However, because it's likely a pyramid scheme, the 36 book exchange you probably heard about on Facebook is one offer you should refuse. How does the book exchange work? You'll receive a letter in the mail or a social media invite asking you to buy one book, send it on to a stranger on a list you receive via mail or email, then add your name to the bottom of the list, and, lastly, send the invitation letter on to six friends or acquaintances. Pyramid schemes are so named because they resemble a pyramid structure, starting with a single point on top, that becomes progressively wider toward the bottom. Image by Julie Bang © Investopedia 2019. Let's assume the following: Founder Mike sits alone at the top of the heap, represented by the number "one." Pyramid Scheme (2001) is the first SF novel in the Book of the Tail series. It is set in the present or maybe in the near future. The Near Earth Space Object Tracking satellite detected an object decelerating as it approached the Earth. Lieutenant Solms is the watch officer for the University of Chicago Police. He is monitoring the radio transmissions of two campus cops who have responded to a call from the library. When they fail to report, he walks over to the library and discovers the pyramid.