

# Roger Bourke White Jr.

## Salt Lake City, Utah

### News Release

FOR IMMEDIATE RELEASE

### ROGER BOURKE WHITE JR. ANNOUNCES A BUSINESS AND INSIGHT BOOK COMING IN DECEMBER

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SALT LAKE CITY, UTAH, (November 16, 2009) — Roger White is publishing the first book in his Business and Insight series: "Evolution and Thought -- Why We Think the Way We Do." This will be published by Author House in December 2009 and available from Author House, Amazon, Barnes and Noble, and other book sellers. The book will be coming out in paperback and e-book formats.

"Evolution and Thought uses evolutionary adaptation to explain why we humans think the way we do," says White, "The basic premise is that we humans are well adapted to living on earth, we are high performance, and our thinking is high performance, as well. The key is that our thinking is high performance for living in a Neolithic Village using Stone Age tools, not for living on modern farms or in modern cities. This book talks about the differences that makes in how we think."

This book is the first being released in White's Business and Insight series. It will be followed in a few months by "Surfing the High Tech Wave, A History of Novell 1980-1990", and "Why We See Beauty" which talks about similar topics to those in Evolution and Thought.

Roger White was a soldier in Vietnam in the 1960's, an MIT engineering student in the 1970's, a Local Area Network pioneer in the 1980's and an English teacher in Korea in the 1990's. More than most people, he's been there and done that, and while he did, he took notes! Today his interest centers around figuring out why people think the way they do.

He has a broad background in history, science, technology, and sociology. He is an accomplished trainer, writer, speaker and analyst.

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