

# Risk Management And Innovation In Japan

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Assessing and managing risk is vitally important, and is increasingly studied, in a range of areas, including politics and international relations, finance and insurance, and innovation and valuing intangible assets such as patents and intellectual property. The degree to which innovation is encouraged or otherwise - a key factor for many businesses - depends in part on the attitude towards risk in the context in which innovation takes place. This book considers the different attitudes towards risk and innovation, and the different ways in which risk and innovation are handled, in Japan, Britain the USA. The book examines the subject broadly, and in detail, including discussions of risk management standards, of managing risk in marketing, in the insurance industry, in patents, and in venture capital, and of how risk management in organizations has evolved. Publisher: Routledge Illustration: N Language: ENG Title: Risk Management and Innovation in Japan Pages: 00000 (Encrypted PDF) On Sale: 2005-10-18 SKU-13/ISBN: 9780415368063 Category: Business & Economics : Economics - General

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