

## The Science Book Big Ideas Simply Explained

The perfect book for young readers looking to explore some of life's biggest questions. Thousands of years ago, ancient philosophers asked some important questions: "What is real?", "What is the point of my existence?", "Why is there evil in the world?", and "What can I know?" These questions have gone on to spark passionate debates about our existence and how we understand the world around us. In this engaging and accessible introduction to philosophy, readers aged 11+ will be introduced to a variety of philosophical ideas through the teachings of Plato, Confucius, Simone de Beauvoir, and many more. Vibrant, reader-friendly illustrations bring the history of ideas and thinking to life, and provide topics for reflection and debate. With biographies of the most influential philosophers from around the world, young readers will explore the questions that have been fundamental to the development of scientific study, logical thinking, religious beliefs, freedom in society, and much more. Thought experiments peppered throughout will help to connect readers with the theories presented so they can apply them to their own lives.

An accessible guide to more than 90 of the most important and groundbreaking milestones in the history of medicine, and the people behind them. How are illnesses diagnosed? What is cancer? Why are some pandemics so deadly? This ebook explores big questions like these, explaining the breakthroughs and discoveries that have shaped our modern-day understanding of medicine and helped us protect and promote our health. Written in plain English, The Medicine Book cuts through the jargon and is packed with pithy explanations of the most important milestones in medical history, with step-by-step diagrams and witty illustrations that untangle knotty concepts. From ancient medical practices, such as herbal medications and balancing the humours, through groundbreaking work including Jenner's experiments with cowpox, which laid the basis for vaccination, The Medicine Book offers an engaging overview of medical history across the world all the way into the 21st century with gene manipulation, immunotherapy, and robotics and telesurgery. Covering the role that therapies and drugs have played in the human quest to treat and prevent disease, the establishment of hospitals and later international medical bodies, like the WHO, and medical science's response to new challenges, such as accelerated antibiotic resistance and COVID-19, The Medicine Book explains the stories behind each milestone development.

Continuing the "Big Ideas" series' trademark combination of authoritative, informative text, and bold graphics, The Medicine Book uses an innovative visual approach to make the subject accessible to everyone, whether you're a student of medicine or science, a medical professional, or an armchair expert.

Exploring more than 60 of the most important events in world history, this ebook is the perfect introduction to the past, and ideal for summer reads. From the birth of Athenian democracy to the rise and fall of Rome and from the American Revolution to the landing beaches of World War II, The Little Book of History brings the past to life. Includes infographics and flowcharts that explain complex concepts in a simple but exciting way, this ebook examines the events that shaped our past. Charting the human era from the beginnings of civilization to the modern culture of today this ebook makes the perfect introduction to the human story. One of a series of new, compact sister titles to DK's "Big Ideas" series, The Little Book of History offers you the same combination of clear

text and hard-working infographics perfect for vacation reading.

Created in partnership with Prentice Hall, The Big Idea Science Book is a comprehensive guide to key topics in science, with a unique difference: 200 specially created digital assets that provide the opportunity for hands-on, interactive learning. Everything in this visually rich ebook falls into four major strands: Living Things, Earth Science, Chemistry, and Physics. Within these four strands are 24 sections, fleshing out major scientific concepts in thrilling and innovative ways. For example, drag racing illustrates the idea that net force causes an object's motion to change. But what really sets this book apart are the 200 digital assets specially created by Prentice Hall. Delivered to readers on the internet, these assets include: animated art that brings to life scientific processes, and then tests readers' knowledge with interactive quizzes; real world inquiries that allow readers to make hypotheses and test them by synthesizing data and drawing conclusions; animated images and video clips; and virtual laboratories in which readers can experiment and combine virtual chemicals. The book and the interactive assets together provide a spectacular, cutting-edge learning environment for kids 8 and up.

