
Wall Street Journal Reviews

The Food Explorer

The Art and Science of Communicating Numbers

The Longing for Less

A Thousand Steps

Reimagining the Workplace for the 21st Century

In Search of Hummingbirds

Rescuing Socrates

Dispatches from a World of Misery and Hope

Seven Games: A Human History

The Inside Story

A Kid in the Newsroom

Making Numbers Count

It's Better Than It Looks

The Stories, Voices, and Key Insights of the Pioneers Who Shaped the Way We Invest

First Friends

From Blood Transfusions to Mass Vaccination, the Long and Risky History of Medical Innovation

The Art of the Sale

How to Nurture the Crazy Ideas That Win Wars, Cure Diseases, and Transform Industries

The Dinner

On the Unexpected Origins of Radical Ideas

The Glitter in the Green

The Rise and Fall of the World's First Social Network

Last Call at the Hotel Imperial

The Captain & Me

The Will to See

How the Great Books Changed My Life and Why They Matter for a New Generation

The True Adventures of the Globe-Trotting Botanist Who Transformed What America Eats

Ghosting the News

You Bet Your Life

Living with Caribou

Reasons for Optimism in an Age of Fear

Undermoney

A Novel

A New Science of Consciousness

Chasing History
Facebook
Laughing Shall I Die
The Quiet Before
Living with Minimalism
Being You

*Wall Street
Journal
Reviews*

*Downloaded
from
archive.imba.com
by guest*

JAYLA WU

The Food Explorer
Penguin
Discover a "compelling"
framework for setting and
achieving your goals
(Carol Dweck, author of
Mindset), from a
psychologist on the

cutting edge of
motivational science. A
great deal of ink has been
spilled on the subject of
motivating and
influencing others, but
what happens when the
person you most want to
influence is you? Setting
and achieving goals for
yourself—at work, at
home, and in
relationships—is harder

than it seems. How do you
know where to start? How
do you carry on in the
face of roadblocks and
distractions? How do you
decide which tasks and
ambitions to prioritize
when you're faced with
more responsibilities,
needs, and desires than
you can keep track of? In
Get It Done, psychologist
and behavioral scientist

Ayelet Fishbach presents a new theoretical framework for self-motivated action, explaining how to: Identify the right goals Attack the “middle problem” Battle temptations Use the help of others around you And so much more... With fascinating research from the field of motivation science and compelling stories of people who learned to motivate themselves, *Get It Done* illuminates invaluable strategies for pulling yourself in whatever direction you want to

go—so you can achieve your goals while staying healthy, clearheaded, and happy.

The Art and Science of Communicating Numbers
Triumph Books

An electrifying biography of one of the most extraordinary scientists of the twentieth century and the world he made. The smartphones in our pockets and computers like brains. The vagaries of game theory and evolutionary biology. Nuclear weapons and self-replicating spacecrafts. All bear the fingerprints of

one remarkable, yet largely overlooked, man: John von Neumann. Born in Budapest at the turn of the century, von Neumann is one of the most influential scientists to have ever lived. A child prodigy, he mastered calculus by the age of eight, and in high school made lasting contributions to mathematics. In Germany, where he helped lay the foundations of quantum mechanics, and later at Princeton, von Neumann’s colleagues believed he

had the fastest brain on the planet—bar none. He was instrumental in the Manhattan Project and the design of the atom bomb; he helped formulate the bedrock of Cold War geopolitics and modern economic theory; he created the first ever programmable digital computer; he prophesized the potential of nanotechnology; and, from his deathbed, he expounded on the limits of brains and computers—and how they might be overcome. Taking us on an

astonishing journey, Ananyo Bhattacharya explores how a combination of genius and unique historical circumstance allowed a single man to sweep through a stunningly diverse array of fields, sparking revolutions wherever he went. *The Man from the Future* is an insightful and thrilling intellectual biography of the visionary thinker who shaped our century.

