

Waterhouse draws upon his vast experience creating sales teams at AT&T, IBM, Xerox, Wyeth-Ayerst, and other industry leaders to provide a highly-accessible, prescriptive guide to creating, developing, troubleshooting, and leading powerful sales teams. Throughout, he enlivens the text with enlightening and entertaining vignettes from industries ranging from advertising to pharmaceuticals to semiconductors.

[Red Team](#) Micah Zenko 2015-11-03 Essential reading for business leaders and policymakers, an in-depth investigation of red teaming, the practice of inhabiting the perspective of potential competitors to gain a strategic advantage Red teaming. The concept is as old as the Devil's Advocate, the eleventh-century Vatican official charged with discrediting candidates for sainthood. Today, red teams are used widely in both the public and the private sector by those seeking to better understand the interests, intentions, and capabilities of institutional rivals. In the right circumstances, red teams can yield impressive results, giving businesses an edge over their competition, poking holes in vital intelligence estimates,

and troubleshooting dangerous military missions long before boots are on the ground. But not all red teams are created equal; indeed, some cause more damage than they prevent. Drawing on a fascinating range of case studies, Red Team shows not only how to create and empower red teams, but also what to do with the information they produce. In this vivid, deeply-informed account, national security expert Micah Zenko provides the definitive book on this important strategy -- full of vital insights for decision makers of all kinds.

Join the Team! (Space Jam: a New Legacy) Random House 2021 LeBron James joins Bugs Bunny and other cartoon characters to form a basketball team.