



Empty When Half Full: A cantankerous consumer's compilation of mistakes, misprints and misinformation

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We are all assailed on a daily basis with blandishments to buy and commands to carry out. And, let's be honest, some are inaccurate, slapdash, erroneous, mistaken and often downright dishonest. In fact, much of what they tell us is not just simply wrong, it is wrong in a way that is funny - it makes us laugh. In Empty When Half Full, a plethora of such nonsense is quoted and analysed, highlighting the silly, surreal and often hilarious nature of it. Organisations large and small are equally guilty. So much so that sometimes what they say to persuade us can be positively dangerous. From misprint to misdirection - this book will give you a hundred hilarious reasons never to buy anything ever again.

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