Frankfurt 2017

New and forthcoming titles
Literature, Linguistics and Literary Criticism
Lorenzo Tomasin, *The Digital Trail: Humanistic Culture and Technology*
Simone Beta, *I Am a Manuscript: The Palatine Anthology’s Autobiography*
Davide Susanetti, *The Way of the Gods: Greek Wisdom, Ancient Mysteries and Initiation Pathways*
Daniele Barbieri, *Semiotics of the Comic Strip*

Music
Raffaele Mellace, *A Tale of European Music: From Bach to Debussy*

History
Roberto Alciati, *Western Monks: IV-IX Cent.*

Philosophy
Mario Vegetti, *Who Rules the Land: Power in Ancient Greece*
Nicola Zippel, *Children and Philosophy*
Corrado Del Bò, *Tourism Ethics: Responsibility, Sustainability, Fairness*
Gianluca Briguglia, *State of Innocence: Adam, Eve, and Medieval Political Philosophy*

Psychology
Karin Bagnato, *Hikikomori: Self-Reclusion among Youths*

Social Sciences & Communication Studies
Vanni Codeluppi, *Celebrity*

Religion
Carlo Broccardo, *A Guide to Reading the Gospel*

Science
Piergiorgio Strata, *To Sleep, Perchance to Dream: The Neuroscience of Slumber*
Marco Ciardi, *The Mystery of the Ancient Astronauts*
Andrea Provenza, *A History of Light from Pythagoras to the Present Day*
Luigi Carlasserelli - Alessandra Carrer, *Mad Scientists: When Research Borders on Folly*
Cristiana Pulcinelli, *AIDS: A Brief History of the Disease That Changed the World*
Gianfranco Biondi - Olga Rickards, *Six Million Years of Being Human: The Evolution of Our Species*

Bestselling titles from our 2016 rights list
Domenico Losurdo, *A World with No War: The Idea of Peace, from Past Promises to Today’s Tragedies*
Dario Edoardo Viganò, *Brothers and Sisters, Good Evening: Pope Francis and Communication*
Technological culture is extensively influencing humanism: in basic education, advanced research, and cultural policies, technology is being touted as a new and useful tool in the service of human sciences and in many cases is contributing to changing their methods, goals and roles in the organization of knowledge. In his quest for a reasonable alternative to contemporary digital overload, the author (a philologist) offers, without a hint of irony, a critical rejoinder to the widespread engineering-based approach to culture.

Lorenzo Tomasin teaches Romance Philology and History of the Italian Language at the University of Lausanne.
There are books the lives of which are much more exciting than the tales they contain. A manuscript featuring the richest collection of ancient Greek poetry is one of them. It was written in Byzantium in the 10th century. Shortly after arriving in Italy, it began an adventurous journey across Europe. It is the book itself, with a style combining the novel and the essay formats, which narrates its escapades, finally coming to an end when it finds a home at the Palatine Library in Heidelberg.

Simone Beta teaches Classical Philology at the University of Siena.
The book provides an account of initiation rituals and transformation practices in the classical and late-ancient Greek tradition: Eleusinian mysteries, theurgy, early Greek sages’ insights, self-knowledge practices inspired by Plato, Orphic and Dionysian symbolic universes, erotic rites, hermetic gnosis, and early alchemy. The author provides an opportunity to contemplate the pathways that can lead to changes in consciousness and more fulfilling and perfect lives.

Davide Susanetti teaches Greek Literature at the University of Padua.
This book outlines the foundations for a semiotics of comic strips, a field that remains partially unexplored. Starting from classical notions of semiotics, such as enunciation and narrativity, the author examines the distinctive graphic and narrative characteristics of comic strips, highlighting analogies and differences with cinema and the novel. In its final section, the text addresses rhythm analysis and attention management.

Daniele Barbieri, one of the foremost scholars of comic strips, teaches in Urbino and Bologna.
Intended for music enthusiasts who are not musicians, this book offers a fascinating, concise yet detailed account of a key period in Western music, which lies at the centre of concert, opera and recording repertoires. Innovative in its approach and structure, the text provides an accessible and scientifically reliable tool that explores biographical and creative paths, genres, forms, and styles and investigates the meanings, origins, and contexts of major musical phenomena. 

Raffaele Mellace teaches Music History at the University of Genoa and works with the Teatro alla Scala in Milan.
The history of Christian monasticism – or any history, for that matter – is also an account of how the history itself was written and how the complexity and contradictions of social practices are thereby normalized. Whether one adopts a gradualist approach (from hermits to coenobites) or a creationist one (sudden appearance), the goal remains the same: help readers. But historiography must avoid merely reproducing the underlying sequence: sources do not speak for themselves.

