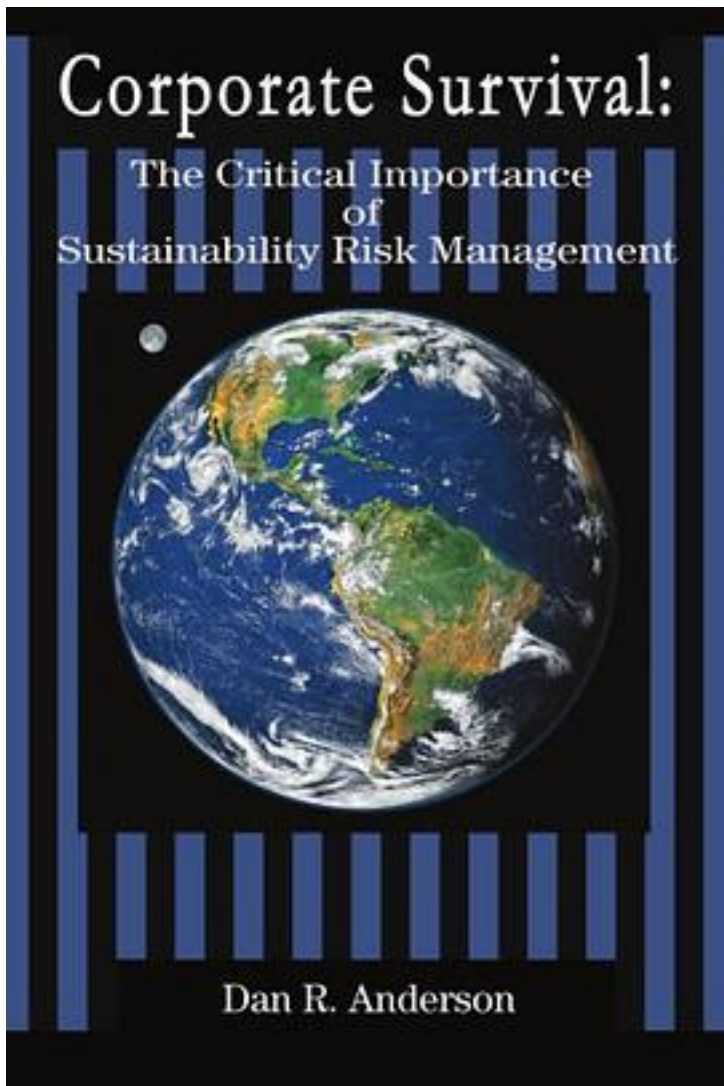


Corporate Survival



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"Corporate Survival: The Critical Importance of Sustainability Risk Management" thoroughly examines the rising sustainability risks that affect thriving businesses, the environment, various societies, people in foreign lands, and our children. Author Dan Anderson, a professor of risk management and insurance, has been observing sustainability risk management issues for his entire career. In "Corporate Survival" he presents guidelines for various professionals in the risk management and insurance industries. In his view, corporations need to establish sound sustainability risk management systems in order to survive potentially major financial and professional damages. These damages can arise from liability suits, customer boycotts, shareholder actions, new regulations, and international pressures. Anderson provides well-timed direction for establishing risk management systems, as well as numerous examples of how companies successfully employ sustainability risk management strategies. He also demonstrates the advantages of following his advice for corporate survival, including reducing sustainability risk costs, improving competitive advantage, attracting both reliable customers and productive employees, augmenting the firm's reputation and community image, and increasing profits. "Corporate Survival" will help all corporations and those in the fields of risk management and insurance improve business systems while enhancing environmental quality and social justice conditions.

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