

## 50 Big Ideas You Really Need To Know Ben Dupre

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 (Newbery Medal Winner)  
 50 Big Ideas You Really Need to Know  
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### VANESSA SHERLYN

**The Rise and Fall of an American Myth** 50 Big Ideas You Really Need to Know  
 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, Chrystallography, Microfabrication, Computational Chemistry, Chemistry Occurring in Nature, Manmade Solutions: Beer, Plastic, Artificial Muscles and

Hydrogen Future.

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 you 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, mentalconditions--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 Future Ideas You Really Need to Know** Quercus

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.

*50 Architecture Ideas You Really Need to Know* Chartwell Books

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? Daily Telegraph economics editor Edmund Conway introduces and explains the central ideas of economics in a series of fifty 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.

**Who Are You, Really?** Quercus

NATIONAL BESTSELLER What would actually make America great: more people. If the most challenging crisis in living memory has shown us anything, it's that America has lost the will and the means to lead. We can't compete with the huge population clusters of the global marketplace by keeping our population static or letting it diminish, or with our crumbling transit and

unaffordable housing. The winner in the future world is going to have more—more ideas, more ambition, more utilization of resources, more people. Exactly how many Americans do we need to win? According to Matthew Yglesias, one billion. From one of our foremost policy writers, *One Billion Americans* is the provocative yet logical argument that if we aren't moving forward, we're losing. Vox founder Yglesias invites us to think bigger, while taking the problems of decline seriously. What really contributes to national prosperity should not be controversial: supporting parents and children, welcoming immigrants and their contributions, and exploring creative policies that support growth—like more housing, better transportation, improved education, revitalized welfare, and climate change mitigation. Drawing on examples and solutions from around the world, Yglesias shows not only that we can do this, but why we must. Making the case for massive population growth with analytic rigor and imagination, *One Billion Americans* issues a radical but undeniable challenge: Why not do it all, and stay on top forever?

#### **Atlas Shrugged** Quercus

This blistering novel—from the bestselling, Pulitzer Prize-winning author of *The Road*—returns to the Texas-Mexico border, setting of the famed *Border Trilogy*. The time is our own, when rustlers have given way to drug-runners and small towns have become free-fire zones. One day, a good old boy named Llewellyn Moss finds a pickup truck surrounded by a bodyguard of dead men. A load of heroin and two million dollars in cash are still in the back. When Moss takes the money, he sets off a chain reaction of catastrophic violence that not even the law—in the person of aging, disillusioned Sheriff Bell—can contain. As Moss tries to evade his pursuers—in particular a mysterious mastermind who flips coins for human lives—McCarthy simultaneously strips down the American crime novel and broadens its concerns to encompass themes as ancient as the Bible and as bloodily contemporary as this morning's headlines. *No Country for Old Men* is a triumph.

#### **50 Genetics Ideas You Really Need to Know** Quercus Publishing

Human history—from the empires of the ancient world to the superpowers of the 21st century—has been inextricably shaped by conflict and the weapons that have been used to wage it. The technologies that have produced advanced civilizations have also been harnessed to the grim business of warfare. The trains that carried working people to their first seaside holidays in the 19th century also took millions of young men to war in 1914. Nearly a century later, the computer revolution, which by 2000 had come to dominate almost every aspect of life in advanced societies, had also introduced us to a new fifth dimension of warfare, in which governments jostle brutally in cyberspace. This short history, stretching from the chariot to the Stuxnet virus which disabled Iran's nuclear enrichment programme in 2007, charts some of the most significant weapons, fortifications and tactics that have been developed in the last 2,500 years. Since 1945, the pace of change has been relentless. In the present day, the main battle tank is facing obsolescence as the master of the battlefield, and the introduction of the Unmanned Combat Aerial Vehicle (UCAV) threatens the livelihoods of many of the highly trained establishments of the world's leading air forces. In contrast, the many asymmetric conflicts raging around the globe in countries of the Third World attest to the durability of one of the 20th century's most remarkable weapons, the Kalashnikov assault rifle, developed in the later 1940s and still in service worldwide. This is a scintillating introduction to the world's most enduring phenomenon.

#### **A Life Transformed by the Dearly Departing** Quercus

We are in the throes of a technological and cultural revolution, yet the rapid pace of change makes it difficult to understand what's going on. *50 Digital Ideas You Really Need to Know* provides a clear path through the misinformation surrounding the technologies that are transforming the world. Leading technology writer Tom Chatfield provides a sure-footed guide to the seminal digital phenomena of our time—from the basic browsers that we use to surf the web, to the implications for our own privacy. From plumbing the depths of the deep web that represents well over 99 percent of the internet and remains inaccessible to most search engines, to digital distribution that threatens to sweep away entire industries, this is an indispensable road map for our journey to a digital future. (P)2011 Quercus Editions Ltd

#### **Workshift** Wendy Lamb Books

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** Hachette UK

*Workshift* provides a detailed blueprint for organizations transitioning into the virtual workplace where employees are always connected, and work is no longer a destination. The intent is to provide practical lessons on why (and how) some organizations are further ahead, and what all organizations can learn to realize the potential of the virtual workplace. Specifically, *Workshift* will detail essential factors that determine success, including the following: • Determining business drivers and measures of success • Technology and organizational readiness gap assessments • Developing a robust *Workshift* strategy • Establishing buy-in and stakeholder management • Creating a systematic approach to implementation and acceptance management • Determining and monitoring success and individual and organizational metrics Through a stimulating blend of case studies, research, storytelling, and smart thinking, *Workshift* offers a never-before-documented road map for taking organizations from awareness to adoption.

