

# Introducing Economics A Graphic Guide

## Introducing

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Introducing Artificial Intelligence - Henry Brighton 2007

Can machines really think? Is the mind just a complicated computer program? This book

focuses on the major issues behind one of the hardest scientific problems ever undertaken, from Alan Turing's influential groundwork to cutting-edge robotics and the new AI.

**Introducing Thatcherism** - Peter Pugh

2015-09-03

Margaret Thatcher's political career was one of the most remarkable of modern times. She rose to become the first woman to lead a major Western democracy, serving as British Prime Minister. Admired by Ronald Regan and the United States Congress, "Introducing Thatcherism" looks at the political philosophy behind this influential and controversial woman.

**Introducing Mathematics** - Jerry Ravetz

2015-03-14

What is mathematics, and why is it such a mystery to so many people? Mathematics is the greatest creation of human intelligence. It affects us all. We depend on it in our daily lives, and yet many of the tools of mathematics, such as geometry, algebra and trigonometry, are

descended from ancient or non-Western civilizations. Introducing Mathematics traces the story of mathematics from the ancient world to modern times, describing the great discoveries and providing an accessible introduction to such topics as number-systems, geometry and algebra, the calculus, the theory of the infinite, statistical reasoning and chaos theory. It shows how the history of mathematics has seen progress and paradox go hand in hand - and how this is still happening today.

**Introducing Aesthetics** - Christopher Kul-Want

2014-12-01

What is beauty, and what is truth? These are some of the questions which aesthetics tries to answer. In our everyday life, we talk about the 'aesthetics' of an artwork or a piece of design. But aesthetics goes beyond the simple experience of art. It is also a branch of philosophy concerned with the whole nature of experience itself, explored through our perceptions, feelings and emotions.

*Introducing Sociology* - John Nagle 2016-11-03  
Sociology is interested in the ways people shape the society they live in, and the ways society shapes them. Simply, it is the study of what modern society is and how it functions. In the series' inimitable style, *Introducing Sociology* traces the origins of sociology from industrialization, revolution and the Enlightenment through to globalization, neoliberalism and the fear of nationalism - introducing you to key thinkers, movements and concepts along the way. You will develop insight into the world around you, as you engage your 'sociological imagination' and explore studies of the city, theories of power and knowledge, concepts of national, racial and sexual identity, and much more.

*Einstein for Beginners* - Joseph Schwartz 1979  
Amusing, irreverent, sophisticated and highly accessible, *Einstein for Beginners* is the perfect introduction to Einstein's life and thought. Reaching back as far as Babylon (for the origins

of mathematics) and the Etruscans (who thought they could handle lightning), this book takes us through the revolutions in electrical communications and technology that made the theory of relativity possible. In the process, we meet scientific luminaries and personalities of imperial Germany, as well as Galileo, Faraday, and Newton; learn why moving clocks run slower than stationary ones, why nothing can go faster than the speed of light; and follow Albert's thought as he works his way toward  $E = mc^2$ , the most famous equation of the twentieth century.

***Introducing Philosophy*** - Dave Robinson  
2014-06-05

Philosophers have always enjoyed asking awkward and provocative questions, such as: What is the nature of reality? What are human beings really like? What is special about the human mind and consciousness? Are we free to choose who we are and what we do? Can we prove that God exists? Can we be certain about

anything at all? What is truth? Does language provide us with a true picture of the world? How should we behave towards each other? Do computers think? *Introducing Philosophy* is a comprehensive graphic guide to the thinking of all the significant philosophers of the Western world from Heraclitus to Derrida. It examines and explains their key arguments and ideas without being obscure or solemn. Lively and accessible, it is the perfect introduction to philosophers and philosophical ideas for anyone coming to the subject for the first time.

[Data Visualization](#) - Kieran Healy 2018-12-18

An accessible primer on how to create effective graphics from data This book provides students and researchers a hands-on introduction to the principles and practice of data visualization. It explains what makes some graphs succeed while others fail, how to make high-quality figures from data using powerful and reproducible methods, and how to think about data visualization in an honest and effective way.

