
30 Second Theories Hardcover

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The 50 Most Thought-Provoking Theories in Politics 30-Second

Imagine what it would be like to go back in time to the 15th century Venice. And imagine what it would be like to meet your lifelong hero, Michelangelo. And imagine what it would be like if, on first meeting, you spill a tray of pasta and wine on that very same hero. Well, that's what happens to serious young artist Mark Breen. As the result of a drunken bet, Mark knocks out a painting of a toilet bowl. Much to his amazement, he sells it. In short order he's hailed as the new Andy Warhol and becomes an overnight sensation—and a very wealthy man. Soon, images of his toilet bowls are on more t-shirts, mugs, and calendars than Edvard Munch's *The Scream*. His friend and mentor, Hugh Connelly, afraid that Mark is in danger of losing his "artistic soul," advises him to go back to Italy and reacquaint himself with the "old masters." In Venice, Mark falls in love with Alexandra, a beautiful art restorer, but it's a one-sided affair. One night, hoping to win her over, he climbs up on a roof to find out who painted her favorite fresco. He falls off the roof and wakes up in 15th century Venice

where he meets an innkeeper named Francesca, who looks exactly like Alexandra. And it gets curiouser and curiouser from there. During his stay—which is sometimes zany and sometimes frightening—he meets his hero, Michelangelo, who teaches him the true meaning of art.

30-Second Genetics Icon Books Ltd
30-Second Data Science is the quickest way to discover how data is a driving force not just in the big issues, such as climate change and healthcare, but in our daily lives. Data science is an entirely new discipline that encompasses a new era of information, from finding criminals to predicting epidemics. But there ' s more to it than the vast quantities of information gathered by our computers, smartphones, and credit cards. Carefully compiled by experts in the field, 30-Second Data Science covers the basic statistical principles that drive the algorithms, how data affects us in every way—science, society, business, pleasure—along with the ethical quandaries and its future promise of a better world. Each 30-Second entry details a different facet of data science in just 300 words and one picture, showing how the concept of bringing together different types of data, and using powerful computer programs to find patterns no human eye could spot, is already transforming our world. Exploring key ideas and featuring biographies of the people behind them, 30-Second Data Science explains clearly and concisely all you need to know about data science, from basics to ethics.

Einstein Was Wrong! Icon Books Ltd

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.

The 50 most thought-provoking theories of life, each explained in half a minute

Michael Grant
The 50 most significant principles and styles in architecture, each explained in half a minute. The bestselling 30-Second series offers a new approach to learning about those subjects you feel you should really understand. Every title takes a popular topic and dissects it into the 50 most significant ideas at its heart. Each idea, no matter how complex, is explained using a mere two pages, 300 words, and one picture: all easily digested in only half a minute. 30-Second Architecture presents you with the foundations of architectural knowledge. Expert authors are challenged to define and describe both the principles upon which architects depend, and the styles with which they put those principles into practice. So, if you want to know your arch

from your elevation, and your Baroque from your Brutalism, or you wish to top off your next dinner party with a stirring speech on how form follows function, this is the quickest way to build your argument.

The 50 essential principles that instruct technology, each explained in half a minute

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 Most Thought-provoking Psychology Theories, Each Explained in Half a Minute

Icon Books Ltd

The essential beginner's guide to string theory
The Little Book of String Theory offers a short, accessible, and entertaining introduction to one of the most talked-about areas of physics today. String theory has been called the "theory of everything." It seeks to describe all the fundamental forces of nature. It encompasses gravity and quantum mechanics in one unifying theory. But it is unproven and fraught with controversy. After reading this book, you'll be able to draw your own conclusions about string

theory. Steve Gubser begins by explaining Einstein's famous equation $E = mc^2$, quantum mechanics, and black holes. He then gives readers a crash course in string theory and the core ideas behind it. In plain English and with a minimum of mathematics, Gubser covers strings, branes, string dualities, extra dimensions, curved spacetime, quantum fluctuations, symmetry, and supersymmetry. He describes efforts to link string theory to experimental physics and uses analogies that nonscientists can understand. How does Chopin's *Fantasia-Impromptu* relate to quantum mechanics? What would it be like to fall into a black hole? Why is dancing a waltz similar to contemplating a string duality? Find out in the pages of this book. *The Little Book of String Theory* is the essential, most up-to-date beginner's guide to this elegant, multidimensional field of physics.

