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Economics: A Graphic Guide

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Introducing Economics: A Graphic Guide (Introducing)

Instant Economics pulls together all the pivotal economic knowledge and thought into one concise volume. Each page contains a discrete "cheat sheet", which tells you the most important facts in bite-sized chunks, meaning you can become an expert in an instant. From Adam Smith and Karl Marx to taxation, debt crisis, inequality and economic freedom, every key figure, discovery,

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controversy and concept is explained with succinct and lively text and graphics. Perfect for the knowledge hungry and time poor, this collection of graphic-led lessons makes economics interesting and accessible.

Everything you need to know is here.

What is psychology? When did it begin? Where did it come from? How does psychology compare with related subjects such as psychiatry and psychotherapy? To what extent is it scientific? Introducing Psychology answers all these questions and more, explaining what the subject has been in the past and what it is

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now. The main "schools" of thought and the sections within psychology are described, including Introspection, Biopsychology, Psychoanalysis, Behaviourism, Comparative (Animal) Psychology, Cognitive Approaches (including the Gestalt movement), Social Psychology, Developmental Psychology and Humanism. The key figures covered include: Freud, Pavlov, Skinner, Bandura, Piaget, Bowlby, Maslow and Rogers, as well as many lesser-known but important psychologists.

The Dismal Science. The Worldly Philosophy. The Science of

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Scarcity. Most people think economics is one of the most challenging and complex fields of study. But with this book, it doesn't have to be! You will learn how the U.S. economy works in unbiased, easy-to-understand language. And you can learn it without the complex equations, arcane graphs, and technical jargon you'll find in most economic texts. David A. Mayer and Melanie E. Fox explain: Why and how we trade How the government intervenes in markets Unemployment and inflation Supply and demand Competitive, financial, and foreign exchange markets How

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the economy is measured You will also learn about the causes and fallout of the recent recession and how global climate change may transform the way our economy operates. Most important, with this introduction, you'll learn how our complex and dynamic economy affects the way we actually live our lives. Essential illustrated guide to key ideas of political thought. Philosophers have always asked fundamental and disturbing questions about politics. Plato and Aristotle debated the merits of democracy. The origins of society, the state and government authority were

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issues addressed by Hobbes, Rousseau, Hegel, Marx and many other philosophers.

Introducing Political Philosophy explains the central concepts of this intriguing branch of philosophy and presents the major political theorists from Plato to Foucault. How did governments get started? Why should they be obeyed? Could we live without them? How much power should they have? Is freedom a right? Which is the best form of government? In the wake of consumerism and postmodernism, our need for a better grasp of political ideas is greater than ever. Dave

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Robinson's account of this complex subject is always clear, informative and accompanied by the entertainingly inventive illustrations of Judy Groves.

Covering thinkers from Aristotle to Saussure and Chomsky, "Introducing Linguistics" reveals the rules and beauty that underlie language, our most human skill.

The Cartoon Introduction to
Economics

Introducing Philosophy

Volume One: Microeconomics

Introducing Aesthetics

The Everything Economics Book

Epigenetics is the most exciting field in biology today, developing our

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understanding of how and why we inherit certain traits, develop diseases and age, and evolve as a species. This non-fiction comic book introduces us to genetics, cell biology and the fascinating science of epigenetics, which is rapidly filling in the gaps in our knowledge, allowing us to make huge advances in medicine. We'll look at what identical twins can teach us about the epigenetic effects of our environment and experiences, why certain genes are 'switched on' or off at various stages of embryonic development, and how scientists have reversed the specialization of cells to clone frogs from a single gut cell. In *Introducing Epigenetics*, Cath Ennis and Oliver Pugh pull apart the double helix, examining how the epigenetic building blocks and messengers that interpret and edit our genes help to make us, well, us.

Illustrated guide to the crucial Italian

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philosopher and author of *The Prince*. 'Machiavellian' is a popular byword for treachery and opportunism. Machiavelli's classic book on statecraft, *The Prince*, published over 400 years ago, remains controversial to this day because of its electrifying frankness as a practical guide to power. Is it a how-to manual for dictators, a cynical philosophy of 'the end justifies the means', or a more complex and subtle analysis of successful government? Machiavelli was a loyal servant of the Florentine republic. His opposition to Medici despotism led him to torture on the rack and exile, and yet he chose as his model for the Prince the most notorious tyrant, Cesare Borgia. *Introducing Machiavelli* traces the colourful life of this paradoxical realist whose clear-sighted patriotism made him the first truly modern political scientist. Machiavelli is seen as central to the

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postmodern debate on Civil Society. This book brings the creative turbulence of Renaissance Italy to life, and presents a compelling portrait of a key figure of European political history.

