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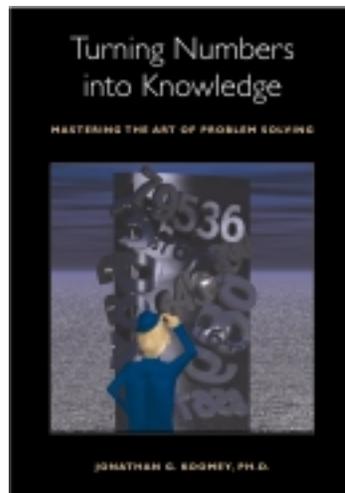
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*Turning Numbers into Knowledge:  
Mastering the Art of Problem Solving*  
by Jonathan Koomey, Ph.D.  
\$34.95 hardcover, 221 pages.  
ISBN 0-9706019-0-5, Pub. date: August 2001.

FOR IMMEDIATE RELEASE  
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## News Release



### **New book helps fight information overload**

OAKLAND, CALIFORNIA— The new book *Turning Numbers into Knowledge* teaches the art of critical thinking, which is an essential tool for fighting information overload in any field. Mastering this art takes more than proficiency with basic calculations; it requires understanding how people use information, recognizing the importance of ideology, learning the art of story telling, and acknowledging the important distinction between facts and values. *Turning Numbers into Knowledge* is the first comprehensive guide to these and other essential skills. Full of tools, tricks, and tips for solving problems in the real world, it will prepare you well to make independent judgments about the assertions of others and to generate cogent and compelling analyses of your own.

*Turning Numbers into Knowledge* is written for problem solvers in business, government, consulting, and research professions, and for students of business and public policy. It is also intended for professors, managers, and entrepreneurs, all of whom rely on the analyses of others in their work. Finally, it covers many topics that journalists who focus on scientific or business topics will find useful. It's an ideal training manual for those new to or intimidated by quantitative analysis, and an excellent refresher for those with more experience.

Author Jonathan Koomey made *Turning Numbers into Knowledge* readable and fun, with almost forty short and entertaining chapters, and lots of quotations, cartoons, and amusing graphics. The book has been used to teach the class "Tricks of the Trade" at the Energy and Resources Group at the University of California at Berkeley, as well as in other training seminars. Its readability and wide applicability to current issues has led to praise from leaders in business, government, and academia (see quotations below).

Jonathan Koomey is a Staff Scientist and Group Leader at Lawrence Berkeley National Laboratory, in Berkeley, California. He holds M.S. and Ph.D. degrees from the Energy and Resources Group at the University of California at Berkeley, and an A.B. in History of Science from Harvard University. He is the author or co-author of seven books and more than one hundred articles and reports. He serves on the Editorial Board of the journal *Contemporary Economic Policy*, and has appeared on Nova/Frontline, CNBC, NPR, PRI, the California Report, Tech Nation, KPIX TV (SF), and KQED radio. In his spare time, he enjoys Aikido, hiking, running, and playing classical contrabass. To schedule Jonathan Koomey for interviews, call 510/547-7860 or email <jgkoomey@numbersintoknowledge.com>.

To order *Turning Numbers into Knowledge*, or to download publicity materials, go to <<http://www.numbersintoknowledge.com>>. Review copies available upon request.

Analytics Press, located in Oakland, CA, teaches critical thinking skills by publishing books, course materials, and software, and by organizing seminars and workshops. For more details contact us at <<http://www.numbersintoknowledge.com>> or at PO Box 20313, Oakland, CA 94620-0313.

**Professors, CEOs, and government officials all agree:  
Turning Numbers into Knowledge is a must read!**

This outstanding book teaches the tricks of the analytical trade. There's no better guide to learning how to use numbers to understand the world.

**Art Rosenfeld**

**Commissioner, California Energy Commission**

**Professor of Physics Emeritus, University of California, Berkeley**

This splendidly clear and concise introduction to the craft should be a foundation of every student's apprenticeship—and for those who missed it, a toolkit for a salutary retrofit later. How much more quickly and pleasantly we would discover truth if everyone followed these simple precepts!

**Amory B. Lovins**

**Co-CEO (Research)**

**Rocky Mountain Institute**

As information becomes ever cheaper, Dr. Koomey's book becomes ever more valuable. Masterful!

