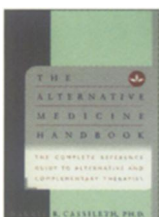
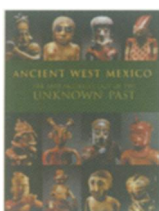


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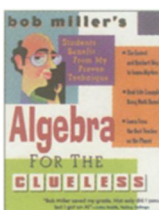
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The Alternative Medicine Handbook: The Complete Reference Guide to Alternative and Complementary Therapies—Barrie R. Cassileth. Free of bias and in a straight forward tone, 54 "alternative therapies" are defined in terms of origin, promised effects, recent research evidence, and availability. Categories include body work, biological treatments, sense therapy, and dietary and herbal remedies. Cassileth was a founding member of the advisory council to the National Institutes of Health Office of Alternative Medicine. Originally published in hardcover in 1998. Norton, 1999, 340 p., illus., paperback, \$19.95.



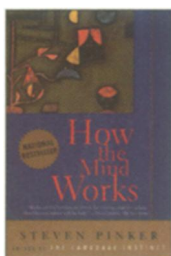
Ancient West Mexico: Art and Archaeology of the Unknown Past—Richard F. Townsend, ed. Fifteen essays reveal the unheralded ancient village life of areas known today as Jalisco, Colima, and Nayarit in Mexico. More urban Meso-american centers that thrived from 200 B.C. to A.D. 800 are generally the focus of archaeological digs. However, new evidence gleaned largely from sculpture and earthenware indicates that these outlying areas also enjoyed a rich social, political, and agricultural life. With a plethora of stunning color images of artifacts, authors who are specialists in art history, anthropology, and archaeology attach meaning to the Teuchitlán tradition. Thames and Hudson, 1998, 308 p., color photos, hardcover, \$50.00.



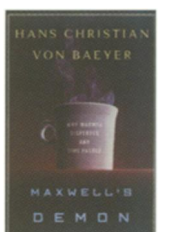
Bob Miller's Algebra for the Clueless—Robert Miller. With a chatty, approachable style, Miller offers an algebra tutorial for people looking to brush up old skills or who are experiencing difficulty in mastering the subject in the first place. He emphasizes comprehension of the "100 or so" important vocabulary words associated with the subject before launching into mathematical elements including first-degree equations, graphs, factors, radicals, and exponents. McGraw Hill, 1999, 236 p., illus., paperback, \$10.95.



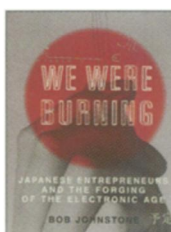
Countdown to Apocalypse: Asteroids, Tidal Waves and the End of the World—Paul Halpern. Rather than limit his lament to the pop-culture doomsday scenario-of-the-moment—asteroid collisions—Halpern evenly assesses a host of threats to our existence and, better yet, our chances of surviving them. Scientific theories are balanced between natural and human-made turmoil. Beginning with the Bible, our fascination with the "end" flavors each chapter detailing the wrath of the sun, floods, plagues, a collective eruption of volcanoes, nuclear holocaust, and the effects of greenhouse gases. Plenum, 1998, 290 p., b&w photos, hardcover, \$27.95.



How the Mind Works—Steven Pinker. The director of the Center for Cognitive Neuroscience at the Massachusetts Institute of Technology shifts his focus from speech, which he masterfully illustrated in *The Language Instinct*, to the fundamental structure of the mind. Pinker tries to explain how the mind enables us to see, experience emotions, relate to others, and reason. The brain, he contends, is a computational machine programmed by the solutions to the problems faced by our hunter-gatherer ancestors. Art, music, philosophy, religion, and humor are the "higher callings" of modern humans. Readers glean insight into such questions as why memories fade and why fools fall in love. Originally published in hardcover in 1997. Norton, 1999, 660 p., b&w illus., paperback, \$17.00.



Maxwell's Demon: Why Warmth Disperses and Time Passes—Hans Christian Von Baeyer. The author of *Taming the Atom* expounds upon a subject that warms the hearts of physicists: thermodynamics. In Victorian times, physicists were preoccupied with a hot cup of tea sitting on a cool counter. They wondered why it is that heat always flows from hot to cold materials. This concept continues to fascinate modern scientists along with other manifestations of the laws of thermodynamics: why gasoline-fueled engines at their best can only run at 30 percent efficiency and how the study of heat, energy, and entropy factor into the search for the "Theory of Everything." Von Baeyer traces thermodynamic history by recalling discoverers such as James Clerk Maxwell and by detailing the two laws governing the field: the law of energy conservation and the law of entropy. RH, 1998, 207 p., hardcover, \$25.00.



We Were Burning: Japanese Entrepreneurs and the Forging of the Electronic Age—Bob Johnstone. A journalist whose beat is Far Eastern technology reveals his expertise in this story of the semiconductor and Japanese dominance over mass-produced consumer electronics. While many Westerners believe Japanese success to be rooted in the country's industrial policy and government bureaucracies, Johnstone credits savvy middle managers at companies such as Sony and Canon. Camcorders and liquid crystal displays are among the dozen devices monopolized by the Japanese companies that he examines. Profiles of the individuals who spearheaded each endeavor color each item. In most cases, the fundamental technology was generated by U.S. companies but then abandoned. Johnstone tells how Japanese entrepreneurs adopted these concepts and built on them. Basic, 1999, 422 p. b&w photos, hardcover, \$27.50.

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