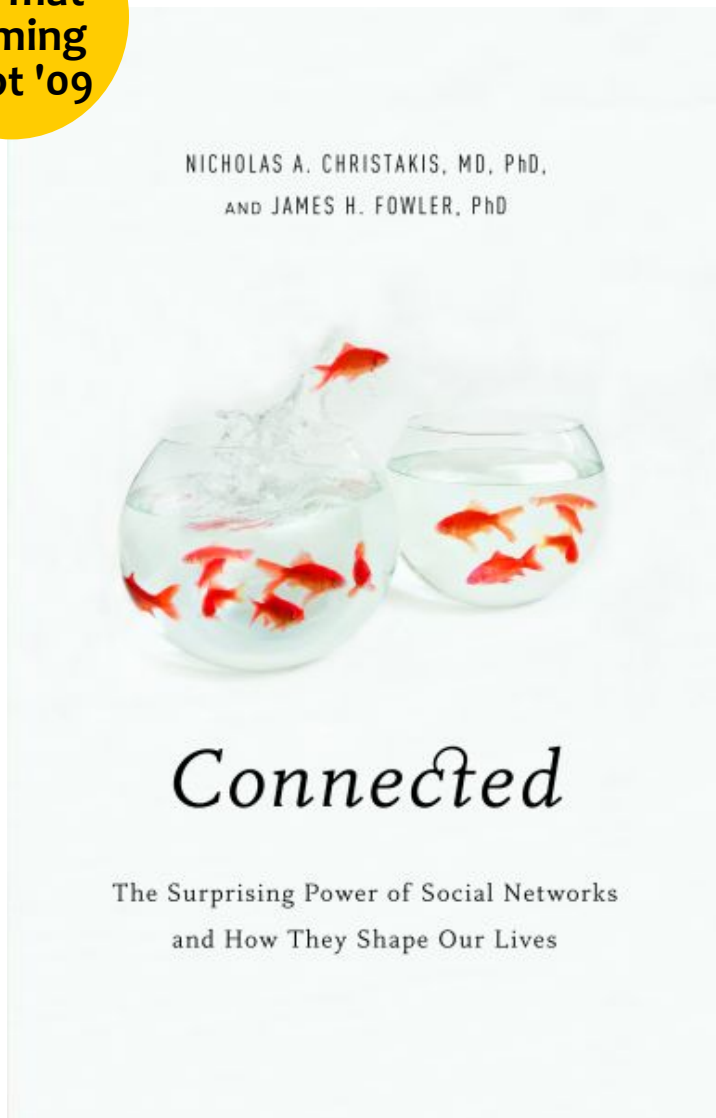


Celebrated Scientists Explain the Amazing Power of Social Networks and Our Profound Influence On One Another's Lives

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CONNECTED : THE SURPRISING POWER OF OUR SOCIAL NETWORKS AND HOW THEY SHAPE OUR LIVES

Nicholas A. Christakis MD, PhD &
James H. Fowler PhD

"If someone you barely know reads **CONNECTED**, it could change your life forever. How? Read it yourself and find out."—Daniel Gilbert, bestselling author of *Stumbling on Happiness*

Your colleague's husband's sister can make you fat, even if you don't know her. A happy neighbor has more impact on your happiness than a happy spouse. These startling revelations of how much we truly influence each other are revealed in the studies of doctors Christakis and Fowler, which have repeatedly made front page news nationwide. Their work shows us that six degrees of separation is a notion of the past. We all follow what Christakis and Fowler call the 'Three Degrees Rule:' We are profoundly influenced by people up to three degrees from us. In **CONNECTED**, the authors explain why emotions are contagious, how health behaviors spread, why the rich get richer, even how we find and choose our partners. Intriguing and entertaining, **CONNECTED** overturns the notion of the individual and provides a revolutionary paradigm—that social networks influence our ideas, emotions, health, relationships, behavior, politics, and much more. **CONNECTED** will change the way we think about every aspect of our lives.

NICHOLAS A. CHRISTAKIS, MD, PhD, is a Professor at Harvard University with joint appointments in the Departments of Health Care Policy, Sociology, and Medicine. He has published over 100 scientific articles and chapters, edited medical textbooks, and has been widely featured in the media, including NPR, *The New York Times*, *Wall Street Journal*, *Time*, and much more.

JAMES H. FOWLER, PhD, is an Associate Professor of Political Science at the University of California, San Diego. He appears frequently in the media, including the *Los Angeles Times*, *Washington Post*, *U.S. News and World Report*, *the Economist*, NPR, and the BBC.

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