

'Fascinating and enjoyable'

Bill Bryson

'Now more than ever  
we need a book like this'

Stephen Fry

# Tim Harford

## How to Make the World Add Up



A TIMES  
BOOK  
OF THE  
YEAR

### Ten Rules for Thinking Differently About Numbers

'Wise, humane and,  
above all, illuminating'

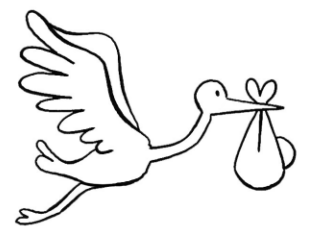
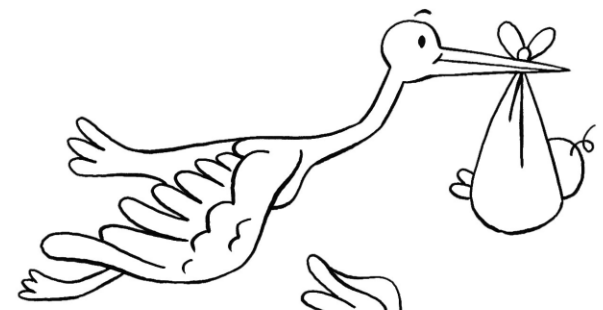
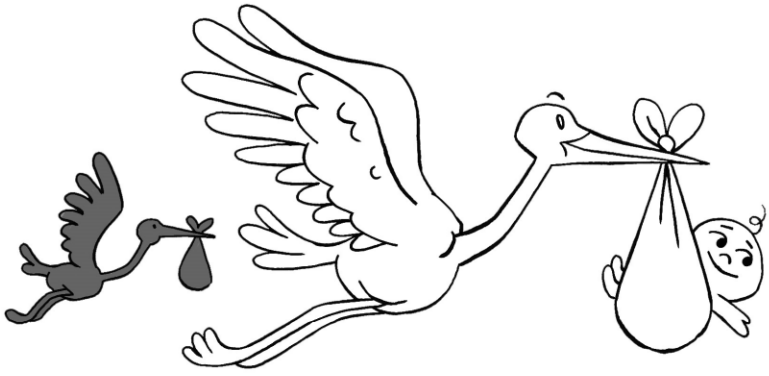
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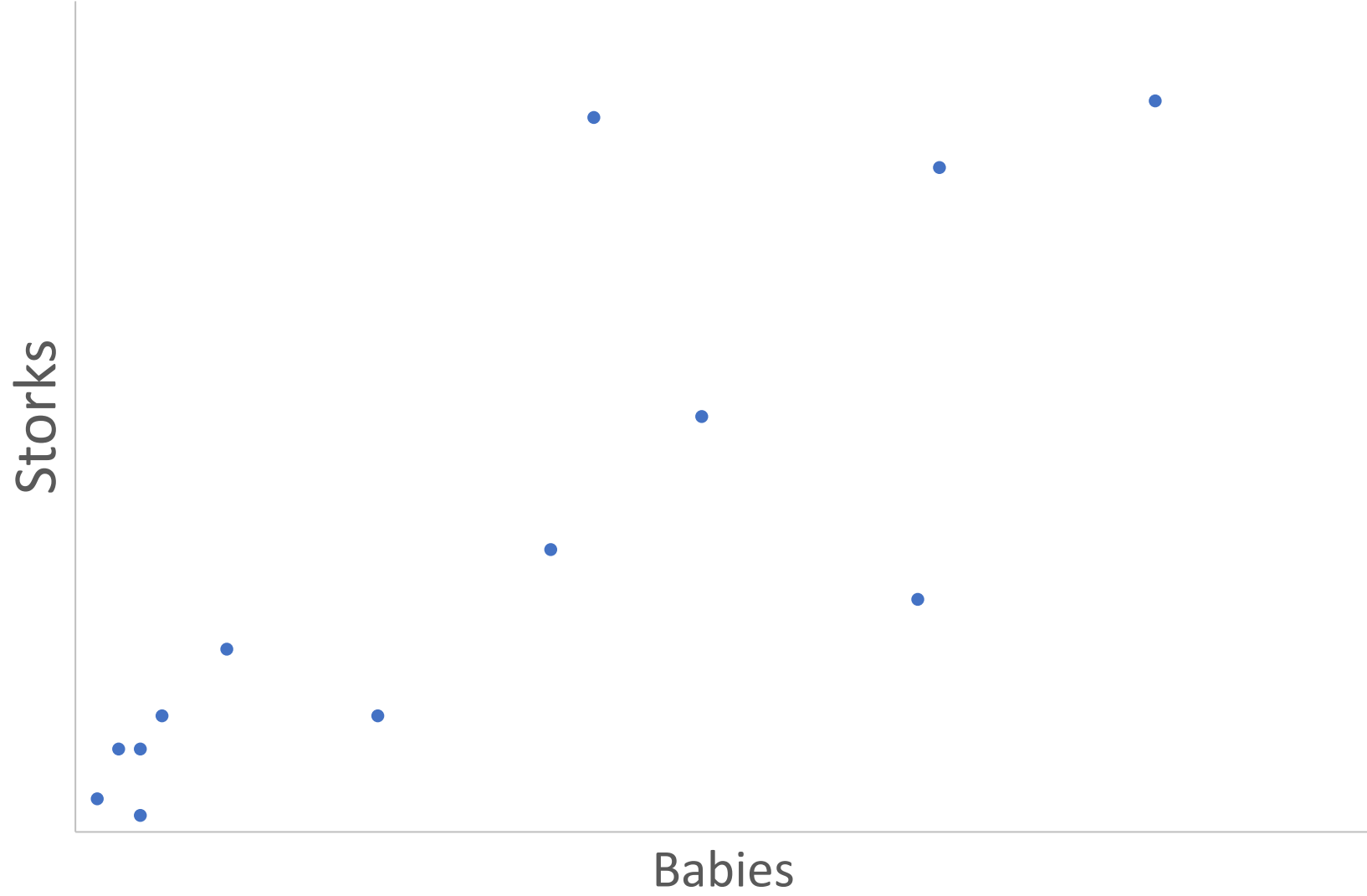
'Powerful, persuasive...  
indispensable'

