

# Scale The Universal Laws Of Growth Innovation Sustainability And The Pace Of Life In Organisms Cities Economies And Companies

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## Growth

Looks at international negotiation from a novel, relational international law  
perspective and challenges prescriptive models.

## Worlds Hidden in Plain Sight

A groundbreaking argument for why alien life will evolve to be much like life here  
on Earth We are all familiar with the popular idea of strange alien life wildly  
different from life on earth inhabiting other planets. Maybe it's made of silicon!  
Maybe it has wheels! Or maybe it doesn't. In *The Equations of Life*, biologist  
Charles S. Cockell makes the forceful argument that the laws of physics narrowly  
constrain how life can evolve, making evolution's outcomes predictable. If we were  
to find on a distant planet something very much like a lady bug eating something  
like an aphid, we shouldn't be surprised. The forms of life are guided by a limited  
set of rules, and as a result, there is a narrow set of solutions to the challenges of  
existence. A remarkable scientific contribution breathing new life into Darwin's  
theory of evolution, *The Equations of Life* makes a radical argument about what life  
can--and can't--be.

## The Joy of x

From the Yangtze to the Yellow River, China is traversed by great waterways,  
which have defined its politics and ways of life for centuries. Water has been so  
integral to China's culture, economy, and growth and development that it provides  
a window on the whole sweep of Chinese history. In *The Water Kingdom*, renowned  
writer Philip Ball opens that window to offer an epic and powerful new way of  
thinking about Chinese civilization. Water, Ball shows, is a key that unlocks much  
of Chinese culture. In *The Water Kingdom*, he takes us on a grand journey through  
China's past and present, showing how the complexity and energy of the country  
and its history repeatedly come back to the challenges, opportunities, and  
inspiration provided by the waterways. Drawing on stories from travelers and

explorers, poets and painters, bureaucrats and activists, all of whom have been influenced by an environment shaped and permeated by water, Ball explores how the ubiquitous relationship of the Chinese people to water has made it an enduring metaphor for philosophical thought and artistic expression. From the Han emperors to Mao, the ability to manage the waters — to provide irrigation and defend against floods — was a barometer of political legitimacy, often resulting in engineering works on a gigantic scale. It is a struggle that continues today, as the strain of economic growth on water resources may be the greatest threat to China's future. The Water Kingdom offers an unusual and fascinating history, uncovering just how much of China's art, politics, and outlook have been defined by the links between humanity and nature.

## International Negotiation

In the bestselling tradition of Malcom Gladwell, James Gleick, and Nate Silver, prominent professor László Barabási gives us a trailblazing book that promises to transform the very foundations of how our success-obsessed society approaches their professional careers, life pursuits and long-term goals. Too often, accomplishment does not equal success. We did the work but didn't get the promotion; we played hard but weren't recognized; we had the idea but didn't get the credit. We convince ourselves that talent combined with a strong work ethic is the key to getting ahead, but also realize that combination often fails to yield results, without any deeper understanding as to why. Recognizing this striking disconnect, the author, along with a team of renowned researchers and some of the most advanced data-crunching systems on the planet, dedicated themselves to one goal: uncovering that ever-elusive link between performance and success. Now, based on years of academic research, The Formula finally unveils the groundbreaking discoveries of their pioneering study, not only highlighting the scientific and mathematic principles that underpin success, but also revolutionizing our understanding of: Why performance is necessary but not adequate Why "Experts" are often wrong How to assemble a creative team primed for success How to most effectively engage our networks "This is not just an important but an imperative project: to approach the problem of randomness and success using the state of the art scientific arsenal we have. Barabasi is the person."-Nassim Nicholas Taleb, author of the New York Times bestselling The Black Swan and Distinguished Professor of Risk Engineering at NYU

## The Formula

What if I told you that the last thing you want from a potential acquirer is a term sheet? Or that the casualty of a bidding war is most likely going to be you? Or the presentation you use when you meet with investors is almost the opposite of the one you should use with strategic partners? Or that acquirers' efforts to reduce their risk when making an acquisition can often increase the likelihood of their failure? Startup acquisitions are counterintuitive. Many of the moves your intuition would lead you to make are wrong. These bad moves can hurt, or kill, a deal. The good news is—once you've absorbed this book—you won't be one of the mistake makers. This book is going to give you a framework for attracting acquisition interest, and if you choose to pursue being acquired, it's going to show you how to optimize and close the deal.