"Books, let's face it, are better than anything else." Nick Hornby Turn the pages of The Literature Book to discover over 100 of the world's most enthralling reads and the literary geniuses behind them. Storytelling is as old as humanity itself. Part of the Big Ideas Simply Explained series, The Literature Book introduces you to ancient classics from the Epic of Gilgamesh written 4,000 years ago, as well as the works of Shakespeare, Voltaire, Tolstoy, and more, and 20th-century masterpieces, including Catch-22, Beloved, and On the Road. The perfect reference for your bookshelf, it answers myriad questions such as what is stream of consciousness, who wrote To Kill a Mockingbird, and what links the poetry of Wordsworth with that of TS Eliot. Losing yourself in a great book transports you to another time and place, and The Literature Book sets each title in its social and political context. It helps you appreciate, for example, how Dickens' Bleak House paints a picture of deprivation in 19th-century England, or how Stalin's climb to power was the backdrop for George Orwell's 1984. With succinct plot summaries, graphics, and inspiring quotations, this is a must-have reference for literature students and the perfect gift for book-lovers everywhere. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

Explore ecology in this accessible introduction to how the natural world works and how we have started to understand the environment, ecosystems, and climate change. Using a bold, graphic-led approach, The Ecology Book explores and explains more than 85 of the key ideas, movements, and acts that have defined ecology and ecological thought. The book has a simple chronological structure, with early chapters ranging from the ideas of classical thinkers to attempts by Enlightenment thinkers to systematically order the natural world. Later chapters trace the evolution of modern thinking, from the ideas of Thomas Malthus, Henry Thoreau, and others, right up to the political and scientific developments of the modern era, including the birth of the environmental movement and the Paris Agreement. The ideal introduction to one of the

most important subjects of our time.

The Science Book Big Ideas Simply Explained Penguin

An exploration of some of the most important and enduring ideas in human history - from religion, science, philosophy, medicine, psychology, politics, economics and art - each presented in brief, accessible form. 'Big' ideas are those concepts and theories that have radically transformed our understanding of the world we live in, our place in that world and the ways we have shaped the past and will shape the future. They are the ideas that have had a huge impact on human civilization - and they come from all disciplines of human ingenuity. Topics covered range widely and include Creation Mythology, Existentialism, The Elements, Relativity, Space Travel, Geometry, Ethics, Behaviourism, Genetics, Warfare, The Nation State, Anarchism, Capitalism, Classical Art and Architecture, The Renaissance - and much more. This concise, accessible and multi-faceted book provides an essential introduction to 150 of the most important principles of Western thought.

The Science Book explores how scientists have sought to explain our world and the universe, and how scientific discoveries have been made. A new title in DK's successful "Big ideas, simply explained" series, this book on science and the history of science looks at topics such as why Copernicus's ideas were contentious, how Galileo worked out his theories on motion and inertia, and what the discovery of DNA meant. The Science Book covers every area of science--astronomy, biology, chemistry, geology, math, and physics, and brings the greatest scientific ideas to life with fascinating text, quirky graphics, and pithy quotes.

A global look at the greatest works of Eastern and Western literature and the themes that unite them, for students and lovers of literature and reading. The Literature Book is a fascinating journey through the greatest works of world literature, from the Iliad to Don Quixote to The Great Gatsby. Around 100 crystal-clear articles explore landmark novels, short stories, plays, and poetry that reinvented the art of writing in their time, whether Ancient Greece, post-classical Europe, or modern-day Korea. As part of DK's award-winning Big Ideas Simply Explained series, The Literature Book uses infographics and images to explain key ideas and themes. Biographies of important authors offer insight into their lives and other writings, and a section on Further Reading details more than 150 additional works to explore. Discover masterpieces from the world's greatest authors, and explore the context, creative history, and literary traditions that influenced each major work of fiction with The Literature Book. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics, along with straightforward and engaging writing, to make complex subjects easier to understand. These award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject. Travel thousands of years into our past and discover the significant events that shaped the world as we know it. This book includes short, descriptive explanations of key ideas, themes, and events of world history that are easy to understand. Explore topics such as the founding of Baghdad, the colonization of the Americas, and the inception of Buddhism without complicated jargon. This book is part of DK's award-winning Big Ideas Simply Explained educational series that uses witty graphics and engaging descriptions to enlighten readers. Don't stop at American history, explore the world! This book is full of fun facts from the human story, going as far back as the origins of our species to space exploration today. Discover all things revolution, from the French to the digital, including the rise of the internet. Enjoy short and sweet biographies of some of the most important thinkers and leaders throughout history, like Martin Luther, Charles Darwin, and Nelson Mandela. You'll learn who said famous historical quotes, and what they really meant when they said it. Big Ideas This is a modern twist on the good old-fashioned encyclopedia, now easier to follow with diagrams, mind maps, and

timelines. Step-by-step diagrams will have you reviewing your ideas about history. Start from the very beginning: - Human Origins 200,000 years ago - 3500 BGE - Ancient Civilizations 6000 BGE - 500 CE - The Medieval World 500 - 1492 - Early Modern Era 1420 - 1795 - Changing Societies 1776 - 1914 - The Modern World 1914 - Present The Series Simply Explained With over 7 million copies sold worldwide to date, The History Book is part of the award-winning Big Ideas Simply Explained series from DK Books. It uses innovative graphics along with engaging writing to make complex subjects easier to understand.

