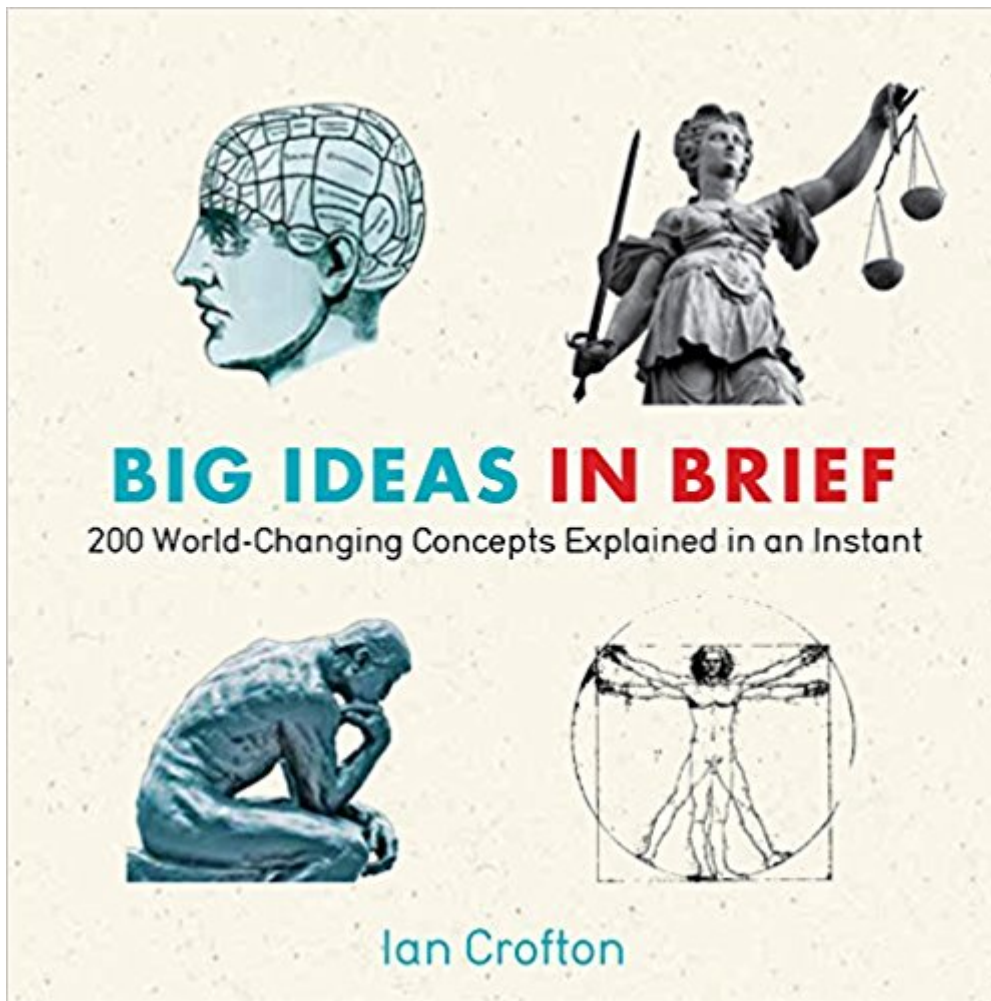


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# Big Ideas In Brief: 200 World-Changing Concepts Explained In An Instant (Knowledge In A Flash)



## Synopsis

Ian Crofton, former editor-in-chief of The Guinness Encyclopedia, has written a wide range of other general reference books, including Philosophy (Teach Yourself Instant Reference) and Science Without the Boring Bits. With Big Ideas in Brief, Crofton provides an accessible tour of 200 key concepts that really matter. The ideas covered come from a wide range of subjects--Philosophy, Religion, Politics, Economics, Sociology, Anthropology, Psychology, the Arts, and Science. A series of short, lively articles, accompanied by 100 illustrations, introduces a host of diverse topics, from Existentialism to Expressionism, from Consciousness to Constitutionalism, from Feminism to Free Trade, from Class to Cognitive Theory, from Reincarnation to Relativity--all explained simply and clearly.

## Book Information

Series: Knowledge in a Flash

Paperback: 416 pages

Publisher: Quercus (September 10, 2013)

Language: English

ISBN-10: 1623650100

ISBN-13: 978-1623650100

Product Dimensions: 5 x 1.2 x 5 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

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## Customer Reviews

I got this book as a gift that I had requested here on . I did not know however how small it was going to be! Of course that is my bad that I did not look at the dimensions of the book before hand but I wanted to warn others. I love these kinds of books that lets the reader learn new information in a small amount of time. This book is organized well and has already been a hit at my house. I can see myself putting this small book into my purse or keeping it in my truck for reading material. Each subject has one to two pages on it. For instance there is a science section and two pages are devoted to the explanation of what the big bang was. Just a fun book for young adults and adults to learn bit sized information in a small amount of time. I highly recommend it and this kind of book is

my kind of book. If you like this kind of book also check out the revised and updated book by DK publishing called 'Visual Dictionary'

Men and women alike are intrigued by this book. I keep it on an end table by the sofa, convenient to pick up and sample or read more. It is a conversation starter. I gave 3 others as presents, and all were happy to get it.

I bought this and two others (Math in Minutes and Science in Seconds) for gifts, they're all really great books. Every page is a brief summary of a big concept, which is a great way to understand the basics and launch further reading. Great for the coffee table, highly recommend.

These are a little superficial, but what do you expect in 100 words or so? I was hoping for some intriguing nuggets of information about the different topics, but so far I haven't come across any. I have even seen a couple of inaccuracies. Still, it's fun, and makes a great bathroom book.

This book belongs to our quickie culture. Read a little bit fast about a lot of things, and know superficially enough about the concept to be able to not look dumb when someone raises it in a conversation. I have no doubt the author of this book has a far deeper knowledge of the concepts described here than he manages to convey in a hundred or so words. I too have no doubt that many of us can learn 'something' from this book if only a vague idea of a concept we may have heard about but never really understood. The problem of course is that the learning we do will be very incomplete and limited. Again if you are in a hurry somewhere, have a few minutes you want to use, can sit and read briefly then this little book might prove entertaining.

This wasn't what we expected and turned out to be rather boring. Perhaps we are too old and knew most of the discoveries already.

Really good overview about everything

Wanted more science, less philosophy.

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