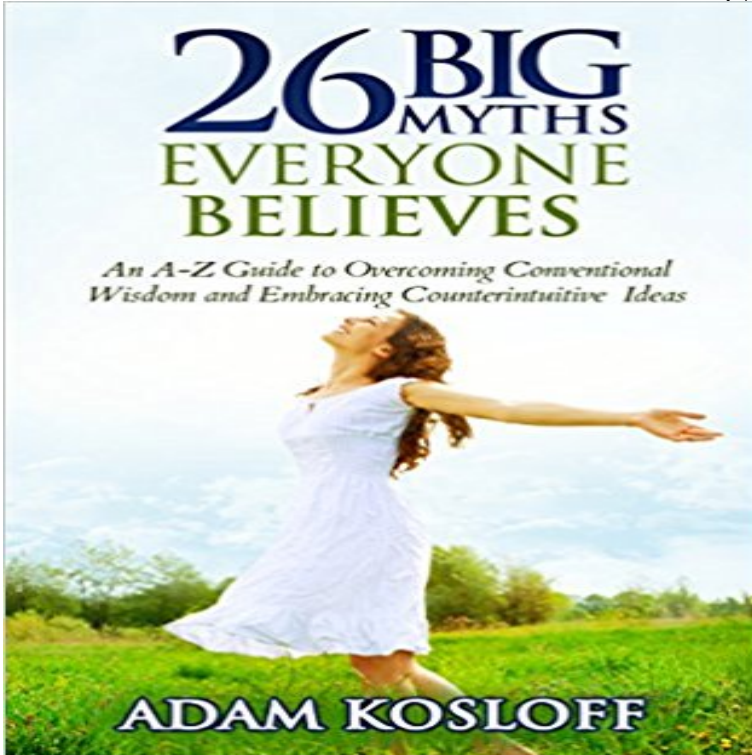


26 Big Myths Nearly Everyone Believes: An A-Z Guide to Overcoming Conventional Wisdom and Embracing Counterintuitive Ideas



We all struggle to understand nature and the universe. The easy way to go is to accept the conventional wisdom to default to what the herd knows and believes. In general, this strategy makes a lot of sense! Human beings are social creatures capable of exquisite reasoning capabilities, and our science and engineering feats are nothing short of breathtaking. And collectively, we seem to be making by many measures progress to becoming even more enlightened and more capable. Science seems to be doing fairly well, in other words. Meanwhile, those on the fringes of science are often little more than wackadoos with no training and no deep insight into the methodology of science. Bucking the conventional wisdom seems more like a chintzy marketing slogan than a truly wise approach. However, there's an unexpected problem with this way of framing the quest to understand nature. Here's how one of the internet's most insightful bloggers, William Beaty, put it: While it's true that at least 99% of revolutionary announcements from the fringes of science are just as bogus as they seem, we cannot dismiss every one of them without investigation. If we do, then we'll certainly take our place among the ranks of scoffers who accidentally helped delay numbers of major scientific discoveries throughout history. In science, pursuing revolutionary advancements can be like searching for diamonds hidden in sewage. It's a shame that the realms of questionable ideas contain diamonds of great value. This makes the judging crazy theories far more difficult. So how CAN we tell apart these counterintuitive diamonds of great value from tin-foil-hattery? That's the question that Yale University educated blogger and author, Adam Kosloff, addresses in this punchy, provocative little book. Kosloff examines over two dozen peculiar but ultimately compelling new ways of looking at issues like homework, dietary salt, and

free parking by analyzing the works of respected but often under appreciated mavericks who champion dissonant points of view. 26 Big Myths is a quick read that will feel familiar to fans of Malcom Gladwell and Freakonomics. But rather than just being a hodgepodge of ideas a la a synopsis of a series of TED talks the book illustrates by example the striking similarities among these diverse issues. In some ways, it almost feels like Kosloff is beginning to weave a kind of Grand Unified Theory of counterintuitive wisdom

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