



Risk, Uncertainty and Rational Action (Earthscan Risk in Society)

Carlo C. Jaeger, Thomas Webler, Eugene A. Rosa, Ortwin Renn

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Risk as we now know it is a wholly new phenomenon, the by-product of our ever more complex and powerful technologies. In business, policy making, and in everyday life, it demands a new way of looking at technological and environmental uncertainty.

In this definitive volume, four of the world's leading risk researchers present a fundamental critique of the prevailing approaches to understanding and managing risk - the 'rational actor paradigm'. They show how risk studies must incorporate the competing interests, values, and rationalities of those involved and find a balance of trust and acceptable risk. Their work points to a comprehensive and significant new theory of risk and uncertainty and of the decision making process they require. The implications for social, political, and environmental theory and practice are enormous.

Winner of the 2000-2002 Outstanding Publication Award of the Section on Environment and Technology of the American Sociological Association

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