

Calculated Risks How To Know When Numbers Deceive You Pdf

IF YOU ALLY COMPULSION SUCH A REFERRED **CALCULATED RISKS HOW TO KNOW WHEN NUMBERS DECEIVE YOU PDF** EBOOK THAT WILL MANAGE TO PAY FOR YOU WORTH, ACQUIRE THE COMPLETELY BEST SELLER FROM US CURRENTLY FROM SEVERAL PREFERRED AUTHORS. IF YOU WANT TO HUMOROUS BOOKS, LOTS OF NOVELS, TALE, JOKES, AND MORE FICTIONS COLLECTIONS ARE AFTER THAT LAUNCHED, FROM BEST SELLER TO ONE OF THE MOST CURRENT RELEASED.

YOU MAY NOT BE PERPLEXED TO ENJOY EVERY BOOKS COLLECTIONS CALCULATED RISKS HOW TO KNOW WHEN NUMBERS DECEIVE YOU PDF THAT WE WILL EXTREMELY OFFER. IT IS NOT AS REGARDS THE COSTS. ITS VIRTUALLY WHAT YOU OBSESSION CURRENTLY. THIS CALCULATED RISKS HOW TO KNOW WHEN NUMBERS DECEIVE YOU PDF, AS ONE OF THE MOST VIGOROUS SELLERS HERE WILL TOTALLY BE AMONG THE BEST OPTIONS TO REVIEW.

RECKONING WITH RISK - GERD GIGERENZER 2003-04-24

ARE ORDINARY PEOPLE ABLE TO REASON WITH RISK? DETAILING CASE HISTORIES AND EXAMPLES, THIS TEXT PRESENTS READERS WITH TOOLS FOR UNDERSTANDING STATISTICS. IN SO DOING, IT ENCOURAGES US TO OVERCOME OUR INNUMERACY AND EMPOWERS US TO TAKE RESPONSIBILITY FOR OUR OWN CHOICES.

RISK SAVVY - GERD GIGERENZER 2015-03-31

A NEW EYE-OPENER ON HOW WE CAN MAKE BETTER DECISIONS—BY THE AUTHOR OF GUT FEELINGS IN THIS AGE OF BIG DATA WE OFTEN TRUST THAT EXPERT ANALYSIS—WHETHER IT’S ABOUT NEXT YEAR’S STOCK MARKET OR A PERSON’S RISK OF GETTING CANCER—IS ACCURATE. BUT, AS RISK EXPERT GERD GIGERENZER REVEALS IN HIS LATEST BOOK, RISK SAVVY, MOST OF US, INCLUDING DOCTORS, LAWYERS, AND FINANCIAL ADVISORS, OFTEN MISUNDERSTAND STATISTICS, LEAVING US MISINFORMED AND VULNERABLE TO EXPLOITATION. YET THERE’S HOPE. IN RISK SAVVY, GIGERENZER GIVES US AN ESSENTIAL GUIDE TO THE SCIENCE OF GOOD DECISION MAKING, SHOWING HOW ORDINARY PEOPLE CAN MAKE BETTER DECISIONS FOR THEIR MONEY, THEIR HEALTH, AND THEIR FAMILIES. HERE, GIGERENZER DELIVERS THE SURPRISING CONCLUSION THAT THE BEST RESULTS OFTEN COME FROM CONSIDERING LESS INFORMATION AND LISTENING TO YOUR GUT.

THE LIFE YOU SAVE - PATRICK MALONE 2009-07-07

MILLIONS OF AMERICANS SUFFER FROM INDIFFERENT, OUTDATED HEALTH CARE; AN ESTIMATED 40,000 INCIDENTS OF MEDICAL HARM HAPPEN EVERY DAY. THE GOOD NEWS IS THAT YOU CAN PREVENT THIS FROM HAPPENING TO YOU OR A FAMILY MEMBER. BETTER YET, YOU CAN FIND THE VERY BEST CARE IN THE WORLD. PATRICK MALONE’S SENSIBLE ADVICE AND REAL-LIFE ANECDOTES WILL INSPIRE YOU TO TAKE CHARGE OF YOUR OWN HEALTH CARE, MAKE THE BEST CHOICES, AND AVOID SERIOUS HARM. WITH THE “NECESSARY NINE” -- THE ESSENTIAL STEPS TO FINDING THE BEST MEDICAL CARE -- THE LIFE YOU SAVE OFFERS VITAL INFORMATION SUCH AS: THE SINGLE MOST IMPORTANT QUESTION YOU CAN ASK YOUR DOCTOR WHEN TO KNOW YOU HAVE SYMPTOMS YOUR DOCTOR SHOULD NOT SHRUG OFF CHECKLISTS TO HELP YOU GET OUT OF THE HOSPITAL IN ONE PIECE WHERE TO LOCATE THE BEST SURGEONS AND SAFEST HOSPITALS.

PUBLIC HEALTH RISK ASSESSMENT FOR HUMAN EXPOSURE TO CHEMICALS - KOFI ASANTE-DUAH 2017-06-22

THIS BOOK PROVIDES A CONCISE, YET COMPREHENSIVE OVERVIEW OF THE MANY FACETS RELATING TO HUMAN HEALTH RISK ASSESSMENTS IN RELATION TO CHEMICAL EXPOSURE PROBLEMS. IT PRESENTS SOME VERY IMPORTANT TOOLS AND METHODOLOGIES THAT CAN BE USED TO ADDRESS CHEMICAL EXPOSURE AND PUBLIC HEALTH RISK MANAGEMENT PROBLEMS IN A CONSISTENT, EFFICIENT, AND COST-EFFECTIVE MANNER. ON THE WHOLE, THE BOOK REPRESENTS A COLLECTION AND SYNTHESIS OF THE PRINCIPAL ELEMENTS OF THE RISK ASSESSMENT PROCESS THAT MAY BE USED TO MORE EFFECTIVELY ADDRESS ISSUES PERTAINING TO HUMAN EXPOSURES TO CHEMICALS FOUND IN MODERN SOCIETIES. THIS ALSO INCLUDES AN ELABORATION OF PERTINENT RISK ASSESSMENT CONCEPTS AND TECHNIQUES/METHODOLOGIES FOR PERFORMING HUMAN HEALTH RISK ASSESSMENTS. WRITTEN FOR BOTH THE NOVICE AND THE EXPERIENCED, THE SUBJECT MATTER OF THIS BOOK IS AN ATTEMPT AT OFFERING A SIMPLIFIED AND SYSTEMATIC PRESENTATION OF PUBLIC HEALTH RISK ASSESSMENT METHODS AND APPLICATION TOOLS – ALL THESE FACILITATED BY A LAYOUT THAT WILL CAREFULLY NAVIGATE THE USER THROUGH THE MAJOR PROCESSES INVOLVED. A NUMBER OF ILLUSTRATIVE EXAMPLE PROBLEMS ARE INTERSPERSED THROUGHOUT THE BOOK, IN ORDER TO HELP PRESENT THE BOOK IN AN EASY-TO-FOLLOW, PRAGMATIC MANNER.

MAKING DATA TALK - DAVID E NELSON 2009-05-20

THE DEMAND FOR HEALTH INFORMATION CONTINUES TO INCREASE, BUT THE ABILITY OF HEALTH PROFESSIONALS TO PROVIDE IT CLEARLY REMAINS VARIABLE. THE AIM OF THIS BOOK IS (1) TO SUMMARIZE AND SYNTHESIZE RESEARCH ON THE SELECTION AND PRESENTATION OF DATA PERTINENT TO PUBLIC HEALTH, AND (2) TO PROVIDE PRACTICAL SUGGESTIONS, BASED ON THIS RESEARCH

SUMMARY AND SYNTHESIS, ON HOW SCIENTISTS AND OTHER PUBLIC HEALTH PRACTITIONERS CAN BETTER COMMUNICATE DATA TO THE PUBLIC, POLICY MAKERS, AND THE PRESS IN TYPICAL REAL-WORLD SITUATIONS. BECAUSE COMMUNICATION IS COMPLEX AND NO ONE APPROACH WORKS FOR ALL AUDIENCES, THE AUTHORS EMPHASIZE HOW TO COMMUNICATE DATA "BETTER" (AND IN SOME INSTANCES, CONTRAST THIS WITH HOW TO COMMUNICATE DATA "WORSE"), RATHER THAN ATTEMPTING A COOKBOOK APPROACH. THE BOOK CONTAINS A WEALTH OF CASE STUDIES AND OTHER EXAMPLES TO ILLUSTRATE MAJOR POINTS, AND ACTUAL SITUATIONS WHENEVER POSSIBLE. KEY PRINCIPLES AND RECOMMENDATIONS ARE SUMMARIZED AT THE END OF EACH CHAPTER. THIS BOOK WILL STIMULATE INTEREST AMONG PUBLIC HEALTH PRACTITIONERS, SCHOLARS, AND STUDENTS TO MORE SERIOUSLY CONSIDER WAYS THEY CAN UNDERSTAND AND IMPROVE COMMUNICATION ABOUT DATA AND OTHER TYPES OF SCIENTIFIC INFORMATION WITH THE PUBLIC, POLICY MAKERS, AND THE PRESS. IMPROVED DATA COMMUNICATION WILL INCREASE THE CHANCES THAT EVIDENCE-BASED SCIENTIFIC FINDINGS CAN PLAY A GREATER ROLE IN IMPROVING THE PUBLIC'S HEALTH.

THE PRINCE - NICCOLO MACHIAVELLI 2020-06-03

WRITTEN IN THE 16TH CENTURY, THE PRINCE REMAINS ONE OF THE MOST INFLUENTIAL BOOKS ON POLITICAL THEORY. ITS AUTHOR, NICCOLO MACHIAVELLI WAS AN ITALIAN DIPLOMAT AND POLITICAL THEORIST, AND IS CONSIDERED THE FATHER OF MODERN POLITICAL THOUGHT.

