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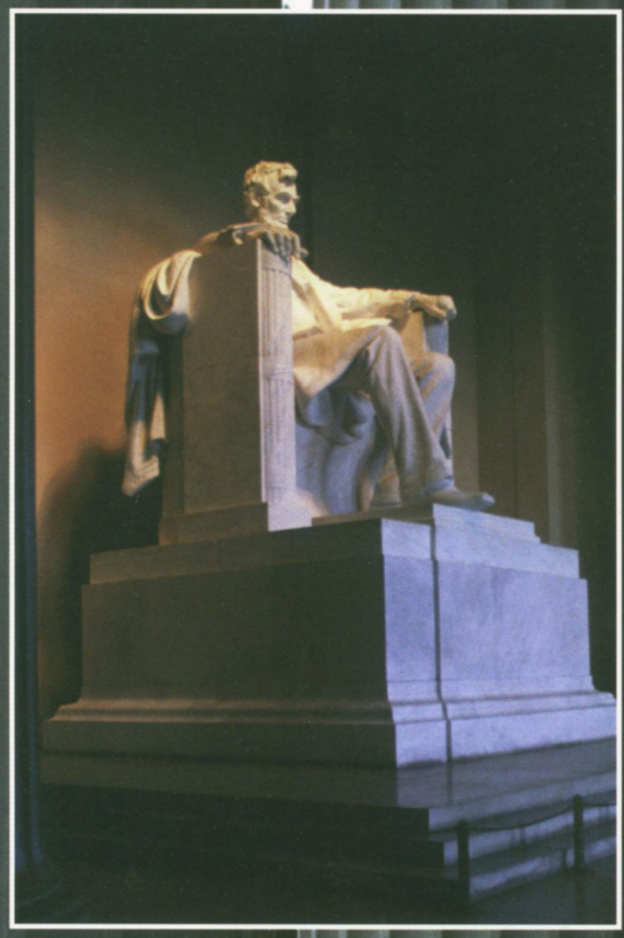

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Fans of Douglas Hofstadter, Daniel Dennett, and Richard Dawkins will revel in Aaron Lynch's groundbreaking examination of memetics—the new study of how ideas and beliefs spread. A meme is characterized by its capacity for displacing rival ideas and beliefs in an evolutionary drama that changes the way people think. Why do some beliefs spread throughout society while others dwindle to extinction? What drives those intensely held beliefs that spawn ideological and political debates on such issues as abortion?

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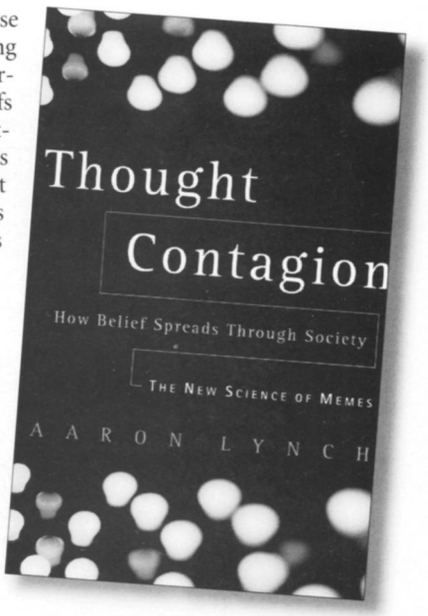
By drawing on examples from everyday life, Lynch develops a conceptual basis for understanding memetics. Memes evolve by natural selection in a process similar to that of genes in evolutionary biology. What makes an idea a potent meme is how effectively it outpropagates other ideas. In memetic evolution, the "fittest ideas" are not always the truest or the most helpful, just the ones best at self-replication.

Thus, crash diets spread not because they confer lasting benefit, but because they cause alternating episodes of dramatic weight loss and slow regain. Each sudden thinning provokes onlookers to ask, "How did you do it?" thereby manipulating them to experiment with the diet and, in turn, spread it again. Lynch argues that certain beliefs spread like viruses and evolve like microbes. In its most revolutionary aspect, memetics asks not how people accumulate ideas, but how ideas accumulate people. Readers of this intriguing theory will be amazed to discover that many popular beliefs about family, sex, politics, religion, health, and war have succeeded by their "fitness" as thought contagions.

—from Basic Books



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John Wiley & Sons, 1996
310 pages, 6¼" x 9½"
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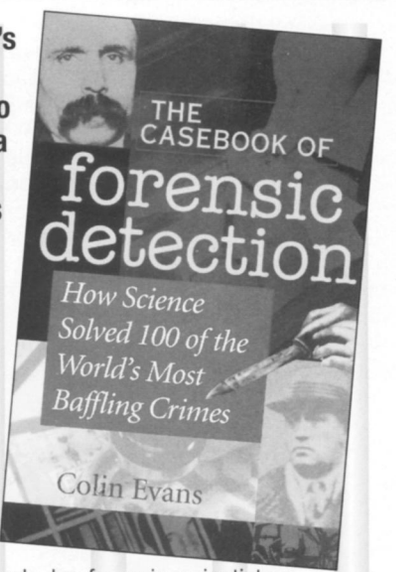
What evidence led investigators to Ted Bundy, America's most infamous serial killer?
How was the mystery of Anna Anderson, who claimed to be Anastasia, daughter of Czar Nicholas and Czarina Alexandra, solved after decades of speculation?
How did authorities prove the notorious Hitler diaries were a fraud?

In *The Casebook of Forensic Detection,* crime-writing specialist Colin Evans recounts 100 groundbreaking cases that have had a lasting impact on criminal investigation and trial proceedings. Spanning more than 2 centuries in the development of modern forensic procedures, this lively book examines the investigative tools that scientists, law enforcement officials, and legal experts use "to identify that which we can't see and analyze that which we can."

Packed with enough mystery and intrigue to satisfy the most avid true-crime buff, the cases, from Bruno Hauptmann to John Wayne Gacy, illustrate the invaluable contributions made by forensic scientists. From fingerprinting and ballistics to toxicology, psychological profiling, and DNA typing, different fields of forensics are examined, each accompanied by a brief introduction and real-life examples of practical applications. Along the way, Evans brings to light the work of early forensic pioneers like Sir Bernard Spilsbury, the doctor who took pathology out of the morgue and into the headlines, as well as such modern-day titans of technology as Alec Jeffreys, the discoverer of DNA fingerprinting.

The evidence is clear. Blending history, mystery, and scientific research, *The Casebook of Forensic Detection* adds up to engrossing, can't-put-it-down excitement.

— from John Wiley & Sons



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