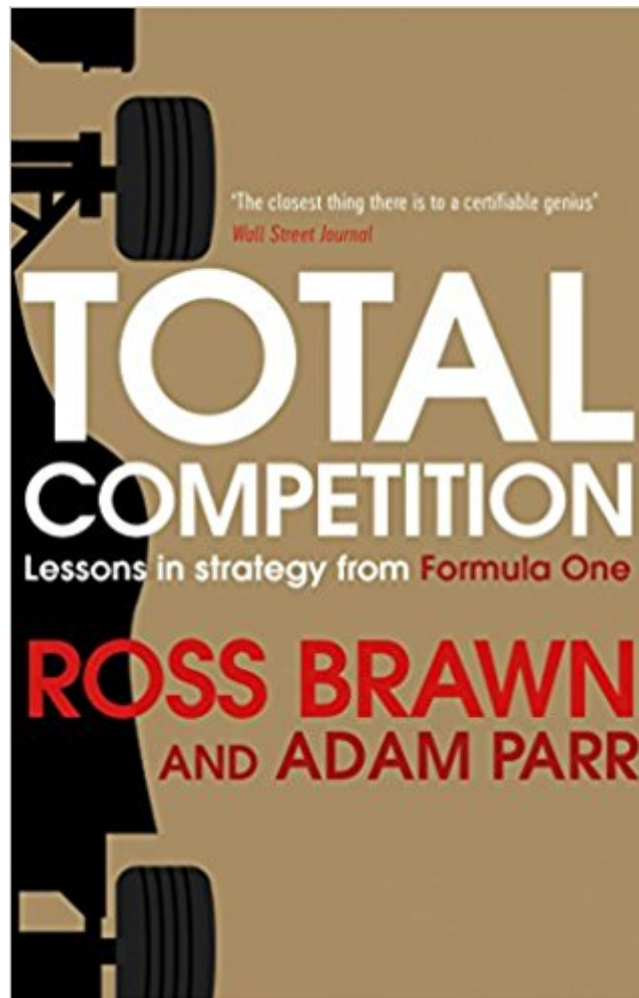




The book was found

Total Competition: Lessons In Strategy From Formula One



Synopsis

Total Competition is the most compelling, comprehensive and revealing insight into what it takes to get to the top in Formula One that has ever been published. Across four decades, Ross Brawn was one of the most innovative and successful technical directors and then team principals in Formula One. Leading Benetton, Ferrari, Honda, Brawn and Mercedes, he worked with drivers such as Michael Schumacher, Jenson Button and Lewis Hamilton to make them world champions. Now, in this fascinating book written with Adam Parr (who was CEO and then chairman of Williams for five years), he looks back over his career and methods to assess how he did it, and where occasionally he got things wrong. Total Competition is a definitive portrait of modern motorsport. In the book, Brawn and Parr explore the unique pressures of Formula One, their battles with Bernie Ecclestone, and the cut-throat world they inhabited, where coming second is never good enough. Just as Sir Alex Ferguson used his experiences as a football manager to write *Leading*, this book will appeal not only to the millions of Formula One fans who want to understand how Brawn operated, it will also provide many lessons in how to achieve your business goals.

Book Information

Hardcover: 320 pages

Publisher: Simon & Schuster Ltd (November 3, 2016)

Language: English

ISBN-10: 1471162354

ISBN-13: 978-1471162350

Product Dimensions: 5 x 7.8 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Best Sellers Rank: #240,104 in Books (See Top 100 in Books) #166 in Books > Sports &

Outdoors > Miscellaneous > Motor Sports #1245 in Books > Biographies & Memoirs > Sports & Outdoors

[Download to continue reading...](#)

Total Competition: Lessons in Strategy from Formula One
Cooking for One: 365 Recipes For One, Quick and Easy Recipes (Healthy Cooking for One, Easy Cooking for One, One Pot, One Pan)
Competition Law, Innovation and Antitrust: An Analysis of Tying and Technological Integration (New Horizons in Competition Law and Economics)
Day-to-Day Competition Law: A Practical Guide for Businesses (Competition Law/Droit de la concurrence)
Competition Law in times of Economic Crisis : in Need of Adjustment ? : GCLC Annual Conference Series (Global Competition Law Centre Book

4) A Formula for Proper Living: Practical Lessons from Life and Torah How to Boil an Egg: Poach One, Scramble One, Fry One, Bake One, Steam One Chilton Total Car Care Chrysler PT Cruiser, 2001-2010 Repair Manual (Chilton's Total Car Care Repair Manuals) Fundamentos de prostodoncia total / Fundamentals of total prosthodontics (Spanish Edition) Prostodoncia total/ Total Prosthodontics (Spanish Edition) La TransformaciÃ³n Total de su Dinero [The Total Money Makeover]: Un plan efectivo para alcanzar bienestar econÃ³mico [An effective plan to achieve economic welfare] Freezer Meals: Prepare Numerous Delicious and Healthy Meals in Only One Cooking Session! **Includes Recipes!**The Amazing Step by Step Formula to Save Money and Time. The Fastest Show On Earth: The Mammoth Book of Formula One Aussie Grit: My Formula One Journey In Sickness and In Health: Lessons Learned on the Journey from Cystic Fibrosis to Total Health LSAT Reading Comprehension: Strategy Guide + Online Tracker (Manhattan Prep LSAT Strategy Guides) Pente Strategy: Book II: Advanced Strategy and Tactics Craps: Strategy! Casino Craps Strategy For Shooting Dice To Win At Craps! (How To Play Craps, Gambling, Las Vegas, Black Jack, Thinking Fast, Brain Power, Brain Training) Roulette Strategy III: An outside betting strategy for reducing your risks with your Roulette wagering. Chassin's Operative Strategy in General Surgery: An Expositive Atlas (Scott-Connor, Chassin's Operative Strategy in General Surgery)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)