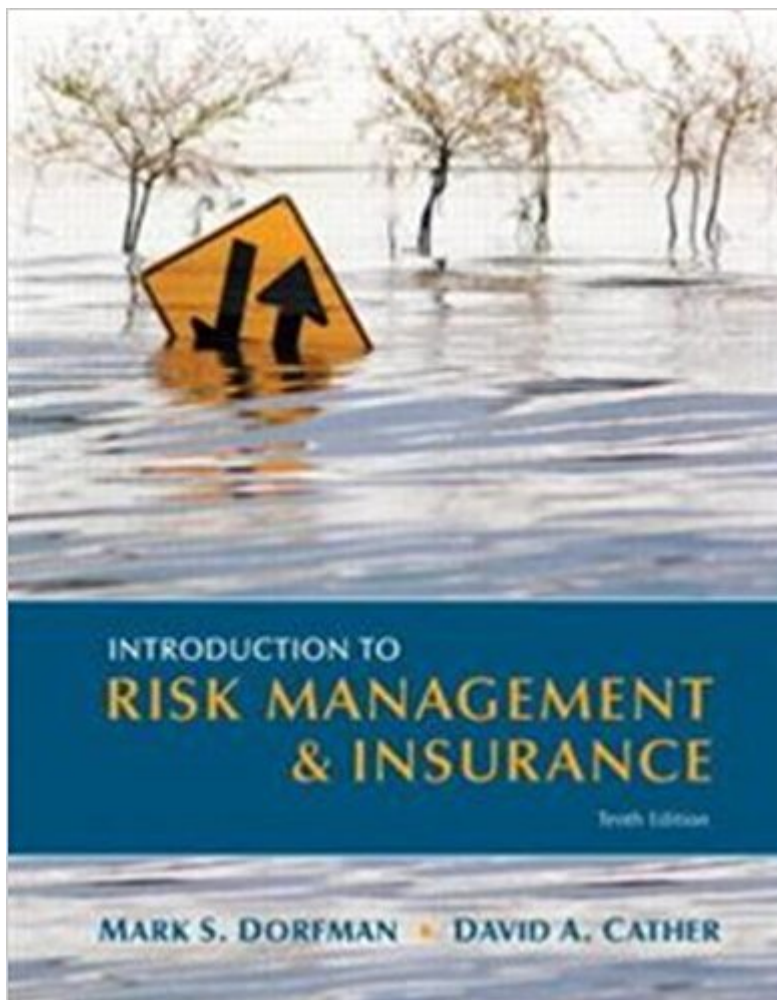




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Synopsis

This book focuses on problem-solving from managerial, consumer, and societal perspectives. It emphasizes both the business managerial aspects of risk management and insurance and the numerous consumer applications of the concept of risk management and insurance transaction. The tenth edition has been reorganized and fully updated to highlight the increased importance of risk management and insurance in business and society. In particular, the tenth edition refocuses its attention on corporate risk management, reflecting its growing importance in today's economy.

Book Information

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Customer Reviews

I love this book,so easy to understand

Incredibly boring, required class reading.

Great!!!

this was an all right text book to use. I did not have too much trouble comprehending what I read.

After reading the basic "insurance of dummies", I wanted something with greater depth and detail. This book achieves this purpose, yet it is very easy to read.The layout is excellent with thoughtful

advice. As a consumer it has enhanced and my respect for the business of insurance and immunized me against the usual media diatribes against insurance companies and the insurance consumer.

For an entry level class on insurance this is a good book to start with.

Great book, great condition, if it wasn't for school I would love it more... delivered it 2 days after I ordered it.

my family all need it , great, I would recommend this to anyone looking for a good price on an essential tool for cooking great food at home. Would make a great gift too! very good. recommend it to my friend.

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