

## Accidental Medical Discoveries How Tenacity And Pure Dumb Luck Changed The World

Is God a Mathematician? Teeth Doctor Franklin's Medicine Cheating Death The Family That Couldn't Sleep The Evolution of Modern Medicine Loonshots The Greatest Story Ever Told--So Far Ping-Pong Diplomacy Blood and Guts: A Short History of Medicine Believe in the Magic The Emperor of All Maladies Accidental Medical Discoveries What the Freak Did I Hit? Happy Accidents Heart Un-Junk Your Diet White Coat Tales Spasmodic Torticollis Handbook On My Feet Again The Alchemy of Air Diagnosis I Never Promised You a Goodie Bag Her-2100 Military Inventions That Changed the World Serendipity Breakthrough The End of the World 13 Things That Don't Make Sense Discover Magazine's Vital Signs Raindrop in the Ocean Survival of the Sickest LP Strong Advocate The Glass Castle Cuban Seeds 18 Tiny Deaths Online Danger Anyway You Can The Discovery of Insulin East-Asian Archaeoastronomy

### Is God a Mathematician?

Recounts the stories of various inventions, theories, and discoveries in chemistry, physics, archaeology, astronomy, and medicine

### Teeth

Historical astronomical records can play an important role in modern research, especially in the case of ancient Chinese observational data: sunspot and aurora records are important for the study of solar variability; solar and lunar eclipse records for the study of the Earth's rotation; records of Comet Hally for the study of orbital evolution; "guest star" records for the study of supernova remnants; planetary conjunction records for research in astronomical chronology. In the past, Western scientists have not been able to exploit these valuable data fully because the original records were difficult to gather and interpret, and complete English translations have not been available. East-Asian Archaeoastronomy is the first comprehensive translation into English of such historical records for modern research. The book also features an introduction to East Asian astronomy and offers guidance on how to use the records effectively. It will not only be a valuable research tool for astronomers but should also be of great interest to historians of China and Chinese science.

### Doctor Franklin's Medicine

"As a doctor the number one question I get from patients when they are faced with a scary choice in medicine today, 'Doc, what would you do?' This is the story of what happened when my 71-year-old mother was dying of cancer. Tim Ferriss saved her life. This story will save yours." In ANYWAY YOU CAN, Dr. Bosworth shares her 'accidental' discovery of ketosis and its wide array of health benefits as she supplemented her mom's chemotherapy with ketones. Her story of courage, faith, and tenacity helps young and old achieve better physical, mental, and emotional health through ketosis. Dr. Bosworth inspires patients to become stewards of their own health through her leadership skills, public speaking and 'sticky teachable moments.' When patients ask how to turn around their chronic health problem, she answers "Fight it ANYWAY YOU CAN. Ketones for Life."

### Cheating Death

Cyberspace is an informative, fun, and educational place for the entire family, but danger lurks

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everywhere you turn online. From phishing to cyber bullying to identity theft, there are a myriad of ways that you and your loved ones could be harmed online, often with irreparable damage. Fortunately, there are precautions that everyone can take to protect themselves, their families, and their businesses that don't require advanced (or even any) technical knowledge. In this book, cyber security expert, Dr. Eric Cole, provides a layman's look at how to protect yourself online. Dr. Cole makes the case that everyone is a potential target, not just the rich and famous. And we all have the ability to make it more difficult for cyber criminals to make us their next victim. He explains in plain language how to make your computer safer, protect your email, and guard your online accounts. *Online Danger: How to Protect Yourself and Your Loved Ones from the Evil Side of the Internet* applies to organizations as well as individuals, and across professions. Doctors, lawyers, and teachers anyone responsible for safeguarding a client's or student's data will learn something they can use right away. Whether you're a parent wanting to know how to keep your children safe as they use the Internet, or a senior citizen who doesn't want to fall prey to an online scammer, or a daily technology user who wants to learn more about how to protect themselves in cyberspace, this book is for you.

### The Family That Couldn't Sleep

Many of the world's most important and life-saving devices and techniques were often discovered purely by accident. Serendipity, timing, and luck played a part in the discovery of unintentional cures and breakthroughs: A plastic shard in an RAF pilot's eye leads to the use of plastic for contact lenses. The inability to remove a titanium chamber from a rabbit's bone leads to dental implants. Viagra was discovered by a group of chemists, working in the lab to find a new drug to alleviate the pain of angina pectoris. A stretch of five weeks of unusually warm weather in 1928 played a role in assisting Dr. Alexander Fleming in his analysis of bacterial growth and the discovery of penicillin. After studying the effects of the venom injected by the bite of a deadly pit viper snake, chemists developed a groundbreaking drug that works to control blood pressure. *Accidental Medical Discoveries* is an entertaining and enlightening look at the creation of 25 medical inventions that have changed the world – unintentionally. The book is presented in a lively and engaging way, and will appeal to a wide variety of readers, from history buffs to trivia fanatics to those in the medical profession.

