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## You Are Here: Why We Can Find Our Way to the Moon, But Get Lost in the Mall

By Colin Ellard

Bantam Doubleday Dell Publishing Group Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Are Here: Why We Can Find Our Way to the Moon, But Get Lost in the Mall, Colin Ellard, A fascinating exploration of human navigation, both feat and foible, in the age of GPS and GoogleEarth We live in a world crowded by street signs and arrows. With the click of a computer mouse we can find exact directions to just about anywhere on earth, and with a handheld GPS we can find our precise latitude and longitude, even in the remotest of places. But despite all our advancements, we still get lost in the mall, can't follow directions to a friend's house and, on camping expeditions, take wrong turns that can mean the difference between life and death. Many other species, however, have an innate sense of direction. Ants display surprisingly sophisticated behavior, traveling great distances without wasting a step. Monarch butterflies and migrating songbirds pilot even greater expanses, thousands of kilometers in some instances, to targets that they might never even have seen before. A homing pigeon can be driven halfway across a continent in a lightproof box and then, on release, find its...



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