



Brilliant Manoeuvres: How to Use Military Wisdom to Win Business Battles: How to Use Military Wisdom to Win Business Battles

Martin Richard

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Do you want to know how military leaders really think and operate? Do you want to use that expertise to win your own business battles? This book, based on the author's 25 years of military experience, plus years as a business consultant and an entrepreneur, explains how and why military leaders and planners lead and succeed. It is a practical guidebook, not just another set of exhortations to "lead from the front" or to "win without fighting". In fact it shows how some military methods cannot be applied in management. It will appeal to a wide readership of managers and entrepreneurs who must manage risks and exploit change in competitive and increasingly unpredictable environments.

"Rich Martin, an acclaimed military officer and brilliant consultant, has distilled the best of military manoeuvres into business brilliance. Very few people have the experiential base to do that. But Rich has mounted his horse and said, 'Follow me!' Congratulations on getting this far. Now start running after him."

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