

CONTENTS

| | |
|---|-------------|
| FOREWORD | ix |
| ACKNOWLEDGEMENTS | xiii |
| INTRODUCTION | 1 |
| CHAPTER 1: ALEXANDER AT GAUGAMELA | 17 |
| CHAPTER 2: NELSON AT TRAFALGAR | 39 |
| CHAPTER 3: YAMAMOTO AT PEARL HARBOR | 57 |
| CHAPTER 4: FROM DESERT STORM TO IRAQI FREEDOM | 81 |
| CHAPTER 5: CREATIVE EXECUTION MARCHES EAST | 111 |
| CHAPTER 6: TOYOTA'S ROAD TO SUPREMACY | 127 |
| CHAPTER 7: THE FOUR SEASONS PUTS ON THE RITZ | 149 |
| CHAPTER 8: GOOGLE OGLES MICROSOFT | 173 |
| CHAPTER 9: CREATIVE EXECUTION IN ACTION | 197 |
| CHAPTER 10: BECOMING A CREATIVE EXECUTION LEADER | 217 |
| ENDNOTES | 231 |
| INDEX | 243 |
| ABOUT THE AUTHOR | 253 |

<http://www.pbookshop.com>