RISK THEORY - NICHOLAS RESCHER 2021-10-04

APART FROM ITS FORAY INTO TECHNICAL ISSUES OF RISK ASSESSMENT AND MANAGEMENT, THIS BOOK HAS ONE PRINCIPAL AIM. WITH SITUATIONS OF CHANCY OUTCOMES CERTAIN KEY FACTORS—INCLUDING OUTCOME POSSIBILITIES, OVERALL EXPECTATION, THREAT, AND EVEN LUCK—ARE MEASURABLE PARAMETERS. BUT RISK IS SOMETHING DIFFERENT: IT IS NOT MEASURABLE A SINGLE PARAMETRIC QUANTITY, BUT A MANY-SIDED FACTOR THAT HAS SEVERAL DIFFERENT COMPONENTS, AND CONSTITUTES A COMPLEX PHENOMENON THAT MUST BE ASSESSED JUDGMENTALLY IN A HIGHLY CONTEXTUALIZED WAY. THIS BOOK EXPLAINS AND ANALYZES HOW THIS WORKS OUT IN PRACTICE. TOPICS IN THIS WORK INCLUDE CHOICE AND RISK, CHANCE AND LIKELIHOOD, AS WELL AS OUTCOME-YIELD EVALUATION AND RISK. IT TAKES INTO ACCOUNT ABNORMAL SITUATIONS AND ECCENTRIC MEASUREMENTS, SITUATIONAL EVALUATION AND EXPECTATION AND SCRUTINIZES THE SOCIAL ASPECT OF RISK. THE BOOK IS OF INTEREST TO LOGICIANS, PHILOSOPHERS OF MATHEMATICS, AND RESEARCHERS OF RISK ASSESSMENT. THE PROJECT IS A COMPANION PIECE TO THE AUTHOR'S LUCK THEORY, ALSO PUBLISHED BY SPRINGER.

SIMPLE HEURISTICS THAT MAKE US SMART - GERD GIGERENZER 2000-10-12

SIMPLE HEURISTICS THAT MAKE US SMART INVITES READERS TO EMBARK ON A NEW JOURNEY INTO A LAND OF RATIONALITY THAT DIFFERS FROM THE FAMILIAR TERRITORY OF COGNITIVE SCIENCE AND ECONOMICS. TRADITIONAL VIEWS OF RATIONALITY TEND TO SEE DECISION MAKERS AS POSSESSING SUPERHUMAN POWERS OF REASON, LIMITLESS KNOWLEDGE, AND ALL OF ETERNITY IN WHICH TO PONDER CHOICES. TO UNDERSTAND DECISIONS IN THE REAL WORLD, WE NEED A DIFFERENT, MORE PSYCHOLOGICALLY PLAUSIBLE NOTION OF RATIONALITY, AND THIS BOOK PROVIDES IT. IT IS ABOUT FAST AND FRUGAL HEURISTICS--SIMPLE RULES FOR MAKING DECISIONS WHEN TIME IS PRESSING AND DEEP THOUGHT AN UNAFFORDABLE LUXURY. THESE HEURISTICS CAN ENABLE BOTH LIVING ORGANISMS AND ARTIFICIAL SYSTEMS TO MAKE SMART CHOICES, CLASSIFICATIONS, AND PREDICTIONS BY EMPLOYING BOUNDED RATIONALITY. BUT WHEN AND HOW CAN SUCH FAST AND FRUGAL HEURISTICS WORK? CAN JUDGMENTS BASED SIMPLY ON ONE GOOD REASON BE AS ACCURATE AS THOSE BASED ON MANY REASONS? COULD LESS KNOWLEDGE EVEN LEAD TO SYSTEMATICALLY BETTER PREDICTIONS THAN MORE KNOWLEDGE? SIMPLE HEURISTICS EXPLORES THESE QUESTIONS, DEVELOPING COMPUTATIONAL MODELS OF HEURISTICS AND TESTING THEM THROUGH EXPERIMENTS AND ANALYSES. IT SHOWS HOW FAST AND FRUGAL HEURISTICS CAN PRODUCE ADAPTIVE DECISIONS IN SITUATIONS AS VARIED AS CHOOSING A MATE, DIVIDING RESOURCES AMONG OFFSPRING, PREDICTING HIGH SCHOOL DROP OUT RATES, AND PLAYING THE STOCK MARKET. AS AN INTERDISCIPLINARY WORK THAT IS BOTH USEFUL AND ENGAGING, THIS BOOK WILL APPEAL TO A WIDE AUDIENCE. IT IS IDEAL FOR RESEARCHERS IN COGNITIVE PSYCHOLOGY, EVOLUTIONARY PSYCHOLOGY, AND COGNITIVE SCIENCE, AS WELL AS IN ECONOMICS AND ARTIFICIAL INTELLIGENCE. IT WILL ALSO INSPIRE ANYONE INTERESTED IN SIMPLY MAKING GOOD DECISIONS.

RADIATION RISKS IN PERSPECTIVE - KENNETH L. MOSSMAN 2006-10-20

PUBLIC MISPERCEPTION OF RADIOLOGICAL RISK CONSISTENTLY DIRECTS LIMITED RESOURCES TOWARD MANAGING MINIMAL OR EVEN PHANTOM RISKS AT GREAT COST TO GOVERNMENT AND INDUSTRY WITH NO MEASURABLE BENEFIT TO OVERALL PUBLIC HEALTH. THE PUBLIC'S INABILITY TO COMPREHEND SMALL THEORETICAL RISKS ARRIVED AT THROUGH INHERENTLY UNCERTAIN FORMULAE, COUPLED WITH AN IR

CRITICAL THINKING FOR HELPING PROFESSIONALS - EILEEN GAMBRILL 2009-03-25

CRITICAL THINKING VALUES, KNOWLEDGE, AND SKILLS ARE INTEGRAL TO EVIDENCE-BASED PRACTICE IN THE HELPING PROFESSIONS. PRACTITIONERS MUST BE ABLE TO THINK CLEARLY, ON A DAILY BASIS, ABOUT DECISIONS THAT MAY CHANGE THEIR CLIENTS' LIVES. CRITICAL THINKING FOR HELPING PROFESSIONALS, 3RD EDITION, IS DESIGNED TO ENGAGE READERS AS ACTIVE PARTICIPANTS IN HONING THEIR CRITICAL THINKING SKILLS, MASTERING A COHERENT DECISION-MAKING PROCESS, AND INTEGRATING THE EVIDENCE-BASED PRACTICE PROCESS INTO THEIR WORK WITH CLIENTS. IN THIS INTERACTIVE SKILLS-BASED WORKBOOK, 37 HANDS-ON EXERCISES OFFER RICH OPPORTUNITIES FOR STUDENTS IN PROFESSIONAL EDUCATION PROGRAMS TO LEARN HOW TO MAKE INFORMED DECISIONS. UNIQUE MATERIAL EXPLORING THE USE OF PROPAGANDA IN ADVERTISING AND DISCUSSING THE RESEARCH ON JUDGMENT AND PROBLEM

SOLVING HIGHLIGHT THE CONNECTION BETWEEN CRITICAL THINKING AND EVIDENCE-BASED PRACTICE. FOR STUDENTS IN SOCIAL WORK, NURSING, COUNSELING, AND PSYCHOLOGY, THIS NEW EDITION OF A UNIQUE WORKBOOK IS A FUN AND THOUGHT-PROVOKING WAY TO SHARPEN AND MAXIMIZE THEIR DECISION-MAKING SKILLS SO THAT THEY CAN PROVIDE THEIR CLIENTS WITH THE BEST CARE POSSIBLE. * FUN, INTERACTIVE EXERCISES EMPHASIZE LEARNING BY DOING * INTEGRATES RESEARCH AND PRACTICE, PRACTICE AND POLICY, AND CRITICAL THINKING AND EVIDENCE-BASED PRACTICE * HELPS READERS TO RECOGNIZE HOW TO RECOGNIZE PROPAGANDA, AVOID PITFALLS IN DECISION MAKING, CRITICALLY APPRAISE RESEARCH, AND IMPROVE THEIR PRACTICE * IDEAL FOR GRADUATE AND UNDERGRADUATE COURSES IN RESEARCH AND PRACTICE

