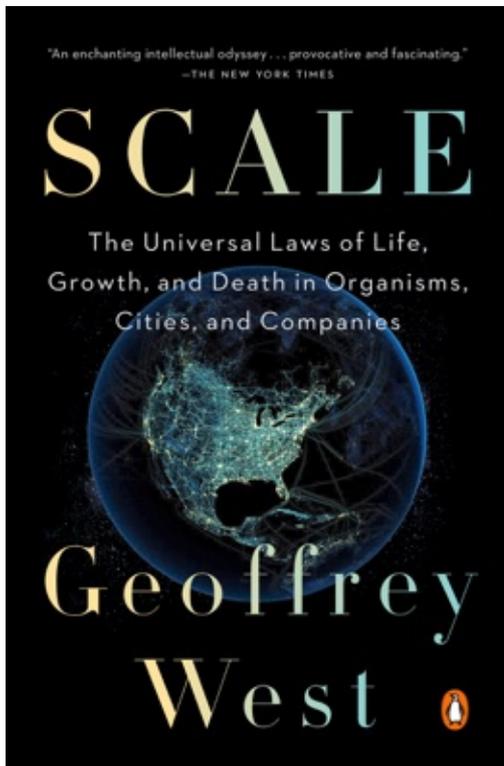


Scale Baixar (PDF or ePub) Geoffrey West GRATIS



"This is science writing as wonder and as inspiration." –*The Wall Street Journal*

Wall Street Journal

From one of the most influential scientists of our time, a dazzling exploration of the hidden laws that govern the life cycle of everything from plants and animals to the cities we live in.

Visionary physicist Geoffrey West is a pioneer in the field of complexity science, the science of emergent systems and networks. The term "complexity" can be misleading, however, because what makes West's discoveries so beautiful is that he has found an underlying simplicity that unites the seemingly complex and diverse phenomena of living systems, including our bodies, our cities and our businesses.

Fascinated by aging and mortality, West applied the rigor of a physicist to the biological question of why we live as long as we do and no longer. The result was astonishing, and changed science: West found that despite the riotous diversity in mammals, they are all, to a large degree, scaled versions of each other. If you know the size of a mammal, you can use scaling laws to learn everything from how much food it eats per day, what its heart-rate is, how long it will take to mature, its lifespan, and so on. Furthermore, the efficiency of the mammal's circulatory systems scales up precisely based on weight: if you compare a mouse, a human and an elephant on a logarithmic graph, you find with every doubling of average weight, a species gets 25% more efficient—and lives 25% longer. Fundamentally, he has proven, the issue has to do with the fractal geometry of the networks that supply energy and remove waste from the organism's body.

West's work has been game-changing for biologists, but then he made the even bolder move of exploring his work's applicability. Cities, too, are constellations of networks and laws of scalability relate with eerie precision to them. Recently, West has applied his revolutionary work to the business world. This investigation has led to powerful insights into why some companies thrive while others fail. The implications of these discoveries are far-reaching, and are just beginning to be explored. *Scale* is a thrilling scientific adventure story about the elemental natural laws that bind us together in simple but profound ways. Through the brilliant mind of Geoffrey West, we can envision how cities, companies and biological life alike are dancing to the same simple, powerful tune.

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Autor : Geoffrey West
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Uma nova história de amor apaixonante escrita pela autora que arrebatou milhões de corações no mundo todo com a Trilogia Cinquenta tons de cinza Depois de vender 7 milhões de livros só no Brasil e de ter três de suas obras transformadas em filmes de...

[PDF] O milagre da manhã



<http://new.beebok.info/br-1155673257/o-milagre-da-manha.html>

Conheça o método simples e eficaz que vai proporcionar a vida dos sonhos — antes das 8 horas da manhã! Hal Elrod explica os benefícios de acordar cedo e desenvolver todo o nosso potencial e as nossas habilidades . O milagre da manhã permite que o leitor...

