

50 Art Ideas You Really Need To Know Susie Hodge

This concise yet comprehensive guide to the history of art is the perfect handbook for all would-be art buffs. Art historian Susie Hodge takes you on a whistle-stop international tour of all the major philosophies, movements, phases, developments, artists, and themes, from prehistoric art to Hyperrealism. Other concepts covered include Greek classicism, Gothic art, the Renaissance, Baroque, Romanticism, Realism, Impressionism, Cubism, surrealism, Pop art, and Minimalism.

In this, the second volume in an important new series presenting core concepts across a range of critical areas of human knowledge, author Joanne Baker unravels the complexities of 20th-century scientific theory for a general readership. From Hubble's law to the Pauli exclusion principle, and from Schrodinger's cat to Heisenberg's uncertainty principle, she explains ideas at the cutting-edge of scientific enquiry, making them comprehensible and accessible to the layperson. At a time of corrosive popular cynicism and profound international unease, the need for clarity over the fundamental concepts of politics has never been greater: the forces of Terrorism and Fundamentalism endanger our Security, while government responses to it pose a basic threat to Liberty, Democracy and Human rights. Corruption, Spin and a suspect Political culture arouse public indignation, which is further aggravated by an array of Pressure groups and the far-from-disinterested attentions of the Mass media. In *50 Political Ideas You Really Need to Know*, Ben Dupre clears away the murk that obscures key concepts that we ignore at our peril.

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.

From the Pyramids of Giza to the Guggenheim, this lively guide explains the key concepts and inventions in architecture clearly and concisely. Exploring the myriad ways in which the built environment is shaped and created, readers will gain a new and informed appreciation for architecture, from the classical orders of Vitruvius--Doric, Ionic and Corinthian--to the most recent contemporary trends. Philip Wilkinson offers expert introductions to the most important architectural movements and styles throughout history, as well as describing some of the greatest architects' most important and representative works. So, if you've ever wondered when a building is just a building or art, or want to know more about Gothic vaults, trusses and arches, this is the perfect introduction.

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.

The Short Story of Art is a new and innovative introduction to the subject of art. Simply constructed, the book explores 50 key works, from the wall paintings of Lascaux to contemporary installations, and then links these to sections on art movements, themes, and techniques. The design of the book allows the student or art enthusiast to easily navigate their way around key periods, artists and styles. Accessible and concise, it simplifies and explains the most important and influential concepts in art, and shows how they are linked. The book explains how, why, and when art changed, who introduced certain things, what they were, where they were produced, and whether they matter. It demystifies artistic jargon, giving readers a thorough understanding and broad enjoyment of art.

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

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

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 Art Ideas You Really Need to Know Quercus

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.

Despite frequent prognostications regarding the "death of God" and the triumph of secular materialism, religion remains a central component in the lives of most people around the world. There are currently thought to be 2 billion Christians, 1.2 billion Muslims, 800 million Hindus, along with some 700 million followers of other religions. Religion: 50 Ideas You Really Need to Know offers a clear path through the conceptual and denominational thickets of global religion. Award-winning religious affairs correspondent Peter Stanford begins with an examination of sacred texts, the divine principle and good and evil, before moving on to a discussion of the different traditions within Christianity, Islam, Judaism and the myriad customs of the East.

From the influential craftsmen of the high renaissance to the Dutch masters, and from the rococo and neoclassical movements of the 18th century to romanticism, modernism and contemporary art, the lives of the great artists are as varied and multifaceted as the works of creative genius they produced. The Great Art Guide introduces readers to 100 of the world's most important artists, from the 13th century to the present. Works by artists such as Caravaggio, Vermeer, van Gogh and Warhol are arranged chronologically and set in their historical context by Susie Hodge's authoritative narrative. Succinct and insightful artist profiles are accompanied by high-quality reproductions of the individual's most significant works of art. Including a glossary of key terms and a comprehensive list of the most important art institutions from across the globe, this concise and readable guide is a joy for students of art or anyone wanting to know more about great works of art.

