

At Florey's Books
2120 Palmetto Ave., Pacifica CA 94044 650-355-8811

Sunday July 9, 2:00-4:00

Author **David Hirzel** introduces his new book:

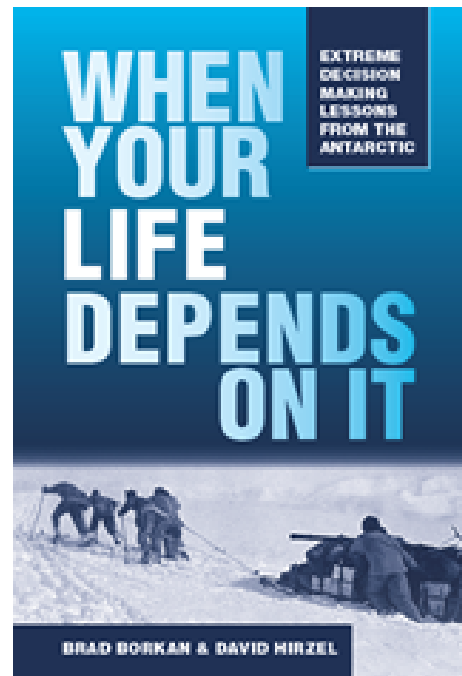
When Your Life Depends on It *Extreme decision making lessons from the Antarctic*

When Your Life Depends on It is an adventure book based on the harrowing life and death decisions made by early Antarctic explorers during the heroic era of exploration in the early 20th century.

This book reveals lessons from their decisions to help all of us make better personal and business decisions in our lives today.

During the book talk you will:

- Hear unforgettable true adventure stories about the challenges and decisions faced by the early Antarctic Explorers – Scott, Shackleton, Amundsen and Mawson – and encouraged to think about what you would have done in their situations.
- Come away with powerful techniques to improve your own modern day decision making..



Why read this book? According to Dr. David M. Wilson, great nephew of Antarctic explorer and scientist Dr. Edward Wilson:

"This book is a page-turner with true stories that will sear you to the depth of your soul.

"It brings to life a time when ordinary people faced extraordinary challenges as they pushed forward the boundaries of human knowledge against powerful forces in a hostile environment. The stories and the decision making lessons derived from them will stay with you for the rest of your life."

Pacifican **David Hirzel** has written extensively on the history of the exploration of the north and south polar regions, including his three-part "polar biography" of the Irish explorer Tom Crean, whose unique contributions made him the unsung Antarctic hero of Scott's first and second expeditions and Shackleton's *Endurance* expedition during the early years of the twentieth century. His presentations at Antarctic conferences have given him an international reputation in the field of polar exploration.

The book is co-authored with **Brad Borkan**, an American living in London, whose graduate degree in Decision Sciences from the University of Pennsylvania has provided him a keen interest in business and personal decision making. Our shared interest in the history of Antarctic exploration has led to this unique combination of survival stories and decision-making strategies.

Website: www.extreme-decisions.com

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