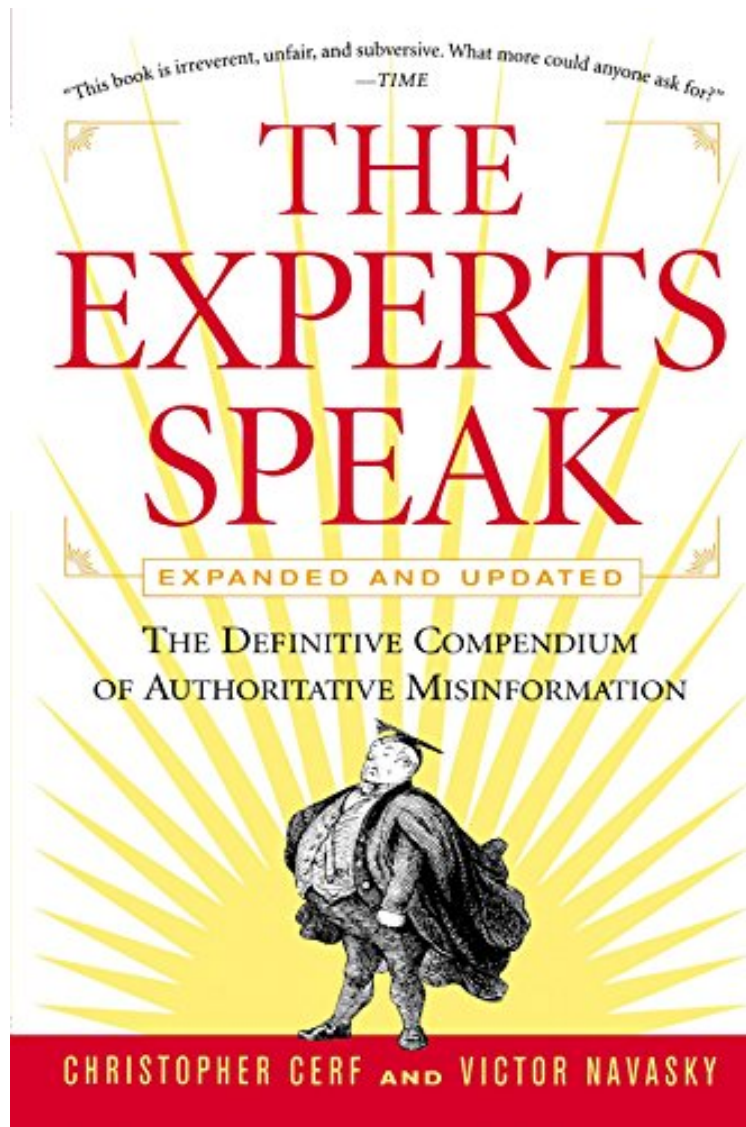


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# The Experts Speak : The Definitive Compendium of Authoritative Misinformation

*Christopher Cerf, Victor S. Navasky*  
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**Christopher Cerf, Victor S. Navasky : The Experts Speak : The Definitive Compendium of Authoritative Misinformation** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Experts Speak : The Definitive Compendium of Authoritative Misinformation:

0 of 0 people found the following review helpful. A book that offers both hilarity and hopeBy KiwiwriterThis book is just absolutely flat-out funny, with a gigantic listing of unbelievably foolish, stupid, muddleheaded, idiotic, wrong,

incompetent, and dimwitted statements by top men (and women) about everything from when the world will end to how the 1996 World Series would turn out. The book is meticulously researched, and will definitely leave the reader roaring with laughter at the fatuity of some of history's most famous prognosticators, or history's least remembered such geniuses making foolish statements and predictions about people who do indeed, deserve our endless respect (or hatred, as the case may be). The negative comments about writers and their writing alone gets me going through sad times. Aside from being great entertainment, it's also a searing look at the inability and stupidity of intelligent human beings to see the world -- to miss what is sometimes blindingly obvious, or to be so wrapped up in ego and self-absorption as to deny the reality of anything beyond their prejudices and pre-determined world view. It shows that "what must be" need not be at all. Lastly, the book reminds us of a simple point -- just because some high-priced idiot said you or your project was useless and only garbage doesn't mean it's true. You can overcome that bullying snotnose yourself. Just look at all the people in this book who were proved wrong -- and right. 0 of 0 people found the following review helpful. Laughed and cried all through--truth is not only stranger than ...By Janemb35 Laughed and cried all through--truth is not only stranger than fiction. it is funnier If anything. this is a paen to self-importance 0 of 0 people found the following review helpful. My expert opinion on experts is that this is a keeper By David H. Eisenberg Usually I reserve 5 stars for classics or something phenomenally creative, lyrical, educational, scholarly, etc.. This is neither, but it is still wonderful. And it fits into my own belief systems that you can only hope to rely on experts with respect to a small set of issues where the variables are few. You don't have to read this straight through although you can. Just enjoy it.

