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The Art of Business Warfare: Outmaneuver Your Competition with Military Tactics

By David W Leppanen

iUniverse, United States, 2006. Paperback. Book Condition: New. 228 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.The study of warfare not only teaches us how to win, but how not to lose. The unique perspective in The Art of Business Warfare centers on applying military techniques to the business world. Author David W. Leppanen outlines military operations and business cases to illustrate how military principles, such as preemption, dislocation, and disruption, can enhance your business operations. Using the following examples from internationally recognized companies, Leppanen discusses skills and tactics companies need to be successful on the corporate battlefield: Similarities between business and warfare Principles of war Staff operations Operation plans, orders, and after action reports Guerrilla operations Women in the workplace and the military Murphy s laws of business Both military and commercial operations must be thoroughly organized, carefully planned, and faithfully executed. Let Leppanen s The Art of Business Warfare show you how to use military-based tactics to outmaneuver your competition.



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