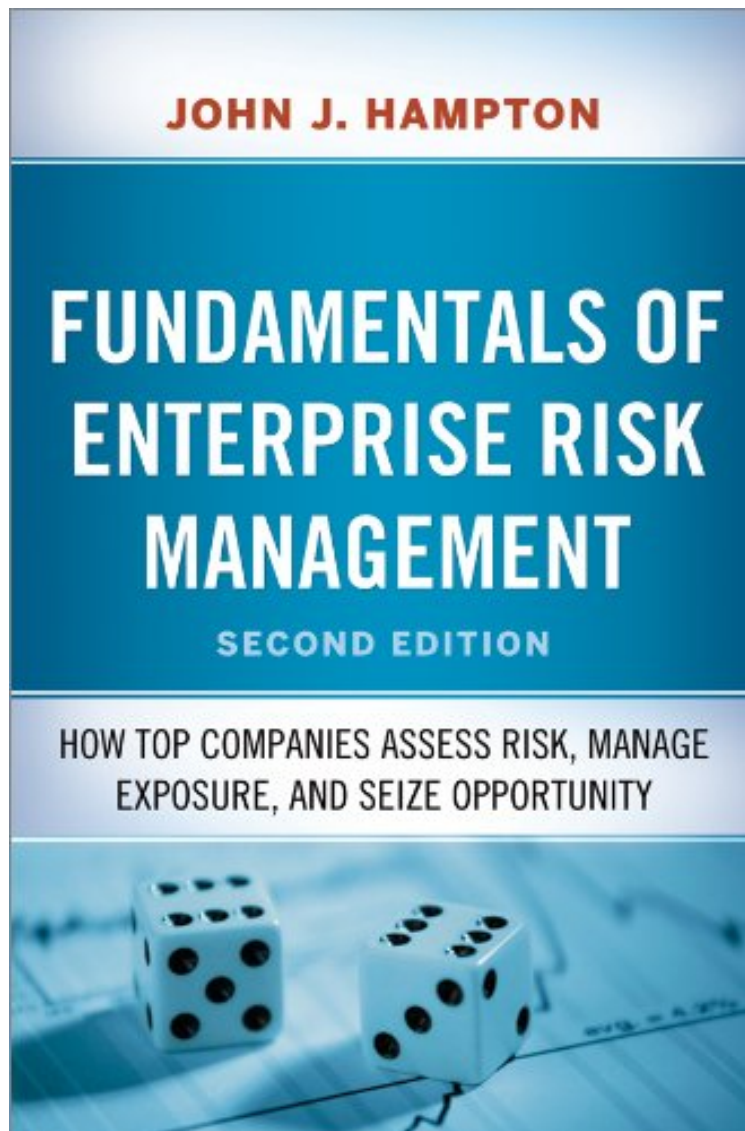


[Free pdf] Fundamentals of Enterprise Risk Management: How Top Companies Assess Risk, Manage Exposure, and Seize Opportunity

Fundamentals of Enterprise Risk Management: How Top Companies Assess Risk, Manage Exposure, and Seize Opportunity

John J. Hampton

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One thing that will never change about the business world is the presence of risk. But risk management has changed dramatically since the 2008 financial crisis. . .and new developments in technology and communications demand up-to-the-minute approaches for defending against threats—and seizing opportunities. Extensively updated, the second edition of *Fundamentals of Enterprise Risk Management* examines the latest technologies such as Riskconnect and High Tech Electronic Platform (HTEP), and helps readers recognize both internal and external exposures, understand crucial concepts such as risk mapping and risk identification, and align risk opportunities with their organization's business model. Packed with practical exercises and fresh case studies from organizations such as IBM, Microsoft, Apple, JPMorgan Chase, and Sony—as well as new material on topics including the new role of Risk Owner, cutting-edge collaboration methods, and the upside of risk—this critical guide provides readers with the tools and information they need to keep their organizations as blissfully risk-free as possible.

