



# Just Trust Me: Finding the Truth in a World of Spin

*G Randy Kasten*

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SUVs are the safest vehicle because they're so large-right? Wrong! That's the advertising pitch, but in 2000, they had the highest rollover rate (36%) of any vehicle type involved in fatal accidents. Yet two years later their safety myth was still so strong that one of four vehicles sold in the U. S. was an SUV

The world of spin we live in is full of such potentially hazardous illusions. We need to know if particular foods can hurt us with Salmonella or cholesterol, whether our government is truthful in its reasons for waging war, what problems a political candidate may cause or resolve if elected, and whether the items we purchase are durable or junk. But gaining those insights can be challenging when so many of the illusions surrounding us are deliberately created.

As a civil-litigation attorney for over twenty-five years, Randy Kasten has heard thousands of lies. He has witnessed that those who dispense the information we need to make decisions-advertisers, salespeople, politicians, and the media-often have a vested interest in manipulating us. Truth's biggest enemies are the people whose job it is to sell us incomplete versions of the facts and our willingness to believe what we want to believe. Often, we believe what we believe because it is the only story available.

To help us see through deceptions of all types, Kasten discusses eight kinds of lies and what we can do about them, as well as methods for discerning the truth gleaned from his practice of law. Other topics include advertising magic, thirty-six places where the truth hides, lessons from science, the media and misinformation, and how we fool ourselves. Altogether, he provides a unique tool for enabling us to make decisions that will lead to more prosperity, better health, greater intimacy, and a life based on lasting values



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