

The Weekly Newsmagazine of Science

SCIENCE NEWS

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**Star
Beam**



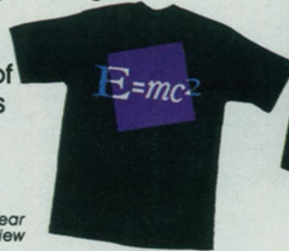
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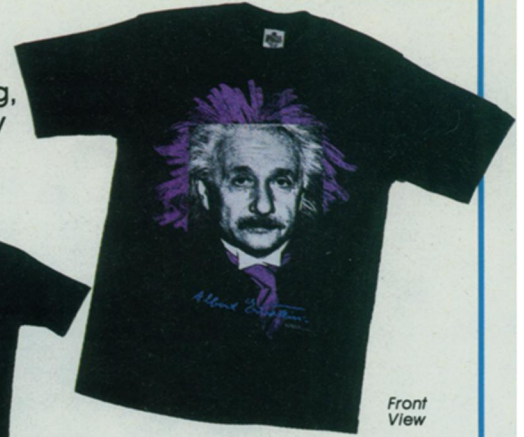
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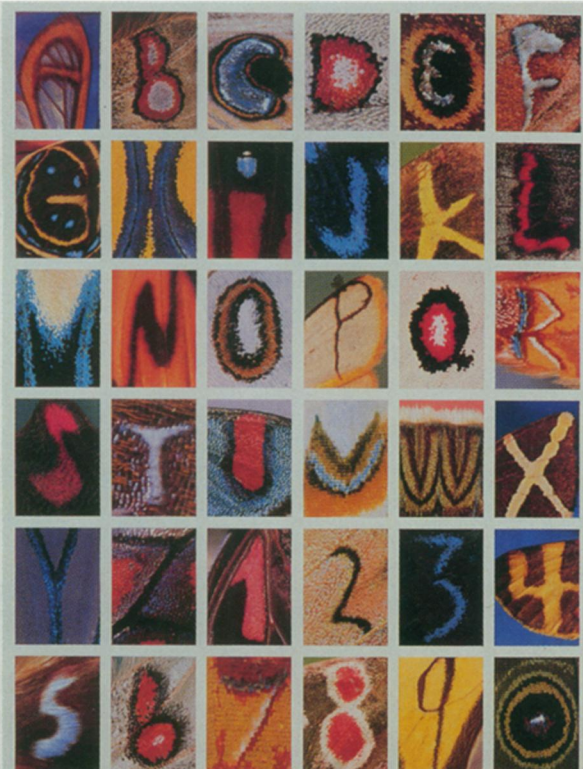
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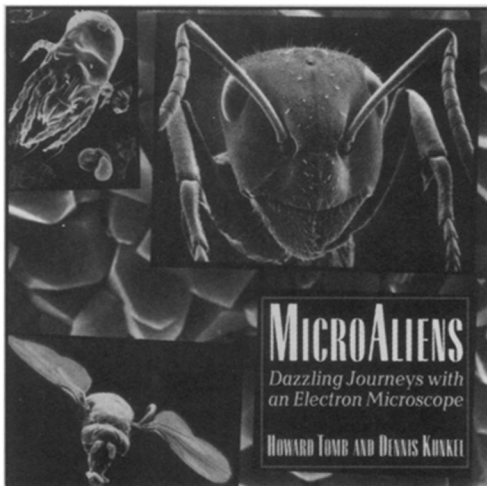
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Find out in this delightfully witty excursion into the world of mathematical manipulation, as popular columnist and math whiz A. K. Dewdney unveils the vast array of ways in which numbers are twisted and statistics are turned in order to fool the unsuspecting public. From the case of the "Incredible Expanding Toyota" to that of the "National Security Googol," Dewdney exposes the slick tricks and subtle schemes used by advertisers, politicians, special interest lobbyists, stockbrokers, car dealers, and just about anybody who tries to impress us with numbers, charts, and graphs.

Two Hundred Percent of Nothing is packed with real-life examples that demonstrate all types of math abuses. Dewdney identifies them by name, from "number bludgeoning" to "occult sampling," and shows us exactly how they play upon our innumeracy — the common inability to understand the rules of percentages, ratios, statistics, and basic math logic. Furthermore, he explains the basic math behind the answers so that the next time you see mathematical chicanery, you'll recognize it.

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John Wiley & Sons, 1993, 182 pages,
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