THE NEW CRITICAL THINKING - JACK LYONS 2017-08-09

WHY IS IT SO HARD TO LEARN CRITICAL THINKING SKILLS? TRADITIONAL TEXTBOOKS FOCUS ALMOST EXCLUSIVELY ON LOGIC AND FALLACIOUS REASONING, IGNORING TWO CRUCIAL PROBLEMS. AS PSYCHOLOGISTS HAVE DEMONSTRATED RECENTLY, MANY OF OUR MISTAKES ARE NOT CAUSED BY FORMAL REASONING GONE AWRY, BUT BY OUR BYPASSING IT COMPLETELY. WE INSTEAD FAVOR MORE COMFORTABLE, BUT OFTEN UNRELIABLE, INTUITIVE METHODS. SECOND, THE EVALUATION OF PREMISES IS OF FUNDAMENTAL IMPORTANCE, ESPECIALLY IN THIS ERA OF FAKE NEWS AND POLITICIZED SCIENCE. THIS HIGHLY INNOVATIVE TEXT IS PSYCHOLOGICALLY INFORMED, BOTH IN ITS DIAGNOSIS OF INFERENTIAL ERRORS, AND IN TEACHING STUDENTS HOW TO WATCH OUT FOR AND WORK AROUND THEIR NATURAL INTELLECTUAL BLIND SPOTS. IT ALSO INCORPORATES INSIGHTS FROM EPISTEMOLOGY AND PHILOSOPHY OF SCIENCE THAT ARE INDISPENSABLE FOR LEARNING HOW TO EVALUATE PREMISES. THE RESULT IS A HANDS-ON PRIMER FOR REAL WORLD CRITICAL THINKING. THE AUTHORS BRING OVER FOUR COMBINED DECADES OF CLASSROOM EXPERIENCE AND A FRESH APPROACH TO THE TRADITIONAL CHALLENGES OF A CRITICAL THINKING COURSE: EFFECTIVELY EXPLAINING THE NATURE OF VALIDITY, ASSESSING DEDUCTIVE ARGUMENTS, RECONSTRUCTING, IDENTIFYING AND DIAGRAMMING ARGUMENTS, AND CAUSAL AND PROBABILISTIC INFERENCE. ADDITIONALLY, THEY DISCUSS IN DETAIL, IMPORTANT, FREQUENTLY NEGLECTED TOPICS, INCLUDING TESTIMONY, THE NATURE AND CREDIBILITY OF SCIENCE, RHETORIC, AND DIALECTICAL ARGUMENTATION. KEY FEATURES AND BENEFITS: USES CONTEMPORARY PSYCHOLOGICAL EXPLANATIONS OF, AND REMEDIES FOR, PERVASIVE ERRORS IN BELIEF FORMATION. THERE IS NO OTHER CRITICAL THINKING TEXT THAT GENERALLY APPLIES THIS PSYCHOLOGICAL APPROACH. ASSESSES PREMISES, NOTABLY PREMISES BASED ON THE TESTIMONY OF OTHERS, AND EVALUATION OF NEWS AND OTHER INFORMATION SOURCES. NO OTHER CRITICAL THINKING TEXTBOOK GIVES DETAILED TREATMENT OF THIS CRUCIAL TOPIC. TYPICALLY, THEY ONLY PROVIDE A FEW REMARKS ABOUT WHEN TO ACCEPT EXPERT OPINION / ARGUMENT FROM AUTHORITY. CAREFULLY EXPLAINS THE CONCEPT OF VALIDITY, PAYING PARTICULAR ATTENTION IN DISTINGUISHING LOGICAL POSSIBILITY FROM OTHER SPECIES OF POSSIBILITY, AND DEMONSTRATES HOW WE MAY MISTAKENLY JUDGE INVALID ARGUMENTS AS VALID BECAUSE OF BELIEF BIAS. INSTEAD OF ASSESSING AN ARGUMENT'S VALIDITY USING FORMAL/MATHEMATICAL METHODS (I.E., TRUTH TABLES FOR PROPOSITIONAL LOGIC AND VENN DIAGRAMS FOR CATEGORICAL LOGIC), PROVIDES ONE TECHNIQUE THAT IS GENERALLY APPLICABLE: EXPLICITLY SHOWING THAT IT IS IMPOSSIBLE TO MAKE THE CONCLUSION FALSE AND THE PREMISES TRUE TOGETHER. FOR INSTRUCTORS WHO LIKE THE MORE FORMAL APPROACH, THE TEXT ALSO INCLUDES STANDARD TREATMENTS USING TRUTH TABLES AND VENN DIAGRAMS. USES FREQUENCY TREES AND THE FREQUENCY APPROACH TO PROBABILITY MORE GENERALLY, A SIMPLE METHOD FOR UNDERSTANDING AND EVALUATING QUITE COMPLEX PROBABILISTIC INFORMATION USES ARGUMENTS MAPS, WHICH HAVE BEEN SHOWN TO SIGNIFICANTLY IMPROVE STUDENTS' REASONING AND ARGUMENT EVALUATION

THE SECRETS OF PEOPLE WHO NEVER GET SICK - GENE STONE 2012-01-15

WHO DOES NOT WANT TO BE HEALTHIER? NOW IN PAPERBACK: THE BOOK THAT ANDREW WEIL CALLS "OFFBEAT, INFORMATIVE, AND FUN . . . A GREAT READ," AND THAT HAS BEEN PRAISED AS "A DELIGHTFUL DANCE THROUGH SCIENCE" (NEW YORK TIMES BESTSELLING AUTHOR MARK HYMAN, M.D.) AND AS A "REMARKABLE AND INSIGHTFUL BOOK [THAT] OFFERS YOU THE CHANCE TO ACHIEVE THE BEST HEALTH OF YOUR LIFE" (MARK LIPONIS, M.D., MEDICAL DIRECTOR, CANYON RANCH). WRITTEN BY BESTSELLING AUTHOR GENE STONE, THE SECRETS OF PEOPLE WHO NEVER GET SICK AROSE FROM HIS DESIRE TO DISCOVER WHAT MIGHT ACTUALLY PREVENT HIM FROM GETTING SICK HIMSELF. THIS BOOK, THE RESULT OF THAT EXPLORATION, TELLS THE STORIES OF TWENTY-FIVE PEOPLE WHO EACH POSSESS A DIFFERENT SECRET OF EXCELLENT HEALTH—A SECRET THAT MAKES SENSE AND THAT STONE DISCOVERED HAS A TRUE SCIENTIFIC UNDERPINNING. THERE ARE FOOD SECRETS—WHY TO TAKE GARLIC AND VITAMIN C, EAT MORE PROBIOTICS, BECOME A VEGAN, DRINK A TONIC OF BREWER'S YEAST. EXERCISE SECRETS—THE BENEFITS OF LIFTING WEIGHTS, THE POWER OF STRETCHING. ENVIRONMENTAL SECRETS—LIVING IN A BLUE ZONE, UNDERSTANDING THE VALUE OF GERMS. EMOTIONAL SECRETS—SEEK OUT AND STAY IN TOUCH WITH FRIENDS, CULTIVATE YOUR SPIRITUALITY. PHYSICAL SECRETS—NAP MORE, TAKE COLD SHOWERS IN THE MORNING. AND THE WISDOM THAT GOES BACK GENERATIONS: YES, CHICKEN SOUP WORKS. THE STORIES MAKE IT PERSONAL, THE RESEARCH MAKES IT REAL, AND THE DO-IT-YOURSELF INFORMATION SHOWS HOW TO INTEGRATE EACH SECRET INTO YOUR OWN LIFE, AND BECOME THE NEXT PERSON WHO NEVER GETS SICK.

GUT FEELINGS - GERD GIGERENZER 2008-06-24

WHY IS SPLIT SECOND DECISION-MAKING SUPERIOR TO DELIBERATION? GUT FEELINGS DELIVERS THE SCIENCE BEHIND MALCOLM GLADWELL'S BLINK. REFLECTION AND REASON ARE OVERRATED, ACCORDING TO RENOWNED PSYCHOLOGIST GERD GIGERENZER. MUCH BETTER QUALIFIED TO HELP US MAKE DECISIONS IS THE COGNITIVE, EMOTIONAL, AND SOCIAL REPERTOIRE WE CALL INTUITION, A SUITE OF GUT FEELINGS THAT HAVE EVOLVED OVER THE MILLENNIA SPECIFICALLY FOR MAKING DECISIONS. GLADWELL DREW HEAVILY

ON GIGERENZER'S RESEARCH. BUT GIGERENZER GOES A STEP FURTHER BY EXPLAINING JUST WHY OUR GUT INSTINCTS ARE SO OFTEN RIGHT. INTUITION, IT SEEMS, IS NOT SOME SORT OF MYSTICAL CHEMICAL REACTION BUT A NEUROLOGICALLY BASED BEHAVIOR THAT EVOLVED TO ENSURE THAT WE HUMANS RESPOND QUICKLY WHEN FACED WITH A DILEMMA (BUSINESSWEEK).

GETTING RISK RIGHT - GEOFFREY C. KABAT 2016-11-22

DO CELL PHONES CAUSE BRAIN CANCER? DOES BPA THREATEN OUR HEALTH? HOW SAFE ARE CERTAIN DIETARY SUPPLEMENTS, ESPECIALLY THOSE CONTAINING EXOTIC HERBS OR SMALL AMOUNTS OF TOXIC SUBSTANCES? IS THE HPV VACCINE SAFE? WE DEPEND ON SCIENCE AND MEDICINE AS NEVER BEFORE, YET THERE IS WIDESPREAD MISINFORMATION AND CONFUSION, AMPLIFIED BY THE MEDIA, REGARDING WHAT INFLUENCES OUR HEALTH. IN *GETTING RISK RIGHT*, GEOFFREY C. KABAT SHOWS HOW SCIENCE WORKS—AND SOMETIMES DOESN'T—AND WHAT SEPARATES THESE TWO VERY DIFFERENT OUTCOMES. KABAT SEEKS TO HELP US DISTINGUISH BETWEEN CLAIMS THAT ARE SUPPORTED BY SOLID SCIENCE AND THOSE THAT ARE THE RESULT OF POORLY DESIGNED OR MISINTERPRETED STUDIES. BY EXPLORING DIFFERENT EXAMPLES, HE EXPLAINS WHY CERTAIN RISKS ARE WORTH WORRYING ABOUT, WHILE OTHERS ARE NOT. HE EMPHASIZES THE VARIABLE QUALITY OF RESEARCH IN CONTESTED AREAS OF HEALTH RISKS, AS WELL AS THE PROFESSIONAL, POLITICAL, AND METHODOLOGICAL FACTORS THAT CAN DISTORT THE RESEARCH PROCESS. DRAWING ON RECENT SYSTEMATIC CRITIQUES OF BIOMEDICAL RESEARCH AND ON INSIGHTS FROM BEHAVIORAL PSYCHOLOGY, *GETTING RISK RIGHT* EXAMINES FACTORS BOTH INTERNAL AND EXTERNAL TO THE SCIENCE THAT CAN INFLUENCE WHAT RESULTS GET ATTENTION AND HOW QUESTIONABLE RESULTS CAN BE USED TO SUPPORT A PARTICULAR NARRATIVE CONCERNING AN ALLEGED PUBLIC HEALTH THREAT. IN THIS BOOK, KABAT PROVIDES A MUCH-NEEDED ANTIDOTE TO WHAT HAS BEEN CALLED "AN EPIDEMIC OF FALSE CLAIMS."

SHOULD I BE TESTED FOR CANCER? - H. GILBERT WELCH 2006-03-06

IN THIS THOUGHT-PROVOKING VOLUME, A PHYSICIAN AND PUBLIC HEALTH EXPERT CHALLENGES THE NOTION THAT DETECTING CANCER EARLY ALWAYS SAVES LIVES.

RISK: A VERY SHORT INTRODUCTION - BARUCH FISCHHOFF 2011-05-26

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 WITH RISKS, 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 TO MAKE INTERESTING AND CHALLENGING TOPICS HIGHLY READABLE.

