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The process of "self-organization" reveals itself in the inanimate worlds of crystals and seashells, but, as Len Fisher shows, it is also evident in living organisms, from fish to ants to human beings. Understanding the "swarm intelligence" inherent in groups can help us do everything from throw a better party to start a fad to make our interactions with others more powerful. Humorous and enlightening, The Perfect Swarm demonstrates how complexity arises from nature's simple rules and how we can use their awesome power to untangle the frustrating complexities of life in our ever more chaotic world.