

Abstract Submitted  
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**Fairy-Tale Physics Farewell to Reality Bankrupting Physics: Baggott-Unzicker-Jones Critiques Shame Physics' Shameless Media-Hype P.R. Spin-Doctoring Touting Sci-Fi Veracity-Abandonment "Show-Biz" Spectacle: Caveat Emptor!!!** EDWARD SIEGEL, Retired — Baggott[Farewell to Reality: How Fairy-Tale Physics Betrayed Search For Scientific Truth]-Unzicker [Bankrupting Physics: How Top Scientists Are Gambling Away Credibility] shame physics shameless rock-star media-hype P.R. spin-doctoring veracity-abandoning touting sci-fi show-biz aided by online proliferation of uncritical pop-sci science-writers verbal diarrhea, all spectacle vs little truth, lacking Kant-Popper skepticism/ falsification, lemming-like stampedes to truth abandonment, qualified by vague adverbs: might, could, should, may,... vs factual is! Physics, motivated by financial greed, swept up in its very own hype, touts whatever next big thing/cutting-edge bombast ad infinitum/ad nauseum, turning it into mere trendy carney sideshow, full of fury(FOF) but signifying absolutely nothing! Witness: GIGO claims string-theory holographic-universe causes cuprates optical conductivity; failed Anderson RVB cuprates theory vs. Keimer discovery all cuprates "paramagnons" bosons aka Overhauser SDWs; Overbye NYT holographic-universe jargonial-obfuscation comments including one from APS journals editor-in-chief re. its unintelligibility, FOF but signifying absolutely nothing INTELLIGIBLE!; Bak/BNL SOC tad late rediscovery of  $F=ma$  mere renaming of Siegel acoustic-emission!; 2007 physics Nobel-prize Fert-Gruenberg rediscovery of Siegel[JMMM 7,312(78); <https://www.flickr.com/search/?q=GIANT-MAGNETORESISTANCE>] GMR. Each trendy latest big thing modulo lack of prior attribution aka out and out bombastic chicanery! Siegel caveat emptor "Buzzwordism, Bandwagonism, Sloganeering for Fun Profit Survival Ego" sociological-dysfunctionality thrives!

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