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Big Ideas Simply Explained Penguin

"Former Civil Servant John Lamerton has run more than 60 small businesses since 2000, making millions of pounds, and thousand of mistakes along the way. This book is a collection of the lessons and successes that have led to him coaching and mentoring hundreds of small business owners, teaching them to think bigger, work less, and design their business around the lifestyle they want."-- Back cover.

Big Ideas Simply Explained Dorling Kindersley Ltd

See how maths' infinite mysteries and beauty unfold in this captivating educational book! Discover more than 85 of the most important mathematical ideas, theorems, and proofs ever devised with this beautifully illustrated book. Get to know the great minds whose revolutionary discoveries changed our world today. You don't have to be a maths genius to follow along with this book! This brilliant book is packed with short, easy-to-grasp explanations, step-by-step diagrams, and witty illustrations that play with our ideas about numbers. What is an imaginary number? Can two parallel lines ever meet? How can maths help us predict the future? All will be revealed and explained in this encyclopedia of mathematics. It's as easy as 1, 2, and 3! The Maths Book tells the exciting story of how mathematical thought advanced through history. This diverse and inclusive account will have something for everybody, including the maths behind world economies and espionage. This book charts the development of maths around the world. From ancient mathematical ideas and inventions, such as prehistoric tally bones through to the developments in mathematics during medieval and Renaissance Europe. Fast forward to today and gain insight into the recent rise of game and group theory. Delve in deeper into the history of maths: - Ancient and Classical Periods 6000 BCE - 500 CE - The Middle Ages 500 - 1500 - The Renaissance 1500 - 1680 - The Enlightenment 1680 - 1800 - The 19 th Century 1800 - 1900 - Modern Mathematics 1900 - Present The Series Simply Explained With over 7 million copies sold worldwide to date, The Maths Book is part of the award-winning Big Ideas series from DK Books. It uses innovative graphics along with engaging writing to make complex subjects easier to understand.

Stop Selling and Grow Your Business Penguin

A collection of three top-selling titles from the graphics-led Big Ideas Simply Explained series: The Philosophy Book, The Psychology Book, and The Sociology Book. If you seek to understand how people think and interact, and to quickly absorb the best of human thinking and wisdom through the ages, you will find everything you need in this collection of three books from the Big Ideas Simply Explained series. Each book uses innovative graphics and creative typography to help you understand the key principles behind these foundational social sciences.

The Feminism Book Penguin

Exploring more than 80 of the big ideas and key theories in the field of sociology in a clear and simple way, this is the perfect introduction to the study of how humans live and interact with each other. The Sociology Book offers a deep dive into a range of societal issues, ranging from government and gender identity to inequalities, globalization, and even the "Disneyfication" of today's world. New globalizing forces make our world increasingly interconnected. Similar issues affect us all: discover the tension between the needs of the individual and society, the changing workplace, and the role of everything from government to mass culture in our lives. To explain each concept, The Sociology Book makes each topic crystal clear using quirky graphics, pithy quotes, and step-by-step summaries. It defines terms such as "liquid modernity" and "communitarianism", and explains the theories of seminal thinkers from Karl Marx and Auguste Comte to Sharon Zukin and

Judith Butler. Examining everything from antisocial behavior to how the middle classes monopolize the best jobs, The Sociology Book is an unmissable read for students and anyone interested in human behavior. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

