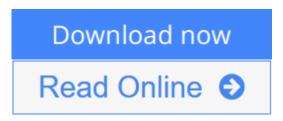


The Quantum Rules: How the Laws of Physics Explain Love, Success, and Everyday Life

By Kunal K. Das

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The Quantum Rules: How the Laws of Physics Explain Love, Success, and Everyday Life By Kunal K. Das

The entertaining *New York Times* bestseller that uses real life to explain physics—and uses physics to help you understand real life.

The laws of physics define every aspect of our lives and society, from human nature and relationships to geopolitical issues like financial markets, globalization, and immigration. But how can such a complex subject be understood by anyone without a quadruple-digit IQ and a pocket protector full of doctorate degrees?

The answer is here. *The Quantum Rules* is a different kind of physics book that will familiarize you with the important and established laws at the heart of physics by showing how the defining patterns of our lives, our behavior, and our society already follow similar rules.

Whether you struggled through science classes or already have a grounding in physics, this book can help you relate to it in a whole new way, discover new perspectives on it, and learn how to have meaningful conversations about it in a way that won't make people's eyes glaze over.

The Quantum Rules also does something no other book on physics can do—it will makes you laugh, and often. With an original and humorous take on the established natural laws that govern our world, Professor of Physics Kunal K. Das brings this challenging subject down to earth.



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Editorial Review

Review

"[*The Quantum Guide to Life*] is a smartly entertaining way to understand some of the basics of a complicated discipline, and in the process perhaps learn more about ourselves." (**Jo-Ann Greene, Lancaster Newspapers**)

About the Author

Kunal K. Das is a Professor of Physics and an active researcher in the fields of Nanotechnology and Ultracold Atoms with ongoing funding from the National Science Foundation. He has authored dozens of refereed journal publications and has held teaching and research appointments at several institutions including SUNY, Penn State, Fordham, Optical Sciences Center, and the Harvard-Smithsonian Center for Astrophysics. Atypically for a physicist, he has a lifelong interest in the humanities and pop culture and a passion for classic literature, giving him a unique view of physical laws from the perspective of broader human experiences. He is currently a Professor at Kutztown University of Pennsylvania and a Scholar of the Kavli Institute of Theoretical Physics at the University of California, Santa Barbara

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