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By John Kay

The Erasmus Press Ltd. Paperback. Book Condition: new. BRAND NEW, The Hare and the Tortoise: An Informal Guide to Business Strategy, John Kay, Most business books are bland or dull, or both. This volume is neither. John Kay combines insightful analysis with wit and verve. In this book, we meet heroes as diverse as Sun Tzu, Jacques Derrida, and Jack Welch. We study businesses as diverse as Honda Motors, the grandes marques of Champagne, and Jenners department store in Princes Street, Edinburgh. We learn why size doesn't matter, why brakes are different from signals, how to value businesses, and why the author was wrong to tell students that Boeing's position in the civil aircraft market was unassailable. In less than two hundred pages, John Kay provides a lively introduction to business strategy and a guide to many of the key issues in business today.

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