Autumn 2020
International Rights Guide

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Welcome

As the effects of Covid-19 continue to be felt around the world, we will not be attending any book fairs in 2020. Nevertheless, Emerald’s award-winning publication programme continues and I am delighted to have brought together a selection of our forthcoming titles in this rights guide. I would be happy to talk about our programme so do get in touch to make a virtual appointment. Stay safe and I hope to see you in person in 2021,

Becky Taylor
Rights Executive
btaylor@emerald.com

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The Organic Growth Playbook:
Activate High-Yield Behaviors To Achieve Extraordinary Results - Every Time

Authors: Bernard Jaworski, Drucker School of Management, USA
Bob Lurie, Eastman Chemical, USA

Publication date: 3 August 2020
Page count: 304
Paperback: ISBN 9781839826870 £15.99 I €18.00 I $19.95
Dimensions: 229 mm 152 mm
Classification: Organizational theory & behaviour

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Chapter 1. Overview of the Organic Growth Playbook
Chapter 2. Terrafix: Reigniting Blockbuster Growth in Pharmaceuticals
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Chapter 9. Fourth Principle: Develop a Behavior
Chapter 10. Fifth Principle: Invest Disproportionately
Chapter 11. Applying the Playbook in Different Markets
Chapter 12. Overcoming Organizational Roadblocks

Synopsis

Conventional marketing strategies that focus on product differentiation and positioning often fail to deliver faster growth. Jaworski and Lurie offer a novel approach to the problem of growth based on two simple but profound insights.

First, they demonstrate that in every purchase process there are a few high-yield customer behaviors that matter most in determining whether and what customers buy.

Second, they show how changing those high-yield customer behaviors can consistently drive faster revenue growth. Drawing on decades of client work, the authors provide a detailed, engaging account of a proven system for accelerating – or even doubling – growth. As evidence of its value, the system has been adopted by a host of Fortune 500 firms as their marketing and growth planning process.

This book forms part of the American Marketing Association (AMA) Leadership series: 7 Big Problems of Marketing.

About the Author

Bernard Jaworski is the Peter F. Drucker Chair at the Drucker School of Management. He has won all three major awards from the Journal of Marketing - the Maynard, Alpha Kappa Psi, and Jagdish Sheth Award. For 10 years he was a senior partner at Monitor Group, a global management consulting firm, where he helped lead several large-scale transformations of marketing at Fortune 500 firms.

Bob Lurie is Vice President, Corporate Strategy, for Eastman. Prior to joining Eastman, he was a senior partner, then Co-Managing Partner of Monitor Group. He was the architect of Monitor’s innovative approach to organic growth that fuelled its success and laid the groundwork for the Organic Growth Playbook. Bob was a Phi Beta Kappa from Amherst College and earned his PhD. in economics from Yale University

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The Insight Discipline: Crafting New Marketplace Understanding that Makes a Difference

Author: Liam Fahey, Leadership Forum, USA
Publication date: 3 August 2020
Page count: 424
Paperback: ISBN 9781839827334 £15.99 | €18.00 | $19.95
Dimensions: 229 mm 152 mm
Classification: Organizational theory & behaviour

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Chapter 1: The Insight Discipline
Chapter 2: The 4I Diamond Framework
Chapter 3: Structuring: Preparing for Insight Work
Chapter 4: Sniffing: Deriving Preliminary Inferences
Chapter 5: Shaping: Crafting Change Insight
Chapter 6: Stipulating: Vouching and Validating Change Insight
Chapter 7: Implication Insights: The Segue to Business Implications
Chapter 8: Business Implications: Thinking, Decisions, Action
Chapter 9: Insight Work: The Influence of Emotions
Chapter 10: An Insight Culture: The Role of Leaders

Synopsis

The Insight Discipline: Crafting New Marketplace Understanding That Makes a Difference, details the analysis methods and modes of deliberations required to overcome data challenges and create an insight-driven culture. Fahey lays out the business case for why leaders must emphasize the goal of attaining new insight if they want to gain maximum value from analysis.

The Insight Discipline provides you with a comprehensive guide to what it takes to craft marketplace insight that extends beyond the typical analysis findings. Plus, you’ll see how to use new insight to influence thinking, decisions and action at any organizational level.

This book forms part of the American Marketing Association (AMA) Leadership series: 7 Big Problems of Marketing.

