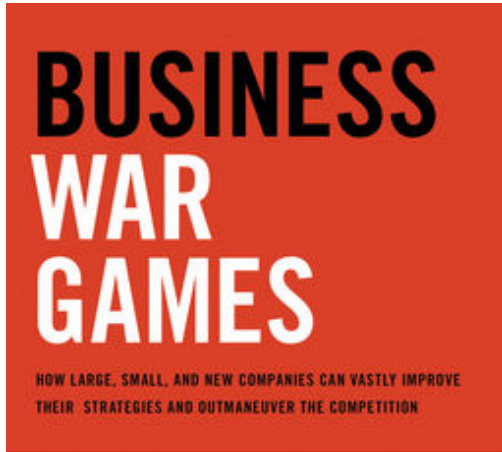
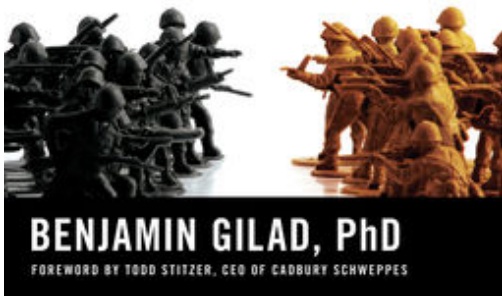


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In a global, complex, and competitive world, developing a plan without testing it against market reaction is like walking blind into a minefield. War gaming is a metal detector for a company. Yet war games run by the large consulting firms are kept secret and cost millions. For the first time, this book makes them accessible to every product and brand manager, every project leader, every marketing professional, and every planner, no matter how small or large the company.

Business War Games will show you in steps and practical detail:



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- Which decisions call for war gaming
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For more than 30 years, **Benjamin Gilad** ran war games for market-leading Fortune 500 firms in a variety of industries and on all five continents. He is a former associate professor of strategy at Rutgers University's School of Management and the founder and president of The Academy of Competitive Intelligence. A pioneer of competitive intelligence theory and practice in the United States, he has been called "our CI guru" by the Society of Competitive Intelligence Professionals. He holds a PhD in economics, an MBA, and BA in psychology and philosophy. He can be reached

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