

# Diversify

## Diversity

*Look up diversity, diverse, or diversify in Wiktionary, the free dictionary. Diversity, diversify, or diverse may refer to: Diversity (business), the inclusion*

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### Agricultural diversification

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In the agricultural context, diversification can be regarded as the re-allocation of some of a farm's productive resources, such as land, capital, farm equipment and labour to other products and, particularly in richer countries, to non-farming activities such as restaurants and shops. Factors leading to decisions to diversify are many, but include: reducing risk, responding to changing consumer demands or changing government policy, responding to external shocks and, more recently, as a consequence of climate change.

### Diversification (finance)

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In finance, diversification is the process of allocating capital in a way that reduces the exposure to any one particular asset or risk. A common path towards diversification is to reduce risk or volatility by investing in a variety of assets. If asset prices do not change in perfect synchrony, a diversified portfolio will have less variance than the weighted average variance of its constituent assets, and often less volatility than the least volatile of its constituents.

Diversification is one of two general techniques for reducing investment risk. The other is hedging.

### Diversification (marketing strategy)

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Diversification is a corporate strategy to enter into or start new products or product lines, new services or new markets, involving substantially different skills, technology and knowledge.

Diversification is one of the four main growth strategies defined by Igor Ansoff in the Ansoff Matrix:

Ansoff pointed out that a diversification strategy stands apart from the other three strategies. Whereas, the first three strategies are usually pursued with the same technical, financial, and merchandising resources used for the original product line, the diversification usually requires a company to acquire new skills and knowledge in product development as well as new insights into market behavior simultaneously. This not only requires the acquisition of new skills and knowledge, but also requires...

### Diversification

*Look up diversification in Wiktionary, the free dictionary. Diversification may refer to: Genetic divergence, emergence of subpopulations that have accumulated*

Diversification may refer to:

### Diversified Energy

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Diversified Energy Company PLC, formerly Diversified Gas & Oil PLC, is a gas and oil production company operating in the Appalachian Basin and the Central Region in the United States. It is listed on the London Stock Exchange and the New York Stock Exchange, and is a constituent of the FTSE 250 Index.

### Naive diversification

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Naïve diversification is a choice heuristic (also known as "diversification heuristic").

Essentially, when asked to make several choices at once, people tend to diversify more than when making the same type of decision sequentially.

Its first demonstration was made by Itamar Simonson in marketing in the context of consumption decisions by individuals. It was subsequently shown in the context of economic and financial decisions.

Simonson showed that when people have to make simultaneous choice (e.g. choose now which of six snacks to consume in the next three weeks), they tend to seek more variety (e.g., pick more kinds of snacks) than when they make sequential choices (e.g., choose once a week which of six snacks to consume that week for three weeks).

Subsequent research replicated the effect...

### Jute Diversification Promotion Centre

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Jute Diversification Promotion Centre is an autonomous government body responsible for the promotion and diversification of Jute use in Bangladesh and is located in Dhaka, Bangladesh. Nasima Begum is the executive director of the centre. The centre organises jute fairs in Bangladesh.

### Diversified Technology

*Diversified Technology, Inc. was a computer hardware manufacturing company. Based in Ridgeland, Mississippi, the company, which was a subsidiary of Ergon*

Diversified Technology, Inc. was a computer hardware manufacturing company. Based in Ridgeland, Mississippi, the company, which was a subsidiary of Ergon, Inc., was formed in 1971. In 1987, Diversified Technology released the first IBM-compatible single-board computer for a passive ISA backplane. Diversified was also the first to introduce an ATCA- and InfiniBand-based blade network switch, introduced in Intel Xeon and AMD Opteron variants in 2005 and 2007 respectively.

Diversified Technology ceased operations in 2013.

## Diversified financial

*Diversified financials is a specific category of the Global Industry Classification Standard (GICS) that is used by the financial community. It includes*

Diversified financials is a specific category of the Global Industry Classification Standard (GICS) that is used by the financial community. It includes a range of consumer and commercially oriented companies offering a wide variety of financial products and services, including various lending products (such as home equity loans and credit cards), insurance, and securities and investment products.

Many of these firms in this category are non-banking financial companies, specialist organisations like stock exchanges or financial holding companies that were created through consolidation of banks, insurance companies and brokerage firms to become universal banks.

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