



TED Books Box Set: The Completist: The Terrorist's Son, The Mathematics of Love, The Art of Stillness, The Future of Architecture, Beyond Measure, ... The Laws of Medicine, and Follow Your Gut

By Zak Ebrahim, Hannah Fry, Pico Iyer, Marc Kushner, Margaret Heffernan, Chip Kidd, Stephen Petranek, Barry Schwartz, Siddhartha Mukherjee, Rob Knight, Brendan Buhler

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This wide-ranging boxed set of ten TED Books titles covers everything from architecture to business, space travel to love: *The Terrorist's Son*, *The Mathematics of Love*, *The Art of Stillness*, *The Future of Architecture in 100 Buildings*, *Beyond Measure*, *Judge This*, *How We'll Live on Mars*, *Why We Work*, *The Laws of Medicine*, and *Follow Your Gut*.

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The Future of Architecture in 100 Buildings captures the thoughtful intelligence and the sheer whimsy of the world's most inspired and future-looking buildings.

Beyond Measure reveals how organizations can make huge changes with surprisingly small steps and ultimately transform their company culture.

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Editorial Review

About the Author

Zak Ebrahim was born in Pittsburgh, Pennsylvania, on March 24, 1983, the son of an Egyptian industrial engineer and an American school teacher. When Ebrahim was seven, his father shot and killed the founder of the Jewish Defense League, Rabbi Meir Kahane. From behind bars his father, El-Sayyid Nosair, co-masterminded the 1993 bombing of the World Trade Center. Ebrahim spent the rest of his childhood moving from city to city, hiding his identity from those who knew of his father. He now dedicates his life to speaking out against terrorism and spreading his message of peace and nonviolence.

Dr. Hannah Fry is a mathematician and complexity scientist from University College London's Center for Advanced Spatial Analysis. Fry also regularly presents the Number Hub strand of BBC Worldwide's YouTube channel, Headsqueeze. Her first TED talk attracted more than 500,000 views across all TED channels and evolved into her first book, *The Mathematics of Love*.

Pico Iyer is a British-born essayist and novelist long based in both California and Japan. He is the author of numerous books about crossing cultures, among them *Video Night in Kathmandu*, *The Lady and the Monk*, and *The Global Soul*. An essayist for *Time* since 1986, he also publishes regularly in *Harper's*, *The New York Review of Books*, *The New York Times*, and many other publications across the globe.

Marc Kushner is a practicing architect who splits his time between designing buildings at HWKN, the architecture firm he cofounded, and amassing the world's architecture on the website he runs, Architizer.com. Both have the same mission: to reconnect the public with architecture. Kushner's core belief is that architecture touches everyone—and everyone is a fan of architecture—even if they don't know it yet. New forms of media empower people to shape the built environment, and that means better buildings that make better cities that make a better world.

Margaret Heffernan is an entrepreneur, chief executive, and author. She was born in Texas, raised in Holland, and educated at Cambridge University. She worked for the BBC and developed interactive multimedia products with Peter Lynch, Tom Peters, Standard & Poors, and The Learning Company. She has served as Chief Executive Officer for InfoMation Corporation, ZineZone Corporation, and iCAST Corporation. The author of *Beyond Measure*, *Willful Blindness*, and *A Bigger Prize*, among others, she blogs for the *Huffington Post*, *CBS Moneywatch*, and Inc.com.

Chip Kidd is a designer/writer in New York City. His book cover designs for Alfred A. Knopf, where he has worked nonstop since 1986, have helped create a revolution in the art of American book packaging. He is the recipient of the National Design Award for Communications, as well as the Use of Photography in Design award from the International Center of Photography. Kidd has published two novels, *The Cheese Monkeys* and *The Learners*, and is also the author of *Batman: Death By Design* and the coauthor and designer of *True Prep*, the sequel to the beloved *Official Preppy Handbook*. His 2012 TED Talk has been viewed 1.2 million times and is cited as one of the "funniest of the year." He is most recently the author of the bestselling *GO: A Kidd's Guide To Graphic Design*.

Stephen Petranek's career of more than forty years in the publishing world is marked by numerous prizes and awards for excellent writing on science, nature, technology, politics, economics, and more. He has been editor-in-chief of the world's largest science magazine, *Discover*, the editor of *The Washington Post's* magazine, founding editor and editor-in-chief of *This Old House* magazine for Time Inc., senior editor for science at *Life Magazine*, and group editor-in-chief of Weider History Group's ten history magazines. His TED talk, *10 Ways the World Could End*, has been viewed over a million times. He is now the editor of *Breakthrough Technology Alert*, for which he finds the investment opportunities that create true value and move the human race forward.

Barry Schwartz is a professor of psychology at Swarthmore College and the author of *Why We Work*, *The Paradox of Choice*, and *Practical Wisdom*. His articles have been published in *The New York Times*, *The New York Times Magazine*, the *Chronicle of Higher Education*, *Parade Magazine*, *USA TODAY*, *Advertising Age*, *Slate*, *Scientific American*, *The New Republic*, *Harvard Business Review*, and *The Guardian*, and he has appeared on dozens of radio shows, including *Morning Edition*, *Talk of the Nation*, *Anderson Cooper 360*, and *CBS Sunday Morning*.

Siddhartha Mukherjee is the author of *The Emperor of All Maladies: A Biography of Cancer*, winner of the 2011 Pulitzer Prize in general nonfiction, and *The Laws of Medicine*. He is the editor of Best Science Writing 2013. Mukherjee is an assistant professor of medicine at Columbia University and a cancer physician and researcher. A Rhodes scholar, he graduated from Stanford University, University of Oxford, and Harvard Medical School. He has published articles in *Nature*, *The New England Journal of Medicine*, *The New York Times*, and *Cell*. He lives in New York with his wife and daughters. Visit his website at: SiddharthaMukherjee.com

Rob Knight is a Professor of Pediatrics and Computer Science & Engineering and Director of the Microbiome Initiative at the University of California, San Diego. He is cofounder of the American Gut Project and the Earth Microbiome Project.

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Phyllis Ramirez:

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