

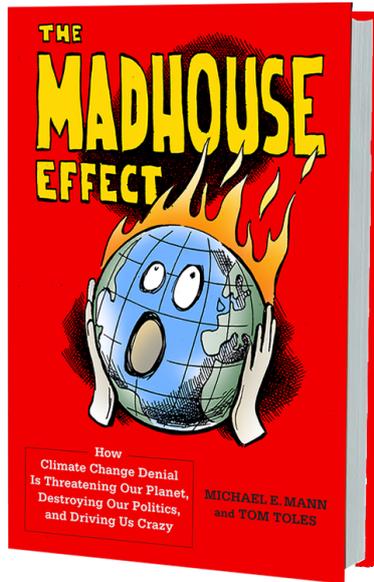
THE MADHOUSE EFFECT

THE MADHOUSE EFFECT: HOW CLIMATE CHANGE DENIAL IS THREATENING OUR PLANET, DESTROYING OUR POLITICS, AND DRIVING US CRAZY

by Michael E. Mann and Tom Toles

Through satire, *The Madhouse Effect* portrays the intellectual pretzels into which denialists must twist logic to explain away the clear evidence that man-made activity has changed our climate.

Toles's cartoons collapse counter-scientific strategies into their biased components, helping readers see how to best strike at these fallacies. Mann's expert skills at science communication aim to restore sanity to a debate that continues to rage against widely acknowledged scientific consensus. The synergy of these two commonsense crusaders enlivens the gloom and doom of so many climate-themed books — and may even convert a few of the faithful to the right side of science.



"The Madhouse Effect delivers a strong, concise, and exceptionally clear version of the circus that has often surrounded public perceptions of climate change, never letting go of the scientific realities." — David Eicher, *Astronomy Magazine*

"The Madhouse Effect is an entertaining and effective pitch to the vast of majority of citizens who have a vague sense of the problem, but need to be coaxed into learning more, and soon." — Peter Dykstra, *The Daily Climate*

"Concise and fiercely illustrated...[Toles] cartoons cut to the core of the issues that Mann untangles in the prose." — Mark Fischetti, *Scientific America*

"The Madhouse Effect nails climate madness" — John Gibbons, *Village Magazine*

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AUTHOR EVENT

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ABOUT THE AUTHORS

Michael E. Mann is Distinguished Professor of Atmospheric Science and director of the Earth Systems Science Center at Penn State University, U.S. He is the author of *The Hockey Stick and the Climate Wars: Dispatches from the Front Lines* (Columbia, 2012) and a fellow of the American Meteorological Society, the American Geophysical Union, and the American Association for the Advancement of Science.

Tom Toles is the Pulitzer Prize winning cartoonist of the *Washington Post*. He has a particular interest in climate-change science and has worked consistently to advance understanding on this subject, including its political context, since the 1980s.

"THE MADHOUSE EFFECT IS A BREEZY, ENGAGING READ, INTERSPERSED WITH WRY ILLUSTRATIONS COURTESY OF CARTOONIST TOM TOLES OF THE WASHINGTON POST." — DAVE REAY, NATURE

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