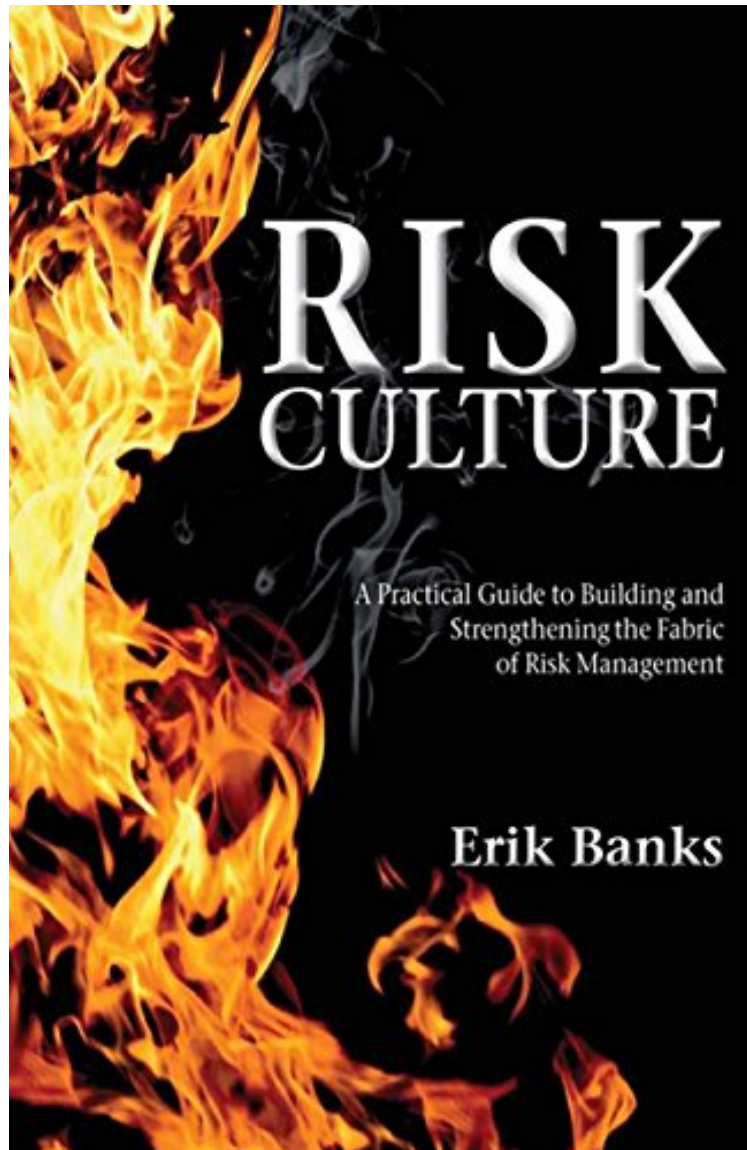


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# Risk Culture: A Practical Guide to Building and Strengthening the Fabric of Risk Management

*E. Banks*

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Risk Culture is a practical volume devoted to the qualitative aspects of risk management, including those that should be firmly embedded in the corporate culture. Through descriptions, examples and case studies, the book analyzes weak and strong cultures and proposes a series of structural and behavioral actions to strengthen a company's culture.

About the AuthorERIK BANKS is an experienced practitioner and regular contributor to the literature in the field of financial risk management and regulation. He is currently Senior Risk Advisor for a major European universal bank, and has spent more than 25 years as an international banker, working at major financial institutions in New York, London, Tokyo, Hong Kong and Munich, in market and credit risk management roles. Erik is the author of over 20 books and numerous articles on financial risk management, insurance and regulation.