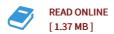




Risk: A Very Short Introduction (Paperback)

By Baruch Fischhoff, John Kadvany

Oxford University Press, United Kingdom, 2011. Paperback. Condition: New. Language: English. Brand new Book. We find risks everywhere-from genetically modified crops, medical malpractice, and stem-cell therapy to intimacy, online predators, identity theft, inflation, and robbery. They arise from our own acts and they are imposed on us. In this Very Short Introduction, Baruch Fischhoff and John Kadvany draw on the sciences and humanities to explore and explain the many kinds of risk. Using simple conceptual frameworks from decision theory and behavioural research, they examine the science and practice of creating measures of risk, showing how scientists address risks by combining historical records, scientific theories, probability, and expert judgment.Risk: A Very Short Introduction describes what has been learned by cognitive scientists about how people deal withrisks, applying these lessons to diverse examples, and demonstrating how understanding risk can aid choices in everyday life and public policies for health, safety, environment, finance, and many other topics. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm...



Reviews

Extensive guideline! Its this sort of excellent read. it had been writtern quite properly and helpful. You can expect to like just how the writer create this book.

-- Mr. Gustave Gerhold

This book will never be straightforward to start on reading through but quite enjoyable to learn. Better then never, though i am quite late in start reading this one. Your lifestyle span will probably be convert once you complete reading this publication.

-- Dr. Kadin Hane DVM