

Bet You Didn't Know



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出版者:

出版时间:2008-8

装帧:

isbn:9781591026358

Statistics maven Cheryl Russell - editorial director of New Strategist Publications and the former editor-in-chief of American Demographics magazine - has spent a career tracking down the facts that many pundits in the media avoid, don't know, or don't care to know. In "Bet You Didn't Know", a fast-paced adventure in trend spotting, she separates facts from fantasy and applies a hefty dose of common sense to provide a deeper understanding of the processes at work in American society. Whether you are planning to look for a job, invest in the stock market, get married, have children, buy a house, vote, run for political office, or are just looking for some luscious titbits to drop at your party, you had better check Russell's book first to get your facts straight. And you are guaranteed to be amazed by what you find! Russell knowingly focuses her perceptive eye on America's top obsessions.

作者介绍:

目录:

[Bet You Didn't Know 下载链接1](#)

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