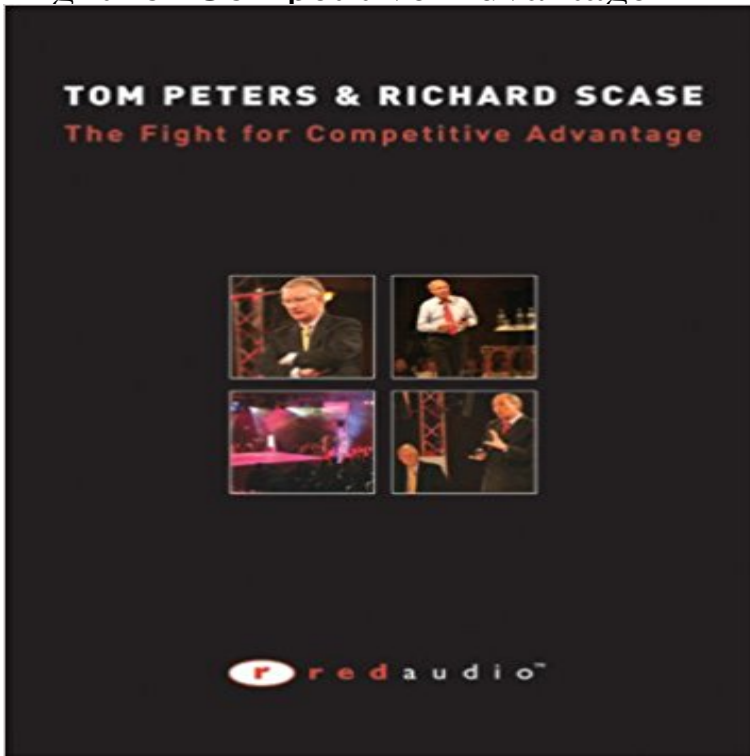


# Fight for Competitive Advantage



The Fight for Competitive Advantage featuring Tom Peters and Richard Scase This programme is like nothing else you will have heard before! The London Business Forum, known for its innovative events, brought together two of the worlds top management gurus to go head to head in a boxing ring. Tom Peters shot to fame in the 80s with his book In Search of Excellence, and has rapidly become the worlds most respected management guru. Professor Richard Scase advises governments and corporations on strategy and change. He is a personal adviser to the British Prime Minister, and the British Chancellor. He is the acknowledged expert on what the social, economic and global changes of the next ten years will mean for organisations. In each round, each guru is given 20 minutes to speak on a particular business topic, the bell rings and the facts and ideas start flying. This programme is packed with value for anyone leading a business in the 21st century.

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