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Brainmakers: How Scientists Are Moving Beyond Computers to Create a Rival to the Human Brain — David H. Freedman. The author surveys how a new, controversial generation of scientists is breathing life into Artificial Intelligence (AI) by exploiting the natural forces that are the key to higher intelligence. People like MIT's Artificial Intelligence Lab researcher Rodney Brooks, who built Attila, a 3.6-pound six-legged cockroach that is "learning" to crawl and maneuver, are causing an uproar in the AI community by deviating from standard AI theories. But, as Freedman shows through numerous accounts of researchers making use of neurological and biological data, their progress is significant. S&S, 1994, 214 p., hardcover, \$22.00.

Cathedral, Forge, and Waterwheel: Technology and Invention in the Middle Ages — Frances Gies and Joseph Gies. Contrary to popular opinion, the Dark Ages (400 A.D. to 900 A.D.) were not that dark, the authors report. Many commonly used inventions, in addition to the groundwork for many others, came into being during that era in Europe; for example, the harness, horseshoes, round-bottom boats, the mariner's compass, water power, and multiple masts. The authors systematically list these developments and offer many illustrations. HarperCollins, 1994, 357 p., b&w photos and illus., hardcover, \$25.00.

Consumed: Why Americans Love, Hate, and Fear Food — Michelle Stacey. Nearly 100 years ago, John Harvey Kellogg tried to enlighten Americans about the evils of the food in their diet. He himself embraced a vegan lifestyle and began producing ready-to-eat cereals to replace meat at breakfast tables. Remarkably, this theory is just now gripping the country, even though Kellogg achieved great success with his quick-and-easy breakfast food. Stacey investigates the aspects of our society that are enabling a veritable food paranoia to overcome our thinking and meets the people who frame these opinions, including the inventor of the first fat substitute, a marketing manager for Quaker Oats, and a lobbyist for futuristic foods. In conclusion, she suggests that we learn to live in harmony with food and not expect it to change or save lives. S&S, 1994, 237 p., hardcover, \$22.00.

Psychotrends: What Kind of People Are We Becoming? — Shervert H. Frazier. The former director of the National Institute of Mental Health evaluates the social and psychological trends that he says will be most prevalent during the next 25 years and that will be critical in shaping society in general. Frazier draws upon the research of many key psychiatrists and other professionals and from numerous articles in popular literature and scientific journals in order to analyze trends in six areas: violence, relationships between the sexes, family, altruism, respect for life, and personal satisfaction. Frazier's forecasts are upbeat, as he predicts a decline in violence, greater tolerance of sexual diversity, and a shift from materialism toward quality of life and health. S&S, 1994, 270 p., hardcover, \$23.00.

Why Greenland Is an Island, Australia Is Not — and Japan Is Up for Grabs: A Simple Primer for Becoming a Geographical Know-It-All — Joyce Davis. The answers to the title propositions and numerous other geographical quandaries are revealed here for the benefit of anyone who has difficulty with the subject. Davis' method of teaching geography centers on a general understanding of the most important facets of Earth—that is, straits and isthmuses, the "language of location," and the politics and current events of a given area. She also explains how to read a map. With this knowledge, Davis believes, learning specific locations becomes much easier, although she nevertheless presents ways of memorizing cities and countries. Quill, 1994, 144 p., paperback, \$10.00.

Your Healthy Pet: A Practical Guide to Choosing and Raising Happier, Healthier Dogs and Cats — Amy Marder. The pet columnist for PREVENTION shares her years of experience as a veterinarian by offering insights into cat and dog care. Chapters detail how to understand symptoms of illness, feeding and weight maintenance, traveling with a pet, caring for old pets, dealing with behavior problems, caring for teeth, and getting proper vaccinations. Rodale Pr, 1994, 216 p., paperback, \$14.95.

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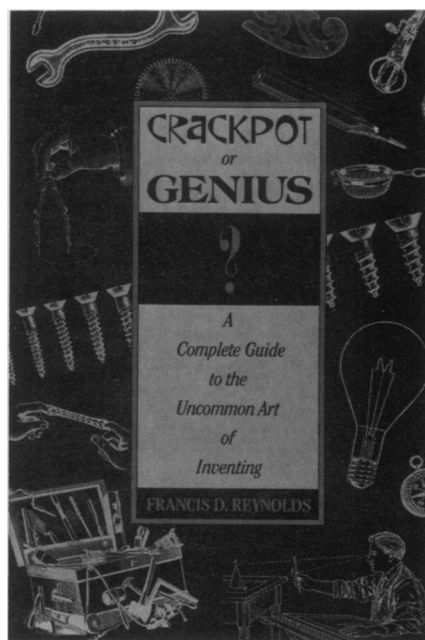
"Some people are born to be inventors, but before they can be effective at it they must learn to be inventors and to practice the art."

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The art of inventing is two-fold. To be successful, inventors must be truly innovative and know how to turn a worthy invention into a welcome product. This book teaches how to achieve both of these goals, one a matter of developing talent, the other a matter of learning about the legal and commercial aspects of the trade. Both philosophical and practical, *Crackpot or Genius?* shares enlightening anecdotes and profiles famous and not-so-famous inventors as it discusses the process of inventing.

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