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Ideas have sex, in Ridley's schema; they follow a process of natural selection of their own, and as long as they continue to do so, there is reason to retire apocalyptic pessimism about the future of our species. Erstwhile zoologist, conservationist, and journalist, Ridley (*The Red Queen*) posits that as long as civilization engages in exchange and specialization, we will be able to reinvent ourselves and responsibly use earthly resources ad infinitum. Humanity's collective intelligence will save the day, just as it has over the centuries. Ridley puts current perceptions about violence, wealth, and the environment into historical perspective, reaching back thousands of years to advocate global free trade, smaller government, and the use of fossil fuels. He confidently takes on the experts, from modern sociologists who fret over the current level of violence in the world to environmentalists who disdain genetically modified crops. An ambitious and sunny paean to human ingenuity, this is an argument for why ambitious optimism is morally mandatory