



## Red Teaming: Transform Your Business by Thinking Like the Enemy (Hardback)

By Bryce G. Hoffman

Little, Brown Book Group, United Kingdom, 2017. Hardback. Condition: New. Language: English . Brand New Book. THE GAME-CHANGING APPROACH TO STRATEGY AND PLANNING THAT WILL KEEP YOUR BUSINESS AHEAD OF THE COMPETITION American Icon was one of the most significant business books ever written and Red Teaming is further proof that Bryce Hoffman is one of the great business writers and thinkers of our time. This is a book that every business and team needs to read NOW! - Jon Gordon, bestselling author of The Energy Bus and You Win in the Locker Room First Another home run for Bryce Hoffman. Red teaming methods can correct overconfidence and impulsive decision making - just what we need today - Gary Klein, Ph.D., Senior Scientist, MacroCognition LLC, and author of Sources of Power Red Teaming provides the specific tools and a reliable process to continuously improve your management system and business plan to adapt and thrive in our rapidly changing world - Alan Mulally, Retired President and CEO of The Ford Motor Company and Boeing Commercial Airplanes Developed by the military and intelligence agencies, red teaming is a revolutionary way to stress-test strategies, flush out unseen threats and missed opportunities and execute...



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