

# When Your Life Depends On It: Extreme Decision Making Lessons from the Antarctic

by Brad Borkan and David Hirzel

---

**The life-and-death decisions made by the early Antarctic explorers, and what we can learn from them to make better decisions in our modern lives.**

---

**“A remarkable book”** Sir Ranulph Fiennes

---

**“Finalist: Best Audiobook – History category”** Voice Arts Awards

---

**Categories:** History, Exploration, Leadership, Decision Making, Personal Development

**Keywords:** #Antarctica, Decisions, Discovery, Exploration, Shackleton, South Pole, Survival, Teamwork

**Formats:** Paperback, Kindle, Audiobook

**Price:** Paperback \$14.99, Kindle \$5.99

**Release Dates:** Paperback, Kindle (2017), Audiobook (2018)

**Publisher:** Terra Nova Press

**ISBN:** 978-1-945312-05-2

**Grab a warm blanket. This book puts you right into the action of the life-and-death decisions made by early Antarctic explorers like Scott, Shackleton, Amundsen and Mawson, and is filled with unforgettable stories about the challenges and decisions they faced on the ice.**

While the book focuses on Antarctica in the early 1900s, **it also has modern relevance** – revealing valuable lessons in leadership, team work, and sheer grit and determination that can help all of us make better decisions in our lives today.

Co-written by Brad Borkan, a decision scientist, and David Hirzel, an Antarctic historian, in *When Your Life Depends on It* you will discover:

- 11 of the greatest survival stories in the history of exploration
- How to make decisions fast without feelings of doubt or guilt
- How to succeed against all odds

The book will resonate with people who love travel and adventure, as well as those seeking insights into human behavior. It reveals the mind-set of the brave men who risked, and in some cases gave their lives, for science, discovery and exploration.

## About the authors

**Brad Borkan** has a graduate degree in Decision Sciences from the University of Pennsylvania and has a fascination in how people and businesses can make better decisions. Brad has presented at business and Antarctic conferences, appeared on cable TV in the US, and on Internet talk radio programs. His talks focus on leadership, team work, and winning against the odds. He is based in London and was recently made a Fellow of the Royal Geographic Society.

**David Hirzel**, is a maritime historian, author, and small business owner living in California. His polar books include a 3-part polar biography of the Irish explorer Tom Crean, a key player in Scott's and Shackleton's expeditions. David's book *Sailor on Ice* has been optioned for a documentary. David is a guest lecturer for Viking and other Cruise Lines.

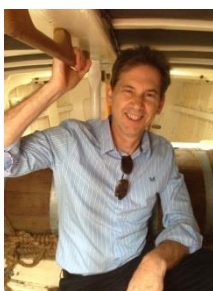
[www.extreme-decisions.com](http://www.extreme-decisions.com) twitter: @PolarDecisions

1-minute video about the book: [YouTube](#)



**Voice Arts: Best Audiobook-History category Nominee (Finalist)** narrated by world-renowned voice actor Dennis Kleinman.

**Wishing Shelf Literary Award Finalist** non-fiction category



Brad Borkan



David Hirzel

For information, editorial opportunities, interview requests or review copies please contact Brad Borkan by email [brad.borkan@gmail.com](mailto:brad.borkan@gmail.com) or phone UK: 07808 575912 International: +44 7808 575912