## **The Model Thinker**

A systematic investigation of growth in nature and society, from tiny organisms to the trajectories of empires and civilizations. Growth has been both an unspoken and an explicit aim of our individual and collective striving. It governs the lives of microorganisms and galaxies; it shapes the capabilities of our extraordinarily large brains and the fortunes of our economies. Growth is manifested in annual increments of continental crust, a rising gross domestic product, a child's growth chart, the spread of cancerous cells. In this magisterial book, Vaclav Smil offers systematic investigation of growth in nature and society, from tiny organisms to the trajectories of empires and civilizations. Smil takes readers from bacterial invasions through animal metabolisms to megacities and the global economy. He begins with organisms whose mature sizes range from microscopic to enormous, looking at disease-causing microbes, the cultivation of staple crops, and human growth from infancy to adulthood. He examines the growth of energy conversions and man-made objects that enable economic activities--developments that have been essential to civilization. Finally, he looks at growth in complex systems, beginning with the growth of human populations and proceeding to the growth of cities. He considers the challenges of tracing the growth of empires and civilizations, explaining that we can chart the growth of organisms across individual and evolutionary time, but that the progress of societies and economies, not so linear, encompasses both decline and renewal. The trajectory of modern civilization, driven by competing imperatives of material growth and biospheric limits, Smil tells us, remains uncertain.

## **Origin Story**

Organizes basic success principles into twelve universal laws. Each law is presented showing spiritual, biblical, and metaphysical foundations while demonstrating step-by-step action techniques to apply the law and get desired results. Each chapter is self-contained with summaries and review questions at the end. Perfect for readers who want to learn the keys to success and immediately put their knowledge into action.

## **Class Clowns**

At the heart of the universe is a steady, insistent beat, the sound of cycles in sync. Along the tidal rivers of Malaysia, thousands of fireflies congregate and flash in unison; the moon spins in perfect resonance with its orbit around the earth; our hearts depend on the synchronous firing of ten thousand pacemaker cells. While the forces that synchronize the flashing of fireflies may seem to have nothing to do with our heart cells, there is in fact a deep connection. Synchrony is a science in its infancy, and Strogatz is a pioneer in this new frontier in which mathematicians and physicists attempt to pinpoint just how spontaneous order emerges from chaos. From underground caves in Texas where a French scientist spent six months alone tracking his sleep-wake cycle, to the home of a Dutch physicist who in 1665 discovered two of his pendulum clocks swinging in perfect time, this fascinating book spans disciplines, continents, and centuries. Engagingly written for readers of books such as Chaos and The Elegant Universe, Sync is a tour-de-force of

## **The Science of Right**

Geoffrey West's research centres on a quest to find unifying principles and patterns connecting everything from cells and ecosystems to cities, social networks and businesses. SCALE addresses big, urgent questions about global sustainability, population explosion, urbanization, ageing, cancer, human lifespans and the increasing pace of life, but also encourages us to question the world around us. Why can we live for 120 years but not for a thousand? Why does the pace of life continually increase? Why do mice live for just two or three years and elephants for up to 75? Why do companies behave like mice, and are they all destined to die? Do cities, companies and human beings have natural, pre-determined lifespans? Why, in fact, do we die? Are we just a fascinating experiment in natural selection that is ultimately doomed to fail? And what is the origin of the magic number 4 that seems to determine much of physiology and life-history from birth to death? SCALE is a seminal book of breathtaking originality and scope.

## **Scale**

Oxford Handbooks of Political Science are the essential guide to the state of political science today. With engaging contributions from 51 major international scholars, the Oxford Handbook of Contextual Political Analysis provides the key point of reference for anyone working in political science and beyond.

