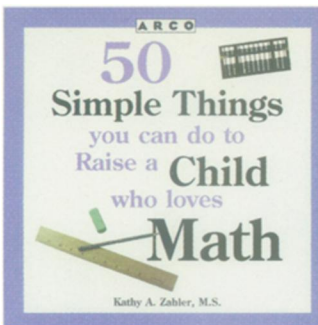


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**Did Life Begin
at the Bottom?**



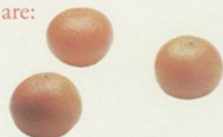
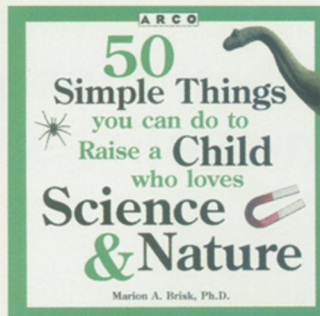
Among the activities in *50 Simple Things You Can Do to Raise a Child Who Loves Math* are:

- ◆ Managing an allowance
- ◆ Mental arithmetic
- ◆ Behavior modification techniques
- ◆ Working problems backwards

Both books: Macmillan, 1998, 8" x 8", paperback \$11.95. *Science and Nature* 176 pages. *Math* 162 pages.

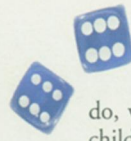
Among the activities in *50 Simple Things You Can Do to Raise a Child Who Loves Science and Nature* are:

- ◆ Understanding rainbows
- ◆ Freezing salt water
- ◆ Understanding plant respiration
- ◆ Building a barometer



If you are the parent of a young child, you know that a love of science and nature can open up worlds of learning and enjoyment. You want to teach your child to appreciate these subjects and to approach them eagerly, but how do you start? These brand-new guides show 100 great ways! Created by two top educators, each book presents 50 fun, simple, parent-child activities that can help your child develop a lifelong love of science and the environment. For each activity, easy-to-follow instructions tell you what to do, what materials you'll need, and how to encourage your child to want to find out more. In the *Math* book, you'll learn how to find practical uses for math in everyday activities and be furnished with sample problems and easy-to-understand explanations for older children as well. Lists of references aid you in guiding your child along the path of learning.

—from MacMillan



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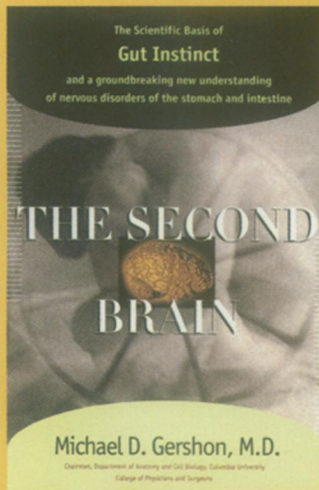
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A happy belly gurgles its way through innumerable holiday dinners, quick snacks, and business lunches. But when the digestive system goes bad, we know it. Over 50 million Americans suffer from illnesses in the gut ranging from heartburn, ulcers, and diarrhea that can cause perpetual intestinal misery.

In *THE SECOND BRAIN*, Michael D. Gershon explores the workings of more than 100 million neurons and neurotransmitters that make up our "second brain." Located in the gut (esophagus, stomach, large and small intestine), the enteric nervous system controls every digestive organ and important digestive gland. According to Gershon, it is also critical for our emotional well-being and holds promise for treating diseases that affect both the bowel and our primary brain.

Gershon's research over 3 decades indicates that because our first and second brains are similar, drugs designed to affect mood or thought are promising treatments to provide relief from bloating, gas, abdominal pain, diarrhea, and constipation. Parkinson's and Alzheimer's diseases also affect nerve cells in the gut, and since biopsies are easier to obtain from the gut than the brain, the bowel may hold the key to improved diagnosis and their eventual cure.

In clear language, Gershon describes the digestive process, which is accompanied by easy-to-understand illustrations and abundant humor. He explains the implications of his research for treating everyday stomach upset and bowel disorders as well as a fascinating glimpse into how our gut REALLY works.

—from HarperCollins

HarperCollins, 1998
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