

THE BOOK OF WHY

The New Science of Cause and Effect

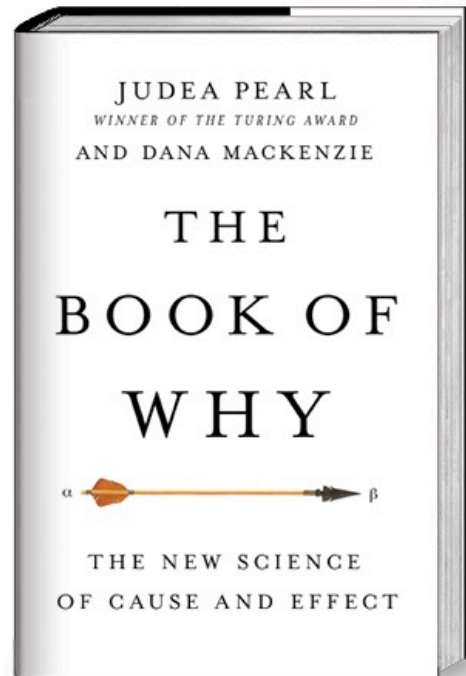
Coming **May 15, 2018** from Basic Books

Friends,

We are thrilled to introduce our forthcoming book, *The Book of Why: The New Science of Cause and Effect*.

"Correlation is not causation."
This mantra, chanted by scientists for more than a century, has led to a virtual prohibition on causal talk. Today, that taboo is dead.

The causal revolution has cut through a century of confusion and established causality—the study of cause and effect—on a firm scientific basis.



The Book of Why explains how we can know easy things, like whether it was rain or a sprinkler that made a sidewalk wet; and how to answer hard questions, like whether a drug cured an illness.

New methods of causal reasoning enable us to infer not just whether one thing causes another, it lets us explore the world that is and the worlds that could have been. It shows us the essence of human thought and gives us the key to artificial intelligence. Anyone curious about either will find answers in *The Book of Why*.

Please consider pre-ordering your copy at [Amazon](#), [B&N](#), [IndieBound](#), or wherever you shop for books.

Advance praise for *The Book of Why*:

"Have you ever wondered about the puzzles of correlation and causation? This wonderful book has illuminating answers and it is fun to read."

—**Daniel Kahneman, winner of the Nobel Memorial Prize in Economic Sciences and author of *Thinking Fast and Slow***

"Pearl's accomplishments over the last 30 years have provided the theoretical basis for progress in artificial intelligence... and they have redefined the term 'thinking machine.'"

—**Vint Cerf, Chief Internet Evangelist, Google, Inc.**

"If causation is not correlation, then what is it? Thanks to Judea Pearl's epoch-making research, we now have a precise answer to this question. If you want to understand how the world works, this engrossing and delightful book is the place to start."

—**Pedro Domingos, professor of computer science, University of Washington, and author of *The Master Algorithm***

"Judea Pearl has been the heart and soul of a revolution in artificial intelligence and in computer science more broadly."

—**Eric Horvitz, Technical Fellow and Director, Microsoft Research Labs**

About the authors:



Judea Pearl is a professor of computer science at UCLA. He is the winner of the 2011 Turing Award and the author of three classic technical books on causality. He lives in Los Angeles, California.



Dana Mackenzie is an award-winning science writer and the author of *The Big Splat, or How Our Moon Came to Be*. He lives in Santa Cruz, California.

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