#### **50 Philosophy of Science Ideas You Really Need to Know** Quercus Publishing

Today's art world can be a baffling place. For all those who don't know their Degas from Dali or Monet from Mondrian, this informative and insightful guide breaks down 50 of the most important and influential trends in western art, to provide a fascinating account of art from the Ancient Greeks to the present day. Taking in the defining artistic moments in history, including the Baroque, the Renaissance and the ever-changing Modern, this book also explores influential movements such as Romanticism, Cubism, and Minimalism. Susie Hodge's concise and insightful text is accompanied by a glossary explaining key terms and concepts, as well as brief mini-essays and informative biographies on artists of the period. With images to illustrate each key concept, and comprehensive timelines to place each movement in its context, this book provides a comprehensive key to the most significant developments in western art.

#### **50 Ideas You Really Need to Know** Houghton Mifflin

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.

#### **The Surprising Puzzle of Personality** Hachette UK

*50 Biology Ideas You Really Need to Know* is your guide to the most significant and stimulating questions in the study of life. Why do species evolve? Can characteristics be inherited without DNA? Are all organisms made of cells? What makes us human? This book provides succinct answers to all these questions, and many more, in 50 lucid and engaging essays that cover both classic experiments and the latest research. From the mysteries of sex and sleep, from mass extinction to immunity, *50 Biology Ideas You Really Need to Know* will open your eyes to the fundamental processes that are vital to life on Earth, including how genes control the growth and behaviour of living things, how a body develops from a single cell, and how environmental forces create natural diversity through evolution. Featuring key concepts explained in simple terms, and with clear diagrams and timelines showing major scientific discoveries within their historical context, this book will give you a complete overview of a fascinating subject. Contents include: Evolution, Genes, Homeostasis, Endosymbiosis, Sex, Multicellularity, Nerves, Genetic Drift, Speciation, Convergent Evolution, Pollination, Mimicry, Laws of Inheritance, DNA, Alternative Splicing, Viruses, Epigenetics, Photosynthesis, Cancer, Differentiation, Regeneration, Morphogenesis, Memory, Sleep, Ageing, Consciousness and the Gaia Hypothesis.

#### **Changing the Autism Conversation** Hay House, Inc

*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.

#### **The Origins of Power, Prosperity, and Poverty** Quercus

Controversial and unavoidable, it shapes our society and our lives - but what really is capitalism? Does it mean greed is good? Are inequality and poverty its inevitable consequences? Can economic growth continue forever or are constant cycles of boom and bust a foregone conclusion? Indeed is capitalism in a fatal crisis - and what, if any, are the alternatives? From capitalism's history, core theories and key institutions to its current-day political power and social impact, this book explains everything you need to understand the world's dominant economic system. Jonathan Portes demystifies the fundamental concepts of capital, creative destruction, the market and the invisible hand; dissects the rival ideologies of socialism, liberalism and Keynesianism; predicts what capitalism means for immigration, the environment and the future of work; and much more - all in 50 concise and authoritative essays. Here is the essential one-volume guide to capitalism: its strengths and weaknesses, past and future - a future that will affect us all.

#### **50 Physics Ideas You Really Need to Know** Vintage

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 Chemistry Ideas You Really Need to Know** Currency

Concise essays introduce fifty ideas from throughout history on philosophy, religion, politics, economics, science, and the arts.

#### **50 Literature Ideas You Really Need to Know** Quercus

*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 Economics Ideas You Really Need to Know** Quercus

Science first began as a branch of philosophy, but it has since grown up and moved out of the family home, and its successes have put its parent in the shade. Thanks to scientific knowledge we have walked on the Moon, cured once-fatal illnesses, and even identified the very building blocks of life and the universe. But it is these very successes that underline the need for philosophy. How much should we trust the pronouncements of scientists that we read in the media? What are the ethical implications of our delving into the foundations of our DNA, reproductive treatments, or artificially prolonging life? And are there limits to what science can tell us about the world we think we know? In straightforward and accessible terms, *50 Philosophy of Science Ideas You Really Need to Know* explains the key philosophical questions that continue to lie at the heart of the nature and practice of science today. The ideas explored include: Appearance and reality; Knowledge; Anti-realism; Metaphysics; Science and gender; Phenomenology and science.

#### **50 Big Ideas You Really Need to Know** Hachette UK

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.