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Traffic Safety by Leonard Evans

445 pages (118 figures, 74 tables)

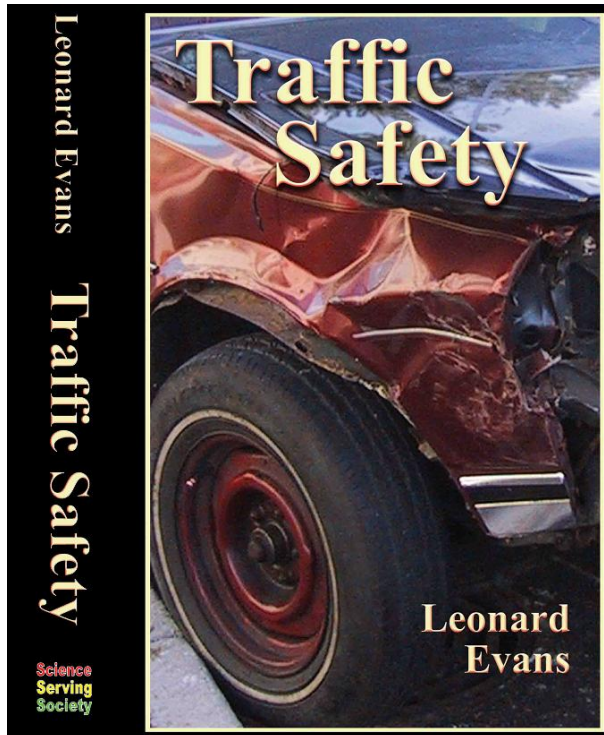
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From the reviews . . .

- Highly readable, entertaining, and educational volume on the scientific evidence regarding road safety interventions. Evans is at his best explaining counterintuitive results. Evans's book dismisses much of the folklore very effectively, and this is its most important contribution. *British Medical Journal -- BMJ*
- Dr. Evans's style is unique and often light-hearted. Far from offering dry analysis, he writes clearly and concisely, often offering bits of his British humor. He proves that he can argue and present a case just as compellingly as a polished trial lawyer. *Santa Clara Law Review*
- A variety of audiences will enjoy this book. Researchers and policymakers will find a clear and detailed summary of current knowledge. Drivers will learn several tips for being safer on the road. Evans' work covers in remarkable detail the full range of important topics in traffic safety . . . but his chapter *The Dramatic Failure of U.S. Safety Policy* is the showstopper. *Journal of the American Medical Association -- JAMA*
- A fascinating book that will become a valuable reference and resource for researchers and professionals working in the traffic safety area. Evans has included some great stories . . . made extensive use of tables and graphs to illustrate data and concepts . . . drawn examples from around the world to provide an international perspective on traffic safety. It is truly an enjoyable and easy book to read. *Choice -- American Library Association*
- Well written and easy to understand . . . insightful and thought provoking. It is an excellent reference for all road safety professionals and should be a recommended reading for any engineering or epidemiology related road safety course. *Transportation Research Forum*
- Traffic Safety is a useful resource for anyone working or researching in this area, and it will undoubtedly be a well-thumbed volume on my bookshelf. Appreciated the clarity of expression that his approach offers. *Ergonomics*
- This book is well written, unexpectedly humorous in places, and highly instructive. . . . straightforward explanations that provide the reader with an entertaining and clear walk through information that could have been dull and hard to understand in another writer's hands. *American Journal of Preventive Medicine*
- Leonard Evans is one of my heroes, one of the global Gods of Road Safety. My favorite parts of the book explain why seemingly great interventions such as driver improvement aids and vehicle safety features are not always as good for traffic safety as they are expected to be. *adiNEWS*
- After reviewing and using his 1991 classic, *Traffic Safety and the Driver* - always within eye reach, I asked myself "What can Leonard Evans do for an encore?" The encore is even better than the original. *Israel Medical Association Journal*

ABOUT THE AUTHOR



Leonard Evans is an internationally renowned traffic safety expert. His degrees include a doctorate in physics from Oxford University, England. He has presented traffic-safety lectures, including 22 Keynote Addresses, in 30 countries. His 190 publications include *Traffic Safety (2004)* and his distinctly different *Traffic Safety and the Driver (1991)*. *Traffic Safety* is used in more than 50 countries. It is a college course text in many, including many US universities. Dr Evans' research has received awards from the *National Highway Traffic Safety Administration*, the *International Association for Accident and Traffic Medicine*, the *International Traffic Medicine Association (ITMA)*, the *Association for the Advancement of Automotive Medicine (AAAM)*, the *Human Factors and Ergonomics Society (HFES)*, the *Detroit Institute of Ophthalmology*, the *Society of Automotive Engineers (SAE)*, and *General Motors (GM)*. He has been president of *ITMA* and *AAAM*, the only individual to have headed both organizations. He is president of *Science Serving Society*, a one-man organization he formed in 2000 to continue research and other professional activities after completing a 33-year research career with GM. Dr. Evans was a Sigma Xi Distinguished Lecturer (2001-2), and recipient of the SAE's Lloyd L. Withrow Distinguished Speaker Award (2005, and also 2006). He is a fellow of the *SAE*, a fellow of *HFES*, a fellow of the *AAAM*, President Emeritus of the *ITMA*, and a member of the National Academy of Engineering.

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