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Autore	Schwarcz Joe
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Celebrities and Cerebral Claptrap -- The Myth of "Detox" -- Double Helix Water -- Dunning-Kruger -- Medical Medium -- Fitting Square Pegs into Round Holes -- Bee Pollen and the Office of Alternative Medicine -- Spoonk -- Sylvia Browne -- The Water Revitalizer -- Where's the Aura, Asks Young Emily Rosa -- Infomercials Provide Slanted Science -- Diagnosing Pathological Science. Putting Pimat's Health Claims to bed -- Chemical-Free Is Not a Good Deal -- Jamie Oliver Cooks Up Some Nonsense -- A Treatment for Chemophobia -- Raw Water -- "The People's Chemist" -- Alternative Medicine -- Some Views on Dealing with Information and Misinformation -- Index -- Back Cover.

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Sommario/riassunto

A fun, fast-paced, and evidence-informed exploration of outrageous claims, "alternative" therapies, and "miracle cures" such as juice cleanses, detoxes, ear candling, raw water, and more. In a world filled with misinformation and twisted science, this is a must-read.

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