

COMPANIES HAVE OFTEN TALKED ABOUT BOLD AND INNOVATIVE STRATEGIES. BUT HOW BOLD IS TOO BOLD?

BACKGROUND

Before the global recession hit, taking risks was all the rage. Bold corporate strategies were common. Mergers and acquisitions grew in scale and ambition. Organisations everywhere were taking advantage of the economic boom. Since then, of course, the attitude to risk has changed dramatically: corporate confidence is low, costs are being cut and investments are being postponed.

This report asks the question: how will companies balance the need for calculated risk-taking with the need for safety in uncertain times? To help us answer, we commissioned the Economist Intelligence Unit to conduct a survey of more than 570 board-level executives from around the world. The findings of this research offer a comprehensive picture of the risk environment for the world's most prominent organisations.

WHAT'S COVERED?

The report presents a unique insight into the strategies of global organisations, and the minds of senior business figures. We explore several areas of interest, region by region, including:

- What are the top 10 risks companies simply cannot afford to ignore?
- How has the sub-prime mortgage crash changed North America's attitude to risk?
- What impact does currency fluctuation have on Latin American business?
- Why do credit markets in Western Europe remain blocked?
- Will the cost of imports stifle recovery for Eastern Europe?
- What are the main risks posed to developing African countries?
- How big a problem is corruption in South-East Asia?

Overall, we build up a broad global picture of how the global recession is altering the way we do business. For anyone interested in the risk priorities and decision-making of corporate organisations, it makes for intriguing reading.

Click [here](#) to view the full report: *Global Business Leader Survey: Risk Priorities and Preparedness*.