## **Maximum Influence**

This book presents a radical new picture of natural order. The Newtonian idea of a cosmos ruled by universal and exceptionless laws has been superseded; replaced by a conception of nature as a realm of diverse powers, potencies, and dispositions, a 'dappled world'. There is order in nature, but it is more local, diverse, piecemeal, open, and emergent than Newton imagined. In each chapter expert authors expound the historical context of the idea of laws of nature, and explore the diverse sorts of order actually presupposed by work in physics, biology, and the social sciences. They consider how human freedom might be understood, and explore how Newton's idea of a 'universal designer' might be revised, in this new context. They argue that there is not one unified totalizing program of science, aiming at the completion of one closed causal system. We live in an ordered universe, but we need to rethink the classical idea of the 'laws of nature' in a more dynamic and creatively diverse way.

## **Complexity**

From preeminent math personality and author of The Joy of x, a brilliant and endlessly appealing explanation of calculus - how it works and why it makes our lives immeasurably better. Without calculus, we wouldn't have cell phones, TV, GPS, or ultrasound. We wouldn't have unraveled DNA or discovered Neptune or figured out how to put 5,000 songs in your pocket. Though many of us were scared

away from this essential, engrossing subject in high school and college, Steven Strogatz's brilliantly creative, down-to-earth history shows that calculus is not about complexity; it's about simplicity. It harnesses an unreal number--infinity--to tackle real-world problems, breaking them down into easier ones and then reassembling the answers into solutions that feel miraculous. *Infinite Powers* recounts how calculus tantalized and thrilled its inventors, starting with its first glimmers in ancient Greece and bringing us right up to the discovery of gravitational waves (a phenomenon predicted by calculus). Strogatz reveals how this form of math rose to the challenges of each age: how to determine the area of a circle with only sand and a stick; how to explain why Mars goes "backwards" sometimes; how to make electricity with magnets; how to ensure your rocket doesn't miss the moon; how to turn the tide in the fight against AIDS. As Strogatz proves, calculus is truly the language of the universe. By unveiling the principles of that language, *Infinite Powers* makes us marvel at the world anew.

## **Why Save the Bankers?**

### **Universal Laws Never Before Revealed**

The Science of Right has for its object the principles of all the laws which it is possible to promulgate by external legislation. Where there is such a legislation, it becomes, in actual application to it, a system of positive right and law; and he who is versed in the knowledge of this system is called a jurist or jurisconsult (jurisconsultus). A practical jurisconsult (jurisperitus), or a professional lawyer, is one who is skilled in the knowledge of positive external laws, and who can apply them to cases that may occur in experience. Such practical knowledge of positive right, and law, may be regarded as belonging to jurisprudence (jurisprudencia) in the original sense of the term.

## **Scale**

*Universal Principles of Design, Revised and Updated* is a comprehensive, cross-disciplinary encyclopedia covering 125 laws, guidelines, human biases, and general considerations important to successful design. Richly illustrated and easy to navigate, it pairs clear explanations of every design concept with visual examples of the ideas applied in practice. From the 80/20 Rule to the Weakest Link, every major design concept is defined and illustrated. Whether a marketing campaign or a museum exhibit, a video game or a complex control system, the design we see is the culmination of many concepts and practices brought together from a variety of disciplines. Because no one can be an expert on everything, designers have always had to scramble to find the information and know-how required to make a design work—until now. Just a few of the principles that will broaden your design knowledge, promote brainstorming, and help you check the quality of your work: Baby-Face Bias Expectation Effect Golden Ration Ockham's Razor Proximity Scaling Fallacy The book is organized alphabetically so that principles can be easily and quickly referenced by name. For those interested in addressing a specific problem of design, the principles have also been indexed by questions commonly confronting designers (How can I help people learn from my

design? How can I enhance the usability of a design? How can I make better design decisions? ). Each principle is presented in a two-page format. The first page contains a succinct definition, a full description of the principle, examples of its use, and guidelines for use. Side notes are included, and provide elaborations and references. The second page contains visual examples and related graphics to support a deeper understanding of the principle. This landmark reference is the standard for designers, engineers, architects, and students who seek to broaden and improve their design expertise.

