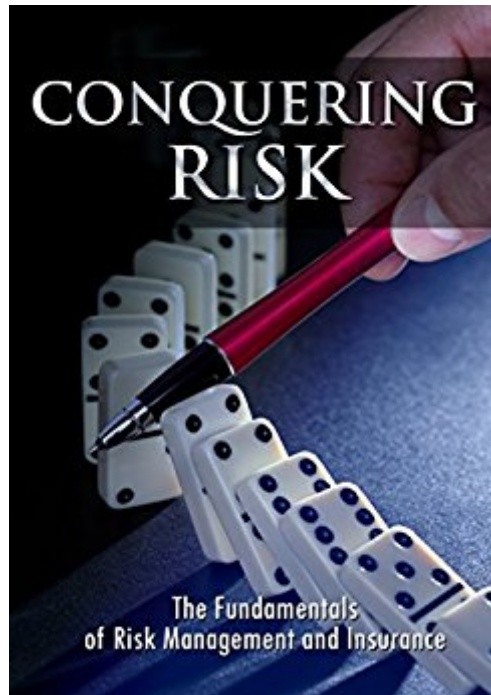


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# Conquering Risk: The Fundamentals Of Risk Management And Insurance



## Synopsis

In Business, how do you know when enough is enough? In today's uncertain times many of us are feeling the pinch of the new economy, with increased taxes, higher insurance premiums and new technology popping up all the time, many of us cannot be certain of our financial futures personally and for the companies we own or work for. How do you know when you have allocated enough for insurance, how can you tell whether you have set aside enough for that inevitable rainy day? Or when is a risk worth the gamble to take in the first place? It's been said that these turbulent times will continue to increase as our economy flourishes into new avenues of growth, creating many new opportunities and leaving even more in the dust. If you do not educate yourself and make informed choices when it comes to insurances and risk, you could very well be one of the many that gets left behind, because as time moves on, situations will change, however the concept and fundamentals of risk will be around for a long time, and it's by implementing these practices that will help ensure longevity. Risk is not new to business, it has been around since the 1700's, Harry Markowitz put forward his risk model in 1952, he eventually won a Nobel prize for his work in 1990. There is plenty of information out there if you take the time to search for it and to digest it. When you invest the time into reading "Conquering Risk" you'll gain a wealth of information, broken down into bite sized chunks so you'll be able to swallow it easily, bit by bit. Whether you are a new business owner, or are a manager looking to increase your knowledge about risk and insurance to ensure the survival of your company, this quick guide will explain what you need to know. What will you learn in this book? You'll gain an understanding of the concept of Risk Be introduced to Risk Management and how it benefits your future Learn the nature and functions of Insurance Discover the different fields of Insurance Understand the rules and policies for Risk Management and Insurance If you are serious about your business, I understand that time is of massive value, by reading this book you'll save time, because it is packed with condensed content, to get you on your way to understanding risk without it bogging you down. Read this book now to ensure you make better decisions in the future. Click the "Buy now with 1-Click" button above to grab your copy now. tags: risk management and insurance, market risk, conquering risk, risk taking, risk aversion, risk arbitrage, Liquidity risk, risk premium, high risk, risk analysis, risk management for dummies, risk management

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