100 THINGS YOU'RE NOT SUPPOSED TO KNOW - RUSS KICK 2014-03-01

THIS COMPLETE COMPENDIUM OF SHOCKING TRUTHS AND HIDDEN HISTORY COMBINES VOLUMES 1 AND 2 OF 50 THINGS YOU'RE NOT SUPPOSED TO KNOW. THE EDITOR OF DISINFORMATION'S CLASSIC ANTHOLOGY, *YOU ARE BEING LIED TO* AND ITS SEQUEL, *YOU ARE STILL BEING LIED TO*, HERE OFFERS A QUICK AND DIRTY GUIDE TO UNDENIABLE FACTS THAT NO ONE ELSE WILL TELL YOU. DESIGNED FOR QUICK REFERENCE, THIS VOLUME IS FILLED WITH FACTS, ILLUSTRATIONS, AND GRAPHIC EVIDENCE OF LIES AND MISREPRESENTATIONS. FROM THE UNSETTLING ORIGINS OF THE BARBIE DOLL TO AMERICA'S NETWORK OF SECRET PRISONS, THIS BOOK DELIVERS SHOCKING TIDBITS OF INFORMATION BACKED BY SOLID SOURCES. FOR INSTANCE, DID YOU KNOW: • HITLER'S BLOOD RELATIVES LIVE IN THE UNITED STATES. • THE WORLD'S MUSEUMS ARE FILLED WITH FAKES. • SOME FORTUNE 500 COMPANIES ARE SECRETLY MAKING HUGE PROFITS FROM PORNOGRAPHY. • AN ATOMIC BOMB WAS DROPPED ON NORTH CAROLINA IN 1958. • THE FIRST GENETICALLY MODIFIED HUMANS HAVE ALREADY BEEN BORN.

REDUCE YOUR CANCER RISK - BARBARA BOUGHTON 2010-03-01

DEVELOP YOUR ANTICANCER STRATEGY KNOWLEDGE IS POWER. KNOWING YOUR CANCER RISK IS YOUR BEST WEAPON AGAINST CANCER. CO-PUBLISHED WITH THE AMERICAN CANCER SOCIETY, *REDUCE YOUR CANCER RISK: TWELVE STEPS TO A HEALTHIER LIFE* WILL HELP YOU ASSESS YOUR RISK BASED ON YOUR FAMILY HISTORY, GENETICS, AND ENVIRONMENT, AND HELP YOU MAKE A COMPREHENSIVE ACTION PLAN TO LOWER YOUR CHANCES OF GETTING CANCER. WITH AN ANTICANCER STRATEGY IN PLACE, YOU'LL HELP TO PROTECT YOURSELF AGAINST CANCER AND LIVE A HEALTHIER, HAPPIER LIFE. *REDUCE YOUR CANCER RISK* INCLUDES THE MOST UP-TO-DATE INFORMATION ON: PERSONAL RISK ASSESSMENT LIFESTYLE CHANGES PREVENTIVE HEALTH STRATEGIES GENETIC COUNSELING PREVENTIVE ANTI-CANCER MEDICATIONS

PSYCHOLOGICAL PERSPECTIVES ON RISK AND RISK ANALYSIS - MARTINA RAUE 2018-09-18

THIS AUTHORITATIVE COLLECTION GOES BEYOND ECONOMIC STATISTICS AND PROBABILITY DATA TO OFFER A ROBUST PSYCHOLOGICAL UNDERSTANDING OF RISK PERCEPTION AND RISK TAKING BEHAVIOR. EXPERT CONTRIBUTORS EXAMINE VARIOUS RISK DOMAINS IN LIFE, AND PINPOINT COGNITIVE, EMOTIONAL, AND PERSONALITY FACTORS CONTRIBUTING TO INDIVIDUAL DIFFERENCES IN

RISK TAKING AS WELL AS THE MANY NUANCES SOCIAL DEMOGRAPHICS (E.G., CULTURE, GENDER) BRING TO RISK DECISIONS. COVERAGE TAKES COMPETING THEORIES AND STUDIES INTO ACCOUNT TO IDENTIFY MECHANISMS INVOLVED IN PROCESSING AND ACTING ON UNCERTAINTY. AND IMPLICATIONS AND APPLICATIONS ARE DEMONSTRATED IN VARIED FIELDS, FROM UPDATED RISK MODELS FOR THE INSURANCE SECTOR TO IMPROVED RISK COMMUNICATION IN HEALTH SERVICES TO CONSIDERING RISK PERCEPTION IN POLICY DECISIONS. A SAMPLING OF THE TOPICS: PERSONALITY AND RISK: BEYOND DAREDEVILS—RISK TAKING FROM A TEMPERAMENT PERSPECTIVE. COGNITIVE, DEVELOPMENTAL, AND NEUROBIOLOGICAL ASPECTS OF RISK JUDGMENTS. THE GROUP EFFECT: SOCIAL INFLUENCES ON RISK IDENTIFICATION, ANALYSIS, AND DECISION-MAKING. COGNITIVE ARCHITECTURES AS A SCAFFOLDING FOR RISKY CHOICE MODELS. IMPROVING UNDERSTANDING OF HEALTH-RELEVANT NUMERICAL INFORMATION. RISK CULTURE AS A FRAMEWORK FOR IMPROVING COMPETENCE IN RISK MANAGEMENT. PSYCHOLOGICAL PERSPECTIVES ON RISK AND RISK ANALYSIS WILL BE OF GREAT INTEREST TO RESEARCHERS IN AND OUTSIDE OF PSYCHOLOGY, INCLUDING DECISION-MAKING EXPERTS AND BEHAVIORAL ECONOMISTS. ADDITIONALLY, THIS VOLUME WILL APPEAL TO PRACTITIONERS WHO OFTEN HAVE TO MAKE RISKY DECISIONS, SUCH AS MANAGERS AND PHYSICIANS.

TRANSPARENT COMMUNICATION OF HEALTH RISKS - ROCIO GARCIA-RETAMERO 2013-01-09

RECENT RESEARCH IN HEALTH DECISION MAKING HAS SHOWN THAT MANY PATIENTS, EVEN THOSE WITH A COLLEGE EDUCATION, HAVE DIFFICULTIES GRASPING A HOST OF NUMERICAL CONCEPTS, INCLUDING PERCENTAGES AND PROBABILITIES. YET, BASIC NUMERACY AND GRAPH LITERACY ARE ESSENTIAL FOR UNDERSTANDING INFORMATION RELEVANT TO MAKING DECISIONS ABOUT HEALTH, SUCH AS THE INCIDENCE AND PREVALENCE OF DIFFERENT DISEASES, RISK REDUCTIONS FROM MEDICAL SCREENINGS AND TREATMENTS, AND RISK INCREASES FROM SIDE EFFECTS OF TREATMENTS AND UNHEALTHY BEHAVIORS. PATIENTS WHO HAVE PROBLEMS UNDERSTANDING SUCH NUMERICAL CONCEPTS ARE OFTEN PRONE TO ERRORS IN RISK PERCEPTION AND MEDICAL CHOICES. IMPORTANTLY, INFORMED MEDICAL DECISION MAKING, HEAVILY REINFORCED THESE DAYS BY THE LEGAL REQUIREMENT FOR INFORMED CONSENT, DEPENDS CRITICALLY ON COMMUNICATION OF QUANTITATIVE MEDICAL INFORMATION. MEETING THE CHALLENGE OF EFFECTIVELY COMMUNICATING MEDICAL INFORMATION TO PATIENTS WITH DIFFERENT LEVELS OF NUMERACY AND GRAPH LITERACY HAS BECOME MORE IMPORTANT THAN EVER. *TRANSPARENT COMMUNICATION OF HEALTH RISKS* DESCRIBES A SERIES OF CROSS-CULTURAL STUDIES INVESTIGATING HOW PEOPLE IN COUNTRIES WITH DIFFERENT MEDICAL AND EDUCATIONAL SYSTEMS UNDERSTAND NUMERICAL AND GRAPHICAL INFORMATION, WHAT THEY KNOW ABOUT EXISTING MEDICAL TREATMENTS AND SCREENINGS, WHICH PRESENTATION FORMATS HELP THEM BETTER UNDERSTAND THE RELEVANT INFORMATION, AND HOW THEY USE THE DATA TO MAKE MEDICAL DECISIONS. FOCUSING ON THE CAREFUL MEASUREMENT OF NECESSARY KNOWLEDGE AND SKILLS, THE BOOK ALSO INCLUDES VALIDATED NUMERACY AND GRAPH LITERACY SCALES IN ENGLISH, SPANISH, AND GERMAN. SOME OF THE TOPICS COVERED IN THE BOOK ARE: NUMERACY AND GRAPH LITERACY FOR HEALTH; MEASURING RISK COMPREHENSION IN EDUCATED SAMPLES; COMMUNICATING INFORMATION ABOUT MEDICAL TREATMENT AND SCREENING; REDUCING THE EFFECT OF FRAMED MESSAGES ABOUT HEALTH; THE EFFECT OF INDIVIDUAL DIFFERENCES ON SHARED DECISION MAKING; AND TRANSPARENT HEALTH INFORMATION IN THE MEDIA. *TRANSPARENT COMMUNICATION OF HEALTH RISKS* EMPHASIZES THE IMPORTANCE AND VALUE OF WORKING TOWARD THE DEVELOPMENT OF TAILORED RISK COMMUNICATION INTERVENTIONS AND CLARIFIES THE TASKS AHEAD FOR HEALTH PSYCHOLOGISTS, PUBLIC HEALTH PROFESSIONALS, PHARMACEUTICAL AND MEDICAL EDUCATION COMPANIES, MEDICAL PHYSICISTS, AND NURSES.

