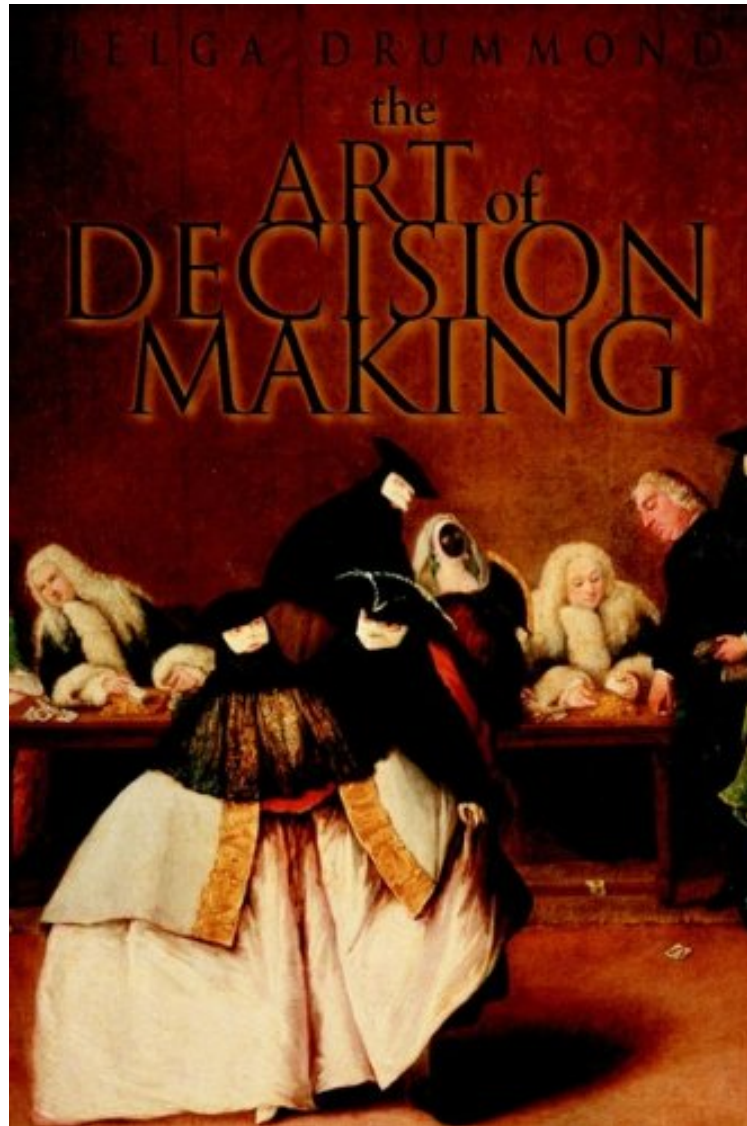


The Art of Decision Making: Mirrors of Imagination, Masks of Fate

Helga Drummond

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Helga Drummond : The Art of Decision Making: Mirrors of Imagination, Masks of Fate before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art of Decision Making: Mirrors of Imagination, Masks of Fate:

0 of 0 people found the following review helpful. Worth the read.By CuriousPursuit GuyReally good book. Written out of the UK, so I'm not familiar with a number of the example stories (which I think the assumption is that the reader would be). That said, it's a great overview of why decisions and situations very often go awry and what we can do about it.0 of 0 people found the following review helpful. Five StarsBy readervery good service. Great!!

Science reassures, art disturbs (Proverb) This intriguing exploration of underlying forces in decision making takes as its starting point a wealth of high profile decision disasters. In brilliantly readable analyses, Helga Drummond shows how better awareness of the inherent uncertainties of the decision making process could have made the outcomes very different. Examples showcased include: The Hatfield rail crash The Kursk submarine disaster The Challenger disaster The year 2000 fuel crisis The WWII Dardanelles expedition The Barings Bank collapse The Taurus Stock Exchange Project The Hillsborough tragedy The King's Cross underground fire The Millennium Dome This entertaining yet instructive book offers new insight into the realities of decision making, and shows how you can confront them to improve your prospects of success.

"..fascinating.." (Financial Times, 19 January 2002) From the Inside Flap Are we merely at the mercy of chance? We all make hundreds of decisions every day, and mostly with little thought. Unconscious processes are clearly at work. But what part do these unconscious processes play when we come to make the really important decisions? Decision science assumes that we live in a world where problems arrive one at a time, neatly labelled 'for attention'. In contrast, a key theme of this book is that real situations seldom make sense, and decisions are rarely clear. Ambiguity always lurks. The Art of Decision Making stresses reflection and imagination. Its eclectic case studies compel you to keep reading to the end. And by incorporating its insights, you will engage the subtly shifting tides of fortune and ultimately become more powerful. Read on: anything might yet happen. From the Back Cover Science reassures, art disturbs (Proverb) This intriguing exploration of underlying forces in decision making takes as its starting point a wealth of high profile decision disasters. In brilliantly readable analyses, Helga Drummond shows how better awareness of the inherent uncertainties of the decision making process could have made the outcomes very different. Examples showcased include: The Hatfield rail crash The Kursk submarine disaster The Challenger disaster The year 2000 fuel crisis The WWII Dardanelles expedition The Barings Bank collapse The Taurus Stock Exchange Project The Hillsborough tragedy The King's Cross underground fire The Millennium Dome This entertaining yet instructive book offers new insight into the realities of decision making, and shows how you can confront them to improve your prospects of success.