

The Strategy And Tactics Of Pricing A Guide To Profitable Decision Making

The Strategy and Tactics of Pricing The Strategy and Tactics of Pricing **Strategies and Tactics of Behavioral Research and Practice** **The Strategy and Tactics of Pricing Warfare in the Old Testament** Samurai Arms, Armour & the Tactics of Warfare **Strategy & Tactics of War Tools and Tactics of Design** **Strategy and Tactics of the Mexican Revolution, 1910-1915** **The Strategy and Tactics of Pricing** **The Strategy and Tactics of Pricing ONE HUNDRED UNORTHODOX STRATEGIES** **The Book of Samurai** *On Tactics* Leadership Strategy and Tactics The 'Monopoly' Book **Structural Firefighting** Leadership Strategy and Tactics Strategy and Tactics of World Communism: Recruiting for espionage **Video Poker-Optimum Play** **Strategy and Tactics of the Great Commanders of World War II and Their Battles** **Strategy and Tactics of World Communism: The significance of the Matusow case** **Up and to the Right** **A Study of the Strategy and Tactics of the Russo-Japanese War, 1904, Up to 24th August** Strategy and Tactics of World Communism *Strategy and Tactics of the Proletarian Revolution* *The Strategy and Tactics of Air Fighting* *Professional Services Marketing* **Strategy & Tactics of Sea Warfare** **Strategy and Tactics of World Communism: The Communist battle plan** Tactics of the Crescent Moon **34 - Applications of Strategy and Tactics** **Trees in Organizations** **Military Strategy and Tactics** **The Strategy and Tactics of the People's Republic of Nigeria** The Game of Badminton - The Rules and Tactics of a Singles Match **The Little Black Book of**

Mafia Wisdom The Strategy and Tactics of Pricing Selling Your Expertise Studies in the Strategy and Tactics of Competitive Advantage *Wing Chun Strategy and Tactics II*

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Military Strategy and Tactics Feb 01 2020 This volume brings forth a set of selected papers from the Conference on Modeling Land Sattle Systems for Military Planning. Sponsored by the Special Programme Panel on Systems Science of the NATO Science Committee, the conference took place in Ottobrunn, Germany, at the War Gaming Centre of Industrieanlagen-Betriebsgesellschaft. The idea to organize a conference on land battle systemmodels was first suggested to me in 1g72 by Andreas Mortensen, then a member of the Norwegian Defence Research Establishment and presently at the SHAPE Technical Centre, when we discussed the apparent inconsistencies of various evaluations of force capability within NATO. Frequently, decision makers are confronted by contradictory results of different studies addressing essentially the same problem leaving them

with the impression that the tools of systems analysis and operations research may not be very objective guides. However, experienced systems researchers know that a detailed comparison of models, their assumptions and inputs, would generally show that results are not really contradictory. But not only seem the decision processes in large national and international organizations to be such that a comparison can hardly ever be accomplished, also the documentation available is rarely sufficient to really comprehend the differences in results. For these reasons, we felt that an effort to review the state of the art of modeling in support of force capability assessments was overdue.

Strategy and Tactics of World Communism: Recruiting for espionage Apr 16 2021

The Strategy and Tactics of Pricing Nov 04 2022 The Strategy and Tactics of Pricing shows readers how to manage markets strategically - rather than simply calculate pricing based on product and profit - in order to improve their competitiveness and the profitability of their offers.

Strategy & Tactics of War Apr 28 2022

Strategy and Tactics of the Great Commanders of World War II and Their Battles Feb 12 2021

Studies in the Strategy and Tactics of Competitive Advantage Jul 28 2019 In-depth survey of current research inquiry as it concerns an organization's ability to achieve competitive advantage in an increasingly complex and global economy.

Strategy and Tactics of World Communism: The Communist battle plan May 06 2020

Video Poker-Optimum Play Mar 16 2021 When I first got interested in Video Poker in the mid-1930's, there were numerous good opportunities. The player had an advantage of close to 1% on some games, and that was before cash back and comps! Those days, sadly, are gone. But, it seems there will always be a few opportunities for the knowledgeable player to get an edge, even if

it is a small one. The key to being a winning Video Poker player is knowledge, and Dan's book is a great way to gain it.

