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Titolo	Eliminating serious injury and death from road transport : a crisis of complacency // Ian Ronald Johnston, Carlyn Muir, Eric William Howard
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; Contents; Preface; Acknowledgements; About the Authors; Explanatory Note; Chapter 1: Eliminating Serious Injury and Death from Road Transport Is Not a Pipe Dream; Chapter 2: Serious Crashes Happen to Real People; Chapter 3: The Way We View Safety Is a Big Part of the Problem; Chapter 4: The Car in Society; Chapter 5: Brief History of How and Why Science Takes a Back Seat; Chapter 6: Evolution of Safe System Thinking; Chapter 7: Serious Crashes Have Impacts Way Beyond Those Injured; Chapter 8: Approaching Traffic Safety as Preventive Medicine Chapter 9: Speed Moderation: The Most Difficult Issue of All Chapter 10: Confronting Complacency; Chapter 11: Six Vital Steps toward Zero; References; Index; Back Cover
Sommario/riassunto	The book explodes the myths that currently drive society's view of traffic safety and limit progress in reducing death and serious injury. It presents current scientific knowledge in a non-technical way and draws parallels with other areas of public safety and public health. It uses examples from the media and from public policy debates to paint a

clear picture of a flawed public policy approach and offers preventive medicine principles to take the field forward--