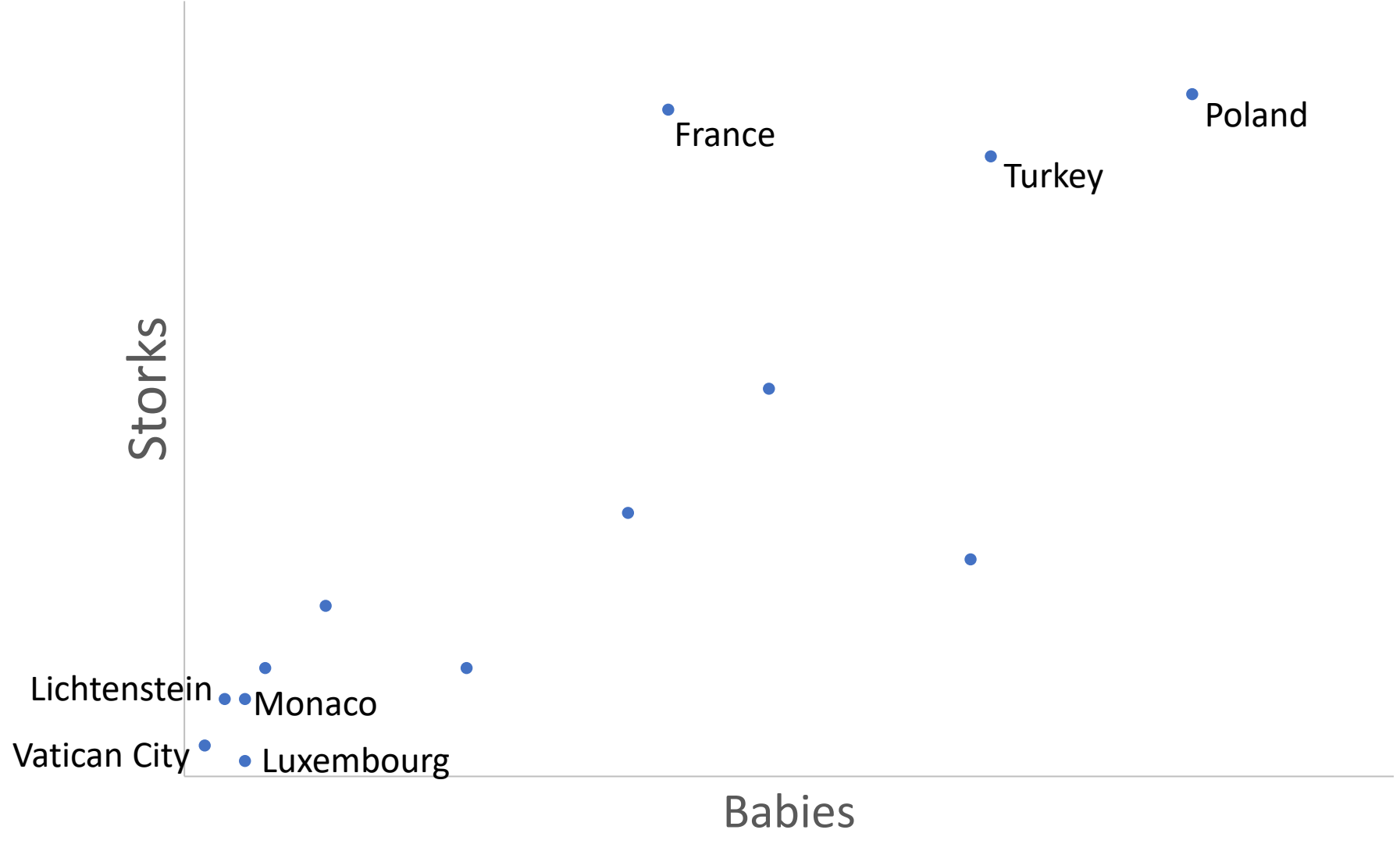
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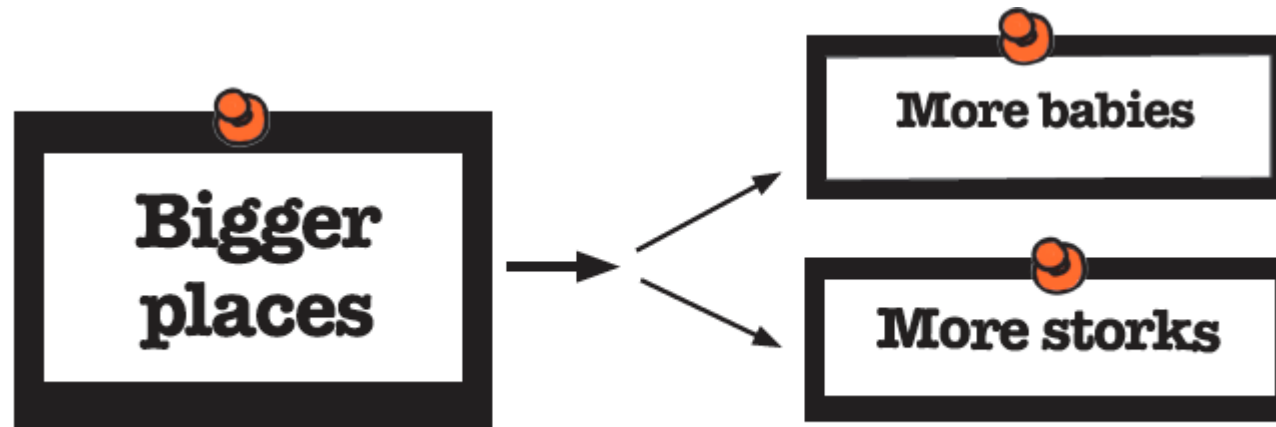
# How To Make Evaluation Evidence Add Up

