In his book *Scale: The Universal Laws of Growth, Innovation, Sustainability, and the Pace of Life in Organisms, Cities, Economies, and Companies* Geoffrey West presents a synthesis of decades of work resulting in an dazzling exploration of the hidden laws that govern the life cycle of everything from plants and animals to the cities we live in and poses important questions about the future and sustainability of our planet and societies.

Geoffrey West is a theoretical physicist and often referred to as the “dean of complexity science.” He is past president of the Santa Fe Institute where he is still on the faculty as a distinguished professor. In 2006 he was among Time magazine’s “100 Most Influential People in the World.”

For more information: [http://complexity.asu.edu](http://complexity.asu.edu) or [gbci@asu.edu](mailto:gbci@asu.edu)