Big Ideas Simply Explained Penguin

All your complicated economic questions and theories explained by world experts. Economics is a broad topic, and your knowledge might be limited if you're not an economist by profession -- until now! The Economics Book is your jargon-free, visual guide to understanding the production and distribution of wealth. Using a combination of authoritative, clear text, and bold graphics, this encyclopedia explores and explains big questions and issues that affect us all. Everything from taxation, to recession to the housing market and much more! By following an innovative visual approach, The Economics Book demystifies and untangles complicated theories. Make sense of abstract concepts through colorful graphics, fun facts, and step-by-step flow diagrams. Satisfy Your Hunger for Knowledge Dive deeper into the history of economics with this page-turning book! From the ancient Greeks to today, you'll discover over 100 key ideas from the world's greatest theorists like Thomas Malthus, John Maynard Keynes, and Milton Friedman. Fortunately, you don't need an economics degree to gain this type of understanding. The Economics Book is your accessible guide to tons of invaluable economic knowledge and learning how the economy shapes our world! This book will be your guide through the history of economics: - Let the Trading Begin 400 BCE - 1770 CE - The Age of Reason 1770 - 1820 - Industrial and Economic Revolutions 1820 - 1929 - War and Depressions: 1929 - 1945 - Post-War Economics 1945 - 1970 - Contemporary Economics 1970 - Present The Series Simply Explained With over 7 million copies sold worldwide to date, The Economics Book is part of the award-winning Big Ideas Simply Explained series from DK Books. It uses innovative graphics along with engaging writing to make complex subjects easier to understand.

Find Your Why Penguin

Travel thousands of years into our past and discover the significant events that shaped the world as we know it. From the founding of Baghdad, and the colonisation of the Americas, to the inception of Buddhism, The History Book highlights key ideas, themes, and events of world history without complicated jargon, just short, pithy explanations. Part of DK's award-winning Big Ideas educational series that uses witty graphics and engaging descriptions to enlighten readers. Don't stop at British history, explore the world! Full of fun facts from the human story, going as far back as the origins of our species to space exploration today. Discover all things revolution, from the French to the digital, including the rise of the internet. Short and sweet biographies of some of the most important thinkers and leaders throughout history, such as Martin Luther King Jr, Charles Darwin, and Nelson Mandela. You'll learn who said famous historical quotes, and what they really meant when they said it. Big Historic Events Simply Explained Modern twist on the good old-fashioned encyclopedia, now easier to follow, with diagrams, mind maps, and timelines. Step-by-step diagrams will have you reviewing your ideas about history. Start from the very beginning: - Human Origins 200,000 years ago - 3500 BGE - Ancient Civilisations 6000 BGE - 500 CE - The Medieval World 500 - 1492 - Early Modern Era 1420 - 1795 - Changing Societies 1776 - 1914 - The Modern World 1914 - Present The Series Simply Explained With over 7 million copies sold worldwide to date, The History Book is part of the award-winning Big Ideas series from DK Books. It uses innovative graphics along with engaging writing to make complex subjects easier to understand.

The Science Book Penguin

Explains how trust is a key catalyst for personal and organizational success in the twenty-first century, in a guide for businesspeople that demonstrates how to inspire trust while overcoming bureaucratic obstacles.

Big Ideas Simply Explained Penguin

All your complicated economic questions and theories explained by world experts. Economics is a broad topic and if you're not an economist by profession, your knowledge might be limited - until now! The Economics Book is your jargon-free, visual guide to understanding the production and distribution of wealth. Using a combination of authoritative, clear text, and bold graphics, this encyclopedia explores and explains big questions and issues that affect us all - everything from taxation, to recession, to the housing market and much more! By following an innovative visual approach, The Economics Book demystifies and untangles complicated theories. Make sense of abstract concepts through colourful graphics, fun facts, and step-by-step flow diagrams. Satisfy Your Hunger for Knowledge Dive deeper into the history of economics with this page-turning book! From the ancient Greeks to today, you'll discover over 100 key ideas from the world's greatest theorists, such as Thomas Malthus, John Maynard Keynes, and Milton Friedman. Fortunately, you don't need a degree in economics to gain this type of understanding. The Economics Book is your accessible guide to gaining tonnes of invaluable economic knowledge and learning how the economy shapes our world! This book will be your guide through the history of economics: - Let the Trading Begin 400 BCE - 1770 CE - The Age of Reason 1770 - 1820 - Industrial and Economic Revolutions 1820 - 1929 - War and Depressions: 1929 - 1945 - Post-War Economics 1945 - 1970 - Contemporary Economics 1970 - Present The Series Simply Explained With over 7 million copies sold worldwide to date, The Economics Book is part of the award-winning Big Ideas series from DK Books. It uses innovative graphics along with engaging writing to make complex subjects easier to understand.

