

At last – a risk management book that isn't aimed at risk management specialists!

“A highly practical “how to” guide which gives a simple, straightforward and thorough, process which, if followed, will make your business more resilient.”

Richard Ward
Group Chairman
Vistage International (UK and Ireland) Ltd

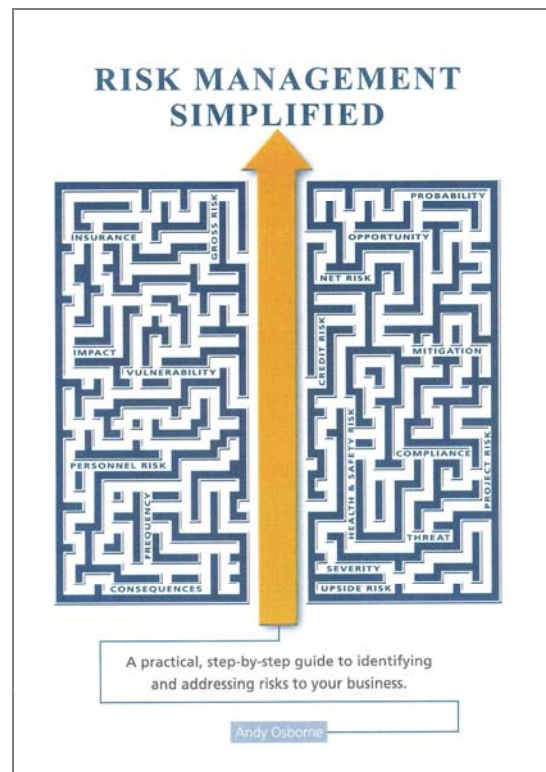
This book is different to the plethora of risk management books on the market. It isn't aimed at risk management specialists; it doesn't focus on a single, specific area, such as financial or insurance-related risk; and it isn't as dull and difficult to read as most of them are!

Written in an informal, no-nonsense style that is easy to read and understand, this book brings the concepts of effective risk management to a wider audience than that traditionally served by the majority of risk management publications - the business manager who realises that risk management is important, but for whom it isn't a full-time occupation.

Whilst its content will undoubtedly benefit small to medium enterprises it is just as applicable to larger businesses, not-for-profit or public sector organisations looking to implement an effective risk management programme.

This is not a book full of theoretical musings. It is a highly practical “how to” guide which gives a simple, straightforward, though thorough, process which, if followed, will make your business more resilient.

An acknowledged expert in the field of risk management and contingency planning, Andy Osborne has spent over twenty years helping businesses of all sizes, across a broad range of industry sectors, to understand and manage their risks effectively. He is a firm believer that the role of a consultant or adviser is to simplify apparently complex processes and present them in a way that is easy to understand, not the other way around.



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