*Data Visualization* builds the reader's expertise in ggplot2, a versatile visualization library for the R programming language. Through a series of worked examples, this accessible primer then demonstrates how to create plots piece by piece, beginning with summaries of single variables and moving on to more complex graphics. Topics include plotting continuous and categorical variables; layering information on graphics; producing effective "small multiple" plots; grouping, summarizing, and transforming data for plotting; creating maps; working with the output of statistical models; and refining plots to make them more comprehensible. Effective graphics are essential to communicating ideas and a great way to better understand data. This book provides the practical skills students and practitioners need to visualize quantitative data and get the most out of their research findings. Provides hands-on instruction using R and ggplot2 Shows how the "tidyverse" of data analysis tools makes working with R easier and

more consistent Includes a library of data sets, code, and functions

Prevention Effectiveness - Anne C. Haddix 2003  
Introduces readers to the concepts of decision and economic analysis, provides guidance on methods that will maximise the comparability of studies, and gives access to frequently used reference information. The second edition updates and expands upon the standard methodology for conducting prevention effectiveness analyses.

Introducing Political Philosophy - Dave Robinson 2014-12-01

Essential illustrated guide to key ideas of political thought. Philosophers have always asked fundamental and disturbing questions about politics. Plato and Aristotle debated the merits of democracy. The origins of society, the state and government authority were issues addressed by Hobbes, Rousseau, Hegel, Marx and many other philosophers. Introducing Political Philosophy explains the central

concepts of this intriguing branch of philosophy and presents the major political theorists from Plato to Foucault. How did governments get started? Why should they be obeyed? Could we live without them? How much power should they have? Is freedom a right? Which is the best form of government? In the wake of consumerism and postmodernism, our need for a better grasp of political ideas is greater than ever. Dave Robinson's account of this complex subject is always clear, informative and accompanied by the entertainingly inventive illustrations of Judy Groves.

Introducing Keynes - Peter Pugh 2014-12-01  
As we find ourselves at the cusp of an economic downturn, there has been a clear reinvigoration of Keynesian economics as governments are attempting to stimulate the market through public funds. Forming his economic theories in the wake of the Great Depression, John Maynard Keynes argued that a healthy economy depended on the total spending of consumers, business

investors and, most importantly, governments too. Keynes formulated that governments should take control of the economy in the short term, rather than relying on the market, because, as he eloquently put it 'in the long run, we are all dead'. This graphic guide is the ideal introduction to one of the most influential economists of the 20th century, at a time when his theories may be crucial to our economic survival. Through a deft mixture of words and images, "Introducing Keynes" is a timely, accessible and enjoyable read.

*Introducing Lacan* - Darian Leader 2014-12-01  
Jacques Lacan is now regarded as a major psychoanalytical theorist alongside Freud and Jung, although recognition has been delayed by fierce arguments over his ideas. Written by a leading Lacanian analyst, "Introducing Lacan" guides the reader through his innovations, including his work on paranoia, his addition of structural linguistics to Freudianism and his ideas on the infant 'mirror phase'. It also traces

Lacan's influence in postmodern critical thinking on art, literature, philosophy and feminism. This is the ideal introduction for anyone intrigued by Lacan's ideas but discouraged by the complexity of his writings.

**Marxism** - Rupert Woodfin 2018-01-04

A bold new edition of this bestselling Graphic Guide to commemorate Marx's 200th birthday.

**Introducing Statistics** - Eileen Magnello  
2014-06-05

From the medicine we take, the treatments we receive, the aptitude and psychometric tests given by employers, the cars we drive, the clothes we wear to even the beer we drink, statistics have given shape to the world we inhabit. For the media, statistics are routinely 'damning', 'horrifying', or, occasionally, 'encouraging'. Yet, for all their ubiquity, most of us really don't know what to make of statistics. Exploring the history, mathematics, philosophy and practical use of statistics, Eileen Magnello - accompanied by Bill Mayblin's intelligent

graphic illustration - traces the rise of statistics from the ancient Babylonians, Egyptians and Chinese, to the censuses of Romans and the Greeks, and the modern emergence of the term itself in Europe. She explores the 'vital statistics' of, in particular, William Farr, and the mathematical statistics of Karl Pearson and R.A. Fisher. She even tells how knowledge of statistics can prolong one's life, as it did for evolutionary biologist Stephen Jay Gould, given eight months to live after a cancer diagnoses in 1982 - and he lived until 2002. This title offers an enjoyable, surprise-filled tour through a subject that is both fascinating and crucial to understanding our world.