SIMPLY RATIONAL - GERD GIGERENZER 2015

STATISTICAL ILLITERACY CAN HAVE AN ENORMOUSLY NEGATIVE IMPACT ON DECISION MAKING. THIS VOLUME OF COLLECTED PAPERS BRINGS TOGETHER APPLIED AND THEORETICAL RESEARCH ON RISKS AND DECISION MAKING ACROSS THE FIELDS OF MEDICINE, PSYCHOLOGY, AND ECONOMICS. COLLECTIVELY, THE ESSAYS DEMONSTRATE WHY THE FRAME IN WHICH STATISTICS ARE COMMUNICATED IS ESSENTIAL FOR BROADER UNDERSTANDING AND SOUND DECISION MAKING, AND THAT UNDERSTANDING RISKS AND UNCERTAINTY HAS WIDE-REACHING IMPLICATIONS FOR DAILY LIFE. GERD GIGERENZER PROVIDES A LUCID REVIEW AND CATALOG OF CONCRETE INSTANCES OF HEURISTICS, OR RULES OF THUMB, THAT PEOPLE AND ANIMALS RELY ON TO MAKE DECISIONS UNDER UNCERTAINTY, EXPLAINING WHY THESE ARE VERY OFTEN MORE RATIONAL THAN PROBABILITY MODELS. AFTER A CRITICAL LOOK AT BEHAVIORAL THEORIES THAT DO NOT MODEL ACTUAL PSYCHOLOGICAL PROCESSES, THE BOOK CONCLUDES WITH A CALL FOR A HEURISTIC REVOLUTION THAT WILL ENABLE US TO UNDERSTAND THE ECOLOGICAL RATIONALITY OF BOTH STATISTICS AND HEURISTICS, AND BRING A DOSE OF SANITY TO THE STUDY OF RATIONALITY.

THE EMPIRE OF CHANCE - GERD GIGERENZER 1990-10-26

THE EMPIRE OF CHANCE TELLS HOW QUANTITATIVE IDEAS OF CHANCE TRANSFORMED THE NATURAL AND SOCIAL SCIENCES, AS WELL AS DAILY LIFE OVER THE LAST THREE CENTURIES. A CONTINUOUS NARRATIVE CONNECTS THE EARLIEST APPLICATION OF PROBABILITY AND STATISTICS IN GAMBLING AND INSURANCE TO THE MOST RECENT FORAYS INTO LAW, MEDICINE, POLLING AND BASEBALL. SEPARATE CHAPTERS EXPLORE THE THEORETICAL AND METHODOLOGICAL IMPACT IN BIOLOGY, PHYSICS AND PSYCHOLOGY. THEMES RECUR - DETERMINISM, INFERENCE, CAUSALITY, FREE WILL, EVIDENCE, THE SHIFTING MEANING OF PROBABILITY - BUT IN DRAMATICALLY DIFFERENT DISCIPLINARY AND HISTORICAL CONTEXTS. IN CONTRAST TO THE LITERATURE ON THE MATHEMATICAL DEVELOPMENT OF PROBABILITY AND STATISTICS, THIS BOOK CENTRES ON HOW THESE TECHNICAL INNOVATIONS REMADE OUR CONCEPTIONS OF NATURE, MIND AND SOCIETY. WRITTEN BY AN INTERDISCIPLINARY TEAM OF HISTORIANS AND PHILOSOPHERS, THIS READABLE, LUCID ACCOUNT KEEPS TECHNICAL MATERIAL TO AN ABSOLUTE MINIMUM. IT IS AIMED NOT ONLY AT SPECIALISTS IN THE HISTORY AND

PHILOSOPHY OF SCIENCE, BUT ALSO AT THE GENERAL READER AND SCHOLARS IN OTHER DISCIPLINES.

ADVANCED INTRODUCTION TO INSURANCE LAW - ROBERT H. JERRY, II 2023-03-02

PROVIDING A COMPREHENSIVE OVERVIEW OF THE BODY OF LAW THAT REGULATES THE INSURANCE BUSINESS, THIS ADVANCED INTRODUCTION EVALUATES THE GOVERNING PRINCIPLES, POLICIES, VALUES, AND PURPOSES OF INSURANCE LEGISLATION AND RELATED JUDICIAL DOCTRINES. IT EXAMINES THE WAYS IN WHICH THE INDUSTRY'S ORIGINS HELP US UNDERSTAND THE PRESENT, AND HOW INSURANCE CONNECTS TO MAJOR PUBLIC POLICY ISSUES THAT WILL SHAPE THE WORLD FOR FUTURE GENERATIONS.

CALCULATED RISKS - GERD GIGERENZER 2015-11-10

AT THE BEGINNING OF THE TWENTIETH CENTURY, H. G. WELLS PREDICTED THAT STATISTICAL THINKING WOULD BE AS NECESSARY FOR CITIZENSHIP IN A TECHNOLOGICAL WORLD AS THE ABILITY TO READ AND WRITE. BUT IN THE TWENTY-FIRST CENTURY, WE ARE OFTEN OVERWHELMED BY A BAFFLING ARRAY OF PERCENTAGES AND PROBABILITIES AS WE TRY TO NAVIGATE IN A WORLD DOMINATED BY STATISTICS. COGNITIVE SCIENTIST GERD GIGERENZER SAYS THAT BECAUSE WE HAVEN'T LEARNED STATISTICAL THINKING, WE DON'T UNDERSTAND RISK AND UNCERTAINTY. IN ORDER TO ASSESS RISK -- EVERYTHING FROM THE RISK OF AN AUTOMOBILE ACCIDENT TO THE CERTAINTY OR UNCERTAINTY OF SOME COMMON MEDICAL SCREENING TESTS -- WE NEED A BASIC UNDERSTANDING OF STATISTICS. ASTONISHINGLY, DOCTORS AND LAWYERS DON'T UNDERSTAND RISK ANY BETTER THAN ANYONE ELSE. GIGERENZER REPORTS A STUDY IN WHICH DOCTORS WERE TOLD THE RESULTS OF BREAST CANCER SCREENINGS AND THEN WERE ASKED TO EXPLAIN THE RISKS OF CONTRACTING BREAST CANCER TO A WOMAN WHO RECEIVED A POSITIVE RESULT FROM A SCREENING. THE ACTUAL RISK WAS SMALL BECAUSE THE TEST GIVES MANY FALSE POSITIVES. BUT NEARLY EVERY PHYSICIAN IN THE STUDY OVERSTATED THE RISK. YET MANY PEOPLE WILL HAVE TO MAKE IMPORTANT HEALTH DECISIONS BASED ON SUCH INFORMATION AND THE INTERPRETATION OF THAT INFORMATION BY THEIR DOCTORS. GIGERENZER EXPLAINS THAT A MAJOR OBSTACLE TO OUR UNDERSTANDING OF NUMBERS IS THAT WE LIVE WITH AN ILLUSION OF CERTAINTY. MANY OF US BELIEVE THAT HIV TESTS, DNA FINGERPRINTING, AND THE GROWING NUMBER OF GENETIC TESTS ARE ABSOLUTELY CERTAIN. BUT EVEN DNA EVIDENCE CAN PRODUCE SPURIOUS MATCHES. WE CLING TO OUR ILLUSION OF CERTAINTY BECAUSE THE MEDICAL INDUSTRY, INSURANCE COMPANIES, INVESTMENT ADVISERS, AND ELECTION CAMPAIGNS HAVE BECOME PURVEYORS OF CERTAINTY, MARKETING IT LIKE A COMMODITY. TO AVOID CONFUSION, SAYS GIGERENZER, WE SHOULD RELY ON MORE UNDERSTANDABLE REPRESENTATIONS OF RISK, SUCH AS ABSOLUTE RISKS. FOR EXAMPLE, IT IS SAID THAT A MAMMOGRAPHY SCREENING REDUCES THE RISK OF BREAST CANCER BY 25 PERCENT. BUT IN ABSOLUTE RISKS, THAT MEANS THAT OUT OF EVERY 1,000 WOMEN WHO DO NOT PARTICIPATE IN SCREENING, 4 WILL DIE; WHILE OUT OF 1,000 WOMEN WHO DO, 3 WILL DIE. A 25 PERCENT RISK REDUCTION SOUNDS MUCH MORE SIGNIFICANT THAN A BENEFIT THAT 1 OUT OF 1,000 WOMEN WILL REAP. THIS EYE-OPENING BOOK EXPLAINS HOW WE CAN OVERCOME OUR IGNORANCE OF NUMBERS AND BETTER UNDERSTAND THE RISKS WE MAY BE TAKING WITH OUR MONEY, OUR HEALTH, AND OUR LIVES.

RATIONALITY FOR MORTALS - GERD GIGERENZER 2010-04-16

GERD GIGERENZER'S INFLUENTIAL WORK EXAMINES THE RATIONALITY OF INDIVIDUALS NOT FROM THE PERSPECTIVE OF LOGIC OR PROBABILITY, BUT FROM THE POINT OF VIEW OF ADAPTATION TO THE REAL WORLD OF HUMAN BEHAVIOR AND INTERACTION WITH THE ENVIRONMENT. SEEN FROM THIS PERSPECTIVE, HUMAN BEHAVIOR IS MORE RATIONAL THAN IT MIGHT OTHERWISE APPEAR. THIS WORK IS EXTREMELY INFLUENTIAL AND HAS SPAWNED AN ENTIRE RESEARCH PROGRAM. THIS VOLUME (WHICH FOLLOWS ON A PREVIOUS COLLECTION, *ADAPTIVE THINKING*, ALSO PUBLISHED BY OUP) COLLECTS HIS MOST RECENT ARTICLES, LOOKING AT HOW PEOPLE USE "FAST AND FRUGAL HEURISTICS" TO CALCULATE PROBABILITY AND RISK AND MAKE DECISIONS. IT INCLUDES A NEWLY WRITTEN, SUBSTANTIAL INTRODUCTION, AND THE ARTICLES HAVE BEEN REVISED AND UPDATED WHERE APPROPRIATE. THIS VOLUME SHOULD APPEAL, LIKE THE EARLIER VOLUMES, TO A BROAD MIXTURE OF COGNITIVE PSYCHOLOGISTS, PHILOSOPHERS, ECONOMISTS, AND OTHERS WHO STUDY DECISION MAKING.

