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Collana	Chapman & Hall/CRC Finance Series
Altri autori (Persone)	LewisNigel Da Costa
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Note generali	"A Chapman & Hall book."
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Nota di contenuto	Front Cover; Contents; Preface; Chapter 1 - Unreason Is the Even Eviler Twin Brother of Greed; Chapter 2 - The Maleficent Hand of the Men in Gray Suits; Chapter 3 - The Unpalatable Truth about Risk Management; Chapter 4 - What the Textbooks Will Not Tell You about Corporate Governance; Chapter 5 - The Most Important Lesson a Risk Manager Must Know; Chapter 6 - A Powerful Secret from Henry Fayol; Chapter 7 - The Incredible Advantage of a Monocle on Risk; Chapter 8 - Benefit from the Fable of Spreadsheet City; Chapter 9 - How to Guarantee Success by Understanding the Nature of Failure Chapter 10 - Snake Oil Salesmen, Goat Gonads, and Value at Risk Back Cover
Sommario/riassunto	"Taking on risk is like building a bomb: when you ignore the fundamental rules, you bury it alive. It will explode. Maybe not today or tomorrow, but one day it will explode. As you read through The Fundamental Rules of Risk Management, you will discover that the consequences to personal finances, professional careers, corporate survivability, and even nation states can be ruinous. In this thought-provoking text, Dr. Lewis provides examples and case studies to demonstrate how the rules of risk can work to protect and enhance investor value"--

