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Discover a Simple Guide on How to Lie with Statistics

You're about to discover a proven strategy on what to do when you need to lie. When most of us were kids, we often hear our parents tell us not to lie (at least to them). During your childhood and teenage years, you would most likely get punished when you were caught lying. But as you grow older, you realize that lying is essential. In fact, it is an essential skill.

Here Is A Preview Of What You'll Learn...

- Why Do People Lie?
- Lying With Statistics
- Common lies in statistics
- Are you willing to lie?
- How to lie for a better cause
- Much, much more!

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1 of 1 people found the following review helpful.

Useful guide

By Allison Ricks

The title caught my attention. I love stats reports and how media interpret data. And I am aware at the same time how they tweak data.

In this book I was so interested in the Garbage in Garbage out procedure. Same goes with the visual tricks. We are deceived how media exaggerate its meaning. For misleading percentages, I think this one is common in marketing. This book serves as an eye-opener to be literate in stats interpretation. Causation is a new term to me. This is very useful in my thesis.

0 of 0 people found the following review helpful.

Exposing some common tricks

By Harish Nair

Jordan makes a very brave attempt in this book to demonstrate how statistics and charts can be manipulated

to prove ones point or to amplify any desired aspect. It is a very short book, i finished it in less than couple of hours.

The most common way of influencing the human mind is to mix up causuality and correlation - leading many to make inferences as desired by the presenter. Jordan brings out that aspect quite well. Misusing averages is another common feature - as someone once said if your one leg is in boiling water, other in freezing water, the average temperature is 50 C. The games one can play with charts - shifting the x axis, changing scales or blowing up a pie chart - is also very common and used by many with alacrity.

The book however didn't give me any aha moments, as many times I have used some of those tricks to make my point.

0 of 0 people found the following review helpful.

Excellent read.

By mr c a purches

An interesting premise, ask anyone if they lie and of course they say no, but throughout our day we use manipulation/lies to help us get through the day, not necessarily to deceive but not to offend. This book helps make that process easier with easy tips on how to make the process that much easier and guilt free. Using the statistics layed out in the book you can easily become adept at becoming a master of deception (the good kind of course). Thoroughly recommended.

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