

The Economics Book: Big Ideas Simply Explained

This comprehensive, accessible, and authenticated e-guide to Islam is essential to understanding the world's fastest-growing religion. This essential e-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 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.

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

All the big ideas in science, simply explained Part of the popular Big Ideas series, The Science Book explores the history of science, how scientists have sought to explain our incredible universe and how amazing scientific discoveries have been made. Discover how Galileo worked out his scientific theories of motion and inertia, why Copernicus's ideas

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were contentious and what the discovery of DNA meant. All the big scientific ideas and discoveries are brought to life with quirky graphics, pithy quotes and step-by-step 'mind maps', plus every area of science is covered, including astronomy, biology, chemistry, geology, maths and physics. You'll be brought up-to-date on scientific ideas from black holes to genetic engineering with eye-catching artworks showing how the ideas of key scientists have impacted our understanding of the world. Whether you are a science student or just have an interest in scientific ideas, The Science Book is a perfect way to explore this fascinating subject.

A lively, inviting account of the history of economics, told through events from ancient to modern times and the ideas of great thinkers in the field What causes poverty? Are economic crises inevitable under capitalism? Is government intervention in an economy a helpful approach or a disastrous idea? The answers to such basic economic questions matter to everyone, yet the unfamiliar jargon and math of economics can seem daunting. This clear, accessible, and even humorous book is ideal for young readers new to economics and for all readers who seek a better understanding of the full sweep of economic history and ideas. Economic historian Niall Kishtainy organizes short, chronological chapters that center on big ideas and events. He recounts the contributions of key thinkers including Adam Smith, David Ricardo, Karl Marx, John Maynard Keynes, and others, while examining topics ranging from the invention of money and the rise of agrarianism to the Great Depression, entrepreneurship, environmental destruction, inequality, and behavioral economics. The result is a uniquely enjoyable volume that succeeds in illuminating the economic ideas and forces that shape our world.

The Movie Book makes you an offer you can't refuse, chronicling more than 100 of the best movies ever made and bringing cinema to life. Beginning with the iconic La Voyage

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Dans La Lune from 1902, right through to Richard Linklater's ground breaking Boyhood, The Movie Book explores the rich history of cinema. The Movie Book covers early visionaries of the 1900's and the golden age of black and white films, to international art-house and 21st-century sci-fi. Through iconic quotes and film stills, to posters, biographies, movie memorabilia and narrative timelines, discover every aspect of your favourite movies, as well as the films you need to see. Essential for anyone with a passion for cinema, The Movie Book is ready for it's close up.

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, graphic-led approach The Physics Book sets out more than 80 key concepts and discoveries that have defined the subject and influenced our technology since the beginning of time. With the focus firmly on unpicking the thought behind each theory - as well as exploring when and how each idea and breakthrough came about - seven themed chapters examine the history and developments in areas such as energy and matter, and electricity and magnetism, as well as quantum, nuclear, and particle physics. Eureka moments abound: from Pythagoras's observations of the pleasing harmonies created by vibrating strings, and Galileo's experiments with spheres, to Isaac Newton's apple and his conclusions about gravity and the laws of motion. You'll also learn about Albert Einstein's insights into 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 our Universe is missing. If you've ever wondered exactly how physicists formulated - and proved - these abstract concepts, The Physics Book is the book for you.

Provides a comprehensive explanation of how the economy works while examining the roots of the current crisis and

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offering advice to prevent future meltdowns.

Why do we need laws? What rights are protected by law?

When was forensic evidence first used in court? This ebook 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.

[The Sociology Book](#)

[The Classical Music Book](#)

[The Feminism Book](#)

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Globalization and Development draws upon the experiences of the Latin American and Caribbean region to provide a multidimensional assessment of the globalization process from the perspective of developing countries. Based on a study by the United Nations Economic Commission for Latin America and the Caribbean (ECLAC), this book gives a historical overview of economic development in the region and presents both an economic and noneconomic agenda that addresses disparity, respects diversity, and fosters complementarity among regional, national, and international institutions. For orders originating outside of North America, please visit the World Bank website for a list of distributors and geographic discounts at <http://publications.worldbank.org/howtoorder> or e-mail pubdistributors@worldbank.org.

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 analysed, 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

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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 underpinning 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.

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 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

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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.

This author calls for an end to excessive consumption by individuals and corporations and, at the same time, calls for an economy based on the needs of people, not businesses.

Exploring more than 100 of the most important ideas, organizations, and events to have defined

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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.