The Longing for Less

Rux Martin/Houghton Mifflin Harcourt
A group biography of

seven enduring and beloved games, and the story of why—and how—we play them. Checkers, backgammon, chess, and Go. Poker, Scrabble, and bridge. These seven games, ancient and modern, fascinate millions of people worldwide. In *Seven Games*, Oliver Roeder charts their origins and historical importance, the delightful arcana of their rules, and the ways their design makes them pleasurable. Roeder introduces thrilling competitors, such as

evangelical minister Marion Tinsley, who across forty years lost only three games of checkers; Shusai, the Master, the last Go champion of imperial Japan, defending tradition against “modern rationalism”; and an IBM engineer who created a backgammon program so capable at self-learning that NASA used it on the space shuttle. He delves into the history and lore of each game: backgammon boards in ancient Egypt, the Indian origins of chess, how certain shells

from a particular beach in Japan make the finest white Go stones. Beyond the cultural and personal stories, Roeder explores why games, seemingly trivial pastimes, speak so deeply to the human soul. He introduces an early philosopher of games, the aptly named Bernard Suits, and visits an Oxford cosmologist who has perfected a computer that can effectively play bridge, a game as complicated as human language itself. Throughout, Roeder tells the compelling story of

how humans, pursuing scientific glory and competitive advantage, have invented AI programs better than any human player, and what that means for the games—and for us. Funny, fascinating, and profound, *Seven Games* is a story of obsession, psychology, history, and how play makes us human.

A Thousand Steps Penguin One of the Best Technology Books of 2020—Financial Times “Levy’s all-access Facebook reflects the

reputational swan dive of its subject. . . . The result is evenhanded and devastating.”—San Francisco Chronicle “[Levy’s] evenhanded conclusions are still damning.”—Reason “[He] doesn’t shy from asking the tough questions.”—The Washington Post “Reminds you the HBO show Silicon Valley did not have to reach far for its satire.”—NPR.org The definitive history, packed with untold stories, of one of America’s most controversial and

powerful companies: Facebook As a college sophomore, Mark Zuckerberg created a simple website to serve as a campus social network. Today, Facebook is nearly unrecognizable from its first, modest iteration. In light of recent controversies surrounding election-influencing “fake news” accounts, the handling of its users’ personal data, and growing discontent with the actions of its founder and CEO—who has enormous power over what the world sees and

says—never has a company been more central to the national conversation. Millions of words have been written about Facebook, but no one has told the complete story, documenting its ascendancy and missteps. There is no denying the power and omnipresence of Facebook in American daily life, or the imperative of this book to document the unchecked power and shocking techniques of the company, from growing at all costs to outmaneuvering its

biggest rivals to acquire WhatsApp and Instagram, to developing a platform so addictive even some of its own are now beginning to realize its dangers.

Based on hundreds of interviews from inside and outside Facebook, Levy's sweeping narrative of incredible entrepreneurial success and failure digs deep into the whole story of the company that has changed the world and reaped the consequences.

Reimagining the Workplace for the 21st Century Hachette UK
New York Times Book

Review Editor's Choice
"More than just a story of an abiding cultural preoccupation, *The Longing For Less* peels back the commodified husk of minimalism to reveal something surprising and thoroughly alive." -Jenny Odell, author of *How to Do Nothing* "Less is more": Everywhere we hear the mantra. Marie Kondo and other decluttering gurus promise that shedding our stuff will solve our problems. We commit to cleanse diets and strive for inbox zero. Amid the

frantic pace and distraction of everyday life, we covet silence-and airy, Instagrammable spaces in which to enjoy it. The popular term for this brand of upscale austerity, "minimalism," has mostly come to stand for things to buy and consume. But minimalism has richer, deeper, and altogether more valuable gifts to offer. Kyle Chayka is one of our sharpest cultural observers. After spending years covering minimalist trends for leading publications, he now delves beneath this

