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SCARED TO DEATH
From BSE to Global Warming: Why Scares Are Costing Us the Earth

“Every politician, every journalist, every consumer of journalism, should read, mark, learn and inwardly digest [this book]” -- Mail on Sunday

Scared to Death…

* Argues convincingly the major ‘scares’ of the last two decades follow an overarching pattern.
* Presents an analysis of the devastating fiscal repercussions of such scares.
* Gives a detailed argument to counter Al Gore’s projection of global warming.

This book interrogates and tells the inside story of each of the major scares of the past two decades to outline the real facts as well as to demonstrate that they have followed a remarkably consistent pattern. It analyses the crucial role played in each case by scientists who have misread or manipulated the evidence; by the media and lobbyists who eagerly promote the scare without regard to the facts; and finally by the politicians and officials who come up with an absurdly disproportionate response. Often leaving us all to pay a colossal price through the financial cost of misplaced and often completely ill-conceived legislation to address illusory and scientifically unfounded concerns. The book features analyses of all of these scares, among others: ASBESTOS, GLOBAL WARMING, SECOND-HAND SMOKING, LEAD, AND SALMONELLA.

Already released in the UK, Scared to Death has been reviewed or featured in the Guardian, Daily Telegraph, Sunday Telegraph, Mail on Sunday, Morning Star, Time Out London, The Scotsman, among other publications.

For more information on Scared to Death, or to schedule an interview, please contact Carol Eberly at 202-349-5889 or carol.eberly@iwf.org

Note: After April 18, 2008, please contact Claire Heitlinger at Continuum Books at 212-953-5858 ext. 117