



# Big Ideas in Brief: 200 World-Changing Concepts Explained In An Instant (Knowledge in a Flash)

*Ian Crofton*

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Ian Crofton, former editor-in-chief of The Guinness Encyclopedia, has written a wide range of other general reference books, including *Philosophy (Teach Yourself Instant Reference)* and *Science Without the Boring Bits*.

With *Big Ideas in Brief*, Crofton provides an accessible tour of 200 key concepts that really matter. The ideas covered come from a wide range of subjects--Philosophy, Religion, Politics, Economics, Sociology, Anthropology, Psychology, the Arts, and Science. A series of short, lively articles, accompanied by 100 illustrations, introduces a host of diverse topics, from Existentialism to Expressionism, from Consciousness to Constitutionalism, from Feminism to Free Trade, from Class to Cognitive Theory, from Reincarnation to Relativity--all explained simply and clearly.

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