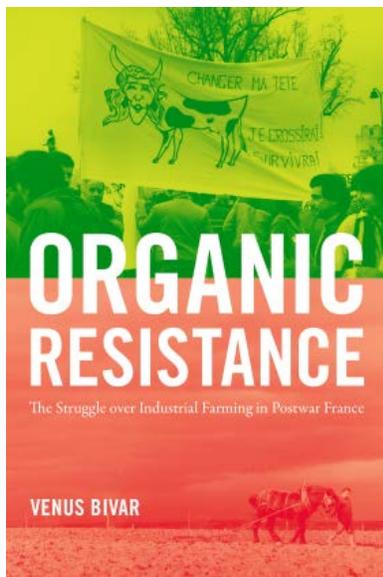
Robert M. Zink

The 3.1 Minute Outdoorsman

Aimed at readers interested in nature, science, fishing and hunting this unique and humorous book acknowledges that being in nature can bring up some serious questions. After contemplating your own mortality, you start to wonder: “Why don’t deer noses freeze in the winter?” “What does mammoth taste like?” “Do fish feel pain?” These are important questions, and Robert M. Zink has the answers. Bringing together the enigmatic and the common, Zink cleverly answers the questions that have yet to cross your mind. In these witty three minute long essays, Zink condenses the latest scientific discoveries and delivers useful, entertaining information on the great outdoors. ♦Robert M. Zink is a conservation biologist and animal ecologist in the School of Natural Resources at the University of Nebraska Lincoln. He is the author of *The Three Minute Outdoorsman: Wild Science from Magnetic Deer to Mumbling Carp*.

Fall 2018 ♦ Nature/Essays ♦ 240 pages

World Rights: UNC Press



Venus Bivar

Organic Resistance: The Struggle over Industrial Farming in Postwar France

Fascism and Organic food are not often discussed in the same breath, but this book demonstrates that they were intimately connected. The concept of terroir (the unique quality that a particular habitat imparts to food) and practices of organic farming are essential to the image of French food and are assumed to have developed alongside a left-leaning political tradition. However, the origins actually lie with the far right. This book shows many of the earliest proponents of organic agriculture had ties to the fascist politics of Vichy and the eugenics movement. Quality for these white Catholic men was about purity and the regeneration of the French race through a superior organic diet. Farmers and their fascist representatives simultaneously kept afloat a mystical belief in the sanctity of the land while shrewdly engaging in the bare-knuckle politics of international trade negotiations and mass production. By the 1980s, their movement had attracted enough consumer support that terroir and organic farming were co-opted by the French state and marketed to the world. This is a fascinating

history of the dark side of the concept of terroir that became an inspiration to farmers, chefs, and taste-makers worldwide. ♦Venus Bivar is assistant professor of history at Washington University.

March 2018 ♦ History/Food ♦ 440 pages

World Rights: UNC Press

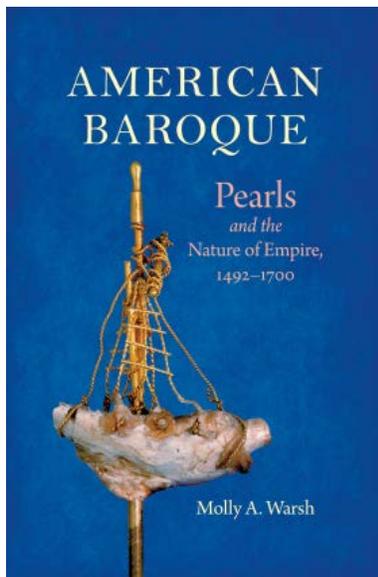
Edward McLean Test

Myth to Market: New World Plants in Early Modern English Literature

This literary exploration examines New World plants and their Amerindian myths as they move across the Atlantic and into English literature. Edward McLean Test seeks to reinstate the contributions of indigenous peoples to European society, charting an alternative cultural history, which explores the associations and assemblages of transatlantic multiplicity rather than Eurocentric homogeneity. ♦Edward McLean Test is an associate professor in the Department of English at Boise State University. His work has been published in the *Journal of Medieval and Early Modern Studies* and *Early Modern Culture*.