From Plato to Virginia Woolf, Structuralism to Practical Criticism, *Introducing Literary Criticism* charts the history and development of literary criticism into a rich and complex discipline. Tackling disputes over the value and meaning of literature, and exploring theoretical and practical approaches, this unique illustrated guide will help readers of all levels to get more out of their reading.

What is beauty, and what is truth? These are some of the questions which aesthetics tries to answer. In our everyday life, we talk about the 'aesthetics' of an artwork or a piece of design. But aesthetics goes beyond the simple experience of art. It is

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also a branch of philosophy concerned with the whole nature of experience itself, explored through our perceptions, feelings and emotions.

A bold new edition of this bestselling Graphic Guide to commemorate Marx's 200th birthday.

Introducing Literary Criticism

Introducing Particle Physics

Introducing Logic

Introducing Mathematics

Introducing Chaos

A comic-book introduction to economics from David Orrell, the author of *Economyths: 11 Ways Economics Gets it Wrong*. With illustrations from Borin Van Loon. Part of the internationally-recognised Introducing

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Graphic Guide series.

Today, it seems, all things are measured by economists. The so-called 'dismal science' has never been more popular - or, given its failure to predict or prevent the recent financial crisis, more controversial. But what are the findings of economics? Is it really a science? And how can it help our lives?

Introducing Economics traces the history of the subject from the ancient Greeks to the present day. Orrell and Van Loon bring to life the contributions

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of great economists - such as Adam Smith, Karl Marx, John Maynard Keynes and Milton Friedman - and delve into ideas from new areas such as ecological and complexity economics that are revolutionizing the field.

Freud revolutionized the way we think about ourselves. His psychoanalytic terms such as Id, Ego, libido, neurosis and Oedipus Complex have become a part of our everyday vocabulary. But do we know what they really mean? Introducing Freud

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successfully demystifies the facts of Freud's discovery of psychoanalysis. Irreverent and witty but never trivial, the book tells the story of Freud's life and ideas from his upbringing in 19th-century Vienna, his early medical career and his encounter with cocaine, to the gradual evolution of his theories on the unconscious, dreams and sexuality. With its combination of brilliantly clever artwork and incisive text, this book has achieved international

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success as one of the most entertaining and informative introductions to the father of psychoanalysis.

John Maynard Keynes remains the most brilliant and influential economist of the 20th century. His *General Theory of Employment, Interest and Money* overturned the conventional wisdom that a free market would automatically solve the problems of unemployment and economic depression. Richard Appignanesi goes on a personal quest of Existentialism in its

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original state. He begins with Camus' question of suicide: 'Must life have a meaning to be lived?' Is absurdity at the heart of Existentialism? Or is Sartre right: is Existentialism 'the least scandalous, most technically austere' of all teachings? This brilliant Graphic Guide explores Existentialism in a unique comic book-style. Capitalism now dominates the globe, both in economics and ideology, shapes every aspect of our world and influences everything from laws, wars

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and government to interpersonal relationships. Introducing Capitalism tells the story of its remarkable and often ruthless rise, evolving through strife and struggle as much as innovation and enterprise. Dan Cryan and Sharron Shatil, with Piero's brilliant graphics, cover the major economic, social and political developments that shaped the world we live in, such as the rise of banking, the founding of America and the Opium Wars. The book explores the leading views for and

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against, including thinkers like Adam Smith, Karl Marx, Theodor Adorno and Milton Friedman, the connections between them and their historical context. Few ideas have had as much impact on our everyday lives as capitalism. Introducing Capitalism is the essential companion.

Instant Economics

Introducing Economics

Introducing Epigenetics

Introducing Linguistics

Marxism

From the medicine we take, the treatments we receive, the aptitude and psychometric tests given by

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employers, the cars we drive, the clothes we wear to even the beer we drink, statistics have given shape to the world we inhabit. For the media, statistics are routinely 'damning', 'horrifying', or, occasionally, 'encouraging'. Yet, for all their ubiquity, most of us really don't know what to make of statistics. Exploring the history, mathematics, philosophy and practical use of statistics, Eileen Magnello - accompanied by Bill Mayblin's intelligent graphic illustration - traces the rise of statistics from the ancient Babylonians, Egyptians and Chinese, to the censuses of Romans and the Greeks, and the modern emergence of the term itself in Europe. She explores the 'vital statistics' of, in particular, William Farr, and the mathematical

