

30 Second Psychology The 50 Most Thought Provoking Theories Each Explained In Half A Minute

Christian Jarrett

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30-Second Literature - Ella Berthoud 2020-03-03

Whether you're looking for a new author or genre to explore, 30-Second Literature provides you with summaries of the major literary genres, styles and histories. Part of the 30-Second series, this introductory guide to literature is split into 7 chapters that cover: The History of Literature - from Sanskrit to Modernism The Novel - in all its glorious genres Literary Prose - non-fiction from diaries to philosophies Poetry - from the sonnet to the haiku Drama - interesting theatrical forms and genres Literary Devices - the techniques authors use in their works Literary Styles - the features and history of different styles of writing Each topic is summarized in 300 words and contains a small bibliography for you to expand your bookworm horizons. You can also brush up on literary terms ahead of that book-club meeting, as each chapter features its own glossary. Interspersed throughout the book are profiles of key literary figures that have impacted one of our most beloved hobbies. Literature is not just any written work; it is work that has stood the test of time, that is most widely thought to be of lasting merit. Just how particular books are elevated to literary status, reflects the values and judgements of society and mirrors the development of civilisation. This book is a broad overview of the multitude of voices used to describe our human experience. If you like this, you might also be interested in 30-Second Mythology . . .

30-Second Cinema - IVY PRESS. 2019-03-14

30-Second Cinema offers an immersion course, served up in neat, entertaining shorts. These 50 topics deal with cinema's beginnings, with its growth as an industry, with key stars and producers.

30-Second Quantum Theory - Brian Clegg 2017-11-01

The bestselling 30-Second... series takes a revolutionary approach to learning about those subjects you feel you should really understand. Each title selects a popular topic and dissects it into the 50 most significant ideas at its heart. Each idea, no matter how complex, is explained in 300 words and one picture, all digestible in 30 seconds. 30-Second Quantum Theory tackles a mindbendingly mysterious area of physics, introducing the 50 most significant quantum quandaries and ideas. In a world where the quantum physics of electronics is an everyday essential and new quantum developments make headline news, you will visit Parallel Worlds, ride Wave Theory, and learn just enough to talk with certainty about Uncertainty Theory and to untangle the mysteries of quantum entanglement.

Be Who You Want - Christian Jarrett 2021-05-18

From cognitive neuroscientist Dr. Christian Jarrett, a fascinating book exploring the science of personality and how we can change ourselves for the better. What if you could exploit the plasticity of personality to change yourself in specific ways? Would you choose to become less neurotic? More self-disciplined? Less shy? Until now, we've been told that we're stuck with the personality we were born with: The introvert will never break out of their shell, the narcissist will be forever trapped gazing into the mirror. In *Be Who You Want*, Dr. Christian Jarrett takes us on a thrilling journey, as he not only explores the ways that life changes us, but shows how we can deliberately shape our personalities to influence the course of our lives. Dr. Jarrett draws on the latest research to provide evidence-based ways to change each of the main five personality traits, including how to become more emotionally stable, extraverted, and open-minded. Dr.

Jarrett features compelling stories of people who have achieved profound personality change such as a gang-leader turned youth role model, a drug addict turned ultra-runner, and a crippling shy teenager turned Hollywood mega-star. He also delves into the upsides of the so-called Dark Triad of personality traits—narcissism, Machiavellianism, and psychopathy—and how we might exploit their advantages without ourselves going over to the dark side. Filled with quizzes and interactive exercises to help us better understand the various aspects of our personalities, life stories, and passions, *Be Who You Want* will appeal to anyone who has ever felt constrained by how they've been characterized and wants to pursue lasting change.

30-Second Nutrition - Julie Lovegrove 2018-11-28

If you only have 30 seconds, there is time - using this book - to bone up on how to eat well. We're served a daily diet of food facts, fads and often far-fetched claims for what we put on our plates, which makes it difficult to distinguish healthy from harmful. With obesity, heart disease, diabetes and other life-threatening conditions rapidly rising, it pays to understand that we are very much what we eat and that good food - in the right proportions and portion sizes - is essential for our health and well-being. Strip away the flab with this accessible, jargon-free, guide to good nutrition served up in manageable bites. From fasting to fats, enzymes to E-numbers, if you have an appetite for expert advice on real food, this is the perfect book to dip into.

