

50 Ideas You Really Need To Know Religion Peter Stanford

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The Rise and Fall of an American Myth Quercus

What exactly is a credit crunch? Why do footballers earn so much more than the rest of us? Which country is likely to be the world's leading economy in 10 years' time? And how does economics affect each one of us, every day? In the seventh volume of the successful 50 Ideas series, Daily Telegraph economics editor Edmund Conway introduces and explains the central ideas of economics in a series of 50 clear and concise essays. Beginning with an exploration of the basic theories, such as Adam Smith's 'invisible hand', and concluding with the latest research into the links between wealth and happiness, he sheds light on all the essential topics needed to understand booms and busts, bulls and bears, and the way the world really works. Packed with real-life examples and quotations from key thinkers, 50 Economics Ideas provides a fascinating overview of how economics influences every aspect of our lives, from buying a house to what we had for breakfast this morning.

The Encyclopaedia Britannica Quercus Publishing

People often complain that in history lessons at school they were taught just a few topics--the Romans, the Tudors, the Nazis--and how they have no idea at all about what happened in between. To remedy this, World History: 50 Things You Really Need to Know offers brief and stimulating outlines of key developments in the history of the world, from the beginning of agriculture 10,000 years ago to the attack on the Twin Towers on 9/11. Each

essay is accompanied by a detailed timeline of dates and events, and the flavor of the period concerned is brought to life by selected contemporary quotations from figures as diverse as Aristotle, Ashoka, Saladin, Christopher Columbus, Martin Luther, Suleiman the Magnificent, Galileo, Voltaire, Thomas Jefferson, Mary Wollstonecraft, Napoleon, Lincoln, Lenin and Winston Churchill. In addition, box features throw light on a range of related topics, from the Nazca Lines to Renaissance man, from Confucianism and the state to Alexander the Great's horse, from Islamic science and the Barbary corsairs to the Enigma code and the atomic bomb.

50 Ideas You Really Need to Know Quercus
Chemistry is at the cutting edge of our lives. How does a silicon chip work? How can we harness natural products to combat human disease? And is it possible to create artificial muscles? Providing answers to these questions and many more, 50 Chemistry Ideas You Really Need to Know is an engaging guide to the world of chemistry. From the molecules that kick-started life itself to nanotechnology, chemistry offers some fascinating insights into our origins, as well as continuing to revolutionize life as we know it. In 50 short instalments, this accessible book discusses everything from the arguments of the key thinkers to the latest research methods, using timelines to place each theory in context - telling you all you need to know about the most important ideas in chemistry, past and

present. Contents include: Thermodynamics, Catalysts, Fermentation, Green Chemistry, Separation, Crystallography, Microfabrication, Computational Chemistry, Chemistry Occurring in Nature, Manmade Solutions: Beer, Plastic, Artificial Muscles and Hydrogen Future.

50 Genetics Ideas You Really Need to Know Penguin

This latest book in the bestselling '50 Ideas' series is a wonderfully accessible overview of the only place we know of in the universe that is capable of sustaining life. Expert popular science writer Martin Redfern covers all the natural processes of the Earth: climate, ocean currents, air currents, the elements, plate tectonics, fossils, the evolution of life, volcanology, sea levels and the ultimate fate of the Earth. The 50 Ideas featured include: Geological formation; Rock layers; Formation of the atmosphere; Plate tectonics; Continental rifts; Volcanology; Simple life; Multi-cellular life; Snowball Earth; Gondwana and Pangea; Sexual selection; Complex life; The Cambrian revolution; The dinosaurs; Avalonia; The sauropod puzzle; End of the Mesozoic; The Cenozoic recovery; The Great Warming; The 'Great Flood'; The Holocene; Biodiversity and The fate of the Earth.

50 Capitalism Ideas You Really Need to Know Quercus Publishing

Neuroscience is one of the most fascinating and complex areas of scientific research, with new advances being made every day. In 50 Human Brain Ideas You Really Need to Know, Mo Costandi condenses all we know about the brain and how it works into series of introductions to the most important concepts. Outlining both long-standing theories - such as the function of neurons and synaptic transmission - and cutting-edge ideas - including neuroethics and brain-computer interfacing - with straightforward narrative and clear two-colour illustrations, this book is a perfect beginner's guide to the most powerful and mysterious organ in the body. The ideas explored include: The nervous impulse;

Differences between the male and female brain; The root of addiction; Neurobiological basis for personality; The relationship between sleep and memory.

50 Architecture Ideas You Really Need to Know Quercus

Just the mention of mathematics is enough to strike fear into the hearts of many, yet without it, the human race couldn't be where it is today. By exploring the subject through its 50 key insights - from the simple (the number one) and the subtle (the invention of zero) to the sophisticated (proving Fermat's last theorem) - this book shows how mathematics has changed the way we look at the world around us.

