



# Risk Management: 10 Principles

*Jacqueline Jeynes*

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## **Risk Management: 10 Principles** Jacqueline Jeynes

In the same way as the 4Ps of marketing are a fundamental principle of business theory, this book puts forward the 10Ps of Risk Management as a consistent and comprehensive approach to the subject.

The 10Ps of Risk Management offers a holistic approach, bringing together all elements of risk management for managers, safety and environmental consultants, business advisers and students on occupational health and safety and environmental studies courses.

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