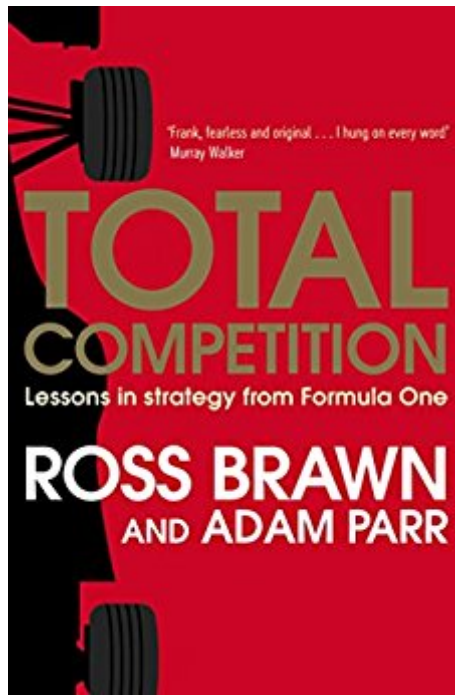




The book was found

Total Competition: Lessons In Strategy From Formula One



Synopsis

Total Competition is the most compelling, comprehensive and revealing insight into what it takes to get to the top in Formula One that has ever been published. Across four decades, Ross Brawn was one of the most innovative and successful technical directors and then team principals in Formula One. Leading Benetton, Ferrari, Honda, Brawn and Mercedes, he worked with drivers such as Michael Schumacher, Jenson Button and Lewis Hamilton to make them world champions. In 2017, he was appointed F1's managing director, motor sports, by the sport's new owners Liberty Media. Now, in this fascinating book written with Adam Parr (who was CEO and then chairman of Williams for five years), he looks back over his career and methods to assess how he did it, and where occasionally he got things wrong. Total Competition is a definitive portrait of modern motorsport. In the book, Brawn and Parr explore the unique pressures of Formula One, their battles with Bernie Ecclestone, and the cut-throat world they inhabited, where coming second is never good enough. This book will appeal not only to the millions of Formula One fans who want to understand how Brawn operates, it will also provide many lessons in how to achieve your own business goals. A must-have insight into the awe-inspiring career of a true motor racing great; Daily Express

Book Information

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Customer Reviews

First rate. Insightful. Much enjoyed the dialogue format, letting RB speak for himself. The Parr contribution was most interesting and informed and his subject lends itself well to F1. I wonder what RB's role will be in F1's future? It needs him. I was gripped. At last, that's how RB does what he does so sublimely. A book with high levels of aerodynamic and mechanical grip. A must read not just for fans but I can think of a number of managers who could glean some tips from RB's way of doing things.

Fantastic book. It's written like an interview between Parr and Brawn. Parr states in the introduction that he kept the dialogue raw, which seems to be true. That can make some parts a little slow to read, but it adds to the overall feeling of the book. Brawn reflects on his career and lessons learned. Brawn and Parr discuss the strategy that Brawn employed which led him to so much success in racing. He is never boastful, tempering what he says with humility. He often points out that luck and hard work have contributed more to his success than innate ability has. It's not an academic book by any means, but I considered it to be a case study of sorts. As a racing fan and a student of leadership (I have a Master's of Arts in Leadership), I find this personally and professionally valuable.

Book provides great insight on current F1 regulations and how the various teams function within the structure. Great read on understanding strategy of current F1

Not sure what this was all about. Not an interview. Not a conversation. Not a detailed study of what makes RB the success he is. Not enough F1!

Significant insight into F1 for the devoted enthusiast. However, the text appears to be a transcript of a recorded interview. Also book is padded with musings on ancient military strategy. The poor writing and padding had me skipping pages

Well worth reading, but don't expect revelations. The book is an extended interview with Ross Brawn by Adam Parr, which makes it a good read but not necessarily a very good book. Parr

apparently wanted the book to appeal to non-race fans, presenting it in part as a management book with a few spices from "The Art of War," which really doesn't contribute much worthwhile. At the same time, listening to Ross reminisce about his glorious career is very interesting and his management techniques (conventional as they are), are a key part of that. Would you like to know what happened at Mercedes? You'll get only hints and nothing specific. It was Toto and Nicki and Bernie and maybe Ross not performing to his previous level, but there, that's about it. Not getting specific will make it easier for Ross to re-enter the game in his new role as Managing Director of the Sporting side, but it keeps the juicy stuff in the cupboard.

There are three angles that keep you engaged in reading this book. 1. How F1 is no different from other businesses, taking apart the glamour surrounding it. 2. Lots of recent F1 history anecdotes that if you like the sport we have been witnesses. 3. The connection with War, what are the dots you need to interconnect to achieve the ultimate goal....winning.

Brawn has been in perennial winner since he burst on the scene 1980s. He had shown himself able to get the most out wherever he's been. So a book of his observation on the high stake "win or get lost" F1 world. is enlightening. It is not a tell all book but filled with complimentary comments all around. One is left reading between the lines.....

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