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Sommario/riassunto	This is the first book to clearly assess the increasingly important area of communication of risk in the health sector. We are moving away from the days when paternalistic doctors managed healthcare without involving patients in decision making. With the current emphasis on patient empowerment and shared decision making, patients want and need reliable, comprehensive and understandable information about their conditions and treatment. In order to make informed decisions, the people concerned must understand the risks and benefits associated with possible treatments. But the challenge for health