

“An overwhelmingly compelling case for safety. One of the most intelligent and impactful books; everyone should read it.”—*Library Journal*, Starred Review

CAREFUL

A User's Guide to Our Injury-Prone Minds

STEVE CASNER

“We can all relate to Steve’s blooper reel of everyday ways we hurt ourselves. *Careful* provides enough science and data to blow you away, but the real-life stories will have you laughing. This helpful book just might save your life.” —**Deborah Hersman, president of the National Safety Council and former chairman of the U.S. National Transportation Safety Board**

“Be careful! It’s admirable advice, but completely useless. As Steve Casner explains in this readable and authoritative account, the human mind is powerful and creative, but not well equipped for the unnatural requirements of modern living. This book is the solution, providing solid, practical insights based on decades of scientific studies and years of experience.” —**Don Norman, professor and director, University of California, San Diego Design Lab; author of *The Design of Everyday Things***

“A sharp, concise review of the things that can kill or harm us, how we contribute to the problem, and what we can do together to make us all safer... Although Casner employs a gentle sense of humor, the book's greatest strength is the author's encouragement of compassion for others in everyday life.”—**Kirkus Reviews**

“Riveting and relatable, Casner’s book will inspire readers to take a good look at their own lives and the safety precautions they take on a daily basis.”—**Publishers Weekly**

“Casner convincingly argues that we all need to make a habit of being more careful. A scientist and a natural storyteller, he takes the studies, data, and safety advice we usually tune out and turns it into gripping, page-turning material. This is a how-to-guide for a new way of thinking about survival in a world filled with hazards and distractions.” —**Charles Duhigg, author of *Smarter Faster Better* and *The Power of Habit***

“The book is informative, funny and frightening. After reading, you’ll want to wrap yourself in protective bubble wrap.”—**Fort Worth Star-Telegram**

“This insightful, easy read is his attempt to show that despite our technology and greater emphasis on safety at work, we face just as many perils to our mortality and good health as our parents and grandparents, who never wore seatbelts and chain-smoked while filling up at the pump.” —**New Equipment Digest**

After a hundred years of steady improvement, the rate at which people are being injured (or worse) in everyday accidents is sharply increasing. As doctors and medical researchers work busily to extend our lives, more people each year are figuring out ways to cut them short. Car crashes, pedestrian fatalities, home improvement projects gone wrong, mistaken medical diagnoses, lost medical records, home fires, adventure sports, even cockroach-eating contests: we're finding diverse and creative new ways to put our bodies in harm's way.

But according to **Steve Casner**, there's no such thing as an accident. Casner insists these injuries are preventable and that we *can* take back control of our own wellbeing. Casner is a research psychologist who has spent the past twenty years at NASA ensuring the safety of people who hurtle through the atmosphere at the speed of sound, and whose studies on safety have received critical media attention from such publications as *The New Yorker*, *Scientific American*, *The Christian Science Monitor*, and others. Now, Casner has written **CAREFUL: A USER'S GUIDE TO OUR INJURY-PRONE MINDS (May 23, 2017)**, the definitive guide on safety for the rest of us.

In his eye-opening and deeply entertaining book, Casner helps us understand that, in our increasingly complex world, we humans are still as fragile as ever. He explains the many quirks in the way we think about being careful, and why they might be getting the best of us. For instance, why do we do things like insist on the fat-free salad dressing but then text and drive? Casner reassures us that these peculiarities are what make us human—and that they won't stop us from learning to think about our safety like a pro. By sharing captivating stories of real accidents alongside the simple techniques that could have been used to prevent them, **CAREFUL** arms readers with a new understanding of how our sometimes fallible minds work so that we increase our chances of getting through the day in one piece.

At once hilarious and insightful, informative and engaging, **CAREFUL** is the manual that will teach us how to live more fulfilling and productive lives...safely.

ABOUT STEVE CASNER

Steve Casner is a research psychologist who studies the accident-prone mind. A NASA scientist by day, Casner also flies jets and helicopters, rides motorcycles and skateboards, and has surprisingly few scratches on him. He lives in San Francisco with his wife and daughter.

FOR MEDIA INQUIRIES, CONTACT:

Glory Anne Plata, Senior Publicist
212-366-2575 / gplata@prh.com

Jennifer Huang, Publicity Assistant
212-366-2543 / jhuang@prh.com

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