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30-Second Great Inventions St. Martin's Press

The successful 30-Second series tackles numbers, with experts on maths and data demystifying the essential numerical topics. We know that we use numbers pretty often, some of us confidently, others reluctantly. But are we aware of just how essential they are to almost every decision we make? Counting and measuring when we're shopping, travelling, studying or playing are just the beginning; the applications of numbers are endless, from assessing variables and analysing data to the calculations and predictions of advanced artificial intelligence. 30-Second Numbers explores number categories, the science of measuring, how guesstimates work, and the visualisation of numbers, taking you behind the digits into the world of statistics, probability, risk and ratios. Numbers are our way of imposing order on the world, and each of the 50 topics here uses just 300 words and one picture to give you a sense of control, helping you to understand trends in statistical data, how algorithms are used and the methods involved in machine learning. With this book, numbers need never be daunting again.

50 Key Principles, Methods, and Fields Explained in Half a Minute Lulu.com

This comprehensive presentation of the core concepts and historical landmarks in robotics and artificial intelligence is a must-read for those who want to understand the important changes happening now in our everyday lives, in the workplace, and in our minds and bodies. What is deep in "deep learning"? Can artificial intelligence really think? What will robots really look like in the near future? Is there a new class divide between those who understand technology and those who fear it? A clear and exhaustive introduction for non-specialists, 30-Second AI & Robotics will help the reader to navigate the world of ubiquitous computers, smart cities, and collaborative robots. At last, an optimistic and friendly book about our human possibilities in the time of automata.

Evidence from Satellite and Socioeconomic Data Ivy Press

Keynesian Economics, Free Market Capitalism, Monetarism, Game Theory and the Invisible Hand. Sure, you know what they mean. That is, you've certainly heard of them. But do you know enough about these economic theories to join a dinner party debate or dazzle the bar with your financial knowledge? 30 Second Economics takes the top 50 economic theories, and explains them to the general reader in half a minute, using nothing more than two pages, 300 words and one picture. Economics will suddenly seem a lot more fun than the economy, and make a lot more sense, and along the way you'll meet founding fathers of modern economics such as Adam Smith, David Ricardo and Alfred Marshall. From Marxism to Mercantilism, plus everything in between, this is the ultimate 'crash' course in economic theory.

50 Philosophy Ideas You Really Need to Know Gill & Macmillan Ltd

Keynesian Economics, Free Market Capitalism, Monetarism, Game Theory and the Invisible Hand. Sure, you know what they mean. That is, you've certainly heard of them. But do you know enough about these economic theories to join a dinner party debate or dazzle the bar with your financial knowledge? 30 Second Economics takes the top 50 economic theories, and explains them to the general reader in half a minute, using nothing more than two pages, 300 words and one picture. Economics will suddenly seem a lot more fun than the economy, and make a lot more sense, and along the way you'll meet founding fathers of modern economics such as Adam Smith, David Ricardo and Alfred Marshall. From Marxism to Mercantilism, plus everything in between, this is the ultimate 'crash' course in economic theory.

The 50 Most Thought-provoking Philosophies, Each Explained in Half a Minute EWEA

As a domestic policy advisor to Ronald Reagan, Bruce Bartlett was one of the originators of Reaganomics, the supply-side economic theory that conservatives have clung to for decades. In *The New American Economy*, Bartlett goes back to the economic roots that made *Impostor* a bestseller and abandons the conservative dogma in favor of a policy strongly based on what's worked in the past. Marshalling compelling history and economics, he explains how economic theories that may be perfectly valid at one moment in time under one set of circumstances tend to lose validity over time because they are misapplied under different circumstances. Bartlett makes a compelling, historically-based case for large tax increases, once anathema to him and his economic allies. In *The New American Economy*, Bartlett seeks to clarify a compelling and way forward for the American economy.

