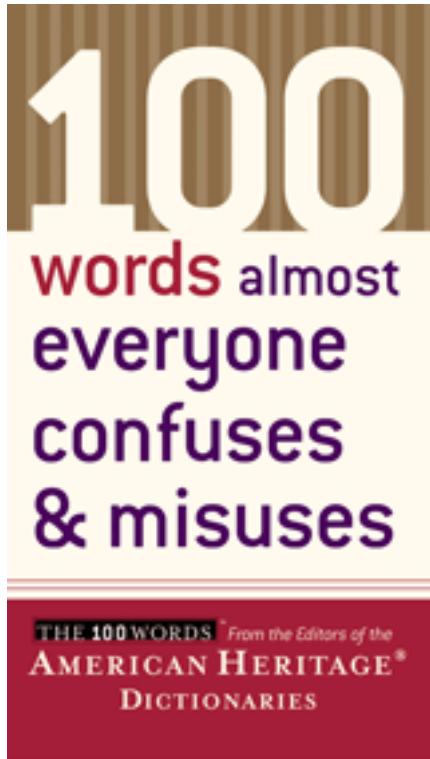


## Press Release



# 100 Words Almost Everyone Confuses and Misuses

by Editors of the American Heritage Dictionaries  
(Editor)

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## 100 Words Almost Everyone Confuses and Misuses

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As an autumn chill creeps into the air, students and teachers are gearing up for another school year. The must-have resource to keep kids, and adults, at the top of their class is *100 Words Almost Everyone Confuses and Misuses*, the latest in the very successful *100 Words* series. Anxiety about education and student performance are at the top of everyone's agenda — from politicians to parents — and this volume addresses those concerns seriously but with a playful approach. Knowing the subtle but important differences between words can make for more *effective* (not *affective*) and eloquent communication.

The following is the entire list of words almost everyone confuses and misuses:

|                              |                                 |
|------------------------------|---------------------------------|
| adverse / averse             | irregardless                    |
| affect / effect              | its / it's                      |
| aggravate                    | kudos                           |
| alleged                      | lay / lie                       |
| all right                    | leave / let                     |
| altogether                   | literally                       |
| among / between              | mass / weight                   |
| assure / ensure / insure     | mean                            |
| auger / augur                | mischievous                     |
| average / median             | nuclear                         |
| blatant / flagrant           | parameter                       |
| capital / capitol            | penultimate                     |
| complement / compliment      | peruse                          |
| comprise                     | phenomenon                      |
| consul / council / counsel   | plus                            |
| convince / persuade          | precipitate / precipitous       |
| discreet / discrete          | prescribe / proscribe           |
| disinterested / uninterested | presently                       |
| enervate                     | principal / principle           |
| enormity / enormousness      | renown                          |
| factoid                      | reticent                        |
| fewer / less                 | sacrilegious                    |
| flammable / inflammable      | seasonable / seasonal           |
| flaunt / flout               | sensual / sensuous              |
| forte                        | set / sit                       |
| gender / sex                 | that / which                    |
| hopefully                    | unexceptionable / unexceptional |
| impact                       | unique                          |
| impeach                      | utilize / use                   |
| imply / infer                | wherefore                       |
| incredible / incredulous     | wreak / wreck                   |
| irony                        | zoology                         |