



Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future

Sheldon Rampton, John Stauber

Download now

[Click here](#) if your download doesn't start automatically

Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future

Sheldon Rampton, John Stauber

Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future Sheldon Rampton, John Stauber

The authors of **Toxic Sludge Is Good for You!** unmask the sneaky and widespread methods industry uses to influence opinion through bogus experts, doctored data, and manufactured facts.

We count on the experts. We count on them to tell us who to vote for, what to eat, how to raise our children. We watch them on TV, listen to them on the radio, read their opinions in magazine and newspaper articles and letters to the editor. We trust them to tell us what to think, because there's too much information out there and not enough hours in a day to sort it all out.

We should stop trusting them right this second.

In their new book **Trust Us, We're Experts!: How Industry Manipulates Science and Gambles with Your Future**, Sheldon Rampton and John Stauber, authors of **Toxic Sludge Is Good For You**, offer a chilling exposé on the manufacturing of "independent experts."

Public relations firms and corporations know well how to exploit your trust to get you to buy what they have to sell: Let you hear it from a neutral third party, like a professor or a pediatrician or a soccer mom or a watchdog group. The problem is, these third parties are usually anything but neutral. They have been handpicked, cultivated, and meticulously packaged in order to make you believe what they have to say—preferably in an "objective" format like a news show or a letter to the editor. And in some cases, they have been paid handsomely for their "opinions."

For example:

You think that nonprofit organizations just give away their stamps of approval on products? Bristol-Myers Squibb paid \$600,000 to the American Heart Association for the right to display AHA's name and logo in ads for its cholesterol-lowering drug Pravachol. SmithKline Beecham paid the American Cancer Society \$1 million for the right to use its logo in ads for Beecham's Nicoderm CQ and Nicorette anti-smoking ads.

You think that a study out of a prestigious university is completely unbiased? In 1997, Georgetown University's Credit Research Center issued a study which concluded that many debtors are using bankruptcy as an excuse to wriggle out of their obligations to creditors. Former U.S. Treasury Secretary Lloyd Bentsen cited the study in a **Washington Times** column and advocated for changes in federal law to make it harder for consumers to file for bankruptcy relief. What Bentsen failed to mention was that the Credit Research Center is funded in its entirety by credit card companies, banks, retailers, and others in the credit industry; that the study itself was produced with a \$100,000 grant from VISA USA, Inc. and MasterCard International; and that Bentsen himself had been hired to work as a credit-industry lobbyist.

You think that all grassroots organizations are truly grassroots? In 1993, a group called Mothers Opposing Pollution (MOP) appeared, calling itself "the largest women's environmental group in Australia, with thousands of supporters across the country." Their cause: A campaign against plastic milk bottles. It turned out that the group's spokesperson, Alana Maloney, was in truth a woman named Janet Rundle, the business partner of a man who did P.R. for the Association of Liquidpaperboard Carton Manufacturers—the makers

of paper milk cartons.

You think that if a scientist says so, it must be true? In the early 1990s, tobacco companies secretly paid thirteen scientists a total of \$156,000 to write a few letters to influential medical journals. One biostatistician received \$10,000 for writing a single, eight-paragraph letter that was published in the Journal of the American Medical Association. A cancer researcher received \$20,137 for writing four letters and an opinion piece to the **Lancet**, the Journal of the National Cancer Institute, and **The Wall Street Journal**.

Rampton and Sta...

 [Download Trust Us We're Experts: How Industry Manipulates S ...pdf](#)

 [Read Online Trust Us We're Experts: How Industry Manipulates ...pdf](#)

Download and Read Free Online Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future Sheldon Rampton, John Stauber

From reader reviews:

Mindy Arredondo:

Do you have favorite book? In case you have, what is your favorite's book? Guide is very important thing for us to understand everything in the world. Each publication has different aim or maybe goal; it means that publication has different type. Some people really feel enjoy to spend their time and energy to read a book. They are really reading whatever they acquire because their hobby is definitely reading a book. Consider the person who don't like reading a book? Sometime, man feel need book when they found difficult problem or perhaps exercise. Well, probably you should have this Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future.

Sheila Seim:

This Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future book is not really ordinary book, you have it then the world is in your hands. The benefit you will get by reading this book is usually information inside this reserve incredible fresh, you will get details which is getting deeper a person read a lot of information you will get. This Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future without we recognize teach the one who reading it become critical in thinking and analyzing. Don't become worry Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future can bring any time you are and not make your case space or bookshelves' come to be full because you can have it in your lovely laptop even telephone. This Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future having good arrangement in word along with layout, so you will not truly feel uninterested in reading.

Ralph Scott:

The experience that you get from Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future will be the more deep you excavating the information that hide within the words the more you get serious about reading it. It does not mean that this book is hard to comprehend but Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future giving you joy feeling of reading. The article writer conveys their point in a number of way that can be understood by means of anyone who read that because the author of this e-book is well-known enough. This specific book also makes your own vocabulary increase well. Therefore it is easy to understand then can go along with you, both in printed or e-book style are available. We advise you for having this particular Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future instantly.

Deborah Lacey:

Spent a free the perfect time to be fun activity to do! A lot of people spent their spare time with their family, or their particular friends. Usually they performing activity like watching television, planning to beach, or picnic inside park. They actually doing same every week. Do you feel it? Do you want to something different

to fill your free time/ holiday? Could be reading a book can be option to fill your totally free time/ holiday. The first thing you ask may be what kinds of guide that you should read. If you want to try look for book, may be the guide untitled Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future can be great book to read. May be it may be best activity to you.

Download and Read Online Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future Sheldon Rampton, John Stauber #DOUS2IYTA8M

Read Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future by Sheldon Rampton, John Stauber for online ebook

Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future by Sheldon Rampton, John Stauber Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future by Sheldon Rampton, John Stauber books to read online.

Online Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future by Sheldon Rampton, John Stauber ebook PDF download

Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future by Sheldon Rampton, John Stauber Doc

Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future by Sheldon Rampton, John Stauber Mobipocket

Trust Us We're Experts: How Industry Manipulates Science and Gambles with Your Future by Sheldon Rampton, John Stauber EPub