

How do we know what we know? In *Labyrinths of Reason*, Poundstone takes us on an intellectual voyage into realms of delightful uncertainty. The paradoxes he explores are not hard to understand. In fact, upon first hearing one, most people *think* they know the answer — until they think again. And that is precisely what Poundstone makes us do here — he makes us think, and think again, about matter and antimatter, black holes and time travel, coded manuscripts

and unbreakable codes, Holmesian deductive puzzles and formulas for generating prime numbers, Plato's cave and Searle's Chinese room, free will and determinism, and a computer as big as the universe.

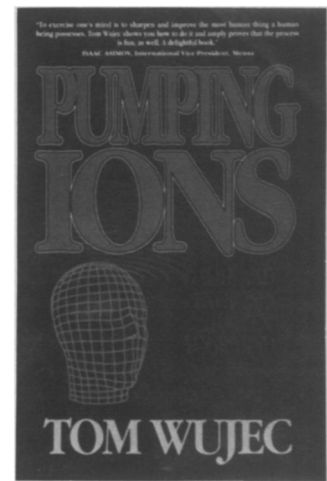
— from the publisher

"[*Labyrinths of Reason*] is a tour de force in every area it touches, and it touches some of the most important and deepest thinking of the 20th century."

— Los Angeles Times Book Review

Doubleday, 1988, 274 pages, 5 1/4" x 8", paperback, \$9.95

Perfect for the student, businessperson or anyone who feels their mind has grown "flabby," this fully illustrated guide provides dozens of easy exercises designed to increase attention span, improve memory, enhance creativity, stretch imagination, build up powers of deduction and analysis, and hone decision-making skills. It also explains many invaluable techniques for relaxation, visualization, verbalization and learning. Packed with intriguing puzzles, provocative ideas and suggestions, this fascinating book can help you develop your very own mental fitness program — and gain the ultimate competitive edge in business, school or recreation.



— from the publisher

Doubleday, 1988, 248 pages, 6" x 9", paperback, \$9.95

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Where does memory reside? It is a question that fascinates us all. We hear a melody that lasts a few seconds, and we carry it with us for a lifetime. Experience somehow leaves its mark on the brain. But how can something as fleeting as a song take on substance and become part of the brain? How do we carry the past inside our heads?

Armed with a new set of tools and theories, biologists, psychologists, physicists and philosophers are knocking down the walls that have traditionally divided their fields and joining in the search for the secrets of memory. This book focuses on three of the most important people in the quest: Gary Lynch, a brilliant, hyperactive biologist; Leon Cooper, a physicist who shared a Nobel Prize for the theory of superconductivity; and Patricia Churchland, a philosopher who, weary of the arid abstractions of her field, went to medical school so she could study real human brains.

By visiting these explorers of the inner realm and describing their latest discoveries about memory, the author captures the spirit of a great new venture, an intellectual alliance that may finally lead to a solid understanding of brain and mind.

— from the publisher

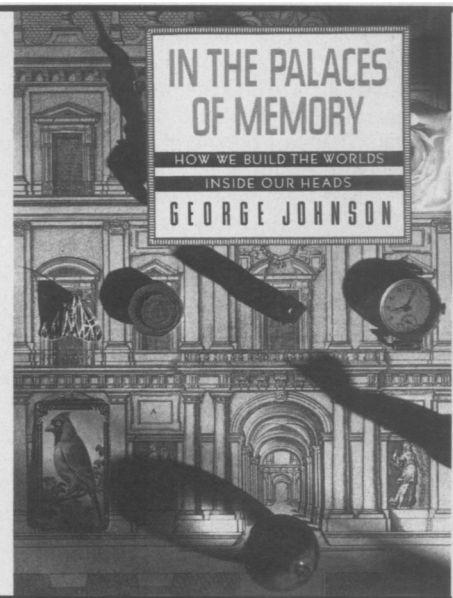
"*In the Palaces of Memory* is one of those rare books that explain to the layman in clear detail what is happening in a complex branch of science without trivializing the subject."

— Los Angeles Times Book Review

"This elegantly written report is science on the cutting edge — messy, intuitive and exciting."

— Publishers Weekly

Alfred A. Knopf, 1991, 255 pages, 6 1/4" x 9 1/2", hardcover, \$22.95



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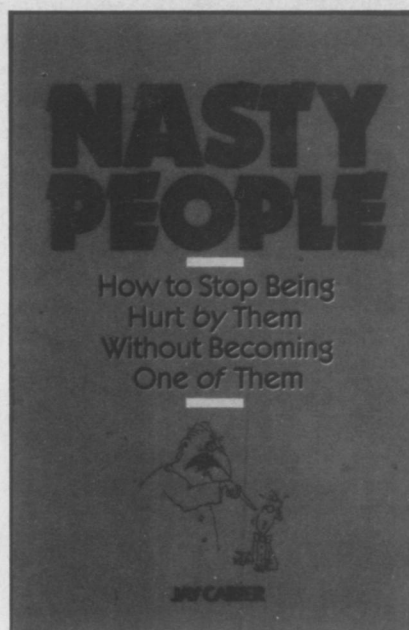
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IT'S HOW NICE GUYS FINISH FIRST

Here are two commonly accepted 'pearls of wisdom' about how to be successful in life:

"Nice guys finish last"

"Don't get mad, get even"

The problem both of them have: they're wrong! And *Nasty People* explains why. But first things first.

We all have had the problem of dealing with nasty people. At the office. In school. And yes, in our own family. There are people, in our everyday lives, who can leave you feeling small, incompetent or insufficient. There was a very wise man who said, "There are small Hitlers around us every day." The trick is knowing how to deal with them.

Nasty People uncovers the weapons others use to get what they want. It reveals the secrets of how to handle their misdeeds by using everything from humor to confrontation. Never again will you be defenseless against office gossip, the false friend, the know-it-all spouse—even a real SOB.

What *Nasty People* does is help you deal with the spectrum of people and situations common to most of us:

- How nasty people think
- The nasty boss
- The nasty husband or wife
- The 'typical' victim
- What to do if you think you might be a nasty person
- How to break the cycle of nastiness

If any of these scenarios sounds familiar to you, *Nasty People* is absolutely the book for you! It supplies the necessary information on how to respond to critical social and business situations.

In the simplest language, *Nasty People* explains how to spot and conquer nasty behavior. Once you can do that, the people who enjoyed bugging you will actually lose control. You, not someone else, is in control.

Here's a genuine 'pearl of wisdom': when you deal with nasty people the *right way*, you don't become a nasty person in the process!

The author, Jay Carter, of *Nasty People* is a respected psychological counselor and teacher who, not unlike Freud, having learned from his own problems, can share it with others.

The very first step in successfully dealing with nasty people is to order the book. Just mail a completed coupon.

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