COMMUNICATING RISKS AND BENEFITS - BARUCH FISCHHOFF 2012-03-08

EFFECTIVE RISK COMMUNICATION IS ESSENTIAL TO THE WELL-BEING OF ANY ORGANIZATION AND THOSE PEOPLE WHO DEPEND ON IT. INEFFECTIVE COMMUNICATION CAN COST LIVES, MONEY AND REPUTATIONS. *COMMUNICATING RISKS AND BENEFITS: AN EVIDENCE-BASED USER'S GUIDE* PROVIDES THE SCIENTIFIC FOUNDATIONS FOR EFFECTIVE COMMUNICATIONS. THE BOOK AUTHORITATIVELY SUMMARIZES THE RELEVANT RESEARCH, DRAWS OUT ITS IMPLICATIONS FOR COMMUNICATION DESIGN, AND PROVIDES PRACTICAL WAYS TO EVALUATE AND IMPROVE COMMUNICATIONS FOR ANY DECISION INVOLVING RISKS AND BENEFITS. TOPICS INCLUDE THE COMMUNICATION OF QUANTITATIVE INFORMATION AND WARNINGS, THE ROLES OF EMOTION AND THE NEWS MEDIA, THE EFFECTS OF AGE AND LITERACY, AND TESTS OF HOW WELL COMMUNICATIONS MEET THE ORGANIZATION'S GOALS. THE GUIDE WILL HELP USERS IN ANY ORGANIZATION, WITH ANY BUDGET, TO MAKE THE SCIENCE OF THEIR COMMUNICATIONS AS SOUND AS THE SCIENCE THAT THEY ARE COMMUNICATING.

JEKEL'S EPIDEMIOLOGY, BIostatISTICS AND PREVENTIVE MEDICINE E-Book - JOANN G. ELMORE 2020-01-15

WRITTEN BY RENOWNED EPIDEMIOLOGISTS AND PUBLIC HEALTH EXPERTS, THIS UNIQUE TEXT PROVIDES COMPLETE, CONCISE COVERAGE OF EPIDEMIOLOGY, BIostatISTICS, PREVENTIVE MEDICINE, AND PUBLIC HEALTH IN CLEAR, EASY-TO-UNDERSTAND TERMS. ONE CONVENIENT VOLUME DELIVERS MUST-KNOW CONTENT IN FOUR COMPLEX AREAS—INFORMATION THAT'S SURE TO BE COVERED IN TODAY'S CLASSROOMS AND ON USMLE EXAMS—PRESENTED WITH A CLINICAL FOCUS AND REAL-LIFE MEDICAL EXAMPLES THROUGHOUT. DEPTH OF COVERAGE, CONCISE WRITING STYLE, OUTSTANDING ONLINE REVIEW QUESTIONS, A CLINICAL EMPHASIS ...

THESE FEATURES AND MORE MAKE JEKEL'S YOUR GO-TO RESOURCE FOR LEARNING, STUDY, AND REVIEW. FOCUSES ON CLINICAL PROBLEM SOLVING AND DECISION MAKING USING EPIDEMIOLOGIC CONCEPTS AND EXAMPLES. CONTAINS MORE CLINICAL CASES THROUGHOUT, INCLUDING GLOBAL EXAMPLES. OFFERS EXPANDED COVERAGE OF THE IMPACT OF BIG DATA AND PRECISION MEDICINE, AS WELL AS AN UPDATED AND REORGANIZED BIOSTATISTICS SECTION. FEATURES QUICK-REFERENCE BOXES THAT SHOWCASE KEY CONCEPTS AND CALCULATIONS, AND DYNAMIC ILLUSTRATIONS THAT FACILITATE LEARNING USING A HIGHLY VISUAL APPROACH. PROVIDES ALMOST 300 MULTIPLE-CHOICE CHAPTER REVIEW QUESTIONS AND ANSWERS IN PRINT, WITH ADDITIONAL QUESTIONS AND MORE ONLINE AT STUDENT CONSULT. ALIGNS CONTENT TO BOARD BLUEPRINTS FOR THE USMLE AS WELL AS THE THREE SPECIALTIES CERTIFIED BY THE AMERICAN BOARD OF PREVENTIVE MEDICINE: OCCUPATIONAL MEDICINE, AND PUBLIC HEALTH & GENERAL PREVENTIVE MEDICINE—AND IS RECOMMENDED BY THE ABPM AS A TOP REVIEW SOURCE FOR ITS CORE SPECIALTY EXAMINATION. ENHANCED eBook VERSION INCLUDED WITH PURCHASE. YOUR ENHANCED eBook ALLOWS YOU TO ACCESS ALL THE TEXT, FIGURES, AND REFERENCES FROM THE BOOK ON A VARIETY OF DEVICES. EVOLVE INSTRUCTOR SITE, WITH AN IMAGE AND TABLE BANK AS WELL AS CHAPTER OVERVIEWS AS POWERPOINTS, IS AVAILABLE TO INSTRUCTORS THROUGH THEIR ELSEVIER SALES REP OR VIA REQUEST AT: [HTTPS://EVOLVE.ELSEVIER.COM](https://evolve.elsevier.com).

HANDBOOK OF RISK THEORY - RAFAELA HILLERBRAND 2012-01-12

RISK HAS BECOME ONE OF THE MAIN TOPICS IN FIELDS AS DIVERSE AS ENGINEERING, MEDICINE AND ECONOMICS, AND IT IS ALSO STUDIED BY SOCIAL SCIENTISTS, PSYCHOLOGISTS AND LEGAL SCHOLARS. BUT THE TOPIC OF RISK ALSO LEADS TO MORE FUNDAMENTAL QUESTIONS SUCH AS: WHAT IS RISK? WHAT CAN DECISION THEORY CONTRIBUTE TO THE ANALYSIS OF RISK? WHAT DOES THE HUMAN PERCEPTION OF RISK MEAN FOR SOCIETY? HOW SHOULD WE JUDGE WHETHER A RISK IS MORALLY ACCEPTABLE OR NOT? OVER THE LAST COUPLE OF DECADES QUESTIONS LIKE THESE HAVE ATTRACTED INTEREST FROM PHILOSOPHERS AND OTHER SCHOLARS INTO RISK THEORY. THIS HANDBOOK PROVIDES FOR AN OVERVIEW INTO KEY TOPICS IN A MAJOR NEW FIELD OF RESEARCH. IT ADDRESSES A WIDE RANGE OF TOPICS, RANGING FROM DECISION THEORY, RISK PERCEPTION TO ETHICS AND SOCIAL IMPLICATIONS OF RISK, AND IT ALSO ADDRESSES SPECIFIC CASE STUDIES. IT AIMS TO PROMOTE COMMUNICATION AND INFORMATION AMONG ALL THOSE WHO ARE INTERESTED IN THEORETICAL ISSUES CONCERNING RISK AND UNCERTAINTY. THIS HANDBOOK BRINGS TOGETHER INTERNATIONALLY LEADING PHILOSOPHERS AND SCHOLARS FROM OTHER DISCIPLINES WHO WORK ON RISK THEORY. THE CONTRIBUTIONS ARE ACCESSIBLY WRITTEN AND HIGHLY RELEVANT TO ISSUES THAT ARE STUDIED BY RISK SCHOLARS. WE HOPE THAT THE HANDBOOK OF RISK THEORY WILL BE A HELPFUL STARTING POINT FOR ALL RISK SCHOLARS WHO ARE INTERESTED IN BROADENING AND DEEPENING THEIR CURRENT PERSPECTIVES.

HOW TO REPORT STATISTICS IN MEDICINE - THOMAS ALLEN LANG 2006

THIS VOLUME PRESENTS A COMPREHENSIVE AND COMPREHENSIBLE SET OF GUIDELINES FOR REPORTING THE STATISTICAL ANALYSES AND RESEARCH DESIGNS AND ACTIVITIES COMMONLY USED IN BIOMEDICAL RESEARCH.

MATH IN SOCIETY - DAVID LIPPMAN 2012-09-07

MATH IN SOCIETY IS A SURVEY OF CONTEMPORARY MATHEMATICAL TOPICS, APPROPRIATE FOR A COLLEGE-LEVEL TOPICS COURSE FOR LIBERAL ARTS MAJOR, OR AS A GENERAL QUANTITATIVE REASONING COURSE. THIS BOOK IS AN OPEN TEXTBOOK; IT CAN BE READ FREE ONLINE AT [HTTP://WWW.OPENTEXTBOOKSTORE.COM/MATHINSOCIETY/](http://www.opentextbookstore.com/mathinsociety/). EDITABLE VERSIONS OF THE CHAPTERS ARE AVAILABLE AS WELL.

STATISTICAL ROUNDTABLES - CHRISTINE M. ANDERSON-COOK 2016-04-22

QUALITY PROGRESS, THE FLAGSHIP JOURNAL OF ASQ, HAS BEEN PUBLISHING THE COLUMN [STATISTICS ROUNDTABLE](#) SINCE 1999. WITH OVER 130 CONTRIBUTIONS FROM LEADING AUTHORS IN APPLIED STATISTICS, THE COLUMN HAS BEEN HIGHLY SUCCESSFUL AND WIDELY READ. THIS BOOK COLLECTS 90 OF THE MOST INTERESTING AND USEFUL ARTICLES ON SOME KEY TOPICS. THE EDITORS HAVE CONSTRUCTED THIS BOOK TO BE A RESOURCE FOR STATISTICIANS AND PRACTITIONERS ALIKE [WITH SHORT, ACCESSIBLE, PRACTICAL ADVICE IN IMPORTANT CORE AREAS OF STATISTICS FROM WORLD-RENOWNED EXPERTS](#). THIS BOOK IS INTENDED TO BE AN INFORMATIVE READ, WITH BITE-SIZED COLUMNS, AS WELL AS A STARTING POINT FOR DEEPER EXPLORATION OF KEY STATISTICAL AREAS. THE BOOK CONTAINS NINE CHAPTERS WITH COLLECTIONS OF ARTICLES ON THE FOLLOWING TOPICS: STATISTICAL ENGINEERING DATA QUALITY AND MEASUREMENT DATA COLLECTION KEY STATISTICAL TOOLS QUALITY CONTROL RELIABILITY MULTIPLE RESPONSE AND META-ANALYSIS APPLICATIONS COMMUNICATION AND TRAINING CHAPTER INTRODUCTIONS PROVIDE A QUICK OVERVIEW OF THE MATERIAL CONTAINED IN THE COLUMNS OF THAT CHAPTER, AS WELL AS COMPLEMENTARY ARTICLES FOR THAT TOPIC THAT APPEAR ELSEWHERE IN THE BOOK. ALSO INCLUDED AT THE END OF THE EACH CHAPTER INTRODUCTION IS A SHORT LIST OF KEY REFERENCES THAT CAN PROVIDE ADDITIONAL DETAILS OR EXAMPLES FOR MATERIAL IN THE TOPIC AREA.

