

The Business Book Big Ideas Simply Explained

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.

All your complicated economic questions and theories explained by world experts. Economics is a broad topic and if you're not an economist by profession, your knowledge might be limited - 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

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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 colourful 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, such as Thomas Malthus, John Maynard Keynes, and Milton Friedman. Fortunately, you don't need a degree in economics to gain this type of understanding. The Economics Book is your accessible guide to gaining tonnes 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 series from DK Books. It uses innovative graphics along with engaging writing to make complex subjects easier to understand.

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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.

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

Discover the big ideas behind more than 90 of history's most important legal rulings and milestone laws - from the earliest civilizations to the 21st century. From the philosophical, religious, and moral codes of the world's earliest societies, such as the Law Code of Hammurabi and the Ten Commandments,

through groundbreaking legislation such as The Book of Punishments, Magna Carta and the Slavery Abolition Act, The Law Book offers an engaging and accessible overview of legal history across the world all the way into the 21st century with copyright in the digital age, gay marriage, and the "right to be forgotten". With entries on the fight for universal suffrage and workers' rights, and the establishment of international legal bodies like INTERPOL and the European Court of Justice, The Law Book explores and explains the stories behind each milestone development. Using the Big Ideas series' trademark combination of authoritative, informative text, and bold graphics, The Law Book makes each entry accessible and easy to understand. Packed with inspirational quotations, eye-catching infographics, and "mind maps", it offers essential reading for anyone with a professional or personal interest in law, the legal system, or history and social change.

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. 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.

This definitive guide explores all the faiths from around the world. Together with the five main religions of Buddhism, Christianity, Hinduism, Islam, and Judaism, there is a diverse range of newer faiths to ensure a compelling and comprehensive read. From the key concepts of ancient beliefs to the groundbreaking ideas at the heart of modern faiths, religious history is chronicled in a universal timeline. This provides a global perspective on the origins and events contributing to the growth and spread of spirituality, and the position of religion in society today. Influential religious leaders, including Mahatma Gandhi, Saint Paul, and Al-Ghazali, are introduced in depth and detail, alongside important quotations. Modern alternative beliefs are investigated in the wider context of their political, social, and cultural climates. Part of DK's award-winning Big Ideas series that has sold in excess of seven million copies, The Religions Book

explains the trickiest of subjects in the most easily accessible format, using inspiring infographics and illuminating images alongside simple and straightforward text. Compelling and accessible, this is the perfect guide for students of religious study, or anyone interested in the ideas of ancient and present-day faiths and religious philosophies. 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.

This ebook is the perfect introduction to the subject of economics and economic ideas throughout history. From the earliest forms of currency to the Industrial Revolution, and from the birth of the stock market to free-market capitalism and globalized trade, The Little Book of Economics brings economic theory and the work of key economists to life. Journeying through centuries of economic thought, it is the perfect e-guide to the subject. Includes infographics and flowcharts that explain complex concepts clearly and simply, The Little Book of Economics offers you the same combination of clear text and hard-working infographics in a portable format that is perfect for reading on the go.

Explores where new ideas come from, how to evaluate which ideas are worth pursuing, and how to customize ideas to suit and organization's unique needs. 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.

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.

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.

The Big Picture of Business, Book 4 is the fourth book in a comprehensive book series covering every aspect of business strategy, leadership and success. The #1 New York Times bestseller. Over 3 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem

isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any

other goal.

Ian Crofton, former editor-in-chief of The Guinness Encyclopedia, has written a wide range of other general reference books, including Philosophy (Teach Yourself Instant Reference) and Science Without the Boring Bits. With Big Ideas in Brief, Crofton provides an accessible tour of 200 key concepts that really matter. The ideas covered come from a wide range of subjects--Philosophy, Religion, Politics, Economics, Sociology, Anthropology, Psychology, the Arts, and Science. A series of short, lively articles, accompanied by 100 illustrations, introduces a host of diverse topics, from Existentialism to Expressionism, from Consciousness to Constitutionalism, from Feminism to Free Trade, from Class to Cognitive Theory, from Reincarnation to Relativityâ??all explained simply and clearly. From the Trade Paperback edition.