50 Great Myths of Popular Psychology - Scott O. Lilienfeld 2011-09-15

50 Great Myths of Popular Psychology uses popular myths as a vehicle for helping students and laypersons to distinguish science from pseudoscience. Uses common myths as a vehicle for exploring how to distinguish factual from fictional claims in popular psychology Explores topics that readers will relate to, but often misunderstand, such as 'opposites attract', 'people use only 10% of their brains', and 'handwriting reveals your personality' Provides a 'mythbusting kit' for evaluating folk psychology claims in everyday life Teaches essential critical thinking skills through detailed discussions of each myth Includes over 200 additional psychological myths for readers to explore Contains an Appendix of useful Web Sites for examining psychological myths Features a postscript of remarkable psychological findings that sound like myths but that are true Engaging and accessible writing style that appeals to students and lay readers alike

Consciousness Explained - Daniel C. Dennett 2017-02-07

"Brilliant...as audacious as its title....Mr. Dennett's exposition is nothing short of brilliant." --George Johnson, New York Times Book Review *Consciousness Explained* is a full-scale exploration of human consciousness. In this landmark book, Daniel Dennett refutes the traditional, commonsense theory of consciousness and presents a new model, based on a wealth of information from the fields of neuroscience, psychology, and artificial intelligence. Our current theories about conscious life-of people, animal, even robots--are transformed by the new perspectives found in this book.

30-Second Classical Music - Joanne Cormac 2019-10

Do you know a capella from zarzuela, or your major from your minor? Can you distinguish between a serenade and a symphony? If you only have 30 seconds, there is time - using this book - to understand the

creative journey taken by classical music from the Middle Ages to the modern era. Our early ancestors understood pitch and rhythm, the basic tools that have been worked and ordered by composers and performers over the past 400 years into an extraordinary body of music written for soloists, chamber musicians and entire orchestras. Today, everyone has access to a prodigy of classical music which, far from being traditional or elitist, is alive and magical. From plainsong to programme music, appreciate the magnitude and majesty, the passion and the pathos of sounds that have the power to stir our emotions to great joy or infinite sadness. Here's music to your ears.

30-Second Philosophies - Stephen Law 2010-08-05

A full-colour illustrated tour through philosophy's most famous - and most mind-bending - ideas I Think Therefore I Am, Existentialism, Dialectical Materialism? The Socratic Method and Deconstruction? Sure, you know what they all mean. That is, you've certainly heard of them. But do you know enough about them to join a dinner party debate or dazzle the bar with your knowledge? 30-SECOND PHILOSOPHIES takes a revolutionary approach to getting a grip on the 50 most significant schools of philosophy. The book challenges leading thinkers to quit fretting about the meaning of meaning for a while and explain the most complex philosophical ideas - using nothing more than two pages, 300 words, and a metaphorical image. Here, in one unique volume, you have the chance to pick the potted brains of our leading philosophers and understand complex concepts such as Kant's Categorical Imperative without ending up in a darkened room with an ice pack on your head.

The Rough Guide to Psychology - Christian Jarrett 2011-04-01

Why are we the way we are? For over a hundred years psychologists have been conducting scientific experiments to find out. The Rough Guide to Psychology starts with you, your mind and brain, broadens out to your friends and other relationships, then onto crowds, mobs and religion. There are also sections on real-life psychology, showing how the latest research is relevant to crime, schooling, sports, politics, shopping, and health. There are opportunities to test your own memory, intelligence, personality, and much more, as well as advice on everything from pick-up lines to creativity. This book takes a fresh look at the classic cases and studies, from Phineas Gage to Milgram, and combines this with a cutting-edge round-up of the latest research. The last section deals with what happens when the mind falters, covering depression, anxiety, schizophrenia, as well as more unusual conditions. Care is taken throughout to ensure conclusions are tied to the latest high quality psychological science.

