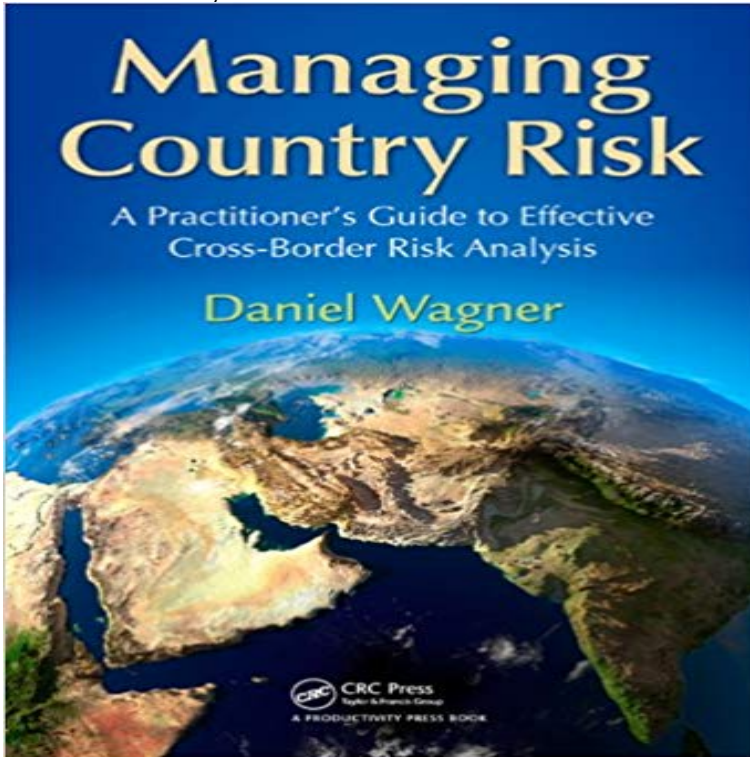


Managing Country Risk: A Practitioners Guide to Effective Cross-Border Risk Analysis



What would you do if a law that enabled your investment to operate successfully abroad suddenly changed, and your business could no longer operate profitably there? Imagine exporting goods to a government buyer only to discover after the fact that your home country, or the United Nations, has just imposed an embargo on that country. *Managing Country Risk: A Practitioners Guide to Effective Cross-Border Risk Analysis* explains how to identify and manage the many risks associated with conducting business abroad. Daniel Wagner, an industry expert with decades of battle-tested experience, provides the real-world insight needed to think outside the box and anticipate the impact of change on your business operations. Using case studies and practical examples, it supplies essential information on country risk management and explains how these concepts apply to every day operational examples. Considering the impact of perception on investment decisions, it demonstrates how to put a country risk assessment into practice and explains how to create a framework, select the right tools, and map out a country risk analysis methodology. Appropriate for a wide audience from individual entrepreneurs and small exporters to multinational corporations the book provides a solid foundation in the basics of country risk analysis. It facilitates an understanding of the full range of cross-border risks and explains how to manage them. The strategies, concepts, and tools outlined in the book provide you with the understanding needed to help your organization make more-informed decisions about how it does business abroad. Practical examples and case studies provide the real-world insight needed to add value to the risk management processes in your organization and enhance your companys ability to make a profit.

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