Investigate 100 of the world's most notorious crimes, including the Great Train Robbery, the Lindbergh kidnapping, and the murders of serial killer Jeffrey Dahmer. Were the perpetrators delusional, opportunist, or truly evil? Find out what really happened and how the cases were solved. Discover conmen with sheer verve, such as Victor Lustig who "sold" the Eiffel Tower to scrap dealers in 1925, adrenaline-fuelled escapes, and mind-bending exploits of pirates, kidnappers, and drug cartels. The Crime Book demystifies malware, cybercrimes,

and Ponzi schemes and sets out the terrifying ploys of mass murderers from 16th-century Elizabeth Báthory who drained young girls' blood to the more recent exploits of Rosemary and Fred West. Like a virus, crime mutates and adapts. The Crime Book explains how pivotal moments in history opened up new opportunities for criminals, such as the smuggling of alcohol during the American Prohibition era. It also charts developments in justice and forensics including the Innocence Project, which used DNA testing to exonerate wrongly convicted convicts. It examines how the forces of law and order have fought back against crime, explaining ingenious sting operations such as tracking down the jewel thief Bill Mason and the final capture of murderer Ted Bundy. With a foreword from bestselling crime author Cathy Scott, The Crime Book is an enthralling introduction to humanity's darker side. 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.

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.

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

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

Are you looking to take the next step in your career? Can you manage yourself with ease, but need more confidence when managing others? Achieving excellence as a manager requires a broad skillset, and *The Essential Manager's Handbook* provides easy-to-follow and engaging advice on the 6 key areas. Nurture your confidence with managing people, leadership, achieving high performance, effective communication, presenting, and negotiating. With key quotes, bright visuals, and breakdowns by subject, this book is accessible and easy-to-use. Interactive tips and checklists will encourage you to note down your thoughts, examining past and present workplace experiences that you can learn from. Expert insights from management professionals and step-by-step instructions will help you understand how to deal with challenges and gain valuable management skills for life. This accessible and clear guide is packed with practical, no-nonsense information covering everything you need to know about acquiring and developing management skills. Pick up *The Essential Manager's Handbook* for quick reference when you're in need of guidance or work through each section at your own pace to become the best manager you can be. Series Overview: DK's Essential Managers series contains the know-how you need to be a more effective manager and hone your management style, covering a range of essential topics, from managing, coaching, and mentoring teams and individuals to time management, communication, leadership, and strategic thinking. Each guide is clearly presented for ease of reference, with visual pointers, tips, and infographics.

You can achieve your business dream. Beat the odds as you learn from the best - including

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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.

The Business Book Big Ideas Simply Explained Penguin

This business classic features straight-talking advice you'll never hear in school. Featuring a new foreword by Ariel Emanuel and Patrick Whitesell Mark H. McCormack, one of the most successful entrepreneurs in American business, is widely credited as the founder of the modern-day sports marketing industry. On a handshake with Arnold Palmer and less than a thousand dollars, he started International Management Group and, over a four-decade period,

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built the company into a multimillion-dollar enterprise with offices in more than forty countries. To this day, McCormack's business classic remains a must-read for executives and managers at every level. Relating his proven method of "applied people sense" in key chapters on sales, negotiation, reading others and yourself, and executive time management, McCormack presents powerful real-world guidance on • the secret life of a deal • management philosophies that don't work (and one that does) • the key to running a meeting—and how to attend one • the positive use of negative reinforcement • proven ways to observe aggressively and take the edge • and much more Praise for What They Don't Teach You at Harvard Business School "Incisive, intelligent, and witty, What They Don't Teach You at Harvard Business School is a sure winner—like the author himself. Reading it has taught me a lot."—Rupert Murdoch, executive chairman, News Corp, chairman and CEO, 21st Century Fox "Clear, concise, and informative . . . Like a good mentor, this book will be a valuable aid throughout your business career."—Herbert J. Siegel, chairman, Chris-Craft Industries, Inc. "Mark McCormack describes the approach I have personally seen him adopt, which has not only contributed to the growth of his business, but mine as well."—Arnold Palmer "There have been what we love to call dynasties in every sport. IMG has been different. What this one brilliant man, Mark McCormack, created is the only dynasty ever over all sport."—Frank Deford, senior contributing writer, Sports Illustrated

