

1. Record Nr.	UNINA9910812939303321
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Titolo	20% chance of rain : exploring the concept of risk / / Richard B. Jones
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2012
ISBN	9786613294746 9781283294744 1283294745 9781118116364 1118116364 9781118116371 1118116372 9781118116340 1118116348
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (357 p.)
Classificazione	TEC009000
Disciplina	302/12
Soggetti	Risk assessment
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	20% Chance of Rain Exploring the Concept of Risk; Contents; Preface; Acknowledgments; Chapter 1: Risk: Life's Question Mark; Chapter 2: Measurement: The Alchemist's Base; Chapter 3: Statistics: Numbers Looking for an Argument; Chapter 4: The Value of Life and Limb, Statistically Speaking; Chapter 5: The Evolution of Risk; Chapter 6: Frequency and Severity: Weighing the Risk; Chapter 7: What's in a Risk? Perception Creates Risk Reality; Chapter 8: Risk, Regulation, and Reason; Chapter 9: Earth, Air, and Water: The Not-So-Bare Essentials; Chapter 10: Food . . . for Thought Chapter 11: Flying: The Not-So-Wild Blue Yonder Chapter 12: Risk on the Roads; Chapter 13: An Incomplete List of Life's Risks; Index
Sommario/riassunto	"There are plenty of books on specialized risk topics but few that deal with the broad diversity and daily applicability of this subject. Risk applications require a robust knowledge of many attributes of this seemingly simple subject. This book teaches the reader through

examples and case studies the fundamental (and subtle) aspects of risk - regardless of the specific situation. The text allows the reader to understand the concept of risk analysis while not getting too involved in the mathematics; in this method the reader can apply these techniques across a wide range of situations. The second edition includes new examples from NASA and several other industries as well as new case studies from legal databases. The many real-life discussion topics enable the reader to form an understanding of the concepts of risk and risk management and apply them to day-to-day issues"--

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