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| John Hunt Publishing - **Iff Books** - announces the new title | | |
| **Time To Tell** a look at how we tick  Ronald Green  Time seems to flash by when we are enjoying ourselves, and slows to a crawl when we are bored. Why? Does time exist, or is it an illusion? Does it flow? Is it linear? How real are our memories? When is now? These are just some of the questions that Time To Tell asks in its foray into what time is for us, what it does to us and for us, and how we live and react to it in our daily lives. Digging down to the roots of our lived experience in the world, Time To Tell takes us through a journey replete with twists and turns and “aha!” moments. Challenging the obvious, the book asks us to look anew at our perspective of what we naturally take for granted.  Rattling the comfort of instant satisfaction, of reality shows, celebrity worship and the self-glorification of the I-generation, Ronald Green, with panache and authority, takes us on a journey that allows us a new way of looking at ourselves in the world, and to act upon what we discover.  **Author Bio** Born in London, Ronald has an M.A. in Linguistics with post graduate studies in linguistics and philosophy at Oxford University. He has lectured in Europe, North and South America and the Middle East on linguistics, ESL and the use of the Internet in education. He lives in Ramat Hasharon, Israel.  Online: [Facebook](http://www.facebook.com/?ref=tn_tnmn#!/profile.php?id=100001336912014), [Author Website](http://www.nothing-matters.org), [Blog](http://www.nothing-matters.org), [Twitter](http://www.twitter.com/#!/@rongreen5)  **Previous Titles** Nothing Matters (9781846947070), Iff Books, 2011.  **Endorsements** *Praise for Nothing Matters: 'Green succeeds in opening up pathways to a new way of looking at the world.'* ***Geoff Ward, Suite 101.com***  **Promotional Plans** Promotion via author's academic networks. Book tour across UK and Ireland, radio interviews in USA. Articles in philosophy and science journals, guest posts on popular philosophy blogs. Social media campaign.  **USP** A new look at time that challenges common perceptions, and places humans in the centre of the analysis. Popular philosophy for the general, if sceptical readership interested in philosophy, science and time.  **Competing Books** Felt Time: The Psychology of how we Perceive Time 9780262533546, by Marc Wittman MIT Press, 2017  **Categories** PHILOSOPHY (General)(PHI013000) -> Metaphysics(PHI013000) SCIENCE (General)(SCI075000) -> Philosophy & Social Aspects(SCI075000) PHILOSOPHY (General)(PHI004000) -> Epistemology(PHI004000) |  | **Publication Date** November 2018  **Paperback** ISBN: 978-1-78535-695-7 $27.95  |  £16.99 8.5x5.5 inches | 216x140 mm 320PP  **e-book** ISBN: 978-1-78535-696-4 $21.99  |  £12.99  **Library of Congress** 2017933414 |
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