This comprehensive, accessible, and authenticated guide to Islam is essential to understanding the world's fastest-growing religion. This essential guide to Islam covers every aspect of the Muslim faith and its history - from the life of the Prophet Muhammad and the teachings of the Koran to Islam in the 21st century. Celebrating the scientific, literary, and

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artistic achievements of the Islamic Golden Age and the ideas of philosophers and theologians across the centuries, it opens a window on the Islamic world. Clear factual writing offers insight into terms like Sharia law, the Caliphate, and jihad; Sunni and Shia divisions; and Sufi poetry and music. Images of Islamic art, architecture, calligraphy, and historical artefacts illustrate the articles while the Big Ideas' trademark infographics and flowcharts explore and explain the central tenets of Islam, such as prayer, fasting, and pilgrimage. Modern issues such as fundamentalism are discussed in context alongside the work of peaceful traditionalists, modernizers, and women's rights campaigners, among others. Packed with inspiring quotations and bold illustrations, The Islam Book is an invaluable source of information both for members of one of the world's major religions and readers looking for a clear unbiased guide to the meaning of this faith.

Part-memoir, part-history, The Business of Books is an irascible, acute and often passionate account of the collapsing standards of contemporary book publishing. It has appeared throughout the world in seventeen different editions. Book jacket.

Explores the ideas behind one hundred iconic works of art while examining their historical context.

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

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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.

Exploring more than 100 of the most important ideas, organizations, and events to have defined the feminist movement, this is an essential introduction to feminism. The latest entry in DK's bestselling Big Ideas series, *The Feminism Book* is a complete study of feminism. Trace the subject from its origins, through the suffrage campaigns of the late 19th century, to recent developments such as the Everyday Sexism Project and the #MeToo movement. Examine the ideas that

underpin feminist thought through crucial figures, from Simone de Beauvoir to Chimamanda Ngozi Adichie, and discover the wider social, cultural, and historical context of their impact. Find out who campaigned for birth control, when the term "intersectionality" was coined, and what "postfeminism" really means in this comprehensive book. Using the Big Ideas series' trademark combination of authoritative, accessible text and bold graphics, the most significant concepts and theories have never been easier to understand. Packed with inspirational quotations, eye-catching infographics, and clear flowcharts, The Feminism Book is a must-have for anyone with an interest in the subject.

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.

From Stephen R. Covey's eldest son come a revolutionary book that will guide business leaders, public figures and their organizations towards unprecedented productivity and satisfaction. Trust, says Stephen M. R. Covey, is the very basis of the 21st century's global economy, but its power is generally overlooked and misunderstood. Covey shows you how to inspire immediate trust in everyone you encounter - colleagues, constituents, the marketplace - allowing you to forego the

time-killing and energy-draining check and balance bureaucracies that are so often relied upon in lieu of actual trust.

Why do we need laws? What rights are protected by law? When was forensic evidence first used in court? This book explores big questions like these, explaining the laws and legal precedents, and religious, political, and moral codes that have shaped the world we live in. Written in plain English, The Law Book cuts through the legal jargon and is packed with pithy explanations of the most important milestones in legal history, with step-by-step diagrams and witty illustrations that untangle knotty concepts. From the earliest laws, such as the Code of Hammurabi, through groundbreaking legislation including Magna Carta and the Abolition of the Slave Trade Act, The Law Book offers an engaging overview of legal history across the world all the way into the 21st century with copyright in the digital age, same-sex marriage, and the "right to be forgotten". Covering the fight for universal suffrage and workers' rights, and the establishment of international legal bodies like INTERPOL and the European Court of Justice, The Law Book explains the stories behind each milestone development. Continuing the Big Ideas series' trademark combination of authoritative, informative text, and bold graphics, The Law Book uses an innovative visual approach to make the subject accessible to everyone, whether

you're a law student, a legal professional, or an armchair expert.