lifestyle's glossy surface, seeking better ways to claim the time and space we crave. He shows that our longing for less goes back further than we realize. His search leads him to the philosophical and spiritual origins of minimalism, and to the stories of artists such as Agnes Martin and Donald Judd; composers such as John Cage and Julius Eastman; architects and designers; visionaries and misfits. As Chayka looks anew at their extraordinary lives and explores the places where

they worked-from Manhattan lofts to the Texas high desert and the back alleys of Kyoto-he reminds us that what we most require is presence, not absence. The result is an elegant new synthesis of our minimalist desires and our profound emotional needs. In Search of Hummingbirds Harlequin Winner • 2021 An Post Irish Book Award — Nonfiction Book of the Year • from the judges: “The most remarkable Irish nonfiction book I’ve read in the last 10 years”;

“[A] book for the ages.” “We Don’t Know Ourselves is a feast: a deeply absorbing chronicle of the ‘known and unknowable,’ and of the profound transformation of a place.” —Patrick Radden Keefe, New York Times best-selling author of *Say Nothing: A True Story of Murder and Memory in Northern Ireland* A celebrated Irish writer’s magisterial, brilliantly insightful chronicle of the wrenching transformations that dragged his homeland

into the modern world. Fintan O'Toole was born in the year the revolution began. It was 1958, and the Irish government—in despair, because all the young people were leaving—opened the country to foreign investment and popular culture. So began a decades-long, ongoing experiment with Irish national identity. In *We Don't Know Ourselves*, O'Toole, one of the Anglophone world's most consummate stylists, weaves his own experiences into Irish

social, cultural, and economic change, showing how Ireland, in just one lifetime, has gone from a reactionary “backwater” to an almost totally open society—perhaps the most astonishing national transformation in modern history. Born to a working-class family in the Dublin suburbs, O'Toole served as an altar boy and attended a Christian Brothers school, much as his forebears did. He was enthralled by American Westerns suddenly appearing on Irish

television, which were not that far from his own experience, given that Ireland's main export was beef and it was still not unknown for herds of cattle to clatter down Dublin's streets. Yet the Westerns were a sign of what was to come. O'Toole narrates the once unthinkable collapse of the all-powerful Catholic Church, brought down by scandal and by the activism of ordinary Irish, women in particular. He relates the horrific violence of the Troubles in Northern Ireland, which

led most Irish to reject violent nationalism. In O'Toole's telling, America became a lodestar, from John F. Kennedy's 1963 visit, when the soon-to-be martyred American president was welcomed as a native son, to the emergence of the Irish technology sector in the late 1990s, driven by American corporations, which set Ireland on the path toward particular disaster during the 2008 financial crisis. A remarkably compassionate yet exacting observer,

O'Toole in coruscating prose captures the peculiar Irish habit of "deliberate unknowing," which allowed myths of national greatness to persist even as the foundations were crumbling. Forty years in the making, *We Don't Know Ourselves* is a landmark work, a memoir and a national history that ultimately reveals how the two modes are entwined for all of us. *Rescuing Socrates* Twelve A Dominican-born academic tells the story of how the Great Books

transformed his life—and why they have the power to speak to people of all backgrounds. What is the value of a liberal education? Traditionally characterized by a rigorous engagement with the classics of Western thought and literature, this approach to education is all but extinct in American universities, replaced by flexible distribution requirements and ever-narrower academic specialization. Many academics attack the very idea of a Western canon as chauvinistic,

while the general public increasingly doubts the value of the humanities. In *Rescuing Socrates*, Dominican-born American academic Roosevelt Montás tells the story of how a liberal education transformed his life, and offers an intimate account of the relevance of the Great Books today, especially to members of historically marginalized communities. Montás emigrated from the Dominican Republic to Queens, New York, when he was twelve and encountered the Western

classics as an undergraduate in Columbia University's renowned Core Curriculum, one of America's last remaining Great Books programs. The experience changed his life and determined his career—he went on to earn a PhD in English and comparative literature, serve as director of Columbia's Center for the Core Curriculum, and start a Great Books program for low-income high school students who aspire to be the first in their families to attend college. Weaving