## Tim Harford

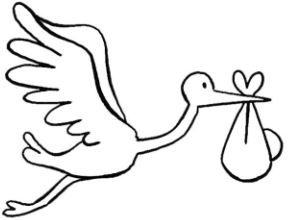
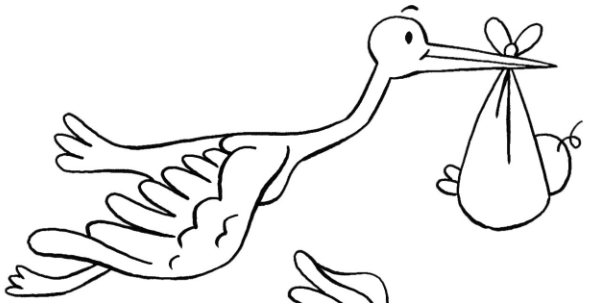
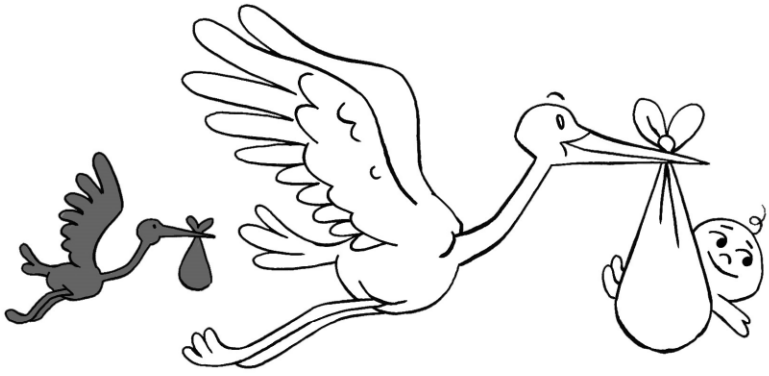








