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Tim Halloran has built and directed some of the world's largest brands. With over 20 years of strategic consumer brand management, insights, and new product development experience, he speaks extensively to business professionals on ways to improve the relationships between their brands and consumers.

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- Devlin: "The particular topics I have chosen are all central themes within mathematics... But the fact is, I could have chosen any collection of seven or eight general areas and told the same story; That mathematics is the science of patterns, and those patterns can be found anywhere you care to look for them, in the physical universe, in the living world, or even in our own minds. And that mathematics serves us by making the invisible visible."At this writing it has been more than a few years since my last class in mathematics. But I liked math as a student and still do, even at the point that notation and degree of abstraction begins to hurt my head, so to speak, I still like it. There is a solidity and a beauty in mathematics that eclipses the empirical sciences. It is not only the practical applicability, logical purity, and beauty of mathematics that interest me, it is also its very immateriality. As Devlin states, "music exists not on the printed page, but in our minds. The same is true for mathematics; the symbols on a page are just a representation of the mathematics."This is a wonderful book. Before 1900, mathematics could be wholly categorized within about a dozen subjects. While advances are still being made in some of these older disciplines -- Devlin discusses how developments in number theory are being applied to encryption for such purposes as banking security -- there are now at least 60-70 somewhat distinct disciplines of mathematics. The author reveals the logical foundations, history, and current applications of number theory, mathematical logic, the calculus, relativistic geometry, topology, and probability. Applications of mathematics to such seemingly

far-flung fields as linguistics, electrodynamics, and astrophysics are briefly but aptly considered. He introduces us to the patterns and progressions of perceptive minds, from the Pythagoreans, Platonists, and Peripatetics, to Pascal and Penrose, with glances at Galileo, Gauss and Godel. [Okay, enough alliteration ... just

having a little fun with patterns; and patterns, as Devlin instructs, is precisely what mathematics is all about.]

- The author follows the main story of the Scripture passage with imaginative characters and possible cultural embellishments. An easy and enjoyable book with good life lessons in principle.