30-Second Einstein - Anonyme 2016-09

The 50 fundamentals of his work, life and legacy, each explained in half a minute Spend 30 seconds a day in the company of a colossus from the world of science, and you will soon have his whole story-both his scientific attainments and his extraordinary life-in your head. Einstein was not only an unparalleled scientific genius, but also a human rights campaigner, a political activist, and the iconic archetype of the mad professor. Is it any wonder that he continues to fascinate scientists and non-scientists alike? 30-Second Einstein will show you why at approximately the speed of light. An internationally bestselling series presents essential concepts in a mere 30 seconds, 300 words, and one image Einstein's complex life and theories, explained concisely and without jargon The quickest way to understand einstein's starring role in the history of science

30-Second Politics - Steven L. Taylor 2012-06-01

You may be OK with standard stuff like Conservatism and Democracy, but do you really know what Patrimonialism is? And what about Oligarchy? Anarcho-syndicalism? Politics is, we are willing to bet, the most passionately argued-over subject matter, and yet how many of us flounder around in confrontational debates because we have no grip on political theory, just a vague notion that they are all out to get us? 30-Second Politics will help dispel this fog mistrust and paranoia. It challenges political theorists of all colors to come up with no-frill, no-spin, tell-it-like-it-is explanations of the 50 most important political -isms, -archies, and -ocracies that have pertained since the time of Periclean Athens. At no public expense, the book explains each political theory in nothing more than two pages, 300 words, and some propaganda-style imagery, for we all know that a picture opportunity is worth a thousand words of dull interview.

The Psychology of Money - Morgan Housel 2020-09-08

Doing well with money isn't necessarily about what you know. It's about how you behave. And behavior is

hard to teach, even to really smart people. Money—investing, personal finance, and business decisions—is typically taught as a math-based field, where data and formulas tell us exactly what to do. But in the real world people don't make financial decisions on a spreadsheet. They make them at the dinner table, or in a meeting room, where personal history, your own unique view of the world, ego, pride, marketing, and odd incentives are scrambled together. In *The Psychology of Money*, award-winning author Morgan Housel shares 19 short stories exploring the strange ways people think about money and teaches you how to make better sense of one of life's most important topics.

30-second Psychology - Vaughan Bell 2017

30-Second Brain - Anil Seth 2014-03-06

Are we all at the mercy of our brain chemistry? Do you think that the amygdala and the hippocampus are fantastical sea monsters? What can an MRI scan tell us? Could you explain to dinner-party guests why we don't giggle when we tickle ourselves? 30-Second Brain is here to fill your mind with the science of exactly what's happening inside your head. Using no more than two pages, 300 words and an illustration, this is the quickest way to understand the wiring and function of the most complex and intricate mechanism in the human body. Discover how the networks of 90 billion nerve cells work together to produce perception, action, cognition and emotion. Explore how your brain defines your personality, and what it gets up to while you are asleep. Illustrated with mind-bending graphics and supported by biographies of pioneers in the field of neuroscience, it's the book to get your grey matter thinking about your grey matter.

30-Second Maths - Richard J. Brown 2012-05-03

From Rubik's cubes to Godel's incompleteness theorem, everything mathematical explained, with colour illustrations, in half a minute. Maths is enjoying a resurgence in popularity. So how can you avoid being the only dinner guest who has no idea who Fermat was, or what he proved? The more you know about Maths, the less of a science it becomes. 30 Second Maths takes the top 50 most engaging mathematical theories, and explains them to the general reader in half a minute, using nothing more than two pages, 200 words and one picture. Read at your own pace, and discover that maths can be more fascinating than you ever imagined.

Science in Seconds - Hazel Muir 2012-03-01

Both simple and accessible, *Science in Seconds* is a visually led introduction to 200 key scientific ideas. Each concept is incredibly quick and easy to remember, described by means of an easy-to-understand picture and a maximum 200-word explanation. Concepts span all of the key scientific disciplines including Physics, Chemistry, Biology, Ecology, Biotechnology, Anatomy and Physiology, Medicine, Earth Science, Energy Generation, Astronomy, Spaceflight and Information Technology.

30-Second Universe - CHARLES. MASTERS LUI (KAREN. SALUR, SEVIL.) 2019-10

The universe literally encompasses everything we were, are and will be, everything we knew, know and can know. When we decide to understand the universe as a whole, new truths come to light, and unexpected perspectives illuminate our take on life. 30-Second Universe explains all the tantalising concepts, principles and theories that make up our knowledge - the Higgs particle, gluons, quarks, the multiverse, how certainty itself can be uncertain, and of course, where our world came from, and where we're going and what will happen in the end - and it explains these astrophysical answers succinctly, each entry taking only 30 seconds to read, with further exploration flagged, and key scientists noted. This one small book sheds light on the biggest ideas, concepts and discoveries in life, in the universe, in everything.

50 Psychology Classics - Tom Butler-Bowdon 2010-12-07

Explore the key wisdom and figures of psychology's development over 50 books, hundreds of ideas, and a century of time.