Fall 2018 ♦ Indigenous Studies/Horticulture ♦ 313 pages

World Rights: UNC Press



Molly A. Warsh

American Baroque: Pearls and the Nature of Empire, 1492-1700

This is the first book to trace the global history of pearls in the aftermath of Columbus's accidental encounter with the Americas in 1492, a history far messier and bloodier than gorgeous artistic renditions of early modern women bedecked in pearls would suggest. This sprawling history charts Columbus's discovery of oyster beds off the coast of Venezuela and Spain's subsequent sustained exploitation of the pearl fisheries in the Caribbean to the genesis of Spain's maritime empire. In the 1500s, licit and illicit trade in the jewel gave rise to global networks, which prompted Spain to develop an imperial bureaucracy to channel pearl wealth into state coffers. Pearls, however,—a unique source of wealth because of their renewable, fungible, and portable nature—defied easy categorization. Their worth was determined more by the individuals, free and enslaved, who produced, carried, traded, wore, and painted them than imperial decrees. In *American Baroque*, Molly Warsh creatively blends

environmental, social, and cultural history to construct compelling microhistories of early modern peoples' wide-ranging engagement with this deceptively simple jewel. Taken together, these stories uncover early modern conceptions of wealth, from the sandy shores of the island of Margarita to the lavish rooms of Venetian palaces. ♦ Molly A. Warsh is an assistant professor of history at the University of Pittsburgh.

April 2018 ♦ History ♦ 304 pages
World Rights: UNC Press

Mari Armstrong-Hough

The Practice of Culture: Biomedicalization, Globalization, and Type 2 Diabetes in the US and Japan

In this book, Mari Armstrong-Hough examines the rise and treatment of type 2 diabetes, considered a "lifestyle disease," in a pair of advanced health care societies: the United States and Japan. Armstrong-Hough asks why do physicians in Japan recommend rice as a fundamental part of the daily diet while their American counterparts eschew carbohydrates altogether? Why do American physicians prescribe medications while Japanese physicians hesitate to do so and urge lifestyle changes? To answer these questions, Armstrong-Hough argues that physicians act on not only increasingly globalized professional standards but also take into account local knowledge and cultural practices. As a result, treatment protocols diverge sharply from one country to another. The culture of the doctor and the patient plays a major role in shaping health care practices. The author worked in Japan in the field for several years, performing nearly 150 interviews with Japanese and American physicians and patients. ♦ Mari Armstrong-Hough is a sociologist and epidemiologist at Yale University School of Public Health.

Fall 2018 ♦ Medicine/Japan ♦ 240 pages
World Rights: UNC Press

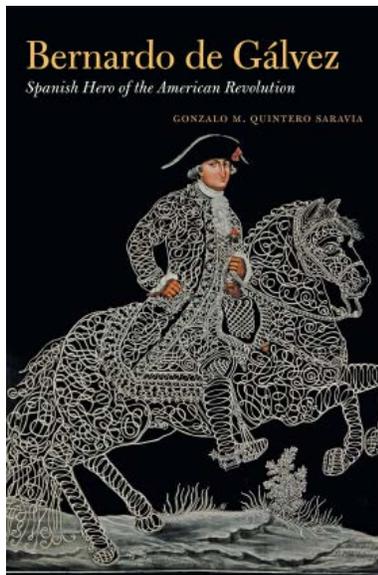
Iñigo García-Bryce

Haya de la Torre and the Pursuit of Power in Twentieth-Century Peru and Latin America

Sponsored the by likes Fidel Castro and Che Guevara, Victor Raúl Haya de la Torre (1895-1979) was one of Latin America's key revolutionary leaders. This biography of Haya chronicles Haya's political odyssey as founder of the American Popular Revolutionary Alliance, political theorist and seasoned opposition figure. Throughout, Iñigo García-Bryce spotlights Haya's devotion to the growth of populism as a political style for the left and the right, and to his vision of a pan-Latin American political movement. Haya's Aprismo movement was a homegrown enterprise focused on promotion of labor rights, Indigenous peoples' rights, and women's rights. Steering his party toward the center of the political spectrum through most of the Cold War, Haya was elected president in 1962--but he was blocked from assuming office by the military, which played on rumors of his homosexuality. This book tells the odyssey of his dramatic political life as, repeatedly jailed and exiled by his own government, he was ultimately elected--and denied--the presidency of Peru. ♦ Iñigo Garcia-Bryce is associate professor of history at New Mexico State University.

Fall 2018 ♦ Biography ♦ 272 pages

World Rights: UNC Press



Gonzalo Maria Quintero Saravia

Bernardo de Galvez: Defender of the Spanish Empire in the Age of the American Revolution

This is the first comprehensive biography of Bernardo de Gálvez (1746-1786)--Supreme Commander of the Spanish forces in North America during the War for Independence. Although Spain was never a formal ally of the United States, Saravia demonstrates that Spain's involvement in the war definitively tipped the balance against Britain. Gálvez's campaigns against British settlements prevented Britain from concentrating all its North American military and naval forces on the fight against George Washington's Continental Army. Saravia also documents Gálvez's postwar career as Viceroy of New Spain (1785-86), where he was pivotal in the design and implementation of Spanish colonial reforms. Saravia's portrait of Gálvez reveals him as central to the histories of the American Revolution and late eighteenth-century America, demonstrating that he was a man both of empire and of the Enlightenment. ♦ Gonzalo M. Quintero Saravia is political counselor at the Embassy of Spain to the United States. He is the author of *Pablo Morillo, General de Dos Mundos*, Planeta, 2005 and *Don Blas de Lezo, Defensor de Cartagena de Indias*, Planeta.

