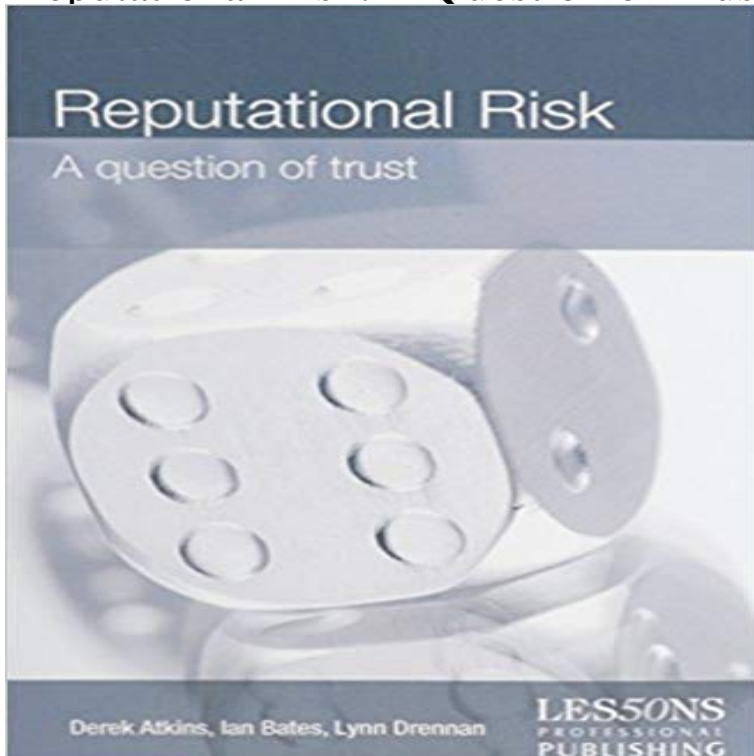


Reputational Risk: A Question of Trust



* Published in association with the Risk Management Association of the USA (RMA), the Association of Insurance and Risk Managers (AIRMIC), and the Institute of Risk Management (IRM), * Will stimulate the thinking of executives and leave them wanting to do something about it (and give them the means to start)* A topical, and increasingly important, issue reflected in recent scandals (Enron, Marconi), government responses (e.g. the Combined Code in the UK), and the continuing growth in consumerism. An organization's own reputation is a valuable asset that is often insufficiently managed, if it is managed at all. This book not only outlines its importance, but it presents a new and insightful definition of the risk and proposes an approach for managing it properly. For the first time, a whole range of current issues (scandals and frauds, government legislation on risk management and reporting, the growth of consumerism, etc.) is targeted in a single logical argument on how to deal with it. Aimed at directors and senior executives, professional risk managers, consultants and professional risk advisers, and students in advanced courses.

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