together memoir and literary reflection, *Rescuing Socrates* describes how four authors—Plato, Augustine, Freud, and Gandhi—had a profound impact on Montás's life. In doing so, the book drives home what it's like to experience a liberal education—and why it can still remake lives. *Dispatches from a World of Misery and Hope* Basic Books
 "A fascinating, lyrical book... Reisman's experiences in other cultures bring a richness

and depth to *The Unseen Body*. The way he thinks about the body and medicine—the rivers and tributaries, the flowing and unclogging, the top-down organization of the brain—is extraordinary!" —Mary Roach In this fascinating journey through the human body and across the globe, Dr. Reisman weaves together stories about our insides with a unique perspective on life, culture, and the natural world. Jonathan Reisman, M.D.—a physician, adventure traveler and

naturalist—brings readers on an odyssey navigating our insides like an explorer discovering a new world with *The Unseen Body*. With unique insight, Reisman shows us how understanding mountain watersheds helps to diagnose heart attacks, how the body is made mostly of mucus, not water, and how urine carries within it a tale of humanity's origins. Through his offbeat adventures in healthcare and travel, Reisman discovers new perspectives on the body:

a trip to the Alaskan Arctic reveals that fat is not the enemy, but the hero; a stint in the Himalayas uncovers the boundary where the brain ends and the mind begins; and eating a sheep's head in Iceland offers a lesson in empathy. By relating rich experiences in far-flung lands and among unique cultures back to the body's inner workings, he shows how our organs live inextricably intertwined lives—an internal ecosystem reflecting the natural world around us. Reisman offers a new and

deeply moving perspective, and helps us make sense of our bodies and how they work in a way readers have never before imagined.

Seven Games: A Human History Yale University Press

From the author of *Ahead of the Curve*, a revelatory look at successful selling and how it can impact everything we do. The first book of its kind, *The Art of the Sale* is the result of a pilgrimage to learn the secrets of the world's foremost sales gurus. Bestselling author Philip

Delves Broughton tracked down anyone who could help him understand what it took to achieve greatness in sales, from technology billionaires to the most successful saleswoman in Japan to a cannily observant rug merchant in Morocco. The wisdom and experience Broughton acquired, revealed in this outstanding book, demonstrates as never before the complex alchemy of effective selling and the power it has to overcome challenges we face every

day.

The Inside Story
PublicAffairs

A ground-breaking exploration of the changing nature of trust and how to bridge the gap from where you are to where you need to be. Trust is the most powerful force underlying the success of every business. Yet it can be shattered in an instant, with a devastating impact on a company's market cap and reputation. How to build and sustain trust requires fresh insight into why customers,

employees, community members, and investors decide whether an organization can be trusted. Based on two decades of research and illustrated through vivid storytelling, Sandra J. Sucher and Shalene Gupta examine the economic impact of trust and the science behind it, and conclusively prove that trust is built from the inside out. Trust emerges from a company being the “real deal”: creating products and services that work, having good intentions, treating people

fairly, and taking responsibility for all the impacts an organization creates, whether intended or not. When trust is in the room, great things can happen. Sucher and Gupta’s innovative foundation for executing the elements of trust—competence, motives, means, impact—explains how trust can be woven into the day-to-day and the long term. Most importantly, even when lost, trust can be regained, as illustrated through their accounts of

companies across the globe that pull themselves out of scandal and corruption by rebuilding the vital elements of trust. [A Kid in the Newsroom](#)
Simon and Schuster
In this debut memoir, a James Beard Award-winning writer, whose childhood idea of fine dining was Howard Johnson's, tells how he became one of Paris's most influential food critics Until Alec Lobrano landed a job in the glamorous Paris office of Women's Wear Daily, his main experience of

French cuisine was the occasional supermarket éclair. An interview with the owner of a renowned cheese shop for his first article nearly proves a disaster because he speaks no French. As he goes on to cover celebrities and couturiers and improves his mastery of the language, he gradually learns what it means to be truly French. He attends a cocktail party with Yves St. Laurent and has dinner with Giorgio Armani. Over a superb lunch, it's his landlady who ultimately

provides him with a lasting touchstone for how to judge food: "you must understand the intentions of the cook." At the city's brasseries and bistros, he discovers real French cooking. Through a series of vivid encounters with culinary figures from Paul Bocuse to Julia Child to Ruth Reichl, Lobrano hones his palate and finds his voice. Soon the timid boy from Connecticut is at the epicenter of the Parisian dining revolution and the restaurant critic of one of the largest newspapers in the France.