Model Rules of Professional Conduct - American Bar Association. House of Delegates 2007

The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper

conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

30-Second Forensic Science - Sue Black 2018-10-04

Humanity's most appalling crimes are solved by experts presenting painstakingly gathered evidence to the court of law. Investigators rely on physical, chemical and digital clues gathered at the scene of an incident to reconstruct beyond all reasonable doubt the events that occurred in order to bring criminals to justice. Enter the forensic team, tasked with providing objective recognition and identification and evaluating physical evidence (the clues) to support known or suspected circumstances. Far from the super-sleuths of fiction, the real-life masters of deduction occupy a world of dogged detection, analysing fingerprints or gait, identifying traces of toxins, drugs or explosives, matching digital data, performing anatomical dissection, disease diagnosis, facial reconstruction and environmental profiling.

How to Get Your Point Across in 30 Seconds Or Less - Milo O. Frank 1987

Learn how to get your listener's attention, keep her interest, and make your point—all in thirty seconds!

Milo Frank, America's foremost business communications consultant, shows you how to focus your objectives, utilize the "hook" technique, use the secrets of TV and advertising writers, tell terrific anecdotes that make your point, shine in meetings and question-and-answer sessions, and more! These proven techniques give you the edge that successful people share—the art of communicating quickly, precisely, and powerfully!

30-Second Chemistry - Nivaldo Tro 2020-01-07

Chemistry is the science of matter. This book boils it down to its essential elements - in just 30 seconds.

30-Second Architecture - Edward Denison 2018-07-25

If you would like to know your arch from your elevation, and your Baroque from your Brutalism, or you wish to end your next dinner party with a stirring speech about Sustainable Architecture, this is the quickest way to construct your argument.

30-Second Ancient Rome - Matthew Nicholls 2014-08-04

You know that Rome wasn't built in a day, but just how did a cluster of small hilltop villages expand to become one of the greatest empires in history? Why did Romulus kill his brother Remus? How was a legion organized? Did people really speak Latin? What entertainment could you see at the Colosseum? And what was daily life like for a Roman citizen? This book takes a novel approach to answering all these questions and more. 30-Second Ancient Rome presents a unique insight into one of the most brilliantly governed societies, where military might and expansive empire paved the way for technological advances that helped shape our modern existence. From aqueducts to sewers, from mosaics to medical diagnoses, this is the straightest road toward understanding the 50 key innovations and ideas that developed and defined one of the world's great civilizations.

The Psychology of Habit - Bas Verplanken 2018-10-30

This unique reference explores the processes and nuances of human habits through social psychology and behavioral lenses. It provides a robust definition and theoretical framework for habit as well as up-to-date information on habit measurement, addressing such questions as which mechanisms are involved in habitual action and whether people can report accurately on their own habits. Specialized chapters pay close attention to how habits can be modified, as well as widely varying manifestations of habitual thoughts and behaviors, including the mechanisms of drug addiction and recovery, the repetitive characteristics of autism, and the unwitting habits of health professionals that may impede patient care. And across these pages, contributors show the potential for using the processes of maladaptive habits to replace them with positive and health-promoting ones. Throughout this volume attention is also paid to the practice of conducting habit research. Among the topics covered: Habit mechanisms and behavioral complexity. Complexities and controversies of physical activity habit. Habit discontinuities as vehicles for behavior change. Habits in depression: understanding and intervention. A critical review of habit theory of drug dependence. Questions about the automaticity of habitual behaviors. The Psychology of Habit will interest psychologists across a wide spectrum of domains: habit researchers in broader areas of social and health psychology, professionals working in (sub)clinical areas, interested scholars in marketing, consumer

research, communication, and education, and public policymakers dealing with questions of behavioral change in the areas of health, sustainability, and/or education.

30-Second Anatomy - Gabrielle M Finn 2013-07-01

The 50 most important structures and systems in the human body, each explained in half a minute. The bestselling 30-Second series offers a new approach to learning about those subjects you feel you should really understand. Every title takes a popular topic and dissects it into the 50 most significant ideas at its heart. Each idea, no matter how complex, is explained using a mere two pages, 300 words, and one picture: all easily digested in only half a minute. 30-Second Anatomy offers you an instant diagnosis of how your body works. Whether you're a medical student, an artist, a body worker, or simply want to know what your doctor is talking about when he mentions your humerus, this is the quickest way to get under your own skin. Dissecting the workings of everything from your heart to your brain into 30-second summaries, this is the quickest way to understand the structures and systems that are you. Supported by biographies of the pioneers in anatomy studies, it's the book that would have kept Burke and Hare home at night.

