



Three Moves Ahead: What Chess Can Teach You About Business (Hardback)

By Bob Rice

John Wiley and Sons Ltd, United Kingdom, 2008. Hardback. Book Condition: New. 1. Auflage. 231 x 147 mm. Language: English . Brand New Book. Three Moves Ahead shows how classic chess strategies address the #1 problem of Information Age executives: how to move quickly in the face of incalculable complexities and unexpected change. This witty and novel guide, written for non-players, is packed with scores of real-world examples showing how top CEOs use Grandmaster techniques to win on Wall Street. Readers will see how a strong square strategy drove Adobe s rise from niche player to industry giant, as well as Western Union s success through a hundred years of technology changes. They Il learn how AOL has played a crucial exchange sacrifice to revive its fortunes, and how Google is taking turf from Microsoft with a minority attack. Most importantly these days, they Il find out what to do when you don t know what to do, and avoid the fate of companies like Polaroid, Gateway, and our dearly departed Ma Bell. A fun ride from Apprentice to Business Grandmaster. Grab it! -Donald Trump Bob Rice (Short Hills, NJ) was a long-time partner at Wall Street s prestigious Milbank,...



Reviews

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