

## WOULD YOU LIKE TO KNOW...

Why mankind is a boom species, and why should we worry about this?

How The Curse of Being Important will affect your next world-rocking idea?

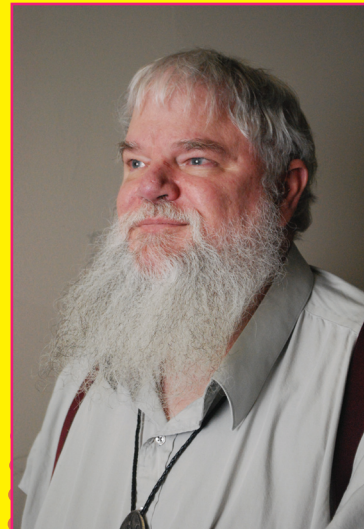
What is the relation between guilt- and cost/benefit-thinking?

Why the Road to Hell is now a superhighway fully paved with good intentions?

This book takes evolution the next step: it uses it as a tool to explain why we think and act the way we do. And it explains how you can use this new insight to make your life more comfortable and easy to understand.

**Roger White** is a careful observer of life and people, and he's done so from many interesting perspectives. He was a soldier in Vietnam in the 60's, a college student at MIT in the 70's, a computer network pioneer in the 80's, and a teacher in Korea in the 90's.

Roger thinks about how technology affects how we live, and then writes about it.



WHY WE SEE BEAUTY

ROGER BOURKE WHITE JR.

WHY WE SEE  
BEAUTY

ROGER BOURKE WHITE JR.

ROGER'S BUSINESS & INSIGHT SERIES