

## The Zurich Axioms: The Rules of Risk and Reward Used By Generations of Swiss Bankers

Sousa, Ivo Dias de (2015) The Zurich Axioms: The Rules of Risk and Reward Used By Generations of Swiss Bankers. intelligenthq: disponível em, <http://www.intelligenthq.com/resources/the-zurich-axioms-the-rules-of-risk-and-reward-used-by-generations-of-swiss-bankers-by-max-gunther/>

Risk Management, Behavior, Bankers

The Zurich Axioms” is a slim book that should be on the library of every investor and, perhaps, entrepreneur and manager. It is a book about risk management. The book delivers a collection of principles about how to deal with risk (12 major and 16 minor axioms). The axioms are a sort of rule of thumb for dealing with risk. Curiously, in a way, the axioms are more about dealing with the limitations of the human psyche than with investments.

Max Gunther (1927-1998) was a journalist and writer born in England. He lived most of his life in the United States. He worked and wrote for magazines like Business Week, Time Magazine, Playboy and Reader’s Digest.

<http://www.intelligenthq.com/resources/the-zurich-axioms-the-rules-of-risk-and-reward-used-by-generations-of-swiss-bankers-by-max-gunther/>