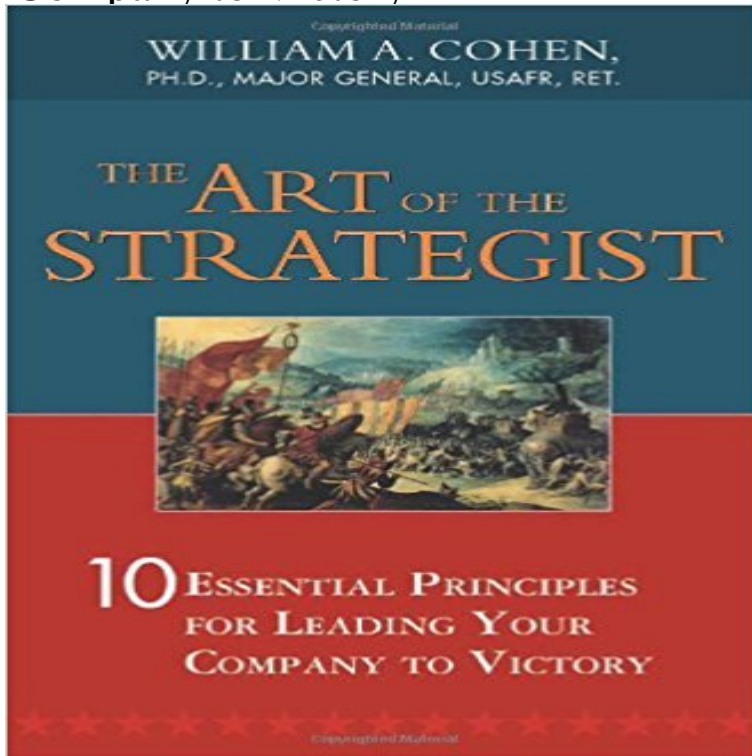


The Art of the Strategist: 10 Essential Principles for Leading Your Company to Victory



The Art of the Strategist shows clearly how superior strategy trumps other factors in almost every competitive arena. Renowned strategy expert William A. Cohen, whose considerable experience in the military, corporate, and academic sectors forms the basis for The Art of the Strategist, presents the timeless lessons of: Commitment to objectives; Seizing and maintaining initiative; Economization and massing of resources; Surprise; The indirect approach; Simplicity; Multiple alternatives; Security; and Exploitation of success.

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