About the Author

Liam Fahey is co-founder and executive director of Leadership Forum, Inc. and the creator and leader of its Intelligence Leadership Forum. He has been a faculty member at Northwestern University’s Kellogg School of Management and Boston University, and he now serves as Professor of Management Practice at Babson College, USA.
The Business of Choice: How Human Instinct Influences Everyone’s Decisions

Author: Matthew Willcox
Publication date: 28 September 2020
Page count: 380
Dimensions: 229 mm x 152 mm
Classification: Consumer behaviour, Business innovation

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Chapter 1: The Business of Choice
Chapter 2: The Ever-Advancing Science of Choice
Chapter 3: The Natural History of Choice
Chapter 4: Shortcuts Versus Analysis—Ignoring Is Decisional Bliss
Chapter 5: Getting Familiar
Chapter 6: Thanks for Sharing (Whether You Meant to or Not)
Chapter 7: Now, and the Future—Different Places with Different Rules
Chapter 8: Loss and Ownership
Chapter 9: Make People Feel Smart, Attractive—or Even Lucky
Chapter 10: Make It Easy—For the Mind and the Body
Chapter 11: Never Be Above Comparison
Chapter 12: If Content Is King, Context Is Queen
Chapter 13: Same and Different; Nature and Nurture
Chapter 14: The Power of Affirmation
Chapter 15: Think Differently about Market Research
Chapter 16: Think Differently about How You Work
Chapter 17: Choosing Without Choosing—Artificial Intelligence and Choice

Synopsis

In this 2nd edition of award winning The Business of Choice, expert author and consultant Matthew Willcox explores the science of influencing choice, bringing together the work of thousands of behavioural scientists and practitioners. Cutting to the heart of the science, Willcox helps you apply this to your own marketing and brand strategies, allowing you to use an understanding of how humans naturally decide to make your brand or business a natural choice.

The Business of Choice takes you through the story of how instinct affects our decisions, from its roots in our evolutionary history, to technology and artificial intelligence today. You’ll discover how human nature affects how people decide, whether they are making choices for grocery shopping, or their retirement investments.

The first edition of The Business of Choice was awarded the 2016 Berry – American Marketing Association Book Prize for Best Book in Marketing.

About the Author

Matthew Willcox runs a behavioural science insights and choice architecture consultancy. He is one of the pioneers of the application of behavioural insights to marketing and founded The Institute of Decision Making in 2009.

“The insights that Matthew brings about how we really make choices are interesting and relevant to anyone working in marketing or selling, but are even more astonishing and invaluable to anyone with the curiosity about the human condition.”

Alan Jope, CEO, Unilever

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Synopsis

Reactions to the Coronavirus pandemic have escalated the pre-existing tensions between the US and China and among different Western nations. Confrontations between political globalists and mercantilist nationalists - between supporters of the rules-based international order and proponents of overt protectionism - are fueling ever-stronger international resentments.

Coupling argumentative rigor with a pragmatic, plainspoken approach, Phil Mullan charts out a novel, democratic way past dangerous and self-defeating confrontations towards a future of open international collaboration based on popular participation within nation states. With its clear-eyed assessment of the opportunities and challenges of a more interconnected world - an assessment in which the economic internationalisation underpinning globalisation theories is neither romanticised nor vilified - Beyond Confrontation sets a judicious tone for the big geopolitical themes of our times.

About the Author

Phil Mullan is a scholar, book author and business manager who addresses the intersections between economics and politics. His work is informed by over two decades of experience in advisory and senior-management roles in international business.

"Beyond Confrontation comes at a time of maximum potential confrontation that has been made even more critical by the arrival of Covid-19. Essential reading for every political leader."

Brian Caplen, Editor, The Banker

"A fresh perspective on renewed international political and economic tensions. Accessible for the general reader as well as academics and students."

Vanessa Pupavac, University of Nottingham, UK
The Rebirth of Bourbon:
Building a Tourism Economy in Small-Town, USA

Authors: Steve Coomes, Kim Huston, Michael Mangeot
Publication date: 4 September 2020
Page count: 174
Dimensions: 198 mm x 129 mm
Classification: Tourism, Entrepreneurship

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Chapter 1: The Town that Bourbon Built
Chapter 2: The Bourbon Renaissance
Chapter 3: Cultivating and Managing Bourbon Tourism
Chapter 4: The Economics of Bourbon

Chapter 5: Bourbon’s Celebrity Culture
Chapter 6: The Future of Bourbon Tourism
Chapter 7: Conclusion
Afterword: The Living Case Study of the Bourbon Capital of the World®

Synopsis

Welcome to Bardstown, KY: The Bourbon Capital of the World®

Bourbon’s popularity is now a global phenomenon, but you need only look at Bardstown, Kentucky, to see its remarkable and evolving impacts. This historic city of 13,500 people is booming as a result, but it’s also enduring growing pains.

