

How to fool people

THIS is the age of the Expert and we are all at his mercy.

It only needs a little bit of know-how that the others haven't got, and the appropriate patter to go with it, and you are in business.

Brian J. Ford has been taking an expert and satirical look at the situation in "Nonscience" (Wolfe Publishing £2). The old scientists concerned simply with pure research have been ousted by the technologists, backed by public relations and commercial exploitation.

Mr. Ford tells you how to become an "expert"—and on the way he takes the mickey out of a lot of things, including decimals (nature, he says, doesn't work in tens and in the Common Market they write their decimals in a different way).

He is witty and ingenious in the use of names by the expert.

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