"Former Civil Servant John Lamerton has run more than 60 small businesses since 2000, making millions of pounds, and thousand of mistakes along the way. This book is a collection of the lessons and successes that have led to him coaching and mentoring hundreds of small business owners, teaching them to think bigger, work less, and design their business around the lifestyle they want."--Back cover.

Whether titans of industry, influential business leaders, or creators of history's most recognizable brands, these entrepreneurs had the vision, innovation, and ruthless determination to make their marks on our society in indelible ways. Boldly illustrated and comprehensive in its scope and depth, *Entrepreneurs Who Changed History* profiles more than 90 industry leaders across the world and throughout the ages - from the enterprising bankers of the medieval world and the merchants of an empire to the titans of industry and the geniuses of Silicon Valley. Combining accessible text with specially-commissioned illustrated portraits in a range of bold artwork styles, photographs, and infographics, entries showcase each individual in a fresh, visual way. The towering personalities behind some of history's most recognizable brands and companies - their ruthlessness, tenacity, creativity, and sheer grit - are all brought to vivid life.

Profiling the kings and queens of commerce and trade, *Entrepreneurs Who Changed History* features the familiar faces of Vanderbilt and Rockefeller, Ford and Ferrari, Gates and Zuckerberg, alongside lesser-known figures such as the enterprising women of colonial America, the emancipated enslaved people who became millionaires against all odds, and the individuals powering today's emerging economies.

If Owen Chase can't find a way to turn his company around in the next nine days, he'll be forced to shut it down and lay off all of his employees. He has incurred substantial debt and his marriage is on shaky ground. Through pure happenstance, Owen finds himself pondering this problem while advancing steadily as a contestant at the World Series of Poker. His Las Vegas path quickly introduces him to Samantha, a beautiful and mysterious mentor with a revolutionary approach to entrepreneurship. Sam is a fountain of knowledge that may save his company, but her sexual advances might prove too much for Owen's struggling marriage. *All In Startup* is more than just a novel about eschewing temptation and fighting to save a company. It is a lifeline for entrepreneurs who are thinking about launching a new idea or for those who have already started but can't seem to generate the traction they were expecting. Entrepreneurs who achieve success in the new economy do so using a new

"scientific method" of innovation. All In Startup demonstrates why four counterintuitive principles separate successful entrepreneurs from the wannapreneurs who bounce from idea to idea, unable to generate real revenue. You will likely get only one opportunity in your life to go "all in" in on an idea: to quit your job, talk your spouse into letting you drain the savings account, and follow your dream. All In Startup will prepare you for that "all in" moment and make sure that you push your chips into the middle only when the odds are in your favor. This book holds the keys to significantly de-risking your idea so that your success appears almost lucky. Join Owen and Sam for this one-of-a-kind journey that will set you on the right path for when it's your turn to put everything on the line. 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.

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.

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

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It makes the world go round, but money can truly be an enigma. DK's visual approach breaks new ground. In graphics, charts, and diagrams, How Money Works demystifies processes and answers the hundreds of financial questions we all have. Money facilitates the billions of transactions that take place every day across the globe. Using 'need to know' boxes, step-by-step diagrams, and other eye-catching visuals, How Money Works shows you how this is possible. It explains economic theories, how governments raise and control money, what goes on in the stock exchange, how analysts predict where shares are heading, and many other issues. It busts jargon, explaining terms such as quantitative easing, cash flow, bonds, superannuation, and the open market. Our forefathers may have used simple bartering to exchange goods and services, but today we depend on complicated financial instruments for pensions, life assurance, mortgages, and more. How Money Works explains how these work, as well as how to avoid on-line fraud and where to invest. With information on the latest forms of funding and currencies such as Bitcoin, this comprehensive book will fast track you to financial literacy and getting the most from your hard-won cash.

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

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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.

50 Big Ideas on Leadership contains 50 of the most powerful ways leaders achieve results as uncovered by leadership expert and business consultant Glenn Furuya throughout his decades-long career. A perfect example of why big things really do come in small packages, lessons include: "Two Ways to Shape an Organization" "How to Set Clear Expectations" "A Leader's Main Concern" "The True Essence of Leadership" Simple, practical and filled with powerful leadership lessons that can be referred to over and over again.

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.

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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.

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