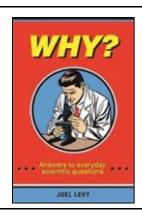
TITLE INFORMATION

MICHAEL O'MARA





Publication date Thursday, October

11, 2012

Price **£9.99**

ISBN-13 **9781843179511**

Binding Hardback
Format 198 x 129 mm
Extent 192 pages

Word Count

Territorial Rights World

Why? Answers to everyday scientific questions Joel Levy

Keynote

Answers to over 50 scientific questions

Description

Why?: Scientific Answers to Fundamental Questions sets out to provide simple answers to the most fundamental questions about the world. Asking why is the sky blue? Why is water wet? Why do we need sleep? Why are there 24 hours in a day? Why is light faster than sound?, this book gets to grips with concepts that appear so basic and everyday, yet we struggle to find an answer for. For each question the author provides a simple, single line answer followed by more in-depth information that casts light onto the murkiest of scientific questions. The book covers the whole lot: physics, biology, chemistry, geology, geography, meteorology, palaeontology and planetary science, with over 50 fundamental questions answered, allowing you to wow friends and family alike with smart answers to the obvious questions they never thought to ask.

Sales Points

- An accessible scientific primer that gives you the answers to the simple questions about the way the world works
- Explains all the key scientific theories and principles and explains why the sky is blue, why water is wet and why we really need sleep
- Uses everyday questions, events and phenomena to make scientific ideas understandable and relevant to the layman
- Will appeal to the new breed of science fans won over by Professor Brian Cox in his shows Wonders of the Solar System and Wonders of the Universe young or old

Reviews

- 'informative, educational and intellectually satisfying' The Guardian
- 'Gets to grips with basic concepts that we are desperate to know the ins and outs of' -The Sun
- 'A fascinating read that once picked up, is hard to put down as fact after fact is explained, causing little light bulbs of understanding to go off in your brain.' - NFU Countryside
- 'An easy, fun read that can be dipped into as and when you wish' The Bookbag

Author Biography

Joel Levy is a journalist and author specializing in science and history. He has written over a dozen books including: *Scientific Feuds, Lost Histories* and *Poison: A Social History*.

Michael O'Mara Books.

www.mombooks.com



Orders to: Hely Hutchinson Centre, Milton Road, Didcot, OX11 7HH

Tel: 01235 759 555 International Tel: +44 1235 759 555