



Make the Rules or Your Rivals Will (Paperback)

By Richard Shell

G. Richard Shell Consulting, United States, 2011. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. This book introduces a dynamic, new framework for using law, litigation, regulation and lobbying as part of competitive business strategy. Every business strategist, entrepreneur, and corporate lawyer needs to understand a basic truth of the modern market -- you must make the legal rules that govern your products and services or one of your competitors will. And it is much easier to stay in business if you are the one writing the rules. Written in a lively style with a host of stories and examples drawn from business history as well as contemporary events, professor G. Richard Shell of the world-famous Wharton School of Business shows how business leaders from Henry Ford and Bill Gates and corporate rivals from Coke to Pepsi have fought and won the battle for legal supremacy.



Reviews

Very good electronic book and valuable one. It is actually writter in basic words instead of difficult to understand. I discovered this ebook from my i and dad encouraged this publication to discover.

-- Prof. Jevon Frami

The publication is great and fantastic. It is packed with knowledge and wisdom You will like how the article writer publish this publication.

-- Mrs. Alta Kling V

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The Village Watch-Tower (Dodo Press) (Paperback)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author and educator. She was born in Philadelphia,...