**Introducing Personal Finance** - Michael Taillard 2015-03-01

Introducing Personal Finance, by economics expert Michael Taillard, teaches you everything you need to know about managing your financial life. It's crammed full of practical advice on how to save, earn and get the most out of your

money. MAKE YOUR MONEY WORK FOR YOU by matching your spending and investments to your values CONTROL YOUR SPENDING BEHAVIOUR by gathering and tracking financial information efficiently SIMPLIFY YOUR FINANCIAL MANAGEMENT by learning to use the right tools effectively REALIZE YOUR SAVINGS GOALS by understanding what you want to and can achieve

**Introducing Shakespeare** - Nick Groom 2014-12-01

Shakespeare's absolute pre-eminence is simply unparalleled. His plays pack theatres and provide Hollywood with block-buster scripts; his works inspire mountains of scholarship and criticism every year. He has given us many of the very words we speak, and even some of the thoughts we think. Nick Groom and Piero explore how Shakespeare became so famous and influential, and why he is still widely considered the greatest writer ever. They investigate how the Bard has been worshiped at different times

and in different places, used and abused to cultural and political ends, and the roots of intense controversies which have surrounded his work. Much more than a biography or a guide to his plays and sonnets, *Introducing Shakespeare* is a tour through the world of Will and concludes that even after centuries, Shakespeare remains the battlefield on which our very comprehension of humanity is being fought out.

Game Theory - Steven Tadelis 2013-01-10

The definitive introduction to game theory This comprehensive textbook introduces readers to the principal ideas and applications of game theory, in a style that combines rigor with accessibility. Steven Tadelis begins with a concise description of rational decision making, and goes on to discuss strategic and extensive form games with complete information, Bayesian games, and extensive form games with imperfect information. He covers a host of topics, including multistage and repeated games, bargaining theory, auctions, rent-seeking games,

mechanism design, signaling games, reputation building, and information transmission games. Unlike other books on game theory, this one begins with the idea of rationality and explores its implications for multiperson decision problems through concepts like dominated strategies and rationalizability. Only then does it present the subject of Nash equilibrium and its derivatives. Game Theory is the ideal textbook for advanced undergraduate and beginning graduate students. Throughout, concepts and methods are explained using real-world examples backed by precise analytic material. The book features many important applications to economics and political science, as well as numerous exercises that focus on how to formalize informal situations and then analyze them. Introduces the core ideas and applications of game theory Covers static and dynamic games, with complete and incomplete information Features a variety of examples, applications, and exercises Topics include



repeated games, bargaining, auctions, signaling, reputation, and information transmission Ideal for advanced undergraduate and beginning graduate students Complete solutions available to teachers and selected solutions available to students

**Introducing Logic** - Bill Mayblin 2014-06-05  
Logic is the backbone of Western civilization, holding together its systems of philosophy, science and law. Yet despite logic's widely acknowledged importance, it remains an unbroken seal for many, due to its heavy use of jargon and mathematical symbolism. This book follows the historical development of logic, explains the symbols and methods involved and explores the philosophical issues surrounding the topic in an easy-to-follow and friendly manner. It will take you through the influence of logic on scientific method and the various sciences from physics to psychology, and will show you why computers and digital technology are just another case of logic in action.

**Introducing Wittgenstein** - John Heaton 2005  
Providing an accessible introduction to the central work, the 'Tractatus Logico-Philosophicus' and later 'Philosophical Investigations', 'Introducing Wittgenstein' is the ideal first primer on this master of enigmatic logic.

**Introducing Kant** - Christopher Kul-Want 2015-03-14  
Immanuel Kant laid the foundations of modern Western thought. Every subsequent major philosopher owes a profound debt to Kant's attempts to delimit human reason as an appropriate object of philosophical enquiry. And yet, Kant's relentless systematic formalism made him a controversial figure in the history of the philosophy that he helped to shape. Introducing Kant focuses on the three critiques of Pure Reason, Practical Reason and Judgement. It describes Kant's main formal concepts: the relation of mind to sensory experience, the question of freedom and the law and, above all,

the revaluation of metaphysics. Kant emerges as a diehard rationalist yet also a Romantic, deeply committed to the power of the sublime to transform experience. The illustrated guide explores the paradoxical nature of the pre-eminent philosopher of the Enlightenment, his ideas and explains the reasons for his undiminished importance in contemporary philosophical debates.

