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**50 Big Ideas You Really Need to Know 50 Psychology Ideas You Really Need to Know 50 Philosophy Ideas You Really Need to Know 50 Political Ideas You Really Need to Know 50 Science Ideas You Really Need to Know 50 Quantum Physics Ideas You Really Need to Know 50 Physics Ideas You Really Need to Know 50 Mathematical Ideas You Really Need to Know 50 Architecture Ideas You Really Need to Know 50 Earth Ideas The Future: 50 Ideas You Really Need to Know 50 Literature Ideas You Really Need to Know 50 Economics Ideas You Really Need to Know 50 Philosophy Ideas You Really Need to Know 50 Quantum Physics Ideas You Really Need to Know 50 Math Ideas You Really Need to Know 50 Human Brain Ideas You Really Need to Know 50 Chemistry Ideas You Really Need to Know 50 Astronomy Ideas You Really Need to Know The Future 50 Ideas You Really Need to Know: Universe 50 Ideas You Really Need to Know Religion 50 Digital Ideas You Really Need to Know 50 Art Ideas 50 Events You Really Need to Know: History of War 50 Ethics Ideas You Really Need to Know 50 Biology Ideas You Really Need to Know 50 Ideas You Really Need to Know 50 Philosophy of Science Ideas You Really Need to Know 50 Capitalism Ideas You Really Need to Know 50 Genetics Ideas You Really**

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Need to Know Religion - 50 Ideas You Really Need to Know 50 Maths Ideas You Really Need to Know **50 Physics Ideas You Really Need to Know** 50 Big Ideas You Really Need to Know **50 Islam Ideas You Really Need to Know** Designing Your Life World History **50 Management Ideas You Really Need to Know** Where Good Ideas Come From

50 Genetics Ideas You Really Need to Know Apr 04 2020 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

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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. Designing Your Life Sep 29 2019 #1 NEW YORK TIMES BEST SELLER • At last, a book that shows you how to build—design—a life you can thrive in, at any age or stage Designers create worlds and solve problems using design thinking. Look around your office or home—at the tablet or smartphone you may be holding or the chair you are sitting in. Everything in our lives was designed by someone. And every design starts with a problem that a designer or team of designers seeks to solve. In this book,

Bill Burnett and Dave Evans show us how design thinking can help us create a life that is both meaningful and fulfilling, regardless of who or where we are, what we do or have done for a living, or how young or old we are. The same design thinking responsible for amazing technology, products, and spaces can be used to design and build your career and your life, a life of fulfillment and joy, constantly creative and productive, one that always holds the possibility of surprise.

### **50 Biology Ideas You Really Need to Know**

Aug 09 2020 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,

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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.

50 Art Ideas Nov 11 2020 A visit to an art gallery

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can be a baffling experience - a bewildering parade of paintings, sculptures, artists and movements with little perspective on how they all fit together. *50 Art Ideas you Really Need to Know* is here to help. For all those who don't know their Degas from Dali or their Monet from their Mondrian, this informative and insightful guide discusses 50 of the most important and influential concepts in art from the Ancient Greeks to the present. Taking in the defining artistic moments in history, including the Baroque, the Renaissance and the 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, as well as brief mini-essays and informative biographies on major artists of the period. Featuring an informative array of images to illustrate key concepts and comprehensive timelines to place each movement in its context, this book provides a broad-ranging survey of the

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most significant developments in the world of art and design. It will delight anyone who has ever been mystified by artistic jargon and wants to gain a deeper, more thorough enjoyment of art. *50 Maths Ideas You Really Need to Know* Feb 01 2020 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. *50 Digital Ideas You Really Need to Know* Dec 13 2020 We are in the throes of a revolution, yet most of us are so disorientated by the rapid pace of technological and cultural change that we find it difficult to understand what's going on. *50 Digital Ideas you Really Need to Know* provides a clear path through the confusion and misinformation surrounding those technologies

that, for better or for worse, are transforming the world we live in and even the sort of people we are. Leading technology writer Tom Chatfield is a sure-footed guide to the seminal digital phenomena of our time, from the basic browsers that we use to surf the web and update our status on social networking sites, through to the implications for privacy of our permanently distracted world, to the culture jamming that is increasingly being used by protest movements, this is essential reading for anyone who wants to understand the profound social and behavioural changes wrought by the emerging digital age.

**50 Math Ideas You Really Need to Know** Jul 20 2021 In a series of 50 accessible essays, Tony Crilly explains and introduces the mathematical laws and principles - ancient and modern, theoretical and practical, everyday and esoteric - that allow us to understand the world around us. From Pascal's triangle to money management, ideas of relativity to the very real uses of imaginary numbers, 50 Math Ideas is a complete

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introduction to the most important mathematical concepts in history.

