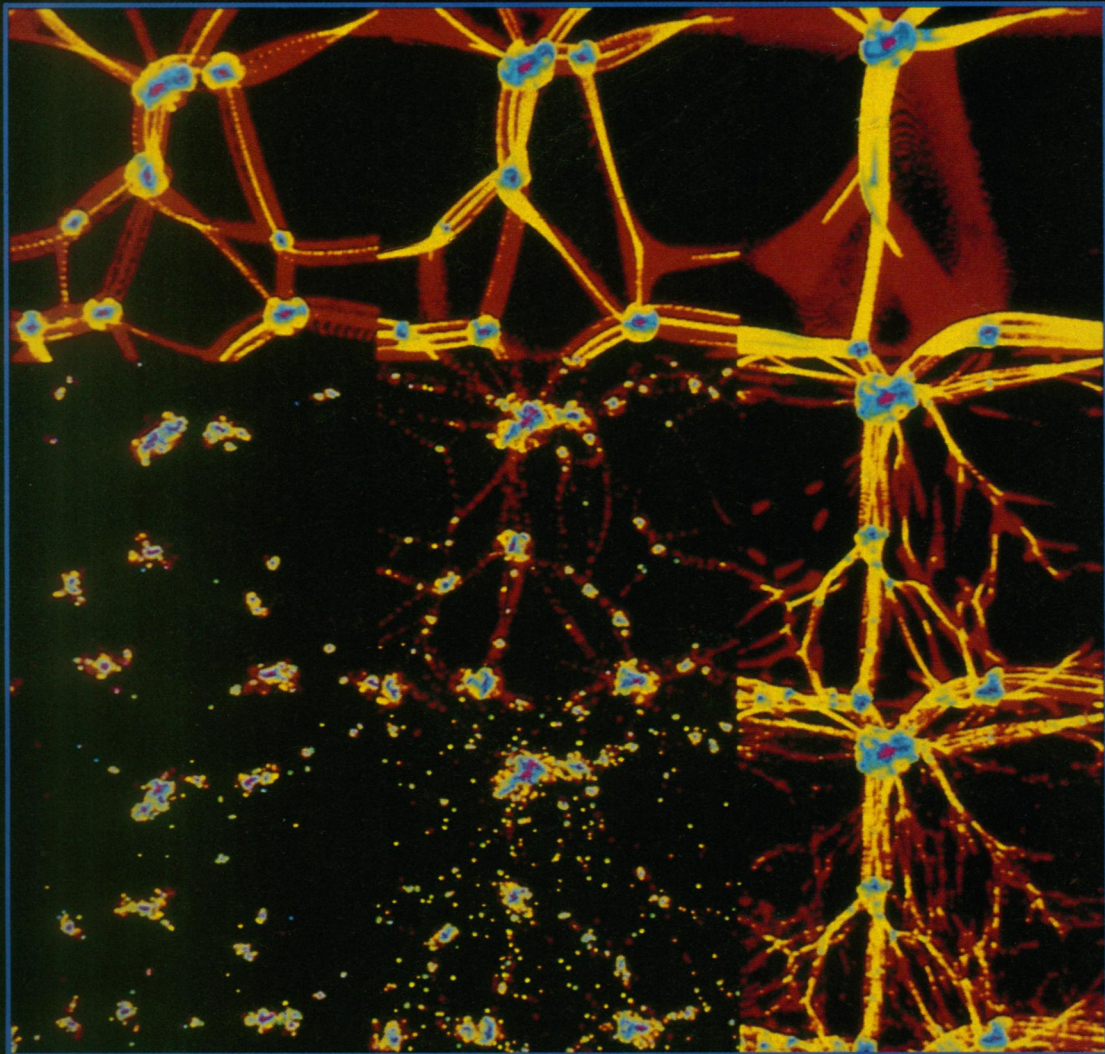


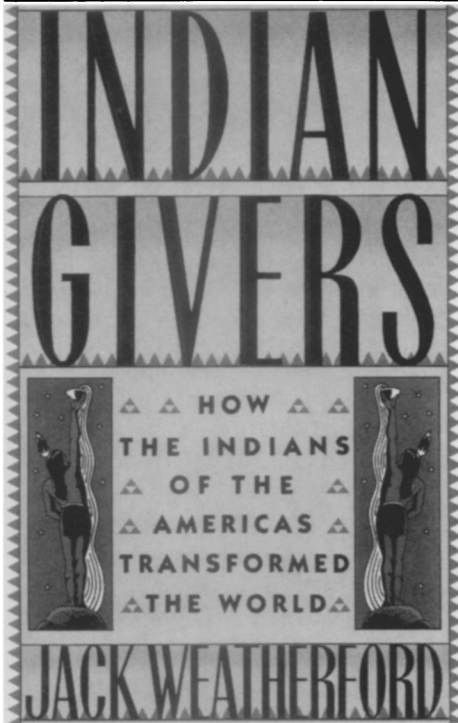
The Weekly Newsmagazine of Science

SCIENCE NEWS

March 24, 1990
Vol. 137, No. 12
Pages 177-192



Cosmic Seeds



Fawcett, 1988, 272 pages, 9" x 6", paperback, \$8.95

The Indians gave us WEALTH: The gold and silver from the Americas was the source of major economic and trade expansion in Europe and eventually led to the Industrial Revolution. The ore was mined largely with Indian labor — and just getting it out of the earth forced the Indians and Europeans to refine and create undreamed-of industrial techniques and systems. **FOOD:** Some 60 percent of the food eaten in the world today is of American origin. The potato changed Europe's agricultural economy and the nature of society, as well as feeding the large European armies from the eighteenth century on. Chocolate became the taste sensation of Europe; pepper, or chilies, enlivened cuisines throughout the world. **MEDICINE:** The Indians provided quinine, the first effective treatment for malaria. They offered a sophisticated pharmacy that contributed much to modern medicine in the form of aspirin-related tree bark extracts, laxatives, painkillers, antibacterial medicines, petroleum jelly and much, much more.

— from the publisher

Weatherford chronicles the agricultural, cultural, governmental and medicinal products and ideas the Indians of North and South America have given to the world. This anthropologist also investigates why, in light of such conditions, so much of Indian culture is still a mystery to the rest of the world.

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Please send me _____ copy(ies) of *Indian Givers*. I include a check payable to Science News Books for \$8.95 plus \$2.00 postage and handling (total \$10.95) for each copy. Domestic orders only.

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The CEIP Fund

"This guide is *the* resource for anyone interested in an environmental job. Whether you are just starting, a career changer, or an environmentally concerned citizen, the movement needs committed people, and this book will help you start a wonderful career."

— John Adams, Esq
Executive Director

Natural Resources Defense Council

The challenge of managing the future of our environment has created a multitude of new career opportunities in fields ranging from hazardous waste management and forestry to environmental communications and planning. **THE COMPLETE GUIDE TO ENVIRONMENTAL CAREERS** introduces recent graduates, volunteers, career changers, career counselors and professionals to these diverse and dynamic professions. The book presents essential information needed to plan any career search: salary levels, volunteer and internship opportunities and entry requirements. But unlike other guides, it gives a complete overview of the field, as well as examples of actual projects, jobs and opportunities that are available. Case studies and interviews detail the day-to-day responsibilities of over 100 professionals, offering the career searcher an in-depth look at an expanding and increasingly important profession.