50 Ideas You Really Need to Know 50 Big Ideas You Really Need to Know

50 Big Ideas You Really Need to Know Quercus

50 Digital Ideas You Really Need to Know Quercus Publishing

From dwarf planets to dark energy; and from the Big Bang to the death of stars, this book is the perfect introduction to the cutting-edge science that is shaping our understanding of our place in the Universe and that could lead to the next great discovery--the detection of life beyond Earth.

Cook's Science Quercus

How different are men and women's brains? Does altruism really exist? Are our minds blank slates at birth? And do dreams reveal our unconscious desires? If you have ever grappled with these concepts, or tried your hand as an amateur psychologist, 50

Psychology Ideas You Really Need to Know could be just the book for you. Not only providing the answers to these questions and many more, this series of engaging and accessible essays explores each of the central concepts, as well as the arguments of key thinkers.

Author Adrian Furnham offers expert and concise introductions to emotional behavior, cognition, mental conditions--from stress to

schizophrenia--rationality and personality development, amongst many others. This is a fascinating introduction to psychology for anyone interested in understanding the human mind.

50 Ideas You Really Need to Know Quercus Books

For over 2000 years, philosophy has been our best guide to the experience of being human, and the true nature of reality. From Aristotle, Plato, Epicurus, Confucius, Cicero and Heraclitus in ancient times to 17th century rationalists

Descartes, Leibniz and Spinoza, from 20th-century greats Jean-Paul Sartre, Jean Baudrillard and Simone de Beauvoir to contemporary thinkers Michael Sandel, Peter Singer and Slavoj Zizek, 50 Philosophy Classics explores key writings that have shaped the discipline and had an impact on the real world. Philosophy can no longer be confined to academia, and 50 Philosophy Classics shows how powerful it can be as a tool for opening our minds and helping us think. Whether you are fascinated or daunted by the big questions of how to think, how to be, how to act and how to see, this is the perfect introduction to some of humanity's greatest minds and their landmark books.

50 Physics Ideas You Really Need to Know Nicholas Brealey

At a time of corrosive popular cynicism and profound international unease, the need for clarity over the fundamental concepts of politics has never been greater: the forces of Terrorism and Fundamentalism endanger our Security, while government responses to it pose a basic threat to Liberty, Democracy and Human rights. Corruption, Spin and a suspect Political culture arouse public indignation, which is further aggravated by an array of Pressure groups and the far-from-disinterested attentions of the Mass media. In 50 Political Ideas You Really Need to Know, Ben Dupre clears away the murk that obscures key concepts that we ignore at our peril.

Universe Quercus Publishing

A New York Times bestseller! "Lively and absorbing. . ." — The New York Times Book Review "Engrossing." —Wall Street Journal "Entertaining and

well-researched . . ." —Houston Chronicle Three noted Texan writers combine forces to tell the real story of the Alamo, dispelling the myths, exploring why they had their day for so long, and explaining why the ugly fight about its meaning is now coming to a head. Every nation needs its creation myth, and since Texas was a nation before it was a state, it's no surprise that its myths bite deep. There's no piece of history more important to Texans than the Battle of the Alamo, when Davy Crockett and a band of rebels went down in a blaze of glory fighting for independence from Mexico, losing the battle but setting Texas up to win the war. However, that version of events, as Forget the Alamo definitively shows, owes more to fantasy than reality. Just as

the site of the Alamo was left in ruins for decades, its story was forgotten and twisted over time, with the contributions of Tejanos--Texans of Mexican origin, who fought alongside the Anglo rebels--scrubbed from the record, and the origin of the conflict over Mexico's push to abolish slavery papered over. Forget the Alamo provocatively explains the true story of the battle against the backdrop of Texas's struggle for independence, then shows how the sausage of myth got made in the Jim Crow South of the late nineteenth and early twentieth century. As uncomfortable as it may be to hear for some, celebrating the Alamo has long had an echo of celebrating whiteness. In the past forty-some years, waves of revisionists have come at this topic, and at times have made real progress toward a more nuanced and inclusive story that doesn't alienate anyone. But we are not living in one of those times; the fight over the Alamo's meaning has become more pitched than ever in the past few years, even violent, as Texas's future begins to look more and more different from its past. It's the perfect time for a wise and generous-spirited book that shines the bright light of the truth into a place that's gotten awfully dark.

50 Quantum Physics Ideas You Really Need to Know Quercus

The fourth title in the Quercus Ideas You Really Need to Know series demystifies the management concepts that any budding entrepreneur would want to grasp. The 50 bite-sized topics expound the wisdom of the well-known business gurus (from Peters and Porter to Welch and Gates), explain helpful theories and tools (Ansoff's Product/Market grid, the 4Ps, Boston Matrix), expand on management ideas (branding, outsourcing, supply and demand) and cover the latest commercial concepts from the online world.

