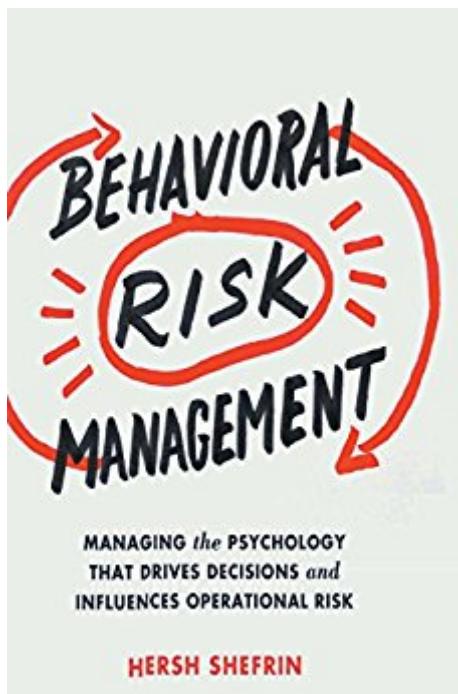


The book was found

Behavioral Risk Management: Managing The Psychology That Drives Decisions And Influences Operational Risk



Synopsis

This original book takes psychological research, experimental economics, and recent business scenarios to provide both students and practitioners with the insights to develop a strong risk management strategy. Shefrin draws on his previous research into characterizing organizational culture through the perspective of a process-pitfall lens.

Book Information

File Size: 7525 KB

Print Length: 518 pages

Publisher: Palgrave Macmillan; 1st ed. 2016 edition (April 29, 2016)

Publication Date: April 29, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B017J5HB4G

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #732,890 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #137 in Kindle Store > Kindle eBooks > Business & Money > Green Business #374 in Books > Business & Money > Processes & Infrastructure > Green Business #429 in Kindle Store > Kindle eBooks > Business & Money > Industries > Banks & Banking

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