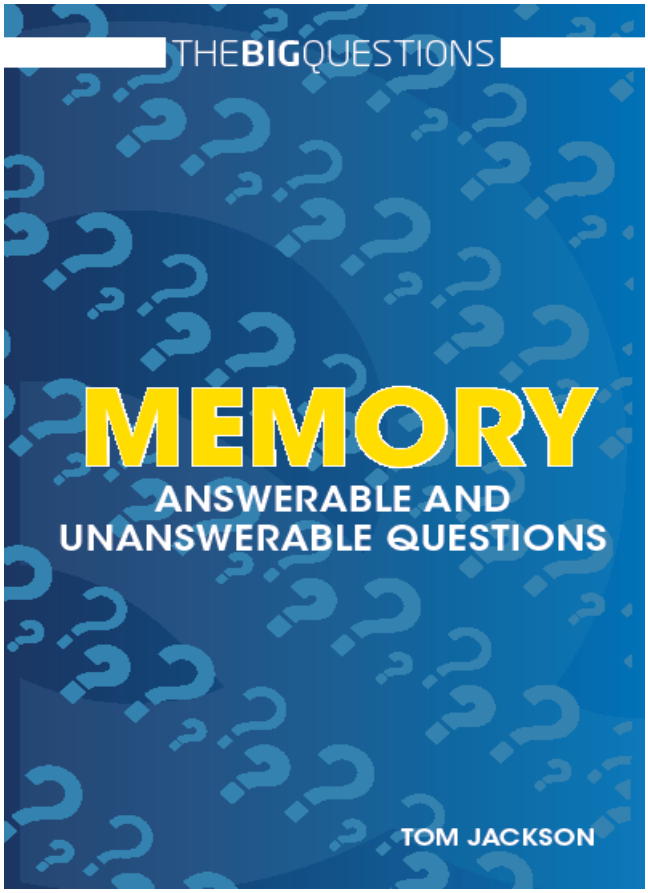
ADVANCE INFORMATION SHEET

THE BIG QUESTIONS: MEMORY

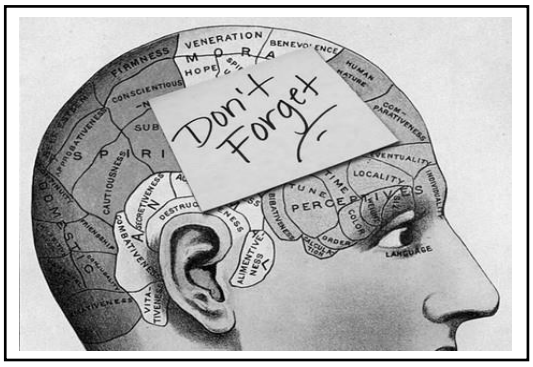


Some questions are so big that everyone should know the answers. *The Big Questions: Memory* delves into a fascinating multi-faceted subject that touches on the nature of personal identity, intelligence, knowledge, consciousness, computer science and even the existence of the soul.

AIMS

Everyone has questions, some are easy to answer, others need an expert. Who would you be without your memories? Since the days of John Locke in the 17th century, philosophers have wrestled with the role taken by our memory in forming a person's identity and knowledge. What is a memory, anyway? An event from your life, a fact learned from a book, or a cluster of cells in the brain? Neuroscientists have been attempting to pinpoint a physical trace of memories in the brain. The models they have created described the act of learning and remembering with concepts such as long-term and short-term memories, but the memory trace is still something of a mystery. Will the latest scans of the functioning brain be able to finally pinpoint where one memory begins and another ends?

The Questions: • Where are my memories? • Who would I be without my memories? • Do I really forget things? • How do I learn new things? • Are any of my memories really true? • How can I remember better? • Did I know anything when I was born? • Is my memory like a computer's? • Can my memories be recorded? • How do animals' memories compare to a human's? • Why do older people become forgetful? • Can we manufacture memories?



Key Selling Points

- Provides definitive or *Best Guess* answers to 12 fundamental questions
- Written in an easily accessible style with numerous illustrations
- Suitable for anyone with an interest in the mysteries of memory
- Certain to provoke interesting discussions
- Internationally relevant

SPECIFICATION

Trim Page Size: 216 x 138 mm, Hb
Extent: 192 pages; 32,500 words
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Illustrations: Up to 50 2-colour images
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SERIES EDITOR

Tom Jackson is an experienced author and editor of information and reference books with dozens of titles to his name. He is based in the UK and has worked for major international publishers, including Bloomsbury, Scholastic, Hachette, National Geographic, the BBC and Dorling Kindersley. Tom's past work covers all areas of science, technology, and natural history, and he is a specialist in the history of science.

For further information please contact Worth Press Ltd:
For Foreign Language Co-editions: **Cristina Galimberti** on worthpress@123media.co.uk
For USA/UK/Canada/Australia: **Ken Webb** on jenh0507@aol.com

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