## Gene Machine

Transform Your Organization by Scaling Leadership How do senior leaders, in their own words, describe the most effective leaders—the ones that get results, grow the business, enhance the culture and leave in their wake a trail of other really effective leaders? Conversely, how do senior leaders describe the kind of leader that undercuts the organization's capacity and capability to create its future? This book, based on groundbreaking research, shows how senior leaders describe and develop leadership that works, that does not, that scales, and that limits scale. Is your leadership built for scale as you advance in today's volatile, uncertain, dynamic, and disruptive business environment? This context puts a premium on a very particular kind of leadership—High-Creative leadership capable of rapidly growing the organization while simultaneously transforming it into more agile, innovative, adaptive and engaging workplace. The research presented in this book suggests that senior leaders can describe the High-Creative leadership with surprising clarity. They also describe with equal precision the High-Reactive leadership that cancels itself out and seriously limits scale. Which type of leader are you? You scale your leadership by increasing the multiple on your leadership in three ways. First, by developing the strengths that differentiate the most effective leaders from the strengths deployed by the most Reactive and ineffective leaders. And second, by increasing your leadership ratio—the ratio of most the effective strengths to the most damaging liabilities. Third, by developing High-Creative leaders all around you. Scaling Leadership provides a proven framework for magnifying agile and scalable leadership in your organization. Scalable leadership drives forward-momentum by multiplying high-achieving leaders at scale so that growth, productivity and innovation increase exponentially. Creative leaders multiply their strengths beyond technical competence by leading in deep relationship, with radical humanity, passion and integrity. Drawing upon decades of solid research and experience enhancing individual capability and collective leadership effectiveness with Fortune 500 companies and government agencies, the authors provide an innovative and efficient framework to help you: Take stock of your own personal balance of leadership strengths and weaknesses Scale your leadership in deep relationship and high integrity Proliferate high-achievers throughout your organization's leadership system Identify ineffective leadership and course-correct quickly Transform your organization by transforming leadership Scaling Leadership is an invaluable tool for executives, managers, and leaders in business, academia, nonprofit organizations, and more. This innovative resource provides effective techniques, real-world examples, and expert guidance for organizations seeking to improve performance, align and execute strategies, and transform their business with scalable leadership capability.

This New York Times bestseller "elegantly weaves evidence and insights . . . into a single, accessible historical narrative" (Bill Gates) and presents a captivating history of the universe -- from the Big Bang to dinosaurs to mass globalization and beyond. Most historians study the smallest slivers of time, emphasizing specific dates, individuals, and documents. But what would it look like to study the whole of history, from the big bang through the present day -- and even into the remote future? How would looking at the full span of time change the way we perceive the universe, the earth, and our very existence? These were the questions David Christian set out to answer when he created the field of "Big History," the most exciting new approach to understanding where we have been, where we are, and where we are going. In Origin Story, Christian takes readers on a wild ride through the entire 13.8 billion years we've come to know as "history." By focusing on defining events (thresholds), major trends, and profound questions about our origins, Christian exposes the hidden threads that tie everything together -- from the creation of the planet to the advent of agriculture, nuclear war, and beyond. With stunning insights into the origin of the universe, the beginning of life, the emergence of humans, and what the future might bring, Origin Story boldly reframes our place in the cosmos.

## **Sync**

Salespeople, consultants, managers, executives, entrepreneurs. . . Influence is a crucial tool for absolutely anyone seeking success and prosperity. But how can everyday people actually become more influential? Maximum Influence unlocks the secrets of the master influencers. Now in an all-new edition, the book combines scientific research with real-world studies, presenting the most authoritative and effective arsenal of persuasion techniques ever. Author and renowned expert Kurt Mortensen reveals the 12 Laws of Persuasion, explaining why each law works, how to use it, and what to avoid. You will learn about the law of dissonance, the law of contrast, the law of expectation-and nine other proven principles that consciously and unconsciously propel people to act. You will also discover how to: \* Read anyone instantly \* Get people to trust you instinctively \* Change minds easily \* And convince anyone to give you almost anything With new case studies and cutting-edge influencing techniques, this is the ultimate guide to the art and science of getting exactly what you want-when you want.

## **Universal Laws of Success**

Everything happens for a reason. For every cause there is an effect, and for every effect, there is a specific cause or causes. Through Universal Laws of Success, discover the 'laws' that govern success, money, happiness, love, business, motivation, ability and all other aspects of self-fulfillment and use them to change your life forever.

## **On Growth and Form**

From power outages to predicting the future, this volume juxtaposes current

research at the Santa Fe Institute with thirty years of Bulletins from the world headquarters in complexity science.

