



Invitation to Business Seminar

Strategic Risk Management: How to lead the firm effectively through the financial crisis

By Professor Philip Bromiley



Philip Bromiley is the Dean's Professor in Strategic Management at the Paul Merage School of Business, University of California - Irvine. He previously held the Curtis L. Carlson Chair in Strategic Management at the Carlson School of Management, University of Minnesota.

Professor Bromiley is well established in academia with over 60 published research articles and is the author of two books. He is also a frequent speaker for executive audiences.

His recent work has focused on topics like: 'Strategic Business Cycle Management', 'Corporate Risk-taking', 'Risk in Strategic Decision-making', 'Incentives to Cheat' and the like. This provides him with a unique background to understand the mechanics behind the current managerial crisis and address what it takes for corporate leaders to deal effectively with the challenge.

Program, Wednesday, 17 June 2009

8:30 - 9:00	Coffee
9:00 - 9:15	Welcome and introduction <i>By Professor Torben Juul Andersen, SMG</i>
9:15 - 9:45	Presentation <i>By Professor Philip Bromiley</i>
9:45 - 10:00	Commentary <i>By Jens Brandum, CEO, Marsh A/S</i>
10:00 - 10:30	Discussion

We look forward to seeing you!
Center for Strategic Management and Globalization

Time and place:

Wednesday, 17 June 2009
8:30 - 10:30 am

Copenhagen Business School
Kilen campus
Kilevej 14
2000 Frederiksberg
Room: Ks.43

Registration:

Please register by sending
an email to: kol.smg@cbs.dk

Organizers:

[Center for Strategic
Management and Globalization
\(SMG\)](#)

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