30-Second Coding Taylor & Francis US

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.

30-Second Universe Simon and Schuster

Smoke and Mirrors is a passionate, richly nuanced work that shows television as a circus, a wishing well, and a cure for loneliness. Ranging from Ed Sullivan to cyberspace, from kid shows to cable, and from the cheap thrills of "action adventure" to the solemn boredom of PBS pledge week, Leonard argues for a whole new way of thinking about television. For Leonard, the situation comedy is a socializing

agency, the talk show is a legitimating agency, the made-for-television movie is the last redoubt of social conscience, and television criticism itself is the last refuge of time-serving thugs and postmodernists. Instead of scapegoating television as the cause of crime in our streets, stupidity in our schools, and spectacle rather than substance in our government, Leonard sees something else inside the box: an echo chamber and a feedback loop, a medium neither wholly innocent of nor entirely responsible for the frantic disorder it brings into our homes.

50 Key Notions, Fields, and Events in the Rise of Intelligent Machines, Each Explained in Half a Minute Ivy Press

Whether you're looking for a new author or genre to explore, 30-Second Literature provides you with summaries of the major literary genres, styles and histories. Part of the 30-Second series, this introductory guide to literature is split into 7 chapters that cover: The History of Literature - from Sanskrit to Modernism The Novel - in all its glorious genres Literary Prose - non-fiction from diaries to philosophies Poetry - from the sonnet to the haiku Drama - interesting theatrical forms and genres Literary Devices - the techniques authors use in their works Literary Styles - the features and history of different styles of writing Each topic is summarized in 300 words and contains a small bibliography for you to expand your bookworm horizons. You can also brush up on literary terms ahead of that book-club meeting, as each chapter features its own glossary. Interspersed throughout the book are profiles of key literary figures that have impacted one of our most beloved hobbies. Literature is not just any written work; it is work that has stood the test of time, that is most widely thought to be of lasting merit. Just how particular books are elevated to literary status, reflects the values and judgements of society and mirrors the development of civilisation. This book is a broad overview of the multitude of voices used to describe our human experience. If you like this, you might also be interested in 30-Second Mythology . . .

The 50 most significant elements, each explained in half a minute Ivy 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 Psychology Ivy Press

How hot is Venus? Can you distinguish between a pulsar and a quasar? Is there a universe or a multiverse? Where do we fit into the infinitely grand scheme of things? How do we map the Cosmic Microwave Background? Most tantalizing of all: Is there anyone out there? The answers to these and many other far-out questions lie in your hands. Everyone's gazing at the heavens, but a voyage through the star-studded contents of this book will blow your mind. Astronomy encapsulates the terrifying hugeness of the cosmos into bite-size particles that mere earthlings can understand: 50 incredible discoveries brought down to Earth using no more than two pages, 300 words, and a picture. This one small volume takes you on a cosmic tour, shedding light on the most awesome of objects and places, explaining some very big ideas, concepts, and discoveries, and presenting the scientists and observers who have done so much to crack Life, the Universe, and Everything. Welcome aboard.

30-Second Chemistry The New Press

From Rubik's cubes to Godel's

incompleteness theorem, everything mathematical explained, with colour illustrations, in half a minute. Maths is enjoying a resurgence in popularity. So how can you avoid being the only dinner guest who has no idea who Fermat was, or what he proved? The more you know about Maths, the less of a science it becomes. 30 Second Maths takes the top 50 most engaging mathematical theories, and explains them to the general reader in half a minute, using nothing more than two pages, 200 words and one picture. Read at your own pace, and discover that maths can be more fascinating than you ever imagined.

30-Second Oceans 30-Second Theories The 50 Most Thought-Provoking Theories in

Science 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. 30-Second Theories The 50 Most Thought-provoking Theories in Science Nominated for a Small Business Marketing Book award!. You have 30 days to convert a user to a paying customer starting NOW. The clock is ticking. What will you do? Collecting and analysing the messaging and strategies the leading e-commerce, software and service companies use as they convert trial users to customers in the most important 30 days after sign-up. Each companies strategy is broken down and presented in an easy to use and

understand visual guide. 30 days to sell is a must buy if you are looking to automate and improve new customer conversion. This book covers: Activation campaigns from the worlds leading web companies. Easy reference guide - what message to send and when. Full page examples of each marketing message. Steal ideas from successful entrepreneurs, marketers and growth hackers. Two new bonus chapters showcasing more activation campaigns.

