

# **Truth vs Relevance**

**Truth is necessary but not sufficient. Truth alone is not very useful; our criteria for quality communication is relevance.**

All communication should be relevant, especially when naming, describing or structuring entities.

Relevance is defined by actionability and indispensability.

Lithium



zesty  
& pungent

Carbon



mealy,  
with an  
earthy aftertaste

Copper



full-bodied  
with bittersweet  
undertones

Lithium

84.8

W/(m·K)

Carbon

119

W/(m·K)

Copper

401

W/(m·K)

3

6.941

**Li**

Lithium

6

12.011

**C**

Carbon

29

63.546

**Cu**

Copper

58	59	60	61	62	63	64	65	66	67	68	69	70	71
Ce	Pr	Nd	Pm	Sm	Eu	Gd	Tb	Dy	Ho	Er	Tm	Yb	Lu
Cerium	Praseod...	Neodym...	Prometh...	Samarium	Europium	Gadolini...	Terbium	Dysprosi...	Holmium	Erbium	Thulium	Ytterbium	Lutetium
90	91	92	93	94	95	96	97	98	99	100	101	102	103
Th	Pa	U	Np	Pu	Am	Cm	Bk	Cf	Es	Fm	Md	No	Lr
Thorium	Protacti...	Uranium	Neptunium	Plutonium	Americium	Curium	Berkelium	Californi...	Einsteini...	Fermium	Mendele...	Nobelium	Lawrenc...

## Periodic Table