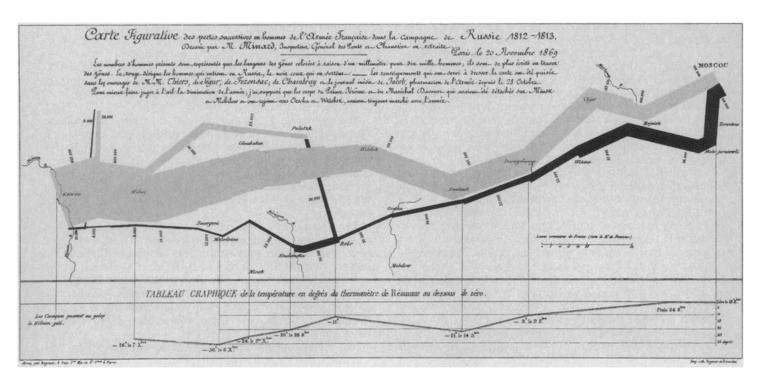
The Visual Display of Quantitative Information EDWARD R. TUFTE



This map, drawn by the French engineer Charles Joseph Minard in 1869, portrays the losses suffered by Napoleon's army in the Russian campaign of 1812. Beginning at the left on the Polish-Russian border near the Niemen, the thick band at the top shows the size of the army (422,000 men) as it invaded Russia in June 1812. The width of the band indicates the size of the army at each position. In September, the army reached Moscow, which was by then sacked and deserted, with 100,000 men. The path of Napoleon's retreat from Moscow in the bitterly cold winter is depicted by the dark lower band, which is tied to a temperature scale (note how the path of retreating army and the temperature line move in parallel). The remains of the Grande Armée struggled out of Russia with only 10,000 men. Minard displayed six dimensions of data on the two-dimensional surface of the paper. It may well be the best statistical graphic ever drawn.

- reading. A devastating critique of many standard statistical graphical techniques, but a constructive one that suggests many ingenious and effective improvements and alternatives." NATURE
- "A classic reference. The overall intention and power of the book is stunning. Beautifully produced, as beautiful physically as it is intellectually." OPTICAL ENGINEERING
- "A fascinating book, compulsory "Original, beautifully presented, sharp and learned, this book is a work of art. The art here is a cognitive art, the graphic display of relations and empirical data, now an indispensable tool of science and engineering." SCIENTIFIC AMERICAN
 - "A touchstone of style for computer graphics." PC MAGAZINE
 - "A beautiful, brilliant book." AMERICAN MATHEMATICAL MONTHLY

"The most important contribution so far to the study of the graph." **IOURNAL OF THE AMERICAN** STATISTICAL ASSOCIATION

Science News Book Order Service 1719 N St., NW Washington, DC 20036

Please send _ _copy(ies) of The Visual Display of Quantitative Information. I include a check payable to Science News Book Order Service for \$34.00 plus \$1.00 handling (total \$35.00) for each copy. Domestic orders only.

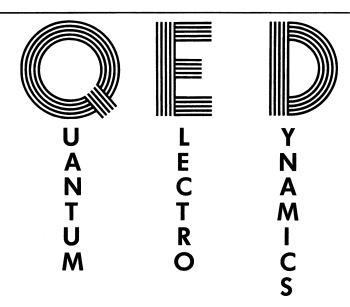
Name Address City Zip

An Ideal Gilt! Graduation

Graphics Press, 1983, 197 pages, 9" x 11", hardcover, \$34.00

RB559

State



The Strange Theory of Light and Matter

RICHARD P. FEYNMAN

Renowned theoretical physicist, Richard Feynman, here presents the forbiddingly named theory of quantum electrodynamics for the general public with the clarity, accuracy, and completeness that have made his lectures famous.

He begins with a discussion on the reflection of monochromatic light, followed by one on electrons and their interactions. Finally we see how the theory of quantum electrodynamics helps us understand quarks, gluons and other major terms of current physics; he also discusses the relation of quantum electrodynamics to the rest of physics.

"The theory of quantum electrodynamics describes Nature as absurd from the point of view of common sense. And it agrees fully with experiment. So I hope you can accept Nature as She is — absurd." — From the book

Princeton University Press, 1986, 158 pages, hardcover, \$18.50

Assuming little scientific background of his readers, Feynman describes the interaction of light and electrons which underlies almost everything we observe in the physical world.

Science News Book Order Service
1719 N Street, NW
Washington, DC 20036

Please send _____ copy(ies) of QED. I include a check payable to Science News Book Order Service for \$18.50 plus \$1.00 handling (total \$19.50) for each copy. Domestic orders only.

Name _____ Address _____ City ____ State ____ Zip ____

A positive, practical "I can do it" approach to solving problems

THE IDEAL PROBLEM SOLVER

A GUIDE FOR

A GUIDE TO Improving Thinking, Learning, and Creativity

John D. Bransford, *Vanderbilt University*, and Barry S. Stein, *Tennessee Technological University*

We all face and deal with problems and predicaments—personal and professional—almost daily. This highly readable book, by two cognitive psychologists, actually teaches a sound, methodical approach for resolving these problems by focusing attention on what we need to do as well as what to avoid in strengthening our natural problem-solving abilities.

The authors build their framework on the IDEAL (Identify, Define, Explore, Act, Look) model and show how potential problems both fit and are solved within this framework. They suggest new strategies for improving memory, for criticizing ideas and generating alternatives, for overcoming blocks to creativity, and for communicating more effectively with a wider range of people. Provocative, challenging, and fun, *The IDEAL Problem Solver* is liberally sprinkled with everyday examples, brain-teasing drawings, and amusing anecdotes. It is the ideal remedy for the myriad problems that confront and confound us daily.

W. H. Freeman & Co., 1985, 150 pages, paperback, \$9.95

Science News Book Order Service
1719 N St., NW, Washington, DC 20036

RB558

	k payable to Science News Book .95 plus \$1.00 handling (total Domestic orders only.
Name	
Address	
City	
State	Zip

Please send _____ copy(ies) of The Ideal Problem

THE IDEAL PROBLEM SOLVER