GENERAL INSURANCE

David L. Bickelhaupt

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1983



Homewood, Illinois 60430

With love to my wife, Lee, and to Tina, Janet, Paul, and Carol

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Preface

I love to read, and hope you do, too—but writers and books have tough competition these days. Reading books is harder than watching television or playing video games. Andy Rooney summed up his feelings by saying that whenever he has time enough to sit down and read a book, he gets up and does something else. Perhaps I should also entice my readers with a title such as "A Few Minutes with General Insurance."

Purpose. The fact is, however, that more than a few minutes is needed to understand insurance, which is what I want you to do. I can't promise all the momentary pleasures of TV: the nostalgia of old movies, the excitement of sporting events with replays of the best parts, the allure of the soaps, or the laughs with your favorite entertainers. The surest guarantee I can make is that you will *learn* more, hour-for-hour, from this book than from television. Particularly, you'll know more about how *insurance* can help you obtain greater security in a world otherwise filled with uncertainties.

Uses. This book is the 11th edition of General Insurance, which to my knowledge is a record for any college insurance text. The previous edition was adopted for courses in more than 300 colleges and universities. Usually, it is used as a comprehensive introduction to all the fields of insurance and risk management. I believe its breadth and depth of knowledge is its greatest asset, for insurance courses vary from an average of about 45 hours of classroom instruction to as few as 30 hours and as many as 60 hours or more. Good teachers want students to be able to describe what is, but also to know why things are and why they are important. The treatment of subjects here is sufficient to achieve those results for courses of varying lengths. In shorter courses, some

chapters can be omitted or used as supplementary assignments or special class reports (see the suggested assignment schedules that follow this preface).

Not all insurance education takes place in college-credit courses. This book has also been used in professional insurance programs of the Insurance Institute of America (IIA), the Casualty Actuarial Society (CAS), the Certified Financial Planner (CFP), various insurance company courses, and in many states for insurance agents' licensing examinations.

Organization and changes. Risk is the basis for insurance. Part One of this text builds a concise foundation for insurance study by relating risk, risk management, and insurance in the first four chapters. This emphasizes the consumer viewpoint, which is most important to you. Part Two continues this approach by analyzing more specific consumer needs and insurance solutions in six chapters explaining life and health insurance. A separate chapter stresses the social insurance viewpoint of government insurance programs, and a review chapter shows how private and social insurance are coordinated in these fields. Part Three similarly treats the many different kinds of property and liability insurance, including the significant fire, liability, automobile, and homeowners' exposures and insurance contracts. Recognizing that students and consumers also need to understand the insurer viewpoint, Part Four has been changed to follow the fundamental principles, terminology, and contract analysis of all the various lines of insurance. A more meaningful understanding of insurance operations is achieved by this arrangement, with separate chapters on insurance marketing, underwriting, loss payment, and regulation. Part Five reviews consumer, business, and social issues, in a chapter that was the first of its kind in basic insurance texts to emphasize a look to the future. In total, a balanced approach to insurance and risk management from all major viewpoints is the objective of the five parts of this book.

The new subject matter in this edition is extensive. Every chapter is updated with current topics. Hundreds of footnote references indicate sources of ideas and readings for further information. Frequent use of tables and figures review and summarize significant concepts in the changing world of insurance. Examples of new developments discussed include risk measurement techniques, "captive" insurers, universal life insurance, the effects of new tax laws on life insurance and annuities, social security changes and problems, "cafeteria" employee benefit plans, retroactive insurance, pollution liability, financial services conglomerates and supermarkets, insurer investments, "homeowners plus" contracts, open competition rating, and many others.

Teaching aids. The "outline of concepts" at the beginning of each chapter is recommended for the close attention of readers, both before and after reading the chapters. These highlight the major ideas and

are helpful in reviewing the relationships among major and subtopics. Selected excerpts from the most important insurance contracts for consumers are included, but many teachers will want to obtain complete sample contracts for their classes from the Insurance Information Institute (110 William St., New York, N.Y. 10038), the American Council of Life Insurance (1850 K St., N.W., Washington, D.C. 20006), or the Alliance of American Insurers (20 N. Wacker Dr., Chicago, Ill. 60606).

Teachers may also obtain from Richard D. Irwin (1818 Ridge Rd., Homewood, Ill. 60430) a 350-page Solutions and Visual Aids Manual with full answers to all "For Review and Discussion" questions at the end of each chapter. It contains about 150 enlarged-print tear-out pages and new visual aids prepared by Michael M. Delaney of the University of Nebraska at Omaha. These are designed for use with an opaque projector or for making copies, transparencies, or slides to enhance classroom presentation of major concepts. Teachers should write on their department stationery or ask Irwin sales representatives for their free copy.

Acknowledgments. The past 20 years and five editions of this text have been typed with expert care by Eleanor B. Sapp, who deserves my personal thanks and admiration. I also thank my colleagues and many students and friends for thoughtful suggestions for improvement. Particular thanks are due Dr. Robert J. Myers for very helpful review of Chapter 11. Several other anonymous reviewers also made valuable chapter-by-chapter recommendations. I welcome further reactions—general or specific, long or short, immediate or belated—from any readers of this edition.

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class	class		
sessions*	sessions*		pter
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30	45	Review session or examination	

^{*} The length and number of class sessions are based on the assumption that the normal course will contain either 30 or 45 individual classes of about 60–90 minutes each, with outside reading assignments in preparation for the classes averaging about two hours each. Some variation of the suggested timing is natural, depending upon the interests of students and teachers, and the desire to use other supplementary materials. Several of the assignments may be easily shortened, if necessary, by omitting a portion of some chapters. In some survey or introductory courses, the teacher may wish to consider omitting Chapters 14, 15, 17, 18, 21, 22, 24 and increasing emphasis on the other chapters.

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