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Simplicity: Why Simple Things Become Complex (and How Complex Things Can Be Made Simple) (Hardback)

By Jeffrey Kluger

Hyperion Books, United States, 2008. Hardback. Book Condition: New. 213 x 145 mm. Language: English . Brand New Book. Using real world examples, such as traffic flow, politics and baby linguistics, the author makes the theories of simplicity accessible to the layperson. Kluger makes complex science seem simple. --Kirkus Kluger makes the modern world comprehensible. his astonishing discoveries require no exaggeration. [his] findings are likely to incite controversy, confirming his contention that explaining simplicity and complexity is never as straightforward as it seems. --Publishers Weekly Simplicity is a study of human behavior, and the way we perceive things and events, and how our perception frequently causes us to make wrong assumptions and to perceive simplicity (or complexity) where it does not exist. The book is sure to be a deserved hit among the ever-growing Freakonomics crowd. -Booklist Why are the instruction manuals for cell phones incomprehensible Why is a truck driver's job as hard as a CEO's How can 10 percent of every medical dollar cure 90 percent of the world's disease Why do bad teams win so many games Complexity, as any scientist will tell you, is a slippery idea. Things that seem complicated can be astoundingly simple; things that seem simple...



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