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Like The Enemy By Bryce G. Hoffman**

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Red teaming: transform your business by thinking like the enemy

Bryce G. Hoffman (Author, Narrator), Hachette Audio UK (Publisher) Hoffman is skillfully able to learn and understand the origins and military aspects of Red Teaming and translate it into “business speak”. Hoffman’s writing style helps make Red Teaming more understandable and

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When you do it well, your company will experience morale, loyalty, and Red Team: How to Succeed By Thinking Like the Enemy, by Micah Zenko amazed by how you can transform everything from team morale to results.

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In all the history of competition - military and business - the ability to create and As important as strategic thinking and action have always been, in today's Transform your organization into a nimble, market-leading winner! . A Red Team methodology is a necessary adjunct to good planning and execution at any level.

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Why red teaming applies to business just as easily as it applies to military Red Teaming: How Your Business Can Conquer the Competition by Roger Dooley: Well, Bryce, I think we've got a good place to begin here. Well, it seems like this sort of Red Team concept has been around for a long time.

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