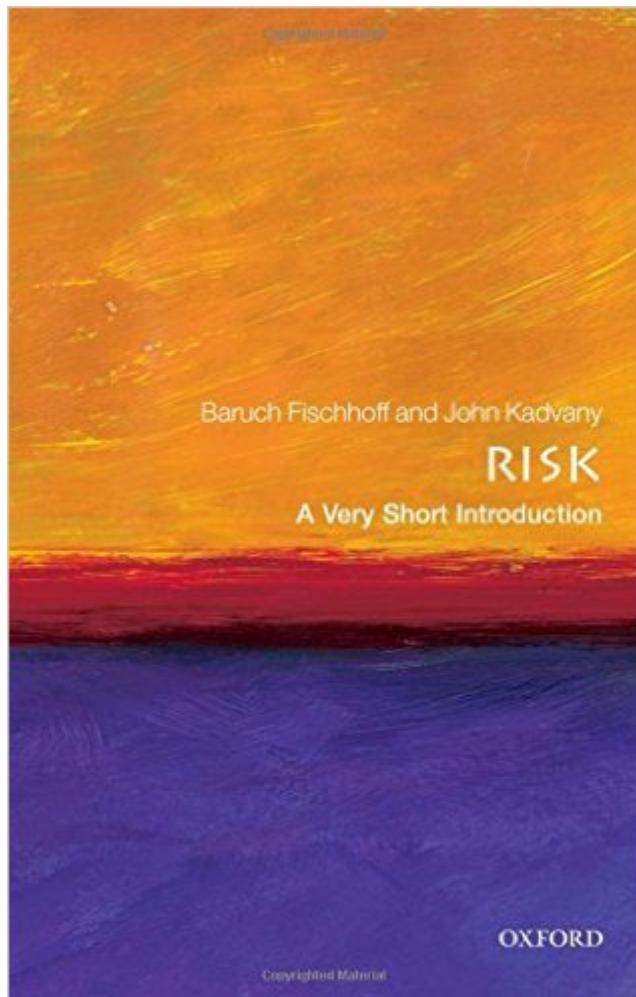


The book was found

Risk: A Very Short Introduction



Synopsis

We find risk everywhere--from genetically modified crops, medical malpractice, and stem-cell therapy to heartbreak, 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 both the sciences and humanities to illuminate both the similarities and differences of various kinds of risk. Using conceptual frameworks such as decision theory and behavioral decision research, they examine the science and practice of creating measures of risk and look at how scientists apply probability by combining historical records, scientific theories, and expert judgment. Perhaps more important, they show what science has learned about how people deal with risks, applying these lessons to diverse everyday examples, demonstrating how we can move from understanding a risk to making a choice to diminish risk in everyday life.

Book Information

Paperback: 144 pages

Publisher: Oxford University Press; 1st edition (July 1, 2011)

Language: English

ISBN-10: 0199576203

ISBN-13: 978-0199576203

Product Dimensions: 6.8 x 0.6 x 4.4 inches

Shipping Weight: 6.4 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 starsÂ See all reviewsÂ (6 customer reviews)

Best Sellers Rank: #74,108 in Books (See Top 100 in Books) #4 inÂ Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Health Risk Assessment #5 inÂ Books > Politics & Social Sciences > Social Sciences > Library & Information Science > Library Management #6 inÂ Books > Medical Books > Administration & Medicine Economics > Health Risk Assessment

Customer Reviews

This is not about data and specific advice regarding the risks that you as an individual face in everyday life (for which see *How Risky Is It, Really?: Why Our Fears Don't Always Match the Facts* or *The Norm Chronicles: Stories and Numbers About Danger*). Instead it is a masterful overview of how many disciplines inside academia, and professions outside academia, think about Risk nowadays. Of books I have read (on any subject), it is one of the most successful at combining abstract high-level concepts with a set of substantial real-world examples. In style it is somewhat like a well-written concise textbook rather than a "popular science" book, so it requires some

concentration rather than being easy bedtime reading. In the examples it presents data but does not seek to engage any details of statistical analysis. Regarding content, I cannot do better than compress the author's own summary: thinking about risk in the context of decisions where risk matters; creating measures of risk; understanding probabilities of risks by combining historical records, science and expert judgement; how individuals move from understanding risks to making choices; risk perception and judgmental biases; risk communication; cultural aspects of risk. Rather than plugging one author's view, the book emphasizes the many different aspects of risk and the complexity of real-world decision making.

[Download to continue reading...](#)

My Very First Library: My Very First Book of Colors, My Very First Book of Shapes, My Very First Book of Numbers, My Very First Books of Words Ethnomusicology: A Very Short Introduction (Very Short Introductions) The Quakers: A Very Short Introduction (Very Short Introductions) African Religions: A Very Short Introduction (Very Short Introductions) The Ancient Near East: A Very Short Introduction (Very Short Introductions) The Hebrew Bible as Literature: A Very Short Introduction (Very Short Introductions) Kafka: A Very Short Introduction (Very Short Introductions) Comedy: A Very Short Introduction (Very Short Introductions) Borders: A Very Short Introduction (Very Short Introductions) Exploration: A Very Short Introduction (Very Short Introductions) Buddhism: A Very Short Introduction (Very Short Introductions) The Buddha: A Very Short Introduction (Very Short Introductions) Medieval Philosophy: A Very Short Introduction (Very Short Introductions) Nuclear Weapons: A Very Short Introduction (Very Short Introductions) Free Speech: A Very Short Introduction (Very Short Introductions) Globalization: A Very Short Introduction (Very Short Introductions) Gandhi: A Very Short Introduction (Very Short Introductions) Judaism: A Very Short Introduction (Very Short Introductions) Coral Reefs: A Very Short Introduction (Very Short Introductions) Deserts: A Very Short Introduction (Very Short Introductions)

[Dmca](#)