Idquo;hellip; cogent introduction to such an important business topic. Highly recommended for all business collections.rdquo; --Journal of Business Finance Librarianship From the Inside Flap Back in the 1990s, two startup retailers launched their companies with a then avant-garde idea of selling products over the Internet. One was a bookseller named . The other, a now-almost-forgotten grocer called Webvan. Why did become one of the formidable business successes of our time, while Webvan ended in bankruptcy? It turns out that Webvan overlooked three business risks that caused their launch to fizzle. Yet a savvy risk manager today might have readily foreseen all of them. Risk blindness also accounts for how a fax machine in Taiwan all but sank the shoe manufacturing industry in the United States. It explains blunders that caused Daimler to buy the Chrysler company for \$38 billion, and sell it ten years later for only \$8 billion. And why once-dominant Sony was largely elbowed out of its U.S. market by Samsung. Risk blindness has even compromised national security. The terrifying fact is, since this book's first edition, risk management failures have become far more spectacular, while taking sufficient precautions against them has grown increasingly complex. Whether you're a business owner or an executive, you must either get on top of the situation or get buried under the consequences. *Fundamentals of Enterprise Risk Management* provides an expansive yet focused approach that will radically improve your ability to recognize risk and minimize loss, as well as understand how effective risk management helps you pursue opportunities. New to the second edition is: * New material on heat mapping, collaborative "swarming," and other methods of detecting and addressing the risks to your business * Information on "risk clustering" to help you clarify, account for, and document risks that your company must address * A new section discussing how Edward Snowden and Bradley Manning were able to help themselves to reams of the U.S. Government's top secrets--and disseminate them around the world * A focus on how to analyze your corporate culture to reveal the risks (as well as strengths) of your enterprise's management style * A new chapter on surprising "Black Swan" events that endanger your business and your career * You'll also learn about new ways of improving risk management communications...techniques for dealing with healthcare implementation...the latest information for identifying risks to capital, intellectual property, and your markets...and more. As enterprise risks rapidly grow and evolve, you'll need to grow your knowledge with them. Otherwise, inadequately addressed perils could impact virtually every aspect of business operations and profitability -- among them cybersecurity, management structure, and employee benefits. In this extensively updated edition of his original groundbreaking work, John J. Hampton will walk you through the critical and often new things you urgently need to know about and act on promptly. John J. Hampton is a professor of business at St. Peter's University, and former executive director of the Risk and Insurance Management Society (RIMS). From the Back Cover No senior executive will be surprised to hear that modern companies of all sizes confront risks today that were all but unimaginable a decade or two ago. Moreover, the extent of those risks has grown to nearly overwhelming proportions. For example, cybercrime can make you liable for losses that can run into the billions. So can the errant decisions of a wayward derivatives trader. Anything from a hurricane, to a blip in currency fluctuations, to a glitch in a supplier's manufacturing process, to "chicken rustlers" somewhere along a railroad route in Russia can raise havoc with a corporate bottom line--and with a risk manager's career. Fortunately, as risks have evolved and multiplied, so have the tools and techniques necessary to mitigate them. In this new edition of John J. Hampton's groundbreaking work on risk and its control, extensively revised and updated to account for new technologies and recent events, you'll learn about the latest high-tech techniques for identifying and managing risks before they can turn into disasters. You'll discover: * Why risk management by spreadsheet should be replaced with cluster mapping -- and why it matters. * What you need to know about HTEP (High Tech Electronics Platforms) such as Riskconnect, including new discussions of heat mapping, cloud computing, and the "absolute necessity" of having an iPad handy. * How to protect yourself against the latest in cyber risks. New and updated material on these topics includes an explanation of "hackers," "crackers," "script kiddies," and so-called "honest hackers"--their motivations, methods, and the damage they can cause. * How to understand and identify the hidden

cultural risks within your own company. All this information is illustrated with unforgettable case histories ranging from the technological disruption that once threatened to totter IBM, to new ones about the "little white lie" that cost Daimler-Chrysler a huge investment, and the maneuverings of the "London Whale." And yes, there also really is a story about rustling refrigerated chickens in Russia. Readable and revealing, this book can help you identify and control risks before they become the kinds of legends you'll hate to hear.