

50 Ideas You Really Need To Know Religion Peter Stanford

Have you ever wondered what the difference is between a MUD and an API? Don't know your OCR from your PPC? Not quite clear on crowd-sourcing and culture jamming? Then this book is for you. In a series of accessible and engagingly written essays, this book introduces and explains all the key aspects of the digital world and how it works.

50 Biology Ideas You Really Need to Know is your guide to the most significant and stimulating questions in the study of life. Why do species evolve? Can characteristics be inherited without DNA? Are all organisms made of cells? What makes us human? This book provides succinct answers to all these questions, and many more, in 50 lucid and engaging essays that cover both classic experiments and the latest research. From the mysteries of sex and sleep, from mass extinction to immunity, 50 Biology Ideas You Really Need to Know will open your eyes to the fundamental processes that are vital to life on Earth, including how genes control the growth and behaviour of living things, how a body develops from a single cell, and how environmental forces create natural diversity through evolution. Featuring key concepts explained in simple terms, and with clear diagrams and timelines showing major scientific discoveries within their historical context, this book will give you a complete overview of a fascinating subject. Contents include: Evolution, Genes, Homeostasis, Endosymbiosis, Sex, Multicellularity, Nerves, Genetic Drift, Speciation, Convergent Evolution, Pollination, Mimicry, Laws of Inheritance, DNA, Alternative Splicing, Viruses, Epigenetics, Photosynthesis, Cancer,

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Differentiation, Regeneration, Morphogenesis, Memory, Sleep, Ageing, Consciousness and the Gaia Hypothesis.

We encounter physics before we've even left the house in the morning; an alarm clock tracks time, a mirror reflects light waves and our mobile phones rely on satellites held in their orbit by gravity. Where would we be without the Bernoulli equation to explain how planes fly, electromagnetic waves enabling us to communicate around the world or the discovery of X-rays? In *50 Physics Ideas You Really Need to Know* Joanne Baker will uncover the physics all around us, from basic concepts like gravity, light and energy through to the complexities of quantum theory, chaos and dark energy. Featuring short biographies of iconic physicists, explanatory diagrams and timelines showing discoveries within their historical context, this book is the perfect guide to the fundamental concepts of physics, making even the most challenging theories easy to understand. Contents include: Newton's law of gravitation, Brownian motion, Chaos theory, Fleming's right hand rule, Planck's law, Heisenberg's uncertainty principle, Schrodinger's cat, Superconductivity, Rutherford's atom, Nuclear fission and fusion, The God particle, String theory, Special and general relativity, The big bang and the Anthropic principle.

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

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gain a new and informed appreciation for architecture, from the classical orders of Vitruvius--Doric, Ionic and Corinthian--to the most recent contemporary trends. Philip Wilkinson offers expert introductions to the most important architectural movements and styles throughout history, as well as describing some of the greatest architects' most important and representative works. So, if you've ever wondered when a building is just a building or art, or want to know more about Gothic vaults, trusses and arches, this is the perfect introduction.

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

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

50 Physics Ideas You Really Need to Know
50 Ideas You Really Need to Know series
What exactly is a credit crunch? Why do professional athletes earn so much more than the rest of us? Which country is likely to be the world's leading economy in ten years' time? Daily Telegraph economics editor Edmund Conway introduces and explains the central ideas of economics in a series of 50 essays. Beginning with an exploration of the basic theories, such as Adam Smith's "invisible hand," and concluding with the latest research into the links between wealth and happiness, he sheds light on all the essential topics needed to understand booms and busts, bulls and bears, and the way the world really works.

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

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of genes in shaping our behaviour and sexuality, but also the very latest, cutting-edge developments in gene therapy and artificial life. Accessible and informative, 50 Genetics Ideas is a timely introduction to this young and ground-breaking strand of science.

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.

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

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guide to capitalism: its strengths and weaknesses, past and future - a future that will affect us all.

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. For millennia humanity has gazed in wonder at the night sky, tracked the motions 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

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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 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.

Who invented zero? Why 60 seconds in a minute? How big is infinity? Where do parallel lines meet? And can a butterfly's wings really cause a storm on the far side of the world? In *50 Maths Ideas You Really Need to Know*, Professor Tony Crilly explains in 50 clear and concise essays the mathematical concepts - ancient and modern, theoretical and practical, everyday and esoteric - that allow us to understand and shape the world around us. Packed with diagrams, examples and anecdotes, this book is the perfect overview of this often daunting

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but always essential subject. For once, mathematics couldn't be simpler. Contents include: Origins of mathematics, from Egyptian fractions to Roman numerals; Pi and primes, Fibonacci numbers and the golden ratio; What calculus, statistics and algebra can actually do; The very real uses of imaginary numbers; The Big Ideas of relativity, Chaos theory, Fractals, Genetics and hyperspace; The reasoning behind Sudoku and code cracking, Lotteries and gambling, Money management and compound interest; Solving of Fermat's last theorem and the million-dollar question of the Riemann hypothesis.

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 Isis 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 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

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essays.

Today's art world can be a baffling place. For all those who don't know their Degas from Dali or Monet from Mondrian, this informative and insightful guide breaks down 50 of the most important and influential trends in western art, to provide a fascinating account of art from the Ancient Greeks to the present day. Taking in the defining artistic moments in history, including the Baroque, the Renaissance and the ever-changing Modern, this book also explores influential movements such as Romanticism, Cubism, and Minimalism. Susie Hodge's concise and insightful text is accompanied by a glossary explaining key terms and concepts, as well as brief mini-essays and informative biographies on artists of the period. With images to illustrate each key concept, and comprehensive timelines to place each movement in its context, this book provides a comprehensive key to the most significant developments in western art. 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.

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At a time of corrosive popular cynicism and profound international unease, the need for clarity over the fundamental concepts of politics has never been greater: the forces of Terrorism and Fundamentalism endanger our Security, while government responses to it pose a basic threat to Liberty, Democracy and Human rights. Corruption, Spin and a suspect Political culture arouse public indignation, which is further aggravated by an array of Pressure groups and the far-from-disinterested attentions of the Mass media. In 50 Political Ideas You Really Need to Know, Ben Dupre clears away the murk that obscures key concepts that we ignore at our peril.

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. Ian Crofton, the author of several books of popular history including The Kings and Queens of England, Traitors and Turncoats and History Without the Boring Bits, brings his lively style to bear in a series of essays ranging from ancient Egypt to modern China, from the Vikings and the Mongols to the French Revolution and the Cold War. 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, Ashoka, Saladin,

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Christopher Columbus, Martin Luther, Suleiman the Magnificent, Galileo, Voltaire, Thomas Jefferson, Mary Wollstonecraft, Napoleon, Lincoln, Lenin and Winston Churchill. In addition, box features throw light on a range of related topics, from the Nazca Lines to Renaissance man, from Confucianism and the state to Alexander the Great's horse, from Islamic science and the Barbary corsairs to the Enigma code and the atomic bomb.

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

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 psychological theory. Contents include: Placebo effect; Kicking the habit; Hallucinations; Positive psychology;

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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.

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 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.

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.

Have you ever laid awake at night fretting over how we can be sure of the reality of the

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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 other ones like it have been the stuff of philosophical rumination from Plato to Popper. In a series of accessible and engagingly written essays, 50 Philosophy Ideas You Really Need to Know introduces and explains the problems of knowledge, consciousness, identity, ethics, belief, justice and aesthetics that have engaged the attention of thinkers from the era of the ancient Greeks to the present day.

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