

From some reviews of *Risk* by John Adams

***** on Amazon.com & co.uk

'extremely counterintuitive ... stimulating and rewarding'
Nature

'a fascinating book' *Evening Standard*

'I was asked to review a new book *Risk* by John Adams, and I have utterly changed my mind [about the benefits of seat belt legislation].' Matt Ridley, *Sunday Telegraph*

'This is the best book on risk that I have ever come across, and the only one to add anything to common sense. I hope that it is made compulsory reading in every corridor of Whitehall, Brussels and the Consumers Association.'
Economic Affairs

'a beguiling book' *The Economist*

Adams is 'an accessible and gentle giant in the field of risk'
New Statesman and Society

'an enormously wide and elegantly written account ... John Adams has succeeded in making the rather forbidding philosophical topic absorbing and interesting.'
Town and Country Planning

'a wonderful book ... quite the best I have seen on the topic for a long time.'
Prof. Tim O'Riordan, University of East Anglia

An 'elegant treatment of cost-benefit analysis ... as a whole, Adams' book is often amusing and accessible to a non-specialist readership. At the very least anyone considering applying cost-benefit analysis to health care would be well advised to take a look at *Risk*.'
British Medical Journal

'An engaging study ... excellent in debunking the myths which surround the study of risk.'
Financial Times

A 'lively, well-written book ... an invigorating book that deserves to be widely read.'
TLS

'demonstrates the futility of attempts to measure risk objectively ... interesting and relevant reading.'
The Structural Engineer

'*Risk* ... will be of inestimable help in persuading all risk experts that there is more on the subject than even they have previously thought ... It will change your thinking - for the better.'
Lloyds List

'John Adams is the world's leading iconoclast when it comes to traffic safety regulations.'
Road Law & Road Law Reports

'Takes down a peg or two much that is holy writ to the safety manager.'
Safety Science

'I cannot remember the last time I read anything quite so stimulating.'
Statistics in Medicine

'This is a book to make one pause and take stock ... just survey the trail of punctured pomposities that Adams leaves behind ... my own ideas about risk have been challenged and reshaped by reading this book.'
Michael Chisholm, *Transactions of the Inst. of British Geographers*.

'An unsettling book. It made me reconsider deeply held convictions ... essential, though not always easy, reading for anyone with any interest in risk. And that is all of us.'
Prof. Lewis Wolpert, chairman, Royal Society Committee on the Public Understanding of Science

'John Adams' latest book, *Risk*, is essential reading on

safety.' *Spokes* - a cyclists new letter.

'It is refreshing to witness the honesty with which Adams tackles the subject.'
Progress in Human Geography

'The only person I've heard talk any sense about this subject [drinking and driving] is Dr. John Adams ... his book, *Risk*, is a fascinating probe into people who see life as an extended game of Russian roulette.'
The Scotsman

'There is a lot of sense in Adams' idea.'
Dee Arup of the Royal Society for the Prevention of Accidents quoted in *The Times*.

'There's something radical and oddly convincing about this. It runs against all one's presuppositions, but it allows one to ask a wider question: does the Adams' risk theory apply in the longer term and on a larger scale?'
The Observer

'In his new book, *Risk*, Dr. Adams challenges conventional wisdom concerning risk-taking.'
Safety Express

'The most thorough, if controversial, discussion of risk is by John Adams in his simply titled *Risk*.'
The Independent

'Please read the book. This article cannot do it justice. It is full of provocative, but helpful, thinking. It does explain the gap between expectation and performance in risk-management. It is somewhat unsettling, but that is good.'
Insurance Day

'Who should decide how much risk you should take? ... John Adams of University College London presents a case for more individual autonomy.'
The Freeman

'very good and sometimes amusing ... overall I found the book enjoyable.'
The Journal of the Institute of Road Safety Officers

'... fascinating, un-put-downable and enormously frustrating.'
Transport Retort

'A new book by John Adams of University College London shows that most "improvements" to driver safety are counter-productive.'
Lloyds List

'dissects the myths surrounding driving and safety.'
The Independent on Sunday

Fascinating and eye opening.'
Neil Lyndon, *Sunday Telegraph*

'A *tour de force*, almost a toxic chemical of a book ... guaranteed to enlighten and infuriate.'
Proceedings of the Chartered Institute of Transport.

'Whenever I pick it up I find something new and fascinating.'
David Ball Director of the Centre for Environmental & Risk Management, University of East Anglia.

'a heretic ... you have to be numerate in the conventional sense to see the force of Adams' arguments.'
Samuel Brittan, *Financial Time*

'... having read it none of us should ever look at transport issues in the same way ... deserves to be read by the whole community of transport planners and policy makers.'
Transport Geography

Buying this book is a risk well worth taking.'
Heinz Wolff

'*Risk* is now one of the essential documents for a manager's bookshelf.'
Risk Management Reports

'John Adams ... the most creative and the most interesting ... currently witing in the field of risk. Where virtually the entire field is stereotyped into divisions between contending forces, the approach ... opens up bridges between these forces and also provides a look at the phenomena of danger from technology itself.'
Aaron Wildavsky

'Flat earthers like Adams should belt up before they fall of the edge.'
Daily Express.