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statistics of Karl Pearson and R.A. Fisher. She even tells how knowledge of statistics can prolong one's life, as it did for evolutionary biologist Stephen Jay Gould, given eight months to live after a cancer diagnoses in 1982 - and he lived until 2002. This title offers an enjoyable, surprise-filled tour through a subject that is both fascinating and crucial to understanding our world. "Introducing Plato" begins by explaining how philosophers like Socrates and Pythagoras influenced Plato's thought. It provides a clear account of Plato's puzzling theory of knowledge, and explains how this theory then directed his provocative views on politics, ethics and individual liberty. It offers detailed critical

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commentaries on all of the key doctrines of Platonism, especially the very odd theory of Forms, and concludes by revealing how Plato's philosophy stimulated the work of important modern thinkers such as Karl Popper, Martha Nussbaum, and Jacques Derrida.

Sociology is interested in the ways people shape the society they live in, and the ways society shapes them. Simply, it is the study of what modern society is and how it functions. In the series' inimitable style, *Introducing Sociology* traces the origins of sociology from industrialization, revolution and the Enlightenment through to globalization, neoliberalism and the fear of nationalism – introducing you to key thinkers, movements and concepts along the way. You

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will develop insight into the world around you, as you engage your 'sociological imagination' and explore studies of the city, theories of power and knowledge, concepts of national, racial and sexual identity, and much more.

Provides an introduction to the principles of both microeconomics and macroeconomics that features graphic representations of key concepts.

Philosophers have always enjoyed asking awkward and provocative questions, such as: What is the nature of reality? What are human beings really like? What is special about the human mind and consciousness? Are we free to choose who we are and what we do? Can we prove that God exists? Can we be certain about anything at

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all? What is truth? Does language provide us with a true picture of the world? How should we behave towards each other? Do computers think? Introducing Philosophy is a comprehensive graphic guide to the thinking of all the significant philosophers of the Western world from Heraclitus to Derrida. It examines and explains their key arguments and ideas without being obscure or solemn. Lively and accessible, it is the perfect introduction to philosophers and philosophical ideas for anyone coming to the subject for the first time.

Introducing Relativity

Introducing Capitalism

Introducing Keynesian Economics

Introducing the Enlightenment

Introducing Lévi-Strauss and

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Structural Anthropology

When should you adopt an aggressive business strategy? How do we make decisions when we don't have all the information? What makes international environmental cooperation possible? Game theory is the study of how we make a decision when the outcome of our moves depends on the decisions of someone else. Economists Ivan and Tuvana Pastine explain why, in these situations, we sometimes cooperate, sometimes clash, and sometimes act in a way that seems completely random. Stylishly brought to life by award-winning cartoonist Tom Humberstone, Game Theory will help readers understand behaviour in everything from our social lives to business,

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global politics to evolutionary biology. It provides a thrilling new perspective on the world we live in. This book provides a route through a jungle of competing theories. It puts into context recent developments by situating them within the longer-term tradition of critical analysis -- back to the rise of Marxism.

The ideas of Claude Levi-Strauss - the inventor of structural anthropology - have had a bearing on many of the important thinkers of his time: Jacques Lacan, Roland Barthes, Louis Althusser, Michel Foucault. His thinking has provoked a complex interdisciplinary dialogue, out of which some of the key issues in contemporary critical theory have emerged.

Can machines really think? Is the

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mind just a complicated computer program? This book focuses on the major issues behind one of the hardest scientific problems ever undertaken, from Alan Turing's influential groundwork to cutting-edge robotics and the new AI. What is mathematics, and why is it such a mystery to so many people? Mathematics is the greatest creation of human intelligence. It affects us all. We depend on it in our daily lives, and yet many of the tools of mathematics, such as geometry, algebra and trigonometry, are descended from ancient or non-Western civilizations. Introducing Mathematics traces the story of mathematics from the ancient world to modern times, describing the great discoveries and providing an

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accessible introduction to such topics as number-systems, geometry and algebra, the calculus, the theory of the infinite, statistical reasoning and chaos theory. It shows how the history of mathematics has seen progress and paradox go hand in hand - and how this is still happening today.