[Introducing Alain Badiou](#) - Michael J. Kelly  
2014-12-01

The works of French philosopher Alain Badiou range from novels, poems, 'romanopéras' and popular political treatises to elaborate philosophical arguments engaging with mathematical theory. Badiou suggests that 'philosophy is always a biography of the philosopher', and throughout all of his writing there is a staunch commitment to emancipatory politics and a radical yet faithful subjectivity. His famous, or infamous, philosophy of emancipation is firmly grounded in his fidelity to the universal

idea of a collective life. Introducing Alain Badiou is an elegantly written and crisply illustrated guide to an essential contemporary thinker.

[Introducing Keynesian Economics](#) - Peter Pugh  
2000

John Maynard Keynes remains the most brilliant and influential economist of the 20th century. His General Theory of Employment, Interest and Money overturned the conventional wisdom that a free market would automatically solve the problems of unemployment and economic depression.

**Introducing Particle Physics** - Tom Whyntie  
2014-06-05

What really happens at the most fundamental levels of nature? Introducing Particle Physics explores the very frontiers of our knowledge, even showing how particle physicists are now using theory and experiment to probe our very concept of what is real. From the earliest history of the atomic theory through to supersymmetry, micro-black holes, dark matter, the Higgs boson,

and the possibly mythical graviton, practising physicist and CERN contributor Tom Whyntie gives us a mind-expanding tour of cutting-edge science. Featuring brilliant illustrations from Oliver Pugh, *Introducing Particle Physics* is a unique tour through the most astonishing and challenging science being undertaken today.

*Introducing Mind and Brain* - Angus Gellatly 2005

This book examines a profound and mysterious puzzle: how does the biological tissue that makes up the brain give rise to the activities that our culture refers to as 'the mind'? How does the three pounds of electric sponge stowed in the top of your head allow you to experience enchantment in front of the evening landscape, and then make you remember the shopping, say 'Damn ' and head off to the supermarket? It explains what the sciences have to say about planning and action, language, memory, attention, emotions and vision. It traces the historical development of ideas about the brain

and its function from antiquity to the age of neuro-imaging. Through a clear combination of words and images, the reader is invited to take a fresh look at the nature of mind, consciousness and personal identity.

**Introducing Freud** - Oscar Zarate 2014-06-05  
Freud revolutionized the way we think about ourselves. His psychoanalytic terms such as Id, Ego, libido, neurosis and Oedipus Complex have become a part of our everyday vocabulary. But do we know what they really mean? *Introducing Freud* successfully demystifies the facts of Freud's discovery of psychoanalysis. Irreverent and witty but never trivial, the book tells the story of Freud's life and ideas from his upbringing in 19th-century Vienna, his early medical career and his encounter with cocaine, to the gradual evolution of his theories on the unconscious, dreams and sexuality. With its combination of brilliantly clever artwork and incisive text, this book has achieved international success as one of the most

entertaining and informative introductions to the father of psychoanalysis.

**Economyths** - David Orrell 2017-07-06

When Economyths was first published in 2010, David Orrell showed how mainstream economics is based on key myths such as fair competition, rational behaviour, stability and eternal growth - and how these myths lead paradoxically to their opposites: inequality, an irrational economy, financial instability and a collision with nature's limits. Since then, we've had Occupy, political upheaval, flash crashes in financial markets, the warmest few years in recorded history - and a growing chorus demanding fundamental reform. So how has economics responded? In this revised and expanded edition, Orrell shows how the ten myths still dominate economics. He reveals their roots in thought that goes back to the ancient Greeks, making them hard to dislodge. And he uncovers, demolishes and develops an alternative to the greatest economyth of all - the one that will lead to the

collapse of orthodox economics.

*Introducing Philosophy of Science* - Ziauddin Sardar 2015-06-18

What do scientists actually do? Is science "value-free"? How has science evolved through history? Where is science leading us? "Introducing Philosophy of Science" is a clear and incisively illustrated map of the big questions underpinning science. It is essential reading for students, the general public, and even scientists themselves.

