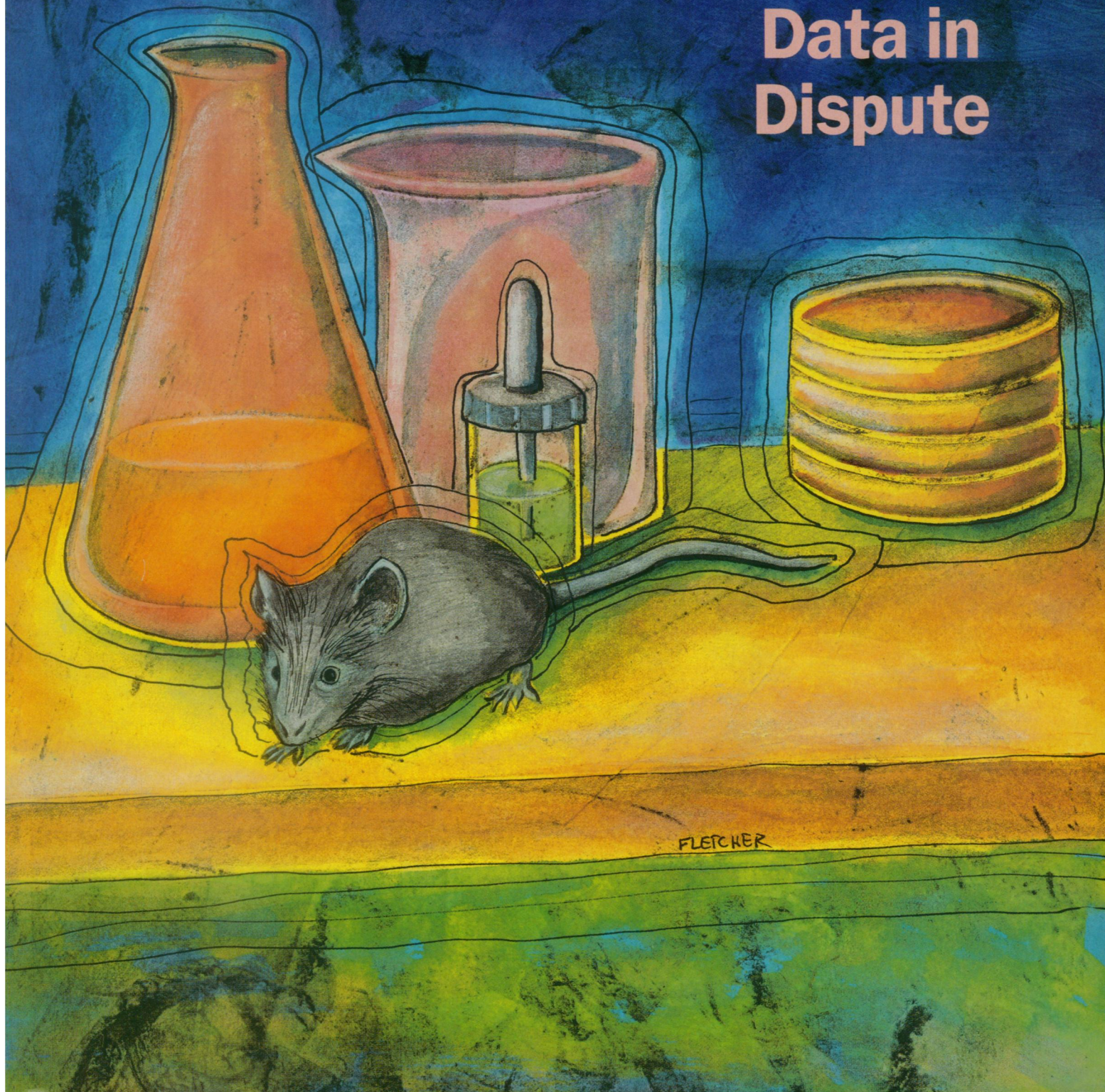


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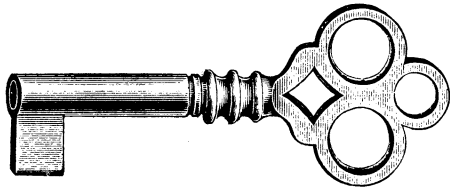
SCIENCE NEWS

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Data in Dispute



Brainpower: Unlock the Power of Your Mind



J. Graham Beaumont, Editor

Salem House, 1989, 256 pages, 11" x 8 1/2", hardcover, \$24.95

Brainpower

The brain is the source of our intelligence — it controls our abilities to reason, learn, solve problems and think creatively. But how does it really work — and what produces mental quirks like absent-mindedness, day-dreaming, photographic memory and hallucination?