Roberto Alciati is a fellow at the Max-Weber-Kolleg in Erfurt and teaches History of Ancient Christianity at the University of Florence.
“Who rules this land?” In Euripides’ “The Suppliants”, the herald of Thebes poses this question to an Athenian, Theseus. The latter’s answer – Athens knows not despots and is governed democratically by the people – sparks a fierce debate in which the herald lays out the strong points of autocratic monarchy and Theseus lists the benefits of democracy. In this short book, Mario Vegetti – one of Italy’s most renowned scholars of antiquity – offers a rich, detailed portrait of the classic debate concerning who has the right to exercise power: the majority, the law, the mighty, charismatic leaders, experts… In short, a wide array of political options is identified. The debate remains timely and sheds light on the current crisis of democracy.

Mario Vegetti is professor emeritus at the University of Pavia, where he used to teach History of Ancient Philosophy.
Does teaching philosophy to children help them develop rational arguments and develop critical thinking skills? Or does it inform them about the history of philosophers and their ideas? The book describes an experience of philosophy with children in which these two options, rather than being mutually exclusive, complement each other. Children can contemplate the origins of life, personal responsibility, and the complexity of relationships with others thanks to familiarity with the lives and ideas of Pythagoras, Plato, Confucius and Lao-Tsu.

Nicola Zippel teaches Philosophy and History in Italian upper secondary schools and formerly taught at the Universities of Rome and Naples.
Is there anything wrong with taking a selfie at Auschwitz? Or how about going to see “long neck” women in Thailand? Or in being escorted by Sherpas on Mount Everest? Or even in taking a holiday in a tourist resort located in the South of the world? These are some of the issues addressed by this book, which places them in a broader theoretical context. The author touches upon the definition of “tourist”, the distinction between tourists and travellers, and the key notions of moral thought concerning tourism: responsibility, sustainability, fairness, and respect for cultural differences. The book offers an overview of the ethical issues which tourists and the tourism industry face (or should consider), but also identifies and discusses their assumptions and implications. The reader thus achieves greater awareness about the effects of tourism on populations and the environment and is encouraged to think seriously about what kinds of tourism are morally desirable and the limits we can justifiably place on its current forms.

Corrado Del Bò teaches Philosophy of Law at the University of Milan and Ethics and Philosophy of Tourism at the Campus Foundation in Lucca.
What would have happened if Adam and Eve had not sinned? Did their fall lead to the existence of power, the birth of politics, the practice of coercion, and the establishment of property? These questions lie at the heart of a wide-ranging debate that raged throughout the Middle Ages up to the era of modernity. The book traces the debate’s development over the centuries, touching upon the works of Augustine of Hippo, the Scholastic tradition, Thomas Aquinas, William of Ockham, John Wyclif, Robert Filmer, and John Locke. There emerges a portrait of innovative and incisive medieval political philosophy.

Gianluca Briguglia teaches Medieval Philosophy at the University of Strasbourg.
Edoardo Datteri
What Is Cognitive Science
Che cos’è la scienza cognitiva

The volume aims to provide a preliminary answer to the question that comprises its title, via a discussion of the ontological, epistemological and methodological aspects of this key domain of contemporary research. Addressing topics such as psycho-neural reductionism, functional neuro-imaging techniques, computationalism, and simulation methodologies, the text adopts the viewpoint of philosophy of science in an attempt to offer a systematic introduction to this extensive field of multidisciplinary investigation.

Edoardo Datteri is a researcher in Philosophy and works at the Bicocca University in Milan.

Psychology
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Hikikomori is an unusual manifestation of self-reclusion and isolation that originated in Japan and has spread, in recent decades, to Europe and the United States. The hikikomori, usually teenagers, seem to feel that their only chance for survival is to isolate themselves from society and disappear by retreating completely to their rooms. In fact, they put an end to all forms of communication, even with their own family members. These individuals connect with the outside world exclusively via the Internet and feature a damaged psychological, emotional and affective state.

Karin Bagnato teaches General and Social Pedagogy at the University of Messina.
In contemporary society, celebrity enjoys remarkable success and seems to affect all aspects of life. The book addresses, in particular, stardom from the standpoint of its evolution and examines its key relationships with cinema, television and the web. It also focuses on ten personalities that, in recent times, have most effectively embodied the various features expressed by celebrity: Rudolph Valentino, Marilyn Monroe, Elvis Presley, Michael Jordan, Kate Moss, Angelina Jolie, Maurizio Cattelan, Lady Gaga, Masterchef Italia judge Carlo Cracco and David Bowie.

Vanni Codeluppi teaches Sociology at the IULM University of Languages and Communication in Milan.
For two thousand years the Gospels have been a focus of study, prayer, and criticism. This book acknowledges that, whatever the reasons that compel us to ponder these texts today and speak again about them, before doing so we must always read them. This book aims to equip its readers with an essential set of reference points and some guide-lines, so that they can better comprehend the accounts provided by Matthew, Mark, Luke and John.