### The Evolution of Modern Medicine

Combining the insight of Franklin Foer's *How Soccer Explains the World* and the intrigue of Ben Affleck's *Argo*, *Ping Pong Diplomacy* traces the story of how an aristocratic British spy used the game of table tennis to propel a Communist strategy that changed the shape of the world. THE SPRING OF 1971 heralded the greatest geopolitical realignment in a generation. After twenty-two years of antagonism, China and the United States suddenly moved toward a *dé tente*—achieved not by politicians but by Ping-Pong players. The Western press delighted in the absurdity of the moment and branded it “Ping-Pong Diplomacy.” But for the Chinese, Ping-Pong was always political, a strategic cog in Mao Zedong's foreign policy. Nicholas Griffin proves that the organized game, from its first breath, was tied to Communism thanks to its founder, Ivor Montagu, son of a wealthy English baron and spy for the Soviet Union. *Ping-Pong Diplomacy* traces a crucial intersection of sports and society. Griffin tells the strange and tragic story of how the game was manipulated at the highest levels; how the Chinese government helped cover up the death of 36 million peasants by holding the World Table Tennis Championships during the Great Famine; how championship players were driven to their deaths during the Cultural Revolution; and, finally, how the survivors were reconvened in 1971 and ordered to reach out to their American counterparts. Through a cast of eccentric characters, from spies to hippies and Ping-Pong-obsessed generals to atom-bomb survivors, Griffin explores how a neglected sport was used to help realign the balance of worldwide power.

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## Loonshots

This collection of intriguing stories offers profound insights into medical history. It highlights what all health professionals should know about the career path they have chosen. Each chapter presents a number of fascinating tales of legendary medical innovators, diseases that changed history, insightful clinical sayings, famous persons and their illnesses, and epic blunders made by physicians and scientists. The book relates the stories in history to what clinicians do in practice today and is ideal reading for physicians, residents, medical students and all clinicians.

## The Greatest Story Ever Told--So Far

Tommy Fergerson intertwines the story of his life and what prepared him for the hard decisions that he would face after a tragic skydiving accident. His straightforward attitude and ability to laugh at his own situations brings out his unique humor and internal strength. "What the Freak Did I Hit?" tells of the people and the behind the scenes details that his helmet camera could not capture. Sit back and marvel in the tenacity of his everyday life and the compassion of those that meet him. Tommy's high energy is contagious and refreshing.

## Ping-Pong Diplomacy

A captivating blend of history, women in science, and true crime, *18 Tiny Deaths* tells the story of how one woman changed the face of forensics forever. Frances Glessner Lee, born a socialite to a wealthy and influential Chicago family in the 1870s, was never meant to have a career, let alone one steeped in death and depravity. Yet she developed a fascination with the investigation of violent crimes, and made it her life's work. Best known for creating the Nutshell Studies of Unexplained Death, a series of dollhouses that appear charming—until you notice the macabre little details: an overturned chair, or a blood-spattered comforter. And then, of course, there are the bodies—splayed out on the floor, draped over chairs—clothed in garments that Lee lovingly knit with sewing pins. *18 Tiny Deaths*, by official biographer Bruce Goldfarb, delves into Lee's journey from grandmother without a college degree to leading the scientific investigation of unexpected death out of the dark confines of centuries-old techniques and into the light of the modern day. Lee developed a system that used the Nutshells dioramas to train law enforcement officers to investigate violent crimes, and her methods are still used today. The story of a woman whose ambition and accomplishments far exceeded the expectations of her time, *18 Tiny Deaths* follows the transformation of a young, wealthy socialite into the mother of modern forensics "Eye-opening biography of Frances Glessner Lee, who brought American medical forensics into the scientific age genuinely compelling."—Kirkus Reviews "A captivating portrait of a feminist hero and forensic pioneer." —Booklist

## Blood and Guts: A Short History of Medicine

An NPR Best Book of 2017 "[Teeth is] . . . more than an exploration of a two-tiered system—it is a call for sweeping, radical change." —New York Times Book Review "Show me your teeth," the great naturalist Georges Cuvier is credited with saying, "and I will tell you who you are." In this shattering new work, veteran health journalist Mary Otto looks inside America's mouth, revealing unsettling truths about our unequal society. *Teeth* takes readers on a disturbing journey into America's silent epidemic of oral disease, exposing the hidden connections between tooth decay and stunted job prospects, low educational achievement, social mobility, and the troubling state of our public health. Otto's subjects include the pioneering dentist who made Shirley Temple and Judy Garland's teeth sparkle on the silver screen and helped create the all-American image of "pearly whites"; Deamonte Driver, the young

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Maryland boy whose tragic death from an abscessed tooth sparked congressional hearings; and a marketing guru who offers advice to dentists on how to push new and expensive treatments and how to keep Medicaid patients at bay. In one of its most disturbing findings, *Teeth* reveals that toothaches are not an occasional inconvenience, but rather a chronic reality for millions of people, including disproportionate numbers of the elderly and people of color. Many people, *Otto* reveals, resort to prayer to counteract the uniquely devastating effects of dental pain. *Otto* also goes back in time to understand the roots of our predicament in the history of dentistry, showing how it became separated from mainstream medicine, despite a century of growing evidence that oral health and general bodily health are closely related. *Muckraking and paradigm-shifting*, *Teeth* exposes for the first time the extent and meaning of our oral health crisis. It joins the small shelf of books that change the way we view society and ourselves—and will spark an urgent conversation about why our teeth matter.