How does memory work? Who is the "distractor" in your family? What was the "car crash" experiment? The Psychology Book is your visual guide to the complex and fascinating world of human behavior. Discover how we learn, become emotionally bonded with others, and develop coping mechanisms to deal with adversity, or conform in a group. Get to know key thinkers, from Freud and Jung to Elizabeth Loftus and Melanie Klein, and follow charts and timelines to make sense of it all and see how one theory influenced another. With concise explanations of different schools of psychology including psychotherapy, cognitive psychology and behaviorism, this is an ideal reference whether you're a student, or a general reader. It's your authoritative guide to over 100 key ideas, theories and conditions, including the collective unconscious, the "selfish" gene, false memory, psychiatric disorders, and autism. If you're fascinated by the human mind, The Psychology Book is both an invaluable reference and illuminating read.

Politics affects us all and the same questions reverberate across history. Who should rule? Is property theft? What's mightier - the bullet or the ballot? Discover 80 of the world's greatest thinkers and their political big ideas that continue to shape our lives today. Humankind has always asked profound questions about how we can best govern ourselves and how rulers should behave. The Politics Book charts the development of long-running themes, such as attitudes to democracy and violence, developed by thinkers from Confucius in ancient China to Mahatma Gandhi in 20th-century India. Justice goes hand in hand with politics, and in this comprehensive guide, you can explore the championing of people's rights from the Magna Carta to Thomas Jefferson's Bill of Rights and Malcolm X's call to arms. Ideologies inevitably clash and The Politics Book takes you through the big ideas such as capitalism, communism, and fascism exploring their beginnings and social contexts in step-by-step diagrams and illustrations, with clear explanations that cut through the jargon. Filled with thought-provoking quotes from great thinkers such as Nietzsche, Karl Marx, and Mao Zedong, The Politics Book is a thought-provoking and unmissable read for both students and everyone interested in how the world of government and power works. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

A collection of three top-selling titles from the graphics-led Big Ideas Simply Explained series: The Philosophy Book, The Psychology Book, and The Sociology Book. If you seek to understand how people think and interact, and to quickly absorb the best of human thinking and wisdom through the ages, you will find everything you need in this collection of three books from the Big Ideas Simply Explained series. Each book uses innovative graphics and creative typography to help you understand the key principles behind these foundational social sciences.

Offers an illustrated encyclopedia of general science, with informative and fun facts on a broad array of scientific topics.

The Religions Book clearly and simply explains all of the important information about the world's major, and many minor, religions, in an easy-to-access format. Using easy-to-follow graphics and artworks, succinct quotations, and thoroughly accessible text, The Religions

Book explores the beliefs that underpin religious traditions around the globe and how they developed. From primal beliefs to the world's great faiths and the continuing quest for spiritual meaning in our complex world, *The Religions Book* gets to the heart of what it means to believe in God and religion's place in society. *The Religions Book* includes: - A dedicated section for each of the world's five major faiths - Islam, Christianity, Judaism, Buddhism, and Hinduism - Primal beliefs, ancient and classical mythology, and new religions - Brief biographies and context boxes to give the full historical context of selected religions The clear and concise summaries, graphics, and quotations in *The Religions Book* will help even the complete novice understand the ideas behind faiths and the place of religion in the world. The ability to understand science as a totality - matter, space, energy, life, weather, information and the future - will enhance your understanding of all the challenges facing humanity, as well as allow you to go deeper into specific technologies. This book, complete with worked examples and key facts, forms a course which will take you from novice level to a competent understanding of the hottest topics in science. It includes step-by-step explanations of subjects as complex as the birth of life and plate tectonics, with suggestions for further reading and summaries to help you understand the key points. Chapters cover: the Big Bang, the solar system, the birth of life, evolution, DNA, the genome, genetics and cloning, the structure of Earth, earthquakes and volcanoes, weather, energy, the microprocessor, artificial intelligence, space exploration, scientific fraud, scientific controversies, climate change, and the future of science. The Complete Introduction series from Teach Yourself is the ultimate one-stop guide for anyone wanting a comprehensive and accessible entry point into subjects as diverse as philosophy, mathematics, psychology, Shakespeare and economics. Loved by students and perfect for general readers who simply want to learn more about the world around them, these books are your first choice for discovering something new.