The economic impacts from a massive influx of tourists to what is now America’s bourbon epicenter are positive on many levels, but with those crowds comes pressure on infrastructure, services and accommodation. The demand for hotels, bars and restaurants is at an all-time high, and investors from across the globe are addressing those needs.

Still, as a two-century-old Kentucky cultural and entertainment center – long before it was discovered by bourbon drinkers – many locals want to ensure the traditional Bardstown experience doesn’t disappear amid novel entertainment options.

About the Authors

Steve Coomes is an award-winning freelance writer and book author covering the spirits and restaurant industries. A former chef, Coomes has written and/or ghostwritten four books including Country Ham: A Southern Tradition of Hogs, Salt & Smoke, and The Home Distiller’s Guide to Spirits.

Kim Huston is President of the Nelson County Economic Development Agency (NCEDA). As the author of the book, Small Town Sexy: The Allure of Living in Small Town America, Huston travels across the country speaking on small town economic development potential based on Bardstown’s successes.

Mike Mangeot is the Kentucky Commissioner of Tourism and former Executive Director of the Bardstown Nelson County Tourism Commission. Mike has served as President and CEO of the Kentucky Association for Economic Development.
Corporate Fraud Exposed: A Comprehensive and Holistic Approach

Authors: H. Kent Baker, Kogod School of Business, American University, USA
Lynette Purda, Queen’s University, Canada
Samir Saadi, University of Ottawa, Canada
Publication date: 9 October 2020
Page count: 524
Hardback: ISBN 9781789734188 £135.00 | €160.00 | $190
Dimensions: 229 mm 152 mm
Classification: Corporate Governance, Business & management

Table of Contents

Chapter 1: Corporate Fraud Exposed: An Overview
Chapter 2: Types of Corporate Fraud
Chapter 3: How Fraud Offenders Rationalize Financial Crime
Chapter 4: Accounting Principles and Corporate Fraud
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Chapter 9: Executive Influence and Fraud
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Chapter 11: The Spillover Impact of Corporate Fraud on Peer Firms
Chapter 12: Crowdfunding Without Crowd-fooling: Prevention is Better Than Cure
Chapter 13: Corporate Whistleblowing: Towards a Regulatory Approach
Chapter 14: Forensic Accounting and Fraud Deterrence; Casey D. Evans
Chapter 15: Cyber Security and Corporate Fraud
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Chapter 18: Accounting Scandals: Enron, Worldcom, and Global Crossing
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Chapter 20: Stock Option Manipulations
Chapter 21: Satyam Scandal; Yan Luo and Linying Zhou
Chapter 22: Corporate Fraud: The Cases of Barings Bank, Volkswagen, and HIH Insurance
Chapter 23: Corporate Fraud: Avenues of Future Research

Synopsis

After each major corporate scandal, new suggestions for combatting fraud emerge from regulators and industry professionals. Despite changes to guidelines for firms’ corporate governance, augmented protection for whistle blowers, and enhanced cybersecurity measures, evidence documents an alarming increase in the prevalence and severity of corporate fraud. The rapidly changing laws aimed at curbing corporate fraud sometimes lag behind the changing sophistication of fraud schemes.

Corporate Fraud Exposed discusses the motivations and drivers of fraud including agency theory, executive compensation, and organizational culture. It examines fraud’s consequences for various firm stakeholders and its spillover effects to other corporations, the political environment, and financial market participants, including those who participate via crowdfunding platforms. This book provides a fresh look at this intriguing but often complex subject.
Food in a Changing Climate

Author: Alana Mann, The University of Sydney, Australia
Publication date: 29 January 2021
Page count: 224
Dimensions: 198 mm x 129 mm
Classification: Food & society, Sustainable agriculture

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Synopsis

Our diets are going to change dramatically as global warming affects growing seasons and the availability of different foods around the world. Meanwhile, our foodways are among the biggest contributors to greenhouse gas emissions. Food in a Changing Climate demands we look beyond our plates to the roots of inequity in our food systems. It presents an unashamedly political agenda for ‘deep adaptation’, focused on the rejuvenation and strengthening of local and regional food systems that have been steadily eroded in the name of economic efficiency. The colonial origins of fossil-fuel based food production and trade persist in the marginalisation of farmers, food workers, and fishers in a corporatized food system that promotes the exploitation of the environment, excess production, and hyper-consumerism. Drawing on case studies from around the world, this book illustrates how the commodification of food has made us particularly vulnerable to climate change, extreme weather events, and pandemics such as COVID19. These shocks reveal the danger of our reliance on increasingly complex supply chains - dominated by a decreasing number of mega-companies - for our food security.

