



# Enterprise Risk Management: Practical Applications

*Steven M. Bragg*

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# Enterprise Risk Management: Practical Applications

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## **Enterprise Risk Management: Practical Applications** Steven M. Bragg

This book describes the concept of risk management, how to integrate it into an organization's strategy, and who is responsible for it. The book also addresses risk management at the level of the individual functional area, including treasury and accounting, sales and marketing, human resources, and information technology. There is coverage of contingency planning, insurance, financial analysis, and risk-related measurements and reports.

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