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Biography Of An Idea The 8 Unseen Engineers: Biography of an Idea Biography of an Idea By THE EAI-LY 1920s, the pragmatic lessons of the war, coupled with the prevailing wisdom of social psychology, had moved a growing sector of the American intelligentsia to two conclusions First was the belief that a modern, large-scale society, such as the

The father of public relations looks back on a landmark life spent shaping trends, preferences, and general opinion A twentieth-century marketing visionary, Edward L. Bernays brilliantly combined mastery of the social sciences with a keen understanding of human psychology to become one of his generation ' s most influential social architects. In Biography of an Idea, Bernays traces the formative moments of his career, from his time in the Woodrow Wilson administration as one of the nation ' s key wartime propagandists to his consultancy for such corporate giants as Procter & Gamble, General Electric, and Dodge Motors. While working with the American Tobacco Company, Bernays launched his now-infamous Lucky Strike campaign, which effectively ended the long-standing taboo against women smoking in public. With his vast knowledge of the psychology of the masses, Bernays was in great demand, advising high-profile officials and counseling the tastemakers of his generation. His masterful and at times manipulative techniques had longstanding influences on social and political beliefs as well as on cultural trends. Biography of an Idea is a fascinating look at the birth of public relations—an industry that continues to hold sway over American society.

The famous American architect's fascinating look at the early years of his pioneering work, which led to his being called the "father of the skyscraper." Includes a wealth of projects, insights, and evaluations, as well as 34 plates. An essential tool in gaining an understanding of the roots of modern American architecture.

A comprehensive examination of the meaning, history, and evolution of the basic notion of "literature" from antiquity to the seventeenth century.

A NEW YORK TIMES NOTABLE BOOK The Babylonians invented it, the Greeks banned it, the Hindus worshipped it, and the Christian Church used it to fend off heretics. Today it's a timebomb ticking in the heart of astrophysics. For zero, infinity's twin, is not like other numbers. It is both nothing and everything. Zero has pitted East against West and faith against reason, and its intransigence persists in the dark core of a black hole and the brilliant flash of the Big Bang. Today, zero lies at the heart of one of the biggest scientific controversies of all time: the quest for a theory of everything. Within the concept of zero lies a philosophical and scientific history of humanity. Charles Seife's elegant and witty account takes us from Aristotle to superstring theory by way of Egyptian geometry, Kabbalism, Einstein, the Chandrasekhar limit and Stephen Hawking. Covering centuries of thought, it is a concise tour of a world of ideas, bound up in the simple notion of nothing.

This book in which he rescues a great man from his modern interpreters, is a brilliant example of how historical imagination can be persuasively used. Incidentally, by basing his historical reconstruction on what is no less than scientific evidence. The author has effectively challenged the skepticism of the relativists. His main contention is that More really meant what he said, and did not say what Aquinas or Marx or anyone else would have meant. More was no social revolutionary in the modern sense, but his contemporaries, including Erasmus, had no doubt about his intention to use the ideal of "Utopia", with its elaborate presentation of a community of property and goods, as the most powerful kind of criticism of sixteenth-century society. [Back cover].

The culmination of John Maynard Keynes's thought and lifework was The General Theory of Employment, Interest and Money. Here, placing it in the context of his era, David Felix examines the evolution of Keynes's theorizing. He boldly claims that The General Theory lacks logical and factual support as pure theory, but is an achievement of great statesmanship in political economy. Felix argues that Keynes's ideas have misled successive generations of students and practitioners. He suggests that a more discriminating view of his thought can reconcile Keynesian views with neoclassical theory and replace the false synthesis that dominates contemporary text-books with a truer one. Biography of an Idea devotes four chapters to an analysis of The General Theory and an examination of the economic logic of Keynes. The author disentangles the work's fundamentally simple themes from its difficult technical pre-sentation. He shows how Keynes shaped his economic model as he did as an effort to win public support for sensible policies that clashed with generally accepted beliefs of the time. Biography of an Idea is bound to be controversial due to the many cohorts of economists who have been trained in macroeconomics according to Keynes. It will be of interest and ac-cessible to intellectually curious laymen and students, and important to economists, historians, and political scientists.

Public relations as described in this volume is, among other things, society ' s solution to problems of maladjustment that plague an overcomplex world. All of us, individuals or organizations, depend for survival and growth on adjustment to our publics. Publicist Edward L. Bernays offers here the kind of advice individuals and a variety of organizations sought from him on a professional basis during more than four decades. With such knowledge, every intelligent person can carry on his or her activities more effectively. This book provides know-why as well know-how. Bernays explains the underlying philosophy of public relations and the PR methods and practices to be applied in specific cases. He presents broad approaches and solutions as they were successfully carried out in his long professional career. Public relations is not publicity, press agency, promotion, advertising, or a bag of tricks, but a continuing process of social integration. It is a field of adjusting private and public interest. Everyone engaged in any public activity, and every student of human behavior and society, will find in this book a challenge and opportunity to further both the public interest and their own interest.

"A nonfiction 'biography' of glasses, an everyday object that has become ubiquitous, starting with the discovery of the magnifying properties of glass through the development of the eye chart, plastic lenses, and contact lenses"--

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