



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

By Helga Drummond

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**The Art of Decision Making: Mirrors of Imagination, Masks of Fate** By Helga Drummond

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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## **The Art of Decision Making: Mirrors of Imagination, Masks of Fate By Helga Drummond 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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#### **Anthony Muller:**

The Art of Decision Making: Mirrors of Imagination, Masks of Fate can be one of your basic books that are good idea. Most of us recommend that straight away because this reserve has good vocabulary that can increase your knowledge in words, easy to understand, bit entertaining but still delivering the information. The author giving his/her effort to place every word into satisfaction arrangement in writing The Art of Decision Making: Mirrors of Imagination, Masks of Fate nevertheless doesn't forget the main position, giving the reader the hottest as well as based confirm resource information that maybe you can be among it. This great information could drawn you into brand-new stage of crucial thinking.

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