



Profiles in Folly: History's Worst Decisions and Why They Went Wrong

Alan Axelrod

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Using the same engrossing anecdotal format that proved so popular in *Profiles in Audacity*, bestselling author Alan Axelrod turns to the dark side of audacious decision-making and explores history's most tragic errors. While Axelrod looks at the hopelessly dumb and the overtly evil, the main focus is on smart people who had the best of intentions--but whose plans went disastrously wrong. The 35 compelling, often poignant stories include: the sailing of the Titanic; Edward Bernays's 1929 campaign to recruit women smokers; Neville Chamberlain's appeasement of the Nazis; Ken Lay's deception with Enron; and even the choice to create a "New Coke." These are cautionary tales--albeit with exquisite twists ranging from acerbic to horrific. *New in paperback.*

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