See how math's infinite mysteries and beauty unfold in this captivating educational book! Discover more than 85 of the most important mathematical ideas, theorems, and proofs ever devised with this beautifully illustrated book. Get to know the great minds whose revolutionary discoveries changed our world today. You don't have to be a math genius to follow along with this book! This brilliant book is packed with short, easy-to-grasp explanations, step-by-step diagrams, and witty illustrations that play with our ideas about numbers. What is an imaginary number? Can two parallel lines ever meet? How can math help us predict the future? All will be revealed and explained in this encyclopedia of mathematics. It's as easy as 1-2-3! *The Math Book* tells the exciting story of how mathematical thought advanced through history. This diverse and inclusive account will have something for everybody, including the math behind world economies and espionage. This book charts the development of math around the world, from ancient mathematical ideas and inventions like prehistoric tally bones through developments in medieval and Renaissance Europe. Fast forward to today and gain insight into the recent rise of game and group theory. Delve in deeper into the history of math: - Ancient and Classical Periods 6000 BCE - 500

CE - The Middle Ages 500 - 1500 - The Renaissance 1500 - 1680 - The Enlightenment 1680 - 1800 - The 19th Century 1800 - 1900 - Modern Mathematics 1900 - Present The Series Simply Explained With over 7 million copies sold worldwide to date, The Math Book is part of the award-winning Big Ideas Simply Explained series from DK Books. It uses innovative graphics along with engaging writing to make complex subjects easier to understand.

Big Ideas in Outdoor Primary Science takes a fresh approach to learning science in outdoor contexts. It combines new thinking in science teaching using big ideas, with our growing need to look after our planet, and encourages children to learn from what scientists have to say about issues which will impact their lives today and in the future. The book offers primary teachers the subject and pedagogical knowledge, as well as the confidence they need, to integrate the seeds of big ideas into their curriculum. To this end, it provides models of good practice which exemplify how primary-aged children can work towards understanding some of science's big ideas and engage with important issues related to wildlife conservation. The easy-to-use book covers topics such as: Interdependence Adaptation Inheritance Following in Darwin's footsteps Protecting ecosystems Full of ideas for outside learning, this book is a comprehensive, valuable and essential resource for all teachers of primary science.

Who wrote the first true "opera"? Where did the system of musical notation come from? How do composers construct symphonies? The Classical Music Book answers these questions and more by exploring the history of classical music in clear and easy-to-follow sections. More than 90 works by famous composers are analyzed, with explanations of their music theory and impact on society. You will also explore the fascinating stories about the lives of crucial composers and performers. Covering Thomas Tallis in the early period, baroque masters like Bach and Handel, and the classical genius of Beethoven and Wagner all the way to the modern-day composers, this comprehensive book explores the key ideas rooted in the world's greatest classical compositions and musical traditions. The importance of each composition is explained, placing them into their wider social, cultural, and historical context. With its unique approach to the subject, this the perfect classical music guide for everyone. Regardless of whether you are relatively new to the subject or if you are a classical music aficionado, there is plenty to discover on every page. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

A beautifully illustrated celebration of science from the clever people who bring you AQUILA magazine. Ideas are important. They change things. A single idea can start a war, save billions of lives, even rearrange whole planetary systems, or simply make a person giggle until they pee a little bit. They can be totally wrong

but widely believed, or undoubtedly right and completely ignored. What's more, they're free, and anyone can have one—including you! The Book of Big Science Ideas looks at 15 brilliant science ideas and more than 50 ingenious thinkers who have helped shape our understanding of the world - whether they were right or wrong! Thinkers include, Wang Zhenyi, Louis Pasteur, Marie Curie, James Joule, Rosalind Franklin, Charles Darwin, Aristotle, Edith Clarke, Isaac Newton, Grace Hopper, Alan Turing, Ada Lovelace and many, many more! From established ideas like atoms, electricity and the solar system, and ideas that are still evolving such as gravity, energy and classification, right up to recent discoveries like AI and genetics - this jam-packed book takes a fresh approach to science.