Questions of ethics - about how we should act, our responsibilities to one another, the difference between right and wrong - have long been debated by philosophers the world over and form the foundations of government, culture and religion. Here, in concise, easy-to-read chapters, Ben Dupré explains the fundamentals of this discipline and how it is relevant to our lives today. Covering essential ethical concepts, including relativism, the golden rule and utilitarianism, as well as high-profile issues such as terrorism, censorship and the death penalty, 50 Ethics Ideas You Really Need to Know will lead you through the moral maze - and rattle your conscience in the process.

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

This book showcases over 100 cutting-edge research papers from the 4th International Conference on Research into Design (ICoRD'13) – the largest in India in this area – written by eminent researchers from over 20 countries, on the design process, methods and tools, for supporting global product development (GPD). The special features of the book are the variety of insights into the GPD process, and the host of methods and tools at the cutting edge of all major areas of design research for its support. The main benefit of this book for researchers in engineering design and GPD are access to the latest quality research in this area; for practitioners and educators, it is exposure to an empirically validated suite of methods and tools that can be taught and practiced.

The Great Artists introduces readers to 100 of the world's most important artists, from the 13th century to the present, concentrating on their lives, works, ideas, influences, artistic development, contributions, creative output and where they fit in history. Concise and readable, The Great Artists is an interesting, informative and authoritative history of 700 years of fine art for the general reader. Writing with verve and passion, Susie Hodge presents, in chronological order, elegant and often affectionate biographical profiles of 100 of the greatest artists in the history of art. The biographies not only describe the life, development and creations of each artist, but also set these visual composers and their compositions within a broader historical and cultural context. Furthermore, shortlists of 'must-see' masterpieces for each artist give the reader all the information they need to appreciate and understand great art. From the great artists of the high renaissance art to the Dutch masters, and from the rococo and neoclassical movements of the 18th century to romanticism, modernism and contemporary art, the lives of the great artists are as varied and multifaceted as the works of creative genius they produced. A selection of featured artists includes: Mantegna, El Greco, Pissarro, Turner, Seurat, Bellini, Caravaggio, Leighton, Constable, Mucha, Botticelli, Rubens, Manet, Ingres, Klimt, Bosch, Gentileschi, Degas, Géricault, Munch, da Vinci, Poussin, Whistler, Corot, Kandinsky, Grünewald, Velazquez, Homer, Hiroshige, Matisse, Dürer, Rembrandt, Cézanne, Delacroix, Mondrian, Michelangelo, Steenwyck, Monet, Millet, Malevich, Raphael, de Hooch, Rodin, Courbet, Klee, Titian, Vermeer, Renoir, Bouguereau, Marc, Holbein, Canaletto, Gauguin, Rossetti,

Picasso, Bronzino, Hogarth, van Gogh, Millais, Hopper.

Religion: 50 Ideas You Really Need to Know offers a clear path through the conceptual and denominational thickets of global religion. Award-winning religious affairs correspondent Peter Stanford begins with an examination of sacred texts, the divine principle and good and evil, before moving on to a discussion of the different traditions within Christianity, Islam, Judaism and the myriad traditions of the East.

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

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

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.

Have you ever lain awake at night worried about how we can be sure of the reality of the external world? Perhaps we are in fact disembodied brains, floating in vats at the whim of some deranged puppetmaster. If so, you are not alone--and what's more, you are in exalted company--for this question and other ones like it have been the stuff of philosophical rumination from Plato to Popper. In a series of accessible and engagingly written essays, 50 Philosophy Ideas You Really Need to Know introduces and explains the problems of knowledge, consciousness, identity, ethics, belief, justice, and aesthetics that have engaged the attention of thinkers from the era of the ancient Greeks to the present day.

Bring out your child's creativity and imagination with more than 60 artful activities in this completely revised and updated edition Art making is a wonderful way for young children to tap into their imagination, deepen their creativity, and explore new materials, all while strengthening their fine motor skills and developing self-confidence. The Artful Parent has all the tools and information you need to encourage creative activities for ages one to eight. From setting up a studio space in your home to finding the best art materials for children, this book gives you all the information you need to get started.

