

Contents

1 Who Can You Believe? Of Media, Misinformation, and Trumpery	1
Who's Doin' the Foolin'?	3
Ads, Ads, and More Ads	4
Trusting Brains in the Brain Trust	8
Then There's the Media	11
From Shock Jocks to Influencers	16
Be Sure to Get Your Way	22
Faking It	25
2 It's the Economy, Stupid! Neoliberal Nonsense and the Myths of the Free Market	51
Grounds for Doubt	53
The Many Myths of Liberal Economic Theory	54
Capitalism: The 'System We Know and Love'?	65
Chicago Boys	68
Some Boats Rising, Most Boats Sinking	71
Financing the Future	75
Just What Is Financialisation?	76

	Are We Are All Neolibs Now?	82
3	From Seedling to Supermarket: Farming, Fast Food, and the Fabrication of Trust	99
	All Farmed Out	101
	From Green Revolution to Gene Revolution	103
	Learning Our ABCDs	108
	Super-Marketed	111
	Recall This	114
	Fabricating Trust	117
	Fun with Fast Food	121
	Feeding the Lie	123
	Coaxing the Kiddies	125
	Globesity	126
4	Saving the Planet with Pesticides and Plastic: Corporate Profiteering and Planetary Destruction	151
	Chemical Concoctions	153
	Financing the Furphy	159
	Classic Cover-Ups	161
	Meltdown Mayhem	166
	Warming to Climate Change	169
	What Is Going On?	173
	The Denial Machine	179
5	The Power to Lie: Propaganda and Post-truth Politics	211
	Perfecting Propaganda	213
	Oh, Those Russians	216
	Chinese Checkers	218
	Living the Dream	220
	A Web of Deceit	230
	Empire Records	235
	The Butcher's Apron	239
	Up for Grabs	246
6	Praying for Salvation: Forgeries and Fallacies of Religion	271
	Back to the Future	274

Could We Be so Silly?	275
The Idea of 'Belief'	277
What Makes Us Believe?	278
Miracles and Manipulation	284
Bad Habits	289
One of the Greats	292
Cooking the Books	295
Pussies in Paradise	298
Thank God for Darwin	300
Imagine No Deception—It's Easy If You Try	305
7 The Ultimate Diversion: Sport as False Consciousness?	323
My Sporting Life	329
In the Beginning ...	334
Writing the Rules	338
Deceptive Moves	343
Stealing Gold	344
La tromperie de France	349
Sportswashing—Cleaning the Image	354
8 The Future: Confronting the Culprits	377
Disappearing Acts	380
Facing the Future	390
Information Flows	390
Turning Down the Thermostat	396
Earthly Preoccupations	403
Our Daily Bread	408
Capital Ideas	415
Dangling Democracy	420
Index	453