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# NEWS FROM



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## HYPERION

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**Why are the instruction manuals for cell phones incomprehensible?**

**Why do we always worry about the wrong things?**

**Why do bad teams win so many games and good teams lose so many?**

**How are slang expressions and genes similar?**

**Why does adding a new bridge or tunnel actually make traffic worse?**

Complexity, as any scientist will tell you, is a slippery idea. Things that seem complicated can be astoundingly simple; things that seem simple can be dizzyingly complex. The job of an operator in a customer call center may be more complicated than the job of a board member who helps run the company. A baby's brain is a more intricate web of connections than an adult's brain—allowing them to process new sounds and languages more easily than older people.

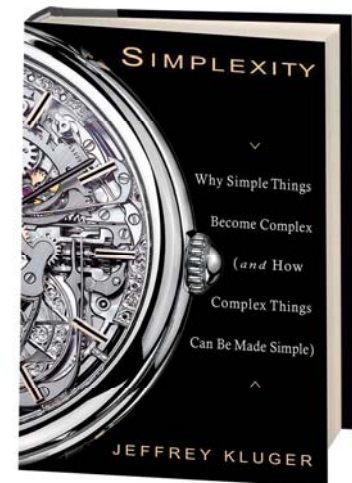
These and other paradoxes are driving a whole new science—simplicity—that is redefining how we look at the world and how we use this new view to improve our lives in fields as diverse as economics, biology, psychology, politics, chemistry, child development, the arts, and more.

In **SIMPLEXITY (Hyperion; June 3, 2008; \$25.95; hardcover)**, *Time* magazine senior writer Jeffrey Kluger shows how a drinking straw can save thousands of lives; how a million cars can be on the streets but just a few hundred of them can lead to gridlock; how investors behave like atoms; and why swatting a TV indeed makes it work better. In introducing this concept, Kluger provides new insight to the following areas:

**Politics:** Kluger argues that voters who are given a lot of electoral choices often end up electing a candidate most of them don't want. (pg. 99)

**Design:** Kluger offers reasons why filmmakers assigned to a temporary project operate more efficiently than designers, engineers and technicians who work face-to-face in a structured setting week after week. (pg. 126)

**Sports:** Kluger explains that when a team is trailing their opponent, it's better to attempt a failed touchdown than go for the sure thing—a field goal. (p. 176) He can also explain how the American and National Leagues mirror the global economy.



**Medicine:** Kluger provides details on why we all worry most about the least harmful diseases or the wrong injury risks. He identifies which emerging viruses, like avian flu, really deserve our worry. (p. 262)

As simplicity moves from the research lab into popular consciousness it will challenge our models for modern living.

For more on **SIMPLEXITY**, you can log on to [www.SimplexityBook.com](http://www.SimplexityBook.com).

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**ABOUT THE AUTHOR:** Jeffrey Kluger is a senior editor and writer for *Time* magazine. With astronaut Jim Lovell, he wrote *Apollo 13*, on which the 1995 movie was based. His other books include the critically acclaimed *Splendid Solution: Jonas Salk and the Conquest of Polio*. His recent cover stories on “The Science of Romance,” “The Power of Birth Order,” and “The Secrets of Ambition” received widespread media attention. Kluger lives in New York City with his wife and daughters.



“Frustrated by traffic on narrow bridges? Stunned by the number of buttons on a remote control? Saddened by the lack of basic medical care in the developing world? [Jeffrey] Kluger (*Splendid Solution*) makes the modern world comprehensible, analyzing social and technological systems to reveal that ‘things that seem complicated can be preposterously simple; things that seem simple can be dizzyingly complex.’ He compares cells to cities to stock markets, renders quarks and fractals accessible and draws parallels between Wal-Mart and AIDS clinics in Tanzania. [Kluger’s] astonishing discoveries require no exaggeration: the book describes how even the most technologically advanced manufacturing plant is infinitely simpler than a humble houseplant ‘with its microhydraulics and fine-tuned metabolism and dense schematic of nucleic acids’—and baseball fans will be dismayed to discover that football is, in fact, the more complex of the two games: ‘the possible number of starting configurations before the play even begins is...31.4 billion.’ Kluger’s findings are likely to incite controversy, confirming his contention that explaining simplicity and complexity is never as straightforward as it seems.” —*Publishers Weekly*

## **SIMPLEXITY**

**By Jeffrey Kluger**

Published by Hyperion

Publication Date: June 3, 2008

Price: \$25.95; Hardcover

ISBN: 978-1-4013-0301-3

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