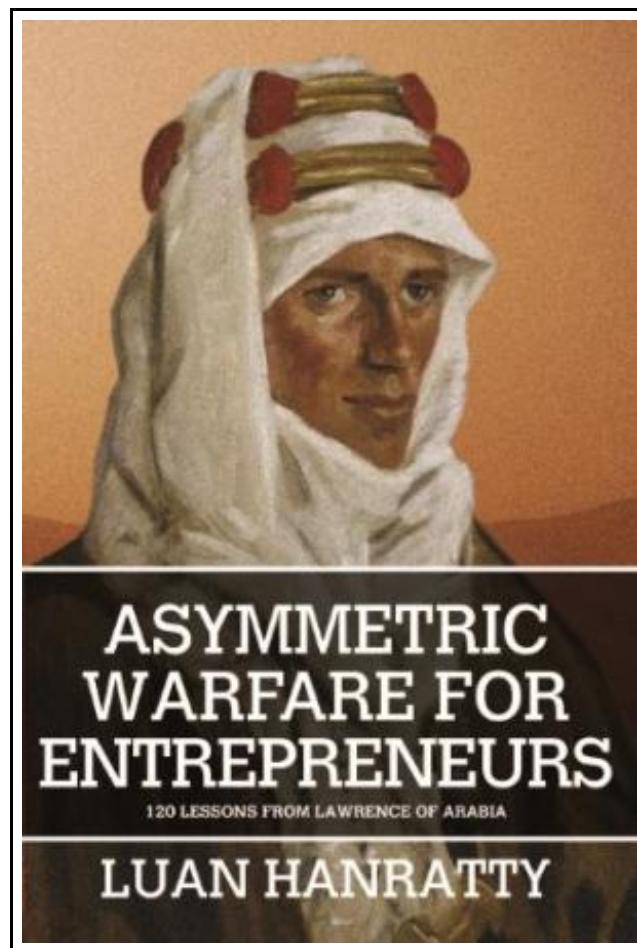


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MX Publishing, United Kingdom, 2011. Paperback. Book Condition: New. 228 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****. Asymmetric Warfare for Entrepreneurs is a deconstruction and adaptation of TE Lawrence's epic account 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 stronger relationships and becoming more creative, emotionally intelligent and focussed. The book also draws on psychological techniques and principles from neuro-linguistic programming to improve interpersonal communication and team spirit. This is further developed with inspiration and stories from other great thinkers and business leaders who themselves have struggled and succeeded against the odds in creating winning businesses.

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