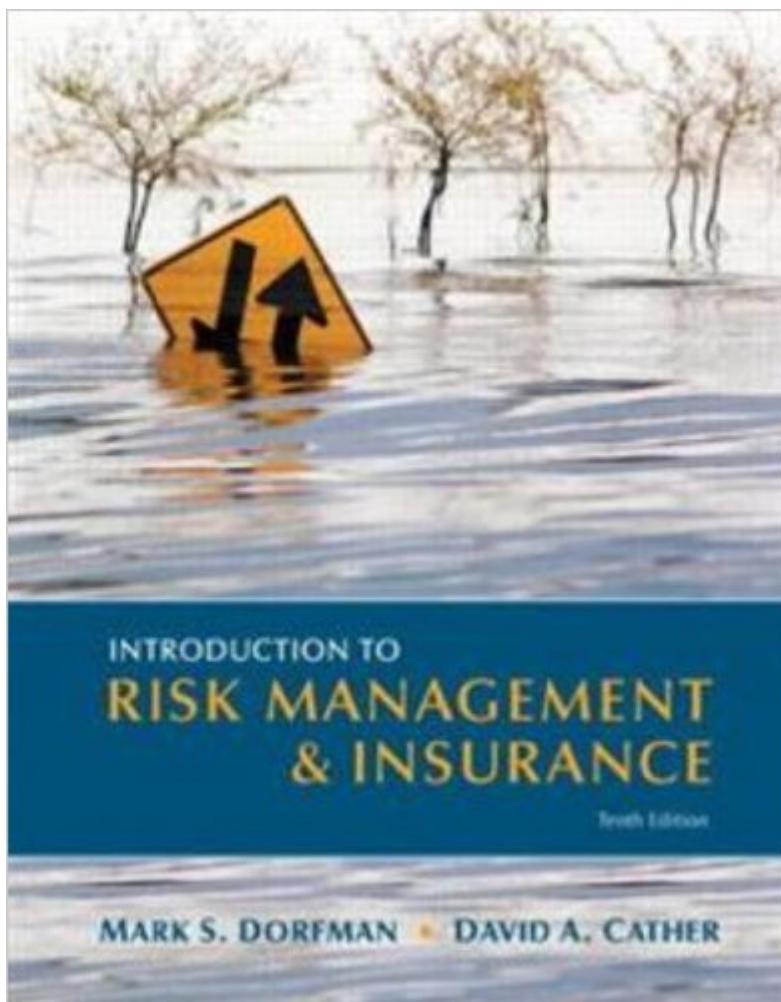


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# Introduction To Risk Management And Insurance (10th Edition) (Prentice Hall Series In Finance)



## **Synopsis**

This book focuses on problem-solving from managerial, consumer, and societal perspectives. It emphasizes both the business managerial aspects of risk management and insurance and the numerous consumer applications of the concept of risk management and insurance transaction. The tenth edition has been reorganized and fully updated to highlight the increased importance of risk management and insurance in business and society. In particular, the tenth edition refocuses its attention on corporate risk management, reflecting its growing importance in today's economy.

## **Book Information**

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Extremely well written, many current examples and court cases, raises important social aspects of the insurance transaction. Covers issues important to consumers especially frequently purchased insurance contracts

This book is user-friendly, and students really like it. The only thing they don't like is the price, but, every intro text like this is over \$100 these days. I really love this text for teaching my introductory classes.

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semester course on insurance manageable.

Definitely worth reading, even if not required for a class. A very accessible introduction to the field of Risk Management along with useful, practical information about the kinds of insurance contracts that will be encountered by consumers and businesses alike. This, and introductory business law should be taught to all undergraduate b-school students. A great book, much better and more useful than a certain black-and-yellow book about insurance that you might be tempted to order. 5 Stars

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