

The Weekly Newsmagazine of Science

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Virtually Amazing



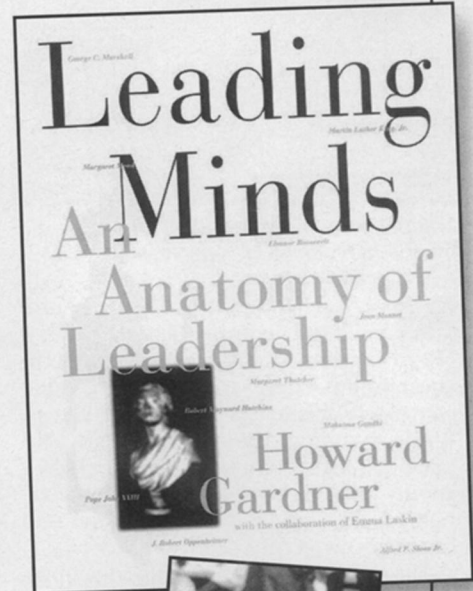


While much has been written on the subject, a crucial component of leadership has been largely ignored: the mind of the leader and the minds of his or her followers. Linking the study of creativity and leadership, psychologist Howard Gardner demonstrates the strong tie between traditional creators (artists and scientists) and leaders in the realms of business, politics and the military.

Gardner claims that the key to leadership is the creation and embodiment of an effective story. He argues that unless they're working with specialists, leaders must deal with the "unschooled mind." They must take into account the fundamental theories about the world that all of us acquire as children and that persist through life—even when those theories are later undermined by what we learn in school. In striking portraits of a wide range of leaders—from J. Robert Oppenheimer to Alfred P. Sloan, from Margaret Mead to Pope John XXIII to Mahatma Gandhi—Gardner recreates the leaders' stories and depicts the struggles among rival stories that occur in the minds of an audience. He explains the overwhelming appeal of simplistic stories and enumerates the key moves needed to counter that appeal. He also describes the ways in which all leaders ultimately confront failure.

In a powerful conclusion, Gardner identifies the six constant features of leadership, six trends that complexify leadership in our time, and the paradoxes that must be resolved for leadership to be effective. —from Basic Books

Basic Books, 1995,
6 1/4" x 9 1/2",
hardcover, \$27.50



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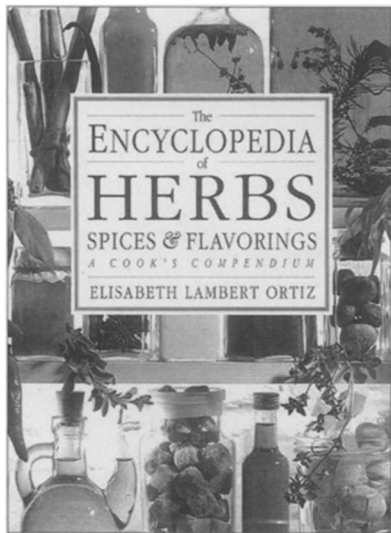
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In *The Encyclopedia of Herbs, Spices, and Flavorings*, contributing editor Elisabeth Lambert Ortiz, an authority on international cuisine, has created a comprehensive sourcebook featuring invaluable information on more than 200 herbs, spices, essences, edible flowers and leaves, aromatics, vinegars, oils, teas, and coffees — virtually every seasoning a cook might want to use. Each entry contains a spoonful of history, instructions on how to use each ingredient, the ingredient's affinity with other flavorings or foods, special preparation techniques, and decorative uses. More than 750 spectacular full-color photographs show what each ingredient looks like and how to use it effectively.

Each entry focuses on a tempting recipe that shows the ingredient to its best advantage. Over 185 recipes range from classics using everyday "spice rack" items to exotic taste treats. Complete instructions for making floral waters, flavored vinegars and oils, jams and jellies are also included.

Here at last is the sourcebook for those who know that spice is the variety of life.