A mouthwatering testament to the healing power of food, *My Place at the Table* is a moving coming-of-age story of how a gay man emerges from a wounding childhood, discovers himself, and finds love. Published here for the first time is Lobrano's "little black book," an insider's guide to his thirty all-time-favorite Paris restaurants. *Making Numbers Count* Reaktion Books
Laughing Shall I Die explores the Viking fascination with scenes of heroic death. The

literature of the Vikings is dominated by famous last stands, famous last words, death songs, and defiant gestures, all presented with grim humor. Much of this mindset is markedly alien to modern sentiment, and academics have accordingly shunned it. And yet, it is this same worldview that has always powered the popular public image of the Vikings—with their berserkers, valkyries, and cults of Valhalla and Ragnarok—and has also been surprisingly

corroborated by archaeological discoveries such as the Ridgeway massacre site in Dorset. Was it this mindset that powered the sudden eruption of the Vikings onto the European scene? Was it a belief in heroic death that made them so lastingly successful against so many bellicose opponents? Weighing the evidence of sagas and poems against the accounts of the Vikings' victims, Tom Shippey considers these questions as he plumbs the complexities of Viking

psychology. Along the way, he recounts many of the great bravura scenes of Old Norse literature, including the Fall of the House of the Skjoldungs, the clash between the two great longships Ironbeard and Long Serpent, and the death of Thormod the skald. One of the most exciting books on Vikings for a generation, *Laughing Shall I Die* presents Vikings for what they were: not peaceful explorers and traders, but warriors, marauders, and storytellers. *It's Better Than It Looks*

Bloomsbury Publishing
A funny, fresh, and brilliantly insightful collection of stories from a beloved writer, with a new introduction by Francine Prose
Johanna Kaplan's beautifully written stories first burst on the literary scene in the late 1960s and early 1970s. Today they have retained all of their depth, surprise, and humor—their simultaneously scathing, hilarious, and compassionate insight into character and behavior. From Miriam, home from school with

the measles, to Louise, the daughter of a family that fled Vienna for the Dominican Republic, to Naomi, a young psychiatrist, her heroines are fierce, tender, funny, and cuttngly smart. At once specific to a particular period, place, and milieu—mainly, Jewish New York in the decades after World War II—Kaplan's stories resonate with universal significance. In this new collection, which includes both early and later stories, unforgettably vivid characters are

captured in all of their forceful presence and singularity, their foolishness and their wisdom, their venality and their nobility, while, hovering in the background, the inexorable passage of time and the unending pull of memory render silent judgment. In its pitch-perfect command of dialogue matched with interwoven subtleties of insight and feeling and a masterful control of language, *Loss of Memory Is Only Temporary* is itself a timeless collection of

the finest work by one of the most extraordinary talents of our age.

The Stories, Voices, and Key Insights of the Pioneers Who Shaped the Way We Invest

HarperCollins

An acclaimed natural history writer follows the trail of the remarkable hummingbird all over the world. Hummingbirds are a glittering, sparkling collective of over three hundred wildly variable species. For centuries, they have been revered by indigenous Americans, coveted by European

collectors, and admired worldwide for their unsurpassed metallic plumage and immense character. Yet they exist on a knife-edge, fighting for survival in boreal woodlands, dripping cloud forests, and subpolar islands. They are, perhaps, the ultimate embodiment of evolution's power to carve a niche for a delicate creature in even the harshest of places. Traveling the full length of the hummingbirds' range, from the cusp of the Arctic Circle to near-

Antarctic islands, acclaimed nature writer Jon Dunn encounters birders, scientists, and storytellers in his quest to find these beguiling creatures, immersing us in the world of one of Earth's most charismatic bird families.

