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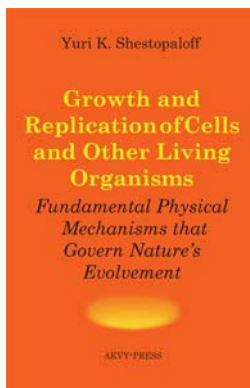
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NEWS RELEASE · NEWS RELEASE

SCIENCE: BIOLOGY, MEDICINE

Laws that govern our existence and Nature's evolvement



Did you know that the most fundamental laws of Nature are simple in their core, and so are their mathematical formulations? Scientific discoveries are often viewed as something that is only accessible to scientists. This is not true. Science is for everybody, in the same way as literacy now is, although relatively recently it was only for the nobles. In fact, scientific concepts and theories, properly presented, can be understood by virtually anybody.

This is how the book “Growth and Replication of Cells and Other Living Organisms. Fundamental Physical Mechanisms that Govern Nature's Evolvement”, by Yuri K. Shestopaloff, is written (AKVY Press, 2009, ISBN 9780980966732). It presents a fundamental physical mechanism that together with known biochemical processes governs and directs such universal phenomena as the growth and replication of living organisms. Step by step, in accessible way, the book introduces clear and logical considerations that eventually lead to discovery of this fundamental law. In the same way, logically and convincingly, the author derives a mathematical equation representing this growth mechanism. This is as if the whole panorama of an unknown land is gradually unfolded, presenting the beauty of this scientific discovery from a bird's eye view.

However, the book does not stop here. Together with the author, we descend to this land to explore the landscape details and consider convincing proofs. We also listen to relevant author's general considerations about scientific methodologies and its numerous subtleties, without which any successful scientific “quest for truth” is impossible; this is how Socrates referred to our eternal human desire to cognize the world. At the end, the reader will discover for himself many convincing proofs at different levels that together make the discovery credible. The reader's vision

of the world will be also enriched in different aspects of scientific methodologies related to knowledge acquirement; he will also gain awareness about interesting facts presented in the context of the studied subject. The journal and professional reviews of this book are polarized, which is the usual case when one introduces such a fundamental mechanism defining the growth and the mere existence of all living creatures on the Earth. In fact, the formula introduced by the author, is applicable to evolvment of many other phenomena, including social ones.

Book presentation and accompanying lecture at Frankfurt Book Fair

The book will be presented during the lecture “Prediction - skill or luck? Future of science and education”. The lecture will take place at Education Forum, in Education Pavilion, on Wednesday, 14.10.2009, Time 16:00-17:00. Exhibition site 4.2 B1424.

About the Author. Yuri K. Shestopaloff is an expert in the subject. He holds advanced academic degrees, such as the PhD and Doctor of Sciences. He is a Full Professor in the area of developing mathematical methods and computational algorithms in different areas of science and technology. Yuri is the author of five books, over eighty academic articles. His works received awards from financial journals.

Ordering. Starting from the publication date, the book will be available from all major resellers in Europe and America, as well as directly from the publisher AKVY PRESS (www.akvypress.com).

Requesting a review copy. Interested media representatives can request a free review copy at akvypress@yahoo.ca beginning September 30, 2009. In your request, please specify where your review is expected to appear.

About the company. AKVY Press is a division of SegmentSoft Inc., a twelve year old consulting company specializing in developing mathematical algorithms for data interpretation and data processing in different areas of science and technology, and the efficient software implementation of computational algorithms.

AKVY Press publishes scientific and educational books. It publishes titles in pure and applied mathematics, financial mathematics, in particular investment performance measurement and risk valuation; mathematical modeling of biological and other natural phenomena, natural philosophy, and physics of elementary particles.

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