Did you ever have the uneasy feeling the experts are not . . . well, expert?" Stocks have reached what looks like a permanently high plateau."--Irving Fisher, professor of economics at Yale University, October 17, 1929 "Forget it, Louis, no Civil War picture ever made a nickel."--Irving Thalberg's warning to Louis B. Mayer regarding *Gone With the Wind* "We don't like their sound. Groups of guitars are on the way out."--Decca Recording Company executive, turning down the Beatles, 1962 "With over fifty foreign cars already on sale here the Japanese auto industry isn't likely to carve out a big share of the market for itself."--Business Week, 1968 "There is no reason for any individual to have a computer in their home."--President of Digital Equipment Corporation, 1977 "Bill Clinton will lose to any Republican who doesn't drool on stage."--The Wall Street Journal, in a 1995 editorial

The Experts Speak systematically catalogues, footnotes, and sets straight these and a couple of thousand other examples of expert misunderstanding, miscalculation, egregious prognostication, boo-boos, and just plain lies. The experts have been wrong about everything under, including, and beyond the sun: time, space, the sexes, the races, the environment, economics, politics, crime, education, the media, history, and science. In this expanded and updated edition (now more error-filled than ever), we see just how much the experts don't know. But the book also goes deeper, presenting a through-the-looking-glass chronicle of human knowledge: the story of what was and is so, as seen through the story of what we wanted to and did believe.

.com Did you know that the stock market had reached a "permanently high plateau" in October 1929? You would have thought so, had you listened to the experts back then. Christopher Cerf and Victor Navasky of the "Institute of Expertology" have made it their mission to compare the actual statements of professional prognosticators with the events following their predictions. Knowing better than to comment directly, they let the reader decide about the (ahem) reliability of the experts. Brilliantly organized, using the categories of Adler's "Outline of Knowledge," *The Experts Speak* will educate the naive and entertain the cynical with its thousands of well-documented quotes by wise men and women, from Aristotle ("The brain is an organ of minor importance") to Albert Einstein ("There is not the slightest indication that [nuclear]energy will ever be obtainable"). Concise, well-written descriptions of the events that actually happened--usually at variance with informed opinion--add to the dry humor. If you've always wanted to be a self-assured talking head, *The Experts Speak* will make you an authority on definitive misinformation. --Rob Lightner

From Library Journal A revised and expanded version of the 1984 original, *The Experts Speak* collects hundreds of the dumbest predictions ever made by newspapers, critics, and business executives such as an L.A. surgeon's assessment that "smoking has a beneficial effect," a Decca Records exec's brainstorm that "groups of guitars are on their way out" after auditioning the Beatles, and BusinessWeek's insistence that the "Japanese auto industry isn't likely to carve out a big share of the market for itself." Silly, but lots of fun. Copyright 1999 Reed Business Information, Inc. "A wonderful book.... The perfect gift for any authority on anything." -- UPI National Wire, August 11, 1984 "Because everyone likes to see an expert shown up, any reader should enjoy wallowing in *The Experts Speak: The Definitive Compendium of Authoritative Misinformation*. by Christopher Cerf and Victor Navasky." -- Newsweek, September 10, 1984 "Christopher Cerf and Victor Navasky... have just released an updated and expanded edition of their 1984 classic, *The Experts Speak: The Definitive Compendium of Authoritative Misinformation*. It's 341 pages of bold and bad predictions, false assertions and mental misfires from the mouths of people who perhaps should have known better." -- Richard Morin, The Washington Post, November 15, 1998 "This book is irreverent, unfair, and subversive. What more could anyone ask for? -- Time, August 13, 1984 "What better time for... Christopher

Cerf and Victor Navasky to update their 1984 book, *The Experts Speak....*. Keep [it] handy -- by your favorite armchair or porcelain throne -- and flip through whenever you need a good laugh. -- USA Today, August 19, 1998 "[One] of the funniest and most ingenious...list books...I've ever seen. Best of all, the book functions as a true reference tool: from the creation of the Earth through evolution to economics, crime, war, baseball, Broadway, China, Churchill, personal health, poultry raising and unicorns, scholars and browsers alike will find that somebody, somewhere made a huge error of judgment and then, poor soul, said it out loud." -- Patricia Holt, San Francisco Chronicle, September 17, 1984