Introducing Fascism

From theory to practice, your complete guide to understanding economics today

The Middle Ages

The Year I Stopped to Notice

Introducing Artificial Intelligence

Logic is the backbone of Western civilization, holding together its systems of philosophy, science and law. Yet despite logic's widely

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acknowledged importance, it remains an unbroken seal for many, due to its heavy use of jargon and mathematical symbolism. This book follows the historical development of logic, explains the symbols and methods involved and explores the philosophical issues surrounding the topic in an easy-to-follow and friendly manner. It will take you through the influence of logic on scientific method and the various sciences from physics to psychology, and will show you why computers and digital technology are just another case of logic in action. What really happens at the most

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fundamental levels of nature?

Introducing Particle Physics

explores the very frontiers of our knowledge, even showing how particle physicists are now using theory and experiment to probe our very concept of what is real.

From the earliest history of the atomic theory through to supersymmetry, micro-black holes, dark matter, the Higgs boson, and the possibly mythical graviton, practising physicist and CERN contributor Tom Whyntie gives us a mind-expanding tour of cutting-edge science.

Featuring brilliant illustrations from Oliver Pugh, *Introducing Particle Physics* is a unique tour

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through the most astonishing and challenging science being undertaken today.

This book places Michel Foucault's work in its turbulent philosophical and political context, and critically explores his mission to expose the links between knowledge and power in the human sciences, their discourses and institutions. It explains how Foucault overturned our assumptions about the experience and perception of madness, sexuality and criminality, and the often brutal social practices of confinement, confession and discipline.

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Amusing, irreverent, sophisticated and highly accessible, Einstein for Beginners is the perfect introduction to Einstein's life and thought. Reaching back as far as Babylon (for the origins of mathematics) and the Etruscans (who thought they could handle lightning), this book takes us through the revolutions in electrical communications and technology that made the theory of relativity possible. In the process, we meet scientific luminaries and personalities of imperial Germany, as well as Galileo, Faraday, and Newton; learn why moving clocks run

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slower than stationary ones, why nothing can go faster than the speed of light; and follow Albert's thought as he works his way toward $E = mc^2$, the most famous equation of the twentieth century.

Introducing Personal Finance, by economics expert Michael Taillard, teaches you everything you need to know about managing your financial life. It's crammed full of practical advice on how to save, earn and get the most out of your money. MAKE YOUR MONEY WORK FOR YOU by matching your spending and investments to your values CONTROL YOUR

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SPENDING BEHAVIOUR by
gathering and tracking financial
information efficiently
SIMPLIFY
YOUR FINANCIAL
MANAGEMENT by learning to
use the right tools effectively
REALIZE YOUR SAVINGS
GOALS by understanding what
you want to and can achieve

Introducing Plato

Introducing Personal Finance

Introducing Kierkegaard

Introducing Cultural Studies

Introducing Psychology

Margaret Thatcher's political
career was one of the most
remarkable of modern times.

She rose to become the first
woman to lead a major Western

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democracy, serving as British Prime Minister. Admired by Ronald Regan and the United States Congress, "Introducing Thatcherism" looks at the political philosophy behind this influential and controversial woman.

Explores the origins of the field in Britain and its migration to the USA, Canada, France, Australia, and South Asia, examining the ideas of its leading exponents and providing a flavor of its use around the world.

A superlative, fascinating graphic account of Albert Einstein's strange world and

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how his legacy has been built upon since. It is now more than a century since Einstein's theories of Special and General Relativity began to revolutionise our view of the universe.

Beginning near the speed of light and proceeding to explorations of space-time and curved spaces, Introducing Relativity plots a visually accessible course through the thought experiments that have given shape to contemporary physics. Scientists from Isaac Newton to Stephen Hawking add their unique contributions to this story, as we encounter Einstein's astounding vision of

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gravity as the curvature of space-time and arrive at the breathtakingly beautiful field equations. Einstein's legacy is reviewed in the most advanced frontiers of physics today - black holes, gravitational waves, the accelerating universe and string theory.

Introducing Economics A Graphic Guide
Icon Books Ltd

Did Fascism end with the Allied victory over the Axis powers in 1945, or has it been lying dormant and is now re-awakening as we move into the 21st century? Introducing Fascism trace the origins of Fascism in 19th-century

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traditions of ultra-conservatism, the ideas of Nietzsche, Wagner and other intellectuals which helped to make racist doctrines respectable and which led to the ultimate horrifying 'logic' of the Holocaust. Introducing Fascism investigates the four types of Fascism that emerged after the First World War in Italy, Germany, Spain and Japan. It also looks beyond the current headlines of neo-Nazi hooliganism and examines the increasing political success of the far right in Western Europe and the explosion of ultra-nationalisms in Eastern Europe and the former Soviet Union.

