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The Marine Corps Way: Using Maneuver Warfare to Lead a Winning Organization (Paperback)

By Jason A. Santamaria, Vicent Martino, Eric K. Clemons

McGraw-Hill Education - Europe, United States, 2005. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The book makes a convincing case that battlefield techniques really do work in the business world - Fortune . A colorful, entertaining, and highly effective way of conveying some powerful lessons along with lots of very interesting military history - Miami Herald . Introduces a powerful approach to rising above the competition and meeting the customer s needs in today s challenging and uncertain business environment - Frederick W. Smith, Chairman, President, and Chief Executive Officer, FedEx Corporation. A clear framework for employing battle-tested Marine Corps tactics and leadership principles in your business - Bob Lutz, General Motors Vice Chairman of Product Development and GM North America Chairman. Valuable new insights into competitive strategy and leadership in business - Donna Conover, Executive Vice President, Southwest Airlines. The Marine Corps Way shows managers at all levels how to apply the tactics and techniques of maneuver warfare to achieve overwhelming results in today s fiercely competitive market environment. You ll learn how to reshape your organization based on seven guiding principles - targeting critical vulnerabilities, boldness, surprise, focus, decentralized decision-making, tempo,...



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