**Professor Erik Brynjolfsson**

**Sloan School of Management, Massachusetts Institute of Technology**

**Co-director, Center for E-Business @ MIT**

Dr. Koomey has produced an absolute home run! A witty, incisive primer on critical analytical thinking. Required reading for business analysts, planners, and strategists—critical insight for players in the Internet economy.

**Tod Loofbourrow**

**President and CEO**

**Authoria, Inc.**

Here at last is the definitive guide for beating information overload and responding to the current anti-science, anti-environment backlash. This remarkable book will empower both professionals and neophytes.

**Professor John Harte**

**Energy and Resources Group, University of California, Berkeley**

The greatest challenge facing educators, institutions, and businesses is the inculcation of rigor and fact-based analysis into the psyches of future leaders. *Turning Numbers Into Knowledge* is the tool for organizations to accomplish this essential task.

**Ephraim Heller**

**Founder, Therasense, Inc.**

Through its excellent theoretical and practical insights, this book shows how to become a superb analyst. Read it!

**Professor Lene Sørensen**

**Center for Tele-Information, Technical University of Denmark**

I thought I was good at crunching numbers until I read *Turning Numbers Into Knowledge*. It's a great tool for improving your own use of numbers AND for seeing through the smoke screens of others

**Lee Schipper, Ph.D.**

**Senior Scientist**

**International Energy Agency**

This gem of a book should be required reading for anyone who analyzes information—and that means everyone! *Turning Numbers into Knowledge* teaches readers to be critical of everything they hear, see, and read, thus making them more effective scientists, social scientists, and citizens.

**Professor Richard F. Hirsh**

**Department of History and Science & Technology Studies, Virginia Tech**

All decision-makers need to read this book. It explains, in clear and useful terms, how to use the ever-growing flow of data in our society. But that's only the start. *Turning Numbers into Knowledge* will help the reader become a better thinker, and it is a rare book that can make that claim.

**Hal Harvey**

**President**

**Energy Foundation**

*Turning Numbers into Knowledge* is a terrific resource for students, and an essential aid for researchers, from undergraduates on up. Dr. Koomey's book will be required reading for my next research seminar.

**Professor Eban Goodstein**

**Department of Economics, Lewis and Clark College**

I like this book! Both practical and philosophical, Koomey's work gives readers the skills to extract, communicate, and most importantly to understand knowledge embodied in numbers.

**Eric Bergman, Ph.D.**

**Sun Microsystems**

*Turning Numbers Into Knowledge* is an insightful, entertaining, and practical guide to critical thinking in the Information Age.

**Professor Stephen J. DeCanio**

**Department of Economics, University of California, Santa Barbara**

Knowing what numbers really have to say in today's data-intensive world is knowing the difference between fact, fiction, and the yet unknown—and key for personal and professional success. *Turning Numbers into Knowledge* is a must read!

**Kathleen Hogan, Ph.D.**  
**Director, Climate Protection Division**  
**U.S. Environmental Protection Agency**

*Turning Numbers into Knowledge* is the long-awaited Rosetta stone between two worlds: that of the undergraduate student aspiring to make a difference in the world, and that of the professional policy analyst working to make sense of it. It will enlighten and empower a whole generation of students who want to change policy and need to know how.

**Professor Michael Maniates**  
**Departments of Political Science and Environmental Science, Allegheny College**

*Turning Numbers into Knowledge* teaches tricks that most problem solvers only learn after years on the job. Give yourself an edge: Read this book!

**Barbara Barkovich, Ph.D.**  
**Principal**  
**Barkovich and Yap, Inc., Consultants**

Dr. Koomey's book is a practical and powerful tool that addresses a critically important topic. It is exemplary for its clarity and accessibility.

**Mark Morland**  
**History and Economics Instructor**  
**The Colorado Springs School**

*Turning Numbers Into Knowledge* is the best guide to practical problem solving that I have ever read.

**Laura M. Newcomer, Ph.D.**  
**Staff Scientist**  
**Fred Hutchinson Cancer Research Center**

*Turning Numbers Into Knowledge* is a godsend to analysts everywhere. It is the single best resource I have encountered on the practice of data analysis in the real world.

**Cooper Richey**  
**Associate**  
**Enron Corporation**

We all have skills in evaluating word statements and in creating sensible word statements of our own. Imagine having such skills with numerical assertions! With clear, succinct and practical advice, Koomey shows how to do it.

**Professor Marc Ross**  
**Department of Physics**  
**University of Michigan**