



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

By Helga Drummond

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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.

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Bibliography

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Editorial Review

Review

"..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

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Users Review

From reader reviews:

Tracie Berry:

This The Art of Decision Making: Mirrors of Imagination, Masks of Fate book is not really ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is information inside this book incredible fresh, you will get information which is getting deeper anyone read a lot of information you will get. That The Art of Decision Making: Mirrors of Imagination, Masks of Fate without we recognize teach the one who looking at it become critical in pondering and analyzing. Don't be worry The Art of Decision Making: Mirrors of Imagination, Masks of Fate can bring whenever you are and not make your bag space or bookshelves' turn into full because you can have it in your lovely laptop even cell phone. This The Art of Decision Making: Mirrors of Imagination, Masks of Fate having fine arrangement in word as well as layout, so you will not feel uninterested in reading.

Carmen Annunziata:

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Mildred Ralph:

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Bradley Cox:

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