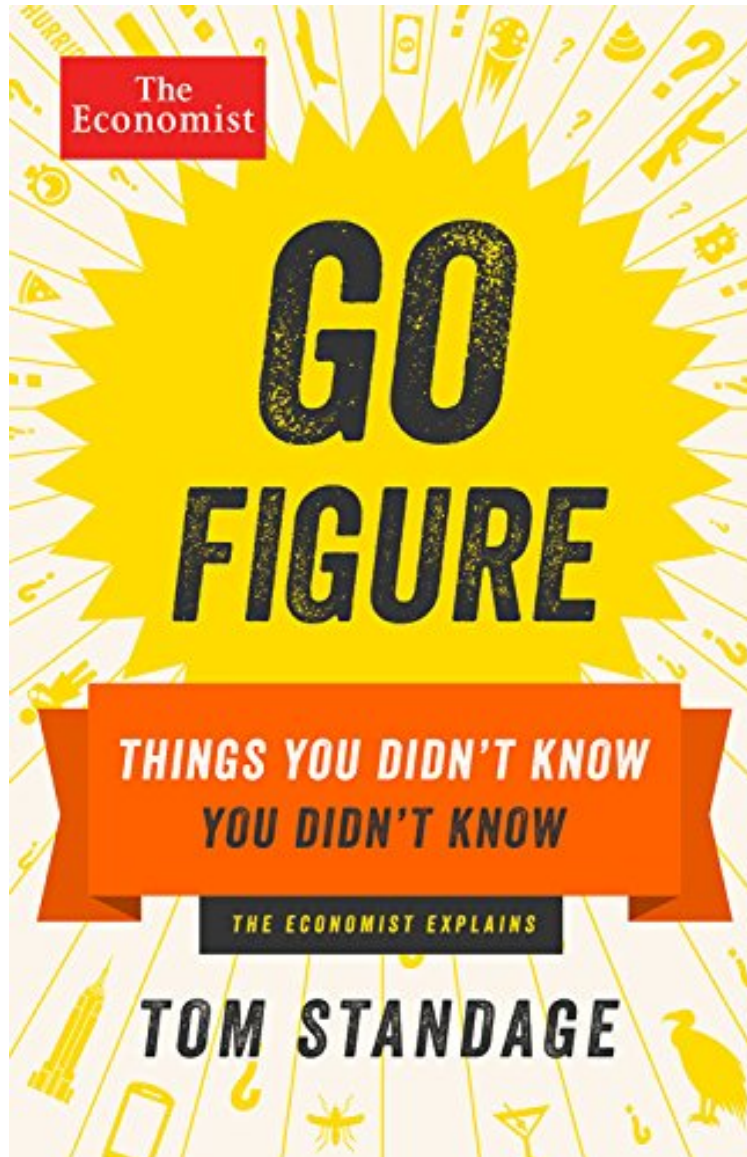


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The Economist : Go Figure: Things You Didn't Know You Didn't Know (Economist Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised Go Figure: Things You Didn't Know You Didn't Know (Economist Books):

4 of 4 people found the following review helpful. For the seriously curious By RobinThe Questions and Answers

feature is an editorial staple in newspapers and magazines, usually it's a chance for readers to give the answers but this Economist book uses staff writers to provide that bright bulb answer to an intriguing selection of how and why questions. What I liked about the book is the very wide coverage, for example: How to get ahead under a dictatorship; Why Islam prohibits images of Muhammad; Why pigs are so important to China; How online advertisers read your mind; The trouble with space junk; Why there is a shortage of cadavers. As you can see the type of query goes a lot further than the usual What is the Plimsoll line sort of question but there is offbeat stuff too: Why prostitutes are lowering their prices or The economics of Panini football stickers. It's worth saying that the more abstract queries require more than just a brief factual response, so many of the answers are several hundred words long but fortunately written in the simple, straightforward style that the Economist is known for and frequently charts and diagrams back up the text. As the front cover says this book is full of things you didn't know you didn't know. 0 of 3 people found the following review helpful. Unreadable Graphics By AJ The texts for the hundred or so "things" are very interesting. Unfortunately, the graphics that accompany many of the texts cannot be enlarged (as can font size) and simply cannot be read. The result is a denial of source information and thus insight to the reader. This is a design inadequacy of Kindle, not failure by the authors. I recommend you do not buy, at least not at this price.

Go Figure: Things You Didn't Know You Didn't Know brings together for the first time the very best explainers and charts, written and created by top journalists to help us understand such brain-bending conundrums as why almost half the population of Korea has one of two surnames, how bitcoin mining works, and the seasonal distribution of dog poo on the streets of New York. Subjects both topical and timeless, profound and peculiar, are explained with The Economist's trademark wit and verve. The Economist Explains and its online sister, the Daily Chart, are the two most popular blogs on The Economist's website. Together, these online giants provide answers to the kinds of questions, quirky and serious, that may be puzzling anyone interested in the world around them. Want to know how a tattoo affects your job prospects, why bees are under threat, or even how different countries spend their money? We have the answers. They are sometimes surprising, often intriguing, and always enlightening.

About the Author Tom Standage is Deputy Editor of The Economist. He joined the magazine in 1998, and has been Technology Editor, Business Editor, and Digital Editor. He is author of six books, including Writing on the Wall: Social Media The First 2,000 Years and The Victorian Internet, and his writing has appeared in the New York Times, Daily Telegraph, Guardian, and Wired.