## **Tao**

"An economist explores the five laws that confirm our worst fears: stupid people can and do rule the world"--

## **Carl Rogers**

In every major city in the world there is a housing crisis. How did this happen and what can we do about it? Everyone needs and deserves housing. But today our homes are being transformed into commodities, making the inequalities of the city ever more acute. Profit has become more important than social need. The poor are forced to pay more for worse housing. Communities are faced with the violence of displacement and gentrification. And the benefits of decent housing are only available for those who can afford it. *In Defense of Housing* is the definitive statement on this crisis from leading urban planner Peter Marcuse and sociologist David Madden. They look at the causes and consequences of the housing problem and detail the need for progressive alternatives. The housing crisis cannot be solved by minor policy shifts, they argue. Rather, the housing crisis has deep political and economic roots—and therefore requires a radical response. From the Trade Paperback edition.

## **Countering online hate speech**

How anyone can become a data ninja From the stock market to genomics laboratories, census figures to marketing email blasts, we are awash with data. But as anyone who has ever opened up a spreadsheet packed with seemingly infinite lines of data knows, numbers aren't enough: we need to know how to make those numbers talk. In *The Model Thinker*, social scientist Scott E. Page shows us the mathematical, statistical, and computational models—from linear regression to random walks and far beyond—that can turn anyone into a genius. At the core of the book is Page's "many-model paradigm," which shows the reader how to apply multiple models to organize the data, leading to wiser choices, more accurate predictions, and more robust designs. *The Model Thinker* provides a toolkit for business people, students, scientists, pollsters, and bloggers to make them better, clearer thinkers, able to leverage data and information to their advantage.

## **Complexity Theories of Cities Have Come of Age**

What enables individually simple insects like ants to act with such precision and purpose as a group? How do trillions of neurons produce something as extraordinarily complex as consciousness? In this remarkably clear and companionable book, leading complex systems scientist Melanie Mitchell provides an intimate tour of the sciences of complexity, a broad set of efforts that seek to explain how large-scale complex, organized, and adaptive behavior can emerge from simple interactions among myriad individuals. Based on her work at the Santa Fe Institute and drawing on its interdisciplinary strategies, Mitchell brings clarity to

the workings of complexity across a broad range of biological, technological, and social phenomena, seeking out the general principles or laws that apply to all of them. Richly illustrated, *Complexity: A Guided Tour*--winner of the 2010 Phi Beta Kappa Book Award in Science--offers a wide-ranging overview of the ideas underlying complex systems science, the current research at the forefront of this field, and the prospects for its contribution to solving some of the most important scientific questions of our time.

## **The Equations of Life**

Today, our cities are an embodiment of the complex, historical evolution of knowledge, desires and technology. Our planned and designed activities co-evolve with our aspirations, mediated by the existing technologies and social structures. The city represents the accretion and accumulation of successive layers of collective activity, structuring and being structured by other, increasingly distant cities, reaching now right around the globe. This historical and structural development cannot therefore be understood or captured by any set of fixed quantitative relations. Structural changes imply that the patterns of growth, and their underlying reasons change over time, and therefore that any attempt to control the morphology of cities and their patterns of flow by means of planning and design, must be dynamical, based on the mechanisms that drive the changes occurring at a given moment. This carefully edited post-proceedings volume gathers a snapshot view by leading researchers in field, of current complexity theories of cities. In it, the achievements, criticisms and potentials yet to be realized are reviewed and the implications to planning and urban design are assessed.

## **Infinite Powers**

Can we use the patterns and processes of convergent evolution to make inferences about universal laws of life, on Earth and elsewhere? In this book, Russell Powell investigates whether we can use the patterns and processes of convergent evolution to make inferences about universal laws of life, on Earth and elsewhere. Weaving together disparate philosophical and empirical threads, Powell offers the first detailed analysis of the interplay between contingency and convergence in macroevolution, as it relates to both complex life in general and cognitively complex life in particular. If the evolution of mind is not a historical accident, the product of convergence rather than contingency, then, Powell asks, is mind likely to be an evolutionarily important feature of any living world? Stephen Jay Gould argued for the primacy of contingency in evolution. Gould's "radical contingency thesis" (RCT) has been challenged, but critics have largely failed to engage with its core claims and theoretical commitments. Powell fills this gap. He first examines convergent regularities at both temporal and phylogenetic depths, finding evidence that both vindicates and rebuffs Gould's argument for contingency. Powell follows this partial defense of the RCT with a substantive critique. Among the evolutionary outcomes that might defy the RCT, he argues, cognition is particularly important—not only for human-specific issues of the evolution of intelligence and consciousness but also for the large-scale ecological organization of macroscopic living worlds. Turning his attention to complex cognitive life, Powell considers what patterns of cognitive convergence tell us

