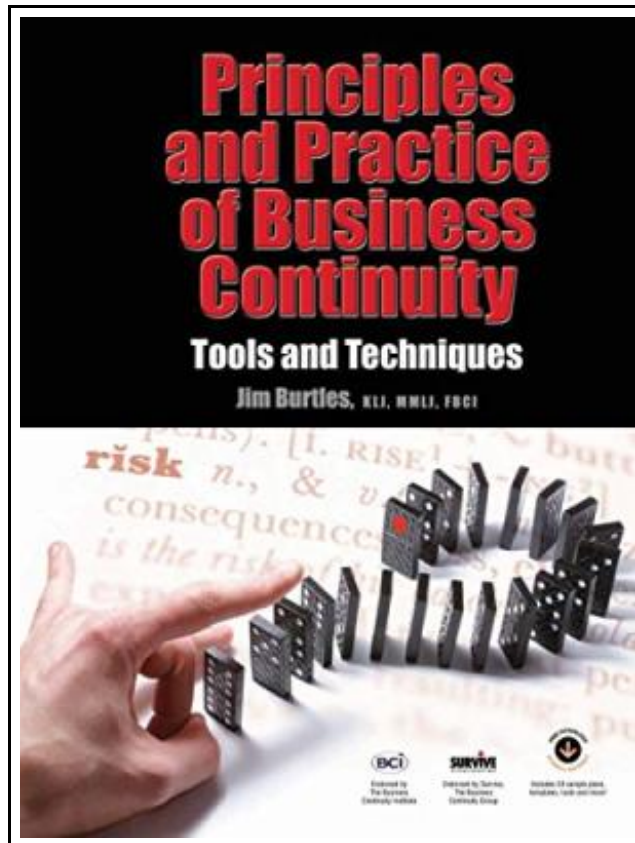


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Rothstein Associates Inc. Paperback. Book Condition: New. Paperback. 320 pages. Dimensions: 10.6in. x 8.4in. x 0.6in. Unique Opportunity to Learn from a World-Renowned Pioneer and Legend in Business Continuity Management In his preface, Lyndon Bird, Technical Services Director for The Business Continuity Institute observes: Jim Burtles is one of the few practitioners who has both the depth of knowledge and length of experience to write what might arguably be the most comprehensive review of the subject ever produced. . . . gives us an authoritative view from someone who has really seen and done it all during a long and outstanding BCM career. This comprehensive how-to guide captures the distilled wisdom and experience of Jim Burtles, a Founding Fellow of the Business Continuity Institute; an internationally renowned pioneer and legend in business continuity management, with over 30 years of experience and teaching across 22 countries; and a veteran of varied practical experience that includes not only recovery work with victims of bombings, earthquakes, storms and fires, but also technical assistance in more than 90 disasters and guidance for clients in over 200 emergency situations. As such, this book is a gold mine of practical information, based on solid theoretical underpinnings. It is an ideal combination of the practice of business continuity standards, best practices, global perspectives and the process of business continuity planning, development, implementation, and maintenance. Jim presents a clear picture of not only how to do what needs to be done, but also why. By striking a balance between theory and practice, Jim's approach makes the reader's job much easier and more effective. If you're a beginner needing to learn the basic theory and practice of business continuity management (BCM), or a seasoned professional wishing to gain new insights, this book offers you the unique opportunity to learn from one of...



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