DESCRIPTION

Praise for Battling for Competitive Advantage

"[Battling for Competitive Advantage] systematically unravels and explains the complexities of modern business and warfare. This excellent book will prove helpful to business leaders as well as the academic community charged with explaining successful leadership of large organizations."

- General Barry R. McCaffrey, U.S.A. (Ret.), Professor of International Security Studies at West Point and NBC News Commentator

"Colonel Ken Allard doesn't just have supreme military intelligence, his operational brilliance extends to the business world as well. Battling for Competitive Advantage teaches you that business is war and that Ken is the perfect commander-in-chief to follow into your business battles."

-Ron Insana, Coanchor, CNBC's Business Center

"In war, they don't give out medals for second place. In business, as in war, you can't win without first surviving. [This book] offers the hard-won wisdom from one warrior's world to another. Read, laugh, squirm, survive, and win!"

-Scott A. Snook, Associate Professor, Organizational Behavior Harvard Business School

"In the post-9/11, post-Enron environment, Ken Allard's Ten Commandments of Military Leadership are directly applicable to today's business CEOs."
KENNETH ALLARD, a former army colonel, is a well-known commentator on international security issues, strategy, and military matters, regularly appearing on NBC News, MSNBC, CNBC, and the Imus in the Morning radio show. As one of the star attractions of Leading Authorities, a major speakers bureau, he appears before a wide range of business audiences around the country. Colonel Allard served overseas as an operational intelligence officer and as a peacekeeper in Bosnia, and also played key roles in two of the most significant reform efforts in Pentagon history: helping to draft the landmark 1986 Goldwater-Nichols Act that changed the way the military operates, and directing the study that produced the sweeping "reinventing government" reforms of the 1994 Federal Acquisition Streamlining Act. He is an adjunct professor in the National Security Studies Program at Georgetown University. Dr. Allard holds a PhD from the Fletcher School of Law and Diplomacy and an MPA from Harvard University. He was dean of students of the National War College from 1993-1994.

FEATURES

• THE AUTHOR IS AN ADJUNCT PROFESSOR IN THE NATIONAL SECURITY STUDIES PROGRAM AT GEORGETOWN UNIVERSITY.

• COMPELLING STRATEGY FROM A RESPECTED, KEY MILITARY MANAGEMENT EXPERT. The Pentagon has undergone more reengineering in the last two decades than most corporations. There are key analogies between the way the military fights terrorists and the new challenges businesses face on a global scale.

• IMUS LOVES ALLARD. In addition to regular and frequent NBC, MSNBC, and CNBC appearances, Allard is a regular guest on Don Imus and a host of other radio shows. He frequently addresses business groups as a keynote speaker on international affairs and business strategy.

For additional product details, please visit https://www.wiley.com/en-us