about the nature of mind, its evolution, and its place in the universe. If complex bodies are common in the universe, might complex minds be common as well?

## Just Six Numbers

Reflections on politics, the economy, and the modern world by the #1 New York Times–bestselling author of *Capital in the Twenty-First Century*. Thomas Piketty’s work has proved that unfettered markets lead to increasing inequality, and that without meaningful regulation, capitalist economies will concentrate wealth in an ever smaller number of hands, threatening democracy. For years, his newspaper columns have pierced the surface of current events to reveal the economic forces underneath. *Why Save the Bankers?* collects these columns from the period between the September 2008 collapse of Lehman Brothers and the November 2015 terrorist attacks in Paris. In crystalline prose, Piketty examines a wide range of topics, and along the way he decodes the European Union’s economic troubles, weighs in on oligarchy in the United States, wonders whether debts actually need to be paid back, and discovers surprising lessons about inequality by examining the career of Steve Jobs. Coursing with insight and flashes of wit, these brief essays offer a view of recent history through the eyes of one of the most influential economic thinkers of our time. “Easy to follow for readers without much knowledge of economics, especially when [Piketty] picks apart topics that defy classical economic logic; in this he resembles Paul Krugman, who similarly writes clearly on complex topics . . . Helps make sense of recent financial history.” —Kirkus Reviews “Anyone with an interest in politics, monetary policy, or international diplomacy will get a kick out of Piketty’s clear discussion.” —Shelf Awareness “If you have been influenced by Piketty’s landmark work on inequality, make sure to read this next.” —Naomi Klein, author of *The Shock Doctrine* and *This Changes Everything*

## Scaling in Biology

DivThe genesis of the universe elegantly explained in a simple theory based on just six numbers by one of the world's most renowned astrophysicists/div

## Scale

Carl Rogers was the psychiatrist who pioneered the practice of client-centred therapy, revolutionising the practice of psychotherapy, yet his own life was far from ideal. This biography explores his life - including his tortured marriage, his use of confidential information about his children's lives and his drinking - against the background of his work. The author draws heavily on the papers left by Rogers to the Library of Congress.

## At Home in the Universe

A major scientific revolution has begun, a new paradigm that rivals Darwin's theory in importance. At its heart is the discovery of the order that lies deep within the most complex of systems, from the origin of life, to the workings of giant corporations, to the rise and fall of great civilizations. And more than anyone else, this revolution is the work of one man, Stuart Kauffman, a MacArthur Fellow and

