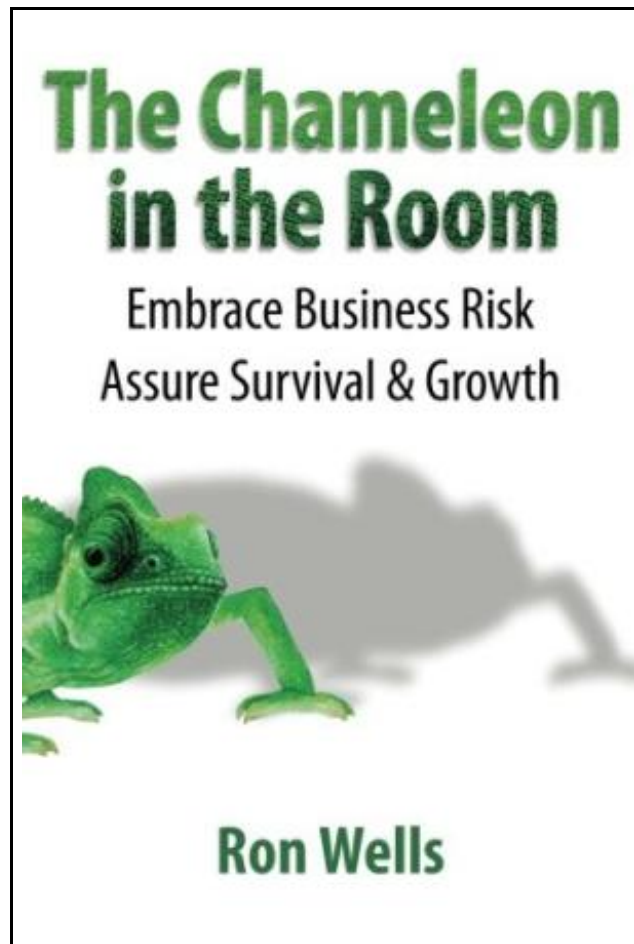


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THE CHAMELEON IN THE ROOM: EMBRACE BUSINESS RISK ASSURE SURVIVAL GROWTH



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T3P, United Kingdom, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Chameleon in the Room provides practical strategies and tactics for the management of the risks that injure real businesses. Real businesses are those that produce, trade, consume or distribute physical commodities, machinery, parts and equipment or consumer products and services. It is unusual in that it provides tools specifically designed to manage those risks that are often ignored by executives; the same risks that have surprised and fatally wounded many giant enterprises, and countless SMEs. In this way it particularly addresses the concerns and responsibilities of Executive Directors, Non-Executive Directors, C-Suite Executives and Entrepreneurs of all types and sizes of physical enterprises. In the face of rapid change and globalisation, data driven risk management methods alone are no longer adequate. The challenge to the survival of businesses and business models is greater now than it was at any time during the 19th and 20th centuries; so it is vital to reinvent risk management and be prepared to deal with unexpected and highly consequential events, as well as common business risks. This text presents alternative ways to cope with the diabolical array of risks that threaten non-financial businesses; including some seldom written about to date e.g. Black Swan Event, Liquidity, External Operational, Concentration, Correlation and Lack of Flexibility Risks. The author offers ideas designed to assist in the establishment of Risk Assessment and Management processes that will protect while propelling the lasting success of a business enterprise. Noting that it has become fashionable to import many of the risk management practices invented and utilised by financial institutions into the physical business sphere, the author identifies those that do not work well in the non-financial business context, and describes...



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