

Asymmetric Warfare For Entrepreneurs: 120 Lessons From Lawrence Of Arabia - Luan Hanratty

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Asymmetric Warfare for Entrepreneurs is a deconstruction and adaptation of TE Lawrence's epic account of the Arab Revolt. The conflict was a side theatre of World War I which pitted the British Imperial might against Ottoman dominance in the Middle East. Lawrence was one of the great military thinkers and adventurers of history and the insights we can take from his philosophy of war are directly applicable to the world of business, marketing and leadership. In the Seven Pillars of Wisdom, Lawrence presents his own formula for fighting which enables an impoverished and disparate guerrilla force to outmanoeuvre and overcome a far larger, well-resourced and more organised enemy. In doing this he initiates and directs the world's first modern insurgency war, presenting a model that has been replicated by revolutionaries and counter-insurgency movements ever since. Each lesson in this book provides platforms and guidance for defeating competition, getting the best out of people, forging...Author: Hanratty, Luan Publisher: MX Publishing Illustration: N Language: ENG Title: Asymmetric Warfare for Entrepreneurs: 120 Lessons from Lawrence of Arabia Pages: 00215 (Encrypted EPUB) / 00215 (Encrypted PDF) On Sale: 2011-11-01 SKU-13/ISBN: 9781780922003 Category: Business & Economics : Entrepreneurship

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