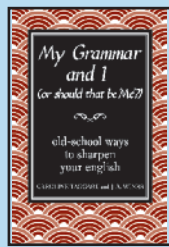


HB • £9.99

Publication date:

11 June 2009

From the bestselling series of *I Used to Know That* and *I Before E*, which have sold over 400,000 copies



MICHAEL O'MARA BOOKS LTD
www.mombooks.com

For information contact:
Jo Wickham
Publicity and Marketing
Executive
020 7819 5944
jo.wickham@mombooks.com

MICHAEL O'MARA BOOKS

As Easy as Pi

Stuff about numbers that isn't (just) maths

James Buchan

37 - if asked to pick a number between 1 and 50, a disproportionate number of people pick 37

Chinese-made products, including those by Nokia and Canon, skip from 3 to 5 in model numbers - as the number 4 sounds like the word 'death' in Chinese.

The idea of zero was considered so contradictory - how could nothing be something? - that for centuries people saw it as heresy.

It is hard to imagine a world without numbers. As an international language they have shaped our history and culture.

For those who love them - and for those who don't - this intriguing guide to all things numerical will entertain and educate. This fresh and fun book takes a insightful look that will delight even the most anxious numerophobe.

Includes:

- fascinating mathematical patterns
- numbers in language, fiction and slang
- pop culture facts
- game theory
- myths and mysticism in the world of numbers

Media Opportunities

- Serial and extract rights are available
- James is available for interview and to write pieces for publication
- Competition prize copies & reader discount offers
- Number quiz available