Explore the world of astronomy with key quotes and bold graphics to illustrate over 100 of the universe's biggest ideas. The Astronomy Book is an exciting voyage of discovery through the cosmos. Venture from ancient speculations about the nature of the universe, to the mind-boggling theories of

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recent science, including those of Albert Einstein and Stephen Hawking. Learn about the incredible histories of Halley's Comet, the Hubble telescope, and NASA's modern-day trailblazing, as well as the discoveries of famous figures including Ptolemy, Isaac Newton, Walter Adams, Carl Sagan, and Alan Stern. The Astronomy Book, part of DK's popular "Big Ideas" series, is the perfect introduction to our ideas about space, time, and the physics of the cosmos.

All the big ideas, simply explained - an innovative and accessible guide to the study of human nature
The Psychology Book clearly explains more than 100 groundbreaking ideas in this fascinating field of science. How does the brain remember faces? What makes us choose one decision over another? Where does language come from? With the use of powerful and easy-to-follow images, quotations from all the major thinkers, and explanations that are easily understandable, this book demystifies hard-to-grasp concepts and shows how these have shaped our knowledge of the human mind. All the schools of psychology are covered from cognitive to behavioural psychology making this ideal for students or for anyone with a general interest in this popular area. If you're fascinated by the human mind then The Psychology Book will get you thinking.

All your complicated economic questions and

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theories explained by world experts. Economics is a broad topic, and your knowledge might be limited if you're not an economist by profession -- until now! The Economics Book is your jargon-free, visual guide to understanding the production and distribution of wealth. Using a combination of authoritative, clear text, and bold graphics, this encyclopedia explores and explains big questions and issues that affect us all. Everything from taxation, to recession to the housing market and much more! By following an innovative visual approach, The Economics Book demystifies and untangles complicated theories. Make sense of abstract concepts through colorful graphics, fun facts, and step-by-step flow diagrams. Satisfy Your Hunger for Knowledge Dive deeper into the history of economics with this page-turning book! From the ancient Greeks to today, you'll discover over 100 key ideas from the world's greatest theorists like Thomas Malthus, John Maynard Keynes, and Milton Friedman. Fortunately, you don't need an economics degree to gain this type of understanding. The Economics Book is your accessible guide to tons of invaluable economic knowledge and learning how the economy shapes our world! This book will be your guide through the history of economics: - Let the Trading Begin 400 BCE - 1770 CE - The Age of Reason 1770 - 1820 - Industrial and Economic Revolutions 1820 - 1929 -

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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.

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[The Islam Book](#)

[The Big Ideas Box](#)

[A Latin American and Caribbean Perspective](#)

[Entrepreneurs Who Changed History](#)

[The Ecology Book](#)

Economics has the capacity to offer us deep insights into some of the most formidable problems of life, and offer solutions to them too. Combining a global approach with examples from everyday life, Partha Dasgupta describes the lives of two children who live very different lives in different parts of the world: in the Mid-West USA and in Ethiopia. He compares the obstacles facing them, and the processes that shape their lives, their families, and their futures. He

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shows how economics uncovers these processes, finds explanations for them, and how it forms policies and solutions. Along the way, Dasgupta provides an intelligent and accessible introduction to key economic factors and concepts such as individual choices, national policies, efficiency, equity, development, sustainability, dynamic equilibrium, property rights, markets, and public goods. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

An innovative and accessible guide to business, management and commerce Learning about business can be daunting, but The Business Book makes it easier than ever by giving you all the big ideas simply explained. Simple explanations and stylish infographics open up the business world to even the complete novice. The Business Book is the perfect primer to key theories of business and management, covering inspirational business ideas, business strategy and alternative business models. 100 key quotations introduce you to the work of great commercial thinkers, leaders and gurus from Henry Ford to Steve Jobs and to topics spanning from start-ups to ethics. Whether

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you are a would-be entrepreneur or just have an interest in business, The Business Book is an all-in-one guide to business management, theory and strategy.

This easy-to-understand guide to politics and government introduces more than 80 of the most important theories and big ideas of leaders and politicians throughout history.

The Politics Book makes government and politics easy to understand by explaining the big ideas simply, using clear language supported by eye-catching graphics. The key events in political history are outlined from the origins of political thinking by Confucius and Aristotle to modern-day activists such as Martin Luther King and Nelson Mandela. Helpful mind maps break down their important concepts into bitesize chunks to make the subject accessible to students of politics and anyone with an interest in how government works. A handy reference section also provides a glossary of key terms and a directory of significant political figures. Filled with thought-provoking quotes from great political thinkers such as Nietzsche, Malcolm X, Karl Marx, and Mao Zedong, The Politics Book gives context to the world of government and power.

