

THE ART OF BUSINESS WARS

BATTLE-TESTED LESSONS FOR
LEADERS AND ENTREPRENEURS FROM
HISTORY'S GREATEST RIVALRIES

DAVID BROWN



**HARPER
BUSINESS**

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The stories in *The Art of Business Wars* draw on a wide variety of sources, from book and magazine profiles to contemporaneous accounts in the press to the words of the combatants themselves. Entrepreneurs, and those who write about them, tend to mythologize. As with the *Business Wars* podcast, we've done our best to verify the facts from multiple angles to get as close to the truth—and the lessons we can draw from it—as possible.

Key sources for each chapter are included below for those readers who would like to investigate more closely. Here we've only scratched the surface of what can be learned from these titanic entrepreneurial clashes.

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