ENTERPRISE RISK MANAGEMENT - JOHN R. S. FRASER 2010-01-07

ESSENTIAL INSIGHTS ON THE VARIOUS ASPECTS OF ENTERPRISE RISK MANAGEMENT IF YOU WANT TO UNDERSTAND ENTERPRISE RISK MANAGEMENT FROM SOME OF THE LEADING ACADEMICS AND PRACTITIONERS OF THIS EXCITING NEW METHODOLOGY, ENTERPRISE RISK MANAGEMENT IS THE BOOK FOR YOU. THROUGH IN-DEPTH INSIGHTS INTO WHAT PRACTITIONERS OF THIS EVOLVING BUSINESS PRACTICE ARE ACTUALLY DOING AS WELL AS ANTICIPATING WHAT NEEDS TO BE TAUGHT ON THE TOPIC, JOHN FRASER AND BETTY SIMKINS HAVE SOUGHT OUT THE LEADING EXPERTS IN THIS FIELD TO CLEARLY EXPLAIN WHAT ENTERPRISE RISK MANAGEMENT IS AND

HOW YOU CAN TEACH, LEARN, AND IMPLEMENT THESE LEADING PRACTICES WITHIN THE CONTEXT OF YOUR BUSINESS ACTIVITIES. IN THIS BOOK, THE AUTHORS TAKE A BROAD VIEW OF ERM, OR WHAT IS CALLED A HOLISTIC APPROACH TO ERM. ENTERPRISE RISK MANAGEMENT INTRODUCES YOU TO THE WIDE RANGE OF CONCEPTS AND TECHNIQUES FOR MANAGING RISK IN A HOLISTIC WAY THAT CORRECTLY IDENTIFIES RISKS AND PRIORITIZES THE APPROPRIATE RESPONSES. THIS INVALUABLE GUIDE OFFERS A BROAD OVERVIEW OF THE DIFFERENT TYPES OF TECHNIQUES: THE ROLE OF THE BOARD, RISK TOLERANCES, RISK PROFILES, RISK WORKSHOPS, AND ALLOCATION OF RESOURCES, WHILE FOCUSING ON THE PRINCIPLES THAT DETERMINE BUSINESS SUCCESS. THIS COMPREHENSIVE RESOURCE ALSO PROVIDES A THOROUGH INTRODUCTION TO ENTERPRISE RISK MANAGEMENT AS IT RELATES TO CREDIT, MARKET, AND OPERATIONAL RISK, AS WELL AS THE EVOLVING REQUIREMENTS OF THE RATING AGENCIES AND THEIR IMPORTANCE TO THE OVERALL RISK MANAGEMENT IN A CORPORATE SETTING. FILLED WITH HELPFUL TABLES AND CHARTS, ENTERPRISE RISK MANAGEMENT OFFERS A WEALTH OF KNOWLEDGE ON THE DRIVERS, THE TECHNIQUES, THE BENEFITS, AS WELL AS THE PITFALLS TO AVOID, IN SUCCESSFULLY IMPLEMENTING ENTERPRISE RISK MANAGEMENT. DISCUSSES THE HISTORY OF RISK MANAGEMENT AND MORE RECENTLY DEVELOPED ENTERPRISE RISK MANAGEMENT PRACTICES AND HOW YOU CAN PRUDENTLY IMPLEMENT THESE TECHNIQUES WITHIN THE CONTEXT OF YOUR UNDERLYING BUSINESS ACTIVITIES PROVIDES COVERAGE OF TOPICS SUCH AS THE ROLE OF THE CHIEF RISK OFFICER, THE USE OF ANONYMOUS VOTING TECHNOLOGY, AND RISK INDICATORS AND THEIR ROLE IN RISK MANAGEMENT EXPLORES THE CULTURE AND PRACTICES OF ENTERPRISE RISK MANAGEMENT WITHOUT GETTING BOGGED DOWN BY THE MATHEMATICS SURROUNDING THE MORE CONVENTIONAL APPROACHES TO FINANCIAL RISK MANAGEMENT THIS INFORMATIVE GUIDE WILL HELP YOU UNLOCK THE INCREDIBLE POTENTIAL OF ENTERPRISE RISK MANAGEMENT, WHICH HAS BEEN DESCRIBED AS A PROXY FOR GOOD MANAGEMENT.

ENVIRONMENTAL DECISIONS IN THE FACE OF UNCERTAINTY - INSTITUTE OF MEDICINE 2013-05-20

THE U.S. ENVIRONMENTAL PROTECTION AGENCY (EPA) IS ONE OF SEVERAL FEDERAL AGENCIES RESPONSIBLE FOR PROTECTING AMERICANS AGAINST SIGNIFICANT RISKS TO HUMAN HEALTH AND THE ENVIRONMENT. AS PART OF THAT MISSION, EPA ESTIMATES THE NATURE, MAGNITUDE, AND LIKELIHOOD OF RISKS TO HUMAN HEALTH AND THE ENVIRONMENT; IDENTIFIES THE POTENTIAL REGULATORY ACTIONS THAT WILL MITIGATE THOSE RISKS AND PROTECT PUBLIC HEALTH AND THE ENVIRONMENT; AND USES THAT INFORMATION TO DECIDE ON APPROPRIATE REGULATORY ACTION. UNCERTAINTIES, BOTH QUALITATIVE AND QUANTITATIVE, IN THE DATA AND ANALYSES ON WHICH THESE DECISIONS ARE BASED ENTER INTO THE PROCESS AT EACH STEP. AS A RESULT, THE INFORMED IDENTIFICATION AND USE OF THE UNCERTAINTIES INHERENT IN THE PROCESS IS AN ESSENTIAL FEATURE OF ENVIRONMENTAL DECISION MAKING. EPA REQUESTED THAT THE INSTITUTE OF MEDICINE (IOM) CONVENE A COMMITTEE TO PROVIDE GUIDANCE TO ITS DECISION MAKERS AND THEIR PARTNERS IN STATES AND LOCALITIES ON APPROACHES TO MANAGING RISK IN DIFFERENT CONTEXTS WHEN UNCERTAINTY IS PRESENT. IT ALSO SOUGHT GUIDANCE ON HOW INFORMATION ON UNCERTAINTY SHOULD BE PRESENTED TO HELP RISK MANAGERS MAKE SOUND DECISIONS AND TO INCREASE TRANSPARENCY IN ITS COMMUNICATIONS WITH THE PUBLIC ABOUT THOSE DECISIONS. GIVEN THAT ITS CHARGE IS NOT LIMITED TO HUMAN HEALTH RISK ASSESSMENT AND INCLUDES BROAD QUESTIONS ABOUT MANAGING RISKS AND DECISION MAKING, IN THIS REPORT THE COMMITTEE EXAMINES THE ANALYSIS OF UNCERTAINTY IN THOSE OTHER AREAS IN ADDITION TO HUMAN HEALTH RISKS. ENVIRONMENTAL DECISIONS IN THE FACE OF UNCERTAINTY EXPLAINS THE STATEMENT OF TASK AND SUMMARIZES THE FINDINGS OF THE COMMITTEE.

THE SAGE HANDBOOK OF RISK COMMUNICATION - HYUNYI CHO 2014-10-29

IN THIS COMPREHENSIVE, STATE-OF-THE-ART OVERVIEW OF RISK COMMUNICATION, THE FIELD'S LEADING EXPERTS SUMMARIZE THEORY, CURRENT RESEARCH, AND PRACTICE IN A RANGE OF DISCIPLINES AND DESCRIBE EFFECTIVE COMMUNICATION APPROACHES FOR RISK SITUATIONS IN DIVERSE CONTEXTS, SUCH AS HEALTH, ENVIRONMENT, SCIENCE, TECHNOLOGY, AND CRISIS. OFFERING PRACTICAL INSIGHTS, THE CONTRIBUTORS CONSIDER RISK COMMUNICATION IN ALL CONTEXTS AND APPLICATIONS—INTERPERSONAL, ORGANIZATIONAL, AND SOCIETAL—OFFERING A WIDER VIEW OF RISK COMMUNICATION THAN OTHER VOLUMES. IMPORTANTLY, THE HANDBOOK EMPHASIZES THE COMMUNICATION SIDE OF RISK COMMUNICATION, PROVIDING INTEGRATIVE KNOWLEDGE ABOUT THE MODELS, AUDIENCES, MESSAGES, AND THE MEDIA AND CHANNELS NECESSARY FOR EFFECTIVE RISK COMMUNICATION THAT ENABLES INFORMED JUDGMENTS AND ACTIONS REGARDING RISK. EDITORS HYUNYI CHO, TORSTEN REIMER, AND KATHERINE MCCOMAS HAVE SIGNIFICANTLY CONTRIBUTED TO THE FIELD OF RISK COMMUNICATION WITH THIS IMPORTANT REFERENCE WORK—A MUST-HAVE FOR STUDENTS, SCHOLARS, AND RISK AND CRISIS COMMUNICATION PROFESSIONALS.

MODEL RULES OF PROFESSIONAL CONDUCT - AMERICAN BAR ASSOCIATION. HOUSE OF DELEGATES 2007

THE MODEL RULES OF PROFESSIONAL CONDUCT PROVIDES AN UP-TO-DATE RESOURCE FOR INFORMATION ON LEGAL ETHICS. FEDERAL, STATE AND LOCAL COURTS IN ALL JURISDICTIONS LOOK TO THE RULES FOR GUIDANCE IN SOLVING LAWYER MALPRACTICE CASES, DISCIPLINARY ACTIONS, DISQUALIFICATION ISSUES, SANCTIONS QUESTIONS AND MUCH MORE. IN THIS VOLUME, BLACK-LETTER RULES OF PROFESSIONAL CONDUCT ARE FOLLOWED BY NUMBERED COMMENTS THAT EXPLAIN EACH RULE'S PURPOSE AND PROVIDE SUGGESTIONS FOR ITS PRACTICAL APPLICATION. THE RULES WILL HELP YOU IDENTIFY PROPER CONDUCT IN A VARIETY OF GIVEN SITUATIONS, REVIEW THOSE INSTANCES WHERE DISCRETIONARY ACTION IS POSSIBLE, AND DEFINE THE NATURE OF THE RELATIONSHIP BETWEEN YOU AND YOUR CLIENTS, COLLEAGUES AND THE COURTS.

