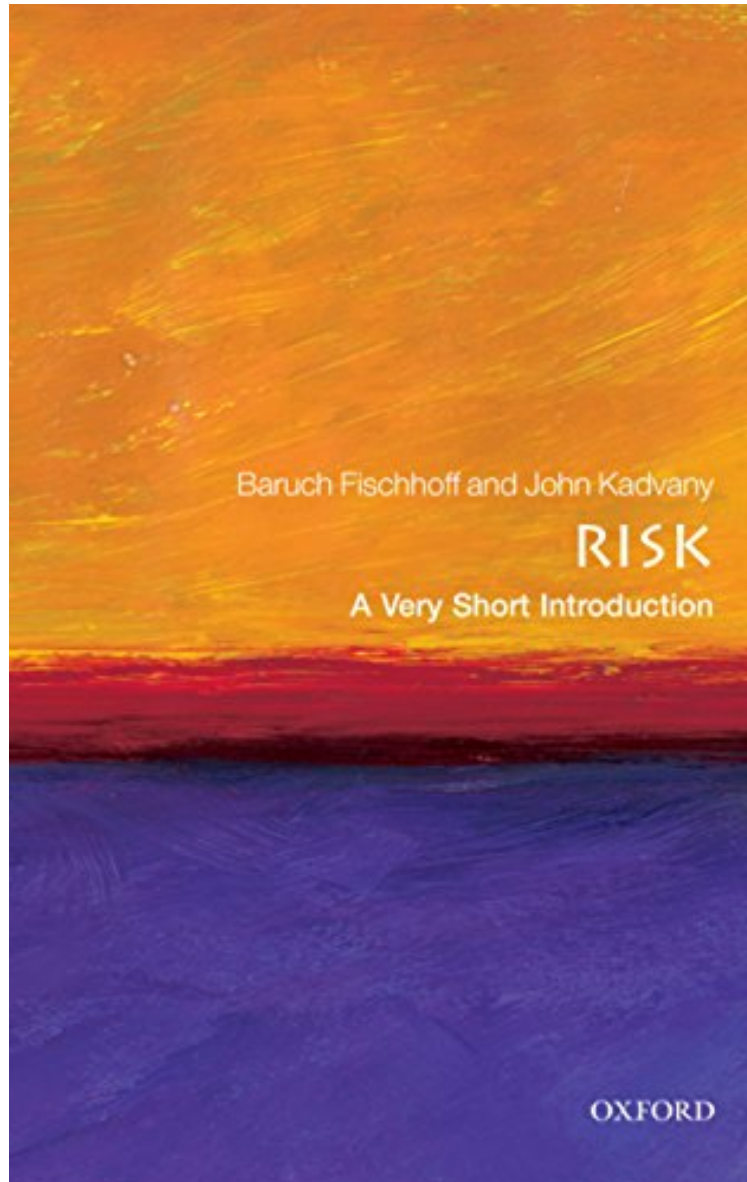


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## Risk: A Very Short Introduction (Very Short Introductions)

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

21 of 21 people found the following review helpful. Masterful overview of how different professions view riskBy David J. AldousThis 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 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.

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.