

Announcing a new book by Patrick Leach:

Why Can't You Just Give Me The Number?

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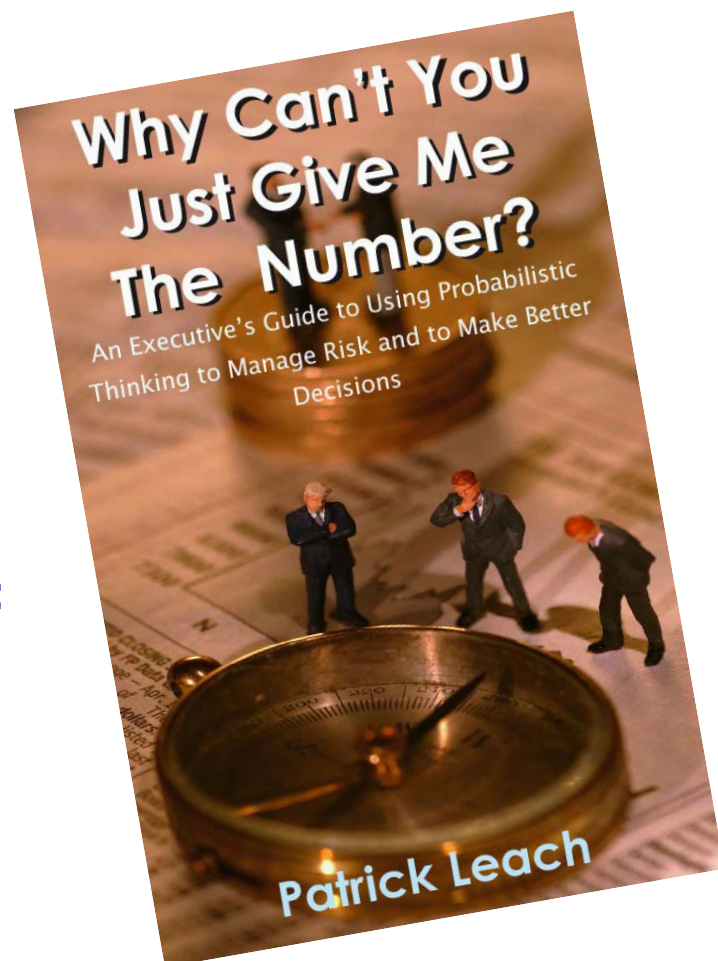
**An Executive's Guide to Using Probabilistic Thinking
to Manage Risk and to Make Better Decisions**

"Why Can't You Just Give Me The Number?" is for busy executives who have heard this familiar lament, but are worried about the perils of being blindsided by a pitfall or missing out on a great opportunity. Ideas for exploring uncertainty and risk are introduced in a conversational tone, with great analogies and case studies to illustrate the real world use of modern decision theory. From single decisions to business portfolio management, and from project scheduling to budgeting, readers of this book will see how dealing knowledgeably with uncertainty and risk can become the keys to competitive business advantage. –

*Gary Bush, Managing Director,
Decision Strategies, Inc.*

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Here is what people are saying about **Why Can't You Just Give Me The Number?** by Patrick Leach:

"This book is a must read for those who deal with executives and decision makers." *-David Skinner, Managing Director, Decision Strategies, Inc. and author, "Introduction to Decision Analysis."*

"Decision-making 101 for executives – a solid overview of the key decision analysis concepts sprinkled with pearls of wisdom and wry humor. Mr. Leach's comfort and command of the material is evident. What could be intimidating concepts to communicate are presented clearly and illustratively. Today's executive requires an understanding and conversational command of the language of risk, uncertainty and decision-making. Mr. Leach's handbook is an excellent and efficient introduction to these 'must know' constructs." *-Dr. Robert Ameo, Director, Business Development, Medical Devices and Diagnostics Group, Johnson & Johnson.*

"I found myself thinking of specific applications to decisions we are making at Marubeni."

-Matthew Cabell, Executive Vice President and General Manager, Marubeni Oil & Gas (USA), Inc.

"...it challenges the reader to think in ways he may not normally think, but are the ways he should be thinking... Chapter 10 should be required reading for every buyer of Microsoft Project." *-Fred Gibson, President, The George R. Brown Partnership.*

"Complex concepts are explained simply, but not simplistically. As I read it, I kept finding ideas and methods that we can use in my company." *-Richard Omlor, CEO and President, YSI Inc.*

Patrick Leach is a Senior Consultant with Decision Strategies Inc. Previously, he worked for Texaco as a geophysicist, partner & government coordinator, and portfolio manager. He won Best Paper awards at the Indonesian Petroleum Society conference in Jakarta in 1990 and at the Petroleum Geology of Northwest Europe conference in London in 1997.

One of the more interesting periods of his career was spent serving as "in-house evangelist" for probabilistic methods at Texaco. During this time, he traveled around the world, visiting the upstream business offices, teaching workshops in stochastic methods, helping project teams apply probabilistic analysis, and training local experts. He also came to realize the need to educate the company's senior management in how to interpret the results of the analyses and how to incorporate this type of logic into their decision-making and everyday thought processes.



Mr. Leach has a B. Sci. degree in Geomechanics from the University of Rochester and an MBA from the University of Houston. He currently resides in Missouri City, Texas.



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