

Semper Fi: business leadership the Marine Corps way

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Abstrak

"Semper Fidelis," the motto of the U.S. Marine Corps, means "Always Faithful." The title thus emphasizes the authors' allegiance to leadership principles and management practices that they consider fundamental in the Corps. Chapters address recruitment, training, and supervision of the rank and file, middle and senior managements and overall winning strategies, with cardinal points explained in short sections. What the authors consider analogous situations in the Corps and in the business world are compared, such as their hierarchical natures and siege mentalities, and recommendations.