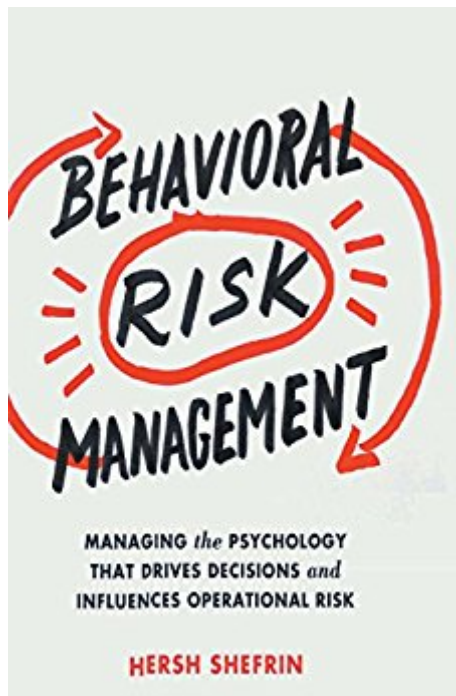


The book was found

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.

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