Big Ideas Simply Explained Penguin

How does memory work? Who is the "distractor" in your family? What was the "car crash" experiment? The Psychology Book is your visual guide to the complex and fascinating world of human behavior. Discover how we learn, become emotionally bonded with others, and develop coping mechanisms to deal with adversity, or conform in a group. Get to know key thinkers, from Freud and Jung to Elizabeth Loftus and Melanie Klein, and follow charts and timelines to make sense of it all and see how one theory influenced another. With concise explanations of different schools of psychology including psychotherapy, cognitive psychology and behaviorism, this is an ideal reference whether you're a student, or a general reader. It's your authoritative guide to over 100 key ideas, theories and conditions, including the collective unconscious, the "selfish" gene, false memory, psychiatric disorders, and autism. If you're fascinated by the human mind, The Psychology Book is both an invaluable reference and illuminating read.

The Shakespeare Book DK

Start With Why has led millions of readers to rethink everything they do - in their personal lives, their careers and their organizations. Now Find Your Why picks up where Start With Why left off. It shows you how to apply Simon Sinek's powerful insights so that you can find more inspiration at work -- and in turn inspire those around you. I believe fulfillment is a right and not a privilege. We are all entitled to wake up in the morning inspired to go to work, feel safe when we're there and return home fulfilled at the end of the day. Achieving that fulfillment starts with understanding exactly WHY we do what we do. As Start With Why has spread around the world, countless readers have asked me the same question: How can I apply Start With Why to my career, team, company or nonprofit? Along with two of my colleagues, Peter Docker and David Mead, I created this hands-on, step-by-step guide to help you find your WHY. With detailed exercises, illustrations, and action steps for every stage of the process, Find Your Why can help you address many important concerns, including: * What if my WHY sounds just like my competitor's? * Can I have more than one WHY? * If my work doesn't match my WHY, what should I do? * What if my team can't agree on our WHY? Whether you've just started your first job, are leading a team, or are CEO of your own company, the exercises in this book will help guide you on a path to long-term success and fulfillment, for both you and your colleagues. Thank you for joining us as we work together to build a world in which more people start with WHY. Inspire on! -- Simon

The Movie Book Penguin

The Business Book Big Ideas Simply Explained Penguin

The Servant Mindset DK Canada

Since the dawn of humankind, people have looked upward to the heavens and tried to understand them. This encyclopedia takes you on an expedition through time and space to discover our place in the universe. We invite you to take a journey through the wonders of the universe. Explore the cosmos, from planets to black holes, the Big Bang, and everything in-between! Get ready to discover the story of the universe one page at a time! This educational book for young adults will launch you on a wild trip through the cosmos and the incredible discoveries throughout history. Filled to the brim with beautifully illustrated flowcharts, graphics, and jargon-free language, The Astronomy Book breaks down hard-to-grasp concepts to guide you in understanding almost 100 big astronomical ideas. Big Ideas How do we measure the universe? Where is the event horizon? What is dark matter? Now you can find out all the answers to these questions and so much more in this inquisitive book about our universe! Using incredibly clever visual learning devices like step-by-step diagrams, you'll learn more about captivating topics from the Copernican Revolution. Dive into the mind-boggling theories of recent science in a user-friendly format that makes the information easy to follow. Explore the biographies, theories, and discoveries of key astronomers through the ages such as Ptolemy, Galileo, Newton, Hubble, and Hawking. To infinity and beyond! Journey through space and time with us: - From Myth to Science 600 BCE - 1550 CE - The Telescope Revolution 1550 - 1750 - Uranus to Neptune 1750 - 1850 - The Rise of Astrophysics 1850 - 1915 - Atom, Stars, and Galaxies 1915 - 1950 - New Windows on The Universe 1950 - 1917 - The Triumph of Technology 1975 - Present The Series Simply Explained With over 7 million copies sold worldwide to date, The Astronomy Book is part of the award-winning Big Ideas Simply Explained series from DK Books. It uses innovative graphics along with engaging writing to make complex subjects easier to understand. Shortlisted: A Young Adult Library Services Association Outstanding Books for the College Bound and Lifelong Learners list selection A Mom's Choice Awards® Honoring Excellence Gold Seal of Approval for Young Adult Books A Parents' Choice Gold Award winner