You'll learn how to: * Pick the best materials for your child's age and learn to make your very own * Prepare art activities to ease children through transitions, engage the most energetic of kids, entertain small groups, and more * Encourage artful living through everyday activities * Foster a love of creativity in your family

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

We all love to read and learn from books, but The Repurposed Library takes our passion even further, presenting us with 33 projects to make--quite literally--out of books. For these projects, Lisa Occhipinti rescues and repurposes orphaned and outdated books from flea markets and library sales and turns them into new art objects and practical items for the home. Her creations range from artfully constructed mobiles, wreaths, and vases, to functional items like shelves, storage boxes, and even a Kindle "keeper" for those who want to replicate the sensation of holding a "real" book while reading from an e-reader. Projects utilize every imaginable part of a book--from hardback cover to individual pages--and are a DIY celebration of a new way to view a book's potential. Praise for The Repurposed Library: "In an age when the bound book is an endangered species, [Occhipinti's] artwork is nicely topical. She now has a book of her own, The Repurposed Library, out this week from Stewart, Tabori & Chang. In it, she offers readers a how-to guide to making household objects from, well, books, like a mirror, a lamp and a fire screen, as well as the winsome mobile shown on the cover." - The New York Times "Book hoarders rejoice: all those random children's books, encyclopedias, and unread paperbacks are about to find their purpose . . . Furnished with cheery photographs and numerous hand-drawn diagrams, this endearing book will appeal to veteran crafters and literati alike." -BUST magazine "The book is really well-made, fittingly. The photography by Thayer Allyson Gowdy is wonderful and really shows off the projects—and everything in the background is as tastefully arranged as a Crate & Barrel catalog. . . . if you love books as objects, The Repurposed Library is a fun collection of project ideas." —Wired.com "We love how everyday objects like a colorful collection of vintage books can double as décor. . . . Th[e] cute wall-hung book ledge is easy to make and provides a perfect perch for treasured keepsakes. —Natural Home & Garden

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.

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.

"There are more than 50 creative prompts for the artist (or artist at heart) to explore. Take the title of this book as affirmation, and get started." —Fast Company More than 50 assignments, ideas, and prompts to expand your world and help you make outstanding new things to put into it Curator Sarah Urist Green left her office in the basement of an art museum to travel and visit a diverse range of artists, asking them to share prompts that relate to their own ways of working. The result is *You Are an Artist*, a journey of creation through which you'll invent imaginary friends, sort books, declare a cause, construct a landscape, find your band, and become someone else (or at least try). Your challenge is to filter these assignments through the lens of your own experience and make art that reflects the world as you see it. You don't have to know how to draw well, stretch a canvas, or mix a paint color that perfectly matches that of a mountain stream. This book is for anyone who wants to make art, regardless of experience level. The only materials you'll need are what you already have on hand or can source for free. Full of insights, techniques, and inspiration from art history, this book opens up the processes and practices of artists and proves that you, too, have what it takes to call yourself one. *You Are an Artist* brings together more than 50 assignments gathered from some of the most innovative creators working today, including Sonya Clark, Michelle Grabner, The Guerrilla Girls, Fritz Haeg, Pablo Helguera, Nina Katchadourian, Toyin Ojih Odutola, J. Morgan Puett, Dread Scott, Alec Soth, Gillian Wearing, and many others.

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.

Literature suffers from appearing both deceptively easy and dauntingly difficult. We all like to think we can read a novel and understand what 'genre', 'style' and 'narrative' mean, but do we really understand them fully and how they can enrich our reading experience? How should we approach the works of great writers such as William Shakespeare, T.S. Eliot, Charles Dickens and Jane Austen? *50 Literature Ideas you Really Need to Know* provides a clear, opinionated and thorough overview of literary theories from the apparently familiar to the decidedly unfamiliar. Packed with insights and examples from both classic and popular works, it is a book that will delight anyone who has ever been mystified by literary jargon and wants to gain a deeper enjoyment of reading and writing.