Even If It Kills Her Icon Books Ltd

Although the future extent and effects of global climate change remain uncertain, the expected damages are not zero, and risks of serious environmental and macroeconomic consequences rise with increasing atmospheric greenhouse gas concentrations. Despite the uncertainties, reducing emissions now makes sense, and a carbon tax is the simplest, most effective, and least costly way to do this. At the same time, a carbon tax would provide substantial new revenues which may be badly needed, given historically high debt-to-GDP levels, pressures on social security and medical budgets, and calls to reform taxes on personal and corporate income. This book is about the practicalities of introducing a carbon tax, set against the broader fiscal context. It consists of thirteen chapters, written by leading experts, covering the full range of issues policymakers would need to understand, such as the revenue potential of a carbon tax, how the tax can be administered, the advantages of carbon taxes over other mitigation instruments and the environmental and macroeconomic impacts of the tax. A carbon tax can work in the United States. This volume shows how, by laying out sound design principles, opportunities for broader policy reforms, and feasible solutions to specific implementation

challenges.

The 50 Most Thought-Provoking Economic Theories, Each Explained in Half a Minute Simon and Schuster

30-Second Religion decants and demystifies the key beliefs, deities, origins, and iconography of the worlds major religions, denominations, and less widespread sects and cults. Whether you wish to understand the key differences between Catholicism and Protestantism, to glimpse the many gods of Hinduism, or to digest a potted Buddhist philosophy, this book is the quickest way to walk the paths and recognize the key signposts of the worlds diverse and fascinating faiths. Travelling from Buddhism to Zoroastrianism, and including features on key religious texts, 30-Second Religion offers a revelation of 50 belief systems in less time than it takes to offer up a prayer.

30-Second Universe Icon Books Ltd

A full-colour illustrated tour through philosophy's most famous - and most mind-bending - ideas I Think Therefore I Am, Existentialism, Dialectical Materialism? The Socratic Method and Deconstruction? Sure, you know what they all mean. That is, you've certainly heard of them. But do you know enough about them to join a dinner party debate or dazzle the bar with your knowledge? 30-SECOND PHILOSOPHIES takes a revolutionary approach to getting a grip on the 50 most significant schools of philosophy. The book challenges leading thinkers to quit fretting about the meaning of meaning for a while and explain the most complex philosophical ideas - using nothing more than two pages, 300 words, and a metaphorical image. Here, in one unique volume, you have the chance to pick the potted brains of our leading philosophers and understand complex concepts such as Kant's Categorical Imperative without ending up in a darkened room with an ice pack on your head.

The 50 Essential Principles that Instruct Technology, Each Explained in Half a Minute Princeton University Press

Gasoline prices and driving behavior. Volume of traffic ; Speed of traffic ; Applicability of findings to other regions of the United States -- Gasoline prices and vehicle markets. Market shares for cars and light trucks ; Gasoline prices and vehicle market status ; Changes in new vehicle fuel economy and pricing ; Changes in the used vehicle market -- Study data -- Analytical approach and economic results.

The New American Economy Icon Books Ltd

"In these times of financial crisis, the economic consensus of the past 15 years has been destroyed. It's clear that there's a problem, but what's the solution? Once again, different economic theories are being debated and names such as Adam Smith and John Maynard Keynes are being bandied about. What once seemed like an esoteric discipline relevant only to bankers and academics is now in our everyday lives and important to every one of us. Does a truly free market exist and, if it did, what effect would that have on society? Is it possible to spend your way out of recession? What are our choices? 30-Second Economics takes the 50 most significant economic theories of the past 120 years, and challenges financial high-flyers to explain them to the general reader in half a minute, using nothing more than two pages, 300 words, and one picture. Economics will suddenly seem a lot more fun than the economy, and make a lot more sense, and along the way we'll meet the founding fathers of modern economics such as Adam Smith, J.S. Mills, David Ricardo, and Alfred Marshall. From neo-liberalism to Marxism, plus everything in between, this is the ultimate "Crash" course in economic theory."

