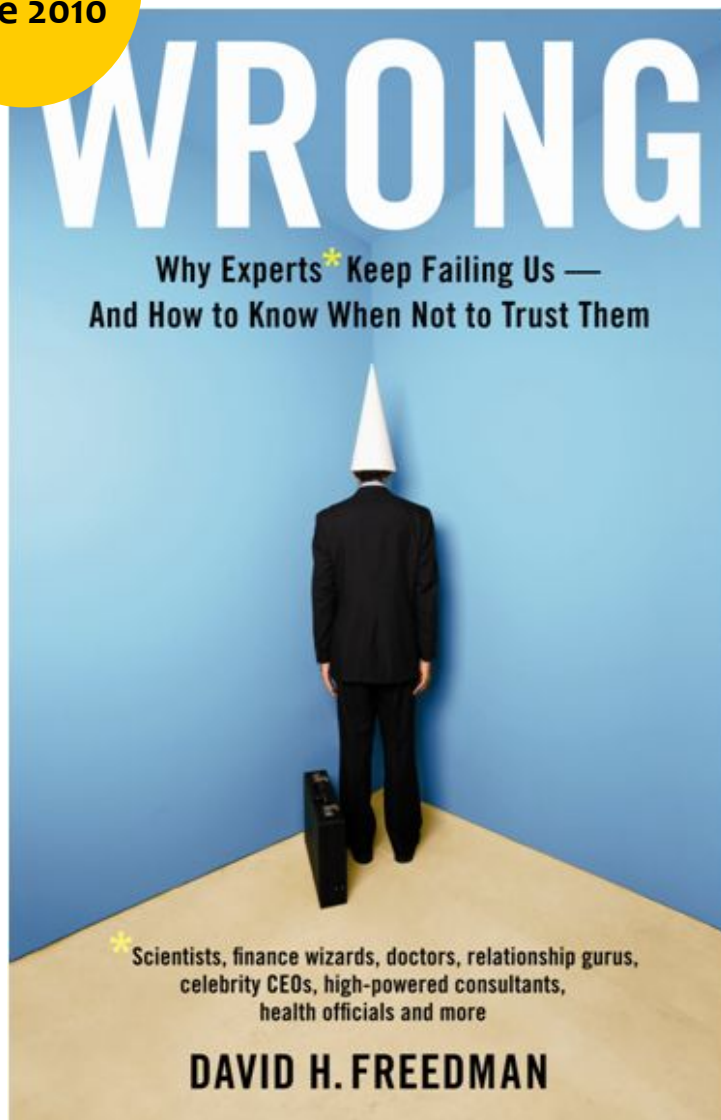


# HOW TO GET IT RIGHT WHEN OUR EXPERTS ARE WRONG

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**WRONG : WHY EXPERTS\* KEEP FAILING US—AND HOW TO KNOW WHEN NOT TO TRUST THEM...**

**David H. Freedman**

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**DAVID H. FREEDMAN** is a contributing editor and columnist at *Inc.* magazine. He is a contributor to *Newsweek*, and has written on science, technology, and business for *The Atlantic Monthly*, *New York Times*, *Science*, *The Harvard Business Review*, *Wired*, and many other publications. He was the co-author of *A Perfect Mess* (Little, Brown, 2006).

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