The 50 Most Important Structures and Systems in the Human Body, Each Explained in Half a Minute Icon Books Ltd

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.

The 50 most revolutionary discoveries in genetics, each explained in half a minute Ivy Press

30-Second Mythology offers the shortest path to a world of gods and monsters. So much modern culture traces its origins back to Greek and Roman mythology (witness 2010s Clash of the Titans and Percy Jackson and the Olympians). The stories provide wonderful references to make your conversation more heroic and raise your imagination closer to the gods. Sail through these fifty 30-second legends to discover what Hercules did to deserve his twelve labors, why Odysseus took ten years to travel 500 miles, and how Narcissus found the love of his life. The perfect reference book for creative writers, it covers gods and goddesses, heroes and monsters, story locations and the great storytellers. There are also condensed versions of the tragic tales alongside explanations of their modern legacies: from the Oedipus

Complex to the Narcissus Syndrome.

Princeton University Press

Genetics is the study of heredity, and reveals how the characteristics of living organisms are determined by the genes passed down the generations. The human genome was mapped in 2003, and this enhanced ability to study our genes is transforming medicine, from CRISPR, the gene editing technology that allows us to alter the course of hereditary disease, to using genetics to identify the types of bacteria that populate our bodies. Stripping the subject to its bare necessities, 30-Second Genetics charts the most extraordinary discoveries, from the fundamentals of cell biology to the almost unbelievable advances in DNA sequencing and stem cell technology.

30-Second Physics 30 Second

This book introduces QFT for readers with no prior knowledge of the subject. It is meant to be a textbook for advanced undergraduate or beginning postgraduate students. The book discusses quantization of fields, S-matrix theory, Feynman diagrams, calculation of decay rates and cross sections, renormalization, symmetries and symmetry breaking. Some background material on classical field theory and group theory, needed for the exposition, are also presented in the book. Detailed calculations of weak and electromagnetic processes are included. There are many exercise problems to help the students, instructors and beginning researchers in the field. The second edition improves upon some notations and explanations, and includes answers to selected exercises.

30-Second Biochemistry Createspace Independent Publishing Platform

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The 50 Most Fundamental Concepts in Physics, Each Explained in Half a Minute Icon Books Ltd

[Note: The most complete version of the big picture that eluded Einstein in his attempts to unveil a unified field theory can be found in the book, *The Gravity Cycle*, by the same author as this book. This book, *Einstein Was Wrong!*, was one of many approaches to the ideas that will shake the very foundations of physical science upon which we presently stand.]

Modern Physics is built on an erroneous foundation. If we are to take physics to a new level where gravity can be explained from an atomic/quantum perspective, then someone must boldly say, "Einstein was wrong, but so was Newton." Because they both started with the same wrong premise, their theories of gravity were destined to fall short in any attempt to connect them to atomic/quantum processes. And the same false premise that stifled Einstein in his ability to connect "the movement of planets and stars with the tiniest subatomic particles" prevents modern physicists from explaining the fourth and final force from an atomic/quantum perspective. Alas, "...when one starts with a wrong premise, no amount of patching can right the problem."

But all is not lost. By correcting Newton's mistake (the wrong premise), a new foundation for understanding the role of the atom in the momentum, relativity, and gravity of masses emerges in the form of two new theories: The Atomic Model of Motion (AMM) and The Galaxy Gravity Cycle (GGC). These two theories combine to paint the big picture of how atomic/quantum processes are involved in holding a galaxy together, keeping planets orbiting stars, and preventing people from floating off into space. This book is dedicated to Occam's razor.

The Key Writings that Formed the Movement Ivy Press

The successful 30-Second series tackles biochemistry, the science of the chemical processes which underpin the workings of all organic life. 30-Second Biochemistry takes 50 of the most significant ideas relating to the study of the chemical processes connected to living organisms, simplifying each concept using just 300 words and one picture. By using chemical procedures to tackle biological challenges, biochemistry reveals the behaviour of complex molecules and how they combine to form the building blocks of life. Through this book you will gain a clear understanding of a fascinating area of science, embarking on a journey that reveals how new life is created, the path molecules take to develop from microscopic cells into complete organisms and how energy is harvested and harnessed to help organisms function efficiently. Have all the key terms of this fascinating science explained in simple, bitesize chunks of information-rich text, as well as meeting the key figures who have helped make biochemistry what it is today.