First Friends Liveright Publishing

The best-selling author of *Hitler: Ascent and Hitler: Downfall* reconstructs the chaotic, otherworldly last days of Nazi Germany. In a bunker deep below Berlin's Old Reich Chancellery, Adolf Hitler

and his new bride, Eva Braun, took their own lives just after 3:00 p.m. on April 30, 1945—Hitler by gunshot to the temple, Braun by ingesting cyanide. But the Führer's suicide did not instantly end either Nazism or the Second World War in Europe. Far from it: the eight days that followed were among the most traumatic in modern history, witnessing not only the final paroxysms of bloodshed and the frantic surrender of the Wehrmacht, but the total disintegration of the once-

mighty Third Reich. In *Eight Days in May*, the award-winning historian and Hitler biographer Volker Ullrich draws on an astonishing variety of sources, including diaries and letters of ordinary Germans, to narrate a society's descent into Hobbesian chaos. In the town of Demmin in the north, residents succumbed to madness and committed mass suicide. In Berlin, Soviet soldiers raped German civilians on a near-unprecedented scale. In Nazi-occupied Prague,

Czech insurgents led an uprising in the hope that General George S. Patton would come to their aid but were brutally put down by German units in the city. Throughout the remains of Third Reich, huge numbers of people were on the move, creating a surrealistic tableau: death marches of concentration-camp inmates crossed paths with retreating Wehrmacht soldiers and groups of refugees; columns of POWs encountered those of liberated slave laborers

and bombed-out people returning home. A taut, propulsive narrative, *Eight Days in May* takes us inside the phantomlike regime of Hitler's chosen successor, Admiral Karl Dönitz, revealing how the desperate attempt to impose order utterly failed, as frontline soldiers deserted and Nazi Party fanatics called on German civilians to martyr themselves in a last stand against encroaching Allied forces. In truth, however, the post-Hitler government represented continuity more than

change: its leaders categorically refused to take responsibility for their crimes against humanity, an attitude typical not just of the Nazi elite but also of large segments of the German populace. The consequences would be severe. *Eight Days in May* is not only an indispensable account of the Nazi endgame, but a historic work that brilliantly examines the costs of mass delusion. [From Blood Transfusions to Mass Vaccination, the Long and Risky History of](#)

[Medical Innovation](#) W. W. Norton & Company *A Thousand Steps* is a beguiling thriller, an incisive coming-of-age story, and a vivid portrait of a turbulent time and place by three-time Edgar Award winner and New York Times bestselling author T. Jefferson Parker. Laguna Beach, California, 1968. The Age of Aquarius is in full swing. Timothy Leary is a rock star. LSD is God. Folks from all over are flocking to Laguna, seeking peace, love, and enlightenment. Matt Anthony is just trying get

by. Matt is sixteen, broke, and never sure where his next meal is coming from. Mom's a stoner, his deadbeat dad is a no-show, his brother's fighting in Nam . . . and his big sister Jazz has just gone missing. The cops figure she's just another runaway hippie chick, enjoying a summer of love, but Matt doesn't believe it. Not after another missing girl turns up dead on the beach. All Matt really wants to do is get his driver's license and ask out the girl he's been crushing on since

fourth grade, yet it's up to him to find his sister. But in a town where the cops don't trust the hippies and the hippies don't trust the cops, uncovering what's really happened to Jazz is going to force him to grow up fast. If it's not already too late. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

