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## **How the Brain Works 2020-03-10**

are men's and women's brains really different why are teenagers impulsive and rebellious and will it soon be possible to link our brains together via the cloud drawing on the latest neuroscience research this visual guide makes the hidden workings of the human brain simple to understand how the brain works begins with an introduction to the brain's anatomy showing you how to tell your motor cortex from your mirror neurons moving on to function it explains how the brain works constantly and unnoticed to regulate heartbeat and breathing and how it collects information to produce the experiences of sight sound smell taste and touch the chapters that follow cover memory and learning consciousness and personality and emotions and communication there's also a guide to the brain's disorders including physical problems such as tumors and strokes and psychological and functional disorders ranging from autism to schizophrenia illustrated with bold graphics and step by step artworks and sprinkled with bite sized factoids and question and answer features this is the perfect introduction to the fascinating world of the human brain

## **How Science Works 2018-03**

this visual guide is packed with amazing diagrams and infographics to answer all your burning scientific head scratchers from gravity and black holes to earthquakes and gene therapy in how science works you will find the most fascinating phenomena in the universe visually explained from pulleys to string theory light to lasers and chemical reactions to artificial intelligence if you have ever wondered why the sky is blue how a black hole works or what happens in a tsunami this indispensable guide is for you rather than long columns of text how science works is filled with diagrams and infographics to make even the most difficult concept fun and easy to grasp turn the pages to understand dark matter radioactivity and so much more and find answers to the really big questions including how life began will the universe end and are we really alone with hours of enthralling reading how science works is the book you wished you'd had at school and it's the one you'll want for your family

## **How Money Works 2017-03-01**

get the answers to hundreds of financial questions with how money works including how to invest for the future how to maximise your income how financial markets work and how governments control money discover essential know how on everything from debt management to online fraud and learn to manage your own money from payments to pensions this intriguing guide breaks down the jargon of the financial world with insights into personal business and governmental finance and giving you the definitions to cash flow bonds superannuation the open market and hundreds more fully up to date with the latest financial developments including quantitative easing and cryptocurrencies such as bitcoin how money works is your indispensable guide to the world of money

## **How the Brain Works 2020**

the clearest most visual e guide to space and the universe for complete beginners to astronomy have you ever asked yourself how big the universe is how far it is to the nearest star or what came before the big bang then this is the ebook for you how space works shows you the different types of object in the universe so you'll know your pulsars from your quasars and introduces you to some of the strangest and most wonderful things known to science including dark matter particles and ancient white dwarf stars that are almost as old as the universe itself the ebook starts with an explanation of our view of the universe from earth then takes a tour of the solar system the stars and galaxies and the furthest reaches of space the last chapter looks at the technology we use to explore the universe from the international space station

to mars rovers and the new and revolutionary reusable rockets illustrated with bold graphics and step by step artworks and peppered with bite sized factoids and question and answer features this is the perfect introduction to astronomy and space exploration

## **How Space Works 2021-07-20**

an easy to understand visual guide to the facts of food and nutrition a nutritionist in a book that explains key concepts about food and what makes it good or bad for you how food works brings the science of food to life through a highly visual approach that uses bold infographics explore the good the bad the confusing and the trending world of food discover what an antioxidant is find out what a superfood does to your body and learn why it is dangerous to reheat rice covering a wide variety of topics from dieting to gluten intolerance how food works debunks common food myths explains nutrition covers the food groups and looks into organic vs processed foods follow the history of food production and free range farming how food is transported and what sell by dates really mean how food works is a completely comprehensive guide that will help readers understand the underlying biological effects of everyday foods through scientific evaluation revealing the powers of different types of food and drinks

