



SOCIETY OF ACTUARIES

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Recommended Readings



The following is a list of recommended readings from the contributing editors that they feel will pique your interest and help keep you informed.

From Ruth Ann Woodley

This *New York Times Magazine* article is interesting on several levels, but for actuaries it provides a fascinating perspective on how other types of businesses use the data they have on their customers—a different kind of predictive modeling, if

you will. Could this field be a potential opportunity for actuaries? To read the article, visit www.nytimes.com, search term How Companies Learn Your Secrets, or use the QR code.



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In addition to the papers published in this issue, the authors of “Enterprise Risk Management: Strategic Antecedents, Risk Integration and Performance” discuss the practical implications the research has for actuaries.