— from the publisher

Archaeology & Language

The Puzzle of Indo-European Origins

By Colin Renfrew

"... Renfrew is adept at challenging orthodoxies ... lively and lucid ... the book deserves a wide readership among specialists and non-specialists alike ... a daring thesis ... it is an attempt to move archaeology forward and to break its isolation." — Richard Bradley, *Nature*



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Renfrew points out new links between archaeology and language, looking at the puzzling similarities that are apparent across the Indo-European family of ancient languages, from Anatolia and Ancient Persia, across Europe and the Indian subcontinent, to regions as remote as Sinkiang in China. He initiates an original synthesis between modern historical linguistics and the new archaeology of cultural process, and questions language origins and what they imply about ethnic affiliation — issues seriously discredited by the racial theorists of the 1920s and 1930s and largely neglected since. He comes to a new and persuasive conclusion: that primitive forms of the Indo-European language were spoken across Europe some thousands of years earlier than has previously been assumed. There was, in particular, no "coming of the Celts", but rather a parallel development of Celtic-speaking peoples in much the same areas in which they are found today. In all likelihood, as Renfrew shows, the indigenous roots of the peoples of Europe lie deeper in the mists of time than anyone has ever imagined.

— from the publisher



Cambridge Univ. Press, 1990, 346 pages, 9 1/2" x 6 1/2", paperback, \$17.95

The Psychology Of Everyday Things

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull or slide a door. The fault, argues this book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The book presents the VCR, computer and office telephone, all as models of how not to design for people. But good, usable design is possible. The rules are simple: Make things visible, exploit natural relationships that couple function and control and make intelligent use of constraints.

— from the publisher

By Donald A. Norman

Basic, 1988, 257 pages, 6 1/4" x 9 1/2", hardcover, \$21.95

"By recounting scads of devastating and often hilarious anecdotes about how people and devices can go wrong, he pinpoints mental mechanisms and psychological concepts that have gone unnoticed for far too long by the people who design our doors, faucets, typewriters, refrigerators, cars, computers, airplanes, power plants, and on and on. If taken seriously by designers and engineers, this charming and utterly commonsensical little book has the potential to profoundly improve the everyday human environment — and I hope it will." — Douglas R. Hofstadter, author of *Gödel, Escher, Bach* and *Metamagical Themas*

"A boon for thing watchers, people like me who are forever looking for new ways to see and think about the everyday world." — Seymour Papert, Professor of Media Technology, MIT

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