### Believe in the Magic

*I Never Promised You a Goodie Bag* is a warm, wise, and wholly original memoir of survival, renewal, and transformation, by one of New York City's most successful and respected special events coordinators. With her top-level events company, *Save the Date*, Jennifer Gilbert has worked with Fortune 500 companies, broadcast media giants, international nonprofit organizations, and celebrities from Oprah Winfrey to Bill Gates and beyond. Yet few of her clients or colleagues have known, until now, that Jennifer not only a self-made success: she's also a survivor. After a random, near-fatal attack left her body in critical condition on a crowded city street, and left her with emotional wounds that would take years to heal, Jennifer embarked upon a journey to reclaim her life. This is her story, in her own words: *I Never Promised You a Goodie Bag*, an intimate, poignant, inspiring memoir of perseverance, rediscovery, and hope.

### The Emperor of All Maladies

Selected by *Choice* magazine as an Outstanding Academic Title Among his many accomplishments, Benjamin Franklin was instrumental in founding the first major civilian hospital and medical school and in the American colonies. He studied the efficacy of smallpox inoculation and investigated the causes of the common cold. His inventions—including bifocal lenses and a "long arm" that extended the user's reach—made life easier for the aged and afflicted. In *Doctor Franklin's Medicine*, Stanley Finger uncovers the instrumental role that this scientist, inventor, publisher, and statesman played in the development of the healing arts—enhancing preventive and bedside medicine, hospital care, and even personal hygiene in ways that changed the face of medical care in both America and Europe. As Finger shows, Franklin approached medicine in the spirit of the Enlightenment and with the mindset of an experimental natural philosopher, seeking cures for diseases and methods of alleviating symptoms of illnesses. He was one of the first people to try to use electrical shocks to help treat paralytic strokes and hysteria, and even suggested applying shocks to the head to treat depressive disorders. He also strove to topple one of the greatest fads in eighteenth-century medicine: mesmerism. *Doctor Franklin's Medicine* looks at these and the many other contributions that Franklin made to the progress of medical knowledge, including a look at how Franklin approached his own chronic illnesses of painful gout and a large bladder stone. Written in accessible prose and filled with new information on the breadth of Franklin's interests and activities, *Doctor Franklin's Medicine* reveals the impressive medical legacy of this Founding Father.

### Accidental Medical Discoveries

Based on the Silliman Lectures delivered at Yale in 1913, this book remained unfinished at Osler's

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death. He requested in his will that it and his other unfinished works not be published. However, it was prepared for publication by Harvey Cushing, Archibald Malloch and others. Garrison said it is one of the most interesting short histories of medicine, written in Osler's charming style, an excellent book to begin the study of medical history.

### What the Freak Did I Hit?

For two hundred years a noble Venetian family has suffered from an inherited disease that strikes their members in middle age, stealing their sleep, eating holes in their brains, and ending their lives in a matter of months. In Papua New Guinea, a primitive tribe is nearly obliterated by a sickness whose chief symptom is uncontrollable laughter. Across Europe, millions of sheep rub their fleeces raw before collapsing. In England, cows attack their owners in the milking parlors, while in the American West, thousands of deer starve to death in fields full of grass. What these strange conditions – including fatal familial insomnia, kuru, scrapie, and mad cow disease – share is their cause: prions. Prions are ordinary proteins that sometimes go wrong, resulting in neurological illnesses that are always fatal. Even more mysterious and frightening, prions are almost impossible to destroy because they are not alive and have no DNA – and the diseases they bring are now spreading around the world. In *The Family That Couldn't Sleep*, essayist and journalist D. T. Max tells the spellbinding story of the prion's hidden past and deadly future. Through exclusive interviews and original archival research, Max explains this story's connection to human greed and ambition – from the Prussian chemist Justus von Liebig, who made cattle meatier by feeding them the flesh of other cows, to New Guinean natives whose custom of eating the brains of the dead nearly wiped them out. The biologists who have investigated these afflictions are just as extraordinary – for example, Daniel Carleton Gajdusek, a self-described “pedagogic pedophilia pediatrician” who cracked kuru and won the Nobel Prize, and another Nobel winner, Stanley Prusiner, a driven, feared self-promoter who identified the key protein that revolutionized prion study. With remarkable precision, grace, and sympathy, Max – who himself suffers from an inherited neurological illness – explores maladies that have tormented humanity for centuries and gives reason to hope that someday cures will be found. And he eloquently demonstrates that in our relationship to nature and these ailments, we have been our own worst enemy.

### Happy Accidents

An unborn baby with a fatal heart defect . . . a skier submerged for an hour in a frozen Norwegian lake . . . a comatose brain surgery patient whom doctors have declared a "vegetable." Twenty years ago all of them would have been given up for dead, with no realistic hope for survival. But today, thanks to incredible new medical advances, each of these individuals is alive and well . . . *Cheating Death*. In this riveting book, Dr. Sanjay Gupta-neurosurgeon, chief medical correspondent for CNN, and bestselling author-chronicles the almost unbelievable science that has made these seemingly miraculous recoveries possible. A bold new breed of doctors has achieved amazing rescues by refusing to accept that any life is irretrievably lost. Extended cardiac arrest, "brain death," not breathing for over an hour—all these conditions used to be considered inevitably fatal, but they no longer are. Today, revolutionary advances are blurring the traditional line between life and death in fascinating ways. Drawing on real-life stories and using his unprecedented access to the latest medical research, Dr. Gupta dramatically presents exciting accounts of how pioneering physicians and researchers are altering our understanding of how the human body functions when it comes to survival—and why more and more patients who once would have died are now alive. From experiments with therapeutic hypothermia to save comatose stroke or heart attack victims to lifesaving operations in utero to the study of animal hibernation to help wounded soldiers on far-off battlefields, these remarkable case histories transform and enrich all our assumptions about the true nature of death and life.

