



# **The Risk Factor: Why Every Organization Needs Big Bets, Bold Characters, and the Occasional Spectacular Failure**

*Deborah Perry Piscione*

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Our most revered business icons of the last few decades are the bold risktakers, such as Richard Branson, Elon Musk, and Steve Jobs. Yet in today's stock market-driven economy, companies are playing it safe, with too many leaders focused on short-term gains, rather than value creation. The result is a static business culture that generates forgettable results—even as the world demands big solutions. So how do we get back in the risk-taking game? In *The Risk Factor*, Deborah Perry Piscione takes the most comprehensive look at this crucial, undervalued leadership behavior, and outlines how companies must support risk-taking across the enterprise. Exploring the heroes of risk, including entrepreneurs, venture capitalists, and technologists, and the role risk-taking and failure tolerance play in their success, she makes a compelling case not only for big, flashy mergers or acquisitions, but also for unorthodox choices in everything from leadership to corporate social responsibility. Drawing on case studies from a wide range of now-famous giants (Netflix, Salesforce) and successful start-ups (Tesla, NetApp), she distills lessons for both new entrepreneurs and established companies whose longtime risk aversion has cost them more than they realize.

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