



Library of Social Science

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20th Biennial Conference of the International Society for Human Ethology, University of Wisconsin, Madison, WI ♦ August 1-5, 2010

An international society, ISHE encourages research on the full range of human psychological and cultural phenomena within an evolutionary framework. Founded in 1972, ISHE pioneered the field of evolutionary psychology, investigating topics such as infant attachment, emotion, dominance and social relations, nonverbal communication, courtship and ritual. The Society's biennial conference provides a forum for prominent scholars from around the world—from the fields of biology, psychology, psychiatry, sociology, anthropology, and linguistics—to discuss their findings in an interdisciplinary setting.

THE 2010 KEYNOTE SPEAKERS ARE: **Patricia McConnell** (University of Wisconsin): "Darwin, Dogs & the Expression of Emotion in People & Animals"; **David Buss** (University of Texas): "Sexual Conflicts in Humans"; **Heidi Keller** (University of Osnabrück): "Relationship Formation: The Bioculture of Attachment"; **Toni Ziegler** (University of Wisconsin): "The Causes & Consequences of Fatherhood: The Role of Hormones in Biparental Marmoset & Tamarin Monkeys".

PRESENTATIONS AT THIS EXCITING MEETING INCLUDE THE FOLLOWING: *Ethological Methods for Observing Behavior: Old School, New School* ★ *Computer-Aided Coding of Videotaped Behavior* ★ *Multi-Modal Analysis of Behavior* ★ *Virtual Ethology & Behavior Modeling* ★ *Are Attractive Women More Fertile?* ★ *The Role of Social Resources in Adolescent Prosocial Development* ★ *Continuous Measurement of Early Behavior: Infants, Emotion & Autism* ★ *The Attractiveness of Faces & Bodies* ★ *Stress & Creativity* ★ *Cross-Cultural Sex Differences in Musicality* ★ *Hero vs. Heroine Development in Popular Romance Fiction* ★ *Aggressive Behavior, Body Size & Testosterone* ★ *Evolutionary Aspects of Male & Female Sexual Strategies* ★ *Horns on Display: Human Male Appropriation of an Animal Signal* ★ *Body Shapes of Adult Magazine Centerfolds: Seasonal & Temporal Trends* ★ *An Ethological Approach to Psychiatric Disorder* ★ *Evolutionary Basis of Differences in Emotional Styles* ★ *The Evolution of Sociality & Morality* ★ *Women's Nonverbal Cues of Presumed Sexual Interest* ★ *Will Homo sapiens Escape Species Self-Extinction?* ★ *Jealousy in Homosexual Men* ★ *The Choice of Marriage Partner in India* ★ *Sex, Ethnicity & the Face: A Cross-Cultural Analysis of Facial Displays of Emotion* ★ *Culture & Attention Strategy: Do You See as I See?* ★ *Religion as Instrumental in Late Human Cognitive Development* ★ *Human Female Sexual Behavior Across Sexual Orientation: Evolution, Personality & Fluidity* ★ *Attachment Theory & the Plight of Foster Children* ★ *Misrepresentations of Evolutionary Theory in Social Science Textbooks* ★ *Birth Order Effects on Women's Bodies & Lives* ★ *Evolution & Psychotherapy: One Clinician's Experiences* ★ *Mate Choice & the Decrease in Fertility in Modern Societies*

Library of Social Science is once again organizing the entire publications exhibition for the conference. Located at the heart of the meeting space at the Pyle Center—with registration, coffee breaks, keynote presentations and break-out sessions—our exhibit will be a major attraction of the conference, offering participants the opportunity to select from a comprehensive collection of the latest and most significant books and journals in the field. **This is the best meeting of the year to promote your titles on evolutionary, comparative and developmental psychology, physical anthropology, biology, behavior and sexuality to a sophisticated and responsive audience seeking books for their own research and for classroom use.**

Our professional exhibit managers will be on-site from the beginning of the conference to its conclusion. We actively promote your books by discussing them with conferees, distributing promotional material, selling books on-site using publisher-supplied order forms, and urging attendees to consider titles for course adoption and library acquisition.

Please fill in and fax your reservation now to hold a place for your press.

Library of Social Science EXHIBIT RESERVATION FORM

Tel: (718) 393-1075 Fax: (413) 832-8145 E-mail: ISHEBookExhibit@libraryofsocialscience.com

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The following publishers participated in the previous INTERNATIONAL SOCIETY FOR HUMAN ETHOLOGY book exhibit organized by LIBRARY OF SOCIAL SCIENCE: APA Books, Berghahn Books, Blackwell Journals Germany, Book Emporium, U. of California Press, U. of Chicago Press, Peter Corning, Guilford Press, HarperCollins, Harvard U. Press, Information Age Publishing, John Wiley & Sons, U. Press of Kentucky, Knopf/Random House, Northwestern U. Press, Oxford U. Press, Penguin Group, Rutgers U. Press, Sage Publications, Sinauer Associates, Springer Verlag New York, SUNY Press, U. of Washington Press.

THE LIBRARY OF SOCIAL SCIENCE PROFESSIONAL EXHIBIT MANAGERS WILL HANDLE YOUR DISPLAY AND PROMOTE YOUR BOOKS: Our staff will be present throughout the conference to discuss your books with attendees and take orders. We will urge faculty members to adopt your books for courses, and ask them to recommend your titles to their acquisitions librarians.

RATES:

___ 5 titles plus literature	\$195	___ 10 titles plus literature	\$315
___ 15 titles plus literature	\$405	___ 20 titles plus literature	\$495
___ 30 title "full table display"	\$615	___ 40 titles plus literature	\$715

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Space is limited. To secure your reservation, **FAX THIS FORM to 413-832-8145 AS SOON AS POSSIBLE.** Please also fax an order form or book list showing list and discounted prices for each title on display.

Name: _____ Publisher: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Please ship books, order forms and promotional materials to arrive no earlier than July 20 and no later than July 27 to:

Deb Curry
Conference Planning Services
The Pyle Center
702 Langdon Street
Hold for ISHE Book Exhibit
Madison, WI 53706