This rich compendium examines revolutionary advances in mathematics, physics, science, chemistry, biology and medicine by revealing the lives of the people responsible for them. Just as each generation of new scientific pioneers stands upon the shoulders of the giants who came before them, these biographies build upon each other and tell a collective tale of the development of breakthroughs like the X-ray, radio waves, the Big Bang Theory, and evolution. Some of the most famous scientists of all time are featured--like Newton, Mendel, Curie, and Einstein--as well as lesser known but no less influential and innovative figures.

This is a hands-on book about ArcGIS that you work with as much as read. By the end, using Learn ArcGIS lessons, you'll be able to say you made a story map, conducted geographic analysis, edited geographic data, worked in a 3D web scene, built a 3D model of Venice, and more.

Explore the laws and theories of physics in this accessible introduction to the forces that shape our universe, our planet, and our everyday lives. Using a bold, graphics-led approach, The Physics Book sets out more than 80 of the key concepts and discoveries that have defined the subject and influenced our technology since the beginning of time. With the focus firmly on unpacking the thought behind each theory—as well as exploring when and how each idea and breakthrough came about—five themed chapters examine the history and developments in specific areas such as Light, Sound, and Electricity. Eureka moments abound: from Archimedes' bathtub discoveries about displacement and density, and Galileo's experiments with spheres falling from the Tower of Pisa, to Isaac Newton's apple and his conclusions about gravity and the laws of motion. You'll also learn about Albert Einstein's revelations about relativity; how the accidental discovery of cosmic microwave background radiation confirmed the Big Bang theory; the search for the Higgs boson particle; and why most of the universe is missing. If you've ever wondered exactly how physicists formulated—and proved—their abstract concepts, The Physics Book is the book for you. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students,

families, or anyone interested in concise, thought-provoking refreshers on a single subject.

What is an imaginary number? Can two parallel lines ever meet? How can maths help us predict the future? Charting the development of maths around the world from Babylon to Bletchley Park, this book explores big questions like these and explains how the answers help us understand everything from patterns in nature to artificial intelligence. Written in clear English, The Maths Book is packed with short, pithy explanations that cut through the jargon, step-by-step diagrams that untangle knotty theories, memorable quotes, and witty illustrations that play with our ideas about numbers. This diverse and inclusive account of mathematics will have something for everybody, including the maths behind world economies and espionage. But it also traces the history of maths, from ancient ideas such as magic squares and the abacus to modern cryptography, fractals, and the final proof of Fermat's Last Theorem.

Continuing the "Big Ideas" series' trademark combination of authoritative, clear text and bold graphics, The Maths Book uses an innovative visual approach to make the subject accessible to everyone, whether you're an avid student or just curious about maths.

All your complicated economic questions and theories explained by world experts.

Economics is a broad topic, and your knowledge might be limited if you're not an economist by profession -- until now! The Economics Book is your jargon-free, visual guide to understanding the production and distribution of wealth. Using a combination of authoritative, clear text, and bold graphics, this encyclopedia explores and explains big questions and issues that affect us all. Everything from taxation, to recession to the housing market and much more! By following an innovative visual approach, The Economics Book demystifies and untangles complicated theories. Make sense of abstract concepts through colorful graphics, fun facts, and step-by-step flow diagrams.

Satisfy Your Hunger for Knowledge Dive deeper into the history of economics with this page-turning book! From the ancient Greeks to today, you'll discover over 100 key ideas from the world's greatest theorists like Thomas Malthus, John Maynard Keynes, and Milton Friedman. Fortunately, you don't need an economics degree to gain this type of understanding. The Economics Book is your accessible guide to tons of invaluable economic knowledge and learning how the economy shapes our world! This book will be your guide through the history of economics:

- Let the Trading Begin 400 BCE - 1770 CE - The Age of Reason 1770 - 1820 - Industrial and Economic Revolutions 1820 - 1929 - War and Depressions: 1929 - 1945 - Post-War Economics 1945 - 1970 - Contemporary Economics 1970 - Present

The Series Simply Explained With over 7 million copies sold worldwide to date, The Economics Book is part of the award-winning Big Ideas Simply Explained series from DK Books. It uses innovative graphics along with engaging writing to make complex subjects easier to understand.

The Sherlock Holmes Book, the latest in DK's award-winning Big Ideas Simply Explained series, tackles the most "elementary" of subjects--the world of Sherlock Holmes, as told by Sir Arthur Conan Doyle. The Sherlock Holmes Book is packed with witty illustrations, clear graphics, and memorable quotes that make it the perfect Sherlock Holmes guide, covering every case of the world's greatest detective, from A Study in Scarlet to The Adventure of Shoscombe Old Place, placing the sorties in a wider context. Stories include at-a-glance flowcharts that show how Holmes reaches his conclusions through deductive reasoning, and character guides provide handy

reference for readers and an invaluable resource for fans of the Sherlock Holmes films and TV series. The Sherlock Holmes Book holds a magnifying glass to the world of Sir Arthur Conan Doyle's legendary detective.

