



For Immediate Release

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Hipsters, “Millen-tellectuals” and Geek Culture subscribers finally receive their long-overdue generation-defining book

“*Math Geek* is a perfect fusion of pop culture with the simplicities of everyday occurrences. Raphael Rosen creates easy-to-understand illustrations of the complexities of advanced mathematics that awaken and nurture everyone’s inner math geek.”

New York City, NY, April 20, 2015 -- The Lost Generation had *The Sun Also Rises*. The Beat Generation had *On the Road*. Generation X had *Generation X*. The Millennials now have their book in Raphael Rosen’s *Math Geek*. While the earlier generation-defining books were all fiction-based narratives, Millennials crave something different. They are inspired more by experiential learning than by empathetic understanding. In fact, the Millennial personality— one based on optimism, structure, team orientation, and an intense confidence bordering on entitlement – has forced the media to change their strategy. The media know now that they have to adapt, changing their notion of structured learning based on watching to a less formal learning process focused on doing.

This is where *Math Geek* excels. The book functions as an everyday Q&A with mathematical relationships as its central theme. Alongside the reader, math is the shared protagonist of the book. *Math Geek* urges the reader to explore, examine and understand the world in new and compelling ways. Nothing is as simple as it appears. A generation defined by its higher IQs and continual search for authenticity will find both in *Math Geek*’s well-crafted pages.

Millennials are considered multitasking extraordinaires. In fact, some studies suggest that by constant multitasking this generation is rewiring their brains. (Think of the teenager who moves effortlessly between Twitter, Facebook, and homework.) Some believe that, in essence, Millennials are training their brains to process information more quickly. *Math Geek* addresses this multilevel brain activity by switching rapidly from pop culture to mathematics and then to everyday life. *Math Geek* successfully holds the reader’s attention by an intellectual stream-of-consciousness approach that ducks and

weaves seamlessly though thoughtful questions, analogies and results.

With *Math Geek*, readers will explore more about the power of numbers, shapes, and patterns. From manhole covers to bubbles to subway maps, each page gives you a glimpse of the world from a mathematical perspective and reveals how theorems and equations can be applied to nearly everything. Covering dozens of your favorite math topics, you'll find fascinating answers to questions like: How are the waiting times for buses determined? Why is Romanesco broccoli so mesmerizing? How do you divide a cake evenly? Should you run or walk to avoid rain showers? A book filled with many compelling mathematical explanations, *Math Geek* sheds light on the incredible world of numbers hidden deep within day-to-day life. *Math Geek* is scheduled for release on June 18, 2015 from Adams Media Publishing.

Raphael has written for NASA, the Wall Street Journal, Space.com, EARTH, the Princeton Plasma Physics Laboratory, and Scholastic Science World. He has also written a children's book about outer space. Currently living in New York City, Raphael has a master's degree in journalism from the University of Southern California and bachelors in philosophy from Williams College. He also spent almost ten years working at the Exploratorium, San Francisco's hands-on museum of science, art, and human perception.

For more information and full press kit for *Math Geek* (ISBN 1440583811), please visit www.mathgeekbook.com or contact Benjamin Blake at 404-806-0017.

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