The unsustainability of the way we produce and eat food is clear. Food in a Changing Climate explores how we can cultivate resilient communities through the just application of new technologies, the recovery of traditional knowledges, and by building diversity to protect the livelihoods of food producers everywhere.

About the Author

Alana Mann is an Associate Professor in the Faculty of Arts and Social Sciences and the Sydney Environment Institute at the University of Sydney. A political economist in food studies, her research focuses on the international food sovereignty movement and other efforts to democratise food systems.

“Don’t be fooled, this compact book speaks volumes to the civilizational crisis facing our societies-and to the strategies that can help us put our food systems back on track. Food in a Changing Climate brings together a wide range of data, information and expert opinion-as well as ancient wisdom-for a trenchant, analysis of our dysfunctional capitalist food system. Can we feed the world with GMOs? Will fake meat cool the planet? Is the Blue Revolution the answer to overfishing? Dr. Alana Mann bravely takes on these issues in clear, no-nonsense language. Uncompromisingly honest, this book is a must-read for students of food studies and food activists seeking the facts and the language to speak truth to the power in our food system.”

Eric Holt-Giménez, Former Executive Director of Institute for Food and Development Policy/Food First
The Extinction Curve: Growth and Globalisation in the Climate Endgame

Authors: John van der Velden, St Thomas Moore College, Australia
Rob White, University of Tasmania, Australia
Publication date: 22 January 2021
Page count: 208
Paperback: ISBN 9781800438279 £20.00 I €24.00 I $27.00
Dimensions: 152 mm x 229 mm
Classification: Environmentalist thought & ideology, climate change

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| Chapter 1: | At Dante’s Gate |
| Chapter 2: | Beyond the Holocene Edge |
| Chapter 3: | The Extinction Code within the Capitalist Growth Protocol |
| Chapter 4: | Fracturing Consent: Minions, Mercenaries, Malcontents and Les Misérables |
| Chapter 5: | Rebelling for a Green Capitalism is a Dead End |
| Chapter 6: | Green Gloom, Busted Boom, Barbarous Doom: What’s Left? |
| Chapter 7: | Common Cause: Equality, Ecology, Re-Construction |

Synopsis

Global communities have arrived at a critical crossroads. The planet is heating up at a historically unprecedented rate and the ecological conditions sustaining vast species, including our own, are poised at irreversible tipping points. Time is up to avoid climate and ecological catastrophe. In such dire circumstances, ‘business as usual’ - and by extension ‘politics as usual’ - can no longer be accommodated.

The Extinction Curve charts the dynamics of the economic and social relations driving this perilous climate endgame. Recent economic crises have fractured consent over the consequences of growth and globalisation, and political fracturing is now at a defining moment. Ultra-right nationalism, shaped by the vested interests of a tiny minority at the expense of the global majority, threatens descent into a darker and more fortified world. In contrast, enhanced progressive and environmental activism presents hope of an alternative course.

The 50-year attempt by the mainstream environmental movement to create a greener capitalism has failed to reach the required objectives. This book argues that reversing The Extinction Curve requires ending the growth pandemic embedded within the core of capitalism as a mode of production and consumption. It maps fresh directions for a democratic social, economic and sustainable ecological transformation in the interests of the global majority and, crucially, demonstrates how this can be achieved.

About the Authors

John van der Velden is an independent socialist writer living in Canberra, Australia. He was a national convenor, on behalf of the Non-Aligned Caucus, in the initial multi-party Socialist Alliance. He writes on matters of political economy, class structure and the climate emergency.

