



ASYMMETRIC WARFARE FOR ENTREPRENEURS

120 LESSONS FROM LAWRENCE OF ARABIA

LUAN HANRATTY

Asymmetric Warfare For Entrepreneurs

Thales S. Teixeira, Greg Piechota



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The Moral Dimension of Asymmetrical Warfare Th. A. Van Baarda, D. E. M. Verweij, 2009 PART I The superpower and asymmetry PART II Jus ad bellum, jus in bello, jus post bellum PART III Leadership and accountability PART IV Soldiers' perspectives PART V Ethical Education and Decision making

for the Military PART VI Stress and trauma PART VII The media PART VIII Democracy under Scrutiny PART IX In Hindsight

Unlocking the Customer Value Chain Thales S. Teixeira, Greg Piechota, 2019-02-19 Based on eight years of research visiting dozens of startups tech companies and incumbents Harvard Business School professor Thales Teixeira shows how and why consumer industries are disrupted and what established companies can do about it while highlighting the specific strategies potential startups use to gain a competitive edge There is a pattern to digital disruption in an industry whether the disruptor is Uber Airbnb Dollar Shave Club Pillpack or one of countless other startups that have stolen large portions of market share from industry leaders often in a matter of a few years As Teixeira makes clear the nature of competition has fundamentally changed Using innovative new business models startups are stealing customers by breaking the links in how consumers discover buy and use products and services By decoupling the customer value chain these startups instead of taking on the Unilevers and Nikes BMW s and Sephoras of the world head on peel away a piece of the consumer purchasing process Birchbox offered women a new way to sample beauty products from a variety of companies from the convenience of their homes without having to visit a store Turo doesn t compete with GM Instead it offers people the benefit of driving without having to own a car themselves Illustrated with vivid indepth and exclusive accounts of both startups and reigning incumbents like Best Buy and Comcast as they struggle to respond *Unlocking the Customer Value Chain* is an essential guide to demystifying how digital disruption takes place and what companies can do to defend themselves **Political**

Entrepreneurship Josef Lentsch, 2018-11-20 This book demonstrates how political entrepreneurs entrepreneurially minded citizens who launch innovative political start ups can drive political change Building on unique insights rich examples and personal stories of centrist political entrepreneurs distilled from 40 in depth interviews the author guides readers through key stages of political entrepreneurship and shows how to master them By equally highlighting successes and failures the book reveals how political entrepreneurs actually go about producing transformative political change In light of the populist challenge and the decline of traditional political parties the book also offers an entertaining backstage view and first hand insights into the successes of En Marche in France Ciudadanos in Spain NEOS in Austria and other centrist political startups It provides practical advice on how to learn from and replicate their successes Political practitioners and other politically interested readers will find a useful theory of Political Entrepreneurship what it is how it works and what its role is in 21st century democracies Most of all they will find essential reproducible tools and methods You have read a lot about startups in business but if you want to know how Silicon Valley style startups look in politics read this Its author is not only writing about political entrepreneurs he is one of them Ivan Krastev Chairman of the Centre for Liberal Strategies in Sofia and permanent Fellow at the Institute of Human Sciences in Vienna No one understands better what it takes to take a political start up from ideation to the parliament than Josef Lentsch In *Political Entrepreneurship* he combines first hand experience with a thoughtful review of what we know about entrepreneurship in the interest of society Johanna Mair Professor of Organization

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new evaluation of the growing interdependence of the private and public sectors in tackling present day security challenges

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