**EVIDENCE**TALKS  
with **TIM HARFORD**

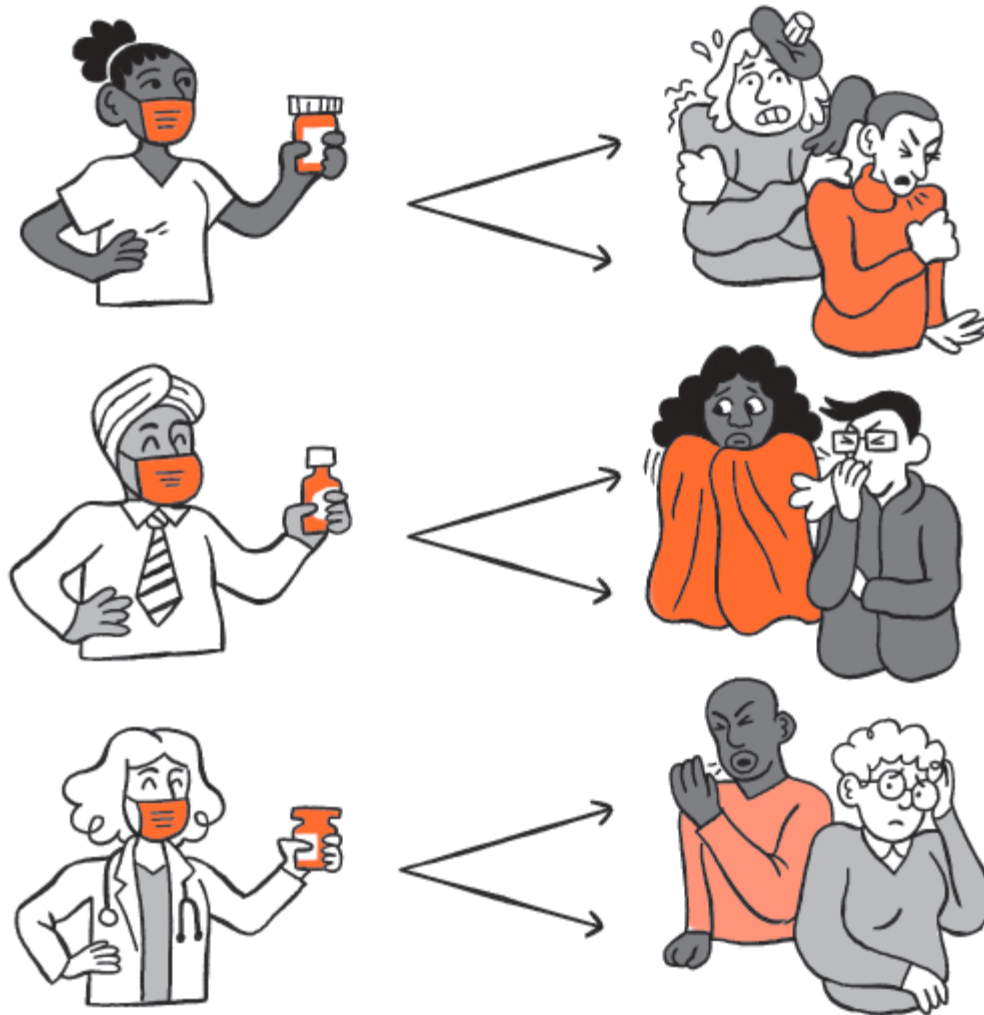


**EVIDENCE**TALKS  
with **TIM HARFORD**



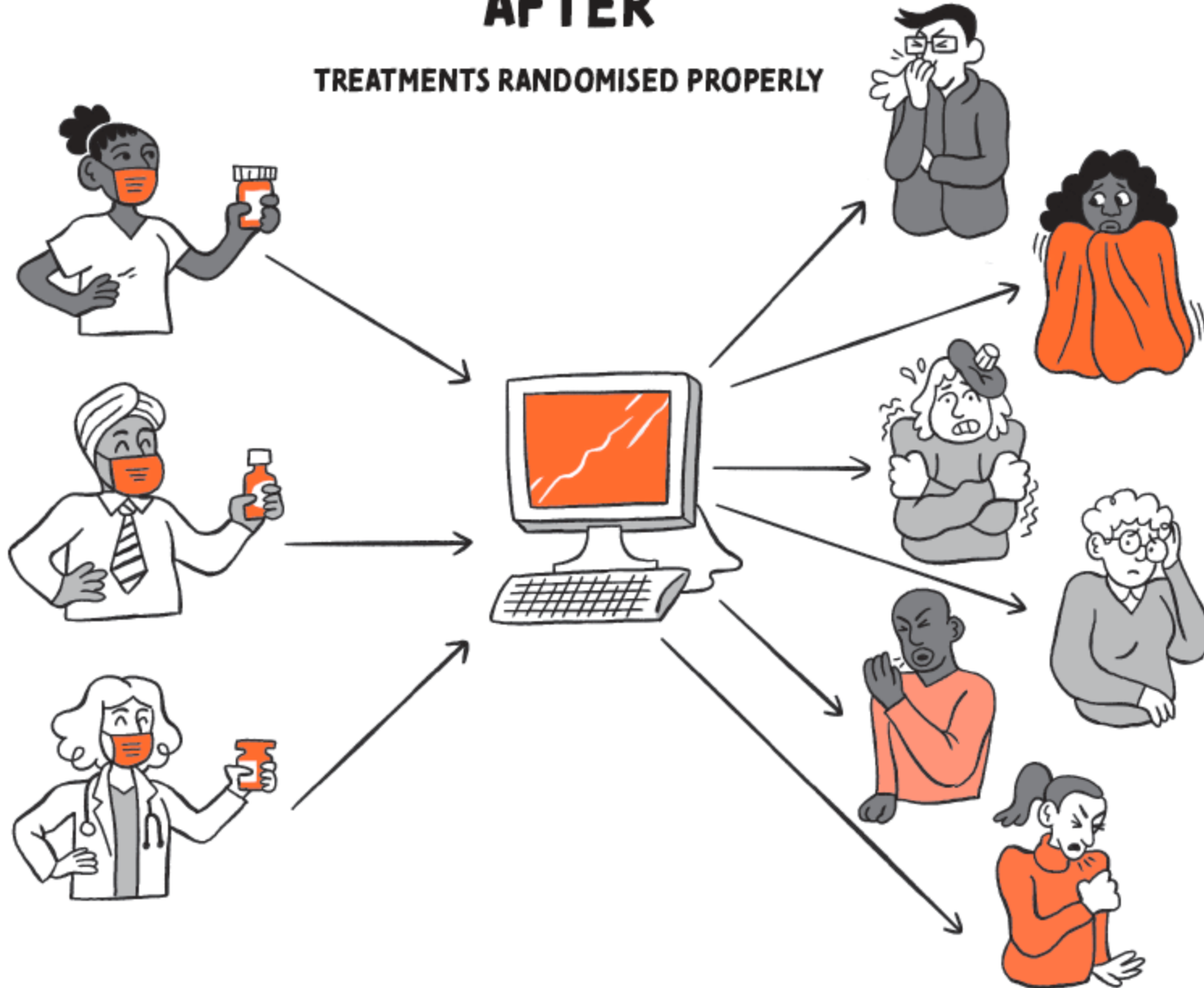
# BEFORE

TREATMENTS ALMOST AT RANDOM



