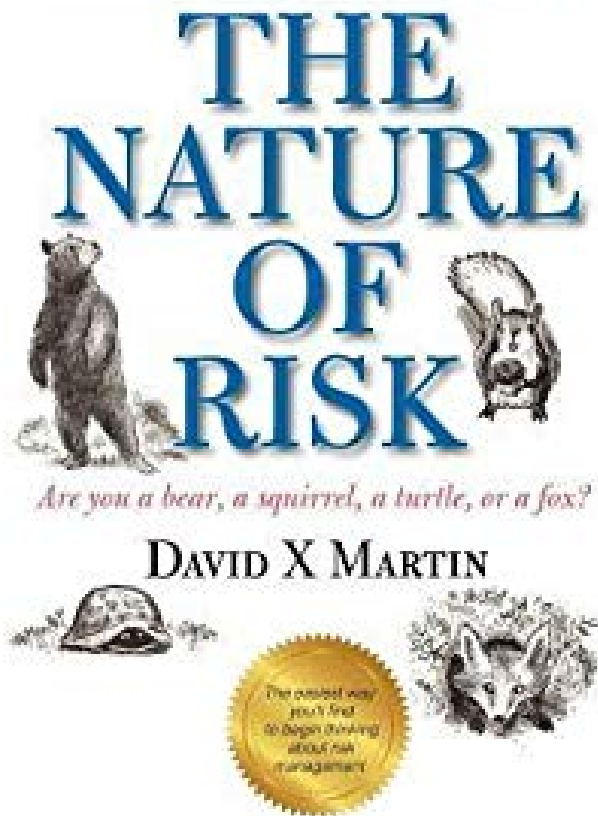


The Nature of Risk

An Easy-to-Understand Introduction to Managing Risk

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The Nature of Risk is a short, beautifully illustrated and easy-to-understand book written to help readers face one of modern life's most important and difficult tasks-confronting risk. Free of complicated theories or formulas, The Nature of Risk relies instead on a simple story featuring a cast of familiar, forest-dwelling animals, each of which embodies a different approach to risk management. At least one of these approaches will seem familiar to every reader-whether they knew they had an approach to risk management or not. Then, as the story unfolds, the strengths and weaknesses of each approach will be revealed through a series of "natural" tests. Finally, at the conclusion of the story, readers will come to a short review section designed to help them frame their first attempts at managing risk-with or without professional help.