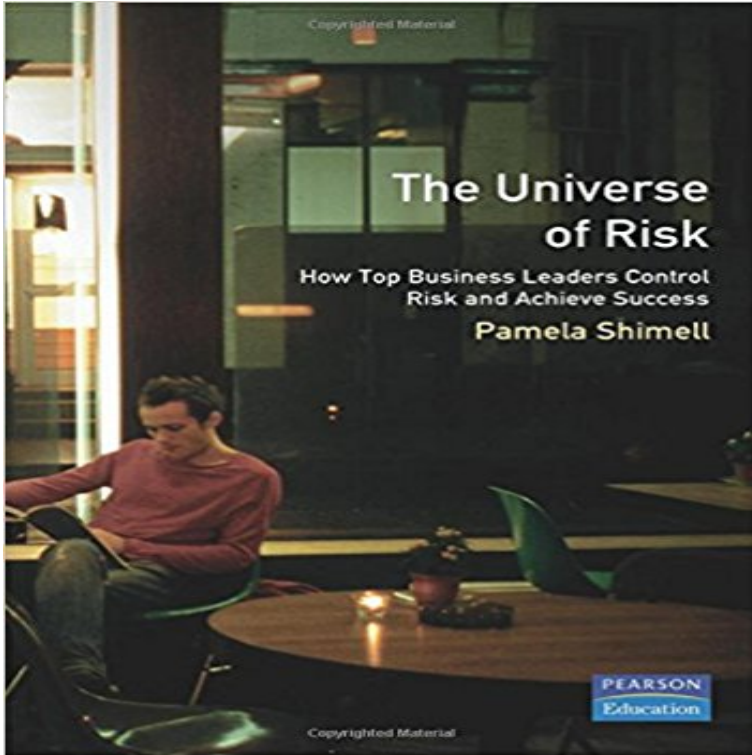


The Universe of Risk: How Top Business Leaders Control Risk and Achieve Success



Managing business risks in the 21st century New Economy is very different to managing risk in the closing years of the 20th century. Whereas, in the past, risk management used to be confined to finance and operational functions such as crisis management, today's smart companies know that survival and growth involves managing a whole raft of risks posed by external stakeholders, the knowledge explosion and the new economy. In her enlightening new book, Pamela Shimell talks to top managers from the world's leading multinationals who have successfully managed these challenges to corporate survival as well as some that have had a baptism of fire. The Universe of Risk provides a comprehensive, colourful guide to risk management, incorporating the new drivers of risk, and a fresh model for business success. Executives featured in The Universe of Risk include: Steven A. Ballmer, President and CEO, Microsoft Corporation Arthur C. Ciccolo, Department Group Manager, Information and Knowledge Management, IBM Allan Leighton, CEO, Going Plural, Chairman, lastminute.com, and bhs Sir Peter Michael, Founder, Classic FM Peter Morgan, Chairman, Baltimore Technologies David Gamble, Executive Director, AIRMIC Peter Morris, Global Head of Information Risk Management, KPMG Brian Fullerton, Global Director of Risk Management, Merrill Lynch Investment Managers Jon Symonds, Chief Financial Officer, AstraZeneca Heiko Haasler, Brand Manager, De La Rue Philip Thomas, Director, Risk Management, Bass Richard Gossage, Head of Group Risk, Royal Bank of Scotland Group Shimell's book is an important addition to the business library. She has secured in-depth interviews with an impressive array of senior business figures. Rory Godson, Business Editor, The Sunday Times This eminently readable book provides a

valuable service by arguing for a universe of risk strategy. It should be read by every company director, shareholder and business student. Ceri Jones, Editor, Investors Chronicle

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