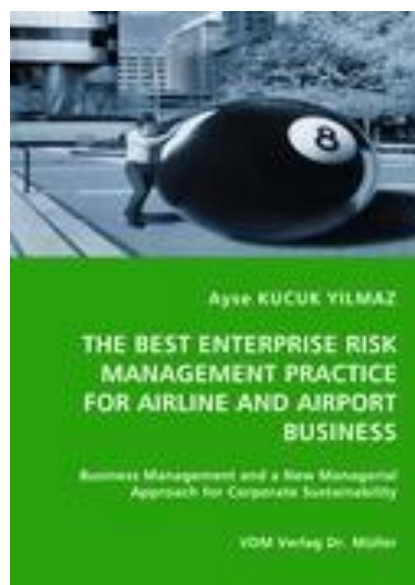


BOOK REVIEW:

THE BEST ENTERPRISE RISK MANAGEMENT PRACTICE FOR AIRLINE AND AIRPORT BUSINESS: Business Management and a New Managerial Approach for Corporate Sustainability

by Dr. Ayse KUCUK YILMAZ (Author)



- **Paperback:** 228 pages
- **Publisher:** VDM Verlag Dr. Mueller e.K. (2008)
- **Language:** English
- **ISBN-10:** 3836467895
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Synopsis

ONE SIZE DOES NOT FIT ALL! No single correct way to the best Enterprise Risk Management (ERM) implementation. ERM frameworks are created according to the organizational objectives, strategy, culture and characteristics. The aim of the book is explain to the best practices to ERM, and provide to basic requirements for best ERM. The book is presented a new approach to selecting of the best ERM operator in the airport business. Chapter I. ERM fundamentals and frameworks are presented. Different ERM frameworks are presented in Chapter II. Chapter III is detailed explanation to best practice of the ERM. General best practice criteria are presented. Chapter IV is consisting of researching to best samples of ERM implementations in the airline business. Chapter V is present new approach to selection of best operator about ERM practice at airport business. In this chapter, criteria are determined about best practice of ERM by author. Criteria are identified in four main categories: benefits, costs, opportunities and risks. The book aimed to guidance of the best ERM implementation in the airline and airport business. The book is addressed to professionals and managers. (Book back cover)

***About the author:** Dr. Ayse KUCUK YILMAZ, Assistant professor and licensed aircraft maintenance technician in Anadolu University, Turkey: studies about airline and airport enterprise risk management for six years. She has master degree (2003) and doctorate degree (2007) of Civil Aviation Management, Social Science Institute, Anadolu University, Turkey. She has published papers in many international conferences: ATRS (2006 and 2007)), ICRAAT (2006) and WCRT (2007) and articles international peer reviewed journals. Her three books published by VDM Verlag Dr. Müller.*

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