30-Second Elements - Eric Scerri 2013-08-01

When was radium discovered? Who are Dmitri Mendeleev and Glenn T. Seaborg? Who discovered uranium's radioactivity? Which element is useful for dating the age of Earth? And why doesn't gold have a scientific name? 30-Second Elements presents you with the very foundations of chemical knowledge, explaining concisely the 50 most significant chemical elements. This book uses helpful glossaries and tables to fast track your knowledge of the other 68 elements and the relationships between all of them.

30-Second Economics - Donald Marron 2011-04-07

Keynesian Economics, Free Market Capitalism, Monetarism, Game Theory and the Invisible Hand. Sure, you know what they mean. That is, you've certainly heard of them. But do you know enough about these economic theories to join a dinner party debate or dazzle the bar with your financial knowledge? 30 Second Economics takes the top 50 economic theories, and explains them to the general reader in half a minute, using nothing more than two pages, 300 words and one picture. Economics will suddenly seem a lot more fun than the economy, and make a lot more sense, and along the way you'll meet founding fathers of modern economics such as Adam Smith, David Ricardo and Alfred Marshall. From Marxism to Mercantilism, plus everything in between, this is the ultimate 'crash' course in economic theory.

Thirty-second Theories - Paul Parsons 2010

When it comes to big science, very few things are conclusively known. From Quantum Mechanics to Natural Selection, what we have instead are theories - ideas explain why things happen the way they do. We don't know for certain these are correct - no one ever saw the Big Bang - but with them we can paint beautiful, breathtaking pictures of everything from human behaviour to what the future may hold. Profiling the key scientists behind each theory, "30-Second Theories" presents each entry in a unique, eye-catching full-colour design, with thought-provoking extras and stylish illustrations. It is essential for anyone keen on expanding their mind with science's most thrilling ideas.

Psychology Squared - Christopher Sterling 2016-06-16

Psychology is one of the most important applied sciences, investigating everything from the way we interact with each other to the means by which we perceive and interpret the world around us. This is vital to self-understanding, but to the outsider psychological concepts can all too often seem like a blur of jargon and buzzwords. Ever wondered how your thought process works? Why you act the way you do? How you learn and remember? Psychology Squared is the key to a better understanding of the way your mind works. Psychology Squared is an accessible introduction to the evidence, theories and hypotheses that inform the modern science of the human mind. With 100 topics divided into 10 chapters, it guides the reader from basic concepts, through the current thinking about areas such as cognition, problem solving and emotion, to the latest ideas about psychological problems and interventions. Psychology Squared is the ideal primer or refresher for those who want to get to grips with exactly what makes us tick—previously complex topics are made much more engaging and comprehensible with infographics and accessible text.

30-Second Evolution - Mark Fellowes 2015-06-01

The 50 most significant ideas and events, each explained in half a minute.

30-Second Astronomy - Francois Fressin 2018-05-03

How hot is Venus? Can you distinguish between a pulsar and a quasar? Is there a universe or a multiverse? Where do we fit into the infinitely grand scheme of things? How do we map the Cosmic Microwave Background? Most tantalizing of all: Is there anyone out there? The answers to these and many other far-out questions lie in your hands. Everyone's gazing at the heavens, but a voyage through the star-studded contents of this book will blow your mind. Astronomy encapsulates the terrifying hugeness of the cosmos into bite-size particles that mere earthlings can understand: 50 incredible discoveries brought down to Earth using no more than two pages, 300 words, and a picture. This one small volume takes you on a cosmic tour, shedding light on the most awesome of objects and places, explaining some very big ideas, concepts, and discoveries, and presenting the scientists and observers who have done so much to crack Life, the Universe, and Everything. Welcome aboard.

30-Second Psychology - Christian Jarrett 2011-06-21

The key ideas in Psychology explained, with colour illustrations, in half a minute. Pavlov's Dogs, Psychoanalysis, Milgram's Obedience Study, and Beck's Cognitive Therapy? Sure, you know what they all mean. That is, you've certainly heard of them. But do you know enough about these psychology theories to join a dinner party debate or dazzle the bar with your knowledge? 30-Second Psychology takes the top 50 strands of thinking in this fascinating field, and explains them to the general reader in half a minute, using nothing more than two pages, 300 words, and one picture. The inner workings of the human mind will suddenly seem a lot more fun, and along the way we meet many of the luminaries in the field, including William James, Aaron Beck, and (of course) Sigmund Freud. From Behaviorism to Cognitivism, what better way to get a handle on your inner demons?

