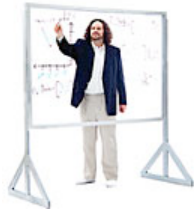


speakers' spotlight

**JEFFREY S. ROSENTHAL****Award-Winning Mathematics Professor & Author**

Jeffrey S. Rosenthal is a professor in the Department of Statistics at the University of Toronto. At the age of 24, Rosenthal was awarded his Ph.D. in Mathematics from Harvard University. He is the author of two textbooks on probability theory and has published more than 50 research papers. Holding a Fellowship with the Institute of Mathematical Studies, Rosenthal was recently the recipient of the Pierre Robillard Award and the COPSS President's Award, for his outstanding contributions to statistical research.

In his bestselling book, *Struck by Lightning*, Rosenthal combined his mathematical knowledge with the odds of probability to explain the mystery behind certain common occurrences. From lotteries to casinos, insurance rates to crime rates, game shows to airline crashes, cancer to SARS, *Struck by Lightning* deconstructs the odds and oddities of chance in an understandable, relevant and irreverent exploration. Randomness, uncertainty and probability are everywhere, and while no one can predict uncertain events with certainty, we can at least understand uncertainty itself. In this entertaining look at the world of probabilities, Rosenthal explains the mechanics of randomness and teaches us how to develop an informed perspective on probability.

In addition to his research work at the University of Toronto, Rosenthal is frequently interviewed and consulted regarding his statistical theories. In recent years, his work has been highlighted in interviews with the BBC, CBC, the Globe and Mail, and countless radio programs and newspaper articles from around the world.

ADDITIONAL LINKS

www.struckbylightning.ca

COMMENTS FROM AUDIENCES

"Read Struck by Lightning and you will read a book by your favourite professor, the one who made a difficult subject easy to understand by illustrating insights with practical examples from the world around us. In this highly entertaining book, Jeffrey Rosenthal reveals the mysteries of probability and statistics including those ubiquitous public opinion polls and explains mathematical reasoning in ways we can apply in our daily lives -- a rare feat. I guarantee your chances of enjoying this book are plus or minus 5 per cent at least 19 times out of 20."

Michael Adams, President of Environics, author of *Fire and Ice* and *Sex in the Snow*

"Your presentation was down-to-earth, understandable, humorous, real-life and extremely articulate. You are to be commended for your work in this area and in the fact that you make the unknown, 'easy'. (I wish I had had the opportunity to attend YOUR classes when I was in school.) After the lecture was over, many of the audience members commented on how much they enjoyed today's presentation - they are a tough group!"

University Lecture Series – Markham

"Your stories and examples were most interesting and thought-provoking. Math does indeed enter some remote corners of our lives. We thank you for taking time in a busy schedule to answer questions and we wish you good fortune with your book."

University of Toronto Senior Alumni Association

"Your session was both entertaining and informative, and complemented a successful weekend of presentation and discussion. Council members were delighted with the gift of your book at the conclusion of the assembly; their enthusiasm is one measure of how well you were received by the group. Terrific presentation!"

University of Toronto President's International Alumni Council Assembly

"He was terrific. Strongly recommended. Exceeded our expectations on all fronts ... excellent jokes ... Also was very good at subtly merging his material into our business and service for my clients. I've already had good feedback from clients who enjoyed the event."

Scotia-McLeod

"I have been telling EVERYONE what a fascinating speaker Jeffrey was ... What an interesting and entertaining man. If only I had had someone like that as a prof!"

Oraynu Humanistic Congregation

"You have the rare gift of making math fun, and accessible to the average person. As a result of your lecture, 'p-value' was the topic of some spirited conversation in the hospitality suite that evening!"

Toronto Police Services Fraud Conference

TOPICS

Struck By Lightning

Randomness, uncertainty and probability are everywhere, and while no one can predict uncertain events with certainty, we can at least understand uncertainty itself. Jeffrey Rosenthal, an improbably talented math professor, musician and improvisational comedian, explains the mechanics of randomness and teaches us how to develop an informed perspective on probability.

From lotteries to casinos, insurance rates to crime rates, game shows to airline crashes, cancer to SARS, Struck by Lightning deconstructs the odds and oddities of chance in an understandable, relevant and irreverent exploration.

The Probability Perspective will never replace all of your other critical thinking skills and decision-making methods – things like intuition and compassion and determination and honour and just plain common sense, but it will provide you with one more tool to better understand the world's randomness and your place within it.

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