Warfare in the Old Testament Jun 30 2022 Warfare in the Old Testament bridges the gap between the modern reader and the world of the Old Testament by using textual and physical evidence to describe ancient military practices in Israel, Egypt, Philistia, Assyria, Babylon, and Persia. Filled with illustrations and maps, this full-color volume enriches many biblical accounts by showing how Israel and the surrounding nations did battle. Of special interest are the author's treatments of the role that religion played in ancient warfare practices.

Strategy and Tactics of the Proletarian Revolution Sep 09 2020 The last in a series of books with extended quotes from Marx, Engels, Lenin and Stalin, dealing with the questions of strategy and tactics of the proletarian revolution.

Tools and Tactics of Design Mar 28 2022 This book is about the process of design and the skills that individuals should develop in order to execute that process. Its focus is on explaining the engineering design process but the authors have also tried to provide an experiential resource. In this regard the book provides the reader with guidance on how to use a variety of tools and techniques that support collaborative design efforts.

Up and to the Right Dec 13 2020 UP and to the RIGHT is the first book written to guide technology marketers and executives in their journey to the Leaders Quadrant. Written by industry insider Richard Stiennon this is required reading for anyone responsible for leading and growing a technology firm. Topics explained in depth include: Leveraging Social Media, the Influence Pyramid, the creation of Magic Quadrants, responding to the MQ Questionnaire, the analyst day, the analyst inquiry, and the analyst briefing. Each chapter is informed with the author's personal experience - both as an analyst and as a marketer at a major IT vendor. It contains the first ever publication of the author's guerrilla techniques for influencing analysts.

The Strategy and Tactics of Air Fighting Aug 09 2020 Beskriver den strategi og taktik, der inden for luftkrigsførelsen blev anvendt i Storbritannien indtil 1925.

[The Game of Badminton - The Rules and Tactics of a Singles Match](#) Dec 01 2019 "The Game of Badminton" contains a concise guide to the game of badminton, with information on tactics and strategy for singles play. Badminton is a racket sport whereby a shuttlecock is hit back and forth across a net. Although larger teams are possible, it is most commonly played in "singles" (with one player per side) and "doubles" (with two players per side). This volume contains all the information needed to learn the game of badminton, and as such it is highly recommended for new players. Many vintage books such as this are increasingly scarce and expensive. It is with this in mind that we are republishing this volume now in an affordable, modern, high-quality edition complete with a specially commissioned new introduction on the history of the rugby.

Strategies and Tactics of Behavioral Research and Practice

Sep 02 2022 *Strategies and Tactics of Behavioral Research and Practice* focuses on the most effective methods for measuring and evaluating changes in behavior. The authors provide the rationale for different procedures for measuring behavior and designing within-subject comparisons between control and intervention conditions. The text explains the strengths and weaknesses of methodological alternatives for every topic so that behavioral researchers and practitioners can make the best decisions in each situation. This classic text has been extensively revised to be more accessible and practical. Not only does it feature much more discussion of how research methods are relevant to today's practitioners, it also includes additional examples based on field research and service delivery scenarios. With expanded coverage on creating experimental designs, as well as new chapters on behavioral assessment, the statistical analysis of data, and ethical issues associated with research methods, this book provides a

strong foundation for direct behavioral measurement, within-subject research design, and interpretation of behavioral interventions. Enriched with more pedagogical features, including key terms, tables summarizing important points, figures to help readers visualize text, and updated examples and suggested readings, this book is an invaluable resource for students taking courses in research methods. This book is appropriate for researchers and practitioners in behavior analysis, psychology, education, social work, and other social and health science programs that address questions about behavior in research or practice settings.

[Strategy and Tactics of World Communism](#) Oct 11 2020

Investigates statements in Harvey M. Matusow's book "False Witness" that he repeatedly gave false information while acting as an informant for congressional committees investigating communist activities.

[Leadership Strategy and Tactics](#) Aug 21 2021 #1 New York Times

Bestseller #1 USA Today bestseller The ultimate guide on

leadership from the bestselling co-author of Extreme Ownership.

In the military, a field manual provides instructions in simple, clear, step-by-step language to help soldiers complete their

mission. In the civilian sector, books offer information on

everything from fixing a leaky faucet to developing an effective

workout program to cooking a good steak. But what if you are

promoted into a new position leading your former peers? What if

you don't get selected for the leadership position you wanted?

