



## **The Experts Speak: The Definitive Compendium of Authoritative Misinformation (Revised Edition)**

*Christopher Cerf, Victor S. Navasky*

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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.

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# **From Reader Review The Experts Speak: The Definitive Compendium of Authoritative Misinformation (Revised Edition) for online ebook**

## **John says**

This is a great book to read in little pieces. Each quote is only a few sentences, and you can read each section of the book in a few minutes. Great if you have to watch the kids and need to break up an argument.

After reading this book, I could be an expert. I just to get things grossly wrong once in awhile.

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## **Gavin says**

A compilation of famous last words and othet hyperbole from so-called experts, as the title would indicate. There are some genuinely funny misstatements in this volume. Mostly it's an exercise in sniggering.

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## **Michael Huang says**

The idea is not bad at all: a compendium of exhibitions of false confidence in prediction from so-called experts. The execution is on the overdone side. Would have been a much better book if it's 1/5 in size.

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## **Christoffer Calhoun says**

A book like this could and should be produced annually to show the ubiquity and velocity of BS predictions by people of "Authority" and/or expertise. An infinite resource for logical fallacies, esp. ad autoritatum (which of course isn't necessarily a fallacy). Fun, entertaining coffee table book.

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## **Serena.. Sery-ously? says**

**Geniale!**

*1984 is a failure*

**Laurence Brander - British literary scholar and critic, 1954**

*Hasn't anyone noticed that the worst criminal have been corrupted, since their infancy, by injurious reading? Hasn't anyone beheld them, in the course of their trials, confessing that it was sordid literature that dragged them onto the road which ended fatally at prison?*

**E. Caron - Director of Education for the city of Paris, 1874**

*No danger at all. We've hired him for pur act... Within two months we will have pushed Hitler so far in the corner that he'll squeak*

**Franz von Papen - Former chancellor of Germany, 1933**

*My invention can be exploited for a certain time as a scientific curiosity, but apart from that it has no commercial value whatsoever*

**Auguste Lumière - French co-inventor of the Lumière motion-picture camera. 1895**

*You'd better learn secretarial work or else get married*

**Emmeline Snively - Director of the Blue Book Moelling agency, counseling would-be model Marilyn Monroe, 1944**

*When the Paris Exhibition closes, electric light will close with it and no more will be heard of it*

**Erasmus Wilson - Professor at Oxford University, 1878**

*The telephone is an amazing invention, but who would ever want to use one of them?*

**Rutherford Hayes - President of the United States, 1876**

*What the hell is the computer good for?*

**Robert Lloyd - engineer at the Advance Computing Systems division of International Business Machines, 1968**

*Man will never reach the moon regardless of all future scientific advances*

**Dr. Lee DrForest - Inventor of the audion tube, 1957**

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