— from *Dorling Kindersley*

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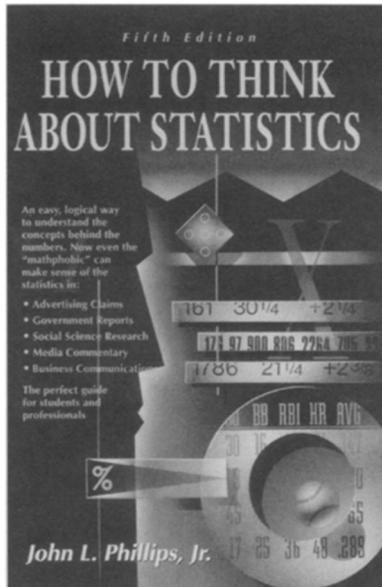
Dorling Kindersley, 1992, 288 p.,
11" x 9 1/4", hardcover, \$34.95

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W.H. Freeman, 1995, 191 pages,
6 1/8" x 9 5/8", paperback, \$16.95



MODERN LIFE IS INUNDATED WITH statistical data: polls, surveys, economic indicators, research findings, and advertising claims. We depend on numbers to help us make all kinds of decisions—from which candidate to vote for to which car to buy—but can they be misleading?

The new, updated edition of *How to Think About Statistics*, by John L. Phillips, Jr., helps us to make sense of the numbers we encounter as consumers, as voters, in business, and in school. Focusing on the underlying logic of statistical analysis and problem-solving, rather than on mathematics and computations, he provides a solid framework for understanding how statistics are conceived, gathered, reported, and interpreted—and sometimes manipulated, misrepresented, or obscured.

How to Think About Statistics

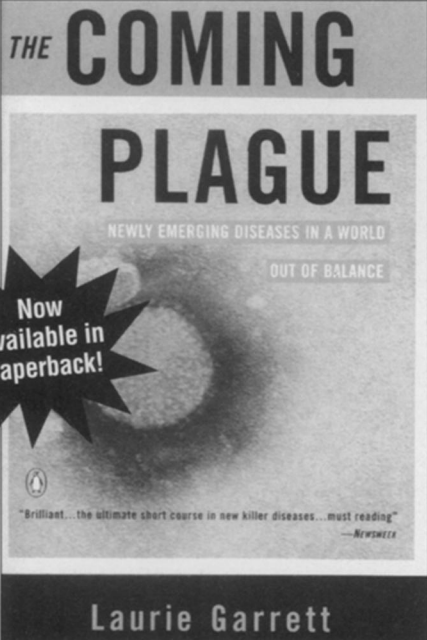
- Introduces fundamental statistical concepts clearly and concisely, and develops the implications of those concepts.
- Carefully builds one concept upon another to create a strong foundation for interpreting statistical data.
- Offers intriguing, accessible examples and real-world applications drawn from the fields of political science, psychology, education, social work, and sociology.

—from W.H. Freeman

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In this pioneering work of investigative science journalism, Laurie Garrett takes readers on a harrowing fifty-year journey through our battles with microbes, from the savannas of eastern Bolivia to the rain forests of northern Zaire, from a Navajo reservation in New Mexico to the south Bronx.

Based on extensive interviews with leading experts in virology, molecular biology, disease ecology, and medicine, as well as field research in sub-Saharan Africa, Western Europe, Central America, and the United States, *The Coming Plague* examines newly identified viruses such as HIV and HIV-II, Lassa, and the mysterious Ebola; familiar viruses in new locations, such as hantavirus, yellow fever, and dengue; and mutant strains of diseases such as cholera, toxic-shock-producing staph, strep, and *E. coli* 0157:H7.

The Coming Plague uncovers the conditions that favor—even promote—the mutation and spread of deadly viruses and microbes—from inadequate air circulation on airplanes to the improper use of antibiotics and antivirals, from high-intensity local warfare to massive refugee migrations—while pointing to solutions to prevent the onslaught of disease.

Grippingly written, exhaustively researched, and alarming in its implications, *The Coming Plague* is destined to have a profound impact.

—from Penguin

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Penguin, 1994.
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