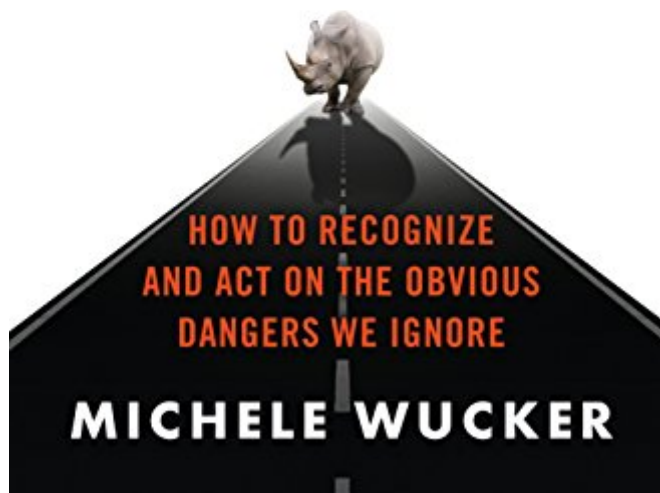


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The Gray Rhino: How To Recognize And Act On The Obvious Dangers We Ignore

"Equally vital for companies and countries, *The Gray Rhino* serves as a critical reorientation of crisis management strategy and policymaking."
—IAN BREMMER, PRESIDENT, EURASIA GROUP

THE GRAY RHINO



Synopsis

A "gray rhino" is a highly probable, high impact yet neglected threat: kin to both the elephant in the room and the improbable and unforeseeable black swan. Gray rhinos are not random surprises, but occur after a series of warnings and visible evidence. The bursting of the housing bubble in 2008, the devastating aftermath of Hurricane Katrina and other natural disasters, the new digital technologies that upended the media world, the fall of the Soviet Union...all were evident well in advance. Why do leaders and decision makers keep failing to address obvious dangers before they spiral out of control? Drawing on her extensive background in policy formation and crisis management, as well as in-depth interviews with leaders from around the world, Michele Wucker shows in *The Gray Rhino* how to recognize and strategically counter looming high impact threats. Filled with persuasive stories, real-world examples, and practical advice, *The Gray Rhino* is essential reading for managers, investors, planners, policy makers, and anyone who wants to understand how to profit by avoiding getting trampled.

Book Information

File Size: 1391 KB

Print Length: 303 pages

Publisher: St. Martin's Press (April 5, 2016)

Publication Date: April 5, 2016

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B011I2MONE

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #86,122 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #17

in Books > Business & Money > Finance > Financial Risk Management #22 in Kindle Store > Kindle eBooks > Nonfiction > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Public Policy #85 in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Systems & Planning

Customer Reviews

At its most basic level, *The Gray Rhino* explores “highly probable, high-impact, yet neglected threats.” Masterfully weaving together real world examples and interviews with behavioral economic theory, Wucker explores how we, again and again, fail to act in situations involving obvious (and probable) dangers. Taken as a whole, however, this book is really an instructional manual for how leaders at every level can make better decisions – the kind of decisions that produce positive and sustainable outcomes in the long run. Chapters 5-9, in particular, focus on what actions we can take to recognize and accurately evaluate risks, and to effectively address them before they become newspaper headlines (think: data theft, collapsed bridges, and the global financial system). The text is also unpretentious and easy to read, and Wucker’s conversational tone and style makes even the most complex ideas easily comprehensible, and interesting to read about. Also, readers who are pressed for time will appreciate the “Chapter Takeaways” at the end of the main chapters (These nuggets alone would provide a solid framework for an MBA-level course at a top university). All in all, this is a smart book that’s a quick and interesting read, and that will actually help you to make better decisions. Definitely adding this one to my collection of high quality leadership resources.

Wow, is this book ever relevant and timely. Wucker takes us on a tour of metaphorical gray rhinos - highly probable, high-impact threats that we would all much rather ignore. Having read the book, I see them everywhere. Yet the message is ultimately one of optimism. Wucker presents a plan for recognizing and avoiding the many gray rhinos threatening us on a global level, in business, and even our personal lives. Let’s get this message out, and learn to be rhino spotters.

I’m a big fan of the Gray Rhino! This should be required reading for anyone who wants to be better prepared for what is in fact coming right at us. It is crisply written with logical flow and proves the incredible relevance of the Gray Rhino. I also highly recommend this to all students of politics and international relations to have a clearer understanding of risk factors impacting stability. This book is a particularly useful tool for my graduate students in my course Political Risk & Prediction as it will make them more effective analysts in their careers. A timely, useful read by a powerful global thinker.

Wucker has done her homework! *The Gray Rhino* is full of examples, case studies and stories of “dangers ignored.” But beyond that, it includes smart and tangible advice on how to stop ignoring

and start facing the dangers we avoid. I particularly liked the ideas on "muddling." That section reminded me that not only are rhinos gray, but so is life. Facing danger and possible trouble won't make everything perfect. Nothing does. But reducing denial and avoidance leads to fewer disasters, better collective outcomes, and a better life. Who doesn't want that? Read, reflect on and practice this book.

The clearest wake up call I've read. From my perspective this is a must read for Americans who care.

Has good data. I thought it would be more of a "page-turner" but for me it wasn't. I'm keeping it to refer back to some points.

Excellent read. It's a must have for anyone who is interested in the pitfalls of our world.

Ordered for a friend. All I know is that she's been reading and enjoying it.

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