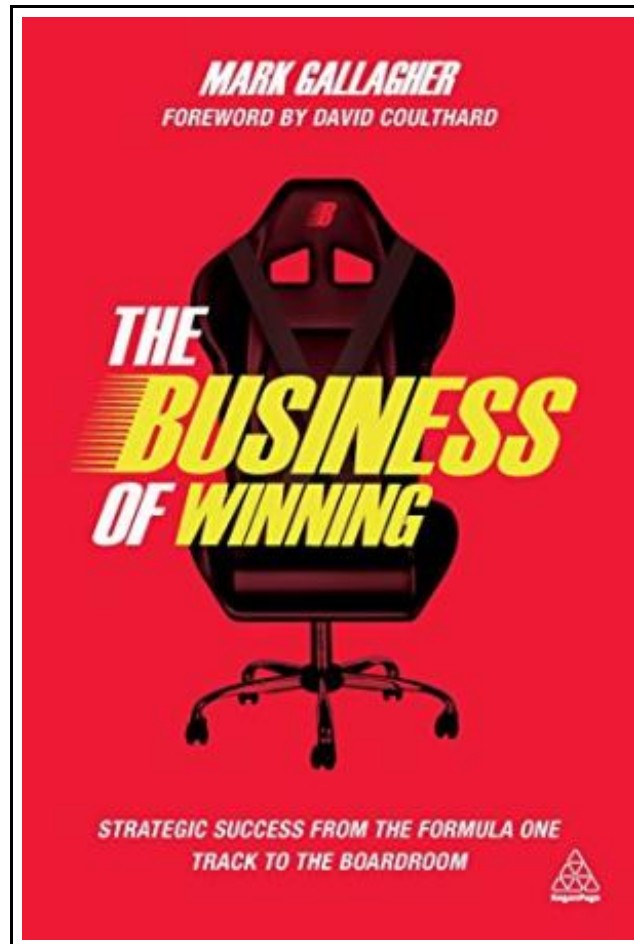


## The Business of Winning: Strategic Success from the Formula One Track to the Boardroom



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Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, The Business of Winning: Strategic Success from the Formula One Track to the Boardroom, Mark Gallagher, Formula 1 is a microcosm of global businesses. To be successful in it requires strong skills; leadership, vision, communication, as well as the ability to design, manufacture, develop and bring to market a constantly improving high technology product, working to immoveable deadlines with hundreds of suppliers, demanding customers and all in the face of a relentless 20-event schedule around the world where your results are posted every fortnight and the successes and failures are there for all to see. The Business of Winning is the one stop management guide seen through the perspective of the high-profile, high-pressure world of Formula 1. The book is based on hard-won experience; practical examples and accounts of how owners, drivers, teams, technicians and sponsors deal with the full range of management questions and issues they face every day. The author brings the drama of the business to life in vivid detail, with experiences and insights that executives can use for invaluable ideas and inspiration.



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