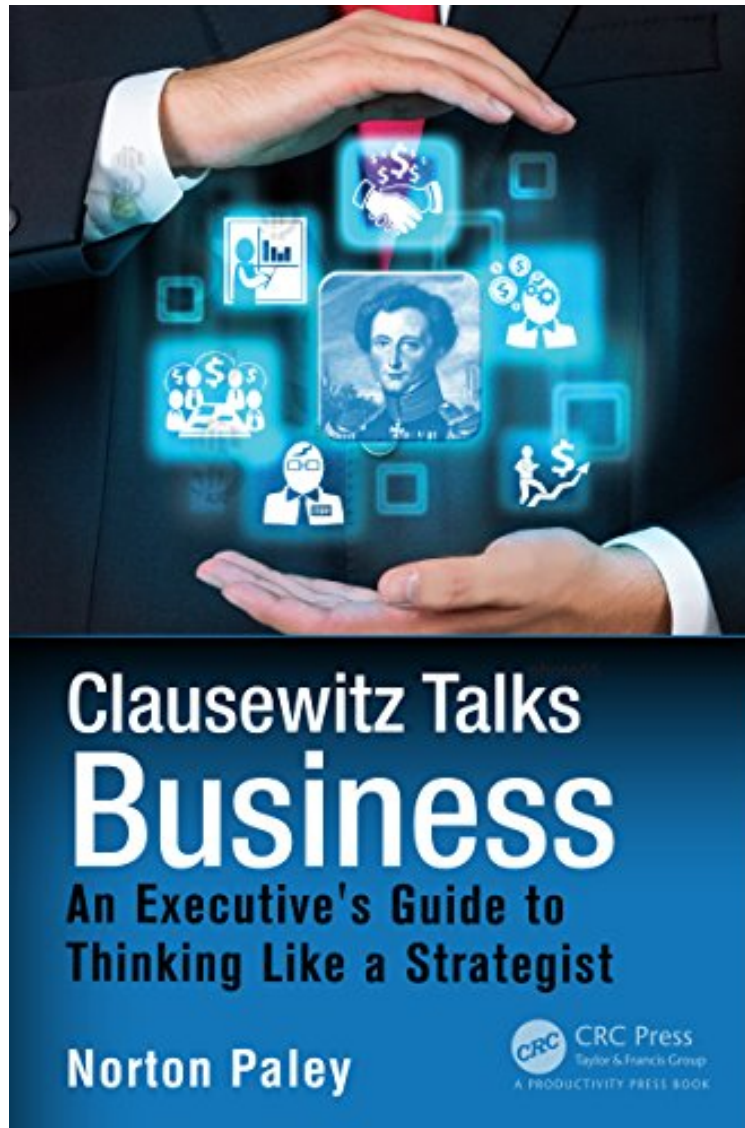


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Clausewitz Talks Business: An Executive's Guide to Thinking Like a Strategist

Norton Paley

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Clausewitz Talks Business: An Executive's Guide to Thinking Like a Strategist distills the wisdom of Carl von

Clausewitz's monumental 1832 classic *On War* is considered by many eminent scholars as the most distinguished Western work on war ever written. This book transposes Clausewitz's most enduring concepts on leadership and strategy to help today's executives and managers think like strategists. Tapping into the universal lessons of strategy, the book uncovers potential solutions to some of the most obstinate competitive problems. It supplies readers with an understanding that integrates historical references with modern business practice. Commentary is inserted at key points in Clausewitz's original text to interpret and transpose his core ideas and to demonstrate how they apply in today's increasingly competitive environment. Maintaining a focus on modern leadership and strategic planning, the book explains how the human element influences the outcome of a competitive confrontation. It provides tips on the physical and psychological dimensions of conflict, which include Clausewitz's discussions about dealing with the inevitable forces of friction, chance, and luck that operate in the "fog of war." In this book you will find timeless principles that will help you think more strategically. In particular, Clausewitz's lessons can be indispensable in the everyday management of your people and resources, especially when applied in competitive environments. By focusing on Clausewitz's writings on human behavior, leadership, and organizational culture, you will gain a better understanding of how you currently face up to competitive struggles, and in turn, will enhance your ability to apply appropriate strategies to outmaneuver the competitive obstacles on the horizon.

About the Author Norton Paley has brought his world-class experience and unique approach to business strategy to some of the global community's most respected organizations. Having launched his career with publishers McGraw-Hill and John Wiley Sons, Paley founded Alexander-Norton Inc., bringing successful business techniques to clients around the globe, including the international training organization Strategic Management Group, where he served as senior consultant. Throughout his career Paley has trained business managers and their staffs in the areas of planning and strategy development, raising the bar for achievement, and forging new approaches to problem solving and competitive edge. His clients include: American Express IBM Detroit Edison Chrysler (Parts Division) McDonnell-Douglas Dow Chemical (Worldwide) W. R. Grace Cargill (Worldwide) Chevron Chemical Ralston-Purina Johnson Johnson USG Celanese Hoechst Mississippi Power Numerous mid-sized and small firms Paley has lectured in the Republic of China and Mexico and he has presented training seminars throughout the Pacific Rim and Europe for Dow Chemical and Cargill. As a seminar leader at the American Management Association, he conducted competitive strategy, marketing management, and strategic planning programs for over 20 years. Published books include: *The Marketing Strategy Desktop Guide* *How to Develop a Strategic Marketing Plan* *The Manager's Guide to Competitive Marketing Strategies* *Marketing for the Nonmarketing Executive: An Integrated Management Resource Guide for the 21st Century* *Successful Business Planning: Energizing Your Company's Potential* *Manage to Win* *Mastering the Rules of Competitive Strategy: A Resource Guide for Managers* *Big Ideas for Small Businesses* *How to Outthink, Outmaneuver, and Outperform Your Competitors: Lessons from the Masters of Strategy* On the cusp of the interactive movement, Paley developed three computer-based, interactive training systems: the Marketing Learning Systems, Segmentation, Targeting Positioning, and the Marketing Planning System. Paley's books have been translated into Chinese, Russian, Portuguese, and Turkish. His byline columns have appeared in *The Management and Sales* *Marketing Management* magazines.