

# Preface

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Niels Bohr once observed that there's no hope for any idea that doesn't appear bizarre at first. I promise that many of the ideas in this book will do just that. But I also promise you that if you keep your mind open, if you follow my reasoning as dispassionately as you can, and if you ponder those ideas for a while, they'll change your life.

And now a caveat, if I may.

Because the book is packed with new, unconventional ideas, reading the attached material is going to be slow going. Also, it's not going to be as gripping as a Stephen King or Tom Clancy novel might be; once you get into one of those, you can't put it down. In contrast, I urge that once you get into this book that you *do* put it down, and frequently, too, so that your mind will have time to absorb the "bizarre" ideas that you'll be finding on virtually every page.

If you do that, the payoff will be sizeable. You see, the impact of a gripping novel may last days or even weeks. But the impact of *You Must Not Let Them Con You! There's Too Much at Stake* will last you a lifetime.

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