

marketed correctly

- [1] write a public-facing explanation
- [2] correct the headline
- [3] disseminate the correction

MEDIUM



FOCUS



VISUALS



**MARKETED
CORRECTLY**



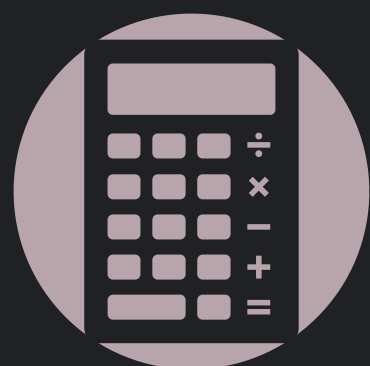
**AUDIENCE
INTERPRETS
CORRECTLY**



COMPLEXITY



**MATHEMATICALLY
CORRECT**



PROMOTED



The
journey to
interesting
and true