Morillo, General de Dos Mundos, Planeta, 2005 and *Don Blas de Lezo, Defensor de Cartagena de Indias*, Planeta.

May 2018 ♦ Biography ♦ 416 pages

World Rights: UNC Press

Mark Rice

Making Machu Picchu: The Politics of Tourism in Twentieth-Century Peru

Speaking at a 1913 National Geographic Society gala, Hiram Bingham III, the American explorer celebrated for finding the “lost city” of the Andes two years earlier, suggested that Machu Picchu “is an awful name, but it is well worth remembering.” Millions of travelers have since followed Bingham’s advice. When Bingham first encountered Machu Picchu, the site was an obscure ruin. Now designated a UNESCO World Heritage Center, Machu Picchu is the focus of Peru’s tourism economy. Mark Rice’s history of Machu Picchu in the twentieth century—from its “discovery” to today’s travel boom—chronicles the economic, social, and cultural processes by which Machu Picchu was transformed into both a global travel destination and a powerful symbol of the Peruvian nation. This illuminating book reveals the contradictions and ironies of Machu Picchu’s transformation. ♦ Mark Rice is assistant professor of history at Baruch College, The City University of New York, Ph.D., Stony Brook University.

Fall 2018 ♦ History/Venezuela ♦ 240 pages

World Rights: UNC Press

Jesse Cromwell

Choppy Waters: A History of Smuggling in Colonial Venezuela

Cut off from the Spanish fleet system and its reliable provision of goods, Venezuelan colonists struggled to feed and clothe their families. They found a solution in cacao, a coveted luxury they could exchange with Dutch, English, and French smugglers for the necessities of life. Although everyday connections between colonial subjects of disparate empires defined much of the Spanish Atlantic, Cromwell’s fine-grained social analysis of smugglers and their customers reveals that colonial borders mattered, especially as the Spanish state cracked down on illicit commerce in the eighteenth century. Overall, Cromwell’s investigation of the actions of contrabandists and consumers in Venezuela reveals that smuggling was more than transactional relationship or imperial worry. Venezuelans defended their commercial autonomy through passive measures and occasionally violent protests—even open rebellion. Disputes over smuggling between the Spanish state and its colonial subjects prompted the empire to essay repression, reform, and, ultimately, free trade. ♦ Jesse Cromwell is assistant professor of History at the University of Mississippi.

Fall 2018 ♦ History/Atlantic ♦ 252 pages

World Rights: UNC Press

Karin Alejandra Roseblatt

The Science and Politics of Race in Mexico and the United States, 1910–1950

Post-revolutionary Mexican experts aimed to transform their country into a modern secular state. Central to this endeavor was learning how to “manage” racial difference and social welfare. The same concern animated U.S. New Deal policies toward Native Americans. In this history of the social and human sciences in Mexico and the United States, the author reveals intricate connections among the development of science, the concept of race, and policies toward indigenous peoples. Focusing on the anthropologists, sociologists, biologists, physicians, and other experts who collaborated across borders from the Mexican Revolution through World War II, Roseblatt traces how intellectuals on both sides of the Rio Grande discussed indigenous peoples and other ethnic minorities. In doing so, Roseblatt argues, they refashioned race as a scientific category and consolidated their influence within national policy circles. In the United States, the resulting approaches to the management of Native American affairs later shaped policies toward immigrants and black Americans, while in Mexico, officials rejected policy prescriptions they associated with U.S. intellectual imperialism and racial segregation. ♦ Karin Alejandra Roseblatt is associate professor of history at the University of Maryland and the author of *Gendered Compromises: Political Cultures and the State in Chile, 1920–1950*.

April 2018 ♦ History/Social Science ♦ 272 pages

World Rights: UNC Press

Michitake Aso

Forests Without Birds: Rubber Plantations and the Making of Vietnam, 1897-1975

Under capitalism and socialism, foreign and local control alike, the commodity of rubber has always served as a symbol of both modernity and oppression. This book dispenses with this dichotomy, investigating the longer story of how rubber plantations became a key symbolic and material environment of Vietnam, and how these plantations in turn structured the environment of violence and war in Vietnam, during both colonial and socialist rule. Synthesizing archival material in English, French, and Vietnamese, along with extensive secondary scholarship on the 20th century rubber industry, Aso traces the effects of plant and animal movement, human migration, and the demand for rubber on nearly a century of war and uneasy peace in Southeast Asia. ♦ Michitake Aso is assistant professor of history at SUNY-Albany

Spring 2018 ♦ Environmental History/Vietnam ♦ 240 pages

World Rights: UNC Press

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