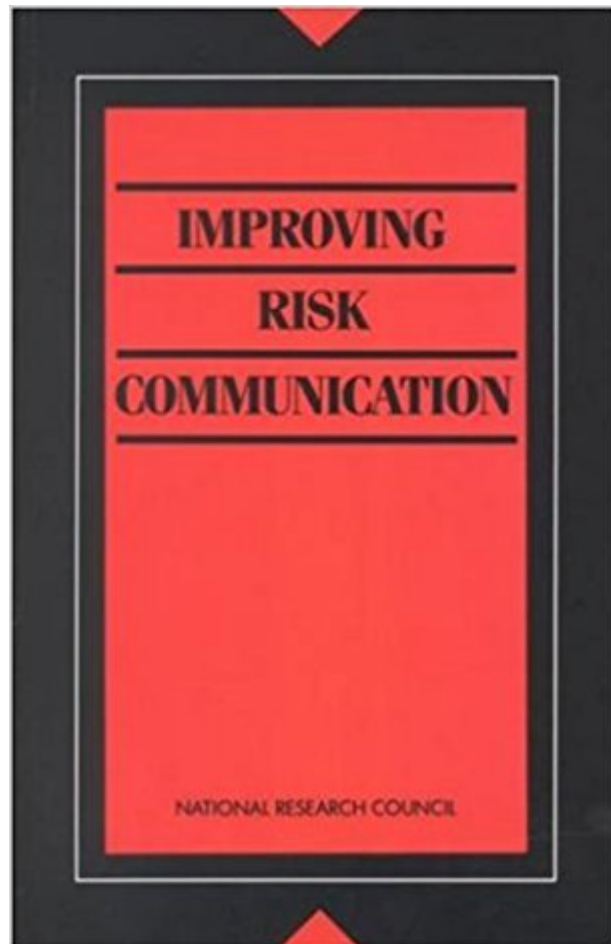


The book was found

Improving Risk Communication P



Synopsis

Technological risk and the process of explaining risks to the public have become major public issues. The mention of Bhopal or Love Canal can provoke emotional arguments--not only about the hazards themselves but also about how they were explained to the public. As new laws, the threat of AIDS, and other factors make risk communication more crucial, officials in government and industry are seeking guidelines on how to communicate effectively and responsibly. This volume offers an approach to better quality in risk communication. The combined insight of experts from government, business, and universities, *Improving Risk Communication* draws on the most current academic and practical information and analysis. Issues addressed include why risk communication has become more difficult in recent decades, what the major problems are, and how common misconceptions often hamper communication campaigns. Aimed especially at top decisionmakers in government and industry, the book emphasizes that solving the problems of risk communication is as much about improving procedures as improving the content of risk messages. Specific recommendations for change include a Risk Message Checklist and a call for developing a consumer's guide to risk. Appendixes provide additional details.

Book Information

Hardcover: 332 pages

Publisher: Routledge; 1 edition (June 1, 1989)

Language: English

ISBN-10: 0309039436

ISBN-13: 978-0309039437

Product Dimensions: 1 x 6.2 x 9 inches

Shipping Weight: 1.1 pounds

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #676,359 in Books (See Top 100 in Books) #74 in [Books > Textbooks >](#)

[Medicine & Health Sciences > Administration & Policy > Health Risk Assessment](#) #115

[in \[Books > Medical Books > Administration & Medicine Economics > Health Risk Assessment\]\(#\)](#)

[#590 in \[Books > Health, Fitness & Dieting > Safety & First Aid\]\(#\)](#)

Customer Reviews

Committee on Risk Perception and Communication, Commission on Physical Sciences, Mathematics, and Resources, National Research Council --This text refers to the Paperback edition.

Risk communication used to mean one way messages from experts to non-experts. But today's issues are not only technically complex, they are politically charged. Experts are often seen as advocates for a particular position, eroding credibility. There is a better way. This book is the result of the National Research Council's report on "Risk Assessment in the Federal Government: Managing the Process."

[Download to continue reading...](#)

Improving Risk Communication P Forensic Assessment of Violence Risk: A Guide for Risk Assessment and Risk Management Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) Improving Inter-professional Collaborations: Multi-Agency Working for Children's Wellbeing (Improving Learning) Continuous Integration: Improving Software Quality and Reducing Risk Communication Skills for Pharmacists: Building Relationships, Improving Patient Care Men Are from Mars, Women Are from Venus: A Practical Guide for Improving Communication and Getting What You Want in Relationships Mars and Venus in the Workplace: A Practical Guide for Improving Communication and Getting Results at Work Unlocking One Another: 30 Days To Improving Your Relationship Communication Men Are from Mars, Women Are from Venus: Practical Guide for Improving Communication Beyond Beliefs: A Guide to Improving Relationships and Communication for Vegans, Vegetarians, and Meat Eaters COSO Enterprise Risk Management: Establishing Effective Governance, Risk, and Compliance (GRC) Processes Hedging Currency Exposures: Currency Risk Management (Risk Management Series) Fixed Income Securities: Valuation, Risk, and Risk Management XVA Desks - A New Era for Risk Management: Understanding, Building and Managing Counterparty, Funding and Capital Risk (Applied Quantitative Finance) Model Risk in Financial Markets: From Financial Engineering to Risk Management Global Risk Agility and Decision Making: Organizational Resilience in the Era of Man-Made Risk Making Enterprise Risk Management Pay Off: How Leading Companies Implement Risk Management Managing Environmental Risk Through Insurance (Studies in Risk and Uncertainty)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)