



The Hare and the Tortoise: An Informal Guide to Business Strategy

By John Kay

The Erasmus Press Ltd. Paperback. Book Condition: new. BRAND NEW, The Hare and the Tortoise: An Informal Guide to Business Strategy, John Kay, Most business books are bland or dull, or both. This volume is neither. John Kay combines insightful analysis with wit and verve. In this book, we meet heroes as diverse as Sun Tzu, Jacques Derrida, and Jack Welch. We study businesses as diverse as Honda Motors, the grandes marques of Champagne, and Jenners department store in Princes Street, Edinburgh. We learn why size doesn't matter, why brakes are different from signals, how to value businesses, and why the author was wrong to tell students that Boeing's position in the civil aircraft market was unassailable. In less than two hundred pages, John Kay provides a lively introduction to business strategy and a guide to many of the key issues in business today.



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Reviews

It is an awesome publication which i actually have ever read through. it had been writtern really properly and valuable. I found out this book from my i and dad recommended this pdf to discover.

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This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that i am sure that i will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Brennan Koelpin