



Truth: A User's Guide

By Hector MacDonald

Transworld Publ. Ltd UK Mrz 2018, 2018. Taschenbuch. Condition: Neu. Neuware - We like to think that there is a clear distinction between true and false. Unfortunately, the reality is far murkier. Hector Macdonald has spent his entire career exploring the ways that two completely true statements about the same thing can give wildly different impressions to the people listening. For instance, the internet can be described as a place that spreads knowledge or a place that spreads misinformation and hatred. Both statements are true, but they would paint radically different pictures of the internet for person who had never heard of it before. Now, in Truth: A User's Guide, Macdonald explains how and why these so-called 'competing truths' are used intentionally and unintentionally by businesses, media, politicians, advertisers and even regular people having regular conversations. He shows how understanding competing truths makes us better at navigating the world and more influential within it. Combining great storytelling with practical takeaways and a litany of fascinating, funny and insightful case studies, Truth is a sobering and engaging read about how profoundly our mindsets, attitudes and actions are influenced by the truths that those around us choose to tell. 346 pp. English.



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