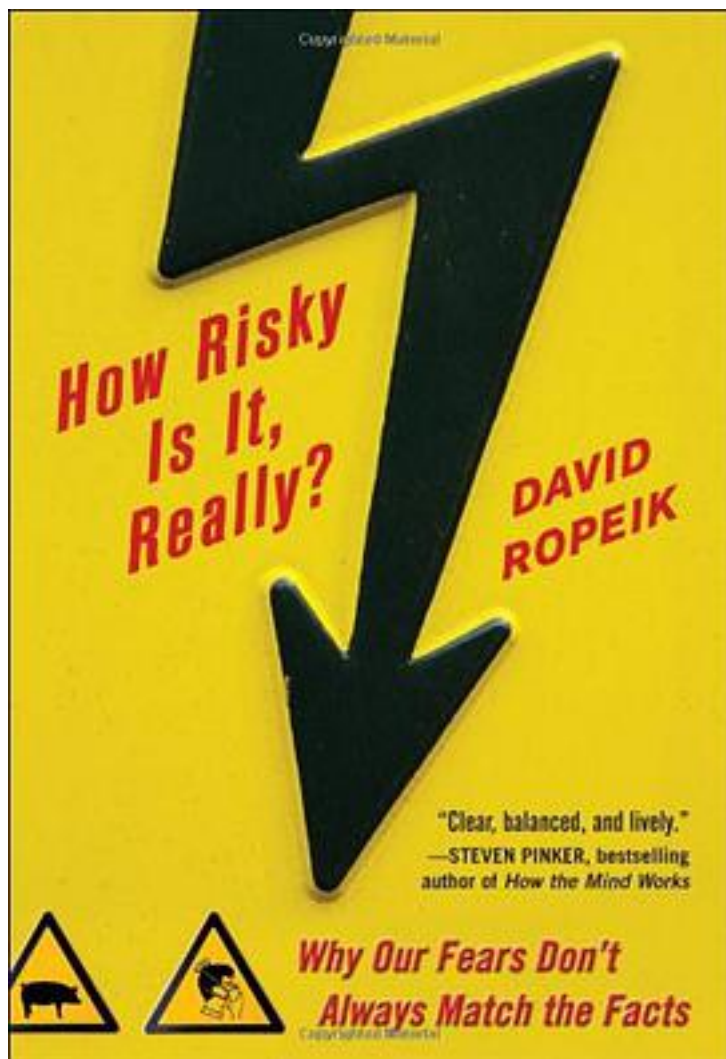


How Risky Is It, Really?



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"Clear, balanced, and lively." -- Steven Pinker, bestselling author of How the Mind Works
ARE YOU AFRAID OF THE "RIGHT" RISKS? Do you worry more about radiation from nuclear power or from the sun? Are you more afraid of getting cancer than heart disease? Are you safer talking on your cell phone or using a hands-free device when you drive? Do you think global warming is a serious threat to your health? GET THE FACTS BEHIND YOUR FEARS--AND DISCOVER ...HOW RISKY IS IT, REALLY? International risk expert David Ropeik takes an in-depth look at our perceptions of risk and explains the hidden factors that make us unnecessarily afraid of relatively small threats and not afraid enough of some really big ones. This read is a comprehensive, accessible, and entertaining mixture of what's been discovered about how and why we fear--too much or too little. It brings into focus the danger of The Perception Gap: when our fears don't match the facts, and we make choices that create additional risks. This book will not decide for you what is really risky and what isn't. That's up to you. HOW RISKY IS IT, REALLY? will tell you how you make those decisions. Understanding how we perceive risk is the first step toward making wiser and healthier choices for ourselves as individuals and for society as a whole. TEST YOUR OWN "RISK RESPONSE" IN DOZENS OF SELF-QUIZZES!

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标签

risk

David_Ropeik

评论

Thinking fast and slow的精简版，在tfs基础上强调了现实中的例子和具体的运用。但是一些数据（切尔诺贝利等）所得出的结论有待考证

一看作者是个记者 心就凉了一半 不过还是略读完了 还行吧

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书评

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