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

Jan 02 2020 In a series of 50 accessible essays, Joanne Baker introduces and explains the fundamental physical concepts and laws that govern the inner workings of our universe. From Newton's law of gravitation to black holes, Schrödinger's cat to chaos theory, 50 Physics Ideas You Really Need to Know is a complete introduction to the most important physics concepts in history.

[The Future: 50 Ideas You Really Need to Know](#)  
Dec 25 2021 A dynamic insight into how science will shape human destiny over the coming century. 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 book offers an electrifying trip

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through the wonders - and terrors - awaiting us over the next hundred years.

50 Earth Ideas Jan 26 2022 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.

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## 50 Human Brain Ideas You Really Need to Know

Jun 18 2021 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.

## **50 Economics Ideas You Really Need to**

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**Know** Oct 23 2021 What exactly is a credit crunch? Why do footballers earn so much more than the rest of us? Which country is likely to be the world's leading economy in 10 years' time? And how does economics affect each one of us, every day? In the seventh volume of the successful 50 Ideas series, Daily Telegraph economics editor Edmund Conway introduces and explains the central ideas of economics in a series of 50 clear and concise 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. Packed with real-life examples and quotations from key thinkers, 50 Economics Ideas provides a fascinating overview of how economics influences every aspect of our lives, from buying a house to what we had for breakfast this morning.

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*50 Physics Ideas You Really Need to Know* Apr 28 2022 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.

**50 Literature Ideas You Really Need to Know** Nov 23 2021 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

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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.

*50 Political Ideas You Really Need to Know* Aug 01 2022 At a time of widespread popular cynicism and profound international unease, the need for clarity over the basic concepts of politics has never been greater. The forces of Fundamentalism endanger our Liberty and Security, while government responses to it may pose a basic threat to Justice, Democracy and Human rights. Corruption, War and Tyranny arouse public indignation which is often inflamed by Propaganda, the blandishments of Political parties and the far-from-disinterested attentions of the Media. The proper limits of the

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State; the legitimacy of Revolution and Political violence; the ideological tensions between Socialism, Liberalism and Capitalism; the challenges posed by Poverty, Crime and Racism: these and other ideas are essential in interpreting the current political debate and modes of government. In *50 Political Ideas You Really Need to Know*, Ben Dupré provides a clear, concise account of key concepts that we ignore at our peril.

*50 Chemistry Ideas You Really Need to Know* May 18 2021 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

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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.

Where Good Ideas Come From Jun 26 2019 A fascinating deep dive on innovation from the New York Times bestselling author of *How We Got To Now* and *Unexpected Life* The printing press, the pencil, the flush toilet, the battery-- these are all great ideas. But where do they come from? What kind of environment breeds them? What sparks the flash of brilliance? How do we generate the breakthrough technologies

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that push forward our lives, our society, our culture? Steven Johnson's answers are revelatory as he identifies the seven key patterns behind genuine innovation, and traces them across time and disciplines. From Darwin and Freud to the halls of Google and Apple, Johnson investigates the innovation hubs throughout modern time and pulls out the approaches and commonalities that seem to appear at moments of originality.

**50 Islam Ideas You Really Need to Know** Oct 30 2019 No other religion is subject to as much debate and controversy as Islam. But who was Muhammad, and what did he teach? Does the Qur'an really preach holy war? What is the role of women within Islam? And what does the rise of Isil and militant Islam mean for Muslims and for the world? Explaining Islam's history, core beliefs and rituals, as well as current issues of political and social importance, this book covers everything you need to understand the world's fastest-growing religion. Written by renowned

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scholar and Professor of Islamic and Interreligious Studies, Mona Siddiqui, it addresses such varied concepts as the five pillars of Islam; the divisions between Sunni and Shi'a; the importance of Shari`a law; the significance of Mecca and the Ka'ba; the role of Ramadan, the veil, the mosque and the madrasa; and much more - all in 50 concise and expert essays.

*50 Architecture Ideas You Really Need to Know*

Feb 24 2022 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 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

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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. Contents: The Orders, Prefabrication, Machine aesthetics, Roman engineering, Beaux Arts, Dymaxion, Romanesque, Arts and Crafts, Alternative architecture, Gothic, Conservation, Functionalism, Renaissance, Skyscraper, Plug-in city, Baroque, City Beautiful, Minimalism, Rococo, Art Nouveau, Brutalism, Palladianism, Secession, Townscape, Neo-Classicism, Art Deco, Postmodernism, Character, Garden city, Contextual design, Taste, Futurism, Hi Tech, The Picturesque, Constructivism, Deconstructivism, The Sublime, Bauhaus, Historicism, Landscape garden, De Stijl, Community architecture, Revivalism, International Style, Green architecture, Restoration, Expressionism, Urbanism, Industrial, Organic architecture,

Eclecticism.