**Introducing Postmodernism** - Chris Garratt 2014-06-05

What connects Marliyn Monroe, Disneyworld, "The Satanic Verses" and cyber space? Answer: Postmodernism. But what exactly is postmodernism? This Graphic Guide explains clearly the maddeningly enigmatic concept that has been used to define the world's cultural condition over the last three decades.

Introducing Postmodernism tracks the idea back to its roots by taking a tour of some of the most

extreme and exhilarating events, people and thought of the last 100 years: in art - constructivism, conceptual art, Marcel Duchamp, Jackson Pollock and Andy Warhol; in politics and history - McCarthy's witch-hunts, feminism, Francis Fukuyama and the Holocaust; in philosophy - the work of Derrida, Baudrillard, Foucault and Heidegger. The book also explores postmodernism's take on today, and the anxious grip of globalisation, unpredictable terrorism and unforeseen war that greeted the dawn of the 21st century. Regularly controversial, rarely straightforward and seldom easy, postmodernism is nonetheless a thrilling intellectual adventure. *Introducing Postmodernism* is the ideal guide.

**Introducing Foucault** - Christopher Horrocks  
2004-01-01

This book places Michel Foucault's work in its turbulent philosophical and political context, and critically explores his mission to expose the links between knowledge and power in the human

sciences, their discourses and institutions. It explains how Foucault overturned our assumptions about the experience and perception of madness, sexuality and criminality, and the often brutal social practices of confinement, confession and discipline.

**Introducing Psychology** - Nigel Benson  
2014-06-05

What is psychology? When did it begin? Where did it come from? How does psychology compare with related subjects such as psychiatry and psychotherapy? To what extent is it scientific? *Introducing Psychology* answers all these questions and more, explaining what the subject has been in the past and what it is now. The main "schools" of thought and the sections within psychology are described, including Introspection, Biopsychology, Psychoanalysis, Behaviourism, Comparative (Animal) Psychology, Cognitive Approaches (including the Gestalt movement), Social Psychology, Developmental Psychology and Humanism. The

key figures covered include: Freud, Pavlov, Skinner, Bandura, Piaget, Bowlby, Maslow and Rogers, as well as many lesser-known but important psychologists.

**Introducing Existentialism** - Oscar Zarate  
2015-06-18

Richard Appignanesi goes on a personal quest of Existentialism in its original state. He begins with Camus' question of suicide: 'Must life have a meaning to be lived?' Is absurdity at the heart of Existentialism? Or is Sartre right: is Existentialism 'the least scandalous, most technically austere' of all teachings? This brilliant Graphic Guide explores Existentialism in a unique comic book-style.

**The Cartoon Introduction to Economics** - Grady Klein  
2010-01-19

Provides an introduction to the principles of both microeconomics and macroeconomics that features graphic representations of key concepts.

**The Year I Stopped to Notice** - Miranda

Keeling 2022-03-17

'This book is a delight ... the world is full of little surprises, momentary little fountains of pleasure and beauty, that could be visible to all of us if we learned to stop and notice as Miranda Keeling does.' Philip Pullman 'An odd, beautiful book ... Buy an extra copy to give to someone you love.' Neil Gaiman January: A man walking along Caledonian Road falls over onto the huge roll of bubble wrap he is hugging, perhaps for just this sort of situation. Inspired by her popular Twitter account, *The Year I Stopped to Notice* brings together Miranda Keeling's observations of the magic, humour, strangeness and beauty in ordinary life. Through the changing seasons, on city streets and on buses, in parks and cafes, Miranda notices things: moments between friends, the interactions of strangers, children delighting in the world around them, the quiet melancholy of lost items on the pavement. Accompanied by stunning watercolour illustrations from Luci Power, Miranda's poetic

vignettes take us on journeys of discovery and share with us the joy of stopping to notice. September: On a sweltering, packed rush-hour train, my arm suddenly feels lovely and cool, and I look down to see a shopping bag held by the woman beside me - full of just-bought cartons of milk.

*Introducing Economics* - David Orrell  
2014-06-05

A comic-book introduction to economics from David Orrell, the author of *Economyths: 11 Ways Economics Gets it Wrong*. With illustrations from Borin Van Loon. Part of the internationally-recognised *Introducing Graphic Guide* series. Today, it seems, all things are measured by economists. The so-called 'dismal science' has never been more popular - or, given its failure to predict or prevent the recent financial crisis, more controversial. But what are the findings of economics? Is it really a science? And how can it help our lives? *Introducing Economics* traces the history of the subject from the ancient Greeks to

the present day. Orrell and Van Loon bring to life the contributions of great economists - such as Adam Smith, Karl Marx, John Maynard Keynes and Milton Friedman - and delve into ideas from new areas such as ecological and complexity economics that are revolutionizing the field.

