Georgetown University Press supports the academic mission of Georgetown University by publishing scholarly books and journals for a diverse, worldwide readership. These publications, written by an international group of authors representing a broad range of intellectual perspectives, reflect the academic and institutional strengths of the university. In fulfilling its mission the press will be guided by the following principles:

>> To publish peer-reviewed works of academic distinction, with exceptional editorial and production quality, in five subjects: bioethics; international affairs; languages; political science, public management, & public policy; and religion & ethics.

>> To establish a culture of meaningful employment and professional development, one that emphasizes clear communication as well as respect for the ideas and opinions of all staff members.

>> To operate in a financially responsible manner that encourages planned, deliberate growth in productivity and sales.

>> To be a premier press in our subjects, continuing to advance our reputation and standing in the scholarly and publishing communities.

contents

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9  Our Staff
Welcome to the 2010 annual report from Georgetown University Press. In these pages you will see a summary of our efforts during the past fiscal year that ended June 30.

We enjoyed another strong year financially. For the sixth year in a row we finished with a net surplus on operations, $57,786, and for the eighth year in a row we had record sales and record revenue, both of which increased 2 percent over 2009. During this eight-year period sales at the press have more than doubled, which represents a compound annual growth rate of 9.55 percent. You can find these results on pages 6–7 of this report.

Our foreign language instruction list, housed within our quasi-division known as Georgetown Languages, continues to grow; it remains our most profitable and technologically innovative area. In recent years our international affairs list has become our fastest-growing revenue producer, and we plan to expand that line in the years ahead. Digital sales increase steadily, though they still represent a small percentage of overall revenue. We now provide ebooks to nine different platforms, and we will add to that number in 2011.

Our most significant press-wide activity in 2010 was our strategic planning process, led by our assistant director Gina Lindquist. With our discussions facilitated by an outside consultant, we asked ourselves a few simple questions: What works? Where should we focus our energies, our staff time, and our money? What should we stop doing that is no longer effective? After a series of all-staff and team meetings we established three interrelated priorities: (1) identify which subject areas and subfields to grow and which to reduce or drop; (2) use market research to teach us about our customers’ needs; and (3) accelerate digital dissemination and better manage our digital assets. This strategic planning will continue into fiscal year 2011, but it has already had an impact on our operations—particularly given that our strategy is now intentionally correlated with our budgeting process.

Another benefit of strategic planning transcended numbers and the content we create: it brought everyone on staff together, collectively and in teams, to clearly identify our particular niche within scholarly publishing. This was not a time for lusty dreams of reinvention and visioning and ten-year plans; this was a very practical opportunity to observe and analyze what we do well, why we do it well, and to build on those successes. These discussions reinforced our staff’s bullish outlook on the future of scholarly publishing.

I hope you enjoy this report, and I encourage you to contact me with any questions or comments about the life of the press: reb7@georgetown.edu.

Thank you.

Richard Brown, PhD
Director
**BIOETHICS**

**Chimeras, Hybrids, and Interspecies Research**  
Politics and Policymaking  
**Andrea L. Bonnicksen**

“Bonnicksen offers a thorough and insightful overview of the science, ethics, and law of interspecies research. Her careful assessment of each new technology is a necessary prelude to reasoned policy development.”

**Practical Decision Making in Health Care Ethics**  
Cases and Concepts  
**Raymond J. Devettere**

“(A) refreshingly different kind of medical ethics textbook. Based on situational prudence and practical wisdom, Devettere’s approach provides students and their instructors the opportunity to examine difficult bioethical issues through thoughtful discussion and careful reflection.”

**INTERNATIONAL AFFAIRS**

**NATO in Search of a Vision**  
**Gülnur Aybet and Rebecca R. Moore,** Editors  
**Foreword by Lawrence Freedman**

“No recent volume is a better guide to the historical legacies that created the current institutional structure of NATO, the policy dilemmas of the Balkans a decade ago and of Afghanistan today, the complex and ambiguous diplomatic relations between NATO and Russia, and the various schemes for enhancing cooperation within the organization.”

