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## Avoid Them Like the Plague A Book of Clichés

**Nigel Fountain**

### Description

**With all the bells and whistles, this intriguing guide to all those everyday phrases really is the bees knees for anyone with a love of the English language.**

Let's cut to the chase: clichés are a familiar part of the English language, but to be honest, many have been so over-used that they have become trite, meaningless and rather irritating.

With this informative and humorous book, you are in a safe pair of hands as you learn about the origins and meanings of some of the most hackneyed phrases still used today.

*Avoid Them Like the Plague* will keep you up to speed with clichés in their many forms – once useful but now overworked catchphrases ('move the goal posts'), worn-out sayings ('all hands on deck'), pointless phrases used to conceal a weak argument ('to be perfectly honest'), technical terms used out of context ('collateral damage') and many others.

This fun and witty book aims to expose the self-importance or laziness that frequently lie behind the worst examples of these phrases and sheds light on why it's best to avoid them.

Employing a combination of erudition, humour and occasional derision, *Avoid Them Like the Plague* thinks outside the box and really is the best thing since sliced bread for anyone who values good English and clear communication.

### Sales Points

- A witty and informative look at clichés and their prominence in the English language
- Contains a host of familiar sayings, from 'ballpark figure' to 'bells and whistles', along with explanations for how these phrases came about
- The ideal gift for anyone with a love of the English language – this collection really is the bee's knees!
- A paperback edition of the popular hardback, which has sold over 36,000 copies

### Reviews

- 'They're the everyday phrases that we all love to hate – and all love to use. Author Nigel Fountain cuts to the chase and tells us what they really mean' - *Mail on Sunday*
- 'Guides the reader through the origins, histories and meanings of clichés in every form' - *The Oldie*

### Author Biography

Nigel Fountain is a writer, broadcaster and journalist who has written for many publications, including *The Guardian*, *The Observer*, *The Sunday Times*, *The New Statesman*, *The Oldie*, the *London Evening Standard*, the *New York Soho Weekly News*, *History Today*, *New Society*, *Oz* magazine and *Time Out*. His documentary work for Radio 4 and BBC2 has ranged from style magazines and the history of thrillers to dance halls and the events of 1968. He was a commissioning editor on *The Guardian* for many years, and co-editor of *City Limits* magazine. His books include: *Days Like These* (a novel); two volumes from the 'Voices From the Twentieth Century' series, *Women at War* and *The Battle of Britain and the Blitz*; *Underground: The London Alternative Press 1966-74*; *Lost Empires: The Phenomenon of Theatres Past, Present And Future*; and the award-winning *WWII: The People's Story*. He read Politics at York University.

Michael O'Mara.

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