## Heart

In *Strong Advocate*, Thomas Strong, one of the most successful trial lawyers in Missouri's history, chronicles his adventures as a contemporary personal injury attorney. Though the profession is held in low esteem by the general public, Strong entered the field with the right motives: to help victims who have been injured by defective products or through the negligence of others. As a twelve-year-old in rural southwest Missouri during the Great Depression, Strong bought a cow, then purchased others as he could afford them, and eventually financed his education with the milk he sold. After graduating law school and serving in the Army's Counter Intelligence Corps, he rejected offers to practice in New York and San Francisco and returned to his hometown of Springfield. Strong exhibited his lifelong passion to represent the underdog early in his practice, the "trial by ambush" days when neither side was required to disclose witnesses or exhibits. He quickly became known for his audacious approach to trying cases. Tactics included asking a friend to ride on top of a moving car and hiring a local character called "Crazy Max" to recreate an automobile accident. One fraud case ended with Strong owning a bank and his opponent going to prison. When he sued a labor union for the wrongful death of his client's spouse, he found his own life threatened. With changes in the law that allowed discovery of information from an opponent's files as well as the exhibits and witnesses to be used at trial, Strong and fellow personal injury attorneys forced a wide array of manufacturers to produce safer products. When witnesses of a terrible collision claimed both roadways had green lights simultaneously, Strong purchased the traffic light controller. After three months of continuous testing at a university, the controller failed, showing four green lights, and Strong learned that fail-safe devices were available but had not been implemented. These fail-safe devices are now standard on traffic lights throughout the country. In his last venture, Strong represented the state of Missouri in its case against the tobacco industry, culminating in a settlement totaling billions of dollars. He reflects on the changes—not always for the better—in his oft-maligned profession since he entered the field in the 1950s. Thomas Strong's story of tenacity, quick wits, and humor demonstrates what made him such a creative and effective attorney. Lawyers and law students can learn much from this giant of the bar, and all readers will be entertained and heartened by his victories for the everyman.

## Un-Junk Your Diet

Former Vice President Dick Cheney and his longtime cardiologist, Dr. Jonathan Reiner, share the story of Cheney's thirty-five-year battle with heart disease—providing insight into the incredible medical breakthroughs that have changed cardiac care over the last four decades. For as long as he has served at the highest levels of business and government, Vice President Dick Cheney has also been one of the world's most prominent heart patients. Now, for the first time ever, Cheney, together with his longtime cardiologist, Jonathan Reiner, MD, shares the very personal story of his courageous thirty-five-year battle with heart disease, from his first heart attack in 1978 to the heart transplant he received in 2012. In 1978, when Cheney suffered his first heart attack, he received essentially the same treatment President Eisenhower had had in 1955. Since then, cardiac medicine has been revolutionized, and Cheney has benefitted from nearly every medical breakthrough. At each juncture, when Cheney faced a new health challenge, the technology was one step ahead of his disease. Cheney's story is in many ways the story of the evolution of modern cardiac care. *Heart* is the riveting, singular memoir of both doctor and patient. Like no US politician has before him, Cheney opens up about his health struggles, sharing harrowing, never-before-told stories about the challenges he faced during a perilous time in our nation's history. Dr. Reiner provides his perspective on Cheney's case and also gives readers a fascinating glimpse into his own education as a doctor and the history of our understanding of the human heart. He masterfully chronicles the important discoveries, radical innovations, and cutting-edge science that have changed the face of medicine and saved countless lives. Powerfully braiding science with story and the personal with the political, *Heart* is a sweeping, inspiring, and ultimately optimistic book that will give hope to the

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millions of Americans affected by heart disease.

### White Coat Tales

On My Feet Again is the heartwarming and intellectually stimulating story of how a determined and resourceful young woman overcame many of the obstacles that came her way after being paralyzed in a snowboarding accident. Although told she would never get out of a wheelchair, Jennifer French refused to accept that fate and sought out experimental new technologies for people with spinal cord injuries. She became a participant in a clinical trial of an implanted neuroprosthetic system that enables her to stand up out of her wheelchair and move around on her own two feet.

### Spasmodic Torticollis Handbook

Journalist Walls grew up with parents whose ideals and stubborn nonconformity were their curse and their salvation. Rex and Rose Mary and their four children lived like nomads, moving among Southwest desert towns, camping in the mountains. Rex was a charismatic, brilliant man who, when sober, captured his children's imagination, teaching them how to embrace life fearlessly. Rose Mary painted and wrote and couldn't stand the responsibility of providing for her family. When the money ran out, the Walls retreated to the dismal West Virginia mining town Rex had tried to escape. As the dysfunction escalated, the children had to fend for themselves, supporting one another as they found the resources and will to leave home. Yet Walls describes her parents with deep affection in this tale of unconditional love in a family that, despite its profound flaws, gave her the fiery determination to carve out a successful life. -- From publisher description.

