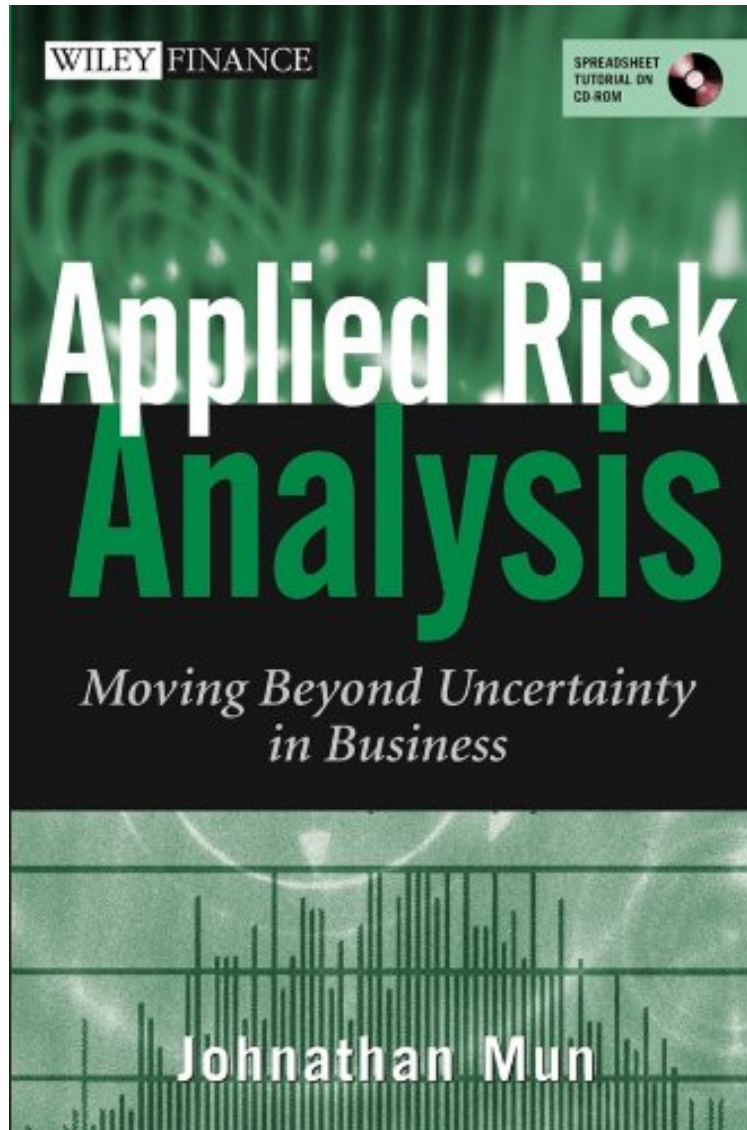


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Applied Risk Analysis: Moving Beyond Uncertainty in Business (Wiley Finance)

Johnathan Mun

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From the Inside FlapRisk analysis is part of any decision-making process, but in the world of business, it can be the difference between falling behind and getting ahead. Without proper risk analysis, a company could lose millions or bypass potential growth opportunities. Risk was once seen as something that was unpredictable and uncontrollable. but with the evolution of today's risk analysis tools and theories, this notion has dramatically changed. In Applied Risk Analysis, expert Johnathan Mun explores the different facets of risk within the realms of applied business risk analysis—providing you with an intuitive feel of what risk looks like as well as the different ways of measuring it. Opening with a brief introduction to uncertainty and risk, this comprehensive guide moves on to detail some of the most important aspects of analyzing risk within a business environment. Applied Risk Analysis will show you how to effectively: Identify risk Evaluate risk Quantify risk Predict risk Mitigate risk Diversify risk Manage risk Apply risk analysis in a variety of areas—from the pharmaceutical industry to the world of real estate, oil and gas, and banking Key concepts you'll become familiar with as you strive to understand the intricacies of applied risk analysis include risk and return, the fundamentals of model building, applying Monte Carlo simulation (using Crystal Ball software), forecasting, time-series and regression analysis, stochastic optimization, and real options analysis. To help solidify your understanding of the topics discussed, Applied Risk Analysis is supported by a companion CD-ROM, which contains an innovative trial version of Crystal Ball software and multiple Excel spreadsheet models. You'll learn how to quantify the risks associated with different types of business uncertainties through risk analysis and simulation software that only Crystal Ball can provide. Don't let the threat of risk blind your business sense. Learn how to analyze risk and make informed decisions that can protect or improve your organization's top and bottom lines. Through challenging end-of-chapter questions and comprehensive industry spotlights, this unique resource covers all of the essential tools and techniques that you'll need to conduct proper risk analysis. Combining expert advice and in-depth business cases with cutting-edge analysis software, Applied Risk Analysis will help you understand risk better than ever before.

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