



Measuring and Managing Information Risk: A FAIR Approach

By Jack Freund, Jack Jones

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Using the factor analysis of information risk (FAIR) methodology developed over ten years and adopted by corporations worldwide, *Measuring and Managing Information Risk* provides a proven and credible framework for understanding, measuring, and analyzing information risk of any size or complexity. Intended for organizations that need to either build a risk management program from the ground up or strengthen an existing one, this book provides a unique and fresh perspective on how to do a basic quantitative risk analysis. Covering such key areas as risk theory, risk calculation, scenario modeling, and communicating risk within the organization, *Measuring and Managing Information Risk* helps managers make better business decisions by understanding their organizational risk.

- Uses factor analysis of information risk (FAIR) as a methodology for measuring and managing risk in any organization.
- Carefully balances theory with practical applicability and relevant stories of successful implementation.
- Includes examples from a wide variety of businesses and situations presented in an accessible writing style.

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