

**A SHORT GUIDE TO OPERATIONAL RISK (SHORT
GUIDES TO BUSINESS RISK)**

Kristen Aaron Mckechnie

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Editorial Reviews. About the Author. David Tattam is a partner and founder of Protecht Advisory, a specialist risk consulting firm based in Sydney, Australia.

Book Review: Reputation Risk

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Figure 7. Why then such poor reporting of strategic and principal risk?

It introduces operational risk as a component of enterprise-wide risk management. This brings reputation into focus as does the trend to prove value for money to a national government keen to create more unitary authorities usually urban conglomerates at the expense of county boundaries thus removing vital revenue in the form of taxpayers. Reviews from Goodreads. An investigation found that the pressure to achieve targets had led the sales force to act beyond the ethical boundaries of the company.

There is no doubt that reputation has a value but it manages to avoid tangibles.
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