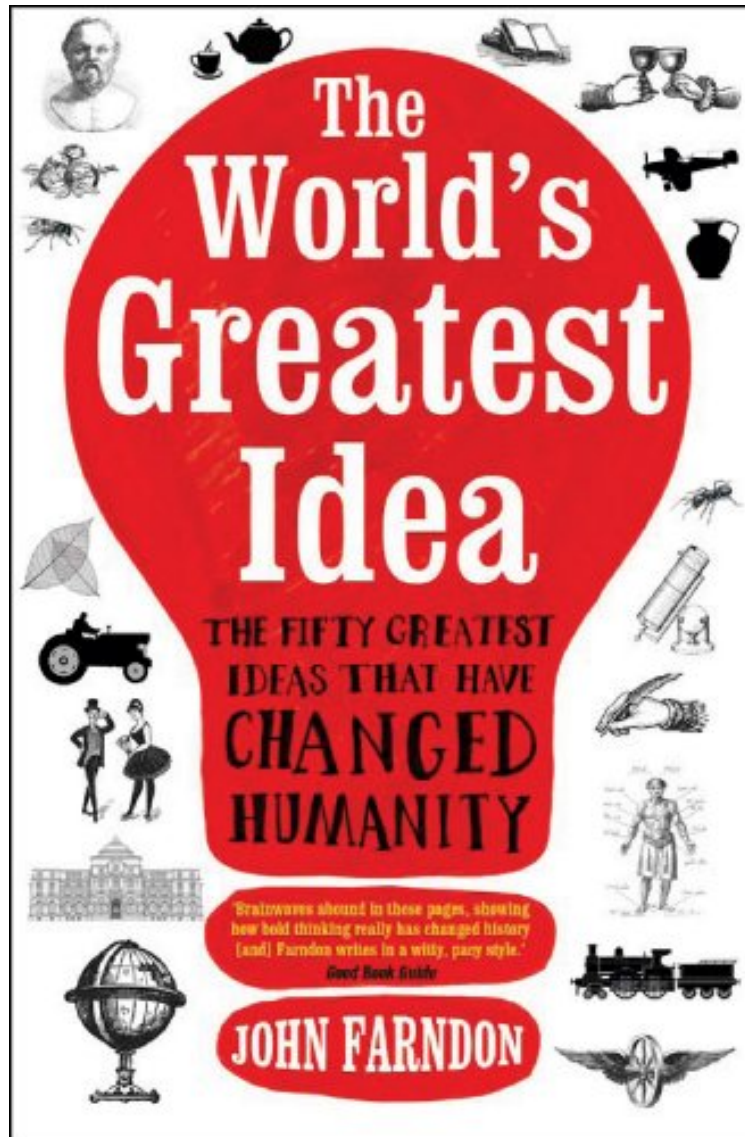


# The World's Greatest Idea: The Fifty Greatest Ideas that Have Changed Humanity

John Farndon

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Where would humanity be without fire, farming, or wine? A great idea changes the path of human civilization. But which is the greatest of them all? In *The World's Greatest Idea*, John Farndon has set out to find the answer with help from a panel of experts in the fields of science, the arts, and philosophy. A shortlist of fifty ideas are ranked in the book according to public vote on [TheWorldsGreatestIdea.com](http://TheWorldsGreatestIdea.com). But will you agree with the verdict? John Farndon is the author of numerous books including the highly successful *Do You Think You're Clever?* (Totem Books).

**About the Author** John Farndon is a graduate of Jesus College, Cambridge, and the highly successful author of numerous books including *Do You Think You're Clever* (Icon).