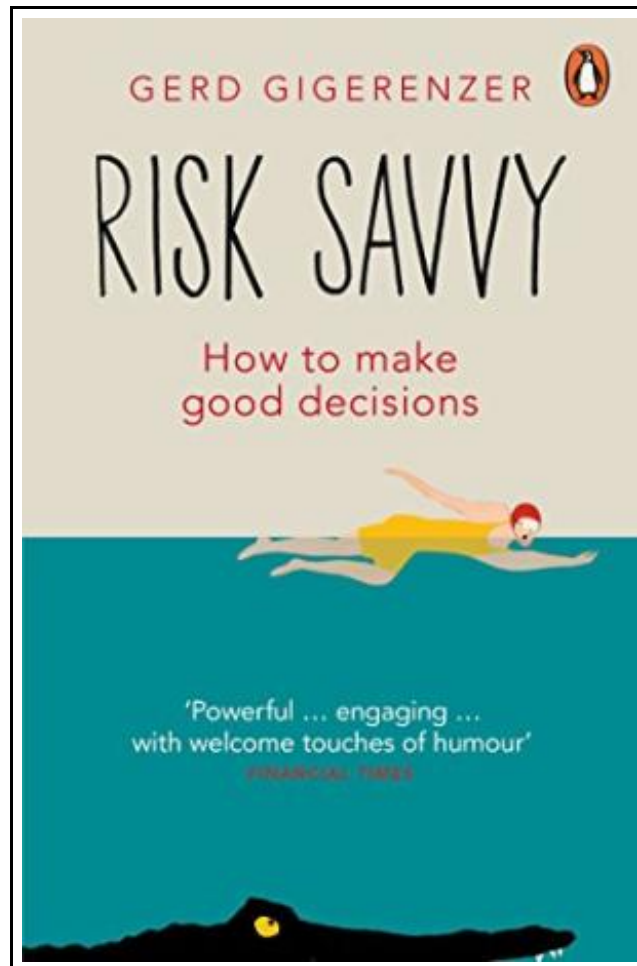


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Penguin Books Ltd, United Kingdom, 2015. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book. This is a fascinating, practical guide to making better decisions with our money, health and personal lives from Gerd Gigerenzer, the author of *Reckoning with Risk*. Numbers don't lie - but they often mislead us. From health risks to financial decisions, we often find it hard to make decisions because the statistics have been presented to us by experts who misinterpret the data themselves. Here Gerd Gigerenzer shows how we can all use simple rules to become better-informed, risk-savvy citizens. Important, Gigerenzer draws valuable lessons. his clear explanations will be a great help to all. (Omar Malik, Times Higher Education). Gerd Gigerenzer argues that when it comes to taking risks in life, we are often much better off following our instincts than expert advice. (Oliver Burkeman, Guardian). Things will only get better, he shows, when specialists, particularly doctors and investment advisers, improve on their appalling record of analysing and communicating risks in their fields. (Clive Cookson, Financial Times, Books of the Year). Gigerenzer is brilliant. (Steven Pinker). Gerd Gigerenzer is Director of the Center for Adaptive Behavior and Cognition at the Max Planck Institute for Human Development in Berlin and former Professor of Psychology at the University of Chicago. He is the author of several books on heuristics and decision making, including *Reckoning with Risk*.

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