

Simplicity: Why Simple Things Become Complex (and How Complex Things Can Be Made Simple) (Hardback)



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Reviews

A high quality pdf as well as the typeface applied was exciting to see. It really is written in simple words and phrases rather than difficult to understand. You will not really feel monotony at any time of your time (that's what catalogs are for relating to in the event you question me).

(Robyn Nolan)

SIMPLEXITY: WHY SIMPLE THINGS BECOME COMPLEX (AND HOW COMPLEX THINGS CAN BE MADE SIMPLE) (HARDBACK)

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Hyperion Books, United States, 2008. Hardback. Book Condition: New. 213 x 145 mm. Language: English . Brand New Book. Using real world examples, such as traffic flow, politics and baby linguistics, the author makes the theories of simplicity accessible to the layperson. Kluger makes complex science seem simple. --Kirkus Kluger makes the modern world comprehensible. his astonishing discoveries require no exaggeration. [his] findings are likely to incite controversy, confirming his contention that explaining simplicity and complexity is never as straightforward as it seems. --Publishers Weekly Simplicity is a study of human behavior, and the way we perceive things and events, and how our perception frequently causes us to make wrong assumptions and to perceive simplicity (or complexity) where it does not exist, The book is sure to be a deserved hit among the ever-growing Freakonomics crowd. -Booklist Why are the instruction manuals for cell phones incomprehensible Why is a truck driver s job as hard as a CEO s How can 10 percent of every medical dollar cure 90 percent of the world s disease Why do bad teams win so many games Complexity, as any scientist will tell you, is a slippery idea. Things that seem complicated can be astoundingly simple; things that seem simple can be dizzyingly complex. A houseplant may be more intricate than a manufacturing plant. A colony of garden ants may be more complicated than a community of people. A sentence may be richer than a book, a couplet more complicated than a song. These and other paradoxes are driving a whole new science--simplicity--that is redefining how we look at the world and using that new view to improve our lives in fields as diverse as economics, biology, cosmology, chemistry, psychology, politics, child development, the arts, and more. Seen through the lens of this surprising new science, the world becomes a delicate...



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