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Da: MIB School of Management [events@mib.edu]

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A: PITACCO ERMANNO

Cc:

Oggetto: Prof. Parsons next week at MIB. More info!

Allegati:

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FOCUS ON RISK MANAGEMENT
at MIB School of Management
 Attendance Free



MIB School of Management is pleased to remind you the upcoming event focused on Risk Management: Prof. Parsons presents his study on major risk events.

18th April, 5.00 pm - MIB School of Management, Trieste

ROADS TO RUIN - A Study on Major Risk Events
Prof. Chris Parsons from Cass Business School (London)

Attendance is free, please contact us to get more details and register: events@mib.edu

More on the Topic:

It is not an actuarial or quantitative presentation but focuses rather on **management issues** and particularly on **failings at Board level**.

The study investigates the origins and impact of over 20 major corporate **crises of the last decade**. These crises involved well known organisations such as **Coca-Cola, Firestone, Shell, BP, Airbus, Société Générale, Enron, Arthur Andersen**, and also some smaller firms.

The aim of the research is to trace the deeper causes of the crises, to assess the post-event resilience of the companies involved and to consider the implications for the risk management of companies in general.

[>> Download the Summary of the Study](#)

More on the Lecturer:

Professor in Insurance and Course Director MSc Insurance and Risk Management at Cass

Business School (London).
Officer and Senior Examiner for the Chartered Insurance Institute.
Recipient of the CII Morgan Owen Medal and Prize for the best research paper produced by a member of the Institute.
Recipient of several Cass Business School prizes for excellence in postgraduate teaching.
Awarded by the Geneva Association.
[>> More on CV](#)

The Seminar will be held in English and will be broadcast online on www.mib.edu.

Info & RSVP:

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