

“Risk management is not about assessing, monitoring, mitigating, and responding to generic risk; it's about *identifying* particular risks endemic to a company's business. Gary Patterson avoids tiresome buzzwords like ‘market liquidity’ and obtuse math formulas and instead uses plain English to shed light on a subject that is in desperate need of an overhaul. How many risk analysts ask: 'Who are your top ten competitors and what do they do?' Patterson does.”

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