50 Ethics Ideas You Really Need to Know 50 Ideas You Really Need to Know series

In recent years knowledge of our genetic code has changed our understanding of life on Earth. New genetic

technologies are transforming the way we live and promise treatments for otherwise incurable diseases. But these advances are also generating controversy, particularly surrounding issues such as cloning and designer babies. In *50 Genetics Ideas*, Mark Henderson distills the central ideas of genetics in a series of clear and concise essays. Beginning with the theory of evolution, and covering such topics as the genome and how nature and nurture work together, he not only illuminates the role of genes in shaping our behaviour and sexuality, but also the very latest, cutting-edge developments in gene therapy and artificial life. Accessible and informative, *50 Genetics Ideas* is a timely introduction to this young and ground-breaking strand of science.

50 Philosophy Ideas You Really Need to Know *50 Ideas You Really Need to Know* series

Who invented zero? Why 60 seconds in a minute? How big is infinity? Where do parallel lines meet? And can a butterfly's wings really cause a storm on the far side of the world? In *50 Maths Ideas You Really Need to Know*, Professor Tony Crilly explains in 50 clear and concise essays the mathematical concepts - ancient and modern, theoretical and practical, everyday and esoteric - that allow us to understand and shape the world around us. Packed with diagrams, examples and anecdotes, this book is the perfect overview of this often daunting but always essential subject. For once, mathematics couldn't be simpler. Contents include: Origins of mathematics, from Egyptian fractions to Roman numerals; Pi and primes, Fibonacci numbers and the golden ratio; What calculus, statistics and algebra can actually do; The very real uses of imaginary numbers; The Big Ideas of relativity, Chaos theory, Fractals, Genetics and hyperspace; The reasoning behind Sudoku and code cracking, Lotteries and gambling, Money management and compound interest; Solving of Fermat's last theorem and the million-dollar question of the Riemann hypothesis.

50 Economics Ideas You Really Need to Know Quercus
A guide to everything you need and want to know about quantum physics, how our universe works and our existence in it. Quantum physics is the most cutting-edge, important and fascinating area of modern science. We have all heard of Einstein's theory of relativity and Schrodinger's Cat - but do we really understand the mind-bending theories of our universe? In 50 concise chapters, Joanne Baker covers the foundation concepts of quantum physics and moves on to present clear

explanations of complex theories and their advanced applications - from string theory to black holes, and quarks to quantum computing. With informative two-colour illustrations alongside key ideas in straightforward, bite-sized chunks, this book will teach you everything you need to know about quantum physics - and challenge the way you understand the world. The ideas explored include: Theory of relativity; Schrödinger's cat; Nuclear forces: fission and fusion; Antimatter; Superconductivity.

50 Human Brain Ideas You Really Need to Know
Chartwell Books

50 Big Ideas You Really Need to Know is a concise, accessible and popular guide to the central tenets of Western thought. Every important principle of philosophy, religion, politics, economics, the arts and the sciences is profiled in a series of short illustrated essays, complemented by an informative array of timelines and box features.

50 Management Ideas You Really Need to Know
Hachette UK

What exactly is a credit crunch? Why do professional athletes earn so much more than the rest of us? Which country is likely to be the world's leading economy in ten years' time? Daily Telegraph economics editor Edmund Conway introduces and explains the central ideas of economics in a series of 50 essays. Beginning with an exploration of the basic theories, such as Adam Smith's "invisible hand," and concluding with the latest research into the links between wealth and happiness, he sheds light on all the essential topics needed to understand booms and busts, bulls and bears, and the way the world really works.

50 Physics Ideas You Really Need to Know Quercus Books
50 Science Ideas You Really Need to Know is your guide to the biggest questions and deepest concepts from across the whole of science. What was the Big Bang? How did life on Earth arise? What does quantum mechanics tell us about the universe? Is true artificial intelligence possible? And does life exist on other planets? Moving from the basics of atoms and molecules, Newton's laws of physics and the building blocks of life to the cutting edge of nanotechnology, Einstein's theories of relativity and cloning, this book makes the many worlds of science accessible and illuminating. Featuring fifty

concise, insightful and illustrated essays covering physics and astronomy, Earth and life sciences, chemistry and materials, psychology and computing, and exploring the ways they connect with each other and impact on our lives, *50 Science Ideas You Really Need to Know* is the ideal introduction to the questions which fascinate us all.

50 Chemistry Ideas You Really Need to Know Quercus Publishing

What will the world look like in 2020, 2030 or even 2100? How will progress in scientific research affect human life in the areas of health and lifestyle, energy and the environment, politics and conflict, space exploration and even the ultimate questions of existence? This thoroughly researched and superbly written book offers an electrifying trip through the wonders--and terrors--awaiting us over the next hundred years.