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About the Author

ROY L. NERSESIAN is Associate Professor in the Management and Marketing Department, School of Business, Monmouth University in West Long Branch, New Jersey. He is the author or coauthor of five previous books including Trends and Tools for Operations Management (2000), Computer Simulation in Logistics (1996), and Computer Simulation in Financial Risk Management (1991).

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What if you could understand financial risk management without immersing yourself in high-level mathematics? In this straightforward, readable guide—which requires only a working familiarity with financial spreadsheets—Nersesian explains what financial risk management is, describes its various forms, and shows how to anticipate and cope with it. Nersesian's approach is truly new. He combines cost/benefit analysis with probability distributions, so you can easily grasp the concepts and mechanics of financial risk reduction, and his examples are expressed in familiar business terminology.

His illustrations, built on the widespread and popular Excel spreadsheet, are equally familiar or easily grasped by computer-friendly novices. As a result, Nersesian shows that risk management can be appreciated and dealt with by people with no access to risk management specialists, or specialists whose jargon and analytic methods are seldom understood by anyone but themselves.

- Sales Rank: #3543495 in eBooks
- Published on: 2004-02-28
- Released on: 2004-02-28
- Format: Kindle eBook

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Review of Nersesian's Risk Management

By A. Reviewer

This book should be read by anyone who has responsibility within the area of financial risk management, if for nothing else, then for the unique insights into that sphere of management. The lessons are invaluable. More than that, however, the modeling method used is equally unique. What I have seen of the high priced consulting methods available for sale in this field require the client to take the mathematical equations of the consultant on faith. Nersesian's method is something that anyone skilled in both financial management and spreadsheet computing can use to prove the soundness of the recommendations for their company's solutions.

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