CONTENTS

	Introduction	ix
	Section 1: What	
1.	Truth, Post-Truth and Post-Fact	3
2.	Nonsense and Gibberish	30
3.	Gestures and Phoney Behaviour	53
4.	Bullshit: The Theory	67
	Section 2: Why	
5.	Hidden Messages	91
6.	Being Human	121
7.	Short-Termism	159
8.	Culture and Norms	185
	Section 3: How	
9.	Limits to the Power of Persuasion	215
0.	Better Bullshit	246
1.	The Discerning Listener	273
	Final Words	298
	Notes	303
	Acknowledgements	333
	Index	337