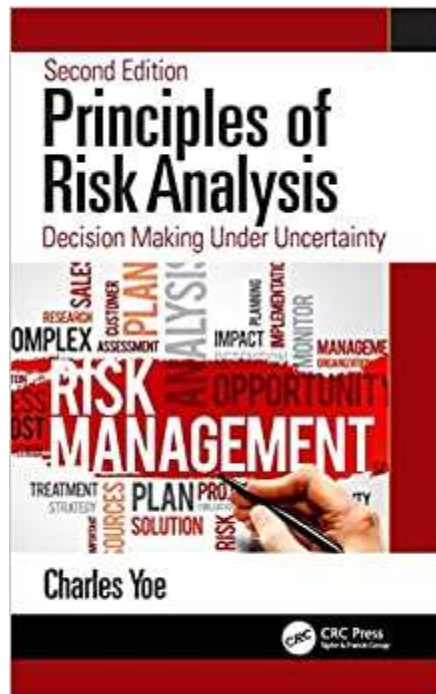


**Introducing a Book: *Principles of Risk Analysis*
Decision Making Under Uncertainty
Author: Charles Yoe, PhD**

Kindle Edition



Courtesy: https://www.amazon.com/Principles-Risk-Analysis-Decision-Uncertainty/dp/1138478202/ref=sr_1_1?dchild=1&keywords=principles+of+risk+analysis&qid=1614316173&s=books&sr=1-1

Professor Charles Yoe's *Principles of Risk Analysis: Decision Making Under Uncertainty* is a must read book for all those interested in business administration. A proper understanding what risk is and how the risk could be overcome will help all those who choose career in business administration. Risk is an integral part of all human life and all human activities. Risk-taking is also an essential part of any successful business, in all types and levels of business. Street hawkers and small shop owners in our bazars also take risk in expanding their businesses. Owners of departmental stores as well as big corporations need to understand what risk taking is in modern times and how one could or should define risks in their own arenas so that the value of their business increases and they as well as stockholders benefit by such increases.

Principles of Risk Analysis: Decision Making Under Uncertainty is a comprehensive textbook. The book has eighteen chapters. Every chapter has several sections and subsections. The titles of the chapters as well as the sections and subsections are so descriptive that these prepare us as to what we should expect and look for.

Chapter 1 The Basics raises the questions: what is risk, what is risk analysis, why we should do risk analysis and who does risk analysis. Examples from Government agencies and private sector are presented. Indian students and faculty may like to identify the processes of risk analysis that is incorporated in government annual budgets and the reports of private corporations presented in the stockholders' meetings.

Chapter 2 Uncertainty describes aspects of uncertainty that are an integral part of any business from the beginning. The chapter presents the types of uncertainty, both quantitative and qualitative. Business administrators should be always conscious of possibilities of uncertainty.

Chapter 3 Risk Management begins with problem recognition. The chapter identifies individual risk management activities. Risk evaluation methods are presented. Levels of risk are identified. The chapter focuses on risk control. Risk management models are presented, described and discussed.

Chapter 4 Risk Assessment is an important chapter. Risk assessment activities, risk assessment models and risk assessment methods are described and discussed with examples.

Chapter 5 Risk Communication includes aspects of internal communication, external communication, public involvement, and conflict resolution.

Chapter 6 Problem Identification for Risk Management identifies triggers and inputs as well as problem and opportunity identification techniques.

Chapter 7 Brainstorming suggests the following as good techniques: brainstorming, brainwriting (poolwriting, gallery writing, and electronic brainwriting).

Chapter 8 Opportunity Costs and Trade-Offs discusses, among other concepts, the economic basis for interactions among people. Cost-effectiveness analysis and other related analyses are discussed in this chapter.

Other chapters included in the textbook are as follows:

Chapter 9 Qualitative Risk

Chapter 10 The Art and Practice of Risk Assessment Modeling

Chapter 11 Probability Review

Chapter 12 Choosing a Probability Distribution

Chapter 13 Probability Elicitation

Chapter 14 Monte Carlo Process

Chapter 15 Probabilistic Scenario Analysis

Chapter 16 Sensitivity Analysis

Chapter 17 Presenting and Using Assessment Results

Chapter 18 Message Development

Understanding the process of risk analysis and employing relevant steps to make a study of risks faced in a business requires concentrated effort and understanding of the context. Not an easy task, but an essential part of every dynamic organization. The book offers excellent examples and reading this book chapter by chapter with attention will enable one to become an established risk analyst.

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