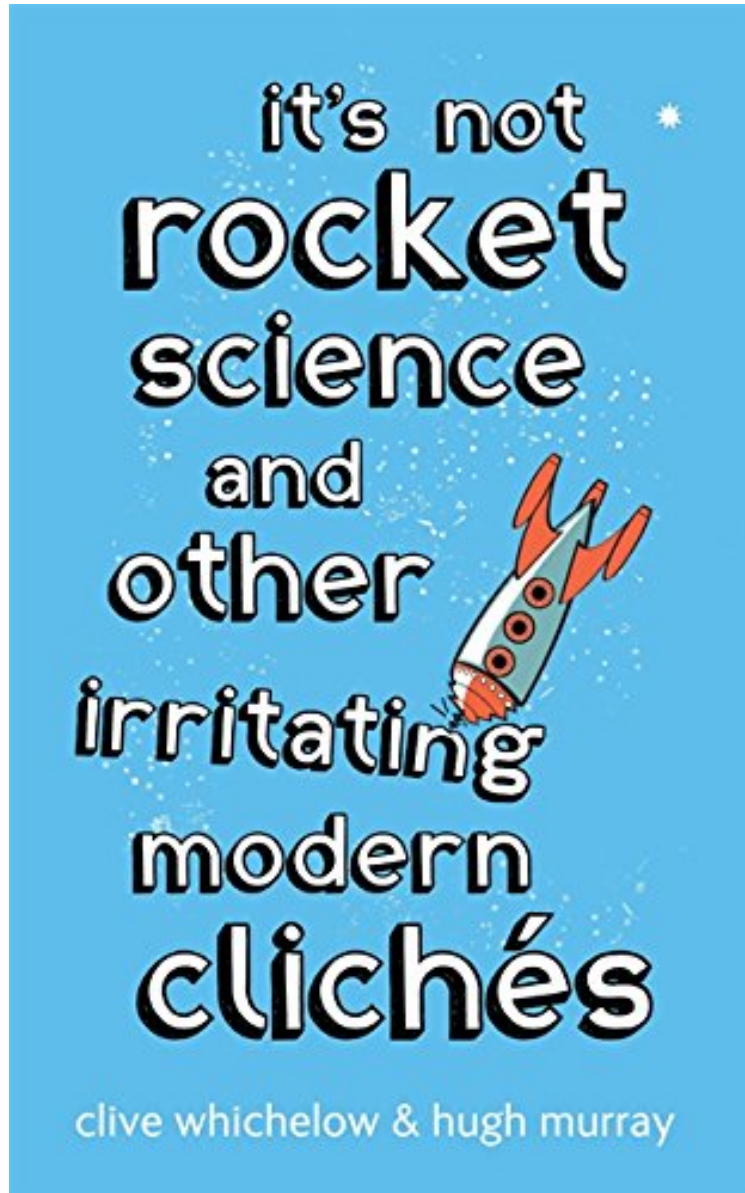


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## It's Not Rocket Science: And Other Irritating Modern Clichés

*Clive Whichelow, Hugh Murray*

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In the last 30 years, new technology, fashion, and social set-ups have spawned new clichs galore. Everything on the internet is available at the "click of a mouse," TV hosts ask the audience to "give it up" when they want them to applaud, call centers say "we value your call" even though "all our operators are busy." And if someone "gobsmacked" by all this they may be told to "get a life," "chill out," or "whatever." This collection sifts through all aspects of modern life to find the most prevalent, ubiquitous, and downright irritating clichs of our age.