ProjectThink

Why Good Managers Make Poor Project Choices

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GOWER
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### Chapter 13: What to Do About Risks

- Make It Simple
- Strategies for Dealing with Risks
- How to Build a Rocket, or Risk Ranking
- Should We Protect Commercial Airplanes Against Surface-to-Air Missile Attacks by Terrorists?
- Zero-risk Bias
- Risk Engineering
- When Quantitative Risk Analysis is Necessary

### Chapter 14: Choice Engineering for Organizations

- Are You Borg?
- Don't Be Evil!
- Disclosure Therapy
- What to Do to Make Your Team, Your Clients, and Your Boss Happy
- What to Do to Make Yourself Happy and Spread the Virus of Happiness

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