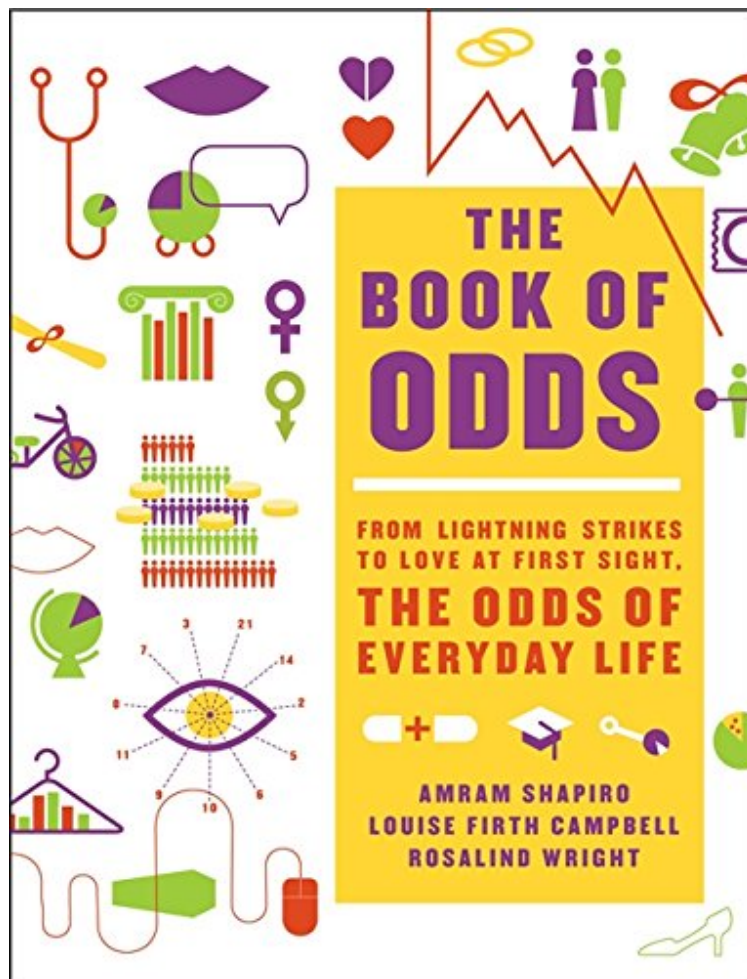


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The Book of Odds: From Lightning Strikes to Love at First Sight, the Odds of Everyday Life

Amram Shapiro, Louise Firth Campbell, Rosalind Wright
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Amram Shapiro, Louise Firth Campbell, Rosalind Wright : The Book of Odds: From Lightning Strikes to Love at First Sight, the Odds of Everyday Life before purchasing it in order to gage whether or not it would be worth my time, and all praised The Book of Odds: From Lightning Strikes to Love at First Sight, the Odds of Everyday Life:

0 of 0 people found the following review helpful. Everyday life statistics, presented as fun-to-browse triviaBy David J. AldousConsiderably better than previous books in the genre, this is serious trivia giving statistics about everyday life. As the authors acknowledge, such statistics represent chances only for a person about whom who know nothing, and you have never met such a person, and in particular you are not such a person, so treating these numbers as your chances would be nonsensical. With this proviso its fun to browse as trivia, but is also a useful starting point for any

more serious investigation, because it carefully cites sources. Unfortunately the magazine style of frenetic page layout, combined with curiously unimaginative ways of presenting the actual data (as lists rather than graphics there's a reason histograms were invented!) is more distracting than engaging. The focus in initial chapters on sex, romance, pregnancy etc may strike readers as a cheap way to boost sales. In fact, my data on search engine searches for "chance of" shows that over 25% of such search engine queries are about contraception or pregnancy related matters, so the range of topics in the book is in fact not so far removed from the range of topics for which people actually care about chances. As a final comment, much psychological research such as *Thinking, Fast and Slow* and *Superforecasting: The Art and Science of Prediction* shows that in thinking about chances for (say) "will this recent marriage last 10 years?" people put too much weight on their evaluation of the specific people and not enough weight on the statistical "base rate" for such events, so there is actual value in knowing these statistics.

2 of 3 people found the following review helpful. The Book of Odds is Great! By Joel Schwartz The Book of Odds is a blast. Nowhere else will you find so much data, so beautifully and strikingly laid out, telling readers so many interesting things about everyday American life. It's full of surprising facts: to give two examples, whites are more than twice as likely as blacks to believe that traffic patrols use racial profiling; ten out of eleven people struck by lightning survive. The book also points suggestively to major changes in American beliefs over time: in 1990, only 8 percent of Americans reported no religious affiliation; by 2008, the figure rose to 15 percent. It's carefully researched (citing reputable sources for all of its statistical claims), and it's written clearly and cleverly. It's a great read, perfect for leisurely examination, and maybe even better for settling barroom bets. Joel Schwartz, co-author of *It Ain't Necessarily So: How Media Make and Unmake the Scientific Picture of Reality*

0 of 0 people found the following review helpful. It is good. By bblwn The odds are you could not find anything better for the average person to understand.

From the popular Book of Odds website, this stylish and accessible reference book offers a fascinating peek at the probabilities that govern every aspect of human life. Did you know that your odds of dying from drowning are higher than the odds of meeting your mate on a blind date? That the odds a child has seen Internet porn are the same as the odds a person is right-handed? That nearly one in three adults believes in UFOs and nearly one in six has reported seeing one? Drawing from a rigorously researched trove of more than 400,000 statements of probability, based on the most accurate and current data available, *The Book of Odds* is a graphic reference source for stats on the everyday, the odd, and the outrageous—from sex and marriage, health and disease, beliefs and fears, to wealth, addiction, entertainment, and civic life. What emerges from this colorful and captivating volume is a rich portrait of who we are and how we live today.

The Book of Odds is filled with good news (you have a relatively good chance of experiencing love at first sight), mixed news (you are less likely to be killed by a co-worker than by a sibling), and bad news (don't even ask). (Barnes Noble, Editor's Recommendation) *The Book of Odds* shows the surprising probabilities governing everyday life, including how your sex life stacks up. (Salon.com) An enticing read from cover to cover, the odds are great that you will enjoy this book. (Library Journal) About the Author Amram Shapiro is the founder and president of the Book of Odds. He is coauthor of *Product Development, Success Through Product and Cycle-Time Excellence* and has contributed to numerous journals including *Research Technology Management* and *CFO* magazine. Louise Firth Campbell is the chief operating officer of the Book of Odds. She has more than twenty-five years' experience advising companies, government agencies, and nonprofit organizations on strategic business, technology, and marketing issues, as well as on public policy. Rosalind Wright is the founding editor of the Book of Odds. She has published two novels: *Rocking*, which received an award from PEN International, and *Veracruz*, which received the top fiction prize from the Texas Institute of Letters.