

THE GAMING OF NEARLY EVERYTHING

“THE ERA OF TRUTHINESS”

- **POKER** - ON TELEVISION/ CASINO BUSINESS UP/ RFID CHIPS/ ONLINE GAMBLING/ GAMBLING ON PLANES
- **CAR SALES** – VIDEO GAME ON WEBSITE/ PRODUCT PLACEMENT IN GAMES
- **DATING** – “THE BACHELOR” & “THE BACHELORETTE”/”THE DATING EXPERIENCE”/ SPEED DATING
- **SHOPPING** – EBAY (TIFFANY’S)/ THE SPREAD OF AUCTIONS
- **POLITICS** – FLORIDA, 2000/ LEAKING CIA NAME/ CHANGING INTELLIGENCE
- **JOB SEARCH** – “THE APPRENTICE”
- **CORPORATE LIFE** – “SURVIVOR”/ SIMS BUSINESS
- **PERSONAL FINANCE** – “CASHFLOW”/ HOME EQUITY AND REFINANCING FOR STANDARD EXPENSES
- **REAL ESTATE** – GAZUMPING/ CONDO FLIPPING/ NEGATIVE AMORTIZATION
- **URBAN DESIGN** – ARRESTED DEVELOPMENT COMPLEX
- **BUSINESS** – ENRON, WORLD COM, HALLIBURTON, WAL-MART
- **SPORTS** – OFFICE POOLS/ FANTASY SPORTS LEAGUES/ X-GAMES/ STEROIDS/ EXTREME IRONING
- **RELATIONSHIPS/ MARRIAGE** – “WHO WANTS TO MARRY A MILLIONAIRE?”, BARBARA WALTERS/ ADOPTION, ALIBI NETWORKS
- **EDUCATION** – CHEATING/ ONLINE TERM PAPERS/ SPELLING BEE/ BOGUS COLLEGE COURSES AND DEGREES
- **TEACHING** - ASSIST STUDENTS ON NATIONAL TESTS/ “MAKING HISTORY” AND “CIVILIZATION”
- **SCHOOLS** - PAYING STUDENTS TO ATTEND TO INCREASE FUNDING
- **RELIGION** – *LEFT BEHIND* SERIES
- **APPEARANCE** – “THE SWAN”/ “EXTREME MAKEOVER” (HOME EDITION)
- **IDENTITY** – TICKLE.COM/ GERMAN IMMIGRATION TEST
- **INVESTING** – AFTER HOURS BUY & SELL/ MARTHA STEWART TRADING/ MARKET TIMING
- **PERSONAL ENTERTAINMENT** – DOWNLOADING FOR FREE/ TiVO/ BITTORRENT/ VIDEO GAMES
- **PROFESSIONAL ENTERTAINMENT** – AMERICAN IDOL
- **PERSONAL FINANCE** – STOCK MARKET/ LOTTERIES
- **MEDICINE** – AUCTION FOR SURGERY PRICES
- **BANKING** – AUCTION FOR CD PRICES/ HIDDEN FEES
- **MILITARY** – ARMY VIDEO GAME/ NAVY ASSIGNMENT AUCTION
- **GOVERNMENT** – JACK ABRAMOFF/ “DUKE” CUNNINGHAM
- **PUBLISHING** - JAMES FREY’S A MILLION LITTLE PIECES
- **MOVIES** – “WEDDING CRASHERS”
- **RESEARCH** – SOUTH KOREA’S STEM CELL/ PHOTOSHOP AND CELL RESEARCH
- **COURTROOM** – COACHING WITNESSES (ZACHARIAS MOUSSOU TRIAL)
- **ADVERTISING** – ADVERGAMING/ CLICK FRAUD
- **CUSTOMER RATINGS** – FAKE REVIEWS/ BARTERED OPINIONS