This book has been compiled from the following titles: *How to draw babies and children*, *How to draw faces*, *How to draw hands and feet*, *Hot to draw people*, *How to draw people in action*.

A new edition to Prestel's popular "50s" series, this collection of the finest examples of Art Nouveau shows how the movement impacted every artistic discipline. The heyday of the Art Nouveau style was relatively short, spanning the decades immediately before and after 1900. However it was a tremendously important period, not only for its radical shift away from the academic and romantic movements of the late 19th century, but also for its embrace of nature and natural forms. This authoritative, accessible, and beautifully illustrated book explores fifty of the most important works of the Art Nouveau style. From Mackmurdo's jacket design of Christopher Wren's City Churches to Sykes' sculpture, *The Spirit of Ecstasy*, each work is presented in double-page spreads that chronologically trace Art Nouveau's development and breadth--from architecture, Gaudi's *Sagrada Familia*, and graphic arts, Toulouse-Lautrec's poster advertising the *Divan Japonais*, to home décor, lamps by Tiffany and Daum Frères, and painting, Munch's *Madonnas* and Walter Crane's *Neptune's Horses*. Each entry includes a full-page illustration and concise explanatory texts. An introductory essay on the history and legacy of Art Nouveau, along with brief biographies of the artists featured in the book, make this a comprehensive yet compact reference work.

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.

Following on from her bestselling book *How to Survive Modern Art*, Susie Hodge once again tackles a dauntingly complex subject: how can we evaluate, explore and respond to art? With the power to affect us all, art can be enjoyed in many different ways. Its impact can be both straightforward and unexpected. It can change our minds or our attitudes, provoke anger or shock, or make us laugh or cry. It can intimidate, disconcert, pose conundrums or puzzles, or instruct or enlighten. Ultimately, it offers a window on society's values and ideals, and every work of art expresses the perceptions and memories of the artist who created it. In her characteristically engaging style, Susie Hodge shows us how to interpret and respond to a broad variety of artwork and artists' philosophies. This enormously stimulating book enriches our experience of art, and in the process enhances our own creativity. 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.

Art and his family are invited on a fantastic free holiday to the exotic Asteroid Belt, in a remote part of space near Mars. Taking the train, they arrive to discover that nothing is quite as it seems - the hotel slips curiously back and forth through time, and the guests behave rather strangely too. What is behind these bizarre goings-on? It's up to Jack Havock, Art and his sister Myrtle (against her will) to get to the bottom of things. But the giant sand clams and man-eating starfish which roam freely nearby are nothing compared to the True Enemy, which is cunning, sinister, and almost unstoppable and may resemble a hat.

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.

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 Key Milestones 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 time line of dates and events, and the flavour of the period concerned is brought to life by selected contemporary quotations from figures as diverse as Aristotle, Saladin, Christopher Columbus, Suleiman the Magnificent, Galileo, Voltaire, Thomas Jefferson, Mary Wollstonecraft, Napoleon, Abraham Lincoln and Winston Churchill. In addition, box features throw light on a range of related topics, from Confucianism and the state to Alexander the Great's horse, and from Islamic science to the Enigma code and the atomic bomb. How different are men and women's brains? Does altruism really exist? Are our minds blank slates at birth? And do dreams reveal our unconscious desires? If you have ever grappled with these concepts, or tried your hand as an amateur psychologist, *50 Psychology Ideas You Really Need to Know* could be just the book for you. Not only providing the answers to these questions and many more, this series of engaging and accessible essays explores each of the central concepts, as well as the arguments of key thinkers. Author Adrian Furnham offers expert and concise introductions to emotional behavior, cognition, mental conditions--from stress to schizophrenia--rationality and personality development, amongst many others. This is a fascinating introduction to psychology for anyone interested in understanding the human mind.

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