

Cambridge University Press  
052128497X - The Business of Risk  
Peter G. Moore  
Copyright Information  
[More information](#)

---

# *The business of risk*

**PETER G. MOORE**  
*London Business School*



Cambridge University Press  
052128497X - The Business of Risk  
Peter G. Moore  
Copyright Information  
[More information](#)

---

Published by the Press Syndicate of the University of Cambridge  
The Pitt Building, Trumpington Street, Cambridge CB2 1RP  
40 West 20th Street, New York, NY 10011-4211 USA  
10 Stamford Road, Oakleigh, Melbourne 3166, Australia

© Cambridge University Press 1983

First published 1983  
Reprinted 1990, 1993, 1995, 1997

Library of Congress catalogue card number: 82-23594

*British Library cataloguing in publication data*

Moore, Peter G.  
The business of risk.  
1. Risk management - Decision making  
I. Title  
658.4'03'018 HD61

ISBN 0 521 24174 X hard covers  
ISBN 0 521 28497 X paperback

Transferred to digital printing 2004

U P