Since the dawn of humankind, people have looked upward to the heavens and tried to understand them. This encyclopedia takes you on an expedition through time and space to discover our place in the universe. We invite you to take a journey through the wonders of the universe. Explore the cosmos, from planets to black holes, the Big Bang, and everything in-between! Get ready to discover the story of the universe one page at a time! This educational book for young adults will launch you on a wild trip through the cosmos and the incredible discoveries throughout history. Filled to the brim with beautifully illustrated flowcharts, graphics, and jargon-free language, The Astronomy Book breaks down hard-to-grasp concepts to guide you in understanding almost 100 big astronomical ideas. Big Ideas How do we measure the universe? Where is the event horizon? What is dark matter? Now you can find out all the answers to these questions and so much more in this inquisitive book about our universe! Using incredibly clever visual learning devices like step-by-step diagrams, you'll learn more about captivating topics from the Copernican Revolution. Dive into the mind-boggling theories of recent science in a user-friendly format that makes the information easy to follow. Explore the biographies, theories, and discoveries of key astronomers through the ages such as Ptolemy, Galileo, Newton, Hubble, and Hawking. To infinity and beyond! Journey through space and time with us: - From Myth to Science 600 BCE - 1550 CE - The Telescope Revolution 1550 - 1750 - Uranus to Neptune 1750 - 1850 - The Rise of Astrophysics 1850 - 1915 - Atom, Stars, And Galaxies 1915 - 1950 - New Windows on The Universe 1950 - 1917 - The Triumph of Technology 1975 - Present The Series Simply Explained With over 7 million copies sold worldwide to date, The Astronomy Book is part of the award-winning Big Ideas Simply Explained series from DK Books. It uses innovative graphics along with engaging writing to make complex subjects easier to understand. Shortlisted: A Young Adult Library Services Association Outstanding Books for the College Bound and Lifelong Learners list selection A Mom's Choice Awards® Honoring Excellence Gold Seal of Approval for Young Adult Books A Parents' Choice Gold Award winner

Exploring more than 80 of the big ideas and key theories in the field of sociology in a clear and simple way, this is the perfect introduction to the study of how humans live and interact with each other. The Sociology Book offers a deep dive into a range of societal issues, ranging from government and gender identity to inequalities, globalization, and even the "Disneyfication" of today's world. New globalizing forces make our world increasingly interconnected. Similar issues affect us all: discover the tension between the needs of the individual and society, the changing workplace, and the role of everything from government to mass culture in our lives. To explain each concept, The Sociology Book makes each topic crystal clear using quirky graphics, pithy quotes, and step-by-step summaries. It defines terms such as "liquid modernity" and "communitarianism", and explains the theories of seminal thinkers from Karl Marx and Auguste Comte to Sharon Zukin and Judith Butler. Examining everything from antisocial behavior to how the middle classes monopolize the best jobs, The Sociology Book is an unmissable read for students and anyone interested in human behavior. Series Overview: Big Ideas Simply Explained series uses creative design and

innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

Explains how Billy Beene, the general manager of the Oakland Athletics, is using a new kind of thinking to build a successful and winning baseball team without spending enormous sums of money.

David Macaulay's troupe of curious mammoths lead you through the basics of physics, biology, and chemistry in this unconventional and highly original guide to science. From the interior of an atom to the solar system and beyond, the mammoths seek to understand the science! These intrepid science demonstrators will go to incredible lengths to educate and entertain. They wrestle with magnets to understand their powerful force, make mammoth models of different materials explore what gives them mass, and step into an X-ray machine to reveal the bones beneath their woolly exterior. Observing and recording the mammoth's behavior is bestselling illustrator David Macaulay, whose *How Machines Work* won the Royal Society Young People's Book Prize in 2016. Renowned for his ability to explain complex ideas with simple genius, Macaulay captures the oddball humor of his subject matter, making *Macaulay's Mammoth Science* the perfect introduction to scientific principles for the young and the young-at-heart.