## ***How Food Works 2017-05-09***

discover everything you need to know about biology with the simplest most visual guide to the science of life how do vaccines work what is special about stem cells how did we evolve from bacteria the science of life can be dauntingly complex and it can be hard to separate good science from bad fundamental truths from the much hyped breakthroughs reported in the media with clear easy to understand graphics and packed with fascinating facts how biology works demystifies both the core biology that may have eluded us at school and the cutting edge life science that makes the news answering the questions that spark our curiosity with power to every page this striking science book is illustrated entirely by specially commissioned boldly coloured distinctive flat vector graphics that explain each topic clearly and engagingly supports the curriculum up to gcse but also includes some higher level topics and cutting edge biology that makes the news uses clear distinctive eye catching graphics to make even complex biology easy to understand offers a practical no nonsense approach to each subject building from life s fundamental ingredients such as carbon and water the book explains chemical processes in living cells controlled by the ultimate biochemical dna it shows how dna is made of units called genes which are shuffled in each generation of offspring leading to variation and evolution it covers topics from school biology such as how plants work and how animals including humans work and goes on to ecology and biotechnology beyond school science however it covers the background to the latest medical technology and biotechnology how gene therapy works what stem cell research is achieving and how our immune systems boosted by vaccines are in an arms race with ever mutating viruses and other pathogens at dk we believe in the power of discovery so why stop there how biology works is part of dk s widely successful how stuff works series discover the inner workings of the mind with how the brain works succeed in all things science with how science works and discover the cosmos like you ve never known before with how space works whatever topic sparks your interests there s a plethora of knowledge to discover

## ***How Biology Works 2023-06-01***

have you ever asked yourself how the inventions gadgets and devices that surround us actually work discover the hidden workings of everyday technology with this graphic guide how technology works demystifies the machinery that keeps the modern world going from simple objects such as zip fasteners and can openers to the latest most sophisticated devices of the information age



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## How Money Works 2023

this is your foolproof guide on how to make your start up stand out from the crowd get professional business advice in the palm of your hands this uniquely visual guide equips you with everything you need to know about setting up and running your own business are you looking to start a business you ll need advice on how to identify your customer what pitfalls to anticipate and how best to spend your time and money to turn your idea into a profitable venture this insightful business book takes you through everything from balancing the books to building a brand it inspires you to take that giant leap towards making your entrepreneurial dreams come true the simplest most visual guide to becoming an entrepreneur ever this comprehensive guide to starting your own business acts as an invaluable blueprint for your path to business success it s the ultimate gift for entrepreneurs or anyone who wants to learn more about the world of business management this informative reference book is packed with practical authoritative information on the skills required to run a small business easy to understand graphics no nonsense advice and jargon free language insightful and inspiring quotes from the most successful minds in business this entrepreneur book gives you all the tools you need to understand how a modern start up works and then start your own whether you re a ceo or an aspiring tech entrepreneur the information and advice in how to start your own business can be applied to anyone complete the series this guide to setting up a small business is part of the how it works series from dk books expand your knowledge about business and management even further with how business works and how management works

## Entrepreneur! 2016-07-29

discover everything you need to know to turn your big idea into a thriving business with this uniquely visual guide combining clear jargon free language and bold explanatory illustrations how to start your own business shows you how to develop your ideas into a profitable venture taking you step by step through everything from business plans to branding packed with practical authoritative advice and graphics that demystify complex topics such as securing investors establishing an online presence and recruiting and managing staff this ebook gives you all the tools you need to understand how a modern start up works and create your own much more than a standard business management or self help book how to start your own business shows you what other titles only tell you combining solid reference with no nonsense advice it is the perfect primer for anyone with entrepreneurial aspirations and essential reading for those who simply want to learn more about the world of business and management

## How to Start Your Own Business 2021-02-09

let this guide be your very own friendly nutritionist on hand to debunk common food myths and give you the answers to those pressing health questions with easy to swallow information is red wine good for your heart will caffeine raise your blood pressure how food works gives you answers to these and several more questions by investigating claims surrounding a variety of foods and examining



wrong with information on disorders such as anxiety and paranoia as well as explanations of the different therapies that are used to treat them from cbt to psychoanalysis group therapy to art therapy clear and easy to understand for both students and readers with a general interest this book explores and explains the various approaches that psychologists use to study how people think and behave such as behaviourism cognitive psychology and humanism it also shows how these approaches can be applied to real world situations with examples from the workplace to the sports field the courtroom to the classroom learn why psychology plays a huge role in all of our lives and develop a greater understanding of what influences our behaviour thoughts and feelings and those of others in a variety of environments and scenarios