Read PDF Introducing Economics: A Graphic Guide (Introducing) Introducing Foucault

Introducing Stephen Hawking

Introducing Existentialism

Introducing Sociology

A unique, illustrated book that will change the way you see medieval history The Middle Ages: A Graphic History busts the myth of the 'Dark Ages', shedding light on the medieval period's present-day relevance in a unique illustrated style. This history takes us through the rise and fall of empires, papacies, caliphates and kingdoms; through the violence and death of the Crusades, Viking raids, the Hundred Years War and the Plague; to the curious practices

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of monks, martyrs and iconoclasts. We'll see how the foundations of the modern West were established, influencing our art, cultures, religious practices and ways of thinking. And we'll explore the lives of those seen as 'Other' - women, Jews, homosexuals, lepers, sex workers and heretics. Join historian Eleanor Janega and illustrator Neil Max Emmanuel on a romp across continents and kingdoms as we discover the Middle Ages to be a time of huge change, inquiry and development - not unlike our own.

"Introducing The Enlightenment" is the essential guide to the giants of the Enlightenment -

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Voltaire, Diderot, Adam Smith, Samuel Johnson, Immanuel Kant, Benjamin Franklin, and Thomas Jefferson. The Enlightenment of the 18th century was a crucial time in human history - a vast moral, scientific and political movement, the work of intellectuals across Europe and the New World, who began to free themselves from despotism, bigotry and superstition and tried to change the world. "Introducing The Enlightenment" is a clear and accessible introduction to the leading thinkers of the age, the men and women who believed that rational endeavour could reveal

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the secrets of the universe.
'This book is a delight ... the world is full of little surprises, momentary little fountains of pleasure and beauty, that could be visible to all of us if we learned to stop and notice as Miranda Keeling does.' Philip Pullman 'An odd, beautiful book ... Buy an extra copy to give to someone you love.' Neil Gaiman
January: A man walking along Caledonian Road falls over onto the huge roll of bubble wrap he is hugging, perhaps for just this sort of situation. Inspired by her popular Twitter account, *The Year I Stopped to Notice* brings together Miranda Keeling's observations of the magic,

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humour, strangeness and beauty in ordinary life. Through the changing seasons, on city streets and on buses, in parks and cafes, Miranda notices things: moments between friends, the interactions of strangers, children delighting in the world around them, the quiet melancholy of lost items on the pavement. Accompanied by stunning watercolour illustrations from Luci Power, Miranda's poetic vignettes take us on journeys of discovery and share with us the joy of stopping to notice. September: On a sweltering, packed rush-hour train, my arm suddenly feels lovely and cool, and I look down

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to see a shopping bag held by the woman beside me - full of just-bought cartons of milk.

Soren Kierkegaard is widely held to be the founder of existentialism--his faith is ironic, playful and passionate, and he wrote like a novelist. Written for students of philosophy and theology, this book brilliantly explains Kierkegaard's life and thought. 170 illustrations.

If a butterfly flaps its wings in Brazil, does it cause a tornado in Texas? Chaos theory attempts to answer such baffling questions. The discovery of randomness in apparently predictable physical systems has evolved into a science that declares the

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universe to be far more unpredictable than we have ever imagined. Introducing Chaos explains how chaos makes its presence felt in events from the fluctuation of animal populations to the ups and downs of the stock market. It also examines the roots of chaos in modern maths and physics, and explores the relationship between chaos and complexity, the unifying theory which suggests that all complex systems evolve from a few simple rules. This is an accessible introduction to an astonishing and controversial theory.

Introducing Game Theory
Key thinkers, theories,

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discoveries and concepts
Introducing Political Philosophy
Introducing Freud
A Practical Guide
Stephen Hawking is a world-famous physicist, but few people outside his field know what he has done. To the public he is a figure of tragic dimensions - a brilliant scientist and author of the phenomenal best-seller *A Brief History of Time*, and yet confined to a wheelchair, unable to speak or write. Hawking has mastered the two

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great theories of 20th-century physics - Einstein's General Theory of Relativity and Quantum Mechanics - and has made breathtaking discoveries about where they break down or overlap, such as on the edge of a Black Hole or at the Big Bang origin of the Universe. Here is the perfect introduction to Hawking's work by the author, who was helped by several long discussions with Hawking in researching the book. Introducing Machiavelli

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A Graphic Guide

Introducing Thatcherism

Introducing Statistics

A Graphic History