Discover the lives and achievements of more than 90 of the world's most inspirational and influential entrepreneurs and business leaders with this ebook of graphic-led biographies. Boldy illustrated and comprehensive in its scope and depth,

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Entrepreneurs Who Changed History profiles leaders of industry across the world and throughout the ages - from the enterprising bankers of the medieval world and the merchants of 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 recognisable 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 slaves who became millionaires against all odds, and the individuals powering today's emerging economies.

For all the deep thinkers with questions about the world, this encyclopedia holds the answers you have been searching for. What is the meaning of life? What is the Universe made of? Read what our eminent philosophers thought about the nature of reality, and the fundamental questions we ask ourselves. To help you understand the subject and what it is about, *The Philosophy Book* introduces you

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to ancient philosophers such as Plato and Confucius. But it doesn't stop there, read about our modern thinkers such as Chomsky and Derrida too. Short and sweet biographies of over a hundred philosophers and their profound questions. Work your way through the different branches of philosophy such as metaphysics and ethics. Understand how philosophical questions have led to breakthroughs in maths and science. Get to grips with how the history of philosophy informs our modern lives, exploring topics such as how science can predict the future and how language shapes our thoughts and decisions. Your Philosophical Questions Explained If you thought philosophy was full of difficult concepts, The Philosophy Book presents the key ideas in an easy to follow layout. Explained in simple terms with visual guides such as mind maps, diagrams, and timelines for the progression of ideas. Enjoy the stunning graphics that add a little wit to the serious subject. Travel from ancient philosophers to contemporary thinkers: - The Ancient World 700 BGE - 250 CE - The Medieval World 250 - 1500 - Renaissance and the Age of Reason 1500 - 1750 - The Age of Revolution 1750 - 1900 - The Modern World 1900 - 1950 - Contemporary Philosophy The Series Simply Explained With over 7 million copies sold worldwide to date, The Philosophy Book is part of the award-winning Big Ideas series from DK Books. It uses innovative graphics along with engaging writing to make complex

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subjects easier to understand.

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.

The Religions Book clearly and simply explains all of the important information about the world's major, and many minor, religions, in an easy-to-access format. Using easy-to-follow graphics and artworks, succinct quotations, and thoroughly accessible text, The Religions Book explores the beliefs that underpin religious traditions around the globe and how they developed. From primal beliefs to the world's great faiths and the continuing quest for spiritual meaning in our complex world, The Religions Book gets to the heart of what it means to believe in God and religion's place in society. The Religions Book includes: - A dedicated section for each of the world's five major faiths - Islam, Christianity, Judaism, Buddhism, and Hinduism - Primal beliefs, ancient and classical mythology, and new religions - Brief biographies and context

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boxes to give the full historical context of selected religions Through clear and concise summaries, graphics, and quotations, The Religions Book will help even the complete novice understand the ideas behind faiths and the place of religion in the world.

"Taking the mystery out of economics is a public service. Brilliant Economics achieves this with aplomb". Chris Giles, Economics Editor, Financial Times "Economics is vitally important in everyday life because we are all living with the consequences of the global crisis, but it's often confusing. Brilliant Economics is a crystal clear and illuminating guide through the maze of financial jargon and difficult concepts. It explains in straightforward terms what the economic theories mean and also how they affect the things everybody cares about - jobs, prices, interest rates". Diane Coyle, OBE, Enlightenment Economics and Smith School, Oxford University "Phil writes in a clear manner, simplifying ideas that can be complex. He has a fine ability to mix relevant and topical observations with more detailed discussions, bringing a topic to life and making it easily understood". Ian Bright, Senior Economist, ING and leader of eZonomics, ING's international consumer economics project Do you know David Ricardo from Adam Smith? What is the importance of Keynes and Friedman? How can a central government's economic policy impact on your job, your wealth and your happiness? And are

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some things really too big to fail? In Brilliant Economics, award winning journalist Phil Thornton introduces you to the fundamentals of economics and monetary policy. It'll help you become more knowledgeable about economics and will give you an awareness that will help you in good times and bad. Economics is the study of the production, distribution, and consumption of goods and services. But in real terms it affects all of us on a daily basis: what we can buy, where we can live, how our careers develop and where we can go on holiday. Brilliant Economics is your easy-to-understand introduction to the world of economic policy, theory and how these things practically affect you. Beginning with the basics of economic thinking, the book looks at key theorists and key economic ideas. It explains how economies grow and why recessions happen. You'll understand about unemployment and recognise the importance of inflation. Learn why buying a house may make sense and find out what the real role of governments are, and why they ask you to pay tax.