The History Book Penguin

Politics affects us all and the same questions reverberate across history. Who should rule? Is property theft? What's mightier - the bullet or the ballot? Discover 80 of the world's greatest thinkers and their political big ideas that continue to shape our lives today. Humankind has always asked profound questions about how we can best govern ourselves and how rulers should behave. The Politics Book charts the development of long-running themes, such as attitudes to democracy and violence, developed by thinkers from Confucius in ancient China to Mahatma Gandhi in 20th-century India. Justice goes hand in hand with politics, and in this comprehensive guide, you can explore the championing of people's rights from the Magna Carta to Thomas Jefferson's Bill of Rights and Malcolm X's call to arms. Ideologies inevitably clash and The Politics Book takes you through the big ideas such as capitalism, communism, and fascism exploring their beginnings and social contexts in step-by-step diagrams and illustrations, with clear explanations that cut through the jargon. Filled

with thought-provoking quotes from great thinkers such as Nietzsche, Karl Marx, and Mao Zedong, The Politics Book is a thought-provoking and unmissable read for both students and everyone interested in how the world of government and power works. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

The Art Book Penguin

What existed before the Universe was created? Where does self-worth come from? Do the ends always justify the means? The Philosophy Book answers the most profound questions we all have. It is your visual guide to the fundamental nature of existence, society, and how we think. Discover what it means to be free, whether science can predict the future, or how language shapes our thoughts. Learn about the world's greatest philosophers, from Plato and Confucius to modern thinkers such as Chomsky and Derrida and follow charts and timelines that graphically show the progression of ideas and logic. Written in plain English, with concise explanations of branches of philosophy such as metaphysics and ethics, it untangles complicated theories and makes sense of abstract concepts. It is an ideal reference whether you're a student or a general reader, with simple explanations of big ideas, including the four noble truths, the soul, class struggle, moral purpose, and good and evil. If you're curious about the deeper questions in life, The Philosophy Book is both an invaluable reference and illuminating read.

The Economics Book Dorling Kindersley Ltd

Discover the lives and achievements of more than 90 of the world's most inspirational and influential entrepreneurs and business leaders with this ebook of graphic-led biographies. Boldly illustrated and comprehensive in its scope and depth, Entrepreneurs Who Changed History profiles leaders of industry across the world and throughout the ages - from the enterprising bankers of the medieval world and the merchants of empire, to the titans of industry and the geniuses of Silicon Valley. Combining accessible text with specially-commissioned illustrated portraits in a range of bold artwork styles, photographs, and infographics, entries showcase each individual in a fresh, visual way. The towering personalities behind some of history's most recognisable brands and companies - their ruthlessness, tenacity, creativity, and sheer grit - are all brought to vivid life. Profiling the kings and queens of commerce and trade, Entrepreneurs Who Changed History features the familiar faces of Vanderbilt and Rockefeller, Ford and Ferrari, Gates and Zuckerberg, alongside lesser-known figures such as the enterprising women of colonial America, the emancipated slaves who became millionaires against all odds, and the individuals powering today's emerging economies.

The Astronomy Book Penguin

Exploring more than 60 of the most important events in world history, this ebook is the perfect introduction to the past, and ideal for summer reads. From the birth of Athenian democracy to the rise and fall of Rome and from the American Revolution to the landing beaches of World War II, The Little Book of History brings the past to life. Includes infographics and flowcharts that explain complex concepts in a simple but exciting way, this ebook examines the events that shaped our past. Charting the human era from the beginnings of civilization to the modern culture of today this ebook makes the perfect introduction to the human story. One of a series of new, compact sister titles to DK's "Big Ideas" series, The Little Book of History offers you the same combination of clear text and hard-working infographics perfect for vacation reading.