30-Second Astronomy St. Martin's Press

You may be OK with standard stuff like Conservatism and Democracy, but do you really know what Patrimonialism is? And what about Oligarchy? Anarcho-syndicalism? Politics is, we are willing to bet, the most passionately argued-over subject matter, and yet how many of us flounder around in confrontational debates because we have no grip on political theory, just a vague notion that they are all out to get us? 30-Second Politics will help dispel this fog mistrust and paranoia. It challenges political theorists of all colors to come up with no-frill, no-spin, tell-it-like-it-is explanations of the 50 most important political -isms, -archies, and -ocracies that have pertained since the time of Periclean Athens. At no public expense, the book explains each political theory in nothing more than two pages, 300 words, and some propaganda-style imagery, for we all know that a picture opportunity is worth a thousand words of dull interview.

30-Second Numbers 30 Second

Major buildings, energy supply systems, chemical plants, food processing, and aircraft are all examples of engineering today. Despite such diversity, nearly all engineering fields rely on common principles and methods, and there is remarkable similarity in the daily work of engineers. Engineers spend most effort organising and coordinating collaborative work by all the diverse people involved, guided by their technical knowledge and experience. Unlike physics or biology, where immutable laws underpin the study, the essence of engineering is found in how theory is applied judgementsally. To quickly grasp the nature of engineering the fifty summaries in 30-Second Engineering outlines types of engineering from mechanical to chemical; the universal stages of a collaborative engineering project; and the key ways engineering can solve the challenges of our future earth.

The Failure of Reaganomics and a New Way Forward Routledge

Computer code operates behind nearly everything we do - from small calculations in the home to complex executions that drive the global economy. It influences who we see, follow, and like online and describes

the websites we visit, the connections between them, the sounds heard on Spotify and videos watched on YouTube. There is very little we do which hasn't, in some way, been codified, analysed, and computed electronically, yet few of us possess a basic understanding of that ultimate language barrier. That's a shame, because coding is the key to so much. Simple programming concepts can explain plenty about the modern world and the changes to come in the age of AI. From algorithms and scripts to blockchain, bits and bots, turn to 30-Second Coding to reveal the secrets behind this fascinating subject.

30-Second Psychology World Bank Publications

The bestselling 30-Second... series takes a revolutionary approach to learning about those subjects you feel you should really understand. Each title selects a popular topic and dissects it into the 50 most significant ideas at its heart. Each idea, no matter how complex, is explained in 300 words and one picture, all digestible in 30 seconds. 30-Second Quantum Theory tackles a mindbendingly mysterious area of physics, introducing the 50 most significant quantum quandaries and ideas. In a world where the quantum physics of electronics is an everyday essential and new quantum developments make headline news, you will visit Parallel Worlds, ride Wave Theory, and learn just enough to talk with certainty about Uncertainty Theory and to untangle the mysteries of quantum entanglement.

The Benefit and The Burden OUP Oxford

When it comes to big science, very few things are conclusively known. From Quantum Mechanics to Natural Selection, what we have instead are theories - ideas explain why things happen the way they do. We don't know for certain these are correct - no one ever saw the Big Bang - but with them we can paint beautiful, breathtaking pictures of everything from human behaviour to what the future may hold. Profiling the key scientists behind each theory, "30-Second Theories" presents each entry in a unique, eye-catching full-colour design, with thought-provoking extras and stylish illustrations. It is essential for anyone keen on expanding their mind with science's most thrilling ideas.

