



# **Behavioral Risk Management: Managing the Psychology That Drives Decisions and Influences Operational Risk**

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## **Behavioral Risk Management: Managing the Psychology That Drives Decisions and Influences Operational Risk** Shefrin

This original book takes psychological research, experimental economics, and recent business scenarios to provide both students and practitioners with the insights to develop a strong risk management strategy. Shefrin draws on his previous research into characterizing organizational culture through the perspective of a process-pitfall lens.

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