

A Susan Campbell Writing Sample

Client: Fitch Risk
Agency: Carpenter Design Group
Audience: Corporations; issuers of debt
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[cover]

risk in your business equation

[inside front cover]

change = risk

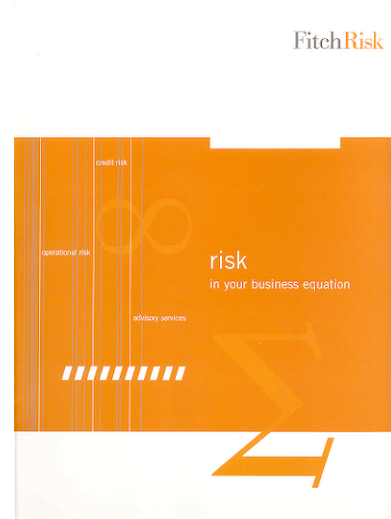
The speed and magnitude of change in the risk landscape is creating great challenges for businesses today. As the pace of innovation and globalization accelerates, so does the scale and importance of managing risk and uncertainty.

risk + action => opportunity

Turning change into opportunity depends on your company's readiness to assess the relevant risks and to act quickly and effectively. Many firms find that there is risk in acting too late, or not at all. Risk management is an investment that every company must make to remain competitive.

risk management x time = value

Smart risk management is smart business management, better positioning your company to weigh opportunities, leverage capital and increase economic value over time. Fitch Risk delivers the best in risk technologies — the tools and guidance to achieve better decision-making and long-term financial control.



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we think
+ we do

At Fitch Risk, our business equation combines thought leadership and practical industry experience within the realms of credit, operational, market and business risk. We are both thinkers and doers, adding up to benefits that are not found elsewhere — intelligent people delivering proven, complete risk technologies and helping to apply them in a sophisticated, actionable way.

Fitch Risk is the one firm to call to access a thinker, a practitioner, a partner.

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