How do you overcome imposter syndrome, when you aren't sure

you should be leading? As a leader, how do you judiciously dole

out punishment? What about reward? How do you build trust with

your both your superiors and your subordinates? How do you

deliver truthful criticism up and down the chain of command in a

tactful and positive way? These are all questions about

leadership—the most complex of all human endeavors. And while

there are books out there that provide solid leadership principles,

books like *Extreme Ownership* and *The Dichotomy of Leadership*, there is no leadership field manual that provides a direct, situational, pragmatic how-to guide that anyone can instantly put to use. Until now. *Leadership Strategy and Tactics* explains how to take leadership theory, quickly translate that theory into applicable strategy, and then put leadership into action at a tactical level. This book is the solution that leaders at every level need—not just to understand the leadership game, but also how to play the leadership game, and win it.

The Strategy and Tactics of the People's Republic of Nigeria Jan 02 2020

Tactics of the Crescent Moon Apr 04 2020 *Tactics of the Crescent Moon* shows for the first time in any detail how Muslim militants fight at short range. From the vast quantities of intelligence available, its author extracts the small-unit tactical trends. While the enemy's combat method may seem amateurish, they are nonetheless very effective in a 4th-generation-warfare environment. Those methods have already forced the Israeli Army out of Southern Lebanon and the Soviet Army out of Afghanistan. To make matters worse, they may be improving. In the book's forward, Maj. Gen. Ray L. Smith warns that the current crop of irregulars have flexible and adaptable training techniques and tactical methods. This book will help the reader to counter them.

Strategy and Tactics of World Communism: The significance of the Matusow case Jan 14 2021

ONE HUNDRED UNORTHODOX STRATEGIES Nov 23 2021

Professional Services Marketing Jul 08 2020 The days of professionals simply hanging a shingle and waiting for clients to beat a path to the door are long gone. Professionals must realize that their services, no matter how good they are, simply will not sell themselves. Services marketing is the key to the game and here is the most concise, easy-to-understand, jam-packed source of services marketing. *Professional Services Marketing* provides a very readable and simple introduction to the marketing process

for the professional service environment. It gives professionals an inexpensive way to successfully develop a strong client base and grow in a competitive marketplace. Distinguished expert and international authority Fred Crane offers a realistic overview of the marketing process and discusses the characteristics and difficulties involved in marketing and managing professional services.

34 - Applications of Strategy and Tactics Trees in

Organizations Mar 04 2020 The definitive guide to the theory of constraints In this authoritative volume, the world's top Theory of Constraints (TOC) experts reveal how to implement the groundbreaking management and improvement methodology developed by Dr. Eliyahu M. Goldratt. Theory of Constraints Handbook offers an in-depth examination of this revolutionary concept of bringing about global organization performance improvement by focusing on a few leverage points of the system. Clear explanations supplemented by examples and case studies define how the theory works, why it works, what issues are resolved, and what benefits accrue, and demonstrate how TOC can be applied to different industries and situations. Theory of Constraints Handbook covers: Critical Chain Project Management for realizing major improvements in delivering projects on time, to specification, and within budget Drum-Buffer-Rope (DBR), Buffer Management, and distribution for maximizing throughput and minimizing flow time Performance measures for applying Throughput Accounting to improve organizational performance Strategy, marketing, and sales techniques designed to increase sales closing rates and Throughput Thinking Processes for simple and complex environments TOC methods to ensure that services actions support escalating demand for services while retaining financial viability Integrating the TOC Thinking Processes, the Strategy and Tactic Tree, TOC measurements, the Five Focusing Steps of TOC, and Six Sigma as a system of tools for sustainable improvement

The Strategy and Tactics of Pricing Oct 03 2022 "Explains how to manage markets strategically and how to grow more profitably. Rather than calculating prices to cover costs or achieve sales goals, students will learn to make strategic pricing decisions that proactively manage customer perceptions of value, motivate purchasing decisions, and shift demand curves. This edition features a new discussion on harnessing concepts from behavioral economics as well as a more streamlined "value cascade" structure to the topics."--cover.

