



# The Complete Idiot's Guide to Risk Management

By Annetta Cortez

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**The Complete Idiot's Guide to Risk Management** By Annetta Cortez

**Manage the risk and maximize the reward!**

Risk. It's what business is all about. The key to success is to anticipating and managing the risks that can impact business. *The Complete Idiot's Guide(r) to Risk Management* provides the key information necessary to manage business risk successfully.

?The basic categories of business risk

?How to indentify the specific factors that affect any particular business

?How to create practical risk models to plan ahead

?How to lessen the impact of risk events should they happen

?How to profit from strategic risk taking

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## **Editorial Review**

Review

### **About the Author**

**Annetta Cortez** currently owns and manages her own firm, ACT Consulting, which provides risk management assessment and support, including Operational Risk assessment. She holds an MBA from the Wharton School of Business.

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