



# Exploiting Future Uncertainty: Creating Value from Risk

*David Hillson*

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Whatever the future holds, one thing is sure: nothing is certain except uncertainty. Prediction is always hard, especially about the future, but the biggest risk is not taking any risk at all.

All businesses face significant levels of uncertainty these days. To succeed you need to exploit future uncertainty, turning it to your advantage by managing risk effectively. This book shows you how.

In his role as The Risk Doctor, international risk consultant Dr David Hillson has advised many major organisations across the globe, showing them how to create value from risk. Now you can benefit from his unique approach and insights.

Exploiting Future Uncertainty contains more than sixty focused briefings, each addressing a key part of the risk challenge. Using five themes, David covers the links between better business and risk-taking, basic risk concepts, making risk management work in practice, people aspects, and managing risk in the wider world. Each section is packed with clear practical advice with specific how-to tips and guidance.

David Hillson is one of the most influential writers and consultants on risk and in Exploiting Future Uncertainty he offers his prescription for effective risk management in 21st Century businesses.



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