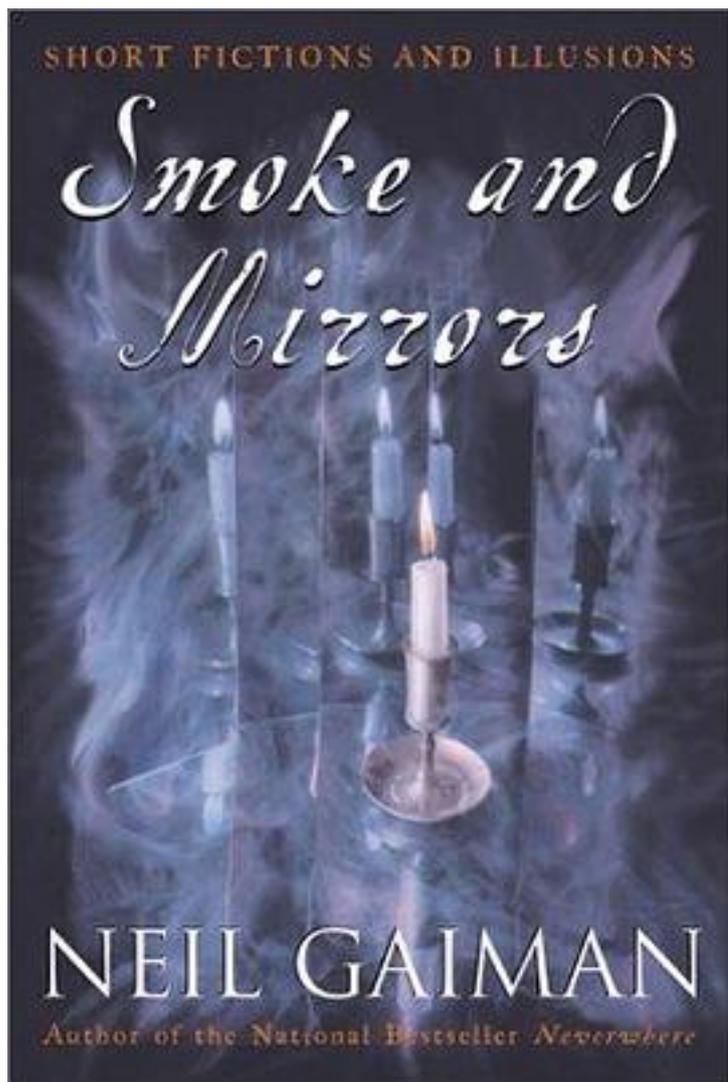


Smoke and Mirrors



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Smoke and Mirrors takes a comprehensive and entertaining look at how charts, graphs and diagrams can be used to massage a message in business, research or government without fibbing outright. Using real examples from British and American newspapers, magazines, broadcasters and government ministries, it describes, explains and evaluates 57 different techniques of presenting information in a way that supports your angle. Each technique is given a PDQ (potential deceit quotient) as well as an STD (sore thumb discount). Droll and informative, Smoke and Mirrors is a perfect companion for: * anyone who produces charts and graphs at work * anyone who has them thrust upon them * anyone wanting to read between the lines The company report may never look the same again...'a provocative read for managers and spin-doctors alike...entertaining. Management Today

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