

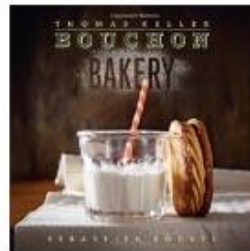
E-retail and Amazon

Recommendations

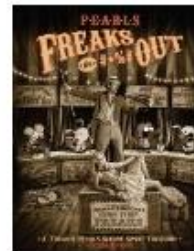
Amazon's recommendations when I opened it up this morning.

Unfortunately, they don't make me look very cerebral or sophisticated.

New For You



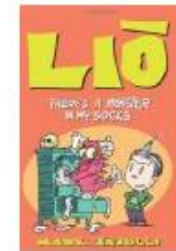
Bouchon Bakery
Thomas Keller, Sebastien Rouxel
Hardcover
~~\$59.99~~ **\$30.60**
[Fix this recommendation](#)



Pearls FREAKS Out: A Pearls...
> **Stephan Pastis**
Paperback
★★★★☆ (1)
~~\$46.99~~ **\$11.04**
[Fix this recommendation](#)



Jasotron: 2012: A FoxTrot Collection
Bill Amend
Paperback
~~\$46.99~~ **\$9.23**
[Fix this recommendation](#)



Lio: There's a Monster in My Socks
Mark Tatulli
Paperback
\$9.99
[Fix this recommendation](#)

> [See more new releases](#)

Recommendations for You in Pet Supplies



Nylabone Dura Chew Wishbone Chew Toy...
★★★★☆ (201)
~~\$8.99~~ **\$7.78**
[Fix this recommendation](#)



Nylabone DuraChew Hollow Stick Bacon...
★★★★☆ (37)
~~\$44.99~~ **\$9.13**
[Fix this recommendation](#)



Fromm Four Star Grain Free Beef...
★★★★☆ (2)
~~\$406.54~~ **\$73.19**
[Fix this recommendation](#)



Nylabone Dura Chew Value Pack...
★★★★☆ (43)
~~\$8.99~~ **\$8.14**
[Fix this recommendation](#)

> [See more recommendations](#)

Recommendations

Best Value

Buy **Gödel, Escher, Bach: An Eternal Golden Braid** and get **Regenesis: How Synthetic Biology Will Reinvent Nature and Ourselves** at an **additional 5% off** Amazon.com's everyday low price.



Buy Together Today: **\$31.89**

Add both to Cart

[Show availability and shipping details](#)

Customers Who Bought This Item Also Bought

Page 1 of 20

<p>I Am a Strange Loop Douglas R. Hofstadter ★★★★☆ (102) Paperback \$11.99</p>	<p>Gödel's Proof Ernest Nagel ★★★★☆ (49) Paperback \$11.16</p>	<p>Flatland: A Romance of Many Dimensions (Dover ...) Edwin A. Abbott ★★★★☆ (257) Paperback</p>	<p>The Mind's I: Fantasies and Reflections on Self ... Douglas R. Hofstadter and Daniel C. Dennett ★★★★☆ (34) Paperback \$13.62</p>	<p>The Society of Mind Marvin Minsky ★★★★☆ (49) Paperback \$12.24</p>
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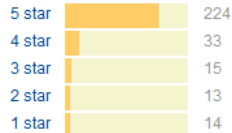
So I decided to type in the title “Gödel, Escher, Bach” and see if the recommendations made me look a little more reputable.

Amazon uses various algorithms to generate the recommendations and delivers and displays them in many different ways.

Reviews

Customer Reviews

★★★★★ (299)
4.5 out of 5 stars



[See all 299 customer reviews](#)

“ And if you like the first dialogue you read, get the book. ”

surajit basu | 94 reviewers made a similar statement

“ Loving the book more than the first time I read it. ”

M. A. Newman | 54 reviewers made a similar statement

“ The dialogues interweave the music of J. S. Bach with the art of M. C. Escher and the mathematics of Kurt Gödel. ”

Gary Henderson | 59 reviewers made a similar statement

Most Helpful Customer Reviews

314 of 336 people found the following review helpful

★★★★★ **Way out of my comfort zone, but still great.** June 2, 2000

By [frumiousb](#) [TOP 1000 REVIEWER](#) [VINE™ VOICE](#)

Format: [Paperback](#) | [Amazon Verified Purchase](#)

I'm here to witness that even people as seriously math-challenged as I am can participate in this wonderful book. It took me a "long" time to read-- I flipped back and forth, beat the pages up, asked my more math-oriented friends for help. I spent forever trying to solve the MU exercise. It was worth it. I still feel like I understood parts of it only in intuitive flashes, but those flashes showed me a room more interesting than most of the well-lit chambers ordinary books provide.

Reading Godel, Escher, Bach is like joining a club. People who see you reading it will open spontaneous conversations and often gift you with unexpected insights. (I had a fascinating conversation with a total stranger about Godel's theorem.)

Wish I could give more than five stars.

[2 Comments](#) | Was this review helpful to you?

153 of 162 people found the following review helpful

★★★★★ **A Profound Meditation On Human Creativity** October 1, 2000

By [A Customer](#)

Format: [Paperback](#)

Gödel, Escher, Bach: An Eternal Golden Braid debates, beautifully, the question of consciousness and the possibility of artificial intelligence. It is a book that attempts to discover the true meaning of "self."

As the book introduces the reader to cognitive science, the author draws heavily from the world of art to illustrate the finer points of mathematics. The works of M.C. Escher and J.S. Bach are discussed as well as other works in the world of art and music. Topics presented



Advertisement

Most Recent Customer Reviews

★★★★★ **How can a tortoise type?**

This book is worth buying for the dialogues between the tortoise and Achilles alone. The more serious chapters are worth reading as well, but get a bit slow and turbid toward the...

[Read more](#)

Published 4 days ago by [ScottShopped](#)

★★★★★ **Is this reality**

This book had me questioning everything that I had ever learned. It truly is marvelous at making you doubt the validity of all the systems you've learned throughout your life.

Published 2 months ago by [azrap](#)

Sales taxes

Cohan, Peter. [“Amazon’s Sales-Tax-Free Status Cost States \\$8.6 Billion.”](#) *Forbes*. October 17, 2012.

Luhby, Tami. [“Get Ready to Pay Sales Tax on Amazon.”](#) *CNN Money* July 18, 2012.

Fulfillment centers

Map of Amazon.com's Fulfillment Centers as of April 2015. MWPVL International.

Information from balance sheets

	Total revenue	Cost of goods	Gross profit	Other expenses	Operating income
Macy's	26 b	16 b	11 b	8 b	2.4 b
Target	67 b	48 b	22 b	17 b	5.3 b
Walmart*	447 b	335 b	112 b	85 b	26.6 b
Amazon*	48 b	37 b	11 b	10 b	0.9 b
Sears	42 b	31 b	11 b	13 b	-1.5 b
Kroger*	90 b	71 b	19 b	18 b	1.0 b
Sharper Im+	80 m	38 m	42 m	40 m	2 m
Lands' End+	255 m	133 m	123 m	126 m	-3 m

Neither of these publicly traded now. Sharper Image went bankrupt and Lands' End bought by Sears.

Have to be specialty items, branded items to be able to command such large margins

Surprisingly low

Warehouses, stores, other physical plants, shipping costs

From "income statement" in Yahoo Finance. You can find more detailed breakdown of costs in annual reports.

*=Lean operations +=Very inefficient-would need significant monopoly power to survive

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Fall 2014

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