



# The Insurance Management Playbook: A Leader's Guide

*Maroun Mourad*

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## **The Insurance Management Playbook: A Leader's Guide** Maroun Mourad

Whether you're an insurance management veteran looking for a fresh perspective or gearing up to become the next great executive, this book's for you! The best advice you can get is from someone who has been through the industry in different product lines, numerous countries, and multi-national as well as start-up company environments. Enter The Insurance Management Playbook, filled with common sense wisdom and advice, learned through more than fifteen years of international experience. This helpful handbook covers it all from superior customer and claims service to situational leadership, finance, investing, and budgeting, to the tough world of start-ups and M&A. Through personal anecdotes and a distinctive sense of humor, the Playbook explores the good, bad, and ugly aspects of the insurance industry, encouraging a better and more efficient and profitable future to come.

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