## **50 Philosophy of Science Ideas You Really**

**Need to Know** Jun 06 2020 Science first began as a branch of philosophy, but it has since grown up and moved out of the family home, and its successes have put its parent in the shade.

Thanks to scientific knowledge we have walked on the Moon, cured once-fatal illnesses, and even identified the very building blocks of life and the universe. But it is these very successes that underline the need for philosophy. How much should we trust the pronouncements of scientists that we read in the media? What are the ethical implications of our delving into the foundations of our DNA, reproductive treatments, or artificially prolonging life? And are there limits to what science can tell us about the world we think we know? In straightforward and accessible terms, 50 Philosophy of Science Ideas You Really Need to Know explains the key philosophical questions that continue to lie at the heart of the nature and practice of science

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today. The ideas explored include: Appearance and reality; Knowledge; Anti-realism; Metaphysics; Science and gender; Phenomenology and science.

## *Religion - 50 Ideas You Really Need to Know*

Mar 04 2020 The need to understand religion and the role it plays in our world has never been more pressing. The beliefs and actions of the planet's 2 billion Christians, 1.2 billion Muslims, 800 million Hindus and 700 million followers of other religions has an impact on every aspect of war and peace, ethics, politics, reproduction, family and social structure across every civilization and continent. 50 Religion Ideas You Really Need to Know aims to lift the clouds of confusion surrounding religion and to address its key issues. What is the 'Golden Rule' and how does it unite religious people? How did the divisions arise between Catholics and Protestants and what do they mean for us today? What are the differences between Anglicanism, Methodism, Baptism and Presbyterianism? What

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separates Sunni Muslims from Shi'a Muslims? What does it mean to be Jewish? Award-winning writer Peter Stanford answers these and a myriad other questions in *50 Religion Ideas You Really Need to Know*. Both readable and informative, it will appeal to anyone who wants to understand one of the most powerful and enduring forces shaping our world.

### **50 Philosophy Ideas You Really Need to Know**

Sep 21 2021 An introduction to philosophy focuses on fifty philosophical ideas, from animal rights and the mind-body problem to the freewill defense, the categorical imperative, and the problem of evil.

*50 Events You Really Need to Know: History of War* Oct 11 2020 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. This

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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. It is a scintillating introduction to the world's most enduring phenomenon. The 50 events include: The Egyptian New Kingdom; Heavy infantry tactics; Grand strategy of Alexander the Great; Naval warfare; Legion versus phalanx; The army on the march; Roman siegecraft; Kingship and command; Cavalry and castles; The age of chivalry; The changing battlefield; Siege trains and siegecraft; The age of Vauban; The age of Frederick the Great; The Seven Years' War; Colonial conflict; Napoleon, tactics and grand strategy; Nelson and naval tactics; The rise of the Dreadnought; Steam and steel; Firepower; Mobilization; Trench warfare; Air warfare; The Manhattan Project and Cyberwar.

### **50 Philosophy Ideas You Really Need to**

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**Know** Sep 02 2022 Have you ever lain awake at night fretting over 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 puppet-master? If so, you are not alone - and what's more, you are in exalted company. For this question and others like it have been the stuff of philosophical rumination for centuries, from Plato to Popper. In a series of accessible and engaging 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 troubled the minds of great thinkers for centuries, from the ancient Greeks to the present day. Contents include: The brain in a vat, Plato's cave, Cogito ergo sum, The mind-body problem, The boo/hurrah theory, Ends and means, The categorical imperative, Acts and omissions, The rights of animals, The gambler's fallacy, Paradigm shifts, Occam's razor, Positive and

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negative freedom, Theories of punishment and Just war.

**50 Ethics Ideas You Really Need to Know** Sep 09 2020 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.

**50 Capitalism Ideas You Really Need to Know** May 06 2020 Controversial and unavoidable, it shapes our society and our lives - but what really is capitalism? Does it mean

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

*50 Big Ideas You Really Need to Know* Dec 01 2019 50 Big Ideas You Really Need to Know is a *Online Library Universe 50 Ideas You Really Need To Know Joanne Baker Free Download Pdf*

concise, accessible and popular guide to the central tenets of Western thought. Every important principle of philosophy, religion, politics, economics, the arts and the sciences is profiled in a series of short illustrated essays, complemented by an informative array of timelines and box features.

*50 Science Ideas You Really Need to Know* Jun 30 2022 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.

*World History* Aug 28 2019 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,

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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.

