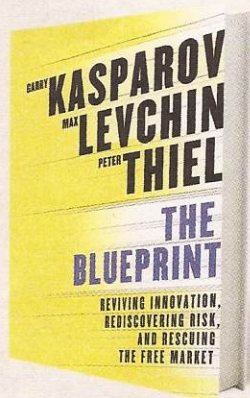




## WORTH READS



### THE BLUEPRINT

Reviving Innovation, Rediscovering Risk and Rescuing the Free Market

BY GARRY KASPAROV, MAX LEVCHIN AND PETER THIEL

#### WHAT IT'S ABOUT

*The Blueprint* examines how innovation has stagnated in recent decades and offers solutions that could give American society a much-needed jolt.

#### WHY YOU NEED TO READ IT

These authors constitute an intriguing trio: a chess world champion and two co-founders of, among other things, PayPal. The three offer strategies for expanding R & D, spurring new engineering projects and ending "paper entrepreneurialism" that they argue could create millions of new jobs.

W.W. NORTON, MARCH 2012,  
\$26.95, 288 PAGES



### THE BENEFIT AND THE BURDEN

Tax Reform—Why We Need It and What It Will Take

BY BRUCE BARTLETT

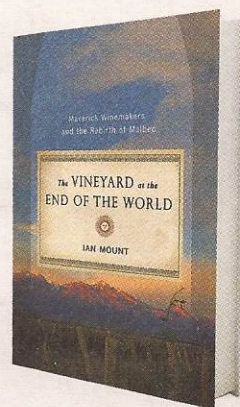
#### WHAT IT'S ABOUT

*New York Times* "Economix" blogger Bruce Bartlett breaks down the country's tax code—its evolution over the past quarter-century, its shortcomings, and the pros and cons of proposals now up for debate.

#### WHY YOU NEED TO READ IT

Bartlett, a veteran of the Reagan and (H.W.) Bush administrations, has become one of our most incisive writers on tax policy and economic inequity. His analysis of tax burdens and policies in modern times is essential reading for anyone following the present debate about income inequality and taxation.

SIMON & SCHUSTER, JANUARY 2012,  
\$26, 288 PAGES



### THE VINEYARD AT THE END OF THE WORLD

Maverick Winemakers and the Rebirth of Malbec

BY IAN MOUNT

#### WHAT IT'S ABOUT

Ian Mount traces the Argentine wine's unlikely 400-year journey from an oxidized and unpalatable beverage produced by unknown wineries to an award-winning wine supported by a billion-dollar industry.

#### WHY YOU NEED TO READ IT

Mount, who moved to Argentina in 2005, provides a firsthand account of the culture and traditions that fueled Malbec's rise, as well as the scams and scandals that came with it.

W.W. NORTON, JANUARY 2012,  
\$26.95, 352 PAGES