Master Universal Economics 30-Second Economics The 50 Most Thought-Provoking Economic Theories, Each Explained in Half a Minute

Keynesian Economics, Free Market Capitalism, Monetarism, Game Theory and the Invisible Hand. Sure, you know what they mean. That is, you've certainly heard of them. But do you know enough about these economic theories to join a dinner party debate or dazzle the bar with your financial knowledge? 30 Second Economics takes the top 50 economic theories, and explains them to the general reader in half a minute, using nothing more than two pages, 300 words and one picture. Economics will suddenly seem a lot more fun than the economy, and make a lot more sense, and along the way you'll meet founding fathers of modern economics such as Adam Smith, David Ricardo and Alfred Marshall. From Marxism to Mercantilism, plus everything in between, this is the ultimate 'crash' course in economic theory. 30-Second Economics The 50 Most Thought-Provoking Economic Theories, Each Explained in Half a Minute

30-Second Economics The 50 Most Thought-Provoking Economic Theories, Each Explained in Half a Minute

The 50 Most Mindblowing Discoveries in Astronomy, Each Explained in Half a Minute HarperCollins

A thoughtful and surprising argument for American tax reform, arguably the most overdue political debate facing the nation, from one of the most respected political and economic thinkers, advisers, and writers of our time. THE UNITED STATES TAX CODE HAS UNDERGONE NO SERIOUS REFORM SINCE 1986. Since then, loopholes, exemptions, credits, and deductions have distorted its clarity, increased its inequity, and frustrated our ability to govern ourselves. By tracing the history of our own tax system and assessing the way other countries have solved similar problems, Bruce Bartlett explores the surprising answers to all these issues, giving a sense of the tax code's many benefits—and its inevitable burdens. From one of the most respected political and economic thinkers, advisers, and writers of our time, *The Benefit and the Burden* is a thoughtful and surprising argument for American tax reform.

30-Second Chemistry MIT Press

The universe literally encompasses everything we were, are and will be, everything we knew, know and can know. When we decide to understand the universe as a whole, new truths come to light, and unexpected perspectives illuminate our take on life. 30-Second Universe explains all the tantalising concepts, principles and theories that make up our knowledge - the Higgs particle, gluons, quarks, the multiverse, how certainty itself can be uncertain, and of course, where our world came from, and where we're going and what will happen in the end - and it explains these astrophysical answers succinctly, each entry taking only 30 seconds to read, with further exploration flagged, and key scientists noted. This one small book sheds light on the biggest ideas, concepts and discoveries in life, in the universe, in everything.

30-Second Quantum Theory Liberty Fund

The key ideas in Psychology explained, with colour illustrations, in half a minute. Pavlov's Dogs, Psychoanalysis, Milgram's Obedience Study, and Beck's Cognitive Therapy? Sure, you know what they all mean. That is, you've certainly heard of them. But do you know enough about these psychology theories to join a dinner party debate or dazzle the bar with your knowledge? 30-Second Psychology takes the top 50 strands of thinking in this fascinating field, and explains them to the general reader in half a minute, using nothing more than two pages, 300 words, and one picture. The inner workings of the human mind will suddenly seem a lot more fun, and along the way we meet many of the luminaries in the field, including William James, Aaron Beck, and (of course) Sigmund Freud. From Behaviorism to Cognitivism, what better way to get a handle on your inner demons? Icon Books Ltd

In this exhilarating new thriller from New York Times bestselling author

Kate White, one young woman searches for clues to the murder of her family, only to discover a shocking secret about herself that holds the key to everything. Jillian Lowe seemed to have it all. Both beautiful and accomplished, she lit up any room that she walked into. All of that dramatically changed when her parents and two siblings were brutally murdered at her childhood home her second year in college. The crime shattered what was once a picture-perfect family and nearly derailed Jillian's hopes for her future. Now, sixteen years later, Jillian is shocked to learn that the man imprisoned for murdering her family didn't do it. With the real killer walking free and the cops dragging their heels, Jillian once again feels her life unraveling, and desperately seeks help from an old friend from college, true crime writer Bailey Weggins. As the two women return to Jillian's childhood town to investigate, it doesn't take long for their sleuthing to cause shock waves. Someone starts watching their every move. As they uncover deeply-guarded secrets, so shocking that they make Jillian rethink her entire relationship to her family, Bailey and Jillian find themselves in fear of their own lives. The truth has consequences and they must decide if they're ready to face them.