



Certain to Win

By Chet Richards

Xlibris Corporation, United States, 2004. Paperback. Book Condition: New. 213 x 137 mm. Language: English . Brand New Book ***** Print on Demand *****.Advance reviews of Certain to Win Certain to Win [Sun Tzus prognosis for generals who follow his advice] develops the strategy of the late US Air Force Colonel John R. Boyd for the world of business. Robert Coram s monumental biography, Boyd, the Fighter Pilot Who Changed the Art of War, rekindled interest in this obscure pilot and documented his influence on military matters ranging from the design of the F-15 and F-16 fighters to the planning for Operation Desert Storm to the execution of Operation Iraqi Freedom. Unfortunately Boyd s written legacy, consisting of a single paper and a four-set cycle of briefings, addresses strategy only in war. [All Boyds briefings are available on Defense and the National Interest.] Boyd and Business Boyd did study business. He read everything he could find on the Toyota Production System and came to consider it as an implementation of ideas similar to his own. He took business into account when he formulated the final version of his OODA loop and in his last major briefing, Conceptual Spiral, on...



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Reviews

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-- **Mr. Bertrand Anderson DDS**