Rob White is Distinguished Professor of Criminology at the University of Tasmania, Australia. Considered a pioneer in the field of green criminology, he has particular interest in transnational environmental crime and eco-justice. His published books include Crimes Against Nature (2008), Transnational Environmental Crime (2011), Environmental Harm (2013) and Climate Change Criminology (2018)
Leading with Presence:
Fundamental Tools and Insights for Growing Embodied, Engaging Leadership

Steffen R. Gießner, Erasmus University Rotterdam, The Netherlands
Milly Obdeijn, Leven is Bewegen, The Netherlands
Antonie Knoppers, D&A Executive Training, The Netherlands

Publication date: 14 January 2021
Page count: 304
Dimensions: 152 mm x 229 mm
Classification: HR & organizational behaviour

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Chapter 1: Setting the Stage
Chapter 2: Understanding Presence as a Body-Mind Connection
Chapter 3: Emotional Intelligence and Authenticity
Chapter 4: The Toolbox
Chapter 5: The Voice
Chapter 6: Expressiveness
Chapter 7: Practicing Presence
Chapter 8: Conclusion

Synopsis

"Your presence speaks a thousand words."
If you are not aware of how you come across; if you don’t embody your message with your intention, you will be less effective. In this book, you will learn the effective meaning of "being in the moment" and how you can motivate others, instill trust, exude confidence and have a strong presence.

There are three elements in any face-to-face communication: verbal, physical and the voice. For effective communication, these three parts of the message need to support each other - they have to be "congruent".

We often tend to focus on the verbal part (the content); believing that it should be enough to convince people. But wouldn’t it really be worthwhile to invest in - and embody - the non-verbal part of your message? To broaden your palette and have more choices for expressions both in your body and voice? As a leader, you’re always observed. Whether in the hallway, in the conference room, or at the water cooler; your team and other stakeholders are always watching your every move. Therefore, working on your presence can create big results in your influencing, motivating and inspirational skills. Full of easy to apply tools and exercises, this book will enable you to strengthen your presence and be a more effective leader.

About the Authors

Antonie Knoppers is a trainer, coach, facilitator, guest speaker and actor. He is a faculty member at the Rotterdam School of Management (Erasmus University) for the MBA, EMBA, ONEMBA and Executive Education departments. He is also a guest faculty member at Nyenrode University and the University of Maastricht. He graduated summa cum laude from Brandeis University with a Master’s in International Economics and Finance and from the University of San Diego/Old globe theatre with a Master’s in Fine Arts.

Milly Obdeijn is a trainer and coach with a performance and teaching background in dance. She is a (quest) faculty member at the Rotterdam School of Management (Erasmus University) for the MBA, EMBA, and Executive Education departments. She graduated from University of Applied Sciences Utrecht with a BA in Social Pedagogic studies, and from Amsterdam University of the Arts with a BA (First degree teaching qualification) in Dance.

Steffen R. Giessner is Professor of Organisational Behaviour and Change at the Rotterdam School of Management, Erasmus University. He holds an MSc in Psychology from the University of Kent at Canterbury, UK, and a PhD in Psychology from the Friedrich-Schiller-University Jena, Germany. His research is located at the intersection of organizational psychology and management.

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Streaming Culture: Subscription Platforms And The Unending Consumption Of Culture

Author: Dr David Arditi
Publication date: 15 January 2021
Page count: 200
Dimensions: 229 mm x 152 mm
Classification: Sociology of culture, media, sport & communication

Table of Contents

Chapter 1: Introduction: Caught in the Stream
Chapter 2: Digital Retail: Disruption, Distribution, and Disintermediation
Chapter 3: Streaming Music: Unending Consumption Begins
Chapter 4: Streaming Film: Simultaneous Release, Circumventing Censorship, and Indies
Chapter 5: Streaming TV: The Golden Age of TV and Flow Interrupted
Chapter 6: Streaming Video Games: Never Own a Game Again
Chapter 7: New Cultural Forms: Dominant, Residual, and Emergent
Chapter 8: Conclusion

Synopsis

The explosion of services such as Netflix, Spotify, Disney+, Apple Music, Amazon Prime and YouTube, which allow us to access content at the click of a button, has turned the norms surrounding cultural consumption upside down. How has this shift to an apparently unending supply of content affected the way we consume our favourite binge-worthy show, blockbuster movie or hot new album release?

Positioning streaming alongside a major shift to contemporary capitalism, David Arditi highlights how corporations are using streaming technology to change how we consume culture. Streaming platforms have created an economy where consumers pay more for the same amount of consumptive time. Without the now redundant visits away from home to separate record stores, Blockbusters, movie theaters, and game shops, the divisions we have historically constructed around different media are blurred. With multi-media entertainment available through the stream in our homes and on our smartphones, smart TVs, tablets and computers, the sites from which we access content are less important. Encouraging us to look beyond this seemingly limitless supply of multimedia content, Arditi calls attention to the underlying dynamics of instant viewing – in which our access to content depends on any given service’s willingness, and ability, to license it.