### On My Feet Again

“ Vital Signs, ” a popular column featured in Discover Magazine, has long been a favorite of readers, showcasing, each month, fascinating new tales of strange illnesses and diseases that baffle doctors and elude diagnosis. Each tale is true and borders on the unbelievable. It ’ s no wonder that throughout the years the column has become an unofficial textbook for medical students, interns, doctors, and anyone interested in human illness and staying healthy. Now, physician and “ Vital Signs ” editor Robert Norman has compiled the very best of the series into an intriguing and suspenseful collection for fans and new readers alike. A young woman carries a baby that wasn ’ t her own—and wasn ’ t even a human; Aretha Franklin gives a physician the insight needed to save a life; a modern gynecologist faces an ancient disease. These cases and more, representing a wide variety of unique medical anomalies and life-or-death situations, bring readers to the front lines of the medical fray. Fans of hit medical dramas such as House MD will savor the opportunity to read of the real-life cases that puzzled doctors, the gripping detective work that ensued, and the completely unexpected, often life-saving diagnoses. Discover Magazine ’ s Vital Signs is a glimpse into the exciting work of real medical professionals, told from their perspective, and revealing that anything can happen in medicine. Readers will never look at a “ routine check-up ” the same again.

### The Alchemy of Air

A profile of pioneering scientists Fritz Haber and Carl Bosch describes their seminal discovery of a way to pull nitrogen out of the air to create synthetic fertilizer, a process that offered a solution to the critical food shortage confronting a growing global population but also led to the development of the gunpowder and explosives that killed millions during the World Wars. 30,000 first printing.

## Diagnosis

This book is published by Floricanto Press. [www.floricantopress.com](http://www.floricantopress.com) Chelo fled Cuba in search of freedom in 1961. Born in a small village near Havana in 1921, she married Adolfo Llano in 1944. The couple resided in Artemisa, the cradle of the Cuban Revolution of 1959. They came in contact with some of its most prominent leaders and endured the cruel communist tyranny, which ended their prosperity and cut short their bliss. The Llanos left the island empty-handed. Chelo's steel-forged nerves and resourcefulness steered her family to success in their new world. It would have been easier to be a fake revolutionary like Fidel Castro—who used deception and wielded a gun to suppress the free will of his people—than be a real fighter and do what she did day after day. Her life stood out as a monument to Cuban tenacity. History books did not record the events because she had lacked political ambitions and had not tortured or killed anyone. Yet, her anonymity would have been an irreparable loss. When does a memoir become, not only an individual's tale, but a testimony of historical events? When the narration weaves dramatic personal stories within a country's history, and when each historical event as it evolved impacted on people lives and destinies. Louis Villalba's "Cuban Seeds" tells an astonishing tale centered on Chelo, a politically quiet and a towering figure, and the Llanos family, whose struggles against a Communist dictatorship and yearnings for freedom led them to America in 1961. This book is highly recommended. LatinoBooks.Net Louis Villalba was born in Cadiz, Spain, and has resided in the U.S. since 1970. He graduated from the University of Seville, Spain, with a doctor of medicine degree. He completed his training in neurology at the Chicago Medical School, where he taught for thirty years. His passion for literature prompted him to study creative writing at Northwestern University. His first book, *The Silver Teacup* (Createspace, 2012) or its Spanish version, *La Tacita de Plata*, contains short stories that take place in his hometown, Cadiz, Spain, shuttling the reader to a different world full of history, human drama, and fantasy. Kirkus Indie Review praised his novel "The Stranger's Enigma" (Createspace, 2014) as "a provocative character study of a man facing a personal and professional crisis." "Afterlife Tracks: Glimpses of the Occult" (Createspace, 2015), his first non-fiction work, narrates his experience with paranormal events in his neurology practice.

## I Never Promised You a Goodie Bag

\* Instant WSJ bestseller \* Translated into 18 languages \* #1 Most Recommended Book of the year (Bloomberg annual survey of CEOs and entrepreneurs) \* An Amazon, Bloomberg, Financial Times, Forbes, Inc., Newsweek, Strategy + Business, Tech Crunch, Washington Post Best Business Book of the year \* Recommended by Bill Gates, Daniel Kahneman, Malcolm Gladwell, Dan Pink, Adam Grant, Susan Cain, Sid Mukherjee, Tim Ferriss Why do good teams kill great ideas? *Loonshots* reveals a surprising new way of thinking about the mysteries of group behavior that challenges everything we thought we knew about nurturing radical breakthroughs. Bahcall, a physicist and entrepreneur, shows why teams, companies, or any group with a mission will suddenly change from embracing new ideas to rejecting them, just as flowing water will suddenly change into brittle ice. Mountains of print have been written about culture. *Loonshots* identifies the small shifts in structure that control this transition, the same way that temperature controls the change from water to ice. Using examples that range from the spread of fires in forests to the hunt for terrorists online, and stories of thieves and geniuses and kings, Bahcall shows how a new kind of science can help us become the initiators, rather than the victims, of innovative surprise. Over the past decade, researchers have been applying the tools and techniques of this new science—the science of phase transitions—to understand how birds flock, fish swim, brains work, people vote, diseases erupt, and ecosystems collapse. *Loonshots* is the first to apply this science to the spread of breakthrough ideas. Bahcall distills these insights into practical lessons creatives, entrepreneurs, and visionaries can use to change our world. Along the way, readers will learn how chickens saved millions of lives, what James Bond and Lipitor have in common, what the movie *Imitation Game* got wrong about WWII, and what really killed Pan Am, Polaroid, and the Qing

