



Fifteen-year-old Patrick Ponce (United States) took just 4.69 seconds to solve a Rubik's Cube, competition in Middletown, Virginia, United States, on 2 September 2017.

WHAT IS IT

Guinness World Records is a reference book published annually containing an internationally recognized collection of world records both human achievements and the extreme of the natural world.

ORIGINS

On November 1951, Sir Hugh Beaver the director of the Guinness Brewery went on a shooting party in Ireland. He became involved in an argument: which was the fastest hunting bird in Europe? That evening he realized that it was impossible to check out this information in any reference book. He thought that there must be numerous other questions debated in pubs in Ireland and Britain, but there wasn't a book to confirm the records. The twins Norris and Ross Mc Whirter liked the idea and carried out this study. They compiled lots of information, which became The Guinness Book of Records in August, 1954. They printed 1,000 issues.

On the following year, the book went to the top of the British best seller lists by Christmas. Mr. Beaver said that he didn't mean to make money out of the book. After the book became a surprising hit, many further editions were published in October to coincide with Christmas sales. The twins continued to publish the book and, curiously, both brothers had an encyclopedic memory, what helped a lot on the selection of the records. They used to take part on the TV series Record Breakers, based upon the book, and would usually be able to give the correct answers to the uncountable questions that the audience asked them.

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Competitions vary from obvious ones such as weightlifting such as the longest egg-throwing distance, or the number of hot dogs that can be consumed in ten minutes. Besides records about competitions, it contains such facts as the most poisonous plant, the shortest river, the world's most successful salesman, the most successful reality television musical group and others. Many records also relate to the youngest person who achieved something.

ETHICAL ISSUES

Nowadays, eating competitions and drinking consumption aren't accepted anymore and the book excluded some records from its editions. Some people felt encouraged to beat the record many times at the expense of their own health. Besides this, it could expose the publisher to possible litigation. On the following publication of a record of the heaviest cat, many cat owners overfed their pets beyond the limits of what was healthy.

Responda em português as perguntas abaixo referentes ao texto:

- 1- O que é o livro Guinness World Book?
- 2- O seu criador tinha intenção em ganhar dinheiro com o livro?
- 3- Quem executou a ideia de Beaver?
- 4- Escreva três recordes mencionados no livro:
- 5- Por que o livro parou de incluir recordes de comidas e bebidas?
- 6- Por que você acha que o livro se tornou um sucesso no mundo todo?
- 7- E você? Já bateu algum tipo de recorde?

