Although never really defined in the book, the words "climatist" and "climatism" as used in this book appear to have been invented by the author, Steve Goreham, to mean, loosely, "practitioners and the ideology of climate science." The goal of The Mad, Mad, Mad World of Climatism is clearly to ridicule the climate science "establishment" and especially the Intergovernmental Panel on Climate Change and its publications while portraying fossil fuel addiction as sensible, beneficial and inevitable.

The book is designed to be disarming and to mask its sinister intent. The cute cover montage of three polar bears jammed into a little red runabout is meant to mirror the zany antics of actors in Stanley Kramer's comic movie masterpiece It's a Mad, Mad, Mad World. Cartoons and side inserts on nearly every page are used to further amplify the mocking tone of the text.

There is little original in this latest denialist broadside, funded with fossil-fuel industry welfare through the aegis of the Heartland Institute. The text follows the usual Lomborg/Michaels/Pielke/Singer/Lindzen mantra employing the same time-worn tactics of non-sequitor, misrepresentation, half-truths, misinterpretation, exaggeration, out-rights lies and grammar-school pseudo-science. Although nominally about one-third to one-half of the book is meant to summarize the tenants of climate-change denialist dogma, Goreham's text more often than not drifts off into intemperate and largely irrelevant attack mode. As with most of this type of literature, the non-scientist is left high-and-dry - faced with choice of either accepting the pseudo-science or attempting the challenging task of corroborating claims, that, ultimately always fail to stand up to scrutiny.

Mad, Mad, Mad World is only unique in that the author goes somewhat beyond previous denialist texts in portraying climate science as a "communist" conspiracy to subvert the freedoms of all of humanity and involving nearly all of the world's governments, the U.S. CIA/FBI/DOE/Pentagon and your local PTA for good measure. But then, portraying denialists as the downtrodden minority valiantly carrying forward the banner of "Truth" is what this little piece of propaganda (and its predecessors) is all about.

Notes? - well, you'll have to go to the Heartland Institute web site to secure these. They amount impressively to some forty-plus pages and might give the impression of academic rigor except that on close inspection they can be found to be heavily padded with references to alternate denialist web sites, non-refereed literature, popular magazines, newspapers (including tabloids), and radio and television news, commentary and talk-shows.

Bibliography? - embedded in the Notes
Index? - ditto the Notes - you'll have to get that at the Heartland web site.

Given that the book faithfully outlines most of the climate-change denialist positions, packing them into every page and nearly every sentence, the sole value of this book may be as a fodder for some MOOC professor of climate-change-science searching for a rich source of subject matter for "What's wrong with this picture?" homework assignments for their on-line multitudes.

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