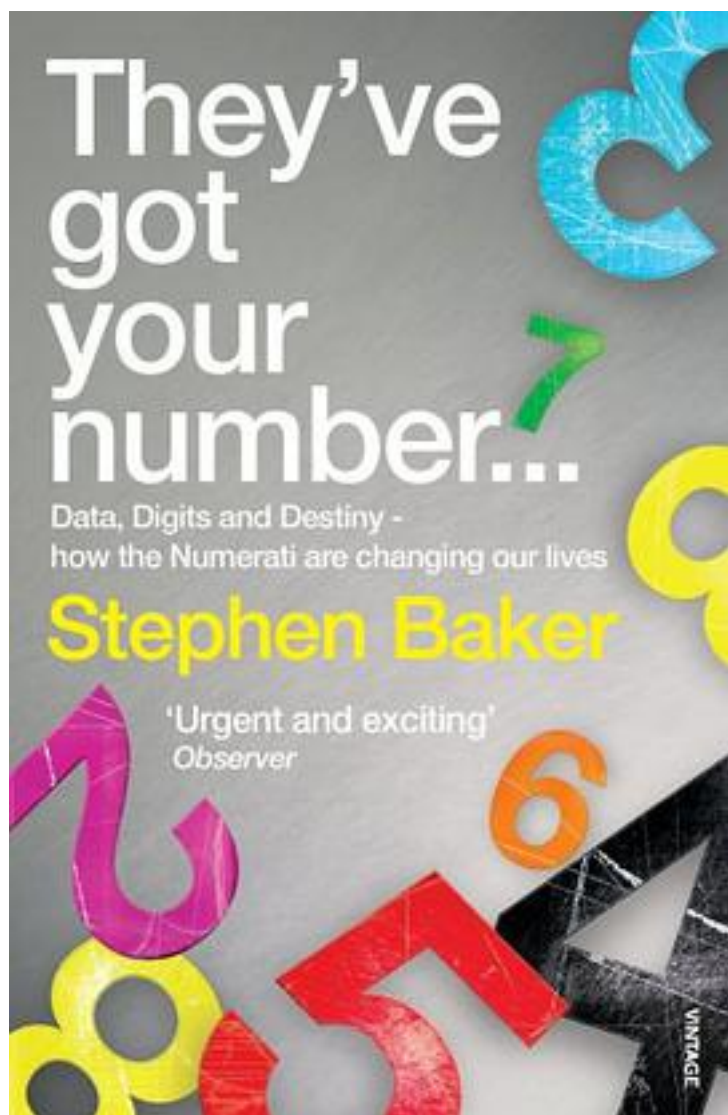


They've Got Your Number



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In a world teeming with data, we ourselves become the maths gurus' most prized specimens. In "They've Got Your Number", Stephen Baker takes us on a guided tour (no maths required) through an unprecedented new era, in which mathematicians are starting to map individual human behaviour - what we do, who we are, how we work, chat, play and shop - and in doing so, will change every aspect of our lives. "They've Got Your Number" is a book about one of the great undertakings of the twenty-first century - the mathematical modelling of humanity. Much in the same way as neuroscientists are mapping our brains, the Numerati are mapping our behaviour - everything that makes us individuals. Stephen Baker navigates us through a world that otherwise might seem remote or disconnected, but one which is absolutely relevant to our everyday lives.

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