

Probability or Price? Form Matters When it Comes to Risk

Whether or not you go out on a limb may depend on how the numbers are presented.



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IESE's [Johannes Müller-Trede](#) investigates the difference between a percentage and a numerical value in shaping risk attitudes — and offers up some practical applications.

Probability or Price? Form Matters When it Comes to Risk from **IESE Business School**



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