



# The AMA Handbook of Financial Risk Management

*John J. HAMPTON*

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## **The AMA Handbook of Financial Risk Management** John J. HAMPTON

Because all business is risky business. Managing financial risk boils down to understanding how to reduce a complex business environment into workable concepts and models. The AMA Handbook of Financial Risk Management provides readers with the tools they need for dealing with the most important areas of financial decision making. Filled with strategies, principles, and measurement techniques, the book shows readers how to:

- Categorize financial risks
- Reduce risks from cash flow and budget exposures
- Analyze operating risks
- Understand the interrelationship of risk and return
- Manage risks in capital investment decisions
- Determine the value of common stock
- Optimize debt in the capital structure

Providing both explanations and practical applications, the book clarifies the key decision areas in financial risk management. This indispensable guide enables anyone involved in the financial management of an organization to know what factors are at stake and how to protect the bottom line.

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