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[From Consumer Behavior to Competitive Markets--Everything You Need to Know About Economics](#)

Langan reclaims neo-colonialism as an analytical force for making sense of the failure of 'development' strategies in many African states in an era of free market globalisation. Eschewing polemics and critically engaging the work of Ghana's first President – Kwame Nkrumah – the book offers a rigorous assessment of the concept of neo-colonialism. It then demonstrates how neo-colonialism remains an impediment to genuine empirical sovereignty and poverty reduction in Africa today. It does this through examination of corporate interventions; Western aid-giving; the emergence of 'new' donors such as China; EU-Africa trade regimes; the securitisation of development; and the UN Sustainable Development Goals.

Throughout the chapters, it becomes clear that the current challenges of African development cannot be solely pinned on so-called neo-patrimonial elites. Instead it becomes imperative to fully acknowledge, and interrogate, corporate and donor interventions which lock many poorer countries into neo-colonial patterns of trade and production. The book provides an original contribution to studies of African political economy, demonstrating the on-going relevance of the concept of neo-colonialism, and reclaiming it for scholarly analysis in a global era. Explore eighty of the world's greatest myths and characters, from the gods of Greek mythology to the

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Norse heroes, retold and explained with engaging text and bold graphics. From early creation stories to classical hero narratives and the recurring theme of the afterlife, experience each myth and unravel the meanings behind the stories, getting to the heart of the importance of mythology to different cultures worldwide. More than just stories, myths are a testament to the amazing creativity of humans striving to explain and make sense of the world around them. Here you will discover Zeus, god of the sky and ruler of the Olympian gods, and Loki, the cunning trickster with a knack for causing havoc, aided by his ability to change shape and gender. Beyond the gods and goddesses of Ancient Greek, Roman, and Norse myths, this book delves into the stories of the Australian aborigines, the Cherokee, and the Aztecs, each brimming with amazing characters and insights into human existence. This newest title in the bestselling Big Ideas series pairs engaging visual style with global coverage of world myths - profiling everything from the well-known tales of the Greeks, Norsemen, and Egyptians to the legends of the Caribbean, the Americas, Oceania, and East Asia - bringing the wisdom of the ages to life.

Discover the key themes and big ideas behind more than 80 of the world's most important historical events - from the dawn of civilization to the 21st century. From the origins of Homo sapiens to the Space Race, and from the French Revolution to the Digital Revolution, this instalment in the successful

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Big Ideas series offers an essential exploration of the human timeline up to and including the rise of modern Islam, the world wide web, and the global financial crisis. Making big historical ideas accessible and easy to understand, with quirky graphics and memorable quotes, The History Book is perfect for students, adults, or anyone who wants to travel back in time and understand the fascinating past of mankind.

Learn more about the ideas and beliefs key to the teachings of the most widely printed religious book of all time, in this perfect introduction to The Bible. The Bible Book features breakdowns of some of the most well-known passages ever written from The Bible. Looking at more than 100 of the most important Old and New Testament stories through beautiful and easy-to-follow spreads, The Bible Book profiles key figures, from Adam and Eve to Peter and Paul, locations, such as Jerusalem and Rome and essential theological theories, like the Trinity, to help create a clear insight into Christianity. Packed with biblical quotes, flowcharts and infographics explaining significant concepts clearly and simply, The Bible Book is perfect for anyone with an interest in religion.

A Crash Course in the Study of Production and Consumption! Too often, textbooks turn the noteworthy details of economics into tedious discourse that would put even Joseph Stiglitz to sleep. Economics 101 cuts out the boring explanations, and instead provides a hands-on

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lesson that keeps you engaged as you explore how societies allocate their resources for maximum benefit. From quantitative easing to marginal utility, this primer is packed with hundreds of entertaining tidbits and concepts that you won't be able to get anywhere else. So whether you're looking to master the major principles of finance, or just want to learn more about why money matters, Economics 101 has all the answers--even the ones you didn't know you were looking for.

From Aristotle and Thomas Aquinas, to Adam Smith and John Maynard Keynes, to the top economic thought leaders of today, The Economics Book is the essential reference for students and anyone else with an interest in how economies work. Easy-to-follow graphics, succinct quotations, and thoroughly accessible text throw light on the applications of economics, making them relatable through everyday examples and concerns.