## **1000 Psychological Concepts 2003-11-01**

discover everything you need to know about political history and thought and the inner workings of governments around the world with this unique graphic guide combining clear jargon free language and bold eye catching graphics how politics works is a comprehensive and user friendly guide to all aspects of politics covering everything from political theory to methods of government the ebook presents the ideas and theories of key political philosophers leaders movements and activists in a uniquely visual and easy to understand way explaining political ideas on a conceptual level entries explore how they apply to governments movements and trends throughout history along with 21st century examples such as the metoo movement and blacklivesmatter the ebook also shows how political history is affected by economics sociology and the role of the media an ever relevant issue in the age of fake news and cancel culture and the current distrust of the economic forces behind certain areas of the media with its unique graphic approach and clear authoritative text how politics works is the perfect introduction to the subject and an ideal companion title to dk s the politics book in the big ideas series

## **1000 Scientific Concepts 2012-04-04**

in this fascinating and lucid account the author of the groundbreaking going inside explores the mechanics of the mind re examines concepts such as memory intelligence and personality and assesses the true nature of consciousness this stimulating new series uses an innovative mix of graphics artwork and photographs to explain and illuminate the most important scientific topics of the day unique in popular science guides essential science uses bright full color images to make traditionally difficult subjects more accessible each title focuses on a scientific or technological topic that is currently provoking debate and is likely to have a widespread impact on our lives lively readable text from top science writers ensures all readers from 14 schoolchildren to academics gain a full understanding of the facts and related issues under the direction of renowned science writer john gribbin expert authors describe in lively jargon free text the principles and discoveries behind each subject summarize what is currently known and predict future issues and trends

## **How Psychology Works 2018-05-28**

sgd cnn rnn

## **How Politics Works 2022-06-02**

the simplest most visual guide to food and nutrition ever is there a perfect diet do we need to drink eight glasses of water da day what exactly is gluten and why do so many people need to avoid it the media is full of new discoveries and fresh advice about what we eat and drink but is there a scientific basis to any of these claims with clear easy to understand graphics and packed with





## □□□□□□ 2004-02

this brilliant ebook explains and explores the essential terms and key concepts in the world of business finance and company management if you're perplexed by profit margins confused by cash flow or baffled by balance sheets all your questions and many more are answered in this indispensable e guide get to grips with how companies work from management to research and development and sales and marketing to production and distribution eye catching visual aids give a helpful representation of each and every aspect of business while the complex subject matter is broken down into clear definitions and concise explanations expressed in easy to understand language crammed with essential know how how business works is perfect for anyone looking to boost their business brain or learn the ropes from the ground to the top

## **How Food Works 2017-05-15**

are men's and women's brains really different why are teenagers impulsive and rebellious and will it soon be possible to link our brains together via the cloud drawing on the latest neuroscience research this visual guide makes the hidden workings of the human brain simple to understand how the brain works begins with an introduction to the brain's anatomy showing you how to tell your motor cortex from your mirror neurons it moves on to function explaining how the brain works constantly and unnoticed to regulate heartbeat and breathing and how it collects information to produce the experiences of sight sound smell taste and touch the chapters that follow cover memory and learning consciousness and personality and emotions and communication there's also a guide to the brain's disorders including physical problems such as tumours and strokes and psychological and functional disorders ranging from autism to schizophrenia illustrated with bold graphics and step by step artworks and peppered with bite sized factoids and question and answer features this is the perfect introduction to the fascinating world of the human brain

## **How Management Works 2020**

it makes the world go round but money can truly be an enigma dk's visual approach breaks new ground in graphics charts and diagrams how money works demystifies processes and answers the hundreds of financial questions we all have money facilitates the billions of transactions that take place every day across the globe using need to know boxes step by step diagrams and other eye catching visuals how money works shows you how this is possible it explains economic theories how governments raise and control money what goes on in the stock exchange how analysts predict where shares are heading and many other issues it busts jargon explaining terms such as quantitative easing cash flow bonds superannuation and the open market our forefathers may have used simple bartering to exchange goods and services but today we depend on complicated financial instruments for pensions life assurance mortgages and more how money works explains how these work as well as how to avoid on line fraud and where to invest with information on the latest forms of funding and currencies such as bitcoin this comprehensive book will fast track you to financial literacy and getting the most from your hard won cash

## **How Food Works 2017-06-01**

let's get straight down to business this brilliant book explains and explores the essential terms and key concepts in the world of business finance and company management if business is proving brain boggling keep things simple and straightforward with this unique graphic guide eye catching visual aids give a helpful representation of each and every aspect of business while the complex subject matter is broken down into clear definitions and concise explanations expressed in easy to understand language you'll get to grips with how companies work across the board including management level research and development sales



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