



# The Quantum Rules: How the Laws of Physics Explain Love, Success, and Everyday Life

By Kunal K. Das

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**The Quantum Rules: How the Laws of Physics Explain Love, Success, and Everyday Life** By Kunal K. Das

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Find out how the laws of physics define every aspect of our lives and society, from human nature and relationships to geopolitical issues like financial markets, globalization and immigration. *The Quantum Rules* is a different kind of physics book, as easy to read as a novel and directly relevant for everyday life issues that affect us all. It is not meant to dazzle you with unproven speculations that have no bearing on your life. Rather, *The Quantum Rules* will familiarize you with the important and established laws at the heart of physics, in a way never done before – by showing how the defining patterns of our lives, our behavior and our society already follow similar rules.

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*The Quantum Rules* also does something you would never expect from a book on physics – it makes you laugh, often. Its new and original take on established natural laws injects plenty of dry humor into this serious subject, by using life to explain physics and in turn using physics to understand life.

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## **Editorial Review**

### **Review**

“[*The Quantum Guide to Life*] is a smartly entertaining way to understand some of the basics of a complicated discipline, and in the process perhaps learn more about ourselves.” (**Jo-Ann Greene, Lancaster Newspapers**)

### **About the Author**

**Kunal K. Das** is a Professor of Physics and an active researcher in the fields of Nanotechnology and Ultracold Atoms with ongoing funding from the National Science Foundation. He has authored dozens of refereed journal publications and has held teaching and research appointments at several institutions including SUNY, Penn State, Fordham, Optical Sciences Center, and the Harvard-Smithsonian Center for Astrophysics. Atypically for a physicist, he has a lifelong interest in the humanities and pop culture and a passion for classic literature, giving him a unique view of physical laws from the perspective of broader human experiences. He is currently a Professor at Kutztown University of Pennsylvania and a Scholar of the Kavli Institute of Theoretical Physics at the University of California, Santa Barbara.

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