

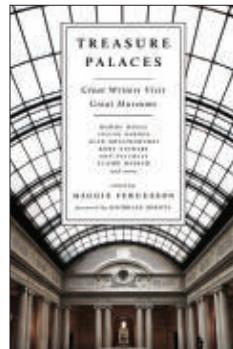
including hypnosis, false memories, and the challenges of measuring the efficacy of drug treatments. Supplementing this diversely experiential approach are compelling chapters on the science of the brain, in which the emphasis is not on finding the answers but on exploring the questions. Vance also presents a “Rapid Induction Analgesia Procedure” (hypnosis) exercise, though this seems to require a guided experience beyond reading. Most of all, he offers an understanding of the ways in which beliefs can lead to a better life. *Agent: Susan Lee Cohen, Riverside Literary Agency. (Nov.)*

Treasure Palaces: Great Writers Visit Great Museums

Edited by Maggie Fergusson. PublicAffairs, \$16.99 trade paper (224p) ISBN 978-1-61039-680-6

This compilation of 23 articles originally written for the Authors on Museums series in the lifestyle magazine *1843* (formerly known as *Intelligent Life*) takes readers on an entertaining and idiosyncratic tour of obscure museums that have

inspired and challenged famous authors throughout their lives. Julian Barnes, Alan Hollinghurst, Ann Patchett, Ali Smith, and others give thoughtful personal recollections of visiting eclectic galleries such as the Museum of Heartbreak,



the Harvard Museum of Natural History, and Paris’s Musée Rodin. Nicholas Serota, director of the Tate Museum in London, notes in his foreword that “the most rewarding museum visit is one which involves communion between the viewer and a single object”; the authors’ essays reveal connections not only with art and artifacts but with other museum visitors. Roddy Doyle communes with American immigrants at the Lower East Side Tenement Museum in N.Y.C.; Frank Cottrell Boyce examines shrunken heads

at the Pitts River Museum in Oxford, England; Michael Morpurgo writes about the ghosts of WWI at the Flanders Fields Museum in Ypres, Belgium; and Claire Messud feels at home at the Museum of Fine Arts in Boston. The collection takes an intimate look both at the writers and the museums themselves, providing deep insights into how artists connect with the world around them. *(Nov.)*

Moranifesto

Caitlin Moran. Harper Perennial, \$14.99 trade paper (352p) ISBN 978-0-06-243375-6

Moran, a novelist and career pop culture critic, doesn’t consider herself one of the “professional political people,” but emboldened by the success of her 2011 book *How to Be a Woman*—a feminist manifesto, of sorts—she’s taken on even more tough topics, including political ones, in this collection of her columns from the *Times* of London. The collection is organized loosely into themes such as “change” and “arguing on the Internet,” with new introductions that tie everything together. Moran touches on a wide array of topics, including Daft Punk’s hit song “Get Lucky,” Hillary Clinton, social media, class differences, and abortion. Moran’s endless sense of humor, enthusiasm for punching upward, and liberal use of the word *you* makes reading the collection like hanging out with a loud and chatty friend (“WHERE ARE THE SEXY BITS?” she demands of Tolstoy’s *War and Peace*, in an essay on the importance of reading). Readers don’t have to be interested in or knowledgeable about everything she references (such as U.K. politics) to have fun with Moran, but they do need a silly sense of humor. *(Nov.)*

Ray & Joan: The Man Who Made the McDonald’s Fortune and the Woman Who Gave It All Away

Lisa Napoli. Dutton, \$27 (354p) ISBN 978-1-101-98495-6

Golden Arches aficionados worldwide have been scarfing down their Big Macs and fries in ignorance of the tumultuous, glamorous love story of its founder, Ray Kroc, and his third wife, Joan. This glitzy history by journalist Napoli (*Radio Shangri-La*) follows the titular couple through the first years of the legendary company, the growing popularity of the

★ The Pope of Physics: Enrico Fermi and the Birth of the Atomic Age

Gino Segrè and Bettina Hoerlin. Holt, \$30 (368p) ISBN 978-1-62779-005-5

By placing stunning scientific advances into historical context, this engaging biography of Nobel Prize-winning Italian physicist Enrico Fermi (1901–1954) captures the life and times of one of the 20th century’s most creative and hard-working scientists. Husband-and-wife authors Segrè (*Ordinary Geniuses*), emeritus professor of physics at the University of Pennsylvania, and Hoerlin (*Steps of Courage*), a former Philadelphia health commissioner, quickly construct a captivating image of Fermi, addressing such elements as his love of hands-on work and his long friendship with fellow student and practical joker Franco Rasetti. Drawn to theoretical physics, Fermi helped advance quantum mechanics from mathematical abstraction to experiment, yielding a clearer picture of the atom and explaining beta decay—the Nobel-winning work that laid the foundations for nuclear physics and the modern device-dependent world. The authors describe how Fermi and Laura, his Jewish wife, sought refuge from European fascism and anti-Semitism in the U.S., where Fermi’s efforts produced the first nuclear chain reaction and fueled the Manhattan Project. Segrè and Hoerlin draw an engaging portrait of a man with boundless curiosity who delighted in his work; fans of pop science and history will thoroughly enjoy this entertaining and accessible biography of a scientist who deserves to be better understood. *(Oct.)*

