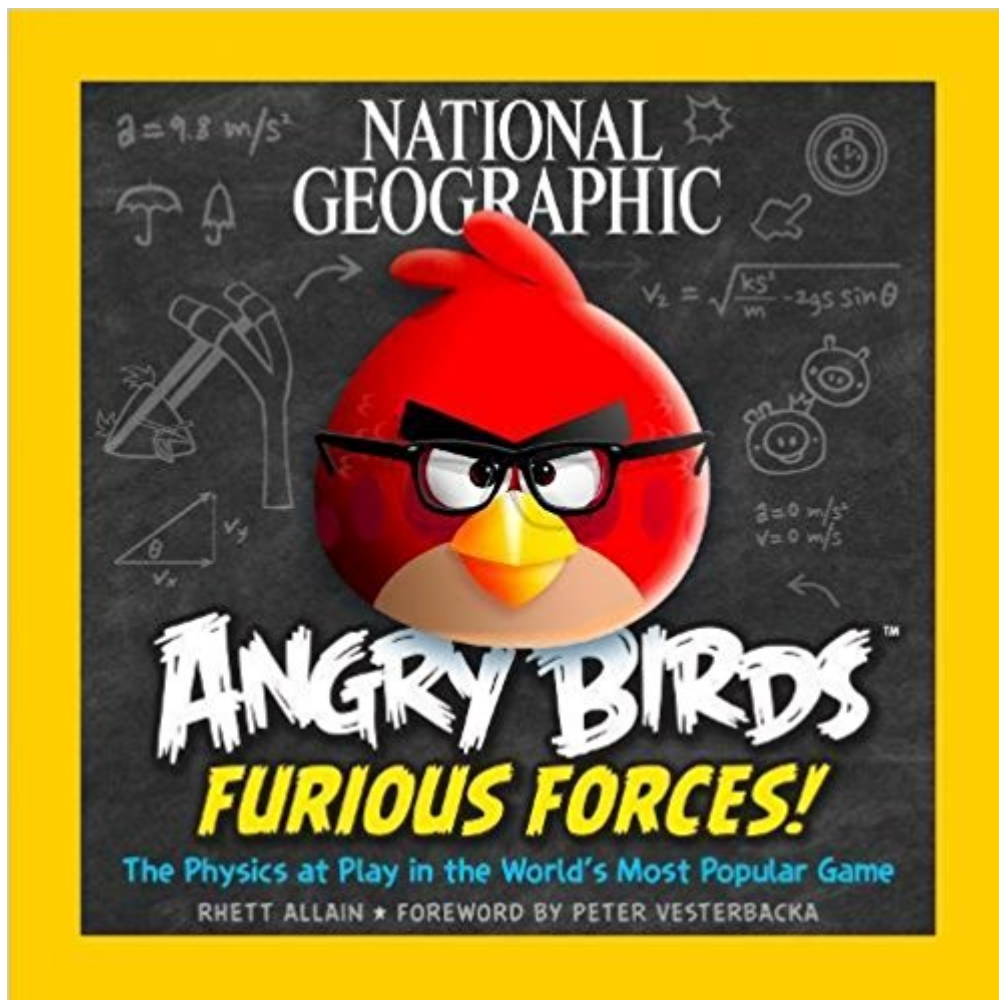




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National Geographic Angry Birds Furious Forces: The Physics At Play In The World's Most Popular Game



Synopsis

Another Angry Birds National Geographic mash-up! This fun, engaging paperback uses Angry Birds to explain the physics at work in the world--and behind the popular game. National Geographic's trademark science blends with Angry Birds' beloved entertainment to take readers into the world of physics. Rhett Allain, physics professor and *Wired* blogger explains basic scientific principles in fun, accessible ways; the Angry Birds come along for the ride to illustrate concepts we see in the real world--as well as in the Angry Birds games. Packed with science and a sense of humor, this book will improve readers' understanding of the world and how it works--and it may just improve their Angry Birds scores as well. Rovio Learning is known for collaborating with several scientific and educational institutions, such as the National Geographic Society and NASA. The recent collaboration with CERN brings quantum physics to the reach of children. There is no subject that young children can not learn - when the medium is age-appropriate, fun and engaging!

Book Information

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Customer Reviews

“Angry Birds Furious Forces serves as a great introduction to basic physics concepts for young ages because they’re presented in a way that kids can relate to as they play their favorite game.”
• Tech Savvy Parents
“For those looking for something a bit more introductory in nature, Rhett Allain’s amusing yet educational Angry Birds, Furious Forces: The Physics at Play in the World’s Most Popular Game is an excellent

option. • Scientific American Baker's Dozen: Best 2013 Books for the Physics Fan" Einstein once said 'Imagination is more important than knowledge.' National Geographic Angry Birds Furious Forces combines education and fun on every page, helping children develop their imagination about the smallest scales and the most fundamental principles of nature." Rolf Landua, Head of Education and Public Outreach, CERN

Rhett Allain is the writer behind Wired's popular Dot Physics science blog, as well as an associate professor of physics at Southeastern Louisiana University. Among his most popular articles is an explanation of the physics involved in the Angry Birds games. His analysis of the characters, their special abilities, and the different forces at work is a fan favorite. Dr. Allain's interest in the field of physics education research, which explores how kids understand physics, makes him the perfect author to explain physics to a family audience. Peter Vesterbacka has established several tech businesses, including Slush, MobileMonday, and Lightneer Inc. He has also served as the chief marketing officer and "Mighty Eagle" of Rovio, where he drove the company's marketing and brand strategy, taking the Angry Birds brand to new and unexpected places. To learn more, follow @pvesterbacka on Twitter.

It was like someone wrote a simple book explaining physics for a seven year old and then someone took out a thesaurus and substituted a bunch of simple words with the biggest ones they could find--making the simple too complex. This book is great in a lot of ways--it talks about all of the different "forces" of physics such as light, sound that are applicable to Angry Birds however the vocabulary can be quite intense for a younger child. The book assumes that you already know words like displacement and also puts out units such as m/s before explaining it two pages later. As an adult whose last physics class was over a decade ago I actually have had a few brain jogger moments trying to make sense of some of the verbiage. There are some great illustrations and some simple concepts presented such as using a jump rope to mimic sound waves--but this is not something you can do at bed time. Essentially this is not a book for a child to read on their own. There needs to be an adult (preferably one who has a decent science background) to offer a little deeper explanation. In not all instances are the Angry Birds segments well correlated with the current science being explored either--its like they were thrown in to a text book as an after thought. We have several of these National Geographic Angry Birds books and (the Atlas for example) is easy to understand, fun and educational, this one does not seem to understand its

audience.

The book was well done and would help some youngsters grasp some basic and fundamentals of physics. I expected more information specifics to the games themselves. Your advertisement that pops up during play might be more explanatory so as to help one to determine whether or not to purchase?

This is a good beginners of physics explanation. It will help explain physics to your kids. It has nice illustrations to help understand the points being made.

Excellent graphics and clear, informative. Perfect for adults who are involved with helping very young children understand the functionality of their beloved Angry Birds electronic games.

As soon as this book was received, my 10 year old grandson checked it out of "Grandma's Library". He must have loved it because he kept it for quite some time before he returned it. It must have been good to keep his attention for that long.

Great gift for enthusiastic child.

This is a great way to get kids interested in basic physics principles using something they are familiar with. Physics boring or over one's head? No way!

I gave this book as a Christmas present to a 13 year old physics-math and computer game enthusiast. It made him grin! He thinks it is a really good book.

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