



Corporate Financial Risk Management: A Computer-based Guide for Nonspecialists

Roy Nersesian

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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.



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