**#1 NEW YORK TIMES BESTSELLER** When and how did the universe begin? Why are we here? What is the nature of reality? Is the apparent “grand design” of our universe evidence of a benevolent creator who set things in motion—or does science offer another explanation? In this startling and lavishly illustrated book, Stephen Hawking and Leonard Mlodinow present the most recent scientific thinking about these and other abiding mysteries of the universe, in nontechnical language marked by brilliance and simplicity. According to quantum theory, the cosmos does not have just a single existence or history. The authors explain that we ourselves are the product of quantum fluctuations in the early universe, and show how quantum theory predicts the “multiverse”—the idea that ours is just one of many universes that appeared spontaneously out of nothing, each with different laws of nature. They conclude with a riveting assessment of M-theory, an explanation of the laws governing our universe that is currently the only viable candidate for a “theory of everything”: the unified theory that Einstein was looking for, which, if confirmed, would represent the ultimate triumph of human reason.

What existed before the Universe was created? Where does self-worth come from? Do the ends always justify the means? The *Philosophy Book* answers the most profound questions we all have. It is your visual guide to the fundamental nature of existence, society, and how we think. Discover what it means to be free, whether science can predict the future, or how language shapes our thoughts. Learn about the world's greatest philosophers, from Plato and Confucius to modern thinkers such as Chomsky and Derrida and follow charts and timelines that graphically show the progression of ideas and logic. Written in plain English, with concise explanations of branches of philosophy such as metaphysics and ethics, it untangles complicated theories and makes sense of

abstract concepts. It is an ideal reference whether you're a student or a general reader, with simple explanations of big ideas, including the four noble truths, the soul, class struggle, moral purpose, and good and evil. If you're curious about the deeper questions in life, The Philosophy Book is both an invaluable reference and illuminating read.

You can achieve your business dream. Beat the odds as you learn from the best - including Henry Ford, Steve Jobs, and Bill Gates - and turn your idea into an amazing and profitable enterprise. The Business Book helps you over the hurdles facing every new business, such as finding a gap in the market, securing finance, employing people, and creating an eye-catching brand. It is a plain-speaking visual guide to 80 of the most important commerce theories including chaos theory, critical path analysis, market mapping, and the MABA matrix. Its graphics and flow diagrams demystify complicated concepts and explain the ideas of seminal business thinkers, such as Malcolm Gladwell's "tipping point" or Michael Porter's "five forces". It shows that you can succeed with stories of rags-to-riches entrepreneurs, including the founders of Hewlett-Packard, who began their global enterprise from their garage. Whether you are a student, a CEO, or a would-be entrepreneur, The Business Book will inspire you and put you on the inside track to making your goal a reality. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

Stand by for hours of blissful immersion in the world of film - the world's "seventh art". The Movie Book is your detailed guide to 100 seismic films, from Intolerance (1916) to the groundbreaking Boyhood (2014). Part of the Big Ideas series, The Movie Book is your perfect companion and reference with infographics to explain swift-moving plots and complicated relationships. It shows The Godfather's complicated web of family and associates, for example, and gives minute-by-minute plot lines to iconic movies such as Taxi Driver or Blade Runner. One film can influence another and this indispensable and crystal clear guide explains what inspired Quentin Tarantino to use a glowing briefcase in Pulp Fiction, for example, or how Jaws triggered decades of summer action blockbusters.

Liberally sprinkled with gorgeous stills, pithy quotes, and trivia detail, The Movie Book brings you new insights into your favorites and introduces you to little-known masterpieces from around the world. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject. You don't have to be a scientist to find this beginner's biology book fascinating!

What is life? Why do bees dance? How do animals know their mothers? Who discovered germs? Discover the living world, how it interacts with the environment, and stand in awe of the most interesting biology facts, theories, and discoveries. The Biology Book is written in simple English making complex biological ideas accessible to everyone! Whether you're a student or lay-scientist, you'll find these pages exciting and educational because it: - Combines creative typography, graphics, and accessible text to explore the most famous and important ideas in biology and the people behind them - Includes a directory section for easy localization - Profiles more than 95 ideas and events key to the development of biology and the life sciences, with thought-provoking graphics throughout that demystify the central concepts behind each idea - Features insightful and inspiring quotes from leading biologists and scientists, such as 2020 Nobel Laureates, Emmanuelle Charpentier and Jennifer Doudna, as well as thinkers in other fields Learn everything you wanted to know about Biology Over the last few centuries, humans have been enamored by the world around us. Trace the history of scientific thought and meet the scientists who shaped the natural sciences, such as Carl Linnaeus, Jean-Baptiste Lamarck, Charles Darwin, and Gregor Mendel. From the mechanics of plants, animals, and the human body; to DNA and genetic inheritance; and the development of vaccines, explore the crucial discoveries to understand how our world works. The Biology Book uncovers over 95 key ideas in the field of biology. Step by step flowcharts, diagrams, and accessible text will help demystify complex biological processes and help you enhance your understanding. This biology book also discusses current trends such as cloning, neuroscience, human evolution, and gene editing. Whether you're new to the subject, a budding scientist, or keen to keep up with and understand current ethical and scientific debates, The Biology Book is for you. Other educational knowledge titles Love what you see here? Look out for other titles in the series such as The History Book, The Astronomy Book, and The Science Book. Specially written to help make tricky concepts simple, they're perfect for helping to mould and educate young minds.