Understanding Our Mind - Thich Nhat Hanh 2002-02-09

Nautilus Award Finalist The renowned Zen's monk's profound study of Buddhist psychology—with insights into how these ancient teachings apply to the modern world Based on the fifty verses on the nature of consciousness taken from the great fifth-century Buddhist master Vasubandhu and the teachings of the Avatamsaka Sutra, Thich Nhat Hanh focuses on the direct experience of recognizing, embracing, and looking deeply into the nature of our feelings and perceptions. Presenting the basic teachings of Buddhist applied psychology, Understanding Our Mind shows us how our mind is like a field, where every kind of seed is planted—seeds of suffering, anger, happiness, and peace. The quality of our life depends on the quality of the seeds in our mind. If we know how to water seeds of joy and transform seeds of suffering, then understanding, love, and compassion will flower. Vietnamese Zen Master Thuong Chieu said, "When we understand how our mind works, the practice becomes easy."

30-Second London - Edward Dennison 2017-02-22

Discover underground London, secret London, suburban London, and much more, on a revealing whistlestop city tour.

30-Second Great Art - Lee Beard 2018-10-04

The great painting and sculpture of the past is the indispensable backbone of most people's visual library,

but wrangling centuries of wonderful works by thousands of artists into a digestible form that allows you to focus on their detail and direction can be tough. Enter 30-Second Great Art. It takes readers on an engrossing tour of 50 top-flight works by artists from Giotto to Marlene Dumas, including a full-page reproduction of each one, accompanied by text that puts it in the context of the world in which it was created, and adds another piece to the jigsaw puzzle of the history of art. Along the way, special spreads will offer insights into the collectors and critics of the past, as well as its creators, and a glossary for each chapter will explain specialist terms. Succinct, lively descriptions make for speedy and enjoyable reading; it's like taking a trip round the world's greatest art gallery.

30-Second Psychology - Christian Jarrett 2017-09

The key ideas in Psychology explained, with colour illustrations, in half a minute. Pavlov's Dogs, Psychoanalysis, Milgram's Obedience Study, and Beck's Cognitive Therapy? Sure, you know what they all mean. That is, you've certainly heard of them. But do you know enough about these psychology theories to join a dinner party debate or dazzle the bar with your knowledge? 30-Second Psychology takes the top 50 strands of thinking in this fascinating field, and explains them to the general reader in half a minute, using nothing more than two pages, 300 words, and one picture. The inner workings of the human mind will suddenly seem a lot more fun, and along the way we meet many of the luminaries in the field, including William James, Aaron Beck, and (of course) Sigmund Freud. From Behaviorism to Cognitivism, what better way to get a handle on your inner demons?

30-Second Theories - DR. PAUL. REES PARSONS (MARTIN. BLACKMORE, SUSAN.) 2018-03-08

When it comes to big science, very few things are conclusively known. From Quantum Mechanics to Natural Selection, what we have instead are theories - ideas explain why things happen the way they do. We don't know for certain these are correct - no one ever saw the Big Bang - but with them we can paint beautiful, breathtaking pictures of everything from human behaviour to what the future may hold. Profiling the key scientists behind each theory, "30-Second Theories" presents each entry in a unique, eye-catching full-colour design, with thought-provoking extras and stylish illustrations. It is essential for anyone keen on expanding their mind with science's most thrilling ideas.

30-Second Biology - Nick Battey 2018-07-25

The 50 most thought-provoking theories of life, each explained in half a minute. 30-Second Biology tackles the vital science of life, dissecting the 50 most thought-provoking theories of our ecosystem and ourselves. At a time when discoveries in DNA allow us to feel more connected than ever to the natural world, this is the fastest route to an understanding of the tree of life. Whether you're dipping into the gene pool, unlocking cells, or conversing on biodiversity, this is all the knowledge you need to bring life to the dinner-party debate. An internationally bestselling series presents essential concepts in a mere 30 seconds, 300 words, and one image; The 50 most important ideas and innovations in biology dissected and explained clearly without the clutter; The fastest way to learn about cells, reproduction, animals, plants, evolution and ecosystems.