

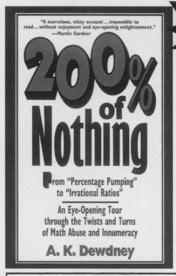
Why should we be skeptical of 4 out of 5 dentists surveyed? What's the bull behind the bull market? Do statistics really prove it's safer to fly than drive across country?

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.

Though you may be shocked at how pervasive math abuse is, you may be even more astonished to discover how rapidly you can learn the simple tricks and basic logic of defending yourself against it.

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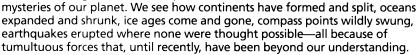
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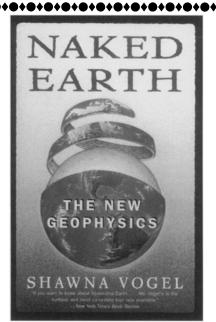
n fiction, Jules Verne sent a traveler to the center of the earth, and Lewis Carroll sent a little girl named Alice down a rabbit hole into Wonderland. Yet neither of these extraordinary journeys of the imagination came close to

the amazing truth about the awesome interior of the planet on whose fragile surface we live. Naked Earth offers an illuminating and thoroughly riveting account of the pioneering

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In a beautifully crafted work that is at once impeccably authoritative and wonderfully accessible, Shawna Vogel provides readers with new explanations to ancient mysteries and the latest geophysical hypotheses. Just as Jacques Cousteau made oceanography a romantic and swashbuckling enterprise, Vogel opens a window to the turbulent world beneath our feet. —from Dutton



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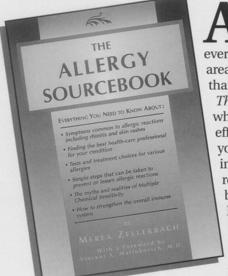
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llergies can range from the slightly annoying to the potentially fatal. That's why it's important to have the best and latest information on how to deal with them. *The Allergy Sourcebook* is a comprehensive guide to everything from hay fever to food allergies, skin allergies, and the controversial area of environmental sickness, which is affecting greater numbers of people than ever before.

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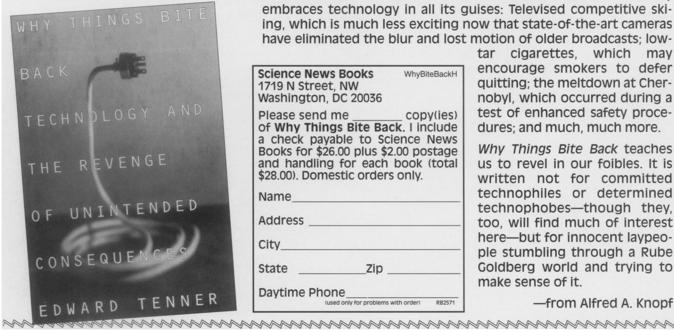
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Edward Tenner is a connoisseur of what he calls "revenge effects"—the unintended, ironic consequences of the mechanical, chemical, biological, and medical forms of ingenuity that have been hallmarks of the progressive, improvement-obsessed 20th century. In seeking out these revenge effects, he ranges far and wide in our cultural landscape to discover an insistent pattern of paradox that implicates everything from black lung to bluebirds, wooden tennis rackets to Windows '95. His insatiable curiosity embraces technology in all its guises: Televised competitive skiing, which is much less exciting now that state-of-the-art cameras have eliminated the blur and lost motion of older broadcasts; low-

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cigarettes, which may encourage smokers to defer guitting; the meltdown at Chernobyl, which occurred during a test of enhanced safety procedures; and much, much more.

Why Things Bite Back teaches us to revel in our foibles. It is written not for committed technophiles or determined technophobes-though they, too, will find much of interest here—but for innocent laypeople stumbling through a Rube Goldberg world and trying to make sense of it.

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