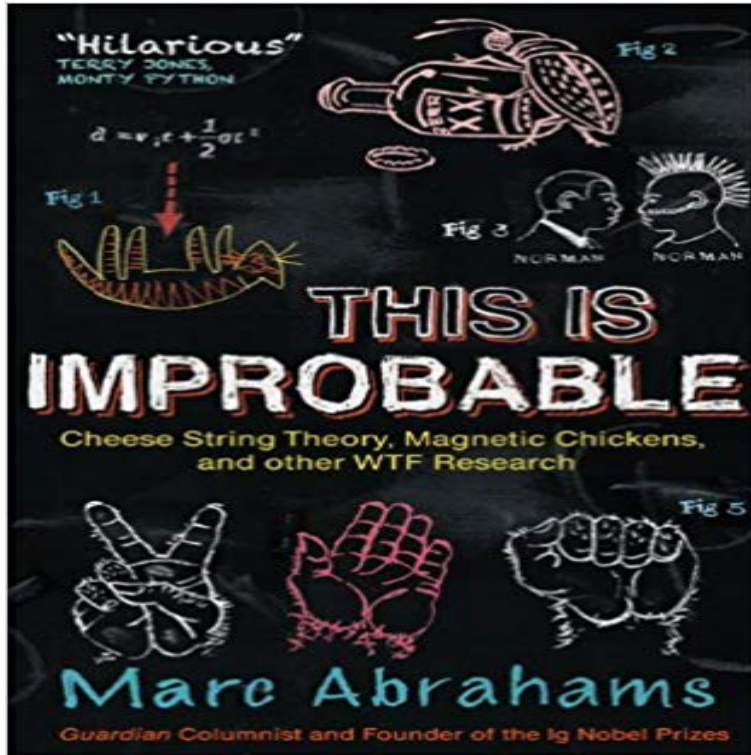


This Is Improbable: Cheese String Theory, Magnetic Chickens, and Other WTF Research



Often, thinking seriously about outlandish problems is the only way to make progress in science. The rest of the time, its hilarious. Marc Abrahams, the founder of the famous Ig Nobel prizes, offers an addictive, wryly funny expose of the oddest, most imaginative, and just plain improbable research from around the world. He looks into why books on ethics are more likely to get stolen and how randomly promoting people (rather than doing it based on merit) improves their work. He also shares the findings of weird experiments, from whether Vegas lap dancers earn higher tips at a certain time of the month to how mice were once outfitted with parachutes to find a better way to murder tree snakes. Abrahams tour through this strangest of strange science will first make you laugh, and then make you think about your world in a completely new way. Marc Abrahams, the founder of the Ig Nobel prize, offers an addictive, wryly funny expose of the most improbable research from around the world, from why one psychologist insisted it was better to promote people randomly to whether Vegas lap dancers get higher tips at certain times of the month. As you travel from the bizarre to the profound, Abrahams will make you laugh, and then think about the world in a completely new way.

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