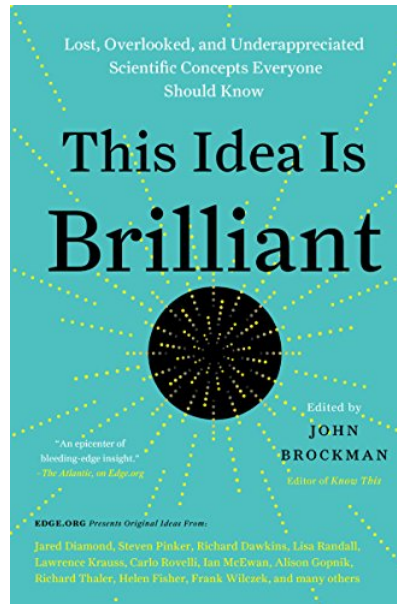


# fT762 [Free PDF File] This Idea Is Brilliant: Lost, Overlooked, and Underappreciated Scientific Concepts Everyone Should Know



CONTINUE ►

Brilliant but overlooked ideas you must know, as revealed by today's most innovative minds What scientific term or concept ought to be more widely known? That is the question John Brockman, publisher of the acclaimed science salon Edge.org ("The world's smartest website"—The Guardian), presented to 205 of the world's most influential thinkers from across the intellectual spectrum—award-winning physicists, economists, psychologists, philosophers, novelists, artists, and more. From the origins of the universe to the order of everyday life, This Idea Is Brilliant takes readers on a tour of the bold, exciting, and underappreciated scientific concepts that will enrich every mind. Pulitzer Prize–winning author of Guns, Germs, and Steel JARED DIAMOND on the lost brilliance of common sense \* Oxford evolutionary biologist RICHARD DAWKINS on how The Genetic Book of the Dead could reconstruct ecological history \* philosopher REBECCA NEWBERGER GOLDSTEIN on how to extend our grasp of reality beyond what we can see and touch \* author of Seven Brief Lessons on Physics CARLO ROVELLI on the interconnected fabric of information \* Booker Prize–winning novelist IAN McEWAN on the Navier-Stokes equations, which govern everything from weather prediction to aircraft design and blood flow \* cosmologist LAWRENCE M. KRAUSS on the hidden blessings of uncertainty \* psychologist STEVEN PINKER on the fight against entropy \* Nobel Prize–winning economist RICHARD THALER on the visionary power of the “premortem” \* Grammy Award–winning musician BRIAN ENO on confirmation bias in the Internet age \* advertising guru RORY SUTHERLAND on the world-changing power of sex appeal \* Harvard physicist LISA RANDALL on the power of the obvious \* Wired founding editor KEVIN KELLY on how to optimize your chances at success \* Nobel Prize winner FRANK WILCZEK on the creative potential of complementarity \* Pulitzer Prize–winning New York Times reporter JOHN MARKOFF on the synthetic metamaterials that soon will transform industry and technology \* euroscientist SAM HARRIS on the lost art of intellectual honesty \* Berkeley psychologist ALISON GOPNIK on the role of life history in the human story, and many others.

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