### **50 Ideas You Really Need to Know Religion**

Jan 14 2021 *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.

### **50 Ideas You Really Need to Know: Universe**

Feb 12 2021 For millennia humanity has gazed in wonder at the night sky, tracked the motions

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of the planets and attempted to explain our place in the Universe. But only in our own time has the true scale, the astonishing variety and the remarkable strangeness of the cosmos come clearly into focus. The pace and sophistication of recent scientific discovery has been breathtaking, but breakthroughs are often difficult to understand and their impact is hard to fully appreciate. In *50 Ideas You Really Need to Know: Universe*, Joanne Baker clearly and concisely explains all of the essential concepts, major discoveries and the very latest thinking in astrophysics, including: the basic principles of astronomy - from heliocentrism to Newton's theory of optics; the constituent parts of the Universe, its creation and evolution; the key concepts of cosmology including the theory of relativity, supermassive black holes and 'multiverses'; the very latest developments in our understanding of quasars, exoplanets and astrobiology. From dwarf planets to dark energy; and from the Big Bang to the death of stars, this

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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.

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

Aug 21 2021 Following on from the highly successful *50 Physics Ideas You Really Need to Know*, author Joanne Baker consolidates the foundation concepts of physics and moves on to present clear explanations of the most cutting-edge area of science: quantum physics. With 50 concise chapters covering complex theories and their advanced applications - from string theory to black holes, and quarks to quantum computing - alongside informative two-colour illustrations, this book presents key ideas in straightforward, bite-sized chunks. Ideal for the layperson, this book will challenge the way you understand the world. The ideas explored include: Theory of relativity; Schrödinger's cat; Nuclear forces: fission and fusion; Antimatter;

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Superconductivity.

## **50 Psychology Ideas You Really Need to Know**

Oct 03 2022 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? Psychology is everywhere in today's society. No crime fiction, documentary, chat show or medical consultation is complete without the introduction of a psychological angle. Psychology seeks to understand and explain thoughts, feelings and behaviour through a dizzying array of ideas and theories, shedding light on everything from memory, social mobility and attitude formation to delusions of grandeur, alcoholism and computer phobia, to name a few. In *50 Psychology Ideas You Really Need to Know*, Professor Adrian Furnham explains the central ideas of psychology in 50 concise and accessible essays. Packed with the latest research, most important case studies and arguments of key thinkers, this book is the perfect introduction to

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psychological theory. Contents include: Placebo effect; Kicking the habit; Hallucinations; Positive psychology; Emotional intelligence; IQ and you; Multiple intelligences; The Rorschach inkblot test; Detecting lies; Obedience to authority; Self-sacrifice or selfishness; Gambler's fallacy; Remembrance of things past; Artificial intelligence; Tip-of-the-tongue phenomenon; Psychosexual stages; Tabula rasa; Phrenology; Dyslexia.

*50 Ideas You Really Need to Know* Jul 08 2020

What exactly is a credit crunch? Why do footballers earn so much more than the rest of us? Which country is likely to be the world's leading economy in 10 years' time? Daily Telegraph economics editor Edmund Conway introduces and explains the central ideas of economics in a series of fifty essays. Beginning with an exploration of the basic theories, such as Adam Smith's 'invisible hand', and concluding with the latest research into the links between wealth and happiness, he sheds light on all the

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essential topics needed to understand booms and busts, bulls and bears, and the way the world really works.

*The Future* Mar 16 2021 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 book offers an electrifying trip through the wonders - and terrors - awaiting us over the next hundred years. The ideas explored include: Therapeutic cloning; Regenerative medicine; Nanotechnology; Quantum computers; Cyberwarfare; Space colonies; The nature of consciousness; Digital democracy.

### **50 Astronomy Ideas You Really Need to**

**Know** Apr 16 2021 From our own solar system to the edges of the universe, 50 Astronomy Ideas You Really Need to Know is your introduction to the most important concepts, discoveries and mysteries in astronomy. How did the universe

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begin? Where did the Moon come from? What happens in the heart of a black hole? Why are gravitational waves so significant? And is there life elsewhere in the cosmos? In fifty fascinating essays covering the central ideas of astronomy and cosmology, accompanied by diagrams, definitions of essential terms and timelines of key discoveries, this book examines the nature and variety of our universe - the life cycle of stars, the formation of planets, the structure of galaxies and the puzzles of dark matter and the multiverse. Expansive and illuminating, 50 Astronomy Ideas You Really Need to Know is the complete guide to the birth, life and possible death of the cosmos.

### 50 Mathematical Ideas You Really Need to Know

Mar 28 2022 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

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sophisticated (proving Fermat's last theorem)-- this book shows how mathematics has changed the way we look at the world around us.

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