

Why do trains crash when the signals are working? Why does a nuclear reactor melt down with all operators alert at their posts? Why do so many of our best-laid professional and personal plans so often go awry? Dietrich Dörner, winner of Germany's highest science prize, considers why—given all our intelligence, experience, and information—we make mistakes, sometimes with

catastrophic consequences. Surprisingly, he finds the answer not in negligence or carelessness, but in what he calls "the logic of failure": certain tendencies

in our patterns of thought—such as taking one thing at a time, cause and effect, and linear thinking—that, while appropriate in an older, simpler world, prove disastrous for the complex world we live in now.

Dörner finds no lack of examples. Why did the Aswan Dam planners who brought the blessings of cheap electricity to Egypt not realize that they would also interrupt the annual floods that for millennia had kept the Nile Valley rich and fertile? Why do planners of Third World health programs not realize that increased life expectancy requires increased food and thereby inadvertently end up contributing to starvation? Working with intriguing computer simulations of his own invention, Dörner exposes the flaws in our thinking. His examples—sometimes hilarious, sometimes horrifying—and brain-teasing thought experiments teach us how to solve complex problems. Together they make *The Logic of Failure* a corrective tool, a guideline for intelligent planning and decision making.

—from Metropolitan Books

Now available

in paperback!

Books Now The Virtual Bookstore⁵⁴⁴ 448 East 6400 South, Suite 125, Salt Lake City, UT 84107

Please send ____ copy(ies) of *The Logic of Failure*. I include a check payable to Books Now for \$15.00 plus \$4.95 postage and handling for the first book (total \$19.95). Add \$2.50 for postage and handling for each additional book.

Address_____

City____State____Zip____

Daytime phone _____(used only for problems with order)

Addison-Wesley, 1996, 222 pages 6" x 9¼", paperback, \$15.00

Order by phone
for faster service!
24 hours a day/7 days a week
-800-266-5766 ext. 1494
A service of Science News Books

Larry Laudan takes a fresh look at the risks and odds we all face every day. This time out, the author of the popular *Book of Risks* has compiled an astonishing assortment of statistics—and sometimes surprising truths—about the way things really are. It's a delightful excursion into the intruiguing realm of chance and probability, with plenty of wry wit and laughs along the way. From the lethal to the abusurd, the odds are you'll love it! Find out:

- How reducing one risk may actually increase another
- How to determine the odds of something actually happening to you
- How you can avoid the most common risks
- And much more

Books Now The Virtual Bookstore

Order by phone for faster service!

24 hours a day, 7 days a week 1-800-266-5766 ext. 1494 A service of Science News Books

Books Now The Virtual Bookstore

448 East 6400 South, Suite 125, Salt Lake City, UT 84107

Please send me _____ copy(ies) of *Danger Ahead*. I include a check payable to Books Now for \$14.95 plus \$4.95 postage and handling for the first book (total \$19.90). Add \$2.50 for postage and handling for each additional book.

Zip

Name .

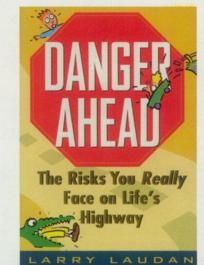
Address

City___

State ___

Daytime Phone _

(used only for problems with order)



John Wiley & Sons, 1997, 203 pages, 6"x9", paperback, \$14.95

What are the real chances that:

Your tax return will be audited? Your television will catch fire? You will injure yourself on a child's toy? You will get whiplash this year? You will be injured in an elevator?