KNOW YOUR CHANCES - STEVEN WOLOSHIN 2008-11-30

UNDERSTANDING RISK -- PUTTING RISK IN PERSPECTIVE -- RISK CHARTS : A WAY TO GET PERSPECTIVE -- JUDGING THE BENEFIT OF A HEALTH INTERVENTION -- NOT ALL BENEFITS ARE EQUAL : UNDERSTAND THE OUTCOME -- CONSIDER THE DOWNSIDES -- DO THE

BENEFITS OUTWEIGHT THE DOWNSIDES? -- BEWARE OF EXAGGERATED IMPORTANCE -- BEWARE OF EXAGGERATED CERTAINTY -- WHO'S BEHIND THE NUMBERS?

RISKING - DAVID VISCOTT 1987-10

GENDERED RISKS - KELLY HANNAH-MOFFAT 2007-11-13

EDITED AND CONTRIBUTED TO BY A COLLECTION OF EMINENT INTERNATIONAL SCHOLARS IN THE FIELD, THIS IS THE FIRST BOOK TO EXPLORE THE GENDERED ASPECTS OF RISK. IT ANALYZES WHAT IS CURRENTLY KNOWN AND IDENTIFIES SOME OF THE NEW DIRECTIONS AND CHALLENGES FOR RESEARCH AND THEORY THAT EMERGE FROM THINKING OF RISK AS A GOVERNMENTAL TECHNIQUE; AS A FORM OF CONSCIOUSNESS AND ACTION AND AS A POLITICAL ISSUE, SHAPED BY, AND SHAPING GENDER IN CONTEMPORARY SOCIETY.

HOW TO STAY SMART IN A SMART WORLD - GERD GIGERENZER 2022-08-02

HOW TO STAY IN CHARGE IN A WORLD POPULATED BY ALGORITHMS THAT BEAT US IN CHESS, FIND US ROMANTIC PARTNERS, AND TELL US TO "TURN RIGHT IN 500 YARDS." DOOMSDAY PROPHETS OF TECHNOLOGY PREDICT THAT ROBOTS WILL TAKE OVER THE WORLD, LEAVING HUMANS BEHIND IN THE DUST. TECH INDUSTRY BOOSTERS THINK REPLACING PEOPLE WITH SOFTWARE MIGHT MAKE THE WORLD A BETTER PLACE—WHILE TECH INDUSTRY CRITICS WARN DARKLY ABOUT SURVEILLANCE CAPITALISM. DESPITE THEIR DIFFERING VIEWS OF THE FUTURE, THEY ALL AGREE: MACHINES WILL SOON DO EVERYTHING BETTER THAN HUMANS. IN *HOW TO STAY SMART IN A SMART WORLD*, GERD GIGERENZER SHOWS WHY THAT'S NOT TRUE, AND TELLS US HOW WE CAN STAY IN CHARGE IN A WORLD POPULATED BY ALGORITHMS. MACHINES POWERED BY ARTIFICIAL INTELLIGENCE ARE GOOD AT SOME THINGS (PLAYING CHESS), BUT NOT OTHERS (LIFE-AND-DEATH DECISIONS, OR ANYTHING INVOLVING UNCERTAINTY). GIGERENZER EXPLAINS WHY ALGORITHMS OFTEN FAIL AT FINDING US ROMANTIC PARTNERS (LOVE IS NOT CHESS), WHY SELF-DRIVING CARS FALL PREY TO THE RUSSIAN TANK FALLACY, AND HOW JUDGES AND POLICE RELY INCREASINGLY ON NONTRANSPARENT "BLACK BOX" ALGORITHMS TO PREDICT WHETHER A CRIMINAL DEFENDANT WILL REOFFEND OR SHOW UP IN COURT. HE INVOKES BLACK MIRROR, CONSIDERS THE PRIVACY PARADOX (PEOPLE WANT PRIVACY, BUT GIVE THEIR DATA AWAY), AND EXPLAINS THAT SOCIAL MEDIA GET US HOOKED BY PROGRAMMING INTERMITTENT REINFORCEMENT IN THE FORM OF THE "LIKE" BUTTON. WE SHOULDN'T TRUST SMART TECHNOLOGY UNCONDITIONALLY, GIGERENZER TELLS US, BUT WE SHOULDN'T FEAR IT UNTHINKINGLY, EITHER.

RISK/REWARD - ANNE KREAMER 2015-06-09

A PERSUASIVE AND EYE-OPENING LOOK AT THE IMPORTANCE OF EMBRACING RISK IN OUR WORKING LIVES—AND HOW TO USE IT TO ACHIEVE LIFELONG CAREER SUCCESS SOME OF US RELISH THE CHANCE TO FLY WITHOUT A NET, OTHERS . . . NOT SO MUCH. BUT NO MATTER HOW ADVENTUROUS WE MIGHT BE IN OUR PERSONAL LIVES, MOST OF US ARE WARY OF ALLOWING RISK INTO OUR CAREERS. WITH AN ECONOMY IN CONSTANT FLUX AND A JOB MARKET IN WHICH UNCERTAINTY IS THE ONLY CONSTANT, STEPPING OUTSIDE ONE'S COMFORT ZONE CAN FEEL DANGEROUS. BUT AS THE FINDINGS OF THIS EYE-OPENING AND URGENT BOOK ATTEST, THE AVOIDANCE OF RISK MIGHT POSE THE GREATEST DANGER OF ALL TO OUR CAREER PROSPECTS. IN *RISK/REWARD*, TREND-SPOTTER AND CAREER GURU ANNE KREAMER MAKES THE COMPELLING CASE THAT EMBRACING RISK IS ESSENTIAL TO MANAGING A TWENTY-FIRST-CENTURY CAREER. RISK-TAKING ISN'T JUST FOR ENTREPRENEURS, NOR DOES IT REQUIRE WORKING ON A FIGURATIVE TIGHTROPE. RATHER, KREAMER SAYS, CONSCIOUS, CONSISTENT, AND MODEST RISK-TAKING CAN HELP US BECOME MORE ABLE TO RECOGNIZE OPPORTUNITY WHEN IT APPEARS, AND MORE LIKELY TO SEIZE THE CHANCE TO MAKE THE RIGHT CHANGE AT THE RIGHT MOMENT. *RISK/REWARD* PRESENTS A FRAMEWORK FOR MAKING THE MOST OF TODAY'S EVER-EVOLVING WORKPLACE AND TURNING RISK-TAKING INTO A DAILY PRACTICE. USING PROPRIETARY DATA FROM THREE NATIONAL STUDIES ABOUT THE AMERICAN WORKER, KREAMER EXPLORES THE IMPORTANCE OF CAREER RISK-TAKING THROUGH PROFILES OF FOUR *RISK/REWARD* PERSONALITY TYPES: PIONEERS, THINKERS, DEFENDERS, AND DRIFTERS. SHE PRESENTS A *RISK/REWARD* MATRIX THAT ANYONE CAN USE TO IDENTIFY HIS OR HER OWN INNATE RISK THRESHOLD, AND SHE IDENTIFIES CONSTRUCTIVE WAYS TO IMPLEMENT RISK IN EVERYDAY SITUATIONS—FROM INITIATING AN UNCOMFORTABLE CONVERSATION WITH A BOSS TO SHARING OUT-OF-THE-BOX IDEAS WITH COLLEAGUES OR CONSTRUCTIVELY CHALLENGING LONG-HELD PRACTICES IN AN ORGANIZATION. PEPPERED THROUGHOUT *RISK/REWARD* ARE INSIGHTS AND HARD-WON WISDOM FROM NOTABLE ACHIEVERS SUCH AS BESTSELLING AUTHOR ANNA QUINDLEN, JOURNALIST JANE PAULEY, CNBC FINANCIAL MAVEN JIM CRAMER, THOUGHT LEADER PO BRONSON, AND FACEBOOK COO SHERYL SANDBERG. TIMELY AND INSIGHTFUL, *RISK/REWARD* IS A UNIQUE BLEND OF PRACTICAL AND INSPIRATIONAL WISDOM THAT EVEN THE MOST RISK-AVERSE PERSON CAN HARNESS ON THE PATH TOWARD SUCCESS AND FULFILLMENT. PRAISE FOR ANNE KREAMER'S *IT'S ALWAYS PERSONAL: NAVIGATING EMOTION IN THE NEW WORKPLACE* "A STIMULATING READ BOLSTERED BY . . . SOME OF THE BEST RECENT WORK ON EMOTIONAL INTELLIGENCE AND THE SCIENCE OF HAPPINESS."—THE WALL STREET JOURNAL "SO WHAT SHOULD BE THE RULES AND BOUNDARIES FOR SHOWING HOW YOU FEEL WHILE YOU WORK? THAT'S A QUESTION ASKED AND ANSWERED IN ANNE KREAMER'S FASCINATING . . . LOOK AT AN ISSUE THAT RARELY GETS DISCUSSED."—THE WASHINGTON POST "FINALLY, SOMEONE IS WILLING TO UNPACK THE MORASS OF ANGER, ANXIETY, SADNESS, AND JOY THAT DRIVES THE WORKDAY. . . . [KREAMER] HAS HIT THE 'IT'S ABOUT TIME!' BUTTON."—ELLE "[A] LIVELY, WELL-RESEARCHED EXPLORATION OF EMOTIONS ON THE JOB."—OPRAH.COM "EXPLORES HOW TO BE TRUE TO YOUR 'EMOTIONAL FLASHPOINTS—ANGER, FEAR, ANXIETY, EMPATHY, HAPPINESS AND CRYING'—WITHOUT SABOTAGING YOUR CAREER."—THE NEW YORK TIMES BOOK REVIEW