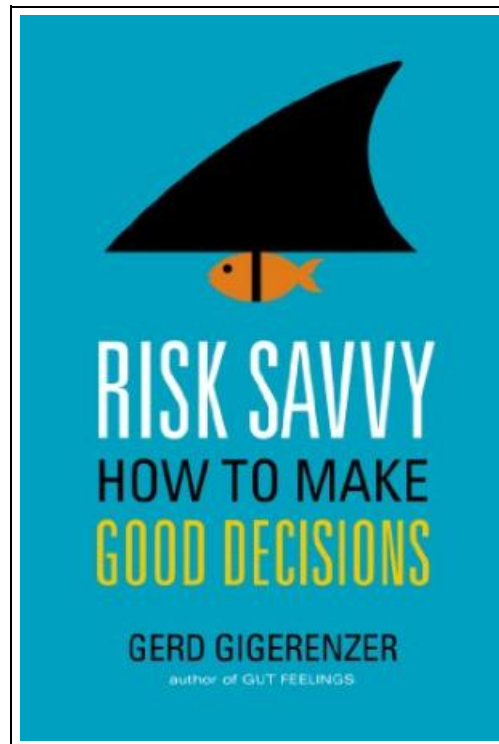


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RISK SAVVY: HOW TO MAKE GOOD DECISIONS

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Viking. 1 Cloth(s), 2014. hard. Book Condition: New. In the age of Big Data we often believe that our predictions about the future are better than ever before. But as risk expert Gerd Gigerenzer reveals in this follow-up to *Gut Feelings*, the surprising truth is that in the real world, we often get better results by using simple rules and rejecting excess information. The director of the Max Planck Institute for Human Development in Berlin, Gigerenzer explains how most of us—including doctors, lawyers, financial advisers, and elected officials—misunderstand statistics much more often than we realize, leaving us not only misinformed, but vulnerable to exploitation, or worse (including opting for far riskier choices). Here he offers an insightful and easy-to-understand remedy to our collective information overload: an essential guide to making smart, confident decisions in the face of uncertainty."Gigerenzer . locates specific strategies that the unconscious mind uses to solve problems. These are not impulsive or capricious responses, but evolved methods that lead to superior choices."Boston Globe"Numbers may not lie, but they are certainly often misunderstood, according to German psychologist and risk analyst Gigerenzer. We make poor decisions on an array of issues, from health-care screenings to investment decisions to planned outings, because we blindly rely on data that may be incorrectly interpreted and reported. Gigerenzer draws on psychology, sociology, and math to explain how data can start off clear and end up murky by the time it reaches its intended audience, leaving us helpless to make sound decisions about the risks involved. He notes that the risk of cancer is often misinterpreted and can lead to overzealous screenings and that Americans irrationally refused to fly after the 9/11 terrorist attacks even though the risk of being killed in an auto accident is much greater. Gigerenzer cautions readers to always look for...

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