

Business confidential: lessons for corporate success from inside the CIA

Earnest, Peter, author

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Abstrak

A critical figure in America's Cold War intelligence operations, Peter Earnest knows human nature and how to set priorities to stay true to a mission. With this book, Earnest and bestselling author Maryann Karinch demonstrate how core principles of intelligence apply directly to business strategy. Trust building, loyalty, innovative thinking, using intelligence to support tough decision making, getting the most from human resources all are linchpins of critical business strategy, indispensable to: Vetting, hiring, and training the ideal team Establishing connections with the right people Contingency planning Operating in both friendly and hostile territory Cutting losses at the right time while increasing the overall win ratio With instructive examples from CIA operations and the business world, Business Confidential vividly illustrates the value of the intelligence mindset in today's unpredictable business landscape.