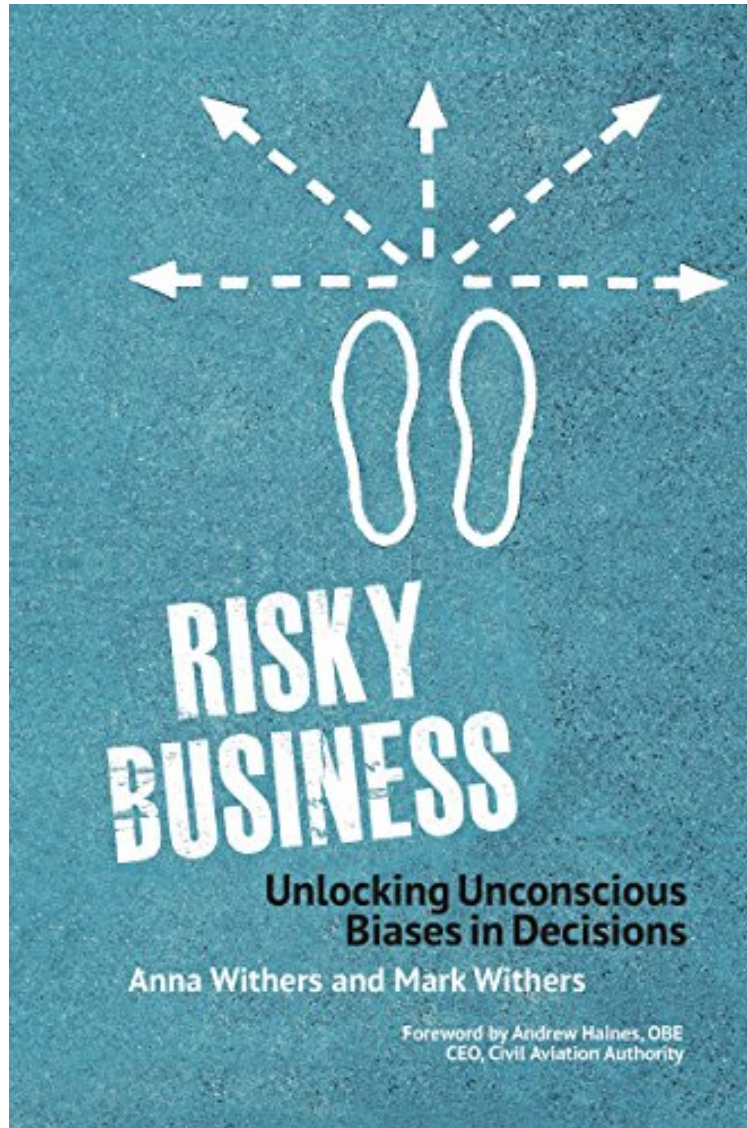


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Risky Business: Unlocking Unconscious Biases in Decisions

Anna Withers, Mark Withers

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Anna Withers, Mark Withers : Risky Business: Unlocking Unconscious Biases in Decisions before purchasing it in order to gauge whether or not it would be worth my time, and all praised Risky Business: Unlocking Unconscious Biases in Decisions:

Making decisions can be tough, but how do you know it's the right one and how can you be sure that unconscious biases aren't distorting your thinking? In Risky Business, Anna Withers and Mark Withers draw on decades of

research in the fields of psychology, behavioral economics and neuroscience to explain why are so-called rational brains are frequently fooled by over 100 powerful unconscious biases. At the same time they provide a straightforward framework everyone can use, where these biases are embodied into eight memorable characters that help us to avoid these pitfalls and make better decisions.

About the Author Anna Withers's early career was spent in investment banking where she worked for 13 years in a range of senior roles in the areas of investment analysis and client relationship management. Her previous employers included Bank Austria, Daiwa, UBS and Nikko Securities. Mark Withers has worked at the sharp end of the field of organisational development and human relations for nearly 35 years. As Managing Director of Mightywaters Consulting he has consulted with business leaders in a wider range of organisations and across different sectors.