

Traffic Author Tom Vanderbilt to Speak at UMass Amherst

For Immediate Release

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AMHERST, Mass. - Tom Vanderbilt, author of the best selling book, *Traffic, Why We Drive the Way We Do (and What It Says About Us)* (Alfred Knopf, 2008), will speak as part of the INFORMS Operations Research / Management Science Speaker Series in the Isenberg School of Management on Friday, November 14, 2008 at 11AM in Room 112.

Vanderbilt's book is based on extensive interviews with worldwide officials and experts. The book uncovers the surprisingly complex web of physical, psychological, and technical factors that explain how traffic works, why we drive the way we do, and what our driving says about us. Among those interviewed for the book was Professor Anna Nagurney, the John F. Smith Memorial Professor in the Isenberg School of Management, who described the Braess' Paradox to Vanderbilt, which he includes in the book's sixth chapter, "Why More Roads Lead to More Traffic."

In her *New York Times Book Review*, Mary Roach says of the book, "My solution to the nation's vehicular woes would be to make this good book required reading for anyone applying for a driver's license." In *Road and Track*, Dennis Simanaitis says the book, "Manages to be downright fun."

Tom Vanderbilt writes on design, technology, science, and culture, among other subjects, for many publications, including *Wired*, *Slate*, *The London Review of Books*, *Gourmet*, *The Wall Street Journal*, *Men's Vogue*, *Artforum*, *The Wilson Quarterly*, *Travel and Leisure*, *Rolling Stone*, *The New York Times Magazine*, *Cabinet*, *Metropolis*, and *Popular Science*. He is contributing editor to the design magazines *I.D.* and *Print*, and contributing writer of the popular blog *Design Observer*. He also maintains his own blog, *How We Drive*.

In addition to *Traffic*, Vanderbilt has written two other books, *Survival City: Adventures Among the Ruins of Atomic America* (Princeton Architectural Press, 2002) and *The Sneaker Book* (The New Press, 1998).

The event is free and open to the public. Funding for the lecture is provided by the John F. Smith Memorial Fund, the Department of Finance and Operations Management, and the Isenberg School of Management. This speaker series is organized by the award-winning UMass Amherst Student Chapter of INFORMS (Institute for Operations Research and the Management Sciences).

The University Store will have copies of the book available at the lecture for purchase for Mr. Vanderbilt to sign.