visionary pioneer of the new science of complexity. Now, in *At Home in the Universe*, Kauffman brilliantly weaves together the excitement of intellectual discovery and a fertile mix of insights to give the general reader a fascinating look at this new science--and at the forces for order that lie at the edge of chaos. We all know of instances of spontaneous order in nature--an oil droplet in water forms a sphere, snowflakes have a six-fold symmetry. What we are only now discovering, Kauffman says, is that the range of spontaneous order is enormously greater than we had supposed. Indeed, self-organization is a great undiscovered principle of nature. But how does this spontaneous order arise? Kauffman contends that complexity itself triggers self-organization, or what he calls "order for free," that if enough different molecules pass a certain threshold of complexity, they begin to self-organize into a new entity--a living cell. Kauffman uses the analogy of a thousand buttons on a rug--join two buttons randomly with thread, then another two, and so on. At first, you have isolated pairs; later, small clusters; but suddenly at around the 500th repetition, a remarkable transformation occurs--much like the phase transition when water abruptly turns to ice--and the buttons link up in one giant network. Likewise, life may have originated when the mix of different molecules in the primordial soup passed a certain level of complexity and self-organized into living entities (if so, then life is not a highly improbable chance event, but almost inevitable). Kauffman uses the basic insight of "order for free" to illuminate a staggering range of phenomena. We see how a single-celled embryo can grow to a highly complex organism with over two hundred different cell types. We learn how the science of complexity extends Darwin's theory of evolution by natural selection: that self-organization, selection, and chance are the engines of the biosphere. And we gain insights into biotechnology, the stunning magic of the new frontier of genetic engineering--generating trillions of novel molecules to find new drugs, vaccines, enzymes, biosensors, and more. Indeed, Kauffman shows that ecosystems, economic systems, and even cultural systems may all evolve according to similar general laws, that tissues and terra cotta evolve in similar ways. And finally, there is a profoundly spiritual element to Kauffman's thought. If, as he argues, life were bound to arise, not as an incalculably improbable accident, but as an expected fulfillment of the natural order, then we truly are at home in the universe. Kauffman's earlier volume, *The Origins of Order*, written for specialists, received lavish praise. Stephen Jay Gould called it "a landmark and a classic." And Nobel Laureate Philip Anderson wrote that "there are few people in this world who ever ask the right questions of science, and they are the ones who affect its future most profoundly. Stuart Kauffman is one of these." In *At Home in the Universe*, this visionary thinker takes you along as he explores new insights into the nature of life.

## **In Defense of Housing**

Scaling relationships have been a persistent theme in biology at least since the time of Leonardo da Vinci and Galileo. Because scaling relationships are among the most general empirical patterns in biology, they have stimulated research to develop mechanistic hypotheses and mathematical models. While there have been many excellent empirical and theoretical investigations, there has been little attempt to synthesize this diverse but interrelated area of biology. In an effort to fill this void, *Scaling in Biology*, the first general treatment of scaling in biology in over 15 years, covers a broad spectrum of the most relevant topics in a series of

chapters written by experts in the field. Some of those topics discussed include allometry and fractal structure, branching of vascular systems of mammals and plants, biomechanical and life history of plants, invertebrates and vertebrates, and species-area patterns of biological diversity. Many more examples are included within this text to complete the broader picture. *Scaling in Biology* conveys the diversity, promise, and excitement of current research in this area, in a format accessible to a wide audience of not only specialists in the various sub-disciplines, but also students and anyone with a serious interest in biology.

## **The Water Kingdom**

“Delightful . . . easily digestible chapters include plenty of helpful examples and illustrations. You'll never forget the Pythagorean theorem again!”—*Scientific American* Many people take math in high school and promptly forget much of it. But math plays a part in all of our lives all of the time, whether we know it or not. In *The Joy of x*, Steven Strogatz expands on his hit *New York Times* series to explain the big ideas of math gently and clearly, with wit, insight, and brilliant illustrations. Whether he is illuminating how often you should flip your mattress to get the maximum lifespan from it, explaining just how Google searches the internet, or determining how many people you should date before settling down, Strogatz shows how math connects to every aspect of life. Discussing pop culture, medicine, law, philosophy, art, and business, Strogatz is the math teacher you wish you'd had. Whether you aced integral calculus or aren't sure what an integer is, you'll find profound wisdom and persistent delight in *The Joy of x*.

## **Magic Box Paradigm**

The past thirty years have seen dozens of otherwise successful investors try to improve education through the application of market principles. They have funneled billions of dollars into alternative schools, online education, and textbook publishing, and they have, with surprising regularity, lost their shirts. In *Class Clowns*, professor and investment banker Jonathan A. Knee dissects what drives investors' efforts to improve education and why they consistently fail. Knee takes readers inside four spectacular financial failures in education: Rupert Murdoch's billion-dollar effort to reshape elementary education through technology; the unhappy investors—including hedge fund titan John Paulson—who lost billions in textbook publisher Houghton Mifflin; the abandonment of Knowledge Universe, Michael Milken's twenty-year mission to revolutionize the global education industry; and a look at Chris Whittle, founder of EdisonLearning and a pioneer of large-scale transformational educational ventures, who continues to attract investment despite decades of financial and operational disappointment. Although deep belief in the curative powers of the market drove these initiatives, it was the investors' failure to appreciate market structure that doomed them. Knee asks: What makes a good education business? By contrasting rare successes, he finds a dozen broad lessons at the heart of these cautionary case studies. *Class Clowns* offers an important guide for public policy makers and guardrails for future investors, as well as an intelligent exposé for activists and teachers frustrated with the repeated underperformance of these attempts to shake up education.