Employing DK's trademark visual approach, The Economics Book takes a frequently confusing subject and makes sense of it, clearly highlighting both historically important and emerging ideas in this critical field of science. 2014 The Mom's Choice Awards(R) Gold Award Winner

From Aristotle and Thomas Aquinas, to Adam Smith and John Maynard Keynes, to the top economic thought leaders of today, The Economics Book is the essential reference for students and anyone else with an interest in how economies work. Easy-to-follow graphics, succinct quotations, and

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thoroughly accessible text throw light on the applications of economics, making them relatable through everyday examples and concerns.

Employing DK's trademark visual approach, *The Economics Book* takes a frequently confusing subject and makes sense of it, clearly highlighting both historically important and emerging ideas in this critical field of science.

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

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student or just curious about maths.

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All the big ideas, simply explained - an innovative and accessible guide to economics Bring economics to life with The Economics Book, an essential guide to more than 100 of the big ideas in economic theory and practice covering everything from ancient theories right up to cutting-edge modern developments. From Aristotle to John Maynard Keynes and beyond, all the greatest economists and their theories are featured and the innovative graphics, step-by-step summaries and mind maps help clarify hard-to-grasp concepts. The Economics Book is perfect for economic students and anyone who has an interest in how economies work.

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

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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.

The story of the greatest of all philosophical friendships—and how it influenced modern thought—David Hume is arguably the most important philosopher ever to have written in English, but during his lifetime he was attacked as “the Great Infidel” for his religious skepticism and deemed unfit to teach the young. In contrast, Adam Smith, now hailed as the founding father of capitalism, was a revered professor of moral philosophy. Remarkably, Hume and Smith were best friends, sharing what Dennis Rasmussen calls the greatest of all philosophical friendships. *The Infidel and the Professor* tells the fascinating story of the close relationship between these towering Enlightenment thinkers—and how it influenced their world-changing ideas. It shows that Hume contributed more to economics—and Smith contributed more to philosophy—than is generally recognized. The result

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is a compelling account of a great friendship that had great consequences for modern thought.

Exploring more than 80 big ideas and key theories in a clear and simple way, this is the perfect introduction to the study of how humans live and interact with one another. Covering diversity and equality, globalization, human rights, modern urban living, and the role of work and institutions, this book looks at the big questions of how we cooperate: What is society? What makes it tick? Why do we interact in the way that we do with our friends, co-workers, and rivals? The perfect way to explore this fascinating subject, *The Sociology Book* profiles the world's most renowned sociologists and their biggest ideas, from the pioneers Karl Marx and Auguste Comte to the groundbreaking work of Sharon Zukin and Judith Butler. Each sociological theory is made crystal clear with the help of quirky graphics, pithy quotes, and step-by-step summaries that explain each idea in an easy-to-grasp way.

The Economics Book Big Ideas Simply Explained DK
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

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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.

You can achieve your business dream. Beat the odds as you learn from the best - including Henry Ford, Steve Jobs, and Bill Gates - and turn your idea into an amazing and profitable enterprise. The Business Book helps you over the hurdles facing every new business, such as finding a gap in the market, securing finance, employing people, and creating an eye-catching brand. It is a plain-speaking visual guide to 80 of the most important commerce theories including chaos theory, critical path analysis, market mapping, and the MABA matrix. Its graphics and flow diagrams demystify complicated concepts and explain the ideas of seminal business thinkers, such as Malcolm Gladwell's "tipping point" or Michael Porter's "five forces". It shows that you can succeed

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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.

How do species interact with each other and their environment? What is biodiversity and can we afford to damage it? As our influence on the planet grows, answering these questions is becoming more pressing. Written in plain English, this book delivers short, pithy explanations of more than 90 key ideas. Step-by-step diagrams untangle tricky theories, illuminating quotes make the ideas and discoveries memorable, and witty illustrations enhance and play with our understanding of the science. You'll explore key theories, movements, and events in biology, geology, geography, and environmentalism, from the ideas of classical thinkers and Enlightenment attempts to impose order on nature, to discoveries such as DNA and theories like the Gaia hypothesis. Boxes highlighting "green" issues - the impact of pesticides, the plight of vulnerable species, and the search for renewable energy - appear throughout, as do profiles of influential figures - Charles Darwin, Carl Linnaeus, Rachel Carson, and James Lovelock - which place their ideas in their historical context. Whether you're new to ecology, a science student, or simply concerned about what's happening to our planet, this is a comprehensive introduction to the environment and climate change - arguably the most important subjects of our time.

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