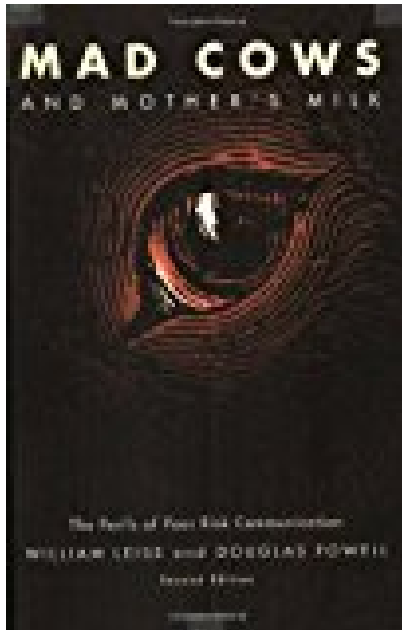


Mad Cows and Mothers Milk The Perils of Poor Risk Communication



BOOK DETAILS

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BOOK SYNOPSIS

An evaluation of the role of risk communication in dealing with public controversies - this text presents a number of case studies of risk including the "mad cow crises" in 1996 and what is commonly known as hamburger disease, caused by a virulent form of the E.coli bacterium.

MAD COWS AND MOTHERS MILK THE PERILS OF POOR RISK

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