This absorbing account of the power and capacity of the human mind raises questions such as: How does the brain sort out the confusing mass of signals it receives every moment? How does it enable you to remember or to learn? What is the strength of your own brainpower, and how can you increase it? Beaumont offers an easy-to-understand explanation of how the brain works as well as practical answers to common problems. He includes techniques for improving your memory; ways of learning to think more quickly, clearly and creatively; and explanations for a host of extraordinary mental phenomena.

— from the publisher

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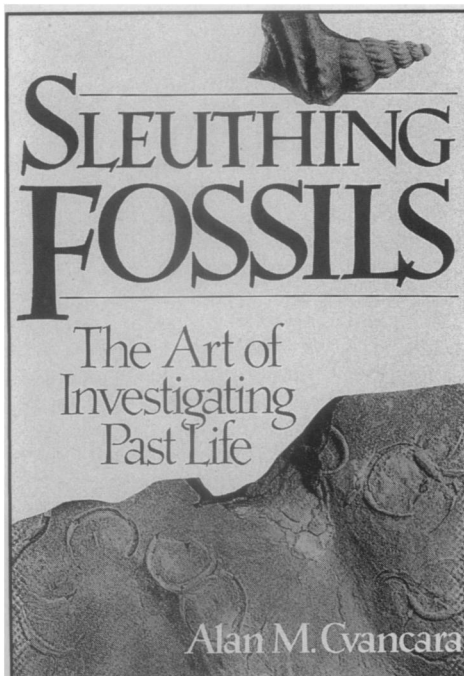
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For all "fossilhounds," budding paleontologists and general science lovers, this book offers a practical introduction to the art and science of paleontology. Based on the author's personal and professional experiences, *Sleuthing Fossils* gives you "how to" information on:

- The research and field techniques that paleontologists use in their scientific detective work to unravel the mysteries of past life.
- The value of fossils — including how they're used to document the history of life, support evolution and date strata.
- The latest controversies in the field, as well as paleontology's future direction.
- Collecting, preparing and identifying fossils.

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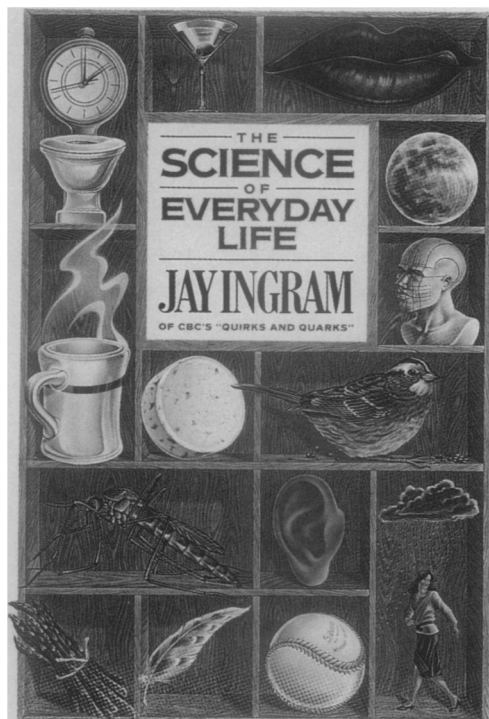
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Sleuthing Fossils also identifies fossils by their common and technical names — and includes morphological terms — so you can use the language of paleontology with greater confidence.

Wiley, 1989, 203 pages, 9" x 6", paperback, \$12.95

Will you stay drier by running instead of walking through the rain?



Viking, 1989, 210 pages, 8 1/2" x 5",
hardcover, \$17.95

"The less time, the less rain, right? But it's not that simple. By going faster you're actually running into drops that otherwise would have fallen harmlessly to the ground in front of you. Aha, you say, but you're also leaving behind drops that would have hit you. True, but what if the rain is slanting, either into your face or into your back, what then? Fortunately a handful of physicists and mathematicians have taken this problem seriously. Their analyses produce different statistics, but they agree on some strategies for staying as dry as possible, if you're forced to be in the rain." — *from the book*

From strategies for keeping dry in the rain, to the Big Bang theory of the origin of the universe as evidenced on your TV screen, to the human psychology involved in bathroom behavior — the wonders, curiosities and mysteries of the scientific world are revealed in *The Science of Everyday Life*. In this fascinating and humorous collection of essays, Ingram explores the whys and wherefores, the strange facts and intriguing puzzles that make up the natural and physical world of daily life.

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— *from the publisher*

"Every culture that John Reader explores springs to life in front of your eyes: nomadic tribes in northern Kenya; Peruvian potato farmers; rugged Maine fishermen on the Atlantic coast; communal herders of the Swiss Alps. . . Gathered together, along with his breathtaking photography, these cultures are an enduring testament to our differences and all that we have in common as a family of man in our mutual home."

— Gloria Naylor, *Book-of-the-Month-Club News*

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Harper & Row, 1988, 255 pages, 9 3/4" x 7", paperback, \$14.95