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Dynasty. “ If The Da Vinci Code and Freakonomics had a child together, it would be called Loonshots. ” —Senator Bob Kerrey

### Her-2

Nothing ensures the rapid development of new technology like the involvement of the military. From the trebuchet and the cannon to the tank and the ballistic missile, military research programs have produced the most devastating weapons imaginable—but military masterminds are also responsible for a number of surprises along the way. Radar, walkie-talkies, and the jet engine are more obvious examples of military inventions that are now in everyday use around the world, but there are plenty of items with which all of us come into contact on a daily basis that have been developed from military technology. Jonathan Bailey describes how the microwave oven in your kitchen, the sat-nav in your car, and the Internet that you use every day all owe their existence to the military. Other inventions include: Dynamite Plastic surgery The submarine The crossbow The longbow The hand grenade Satellites Water purification tablets Night vision Stealth jets Laser-guided smart bombs The digital camera With all this and more, this highly readable, fascinating voyage through the world of military inventions will entertain military buffs and technology lovers alike.

### 100 Military Inventions That Changed the World

We don ’ t need to be instructed to eat apples instead of potato chips. What we need is someone to inspire us to eat well and to show us just how powerful eating that apple can be. This person must be a trusted voice, one that can calm the informational clutter instead of adding yet another discordant voice to the pile. Desiree Nielsen is a registered dietitian, one of the public ’ s most trusted sources of nutrition information. In *Un-Junk Your Diet*, she teaches readers about anti-inflammatory dieting in a way that ’ s engaging, funny, and approachable. This book begins with a call to action to help shake up perceptions of what food means to our bodies and illuminate all the ways that marketers co-opt healthy eating messages to coerce us into choosing food that is unworthy. In addition, an in-depth look at the fundamentals of nutrition—with a splash of myth busting—strengthens readers ’ abilities to resist the latest nutrition headline and continue making healthier choices. Because there is no one right way for every individual eater, Nielsen offers a brief exercise in self-discovery before providing four distinct plans for becoming healthier. They range from the gentle and gradual to the two-week kick start that appeals to both detox seekers and vacation slimmers.

### Serendipity

Spasmodic torticollis, also known as cervical dystonia, affects about three people in 10,000, or an estimated 85,000 individuals in the United States alone. Despite this, there has been until now a lack of information outside of the professional medical literature for use by individuals with this disorder and their families. This book provides comprehensive information on the disorder for people with spasmodic torticollis and those close to them. Medical terms and concepts are introduced sequentially and then used as building blocks for the later discussion. Beginning with a clear definition of the disorder, opening chapters categorize this neurologic disease as one of the broader category of movement disorders, and differentiate it from other conditions with which it is often confused. The authors then present a stepwise introduction to the relevant anatomy and physiology of the nervous system and neck. They draw on the experiences of their patients to build a progressive depiction of the experiences an individual might have as he or she goes through the initial onset of symptoms, progression of the disorder, seeking medical care, diagnosis, treatment, and subsequent outcome. Personal vignettes from the experiences of selected patients are provided where they illustrate particular points in the discussion. Subsequent chapters

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discuss various modes of treatment for spasmodic torticollis. Prior to the mid-1980's, there were no specific treatments for this disorder. Nearly all treatment consisted of using oral medications that were primarily intended for other medical conditions. Since most of these medications are still in use, and a few new ones have been added, a chapter is devoted to detailing them and discussing the general principles of medication therapy. During the past decade, chemodenervation using botulinum toxin has become the primary and most effective treatment for spasmodic torticollis. For those few patients who require surgery, a description is provided of the neurosurgical techniques developed during the last twenty years specifically for its treatment. The final chapter is a manual of therapeutic rehabilitation exercises designed to alleviate the symptoms of spasmodic torticollis. These exercises can be performed by most patients with no assistance and a bare minimum of equipment. Since each person's case of spasmodic torticollis is different, only certain of the exercises may be appropriate for any given individual. They should be undertaken only after discussion with your physician. These exercises are accompanied by detailed illustrations that emphasize the particular muscles relevant to each posture or movement. About the Authors: Dr. Pathak is a neurologist with a special interest in the neurologic rehabilitation of movement disorders, especially spasmodic torticollis. Dr. Frei is a neurologist specialized in the field of neurogenetics, and has conducted clinical trials on a number of movement disorders, including spasmodic torticollis. Dr. Truong is a neurologist and movement disorders specialist. He has conducted active research in the management of movement disorders, including spasmodic torticollis. He was one of the pioneers in the use of botulinum toxin to manage this condition, and has lectured worldwide on the management of movement disorders.

### Breakthrough

The discovery of insulin at the University of Toronto in 1921-22 was one of the most dramatic events in the history of the treatment of disease. Insulin was a wonder-drug with ability to bring patients back from the very brink of death, and it was no surprise that in 1923 the Nobel Prize for Medicine was awarded to its discoverers, the Canadian research team of Banting, Best, Collip, and Macleod. In this engaging and award-winning account, historian Michael Bliss recounts the fascinating story behind the discovery of insulin — a story as much filled with fiery confrontation and intense competition as medical dedication and scientific genius. Originally published in 1982 and updated in 1996, *The Discovery of Insulin* has won the City of Toronto Book Award, the Jason Hannah Medal of the Royal Society of Canada, and the William H. Welch Medal of the American Association for the History of Medicine.

