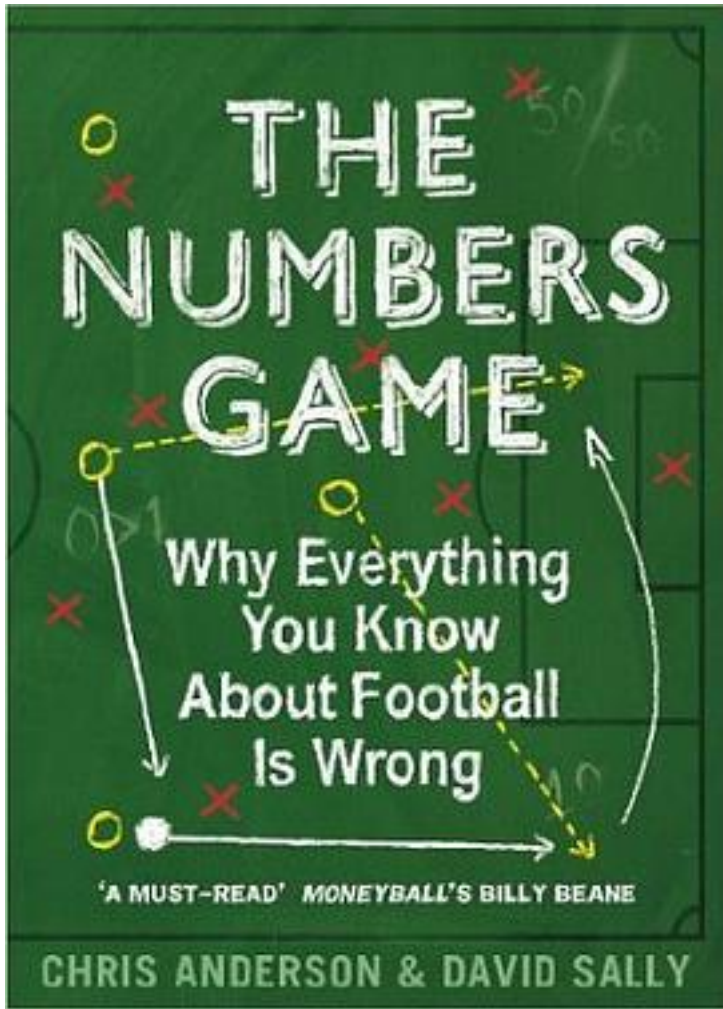


The Numbers Game



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The Strunk & White of statistics team up to help the average person navigate the

numbers in the news.

Drawing on their hugely popular BBC Radio 4 show More or Less, , journalist Michael Blastland and internationally known economist Andrew Dilnot delight, amuse, and convert American mathphobes by showing how our everyday experiences make sense of numbers.

The radical premise of The Numbers Game is to show how much we already know, and give practical ways to use our knowledge to become cannier consumers of the media. In each concise chapter, the authors take on a different theme—such as size, chance, averages, targets, risk, measurement, and data—and present it as a memorable and entertaining story.

If you’ ve ever wondered what “average” really means, whether the scare stories about cancer risk should convince you to change your behavior, or whether a story you read in the paper is biased (and how), you need this book. Blastland and Dilnot show how to survive and thrive on the torrent of numbers that pours through everyday life. It’ s the essential guide to every cause you love or hate, and every issue you follow, in the language everyone uses.

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