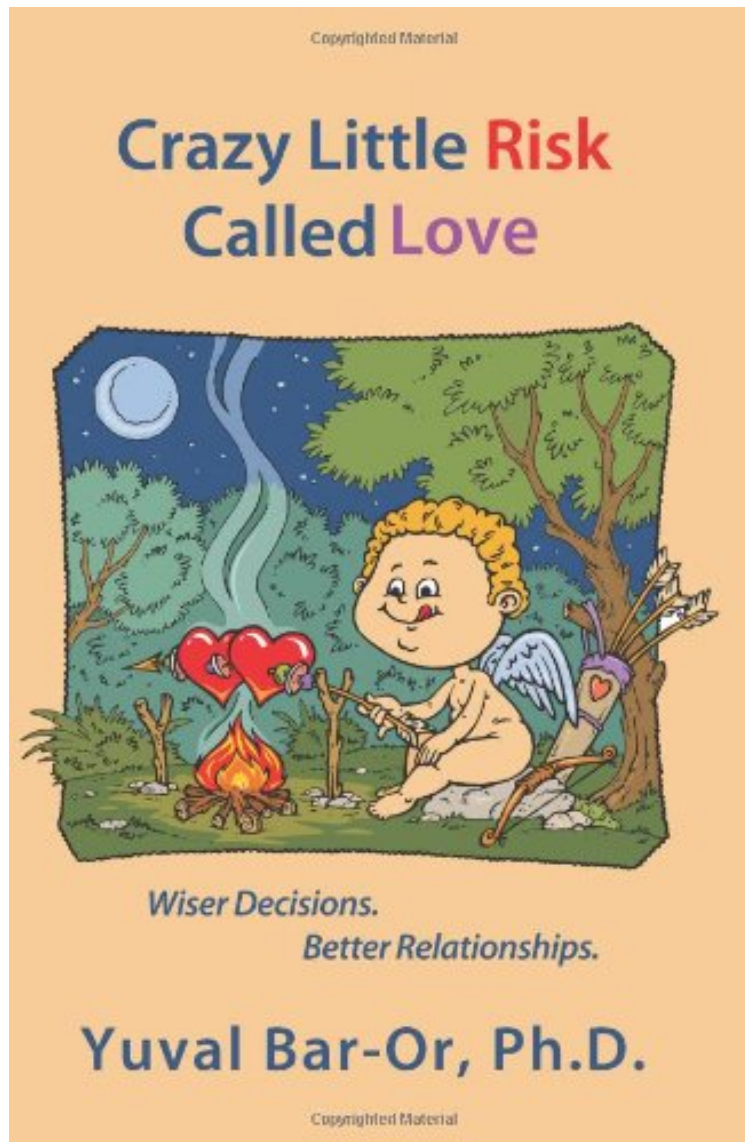


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Crazy Little Risk Called Love

Yuval Bar-Or

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Yuval Bar-Or : Crazy Little Risk Called Love before purchasing it in order to gage whether or not it would be worth my time, and all praised Crazy Little Risk Called Love:

Biologically and psychologically, we are hard-wired to seek and participate in intimate relationships. But such activities come with significant risks. The number of couples who live “happily ever after” is small. From a risk-

management perspective, our repeated voluntary exposure to love risk appears highly irrational. In this book, Dr. Yuval Bar-Or looks at love from a fresh perspective: that of a risk manager. In doing so he attempts the impossible?trying to view objectively what is inherently an emotion-laden challenge. This light-hearted exploration of love, human sexuality, risk, and loss is easy to read and entertaining. Most importantly, it explores practical solutions for reducing love risk, helping us to enjoy more of love's highs and fewer of its lows.

"If you're stuck in a bad relationship, you might have something in common with the subprime mortgage mess ... An unusual analogy from a business school academic ... [b]ut Bar-Or's specialty is risk management. And in his new book, "Crazy Little Risk Called Love," he suggests the tools that savvy investors use to minimize their losses can help us reduce our risks in love." - Eileen Ambrose, The Baltimore Sun "The book is at its breezy best when [the author] takes terminology from Wall Street and applies it to Lovers Lane, as in the chapter "Tools for Reducing Love Risk," where hedging, diversification, and derivatives ... are all modified to apply to romantic entanglements ... The self-help-for-the-lovelorn aisle at the bookstore is already pretty crowded, but Bar-Or's boardroom take on the bedroom at least presents a new lens for examining the topic." - Brennen Jensen, Johns Hopkins ONE Magazine.