### The End of the World

Two years after she underwent a mastectomy and chemotherapy, Barbara Bradfield's aggressive breast cancer had recurred and spread to her lungs. The outlook was grim. Then she took part in Genentech's clinical trials for a new drug. Five years later she remains cancer-free. *Her-2* is the biography of Herceptin, the drug that provoked dramatic responses in Barbara Bradfield and other women in the trials and that offers promise for hundreds of thousands of breast cancer patients. Unlike chemotherapy or radiation, Herceptin has no disabling side effects. It works by inactivating Her-2/neu—a protein that makes cancer cells grow especially quickly—produced by a gene found in 25 to 30 percent of all breast tumors. Herceptin caused some patients' cancers to disappear completely; in others, it slowed the progression of the disease and gave the women months or years they wouldn't otherwise have had. Herceptin is the first treatment targeted at a gene defect that gives rise to cancer. It marks the beginning of a new era of treatment for all kinds of cancers. Robert Bazell presents a riveting account of how Herceptin was born. *Her-2* is a story of dramatic discoveries and strong personalities, showing the combination of scientific investigation, money, politics, ego, corporate decisions, patient activism, and luck involved in moving this groundbreaking drug from the lab to a patient's bedside. Bazell's deft portraits introduce us to the remarkable people instrumental in Herceptin's history, including Dr. Dennis

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Slamon, the driven UCLA oncologist who played the primary role in developing the treatment; Lily Tartikoff, wife of television executive Brandon Tartikoff, who tapped into Hollywood money and glamour to help fund Slamon's research; and Marti Nelson, who inspired the activists who lobbied for a "compassionate use" program that would allow women outside the clinical trials to have access to the limited supplies of Herceptin prior to FDA approval of the drug. And throughout there are the stories of the heroic women with advanced breast cancer who volunteered for the trials, risking what time they had left on an unproven treatment. Meticulously researched, written with clarity and compassion, Her-2 is masterly reporting on cutting-edge science.

### 13 Things That Don't Make Sense

#### Discover Magazine's Vital Signs

An assessment of cancer addresses both the courageous battles against the disease and the misperceptions and hubris that have compromised modern understandings, providing coverage of such topics as ancient-world surgeries and the development of present-day treatments. Reprint. Best-selling winner of the Pulitzer Prize. Includes reading-group guide.

#### Raindrop in the Ocean

A unique memoir in which a young adventurer from colonial Rhodesia charms his way around the world, sleeping in stately homes and public toilets, smuggling drugs across several borders, and losing a \$50 million fortune to the CIA, before settling into a stellar banking career. Looking back on a life well lived as he faces terminal illness, he swears that the key to his success was his grueling training as a Buddhist monk in a snowbound Japanese monastery.

#### Survival of the Sickest LP

It is 1919 and Elizabeth Hughes, the eleven-year-old daughter of America's most-distinguished jurist and politician, Charles Evans Hughes, has been diagnosed with juvenile diabetes. It is essentially a death sentence. The only accepted form of treatment — starvation — whittles her down to forty-five pounds skin and bones. Miles away, Canadian researchers Frederick Banting and Charles Best manage to identify and purify insulin from animal pancreases — a miracle soon marred by scientific jealousy, intense business competition and fistfights. In a race against time and a ravaging disease, Elizabeth becomes one of the first diabetics to receive insulin injections — all while its discoverers and a little known pharmaceutical company struggle to make it available to the rest of the world. Relive the heartwarming true story of the discovery of insulin as it's never been told before. Written with authentic detail and suspense, and featuring walk-ons by William Howard Taft, Woodrow Wilson, and Eli Lilly himself, among many others.

#### Strong Advocate

Invites readers to change their perceptions about illness in order to understand disease as an essential component of the evolutionary process, citing the role of such malaises as diabetes, STDs, and the Avian Bird Flu in protecting the survival of the human race. (Health & Fitness)

#### The Glass Castle

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This book is a journey through the events in Mattie Fisher's life. There are also the life lessons gained from those events. Mattie was born at a time in history when being black and female was a double curse. You had to look very hard to find any human or legal rights. Mattie stood her ground. She was confident and fierce, always pushing forward, striving to do things she wanted to do. She turned a deaf ear to those who thought they could dictate her life. Mattie's story is very powerful and inspirational; her spirit tenacious and infectious. She encouraged all the women she met to never settle for less than they deserved. Let the tenacity of one woman inspire you to the greatness you were created for.

### Cuban Seeds

A fascinating and highly accessible look at the surprising role serendipity has played in some of the most important medical discoveries in the twentieth century.

### 18 Tiny Deaths

"Ideas tumble out of Porter like wonders from some scholarly horn of plenty." —Sherwin B. Nuland, *The New Republic* An eminently readable, entertaining romp through the history of our vain and valiant efforts to heal ourselves. Mankind's battle to stay alive and healthy for as long as possible is our oldest, most universal struggle. With his characteristic wit and vastly informed historical scope, Roy Porter examines the war fought between disease and doctors on the battleground of the flesh from ancient times to the present. He explores the many ingenious ways in which we have attempted to overcome disease through the ages: the changing role of doctors, from ancient healers, apothecaries, and blood-letters to today's professionals; the array of drugs, from Ayurvedic remedies to the launch of Viagra; the advances in surgery, from amputations performed by barbers without anesthetic to today's sophisticated transplants; and the transformation of hospitals from Christian places of convalescence to modern medical powerhouses. Cleverly illustrated with historic line drawings, the chronic ailments of humanity provide vivid anecdotes for Porter's enlightening story of medicine's efforts to prevail over a formidable and ever-changing adversary.

