

## Michael D. Gershon, M.D. Michael D. Gershon

MasterCard, or American Expr

A service of Science News Books

## See our web site at www.sciencenewsbooks.org

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

Books Now The Virtual Bookstore™

348 East 6400 South, Suite 220, Salt Lake City, UT 84107

Please send me\_\_\_\_copy(ies) of THE SECOND BRAIN. I include a check payable to Books Now for \$24.00 plus \$4.95 postage and handling for the first book (total \$28.95). Add \$2.50 for postage and handling for each additional book.

Name	19	
Address		
City	State	Zip
Daytime Phone	ma with and an	

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 out gut REALLY works.

Now available

-from HarperCollins



Why do trains crash when the signals are working? Why does a nuclear reactor melt down with all operators alert at their posts? Why do so many of our best-laid professional and personal plans so often go awry?

laid professional and personal plans so often go awry?

Dietrich Dörner, winner of Germany's highest science prize, considers why—given all our intelligence, experience, and information—we make mistakes, sometimes with catastrophic consequences. Surprisingly, he finds the answer not in negligence or carelessness, but in what he calls "the logic of failure": certain tendencies in our patterns of thought—such as taking one thing at a time, cause and effect, and linear thinking—that, while appropriate in an older, simpler world, prove disastrous for the complex world we live in now.

Dörner finds no lack of examples. Why did the Aswan Dam planners who brought the blessings of cheap electricity to Egypt not realize that they would also interrupt the annual floods that for millennia had kept the Nile Valley rich and fertile? Why do planners of Third World health programs not realize that increased life expectancy requires increased food and thereby inadvertently end up contributing to starvation?

Working with intriguing computer simulations of his own invention, Dörner exposes the flaws in our thinking. His examples—sometimes hilarious, sometimes horrifying—and brain-teasing thought experiments teach us how to solve complex problems. Together they make *The Logic of Failure* a corrective tool, a guideline for intelligent planning and decision making.

—from Metropolitan Books

**Books Now** The Virtual Bookstore™ 348 East 6400 South, Suite 220, Salt Lake City, UT 84107

Please send	copy(ies) of <i>The Logic of Failure</i> . I include a check payable to 0 plus \$4.95 postage and handling for the first book (total \$19.95).
Books Now for \$15.0	0 plus \$4.95 postage and handling for the first book (total \$19.95).
dd \$2.50 for postage:	and handling for each additional book

Add \$2.50 for postage and nandning for each additional book.				
Name				
Address				
City	State	Zip		

Daytime phone \_\_\_\_\_\_(used only for problems with order)

Addison-Wesley, 1996, 222 pages 6" x 91/4", paperback, \$15.00

Order by phone
for faster service!
1-800-266-5766 ext. 1494
Aservice of Science News Books