



Risk: All That Matters (Paperback)

By Sue Stockdale, Clive Steeper

Hodder Stoughton General Division, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book. We are all risk takers. In life and in business, human attitudes towards risk are terrifyingly irrational. We hugely over-estimate short-term risks (standing near a cliff edge, or selling to someone who may not be credit worthy) but we under-estimate long-term risks (smoking, or acquiring a large company). This book seeks to understand risk from the human perspective. Why do we decide the things that we do, and how can we do it differently or better? This book should be required reading not just for students of business or economics, but for anyone faced with making important decisions.



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