### Online Danger

Bestselling author and astrophysicist Mario Livio examines the lives and theories of history's greatest mathematicians to ask how—if mathematics is an abstract construction of the human mind—it can so perfectly explain the physical world. Nobel Laureate Eugene Wigner once wondered about "the unreasonable effectiveness of mathematics" in the formulation of the laws of nature. Is God a Mathematician? investigates why mathematics is as powerful as it is. From ancient times to the present, scientists and philosophers have marveled at how such a seemingly abstract discipline could so perfectly explain the natural world. More than that—mathematics has often made predictions, for example, about subatomic particles or cosmic phenomena that were unknown at the time, but later were proven to be true. Is mathematics ultimately invented or discovered? If, as Einstein insisted, mathematics is "a product of human thought that is independent of experience," how can it so accurately describe and even predict the world around us? Physicist and author Mario Livio brilliantly explores mathematical ideas from Pythagoras to the present day as he shows us how intriguing questions and ingenious answers have led to ever deeper insights into our world. This fascinating book will interest anyone curious about the human mind, the scientific world, and the relationship between them.

### Anyway You Can

Internationally renowned, award-winning theoretical physicist, New York Times bestselling author of A

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Universe from Nothing, and passionate advocate for reason, Lawrence Krauss tells the dramatic story of the discovery of the hidden world of reality—a grand poetic vision of nature—and how we find our place within it. In the beginning there was light. But more than this, there was gravity. After that, all hell broke loose... In *A Universe from Nothing*, Krauss revealed how our entire universe could arise from nothing. Now, he reveals what that something—reality—is. And, reality is not what we think or sense—it's weird, wild, and counterintuitive; it's hidden beneath everyday experience; and its inner workings seem even stranger than the idea that something can come from nothing. In a landmark, unprecedented work of scientific history, Krauss leads us to the furthest reaches of space and time, to scales so small they are invisible to microscopes, to the birth and rebirth of light, and into the natural forces that govern our existence. His unique blend of rigorous research and engaging storytelling invites us into the lives and minds of the remarkable, creative scientists who have helped to unravel the unexpected fabric of reality—with reason rather than superstition and dogma. Krauss has himself been an active participant in this effort, and he knows many of them well. *The Greatest Story* challenges us to re-envision ourselves and our place within the universe, as it appears that “God” does play dice with the universe. In the incisive style of his scintillating essays for *The New Yorker*, Krauss celebrates the greatest intellectual adventure ever undertaken—to understand why we are here in a universe where fact is stranger than fiction.

### The Discovery of Insulin

A collection of more than fifty hard-to-crack medical quandaries, featuring the best of *The New York Times Magazine's* popular *Diagnosis* column—the inspiration for the upcoming Netflix original series “*Lisa Sanders is a paragon of the modern medical detective storyteller.*” —Atul Gawande, author of *Being Mortal* As a Yale School of Medicine physician, the *New York Times* bestselling author of *Every Patient Tells a Story*, and an inspiration and adviser for the hit Fox TV drama *House, M.D.*, Lisa Sanders has seen it all. And yet she is often confounded by the cases she describes in her column: unexpected collections of symptoms that she and other physicians struggle to diagnose. A twenty-eight-year-old man, vacationing in the Bahamas for his birthday, tries some barracuda for dinner. Hours later, he collapses on the dance floor with crippling stomach pains. A middle-aged woman returns to her doctor, after visiting two days earlier with a mild rash on the back of her hands. Now the rash has turned purple and has spread across her entire body in whiplike streaks. A young elephant trainer in a traveling circus, once head-butted by a rogue zebra, is suddenly beset with splitting headaches, as if someone were “slamming a door inside his head.” In each of these cases, the path to diagnosis—and treatment—is winding, sometimes frustratingly unclear. Dr. Sanders shows how making the right diagnosis requires expertise, painstaking procedure, and sometimes a little luck. Intricate, gripping, and full of twists and turns, *Diagnosis* puts readers in the doctor's place. It lets them see what doctors see, feel the uncertainty they feel—and experience the thrill when the puzzle is finally solved.

### East-Asian Archaeoastronomy

Science starts to get interesting when things don't make sense. Even today there are experimental results that the most brilliant scientists can neither explain nor dismiss. In the past, similar anomalies have revolutionised our world: in the sixteenth century, a set of celestial irregularities led Copernicus to realise that the Earth goes around the sun and not the reverse. In *13 Things That Don't Make Sense* Michael Brooks meets thirteen modern-day anomalies that may become tomorrow's breakthroughs. Is ninety six percent of the universe missing? If no study has ever been able to definitively show that the placebo effect works, why has it become a pillar of medical science? Was the 1977 signal from outer space a transmission from an alien civilization? Spanning fields from chemistry to cosmology, psychology to physics, Michael Brooks thrillingly captures the excitement and controversy of the scientific unknown.

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