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Growing Your Business Online: Small-Business Strategies for Working the World Wide Web—Phaedra Hise. Hise integrates specific case studies of small businesses with strategies and background information for launching a commercial site. Discussion about the marketplace and the buying and browsing patterns of the audience is followed by chapters that aid in determining whether this approach is right for you, how to set up a site on your own or by outsourcing, and how to manage the site once it is established. H Holt & Co., 1996, 235 p., b&w illus., paperback, \$14.95.

Insights of Genius: Imagery and Creativity in Science and Art—Arthur I. Miller. This study of the interconnectedness of visual representations and science (especially in physics) seeks to illustrate how "science has developed in a way that extends our intuition from common sense into an understanding of a world beyond our perceptions," an element critical to scientific progress. Miller, a professor of the history of science, covers the greatest achievements of the last 2 centuries in order to show how concepts have transformed visually over time, especially as they relate to the principles of causality, relativity, energy conservation, entropy, and the correspondence principle. In the concluding chapter, Miller investigates the interplay between art and science as it affected artists such as Pablo Picasso and Mark Rothko. Copernicus, 1996, 482 p., b&w illus., hardcover, \$27.00.

Moths to the Flame: The Seductions of Computer Technology—Gregory J.E. Rawlins. Electronic books will be to publishers what videos are to movie makers. Intelligent weapons will stalk their targets until a mission is completed. Will these advances make retail clerks and soldiers obsolete? How will the possession of information enable people to wield power? Rawlins tours the future likely to result from rapid advances in computer technology in order to answer these questions. MIT Pr, 1996, 184 p., hardcover, \$22.50.

A Perfect Harmony: The Intertwining Lives of Animals and Humans Throughout History—Roger A. Caras. The prolific Caras looks at the role of domesticated animals in the advancement of civilization. For example, he argues that the polar regions would have remained uninhabited were it not for sled dogs and that cities would be nonexistent without tamed livestock (goats and sheep) to feed the masses. Species by species, Caras illustrates the roles of animals from birds to buffaloes in shaping our history and our cultural evolution. S&S, 1996, 271 p., b&w illus., hardcover, \$23.00.

The Quantum Dot: A Journey into the Future of Microelectronics—Richard Turton. Beginning with a historical treatise on the rise of semiconductors, their counterparts, and how they work, this survey of microelectronics focuses on the future. Microchips with more than a billion bits, high-temperature superconductors, and incredibly small, fast designer atoms are just a few of Turton's predictions. In addition, he describes computers in which beams of light replace electric signals. Originally published in hardcover in 1995. OUP, 1996, 211 p., b&w illus., paperback, \$14.95.

Scrooge's Cryptic Carol: Visions of Energy, Time, and Quantum Nature—Robert Gilmore. Using Charles Dickens' *A Christmas Carol* as his backdrop, Gilmore presents a playful, yet sophisticated, introduction to modern physics. In this book, the three ghost visitations appear as Science Past (the Spirits of Energy and Entropy, who explain the laws of thermodynamics and equilibrium), Science Present (the Spirit of Time, who tells of inconsistency, change, and creation), and Science Future (the surreal world of quantum uncertainty). Together, they present the reader with a different, and thoroughly enjoyable, look at the physical world. Copernicus, 1996, 251 p., b&w illus., hardcover, \$22.00.

Spineless Wonders: Strange Tales from the Invertebrate World—Richard Conniff. Invertebrates represent more than 99 percent of all animal species on Earth. As Conniff points out, aliens would, in theory, be far more interested in jellyfish and fleas than humans. Yet humans largely abhor leeches and flies, even though we would not exist without these creatures. This guidebook to the spineless world highlights the roles of several such creatures in the overall well-being of all life. It also covers the resurgence of leeches in medicine, the nutritional value of calamari, and the agricultural heritage of earthworms. H Holt & Co, 1996, 222 p., b&w illus., hardcover, \$25.00.

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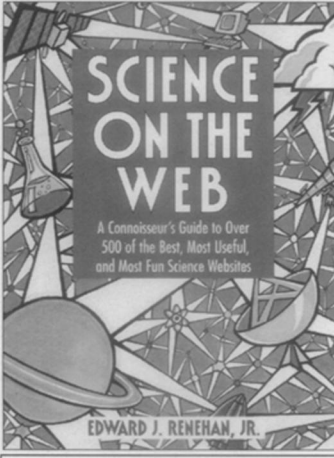
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Location: Springer-Verlag, 1996, 382 pages, 7" x 9 1/4", paperback, \$19.95

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