



Threat, risk, and issues assessment with regard to BMW Motorrad Australia

By Anonym

GRIN Verlag Jun 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, Griffith University, language: English, comment: Die Arbeit liefert viel Theorie und untermauert diese am Beispiel des Unternehmens BMW. , abstract: 1 Issues assessment This assignment deals with threat, risk, and issues assessment with regard to BMW Motorrad Australia. First, relevant theory will be provided. Furthermore, a risk assessment grid for BMW Motorrad Australia will be constructed. The second part analyses the risk assessment grid and comments on it. The last part provides some recommendations for BMW Motorrad Australia in terms of theory. 1.1 Theory - Threat, risk, issues assessment According to Turner and Gelles (2003, p. 1), 'threat assessment in organizational settings represents a unique set of challenges that require the merging of elements from behavioural sciences, labour law, law enforcement, and human resources' . . in order 'to move away from the prediction of danger or the imminence of violence toward the identification and management of risk' (Turner & Gelles, 2003, p. 3). . As...



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