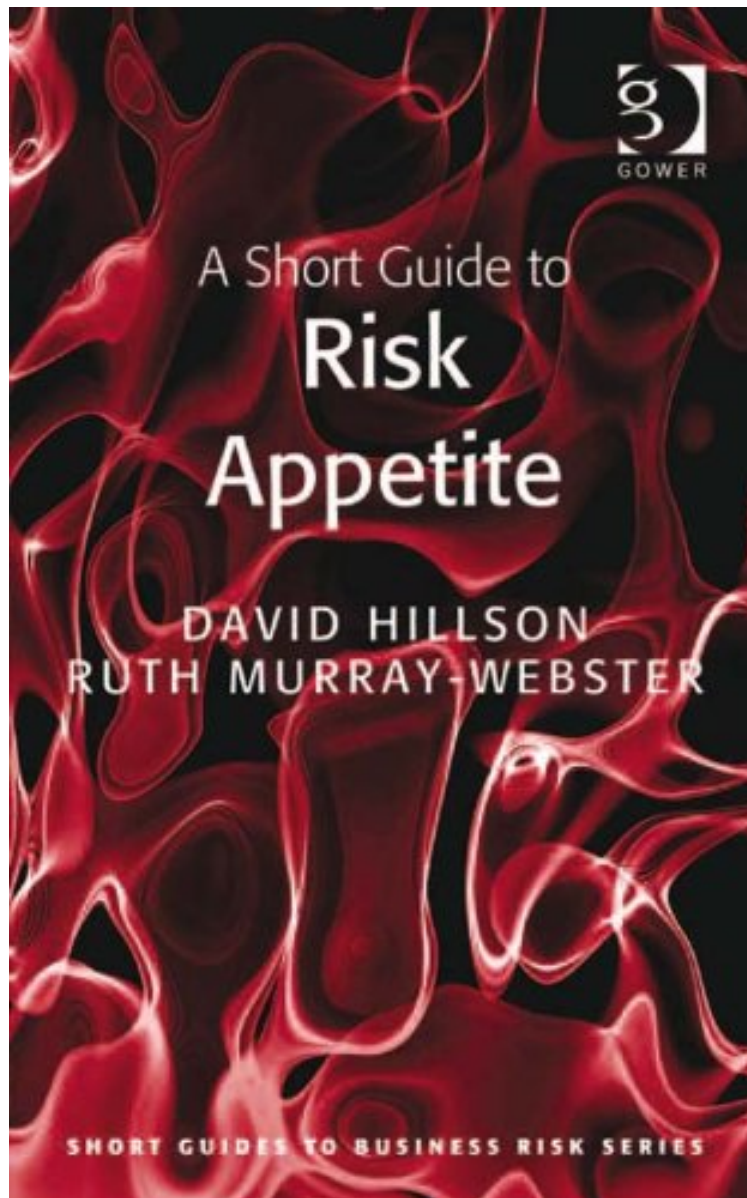


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A Short Guide to Risk Appetite (Short Guides to Business Risk)

Ruth Murray-Webster, David Hillson
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Risk appetite is a hot topic, driven both by corporate governance requirements and senior managers' need to make risk-based decisions. But despite the high level of interest, there is no consensus on what risk appetite is, how it should be expressed or measured, or how it can be practically used in business or projects. In *A Short Guide to Risk Appetite* David Hillson and Ruth Murray-Webster cut through the confusion to produce clear definitions and simple guidelines, helping us to answer the important question: 'How much risk should we take?'