

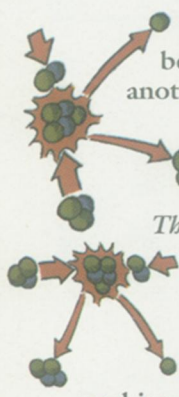
A ^{New} Work OF mammoth PROPORTIONS!



Did you know that the principle behind the zipper also governed the building of the pyramids? Did you know that the dentist's drill is a direct descendant of the first windmill? Do you realize that for a computer to carry out complex tasks it first has to convert information into simple numerical codes?

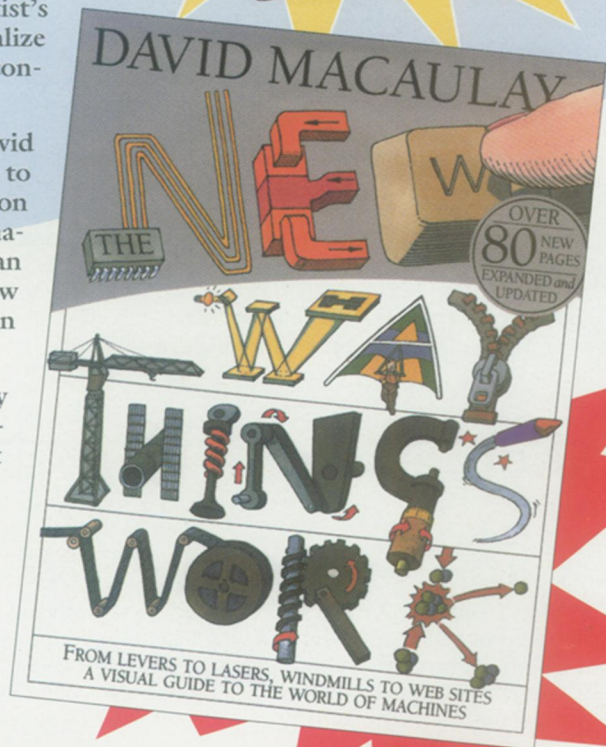
These are some of the fascinating connections made by David Macaulay in this brilliant, original, yet highly accessible guide to the workings of machines. Employing all the skills of imagination and draftsmanship that have bought him a prize-winning international reputation, Macaulay has created, and now updated, an outstanding book for anyone who wants to understand how things work and would like to be stimulated and entertained in the process of learning.

Macaulay not only demonstrates how machines do what they do—from the simplest lever to the far-reaching capabilities of the Internet—he also shows how the concept behind one invention is linked to the concept behind another. Using the humorous analogy of a woolly mammoth to illustrate principles, he offers even the least technically-minded reader a window of understanding into the complexities of today's technology.

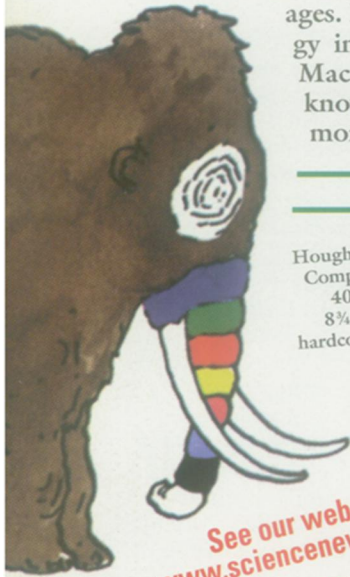


The New Way Things Work is arranged in five sections. Together they provide comprehensive coverage of the workings of hundreds of machines and devices: holograms, helicopters, airplanes, mobile phones, compact disks—hard drives, bits and bytes, cash machines. . . They also provide explanations of the scientific principles behind each machine—how gears make work easier, why jumbo jets are able to fly, how computers actually compute.

The New Way Things Work has been conceived for readers of all ages. It has been especially designed for those who find technology intimidating, and who wish it were less so. For them, Macaulay's beguiling treatment of the subject offers access to knowledge in the most captivating manner, and at the same moment, makes the discovery seem like fun. —H.M.



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