**Carlo Broccardo** teaches Holy Scripture at the Theology Faculty of the Triveneto in Padua.
This book accompanies the reader on a voyage to the sleeping brain. As we sleep, our brains enjoy a break, even as its various regions maintain a well-organized dialogue. When asleep, the brain also becomes an imperfect producer of dreams. Sleep is also an essential waste disposal system that helps us avoid widespread types of disease. The text also touches upon the negative consequences of sleep deprivation, insomnia, parasomnias, pharmacological and behavioural therapies used to fight sleep disorders, and the “war on sleep”.

Piergiorgio Strata is professor emeritus of Neurophysiology at the University of Turin and a member of the Academy of Europe.
The theory of ancient astronauts states that extraterrestrials have visited our planet in the past, leaving traces of their passage. What is the origin of this theory? By reading this book, readers can experience a long, fascinating journey through the history of science and technology and get to know philosophers, spiritual movements, science fiction, pseudoscience, cinema, radio, comics and many other areas of human – and perhaps even alien – knowledge.

Marco Ciardi teaches History of Science and Technology at the University of Bologna.
The book describes the history of light, including ancient concepts about the mechanisms of vision, Arabs’ scientific theories, innovations introduced from the 17th to the 19th century, the dual nature of light as both particles and waves, and more recent developments. The author also addresses the role played by light in the arts, especially in painting.

Andrea Frova formerly taught General Physics at the Sapienza University in Rome.
The literary stereotype of the mad scientist is basically nothing more than an exaggeration of scientists’ “normal” behaviour. Motivated by the thirst for knowledge, researchers have often performed dangerous, ridiculous, even repugnant experiments that most of us would judge as crazy: petrified corpses, transplanted heads, electroshock treatments, cerebral lobotomies, drugs, and brainwashing... The book offers an overview of odd characters and their amazing, yet true experiments!

Luigi Garlaschelli, a chemist, is an expert on mysteries, miracles and fake science.

Alessandra Carrer, a designer and graphic artist, is a communication and image expert.
Its arrival onto the world stage took place in the early 1980s in the United States. There begins this account of great tragedy, boundless hope, and major social change. The AIDS epidemic has affected 70 million people and caused more than 35 million deaths, orphaning other millions throughout the world. It also swept away years of sexual liberation and reinforced the fear of others. But it has also helped achieve remarkable advances in scientific knowledge, stimulated activism among patients keenly seeking involvement in the search for a solution, and, at least sometimes, signalled the triumph of solidarity over profits.

Cristiana Pulcinelli is a science journalist and writer.
Using clear and essential terminology, the book reconstructs the history of human evolution, underlining the close genetic relationship of Homo sapiens with African anthropomorphic monkeys and the meaninglessness of the concept of race. Drawing upon the latest ethology studies of non-human and Palaeogene primates, the text also highlights the evolutionary origin of our morality and how we share articulate language with other now-extinct hominin species.

Gianfranco Biondi teaches Anthropology at the University of L’Aquila.

Olga Rickards heads the departmental centre on Molecular Anthropology for the Study of DNA at the Tor Vergata University in Rome, where she teaches Anthropology.
In 1989 a world without war seemed to be within reach of humanity; today we are not only plagued by terrorism and local conflicts, but also live under the threat of a third world war. How did this situation come about? The author provides a novel and engaging account of the idea of peace, from the French Revolution to the present day. The text, highlighting the role of great intellectuals (Kant, Fichte, Hegel, Constant, Comte, Spencer, Marx, Popper, etc.) and important statesmen (Washington, Robespierre, Napoleon, Wilson, Lenin, Bush, Sr., etc.), addresses the major issues of our times. Is it even possible to imagine a world without warfare? Can we rely on non-violence? What is the specific role of women? Does democracy authentically guarantee peace, or can it be transformed into a belligerent ideology?

Domenico Losurdo is professor emeritus at the University of Urbino and has been awarded an honorary doctorate by the Fluminense Federal University in Niterói-Rio de Janeiro.
With his considerable knowledge and refinement in managing linguistic and cultural codes, Pope Francis is able to reach just about anybody with his communication skills. Often Pope Bergoglio, thanks to his relational competence, abandons prepared texts, improvises, and resorts to parables, metaphors and anecdotes in order to connect his message to everyday life. Although Francis is not particularly attached to television and the media in general, he has mastered them with extraordinary ease. How does he do it? What types of symbolic constructions underpin his communication? A careful analysis of various aspects of the “public performance” of Francis’ papacy – including his greetings from St. Peter’s, apostolic journeys, homilies, and encyclical letters – allows the author to explain how Bergoglio’s messages affect us.

Msgr. Dario Edoardo Viganò is the Prefect of the Secretariat for Communications of the Holy See and teaches Theology of Communication at the Pontifical Lateran University in Rome. From 2013 to 2015 he was the director of the Vatican Television Centre.