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THE ART OF BUSINESS WARFARE: OUTMANEUVER YOUR COMPETITION WITH MILITARY TACTICS



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...

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- Authored by David W Leppanen
- Released at 2006



Reviews

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