



Managing Group Risk Attitude

Ruth Murray-Webster and David Hillson

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This book builds on the authors' previous title "Understanding and Managing Risk Attitude" but this time looks exclusively at the challenges of understanding and managing those attitudes adopted by groups of people when faced with making decisions that they perceive as risky and important. The text makes the link between risk management and decision-making explicit, building on existing work from the economic and risk psychology schools but taking a pragmatic, practitioner-focused approach that is relevant to all decision-making groups in any situation. The insights in "Managing Group Risk Attitude" are derived from the authors' own applied research. Details of the research methods and findings are included in the book in support of a practical model and steps to manage risk attitude using applied emotional literacy. Ruth Murray-Webster and David Hillson have written a practical book for all decision-makers, supported by actual research by practitioners and underpinned by the seminal research of leading academics.

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