

NOBEL DREAMS

Power, Deceit and the Ultimate Experiment

By Gary Taubes

Taubes spent three months at CERN following Carlo Rubbia and his disciples in their quest for the Holy Grail of science. Rubbia granted him unprecedented access to his work. In *Nobel Dreams* we see Rubbia's team working compulsively, around the clock, to beat out the competition and confirm experimentally the existence of hitherto undiscovered particles. We see how Rubbia wheels and deals in order to raise multimillion-dollar funding for his work, and to publish his results first so as to maintain his dominance in the field and secure the Nobel Prize. We also witness his anxious, futile attempts, once he has won the Nobel Prize, to prove a highly speculative new theory called supersymmetry. *Nobel Dreams* gives the most intimate and complete picture to date of the work that is changing our fundamental ideas about the universe. It introduces us to some very colorful and bizarre personalities, and demonstrates that science is every bit as chaotic, frenetic and chancy as any other human endeavor.

— from the publisher

Random House, 1986, 261 pages, 9½" x 6¼",
hardcover, \$19.95

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"Taubes brought two virtues to this project that are rare in science reporting. He understood what he saw and what some very outspoken physicists told him. And he had very ample time to observe what was arguably the biggest experiment in a decade, perhaps ever. The result is human and comprehensible. As a physics-literate reporter, Taubes knew how to re-create the frazzled atmosphere of CERN's worknight world — its computer lingo, the massaging of its gigantic hardware and the motley international crew of brilliant young people whose strings Rubbia yanked."

— Raymond Sokolov, *The Wall Street Journal*

"The book is a fair picture. I would make it required reading for anyone who wants to go into this field."

— Sheldon Glashow, Nobel Laureate

How to Become a "Black Belt" in Verbal Self-Defense

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This book explains the various ways that people will try to bait you and then it tells you how to *stop* them with a few carefully chosen words. It trains you to defend yourself with a simple eloquence that will subdue your verbal opponents. And it shows you how and when to use blunt honesty, agreement, humor, flattery, and distraction.

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(Is your boss a "leveller?" Is your mother a "blamer?" Is your husband a "distracter?")
- Dialogues that Show Effective & Ineffective Defense Strategies
- Instructions on Voice Control & Body Language

These features will teach you how to deal with all types of people, including bullying bosses, backbiting co-workers, guilt-producing mothers, nagging wives, condescending husbands, and many others. And you'll

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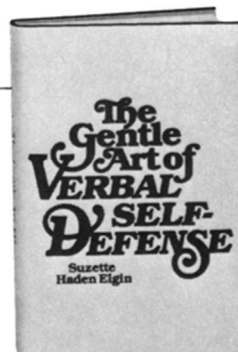
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The Gentle Art of Verbal Self-Defense, originally \$12.95, now costs only \$6.95. And, should you want to return the book, you can do so and have your money refunded with no questions asked.

About the Author

Psycholinguist Suzette Haden Elgin has presented her innovative self-defense principles in a variety of formats. She has given workshops and seminars all over the U.S., including verbal self-defense sessions for doctors, lawyers, and other professionals. Dr. Elgin has also created a self-defense tape and a training manual for people who teach her self-defense techniques.



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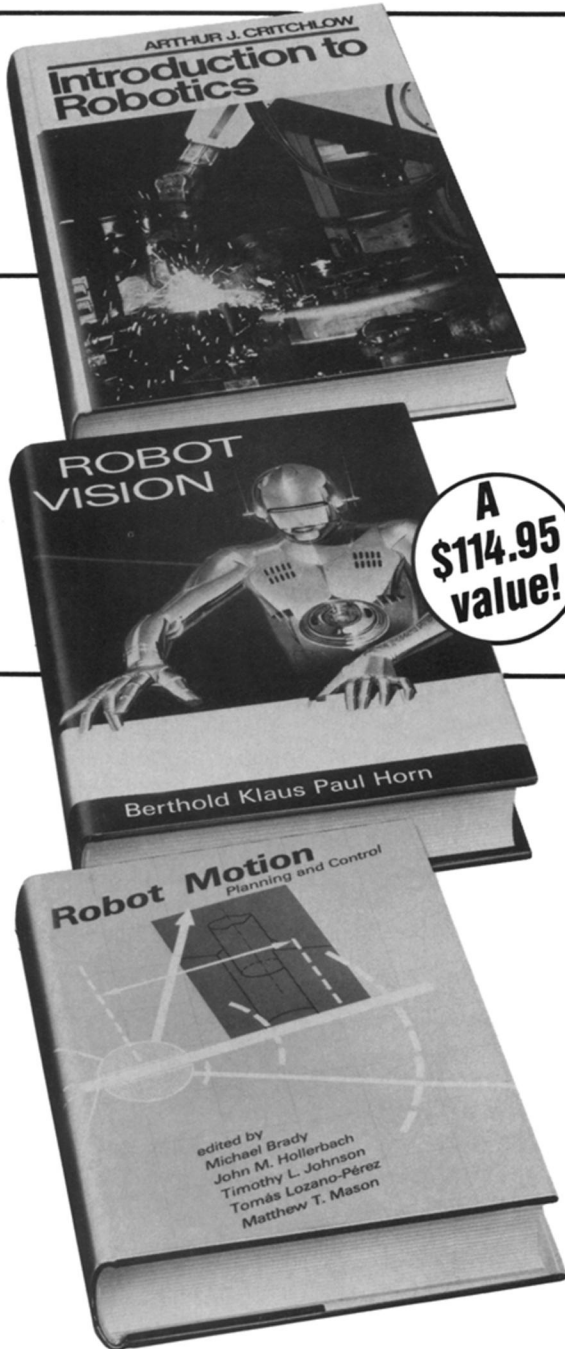
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Science News 2/22/87