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*The Compleat Thesaurus  
of Conservation*

Contains 43,000 entries,  
including words,  
phrases and expletives.  
All the most obscure  
buzzwords are listed.  
Now you can understand  
what famous conservators  
believe they are saying!

Become an instant expert just like your  
colleagues by saying the *right* thing at  
the *right* moment!

For example:

Did you know that to calculate EMC, you  
just say (very quickly) equilibrium equals  
moisture times content squared?

Do you know when to use the word 'reversibility'  
without looking foolish?

And lots more!

Order *your* copy while it's still in the expensive hard cover

A starburst-shaped graphic with a jagged, multi-pointed border. Inside the starburst, the text is centered and reads: "Special offer! For a limited time only! Send three dust jackets and get a free raking light!"

*Special offer!*  
*For a limited time only!*  
*Send three dust jackets and*  
*get a free raking light!*