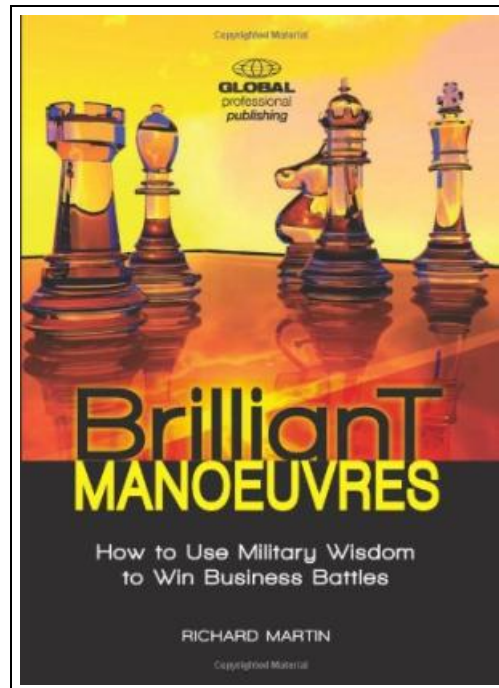


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Global Professional Publishing Ltd, United Kingdom, 2012. Hardback. Book Condition: New. 236 x 160 mm. Language: English . Brand New Book. Essential reading for those in senior positions in business All military concepts are fully explained with diagrams, historical examples, or personal anecdotes, and then translated into terms and tools that can be used in business Includes business and military examples, personal anecdotes, and real-life experiences of the author, in both business and military settings Brilliant Manoeuvres How to Use Military Wisdom to Win Business Battles is for executives and entrepreneurs who are looking to create and sustain competitive advantage and to lead their teams in the face of determined competition and rivalry. Based on the author s experience as a business consultant and entrepreneur, business executives and entrepreneurs like to see themselves as modern day warriors and generals, fighting off competitors and conquering new markets. They talk about attacking competitors, defending turf, firing warning shots, establishing beachheads, bypassing the competition, digging a protective moat, and so on.Martin starts by explaining how and why military leaders and planners actually think and operate the way they do. He translates this into terms that business people can readily apply to their own reality so they can survive and thrive. In other words, this book is a practical guidebook, and not just another set of exhortations to lead from the front or to win without fighting. The book includes ten chapters, and each will incorporate historical examples and personal experiences from the author s military and consulting careers, as well as historical and contemporary business illustrations to show how these concepts apply to business. It will also include practical exercises and tools that the business leader and entrepreneur can use to seize and maintain the initiative against competitors, avoid obstacles and entrenched opposition,...



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