

Contents

Introduction: Almost Everything *ix*

1 – Thinking Exponentially: Exploring the Awesome Power and Sobering Limits of Exponential Behaviour 1

2 – Sensitivity, Specificity and Second Opinions: Why Maths Makes Medicine Matter 40

3 – The Laws of Mathematics: Investigating the Role of Mathematics in the Law 88

4 – Don't Believe the Truth: Debunking Media Statistics 131

5 – Wrong Place, Wrong Time: The Evolution of Our Number Systems and How They Let Us Down 175

6 – Relentless Optimisation: The Unconstrained Potential of Algorithms, from Evolution to E-commerce 213

7 – Susceptible, Infective, Removed: Containing Disease Is in Our Own Hands 255

Epilogue: Mathematical Emancipation 297

Acknowledgements 301

References 305