The SPEED of Trust Big Ideas

Stand by for hours of blissful immersion in the world of film - the world's "seventh art". The Movie Book is your detailed guide to 100 seismic films, from Intolerance (1916) to the groundbreaking Boyhood (2014). Part of the Big Ideas series, The Movie Book is your perfect companion and reference with infographics to explain swift-moving plots and complicated relationships. It shows The Godfather's complicated web of family and associates, for example, and gives minute-by-minute plot lines to iconic movies such as Taxi Driver or Blade Runner. One film can influence another and this indispensable and crystal clear guide explains what inspired Quentin Tarantino to use a glowing briefcase in Pulp Fiction, for example, or how Jaws triggered decades of summer action blockbusters. Liberally sprinkled with gorgeous stills, pithy quotes, and trivia detail, The Movie Book brings you new insights into your favorites and introduces you to little-known masterpieces from around the world. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

The Black History Book DK

Are you looking to take the next step in your career? Can you manage yourself with ease, but need more confidence when managing others? Achieving excellence as a manager requires a broad skillset, and The Essential Manager's Handbook provides easy-to-follow and engaging advice on the 6 key areas. Nurture your confidence with managing people, leadership, achieving high performance, effective communication, presenting, and negotiating. With key quotes, bright visuals, and breakdowns by subject, this book is accessible and easy-to-use. Interactive tips and checklists will encourage you to note down your thoughts, examining past and present workplace experiences that you can learn from. Expert insights from management professionals and step-by-step instructions will help you understand how to deal with challenges and gain valuable management skills for life. This accessible and clear guide is packed with practical, no-nonsense information covering everything you need to know about acquiring and developing management skills. Pick up The Essential Manager's Handbook for quick reference when you're in need of guidance or work through each section at your own pace to become the best manager you can be. Series Overview: DK's Essential Managers series contains the know-how you need to be a more effective manager and hone your management style, covering a range of essential topics, from managing, coaching, and mentoring teams and individuals to time management, communication, leadership, and strategic thinking. Each guide is clearly presented for ease of reference, with visual pointers, tips, and infographics.

The Politics Book Dorling Kindersley Ltd

Discover the big ideas behind more than 90 of history's most important legal rulings and milestone laws - from the earliest civilizations to the 21st century. From the philosophical, religious, and moral codes of the world's earliest societies, such as the Law Code of Hammurabi and the Ten Commandments, through groundbreaking legislation such as The Book of Punishments, Magna Carta and the Slavery Abolition Act, The Law Book offers an engaging and accessible overview of legal history across the world all the way into the 21st century with copyright in the digital age, gay marriage, and the "right to be forgotten". With entries on the fight for universal suffrage and workers' rights, and the establishment of international legal bodies like INTERPOL and the European Court of Justice, The Law Book explores and explains the stories behind each milestone development. Using the Big Ideas series' trademark combination of authoritative, informative text, and bold graphics, The Law Book makes each entry accessible and easy to understand. Packed with inspirational quotations, eye-catching infographics, and "mind maps", it offers essential reading for

anyone with a professional or personal interest in law, the legal system, or history and social change.

Big Ideas Simply Explained Penguin

The Sherlock Holmes Book, the latest in DK's award-winning Big Ideas Simply Explained series, tackles the most "elementary" of subjects--the world of Sherlock Holmes, as told by Sir Arthur Conan Doyle. The Sherlock Holmes Book is packed with witty illustrations, clear graphics, and memorable

quotes that make it the perfect Sherlock Holmes guide, covering every case of the world's greatest detective, from A Study in Scarlet to The Adventure of Shoscombe Old Place, placing the sorties in a wider context. Stories include at-a-glance flowcharts that show how Holmes reaches his conclusions through deductive reasoning, and character guides provide handy reference for readers and an invaluable resource for fans of the Sherlock Holmes films and TV series. The Sherlock Holmes Book holds a magnifying glass to the world of Sir Arthur Conan Doyle's legendary detective.

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