



## The Risk Diversification - Theories and Perceptions

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By Leonardo Badea

LAP Lambert Academic Publishing Sep 2014, 2014. Taschenbuch. Book Condition: Neu. 220x150x4 mm. This item is printed on demand - Print on Demand Neuware - The risk concept and the risk diversification theories are facing new approaches and suffer significant changes by accepting the influence of subjective elements and random phenomena. The paper is screening the most important risk diversification theories and model ad the attitude toward the risk. The selection catches the evolutions of the concepts, approach and attitudes, but also various examples of the risk theory materialization. The case study of the Romanian SMEs managers is a qualitative analysis of their knowledge and perception toward risk in the managed companies and own lives. There were crystallised some conclusions and new research directions that could lead to solutions of improving the risk protection of the business environment. 60 pp. Englisch.

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