

*When taking a risk is the least risky thing you  
can do to live a fulfilling life*



The  
**RISK**  
P a r a d o x

Life Lessons  
from **102** Amazing  
Risk-Takers

Alan Ying & Doug Schneider

**amplify**  
an imprint of Amplify Publishing Group

Hardcover Available  
October 4, 2022

**Press Contact:**

Heather Orlando Jerabek  
Publicist, Amplify Publishing Group  
571.599.2109 or [heather@amplifypublishing.com](mailto:heather@amplifypublishing.com)



## From two risk researchers comes a groundbreaking study that sheds light on the advantages of embracing uncertainty.

Why do some people embrace risk while others avoid it at all costs? How do you know when to take a chance or when to walk away? And what happens after a risk crashes miserably, pays off handsomely, or lands in the muddy middle of life?

*The Risk Paradox* examines the stories of over one hundred notable risk-takers, in business and life. This unprecedented study provides fascinating, intimate views on risk and its meaning—before, during, and after the plunge. The authors' research reveals lessons and secrets of those who embrace risk as a part of life, taking us to the heart of the *Risk Paradox* itself: taking a risk is the least risky thing you can do to live a fulfilling life.

### **In an interview, the authors can speak to—**

- Alan's decision to leave a prestigious cardiothoracic surgery program at Duke University to pursue a career in tech—with no funding, no customers, and several employees to support—and how that decision changed his life.
- How Doug took controlled risks for much of his life and learned the value of taking larger risks later in life.
- Why your mission should always trump your hesitation to take risks.
- How aging and gender can affect risk.

# Meet the Authors



**Alan Ying** dropped out of the cardiothoracic surgery residency program at Duke University to start a software company when he was twenty-eight years old. Since selling that business, he's enjoyed leading, investing in, and serving on the boards of start-ups to public companies. Alan grew up in Ohio and now lives in Texas. He is married to Anita and is father to Sydney, Emory, and Cooper. You can email him at [alan.j.ying@gmail.com](mailto:alan.j.ying@gmail.com).



**Doug Schneider** spent over twenty-five years in high-tech firms, many of them leading and working in healthcare information technology firms that drove industry expansion. He's had a lifelong focus on innovation and risk-taking. Doug is also the author of the running memoir *Ten Marathons: Searching for the Soft Ground in a Hard World*. He splits his time between Cincinnati, Ohio, and Hilton Head, South Carolina, with his wife, Elaine. Doug's writing on life, work, and running can be found at [www.dougschneider.net](http://www.dougschneider.net) and he can also be reached by email at [marathondoug@hotmail.com](mailto:marathondoug@hotmail.com).



# Praise for *THE RISK PARADOX*

*“Makes a powerful case for the benefits of risk-taking no matter the outcome.”*

**Daryl Morey**, President of Basketball Operations, Philadelphia 76ers

*“Reveals, story by story, the motivations and life circumstances of risk-takers.”*

**Judi Sheppard Missett**, Founder of Jazzercise, author of *Building a Business with a Beat*

*“The authors do an incredible job of getting inside the mind of the risk-taker.”*

**Sue Chen**, CEO of Nova Medical Products

*“Combines vivid storytelling with an experiential framework for risk-taking.”*

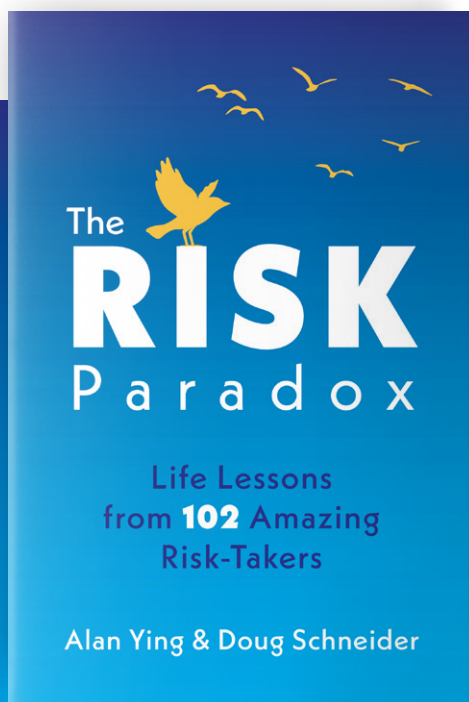
**James Ellis**, Retired Dean of University of Southern California Marshall School of Business

*“If you have even a casual interest in the conundrum of risk-taking, read this book.”*

**Jeff Dudan**, CEO of Dudan Group, Founder of AdvantaClean, Franchise Executive, Undercover Boss

*“Dives deep into the heart and soul of the risk-taker.”*

**Zoe Littlepage**, Founder of Athea Trial Lawyers, Six-time World Travel Champion



\$26.00 US, \$33.00 CAN

ISBN: 978-1-63755-153-0

Hardcover available  
**October 4, 2022**

*Available everywhere books are sold.*

Alan Ying and Doug Schneider are available for interviews, features, book events, speaking engagements, and appearances.

To learn more about *The Risk Paradox* visit:  
[RISKPARADOX.NET](http://RISKPARADOX.NET)

**Press Contact:**

**Heather Orlando Jerabek**

Publicist, Amplify Publishing Group

571.599.2109 or [heather@amplifypublishing.com](mailto:heather@amplifypublishing.com)