[PDF] Game enthusiasts(2)



<http://new.beebok.info/br-1467865128/game-enthusiasts-2.html>

Although many game enthusiasts are competing to sign up, it is really a game with life as a stake. Only real game enthusiasts can pass the strict assessment of the stunt company and be fortunate to be a member of this game.

[PDF] Game enthusiasts(1)



<http://new.beebok.info/br-1467863518/game-enthusiasts-1.html>

Although many game enthusiasts are competing to sign up, it is really a game with life as a stake. Only real game enthusiasts can pass the strict assessment of the stunt company and be fortunate to be a member of this game.

[PDF] Rivers and lakes(2)



<http://new.beebok.info/br-1467811412/rivers-and-lakes-2.html>

A good muscular, is a standard muscular man, in the team known as the King of Great Power, even I dare not touch his fist.

[PDF] Peak Hacker(2)



<http://new.beebok.info/br-1467808761/peak-hacker-2.html>

He knows that three years ago, he had reached a high level in the hacker world. This height is not attainable by ordinary people. Although I am also a software institute, the level of programming, the arithmetic of analyzing and solving problems are not within my reach

[PDF] Rivers and lakes(1)



<http://new.beebok.info/br-1467808212/rivers-and-lakes-1.html>

A good muscular, is a standard muscular man, in the team known as the King of Great Power, even I dare not touch his fist.

[PDF] Peak Hacker(1)



<http://new.beebok.info/br-1467801961/peak-hacker-1.html>

He knows that three years ago, he had reached a high level in the hacker world. This height is not attainable by ordinary people. Although I am also a software institute, the level of programming, the arithmetic of analyzing and solving problems are not within my reach

[PDF] Time and space(2)



<http://new.beebok.info/br-1467707831/time-and-space-2.html>

As my breathing became calm, I turned on the fluorescent lamp at the end of the bed, sat up at the edge of the bed, pulled out a cigarette and held it on my lips. The lighter turned smoothly on the right hand for two turns, and then lit a faint blue flame

[PDF] Time and space(1)



<http://new.beebok.info/br-1467707338/time-and-space-1.html>

As my breathing became calm, I turned on the fluorescent lamp at the end of the bed, sat up at the edge of the bed, pulled out a cigarette and held it on my lips. The lighter turned smoothly on the right hand for two turns, and then lit a faint blue flame

[PDF] God made(2)



<http://new.beebok.info/br-1467675265/god-made-2.html>

It's been more than a week since I came to this city. I still can't adapt to the phenomenon of heavy traffic on the roads. Fortunately, not even the roadways and alleys are polluted by the exhaust gas from cars, otherwise my sensitive nose will be really unbearable

[PDF] God made(1)



<http://new.beebok.info/br-1467673427/god-made-1.html>

It's been more than a week since I came to this city. I still can't adapt to the phenomenon of heavy traffic on the roads. Fortunately, not even the roadways and alleys are polluted by the exhaust gas from cars, otherwise my sensitive nose will be really unbearable

[PDF] Evening embankment



<http://new.beebok.info/br-1467667077/evening-embankment.html>

She has a beautiful appearance, white skin, a pure and straightforward personality. Her black and white eyes show her cleverness.

[PDF] Ice Wind Valley(1)



<http://new.beebok.info/br-1467861818/ice-wind-valley-1.html>

I'm quiet here, but even so, life around me is always turbulent. It's full of barbarian aggression and war against goblins, as well as dangerous tundra snow apes and polar giant worms.

[PDF] A sutil arte de ligar o f*da-se



<http://new.beebok.info/br-1293280123/a-sutil-arte-de-ligar-o-f-da-se.html>

Chega de tentar buscar um sucesso que só existe na sua cabeça. Chega de se torturar para pensar positivo enquanto sua vida vai ladeira abaixo. Chega de se sentir inferior por não ver o lado bom de estar no fundo do poço. Coaching, autoajuda, desenvolvimento pessoal,...
