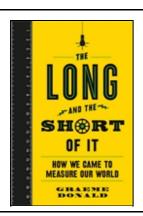
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The Long and the Short of It How We Came to Measure Our World

Graeme Donald

Keynote

We've always measured the world around us, from how big things are, to how fast they go, how much they're worth and practically everything in between. But who decided how we do it, and why?

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Author Biography

Graeme Donald is the author of a number of books about history, the meaning of words and popular misconceptions, including *When the Earth was Flat* and *The Accidental Scientist*. His writing has also appeared in many newspapers.

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