**The New Counterinsurgency Era**  
**Transforming the U.S. Military for Modern Wars**  
**David H. Ucko**  
**Foreword by Lt. Col. John A. Nagl, USA (Ret.)**

“An important book for anyone interested in the U.S. military’s effort to learn from contemporary conflict and adapt to the demands of counterinsurgency warfare in Iraq. Ucko’s thorough research and incisive analysis have produced one of the most valuable books on military affairs to appear in recent years.”

**Power and the Past**  
**Collective Memory and International Relations**  
**Eric Langenbacher and Yossi Shain,** Editors

“This collection features some of the most intelligent, articulate, and accessible scholarship on the crucial issue of memory’s profound role in shaping key aspects of contemporary politics, both domestic and foreign, all over the world. A must read for academics and practitioners!”

**Do Good Fences Make Good Neighbors?**  
**What History Teaches Us About Strategic Barriers and International Security**  
**Brent L. Sterling**

“An extremely interesting and thoughtful book. . . . Anyone interested in military history or current national security matters will find [this] informative and intelligent book to be an important analysis of a critical, but badly neglected, subject.”

**Kenneth M. Pollack,** author of A Path Out of the Desert: A Grand Strategy for America in the Middle East
**LANGUAGES**

**Arabic Sociolinguistics**
Topics in Diglossia, Gender, Identity, and Politics
Reem Bassiouney

“This book is to the best of my knowledge the first of its kind. Up-to-date and comprehensive, it is useful not only to students and researchers of Arabic, but also to all those who are interested in sociolinguistics in general.”

*Language Policy*

**Confucius’s Analects**
An Advanced Reader of Chinese Language and Culture
Zu-yan Chen

“An excellent textbook that fills a critical gap. It is culturally rich, and provides a useful approach to teaching Chinese with the combination of modern and classical Chinese. The book also provides a creative stance at utilizing classical Chinese, historical idioms, and ways to expand vocabulary.”

*Kai Li, East Asian Studies Program, Oberlin College*

**POLITICAL SCIENCE, PUBLIC POLICY, & PUBLIC MANAGEMENT**

**Public Administration**
Traditions of Inquiry and Philosophies of Knowledge
Norma M. Riccucci

“Public Administration is among the most valuable books in the field... The book should be required reading for every doctoral student in the field, and faculty members in all our research traditions will undoubtedly find it exceptionally helpful and useful. [It] will make a major and lasting contribution to the ways in which we design and organize our research and scholarship.”

*David H. Rosenbloom, American University*

**Medical Governance**
Values, Expertise, and Interests in Organ Transplantation
David L. Weimer

“In this important and penetrating book, David Weimer uses the fascinating case of organ transplantation in the United States to produce fresh insights into the role of values, professional authority, technical expertise, and political influence in the health care arena.”

*Eric Patashnik, University of Virginia*

**RELIGION & ETHICS**

**Aquinas on the Emotions**
A Religious-Ethical Inquiry
Diana Fritz Cates

“Cates does a masterful job of providing a clear, sympathetic, and insightful analysis of Thomas Aquinas’s account of the role of the emotions in the moral life... Anyone striving seriously to understand Thomas’s moral thought will want to be informed by this critically important book.”

*Stephen Pope, Boston College*

**Where is Knowing Going?**
The Horizons of the Knowing Subject
John Haughey, SJ

“This book will be welcomed by those who wrestle with the challenge of understanding the distinctively Catholic character of Catholic universities. Its special contribution is to show how research, scholarship, and the production of new knowledge are intrinsic to the project of ‘emerging catholicity’ that should be central to the Catholic university’s self-understanding.”

*Joseph Appleyard, SJ, Boston College*
**UNIVERSITY relationships**

**Georgetown University Press** is part of the graduate school of Georgetown University, and occasionally collaborates with departments and institutes on campus to publish books that fit within our specific acquisitions areas. Some of these relationships include:

**Building Bridges**

The press publishes the proceedings of this annual conference on Muslim-Christian dialogue, jointly sponsored by the president’s office of Georgetown University and the archbishop’s office of the Church of England. *Justice and Rights: Christian and Muslim Perspectives* was published in the fall of 2009.