All the big ideas in science, simply explained Part of the popular Big Ideas series, The Science Book explores the history of science, how scientists have sought to explain our incredible universe and how amazing scientific discoveries have been made. Discover how Galileo worked out his scientific theories of motion and inertia, why Copernicus's ideas were contentious and what the discovery of DNA meant. All the big scientific ideas and discoveries are brought to life with quirky graphics, pithy quotes and step-by-step 'mind maps', plus every area of science is covered, including astronomy, biology, chemistry, geology, maths and physics. You'll be brought up-to-date on scientific ideas from black holes to genetic engineering with eye-catching artworks showing how the ideas of key scientists have impacted our understanding of the world. Whether you are a science student or just have an interest in scientific ideas, The Science Book is a perfect way to explore this fascinating subject.

Discover how humans created their world from the objects they left behind - from the US Constitution to the first iPhone - in DK's latest history book. From the beginning of human history, the one thing that has defined us is our talent for making things, from basic technology and everyday objects, such as bowls and hand axes, to high-tech inventions, such as supersonic aircraft, smart devices, and Mars rovers. Objects speak volumes about a civilization, telling us how our ancestors lived - as well as what they believed in and valued. A bronze cat mummy shows us how highly the ancient Egyptians valued their feline companions, while a mechanical tiger toy tells the story of rising tensions between an Indian sultan and European colonizers. With stunning, exclusive photography, *History of the World in 1000 Objects* shows you the objects that our ancestors treasured - from the jewelry worn by the Mesopotamians to the prized ritual vessels used by the people of the Shang Dynasty - and gives you insight into what gave each culture its own identity. From astrolabes and airplanes to vacuum cleaners and X-rays, DK uses its hallmark visual style to weave the extraordinary legacy of our creativity into a unique view of world history that will change the way you see the objects all around us.

A surprisingly simple way for students to master any subject--based on one of the world's most popular online courses and the bestselling book *A Mind for Numbers* and its wildly popular online companion course "Learning How to Learn" have empowered more than two million learners of all ages from around the world to master subjects that they once struggled with. Fans often wish they'd discovered these learning strategies earlier and ask how they can help their kids master these skills as well. Now in this new book for kids and teens, the authors reveal how to make the most of time spent studying. We all have the tools to learn what might not seem to come naturally to us at first--the secret is to understand how the brain works so we can unlock its power. This book explains:

- Why sometimes letting your mind wander is an important part of the learning process
- How to avoid "rut think" in order to think outside the box
- Why having a poor memory can be a good thing
- The value of metaphors in developing understanding
- A simple, yet powerful, way to stop procrastinating

Filled with illustrations, application questions, and exercises, this book makes learning easy and fun.

Discover 80 trail-blazing scientific ideas, which underpin our modern world, giving us everything from antibiotics to gene therapy, electricity to space rockets and batteries to smart phones. What is string theory or black holes? And who discovered gravity and radiation? *The Science Book* presents the fascinating story behind these and other of the world's most important concepts in maths, chemistry, physics and biology in plain English, with easy to grasp "mind maps" and eye-catching artworks. Albert Einstein once quoted Isaac Newton: "If I have seen further than others, it is by standing on the shoulders of giants." Follow context panels in *The Science Book* to trace how one scientist's ideas informed the next. See, for example, how Alan Turing's "universal computing machine" in

the 1940s led to smart phones, or how Carl Linnaeus's classifications led to Darwin's theory of evolution, the sequencing of the human genome and lifesaving gene therapies. Part of the popular Big Ideas series, The Science Book is the perfect way to explore this fascinating subject. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

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