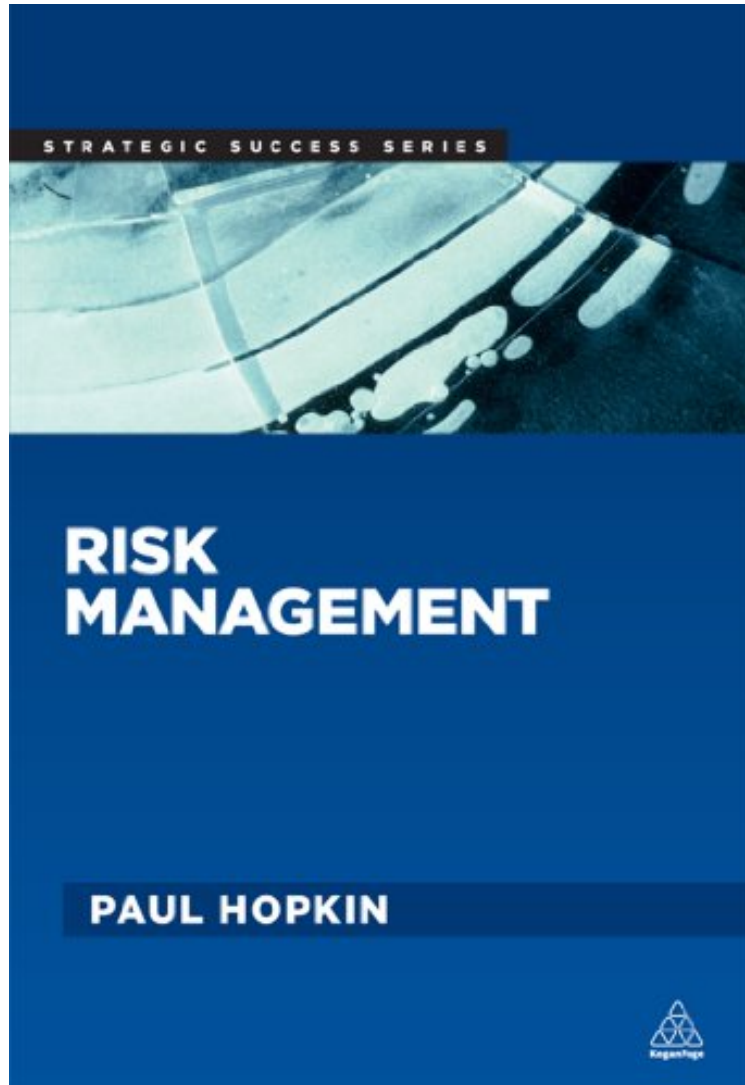


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Risk Management (Strategic Success)

Paul Hopkin

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Risk management is not just a topic for risk professionals. Managers and directors at all levels must be equipped with an understanding of risk and the tools and processes required to assess and manage it successfully. Risk Management offers a practical and structured approach while avoiding jargon, theory and many of the complex issues that preoccupy risk management practitioners but have little relevance for non-specialists. Supported by online templates and with real-life examples throughout, this is a straightforward and engaging guide to the practice and the benefits of good risk management. Coverage includes: the nature of risk; the relevance of risk management to the business model; essential elements of the risk management process; different approaches to risk assessment; strategy, tactics, operations and compliance requirements; how to build a risk-aware culture; and the importance of risk governance.

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About the Author Paul Hopkin is currently Technical Director at the Institute of Risk Management, having held the same role at the Association of Insurance and Risk Managers (AIRMIC) for nine years. He was previously Director of Risk Management for The Rank Group Plc and before that Head of Risk Management at the BBC. He is also the author of The Fundamentals of Risk Management (Kogan Page).