# AFTER

TREATMENTS RANDOMISED PROPERLY



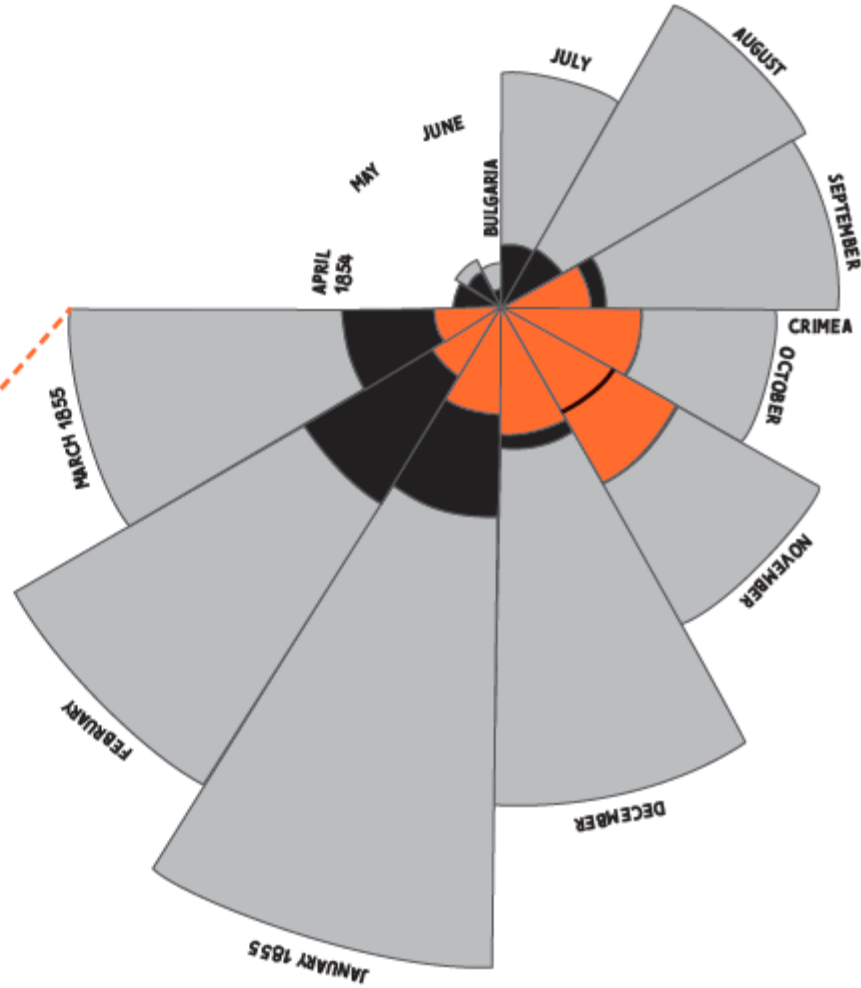
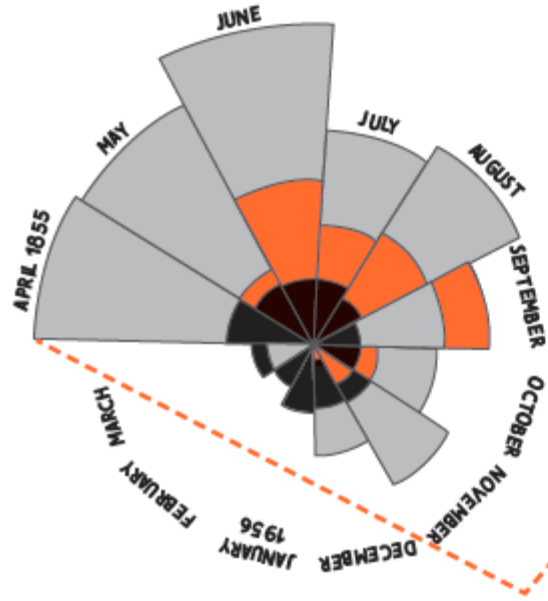
**EVIDENCE**TALKS  
with **TIM HARFORD**



# DIAGRAM OF THE CAUSES OF MORTALITY IN THE ARMY IN THE EAST

APRIL 1855 TO MARCH 1856

APRIL 1854 TO MARCH 1855



This is adapted from Florence Nightingale's Rose Diagram: <https://commons.wikimedia.org/wiki/File:Nightingale-mortality.jpg>



**EVIDENCE**TALKS  
with **TIM HARFORD**