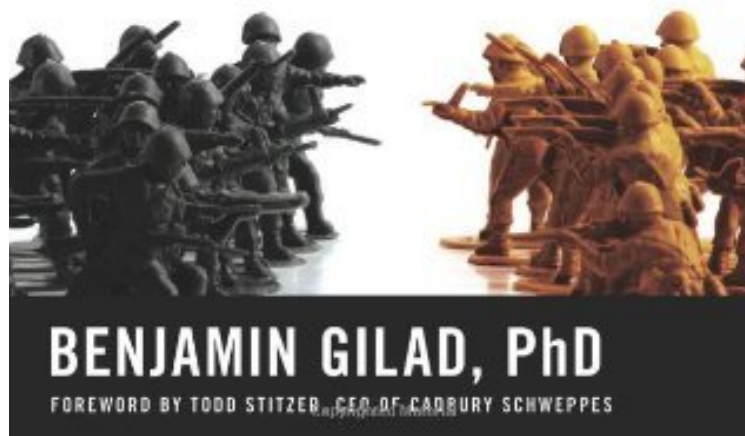
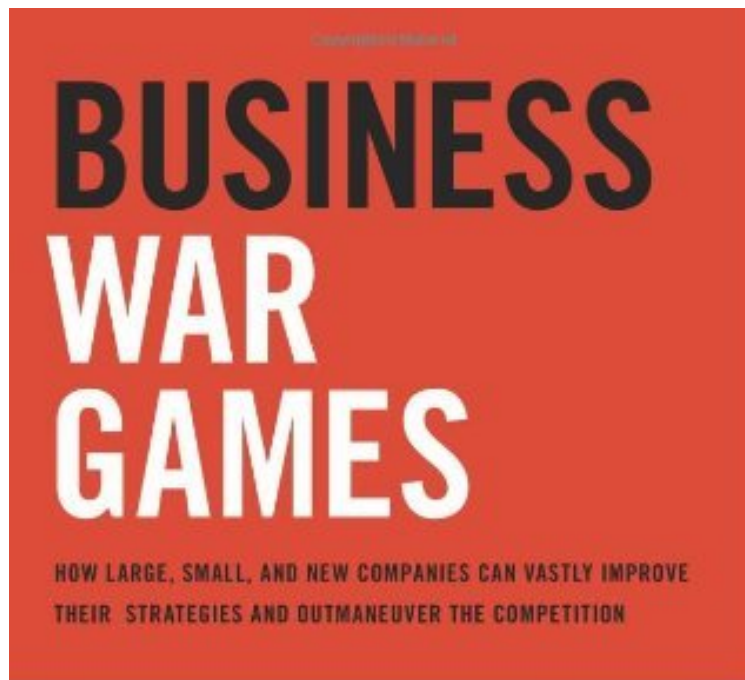


[Mobile ebook] Business War Games: How Large, Small, and New Companies Can Vastly Improve Their Strategies and Outmaneuver the Competition

Business War Games: How Large, Small, and New Companies Can Vastly Improve Their Strategies and Outmaneuver the Competition

Benjamin Gilad

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Benjamin Gilad : Business War Games: How Large, Small, and New Companies Can Vastly Improve Their Strategies and Outmaneuver the Competition before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business War Games: How Large, Small, and New Companies Can Vastly Improve Their Strategies and Outmaneuver the Competition:

2 of 2 people found the following review helpful. An army of one

By Brian Kodi

There are 3 different types of Business War Games, according to Mr. Gilad:

1. War games using computer simulations. These are expensive and lack realism.
2. War games using game theory models. These also include high priced consultants and computer models, but lack realism because of their emphasis on achieving equilibrium, which markets are anything but.
3. War games using analytical and behavioral models. This is what the author advocates and focuses on. This type of war game is cheaper and more realistic.

A typical business war game lasts between one and one and a half days, with 12-48 company personnel broken out to teams numbering no more than 6, and with 3-8 members per team. There is a host team who presents the current company plan, and various other teams representing competitors who play devil's advocate. The process relies heavily on competitive intelligence, and through role playing attempts to simulate reactions of competitors to the company plan.

The dismissive effort of Mr. Gilad of the first two models using computer simulation is easy to swallow. Much of the psychological factor of markets and humans is ignored or ill utilized by computer simulation models - *Animal Spirits: How Human Psychology Drives the Economy, and Why It Matters for Global Capitalism* (New in Paper)

Mr. Gilad's behavioral model accounts for the importance of psychology and emotion, which is the basis of most decision making in business, albeit most business literature would have us believe otherwise.

There are, however, a couple of glaring critiques of Mr. Gilad's behavioral model:

Mr. Gilad's objective is to "teach you step-by-step how to organize, prepare, and run your war game with your team at a fraction of the cost of the big consultants." p. 14

There is next to no chance of anyone successfully organizing a war game based on the material in this book alone. An effort as involved as this would surely need a trained consultant such as Mr. Gilad to set up the game and act as a moderator.

To a lesser extent, Mr. Gilad's version of war games is also largely dependent on corporate cultures that operate objectively, transparently, and are open to critique of their planning. Most companies lack in one or more of these areas, thereby further necessitating the need for a highly credentialed and experienced expert such as Mr. Gilad to run the war game.

In short, Mr. Gilad's war games method is cheaper and more realistic without the need for an army of expensive consultants but one.

0 of 0 people found the following review helpful.

Meeting was a great success in part from having this book as a pre-read. Easy read with great insights.

2 of 2 people found the following review helpful. Kindle version has major editorial problems

By D. Darcy

The kindle version has misspellings on nearly every other page. Hopefully the paperback is less egregious.

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:

- * How to decide if war gaming is right for you
- * Which decisions call for war gaming
- * How to prepare, organize, and run a realistic and inexpensive war game
- * How to predict competitor moves with accuracy and little information
- * Why you do not need computers, consultants, software, or a PhD in math to do it well

This book is your bible of how to stay one step ahead of your competitors. Do not leave home without it.

From the Back Cover

"Ben Gilad is the undisputed master of war gaming."--Jeff Webster, General Manager, Tyson Renewable Energy Division and Senior Vice President, Strategy, Tyson Foods

"Ben Gilad's war-gaming process not only provides participants with better insights into market dynamics and competitive threats but it reveals a company's internal culture and the political 'elephants' that are often the biggest obstacles to a successful outcome."--Stephen N. Heath, former President, Commercial Engine Division, Pratt Whitney

"Gilad is the guru of war gaming. He can focus your vision and test your assumptions like no one else can."--Wayne Rosenkrans, Business Strategy Director, External Scientific Affairs, Astra Zeneca Pharmaceuticals

About the Author

For more than 25 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 BAs in psychology and philosophy. He lives in Boca Raton, Florida.