



Risk: The New Management Imperative in Finance

James T. Gleason

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Finance professionals grapple with risk every day—it's the inescapable partner of all financial market participants. As a result, high-stakes financial professionals are continually trying to streamline and perfect their risk management techniques. Financial risk management quantifies and controls risk (loss potential) and helps drive capital to its optimal use (profit seeking). This book is a much-needed guide for financial firms. It describes the latest risk management tools, financial instruments, and practical implementation strategies. And they're presented in a real-world, nonacademic manner. This book presents the latest information on

- Identifying risk: the spectrum of risks faced by market participants
- Measuring and quantifying risk: ways to track and value market and credit risks
- Managing risk: a practical framework for financial risk management implementation

Also includes "The Ten Commandments of Financial Risk Management," how and when to use the latest financial instruments and derivatives, and setting up a trackable risk management initiative.

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