The Art of the Sale

Hogarth

The deeply personal story of a friendship between two teammates, and of a human bond which

ultimately transcends the game itself. As back-to-back No. 1 draft picks for the New York Yankees, Ron Blomberg and Thurman Munson made for an odd couple. One was a good-looking, gregarious kid from Atlanta who cheerfully talked anyone's ear off at the slightest provocation; the other was a dumpy, grumpy dude from the Midwest rust belt who was about as fond of making idle chit-chat as he was of shaving. Despite the surface differences, the two men would form a

close attachment as they ignited a youth movement with the 1970s Yankees. Now, over 40 years after Munson's shocking death in a plane crash at age 32, Blomberg opens up to author Dan Epstein about the beloved Yankees captain in an extraordinary memoir that reaches far beyond baseball. By turns hilarious and heartbreaking, *The Captain & Me* shares tales of clubhouse hijinks during the infamous Bronx Zoo era, adventures on the road,

and even rubbing shoulders with mobsters. Blomberg also offers a fascinating glimpse into baseball history, including the first-ever strike and lockout, the escalation of the Yankees–Red Sox rivalry, and the start of full-scale free agency. This illuminating remembrance of Munson is filled with untold stories about his analytical-yet-hard-nosed approach to baseball, as well as his kindness and generosity off the field. [How to Nurture the Crazy Ideas That Win Wars, Cure](#)

[Diseases, and Transform Industries](#) Henry Holt and Company Caldecott Award winner Brian Floca gives a heartfelt thank you to the essential workers who keep their cities going during COVID-19 quarantine in this tenderly illustrated picture book. We are here at home now, watching the world through our windows. Outside we see the city we know, but not as we've seen it before. The once hustling and bustling streets are empty. Well, almost empty. Around the

city there are still people, some, out and about. These are the people keeping us safe. Keeping us healthy. Keeping our mail and our food delivered. Keeping our grocery stores stocked. Keeping the whole city going. Brian Floca speaks for us all in this stirring homage to all the essential workers who keep the essentials operating so the rest of us can do our part by sheltering in place during the COVID-19 pandemic.

The Dinner St. Martin's Press

A clear, practical, first-of-its-kind guide to communicating and understanding numbers and data—from bestselling business author Chip Heath. How much bigger is a billion than a million? Well, a million seconds is twelve days. A billion seconds is...thirty-two years. Understanding numbers is essential—but humans aren't built to understand them. Until very recently, most languages had no words for numbers greater than five—anything from six to

infinity was known as “lots.” While the numbers in our world have gotten increasingly complex, our brains are stuck in the past. How can we translate millions and billions and milliseconds and nanometers into things we can comprehend and use? Author Chip Heath has excelled at teaching others about making ideas stick and here, in *Making Numbers Count*, he outlines specific principles that reveal how to translate a number into our brain's language. This

book is filled with examples of extreme number makeovers, vivid before-and-after examples that take a dry number and present it in a way that people click in and say “Wow, now I get it!” You will learn principles such as: -SIMPLE PERSPECTIVE CUES: researchers at Microsoft found that adding one simple comparison sentence doubled how accurately users estimated statistics like population and area of countries. -VIVIDNESS: get perspective on the

size of a nucleus by imagining a bee in a cathedral, or a pea in a racetrack, which are easier to envision than “1/100,000th of the size of an atom.” -CONVERT TO A PROCESS: capitalize on our intuitive sense of time (5 gigabytes of music storage turns into “2 months of commutes, without repeating a song”). -EMOTIONAL MEASURING STICKS: frame the number in a way that people already care about (“that medical protocol would save twice as many women as curing

breast cancer”). Whether you’re interested in global problems like climate change, running a tech firm or a farm, or just explaining how many Cokes you’d have to drink if you burned calories like a hummingbird, this book will help math-lovers and math-haters alike translate the numbers that animate our world—allowing us to bring more data, more naturally, into decisions in our schools, our workplaces, and our society.

On the Unexpected

Origins of Radical Ideas

Forge Books

Making Numbers

CountThe Art and Science
of Communicating

NumbersSimon and

Schuster

Related with Wall Street Journal Reviews:

- Blood Dk Leveling Guide Wotlk : [click here](#)