Provide an analysis of a company's risk tolerance and risk exposure. Include the impact this tolerance and exposure may have on potential outcomes. Be sure to include a numerical risk analysis for full points. The numerical portion can be as simple as the importance and likelihood scale or as complicated as the financial impact spreadsheet method.

Required:

The assignment should contain your opinion substantiated by theories from the reading and content from one of the articles below.The response should include a numerical risk analysis.

The length should be between 600 and 800 words (excluding the title page and references).

Formal writing is required using APA.

Copied input, quotations, and paraphrasing require citations and references conforming to APA 6th edition standards.

You must follow these directions carefully for full points!!

Select and include some paraphrased content relating to risk from one of the following sources.  Each of the following is an incorrect APA reference, they do not have the page numbers.  You will have to include a proper APA reference to avoid a significant penalty.

Kahneman, D., & Lovallo, D. (1993). Timid choices and bold forecasts: A cognitive perspective on risk taking. Management Science, 39. doi: 10.1287/mnsc.39.1.17

Kahneman, D., Lovallo, D., & Sibony, O. (2011a). Before you make that big decision.Harvard Business Review, 89(6).

Lovallo, D., & Kahneman, D. (2000). Living with uncertainty: Attractiveness and resolution timing. Journal of Behavioral Decision Making, 13(2).

Lovallo, D., & Kahneman, D. (2003). Delusions of success. Harvard Business Review, 81(7).