CONTENTS

	Introduction	ix
1	Matter	1
	Brain Gym	13
	The Progenium XY Complex	21
4	Homeopathy	28
5	The Placebo Effect	63
6	The Nonsense du Jour	86
7	Dr Gillian McKeith PhD	112
8	'Pill Solves Complex Social Problem'	136
9	Professor Patrick Holford	161
10	The Doctor Will Sue You Now	181
11	Is Mainstream Medicine Evil?	198
12	How the Media Promote the Public	
	Misunderstanding of Science	224
13	Why Clever People Believe Stupid Things	242
14	Bad Stats	256
15	Health Scares	278
16	The Media's MMR Hoax	290
	And Another Thing	333
	Further Reading and Acknowledgements	341
	Notes	343
	Index .	359