

The Guinness Book of Records: Groundbreaking Feats [B2]

Questo libro è stato concepito come un registro per risolvere le controversie su fatti curiosi. Settant'anni dopo, nell'era del sovraccarico di informazioni, continua a ispirare persone di ogni età e ceto sociale a raggiungere nuove conquiste.



The book of Guinness World Records has been [sparkling](#) curiosity around the globe since 1955. That year, the first edition was [released](#) in the summer, and by Christmas it had already become Britain's number one bestseller.

BREWED IN IRELAND

The Managing Director of the [renowned](#) Guinness [Brewery](#) in Ireland kept finding himself in situations where, when he tried [to figure out](#) which one of two things was faster, for instance, he had nowhere to go to find out. He had no way to check which, who or what was beating a record. He imagined that people everywhere must be having the same [issue](#), and concluded that a guide with definitive answers could supply this demand.

A LOVE OF FACTS

Chris Chataway, a record-breaking athlete, who was also an employee at the Guinness Park Royal [Brewery](#) in London, recommended twins Norris and Ross McWhirter as the perfect candidates to compile a book on world records. What made them ideal for the job was their love of facts: they had been working as sports journalists since 1950, and ran an agency supplying facts and figures to Fleet Street newspapers. The McWhirters were [commissioned](#) to create The Guinness Book of Records. This book has gone on to establish itself as a universally-recognised authority on record-breaking [achievement](#). Published in more than a hundred countries and in twenty-five languages, it is one of the highest-selling books ever, with over three million copies sold each year.

DEFYING THE (DIGITAL) TIMES

With the dominant role of social media platforms such as TikTok, Instagram or X ([formerly](#) known as Twitter), the current digital landscape [begs the question](#): is there still a place for a physical book like that of the Guinness World Records? Perhaps there is, as its role [lies](#) precisely in differentiating itself from the more volatile relativism of social media by providing a fixed, solid [account](#) of verified facts. [Moreover](#), the book offers a range of inspiring stories for a public that might want [to steer away](#) from digital platforms. It can be a gift in which children can find inspiration to achieve any [feat](#), or a pastime for elderly people looking to record-breakers for inspiration and [reassurance](#) that it's never too late.

Glossary

- **issue** = problema
- **to steer away** = indirizzare
- **feat** = impresa
- **reassurance** = certezza
- **sparking** = suscitare
- **to figure out** = risolvere
- **begs the question** = porre una domanda
- **lies** = risiedere
- **released** = pubblicare
- **commissioned** = incaricare
- **account** = resoconto
- **Moreover** = inoltre
- **achievement** = conquista, risultato
- **formerly** = precedentemente
- **renowned** = rinomata
- **Brewery** = birrificio