

《企业永续战略》

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内容概要

Cost-efficient business contingency and continuity planning for a post-9/11 and Katrina world Disasters can happen. Contingency plans are necessary. But how detailed and expensive do your contingency and continuity plans really need to be? Employing a thoroughly practical approach, *Business Continuity Strategies: Protecting Against Unplanned Disasters, Third Edition* provides a proven methodology for implementing a realistic and cost-efficient business contingency program. Kenneth Myers--an internationally recognized contingency planning specialist--shows corporate leaders how to prepare a logical "what if" plan that would enable an organization to retain market share, service customers, and maintain cash flow if a disaster occurs. Completely updated throughout to reflect lessons learned from 9/11 and hurricanes Katrina and Wilma, *Business Continuity Strategies, Third Edition* helps cost-conscious senior management: Establish a corporate contingency program policy and strategy that ensures timely completion of a plan, with minimal disruption to operations. Minimize plan development costs. Understand the importance of conducting briefings to communicate the proper mindset before the program development process begins. Save time and money by avoiding a consultant's traditional approach of extensive information-gathering that contributes little to the development of practical solutions, but much in the way of consultant fees. Addressing countless hypothetical disaster scenarios doesn't make good business sense. *Business Continuity Strategies, Third Edition* helps companies focus on what is necessary to survive a natural catastrophe, workplace violence, or a terrorist attack.

书籍目录

About the Author. Preface. 1 Defining the Problem. Business Continuity Concerns. Characteristics of a Sound Program. Cost-Reduction Opportunities. Need for Cost-Effective Solutions. Backup. 2 Workplace Violence. Background. Liability. Prevention. Incident Response. 3 Final Reports of the Federal Building and Fire Investigation of the World Trade Center Disaster. Introduction. Increased Structural Integrity. Enhanced Fire Endurance of Structures. New Methods for Fire-Resistant Design of Structures. Improved Active Fire Protection. Improved Building Evacuation. Improved Emergency Response. Improved Procedures and Practices. Education and Training. Looking Forward. 4 New Contingency Program Paradigm. Background. Old Paradigm. New Paradigm. Transitioning to the New Paradigm. 5 Developing a Contingency Program. Management ' s Responsibility. How Much Market Share Could Cost You? Protect Against What? Contingency Planning Requires Specialization. Increased Technology Dependency. Corporate Issue. Contingency Program Phases. Discretionary Expense. Project Planning. Awareness Education. Business Impact Analysis. Selecting a Methodology. Implementation. Maintenance and Testing. 6 Guidelines for Developing Contingency Programs at Multiple Locations. Background. Objectives and Scope. Section : Organization. Section : Standards for Implementation Planning. Section : Standards for Developing Interim Processing Strategies. Section : Documentation Standards. Section : Standards for Ongoing Maintenance and Testing. 7 Conceptual Business Continuity Strategies for Loss of Computer Operations. Policy and Strategy. Executive Summary. Glossary. Index.

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