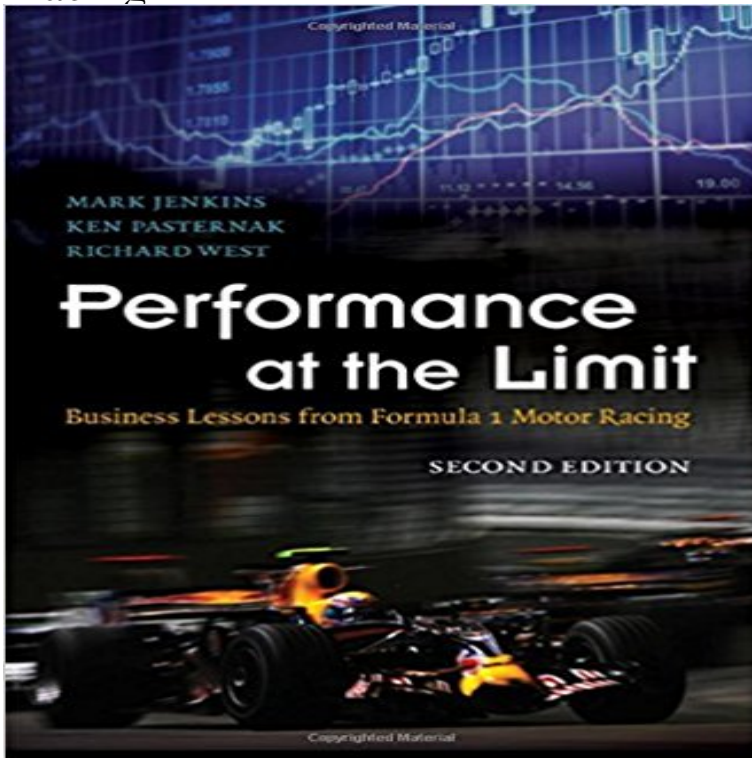


# Performance at the Limit: Business Lessons from Formula 1 Motor Racing



Can you imagine your organisation as a Ferrari or a McLaren, a Toyota or a Force India? Your management team as a pit crew? Your sales force as the race team and your marketing and research department as the design studio creating a Formula 1 car? Formula 1 has an estimated turnover of \$4bn, employs 50,000 people in more than 30 countries and has a foothold in every major and developing economy. With performance as the central focus of every organization, Performance at the Limit uses the case of Formula 1 motorsport as an example of how business can achieve optimal performance in highly competitive environments where dealing with change effectively is paramount. This second edition builds on the success of the first and contains a wealth of new material, including many more interviews with Formula 1 drivers and other key executives active in the sport.

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