**Center for Peace and Security Studies (CPASS)**

The press has published several books in collaboration with CPASS, part of the university’s Edmund A. Walsh School of Foreign Service. Recent titles include *Peace Operations; Analyzing Intelligence; Strategic Advantage; Immortal; and Vaults, Mirrors, and Masks.*

**Digital Georgetown**

Created and maintained by Georgetown University libraries, Digital Georgetown serves as the university’s open access digital hub for scholarship and research initiatives. In recent years the press has contributed numerous books in the fields of linguistics, Catholic and Jesuit history, and higher education to Digital Georgetown.

**Georgetown University Round Table on Languages and Linguistics (GURT)**

This annual publication represents the proceedings of a distinguished and long-running conference for scholars and graduate students sponsored by the university’s languages and linguistics faculties. In the spring of 2010 the press published *Telling Stories: Language, Narrative, and Social Life* edited by Deborah Schiffrin, Anna De Fina, and Anastasia Nylund, all of Georgetown University.

**Internship Program**

In addition, the press employs several student interns during the academic year and summer months. These interns, all enrolled at Georgetown University, work in a variety of departments of the press: acquisitions, business, marketing & sales, and editorial & production. Many interns move on to careers in publishing upon graduation.
A Commitment to Strategic Languages

Founded in 1964 as a publisher of language and linguistics books within the School of Languages and Linguistics, Georgetown University Press has been since its inception a leader in high-quality scholarship and pedagogical materials, especially with less commonly taught languages. Today, Georgetown Languages has a particularly strong presence in such strategic languages as Arabic and Portuguese, including the leading Arabic language textbook used at English-speaking universities, and a concentration of advanced Spanish language and linguistics materials.

Working Languages

Working Languages enables business students and practitioners to communicate in the everyday work world in languages important to the global market. Developed by the Kenan-Flagler School of Business at the University of North Carolina, these programs teach the basic language skills needed for business tasks.

Each program features a complete textbook with audio exercises on CD. The Teacher’s Edition contains extensive supplementary materials, including PowerPoint slides, creative guidance for conversation practice, and materials for skits and a mini-immersion exercise. Teachers also have the option of using online interactive exercises, activities, and course management tools through Quia.com. Working Portuguese for Beginners was published in 2010.

Al-Kitaab Arabic Language Program

The Al-Kitaab Arabic language textbook program uses a communicative, proficiency-oriented approach with fully integrated audio-visual media to teach modern Arabic as a living language. In 2010, we began launching the third editions of the Al-Kitaab program which have been fully revised and redesigned in striking full-color. Starting with the release of the third edition textbooks of Alif Baa and Al-Kitaab Part One, students and teachers now have the option of using a new companion website—alkitaabtextbook.com. This online companion replaces content previously on the second edition DVDs, including a fully integrated set of interactive exercises with all the video and audio materials and additional online course management and grading options for teachers. With the release of the third editions, we are confident that Al-Kitaab will continue to be the college-level textbook of choice for Arabic language learning.

En una palabra

This interactive CD-ROM series helps language students explore Spanish culture in authentic settings. En una palabra, Puebla, México was released in 2010, completing this trio of resources.
### OPERATING STATEMENT

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### TOTAL REVENUE

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Fiscal year runs July 1 to June 30.
Net surpluses are transferred to a university reserve fund for the press.
From FY2003 – FY2010 net sales at the press have increased 107%, representing a compound annual growth rate of 9.55%.
The Georgetown University Press Advisory Board oversees the activities of the press. Comprised of nine distinguished members from the university community, the board meets twice a year to review financial performance and discuss strategic initiatives.

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Kennedy Institute of Ethics
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Daniel Emory
Elizabeth Forney
Stephanie Gallo
Keith Hasperg
Pooja Kommireddi
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