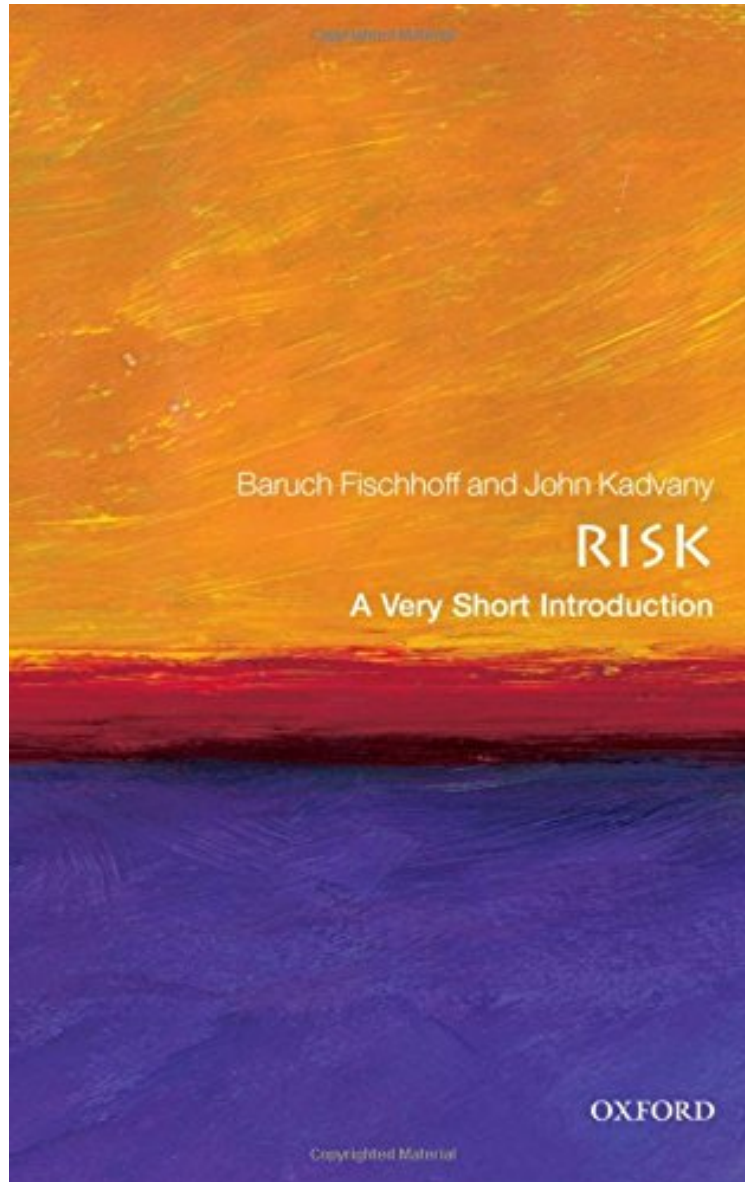


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## Risk: A Very Short Introduction

*Baruch Fischhoff, John Kadvany*  
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#289135 in Books Fischhoff Baruch Kadvany John 2011-07-01 Original language: English PDF # 1 4.40 x .60 x 6.80l, .33 #File Name: 0199576203144 pages Risk A Very Short Introduction | File size: 26.Mb

**Baruch Fischhoff, John Kadvany : Risk: A Very Short Introduction** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Risk: A Very Short Introduction:

21 of 21 people found the following review helpful. Masterful overview of how different professions view risk By David J. Aldous 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. It strikes me as ideal for the reader who already has some familiarity with some aspect of the study of risk, but who is puzzled why other people view risk differently. Because many ideas are touched upon in a single paragraph (or sentence or phrase) it might be a bit overwhelming for a complete novice, but this is a book one could reread every few years and find something newly insightful. 0 of 0 people found the following review helpful. A great resource By Melanie M. As a teacher who teaches a course about life's big questions, like "What does it mean to take a risk?", this book is a great resource on a variety of perspectives and research on the topic. While it is certainly not all-encompassing, it is a great starting point to then seek out more information from other sources. 2 of 2 people found the following review helpful. A must read By kcor Any health professional, teacher, cop, investor etc etc will find this a good read in the basics of risk. Why people risk risk opened my eyes to my own behavior and those around me. It's also not too dense and academic.

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.

About the Author Baruch Fischhoff is Howard Heinz University Professor in the Department of Social and Decision Sciences and the Department of Engineering and Public Policy at Carnegie Mellon University. John Kadvany is a consultant whose clients include the Environmental Protection Agency and the US Department of Energy.