**Introducing Infinity** - Brian Clegg 2014-12-01  
Infinity is a profoundly counter-intuitive and brain-twisting subject that has inspired some great thinkers - and provoked and shocked others. The ancient Greeks were so horrified by the implications of an endless number that they drowned the man who gave away the secret. And a German mathematician was driven mad by the repercussions of his discovery of transfinite numbers. Brian Clegg and Oliver Pugh's brilliant graphic tour of infinity features a cast of characters ranging from Archimedes and Pythagoras to al-Khwarizmi, Fibonacci, Galileo, Newton, Leibniz, Cantor, Venn, Gödel and Mandelbrot, and shows how infinity has

challenged the finest minds of science and mathematics. Prepare to enter a world of paradox.

Introducing Game Theory - Ivan Pastine  
2017-03-02

When should you adopt an aggressive business strategy? How do we make decisions when we don't have all the information? What makes international environmental cooperation possible? Game theory is the study of how we make a decision when the outcome of our moves depends on the decisions of someone else. Economists Ivan and Tuvana Pastine explain why, in these situations, we sometimes cooperate, sometimes clash, and sometimes act in a way that seems completely random. Stylishly brought to life by award-winning cartoonist Tom Humberstone, Game Theory will help readers understand behaviour in everything from our social lives to business, global politics to evolutionary biology. It provides a thrilling new perspective on the world we live in.

Introducing Genetics - Steve Jones 1993

Takes us from Mendel to the human gene map and the treatment of inborn disease, giving enough information to help us make the moral decisions that we will face.

**Introducing Critical Theory** - Stuart Sim  
2014-06-05

What might a 'theory of everything' look like? Is science an ideology? Who were Adorno, Horkheimer or the Frankfurt School? The decades since the 1960s have seen an explosion in the production of critical theories. Deconstructionists, poststructuralists, postmodernists, second-wave feminists, new historicists, cultural materialists, postcolonialists, black critics and queer theorists, among a host of others, all vie for our attention. Stuart Sim and Borin Van Loon's incisive graphic guide provides a route through the tangled jungle of competing ideas and provides an essential historical context, situating these theories within tradition of critical analysis



going back to the rise of Marxism. They present the essential methods and objectives of each theoretical school in an incisive and accessible manner, and pay special attention to recurrent themes and concerns that have preoccupied a century of critical theoretical activity.

Introducing Capitalism - Dan Cryan 2014-06-05

Capitalism now dominates the globe, both in economics and ideology, shapes every aspect of our world and influences everything from laws, wars and government to interpersonal relationships. *Introducing Capitalism* tells the story of its remarkable and often ruthless rise, evolving through strife and struggle as much as innovation and enterprise. Dan Cryan and Sharron Shatil, with Piero's brilliant graphics, cover the major economic, social and political developments that shaped the world we live in, such as the rise of banking, the founding of America and the Opium Wars. The book explores the leading views for and against, including thinkers like Adam Smith, Karl Marx, Theodor

Adorno and Milton Friedman, the connections between them and their historical context. Few ideas have had as much impact on our everyday lives as capitalism. *Introducing Capitalism* is the essential companion.

**Introducing Levi-Strauss** - Boris Wiseman  
2015-09-03

*Introducing Lévi-Strauss* is a guide to the work of the great French anthropologist Claude Lévi-Strauss (1908–2009). The book brilliantly traces the development and influence of Lévi-Strauss' thought, from his early work on the function of the incest taboo to initiate an exchange of women between groups, to his identification of a timeless “wild” or “primitive” mode of thinking – a *pensée sauvage* – behind the processes of human culture. Accessibly written by Boris Wiseman and beautifully illustrated by Judy Groves, *Introducing Lévi-Strauss* also explores the major contribution that Lévi-Strauss made to contemporary aesthetic history – his work on American-Indian mythology provides a key

insight into the way in which art itself comes

into being. This is an essential introduction to a key thinker.