About the Author

David Arditi is Associate Professor of Sociology and Director of the Center for Theory at the University of Texas at Arlington, USA.
Cabin Fever:
Surviving Lockdown in the Coronavirus Pandemic

Authors: Paul Crawford, The University of Nottingham, UK
Jamie Crawford, Senior Data Analyst, Canada

Publication date: 1 March 2021
Page count: 200
Dimensions: 198 mm x 129 mm
Classification: Personal & public health

Table of Contents

Chapter 1: The Greatest Confinement
Chapter 2: A Brief History of Cabin Fever
Chapter 3: Cabin Fever Cases
Chapter 4: Antidotes to Cabin Fever

Synopsis

Cabin fever occurs at sea, on land, in the air, in space. Principally, it occurs in our minds. This fascinating book examines ‘cabin fever’ in the wake of the coronavirus pandemic and the greatest confinement of people to their homes in history.

The book outlines the origins and history of cabin fever, in particular, how this psychological folk syndrome emerged out of the affliction of physical infection, notably in the case of typhus, which spread from the overcrowded, rural cabins of Ireland in the Great Famine to the pioneering frontiers of North America. It was here that the notion of a psychological ‘fever’ or restlessness began to replace the actual physical fever of typhus, as pioneers took to cabins for long periods, especially during winter months. Similar syndromes, with different names, emerged in other challenging or remote regions.

The book explores the evidence of mental decline caused by prolonged or extreme social isolation, in particular what we learn from penal history and solitary confinement as well as the importance of social connectivity in maintaining good mental health. Accounts from literature, memoir, and reportage reveal the fascinating and sometimes frightening aspects of the phenomenon. We are all learning how to live with lockdown and may have to do so long into the future. This book provides an account of the chief antidotes for cabin fever.

About the Author

Paul Crawford is Professor of Health Humanities at the University of Nottingham, UK. His many publications include Florence Nightingale at Home (2020), The Routledge Companion to Health Humanities (2020) and Humiliation (Emerald, 2019). He is the editor of the Emerald ‘Arts for Health’ series and directs the Centre for Social Futures at the Institute of Mental Health, UK. He is a Fellow of the Royal Society of Arts, the Academy of Social Sciences and the Royal Society for Public Health.

Jamie Orion Crawford is a data analyst and researcher based in Montreal, Canada. He has contributed editorial advice to various publications including The Routledge Companion to Health Humanities (ed. Crawford et al, 2020).
**Synopsis**
Can reading literature really help our mental health? This book shows how and why - not by instruction or prescription but by emotion and exploration.

Offering case histories of individual readers and reading groups based on the work of The Reader, a charity dedicated to bringing serious literature to neglected communities, the authors showcase how a whole new demographic might get into reading, and in doing so unlock the emotional intelligence and benefits to health and wellbeing which come from our access to written human stories and imagined situations.

**About the Authors**
Philip Davis is Emeritus Professor of Literature and Psychology at the University of Liverpool, UK and was the director of CRILS (Centre for Research into Reading, Literature and Society).

Fiona Magee is a researcher at the University of Liverpool and combines the three main strands of this book: research into literary reading, the compilation of interviews and films of case histories, and the practice of shared reading.

**Synopsis**
Our world is inundated by film. Our best stories are told on movie screens, on televisions, on smartphones and laptops. Film argues that on-screen storytelling is the most ubiquitous format for art to intersect with health and well-being, offering a way for us to appreciate, understand and even celebrate the most nuanced and complex notions of what it means to be healthy through the stories that we watch unfolding. Clinicians use film to better understand their patients, and individuals use film to better understand themselves and each other.

Using case histories and based on academic research from a range of disciplines, this book explores how film can be used by clinicians and healthcare practitioners to better understand patients; by individuals to better understand themselves and others; and – perhaps most important of all – by societies as a tool in the fight against the stigma of illness. This book not only makes the case that film keeps us healthy, but also tells us how. After all, nothing quite moves us like the movies.

**About the Author**
Steven Schlozman is Assistant Professor of Psychiatry at Harvard Medical School, USA. He is a novelist and short story writer, with his first novel (The Zombie Autopsies) optioned for film by George Romero. As well as teaching Psychiatry at Harvard Medical School, he also teaches Film and Creative Writing at Harvard University.

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**Forthcoming in this series**

**Reading**
By Philip Davis and Fiona Magee
29 October 2020
184 pages
£14.99

**Film**
By Steven Schlozman
4 November 2020
112 pages
£14.99

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