

The World of the Newborn

By Daphne Maurer
and Charles Maurer

Basic, 1988, 292 pages, 6½" x 9½",
hardcover, \$20.95
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Science News Books
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What is the world like for a newborn baby? How does it smell, taste, feel? Do infants see and hear the same way adults do? What are they conscious of? To answer these questions the authors — a science writer and a psychologist acclaimed for her research on babies — take us into the laboratories and research centers where scientists are studying infant behavior. The world they reveal, much of it described here for the first time, is in startling ways very different from our own. For example, although newborns appear to sleep most of the time, they are in fact conscious twenty-four hours a day. They may perceive stationary objects as moving and moving objects as standing still. And noises we hear as single sounds they experience as a cacophony of echoes. By explaining these and other "mysteries" of infancy, the authors show how parents can support and enjoy their babies' development. Authoritative in every detail, beautifully illustrated with more than twenty photographs, *The World of the Newborn* captures for parents, expectant parents, and scientists alike the wonders of the beginnings of life.

— from the publisher

"It answers the many questions we all have about newborns' puzzling behaviors, from curious sleep patterns to disturbing reactions to parents' attempts to soothe. This is a book for pediatricians, nurses, and psychologists, who will be amazed at what has been learned about early infancy, and most of all for inquiring parents who want to know how their baby functions, and why."

— SANDRA SCARR, PH.D., *Commonwealth Professor and Chair, Psychology Department, University of Virginia, and author of Mother Care/Other Care*

Understanding the Alcoholic's Mind

The Nature of Craving and How to Control It

By Arnold M. Ludwig

Oxford Univ. Pr, 1988, 188 pages, 8½" x 5½"
paperback, \$8.95 ISBN 0-19-505918-2

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Ludwig has worked with over 1000 alcoholics from all walks of life and within many different settings — hospital clinics, Alcoholics Anonymous meetings, detoxification centers and private homes — about one fourth of whom had quit drinking for significant periods of time. Incorporating the findings of other researchers into his own and including many clinical vignettes and personal anecdotes, he explores the basic principles necessary for achieving a successful recovery. Ludwig describes the techniques that can help individuals to conquer their urges and also to lessen the chances of relapse. Despite the immense obstacles they face, many alcoholics do manage to recover. The question is "how?"

In most instances, Arnold Ludwig has found that a lasting recovery can only begin after certain crucial attitude changes. Regardless of the motivation of alcoholics, powerful forces lure them back to drink. To remain sober, alcoholics must recognize these forces and the dangerous frame of mind that fuels them. Then, they must use a variety of techniques that have been demonstrated to be effective for resisting temptation, particularly during the early phases of recovery. In time, individuals will need to develop a set of attitudes, values and behaviors — which the author describes in detail — that perpetuate and strengthen their sobriety. Being sober is far more than simply not drinking; it is a new way of life.

— from the publisher

"A very helpful book, with a brand new slant on the alcohol problem, a book that people with this problem can really benefit from. It's perhaps the best book on the subject I have read for a long time."

— Donald W. Goodwin, M.D., *Chairman, Department of Psychiatry, University of Kansas*

"Solid, informative, imaginative, and elegantly written. . . . Extremely interesting and enjoyable to read . . . highly valuable not only to patients and their families, but also to many physicians and educators."

— Harold Kalant, M.D., *Professor of Pharmacology, University of Toronto*

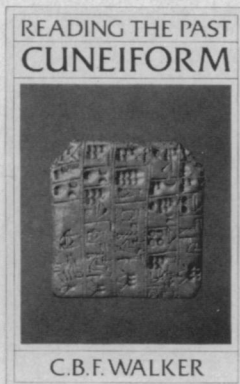
READING THE PAST...



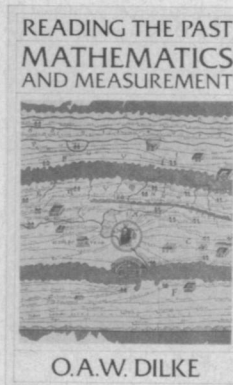
In Orkney, Shetland and the Scottish Islands, in Ireland, in the Isle of Man and above all in Scandinavia, travelers still come upon great memorial stones, inscribed with the curious angular alphabet called runes.

Rune-masters also cut their letters on other objects, including swords, brooches, pendants and rings. This book tells the story of runes from the earliest Continental inscriptions of the late second century AD through to the Viking Age and to the related script used for the English language in Anglo-Saxon times. The author shows what a wealth of material about our early civilization has been recorded in runes and suggests to the readers where they themselves may discover them.

The cuneiform writing system flourished in the Near East from before 3000 BC to AD 75. This book surveys the development of the script from the earliest pictographic signs to the latest astronomical tablets and the process by which it came to be used for writing many different Near Eastern languages. Sample texts show how the script is analyzed into words and syllables and how to read the names of the most famous kings as they appear on monuments. The decipherment of cuneiform is explained, and — for the collector — some guidelines for identifying fake inscriptions are given.

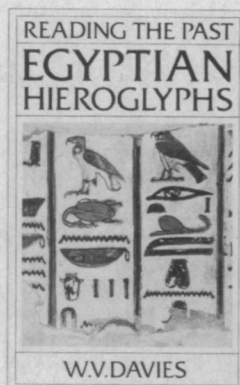


Maya glyphic writing is one of the most complex scripts ever devised. From before AD 250 until well after the Spanish conquest Maya Indians of Mexico and Central America used elaborate pictorial signs to record ideas, words and syllables. This book surveys the discovery and partial decipherment of glyphic writing and introduces the reader to the media on which glyphs are recorded. It explains the underlying principles of Maya writing, including its grammar, before reviewing how decipherments have dramatically enhanced our understanding of ancient Maya civilization.



Most of us are familiar with Roman numerals, as they are still in occasional use today, but how did the ancient Egyptians, Sumerians, Babylonians and Greeks write numbers? How did they measure distance,

capacity and weight, and how did the early architects and engineers make the necessary calculations for building their great pyramids, temples, aqueducts and roads? This book outlines the ancient systems of mathematics and measurement and describes how they were used in mapping, surveying, telling the time, trade and commerce, as well as in leisure pursuits such as games and puzzles, and in the occult. A final chapter sketches subsequent developments in the West, including the introduction of arabic numerals, and shows how the mathematical legacy of the Graeco-Roman world influenced science and technology in the Renaissance and beyond.



The hieroglyphic script of ancient Egypt is one of the oldest and most beautiful of the world's known writing systems. It was invented at the dawn of Egypt's dynastic history, towards the end of the fourth millennium BC, and was employed for over three thousand years, finally falling into disuse during Egypt's Coptic or Christian Period. This book explains the underlying principles of the script and describes its origin, development and uses, with due attention paid to its cursive derivatives called hieratic and demotic.

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