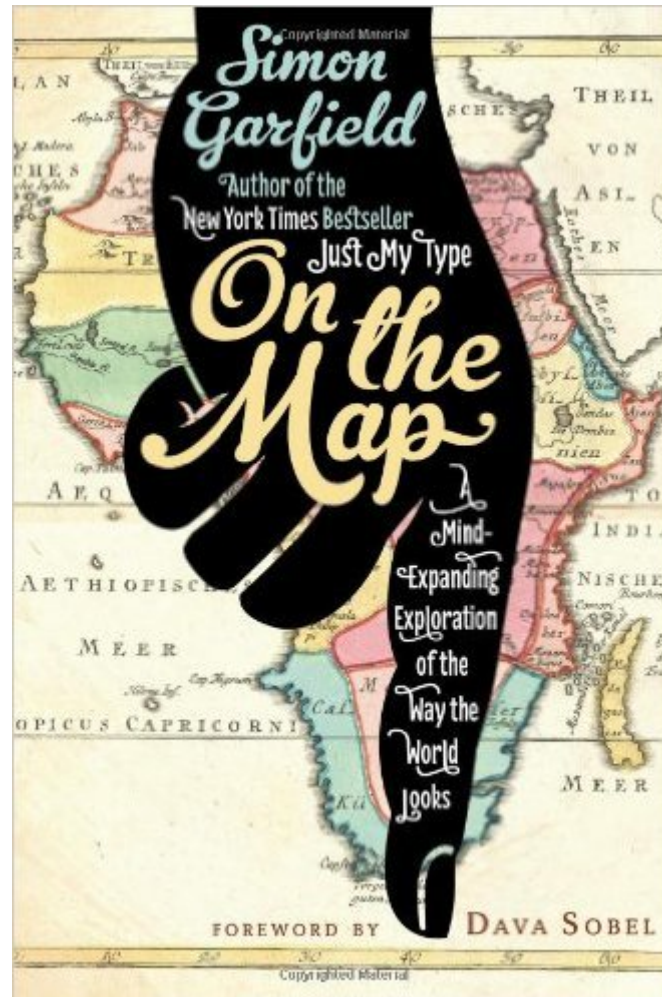


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On The Map: A Mind-Expanding Exploration Of The Way The World Looks



Synopsis

Cartography enthusiasts rejoice: the bestselling author of *Just My Type* reveals the fascinating relationship between man and map. Simon Garfield's *Just My Type* illuminated the world of fonts and made everyone take a stand on Comic Sans and care about kerning. Now Garfield takes on a subject even dearer to our fanatical human hearts: maps. Imagine a world without maps. How would we travel? Could we own land? What would men and women argue about in cars? Scientists have even suggested that mapping "not language" is what elevated our prehistoric ancestors from ape-dom. Follow the history of maps from the early explorers' maps and the awe-inspiring medieval Mappa Mundi to Google Maps and the satellite renderings on our smartphones, Garfield explores the unique way that maps relate and realign our history and reflect the best and worst of what makes us human. Featuring a foreword by Dava Sobel and packed with fascinating tales of cartographic intrigue, outsize personalities, and amusing "pocket maps" on an array of subjects from how to fold a map to the strangest maps on the Internet, *On the Map* is a rich historical tapestry infused with Garfield's signature narrative flair. Map-obsessives and everyone who loved *Just My Type* will be lining up to join Garfield on his audacious journey through time and around the globe.

Book Information

Hardcover: 464 pages

Publisher: Gotham; 1st Edition, 1st Printing edition (December 27, 2012)

Language: English

ISBN-10: 159240779X

ISBN-13: 978-1592407798

Product Dimensions: 8.3 x 5.5 x 1.8 inches

Shipping Weight: 1.4 pounds

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (66 customer reviews)

Best Sellers Rank: #329,238 in Books (See Top 100 in Books) #44 in [Books > Science & Math >](#)

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Customer Reviews

I'm a map addict, history and geography jock, and a fan of Simon Garfield's writing. Put those all together and you've got a five star review of Garfield's latest book, "On the Map". British author Garfield has a wide-ranging oeuvre of titles. He's written about everything from WW2 wartime Britain

to the music industry to the joys of stamp collecting (while also discussing personal matters) to a book on fonts, and, finally, to this book on maps. The verb "to map" can be used in many different ways. Of course, the most popular way is "to map" geographical places, but you can also "map" diseases, family histories, economic development, and much, much more. Garfield writes about all these in his new book, but primarily focuses on mapping geographical places. He traces the development of maps from prehistoric ages, paying close attention to the various expeditions devoted to mapping what was then thought to be unknown. Expeditions like Lewis and Clark in the US northwest, the various expeditions to the polar regions, and the expeditions to find the China from Europe by going west. Garfield points out that by 1492, most geographers knew the world was round; the exact size and what lay where was still the missing component. Simon Garfield is a lively writer, and he addresses both history and geography in his book. He writes about all the places that appeared on early, post-Columbus maps that simply didn't exist. A range of mountains in west Africa and several non-existent islands in the Pacific were the result of mangled streams of information. And the state of California was shown as an island in many early maps of the area.

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