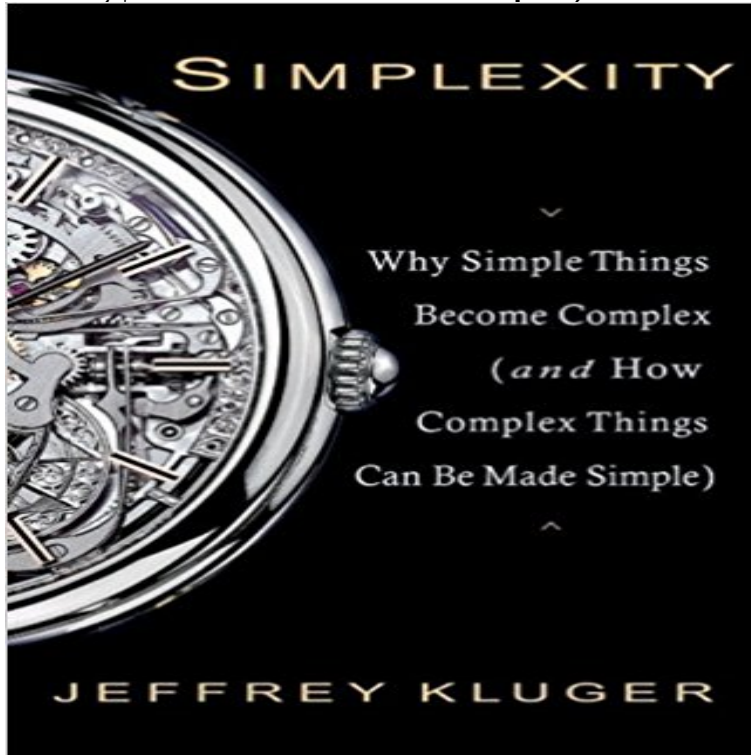


Simplexity: Why Simple Things Become Complex (and How Complex Things Can Be Made Simple)



Sometimes a complex problem has an easy solution. And sometimes there's more to a simple thing than first appears. In *Simplexity*, *Time* senior writer Jeffrey Kluger shows how a drinking straw can save thousands of lives, how a million cars can be on the streets but just a few hundred of them can lead to gridlock, how investors behave like atoms; how arithmetic governs abstract art and physics drives jazz, and why swatting a TV indeed makes it work better. Kluger adeptly translates newly evolving science into a delightful theory of everything that will have you rethinking the rules of business, family, art--your world.

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