## **Rule of Law for Nature**

'Human laws must be reformulated to keep human activities in harmony with the unchanging and universal laws of nature.' This 1987 statement by the World Commission on Environment and Development has never been more relevant and urgent than it is today. Despite the many legal responses to various environmental problems, more greenhouse gases than ever before are being released into the atmosphere, biological diversity is rapidly declining and fish stocks in the oceans are dwindling. This book challenges the doctrinal construction of environmental law and presents an innovative legal approach to ecological sustainability: a rule of law for nature which guides and transcends ordinary written laws and extends fundamental principles of respect, integrity and legal security to the non-human world.

## **The Twelve Universal Laws of Success**

## **The Pocket Universal Principles of Design**

Geoffrey West's research centres on a quest to find unifying principles and patterns connecting everything, from cells and ecosystems to cities, social networks and businesses. Why do organisms and ecosystems scale with size in a remarkably universal and systematic fashion? Is there a maximum size of cities? Of animals and plants? What about companies? Can scale show us how to create a more sustainable future? By applying the rigour of physics to questions of biology, visionary physicist Geoffrey West found that despite the riotous diversity in the sizes of mammals, they are all, to a large degree, scaled versions of each other. This speaks to everything from how long we can expect to live to how many hours of sleep we need. He then made the even bolder move of exploring his work's applicability to cities and to the business world. These investigations have led to powerful insights about the elemental natural laws that bind us together in profound ways, and how all complex systems are dancing to the same simple tune, however diverse and unrelated they may seem.

## **Scaling Leadership**

In the modern world, people are not only separated from their environment, but also from their own bodies and minds. We can learn to integrate all these fragments and return to our original nature. In 'Tao, the Subtle Universal Law', Hua-Ching Ni carefully presents the wisdom and practical methods that the ancient Chinese have successfully used for centuries. To lead a good stable life is to be aware of the actual conjoining of the universal subtle law with every moment and event of our lives. The real meaning of taoist self-discipline is to harmonize with universal law. This is almost the total secret of a Taoist life. The value of this book lies in the fact that it not only tells us 'why' but also 'how.'

## **The Oxford Handbook of Contextual Political Analysis**

A Nobel Prize-winning biologist tells the riveting story of his race to discover the

inner workings of biology's most important molecule "Ramakrishnan's writing is so honest, lucid and engaging that I could not put this book down until I had read to the very end."--Siddhartha Mukherjee, author of *The Emperor of All Maladies* and *The Gene* Everyone has heard of DNA. But by itself, DNA is just an inert blueprint for life. It is the ribosome--an enormous molecular machine made up of a million atoms--that makes DNA come to life, turning our genetic code into proteins and therefore into us. *Gene Machine* is an insider account of the race for the structure of the ribosome, a fundamental discovery that both advances our knowledge of all life and could lead to the development of better antibiotics against life-threatening diseases. But this is also a human story of Ramakrishnan's unlikely journey, from his first fumbling experiments in a biology lab to being the dark horse in a fierce competition with some of the world's best scientists. In the end, *Gene Machine* is a frank insider's account of the pursuit of high-stakes science.

## **Contingency and Convergence**

Classic of modern biology sets forth seminal "theory of transformation" ? that evolution takes place in large-scale transformations of body as a whole. Over 500 photographs and drawings.

## **The Basic Laws of Human Stupidity**

"Visionary physicist Geoffrey West is a pioneer in the field of complexity science, the science of emergent systems and networks Fascinated by issues of aging and mortality, West applied the rigor of a physicist to the biological question of why we live as long as we do and no longer. The result was astonishing, and changed science, creating a new understanding of energy use and metabolism: West found that despite the riotous diversity in the sizes of mammals, they are all, to a large degree, scaled versions of each other West's work has been gaming changing for biologists, but then he made the even bolder move of exploring his work's applicability and applied[it] to the business and social world."--

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