The Strategy and Tactics of Pricing Aug 01 2022 For undergraduate introduction to Market Pricing courses. A comprehensive and practical, step-by-step guide to pricing analysis and strategy development. The Strategy and Tactics of Pricing shows readers how to manage markets strategically—rather than simply calculate pricing based on product and profit—in order to improve their competitiveness and the profitability of their offers. The fifth edition contains a new chapter on price implementation and several updated examples on pricing challenges in today's markets. Features: NEW! Show students how proper pricing can increase profitability—New Chapter on Price Implementation. A completely new chapter on implementing pricing strategy identifies the challenges involved in embedding strategic pricing principles within an organization. This chapter also describes how managers can lead a structured change process to build a more profitable commercial organization. NEW! Offer access to pricing software—Three-Month Trial of LeveragePoint Software. This edition is now available with software for creating and communicating economic value estimations systematically—from LeveragePoint Innovations Inc. While versions of this software that enable sharing require corporate contracts for access, versions for individual student and practitioner use are available without charge for three months with the purchase of The Strategy and Tactics of Pricing. NEW! Make pricing theory relative—Updated Examples of Pricing.

Helping connect pricing theory to what students are familiar with, this edition includes updated examples with more topical illustrations of current pricing challenges such as: • iPhone pricing • New models for pricing music • Services pricing NEW! Present the latest information—Heavily Revised Chapters. The revised chapter on Pricing Policy provides a theoretically-grounded framework to describe specific policies for managing price changes for situations such as: -Cost-based price increases - Price reductions in a recession -Discounts The chapter on Value Creation now addresses the difference between how to consider value when it is driven by tangible monetary drivers (saving money on gas) versus the more subjective psychological drivers (doing the right thing for the environment). The chapter on Value and Price Communication has been substantially revised to describe how to communicate value in a wide variety of product and customer contexts. This chapter also demonstrates how to target communications to affect specific behaviors throughout the customer's buying process. The chapter on Price Setting has been expanded to provide a robust process for setting prices that can be widely applied to consumer and business markets.

The Strategy and Tactics of Pricing Dec 25 2021 For senior/MBA-level course in Pricing Strategy or Managerial Economics. Practical in focus and lively in style, this text provides a comprehensive, managerially-focused guide to formulating pricing strategy.

Strategy and Tactics of the Mexican Revolution, 1910-1915 Feb 24 2022 The Mexican Revolution started slowly, but after five years major combat operations had spread from the state of Chihuahua to every corner of the nation, drawing in new and varied fighting traditions. The final year of maneuver warfare, 1915, witnessed the largest battles ever to take place on the North American continent, except for the U.S. Civil War. This volume examines the strategies formulated through the Revolution's many twists and turns, and analyzes the tactics

employed in order to explain the rise and fall of Francisco I. Madero, and why and how the Constitutionalist emerged victorious against the armies of Francisco "Pancho" Villa and Emiliano Zapata.

Selling Your Expertise Aug 28 2019 Wall Street Journal
bestseller Build your book of business and sell more services with this expert guide for knowledge professionals How do rainmakers consistently and continuously sell their ideas and grow their client base? What is the secret to their ongoing success? Whether they are in accounting, consulting, investment banking, law, or any other type of professional service, it's not just their knowledge, experience, and unique services that set them apart. They succeed by adopting the mindset, mastering the strategies, and employing the tactics at the heart of rainmaking. In *Selling Your Expertise: The Mindset, Strategies, and Tactics of Successful Rainmakers*, veteran communications, sales, and leadership consultant Robert Chen provides a practical guide to selling knowledge-based services in a market that demands credibility and subject-matter authority. Chen and his colleagues at Exec|Comm have helped hundreds of thousands of professionals learn to sell, influence, and negotiate more effectively. This book condenses Chen's first-hand experience and over 40 years of Exec|Comm's best sales advice, along with interviews featuring other successful rainmakers from a variety of professions and industries. Whether you're a national practice partner at a Big Four consulting firm or an independent attorney just starting out, this book equips you with the real-life knowledge you need to: Develop a client-focused mindset to help build a thriving book of business Use effective strategies to find your ideal prospects and turn them into long-term clients, using concrete metrics to assess whether you're on the right track Apply practical tactics to build a trusted reputation, sharpen communication skills, manage the challenges of not having enough time to sell, and push beyond obstacles The perfect book

for consultants, investment bankers, lawyers, research analysts, and accountants, *Selling Your Expertise* is an invaluable resource for any professional who makes a living by selling solutions to their clients' most pressing needs.

The 'Monopoly' Book Jul 20 2021

Structural Firefighting Jun 18 2021 Written by industry experts Bernard Klaene and Russell Sanders, and developed in partnership with the National Fire Protection Association (NFPA), the Second Edition of *Structural Firefighting: Strategy and Tactics* will provide both fire officers and professionals in training with the tools they need to become skilled incident commanders. Loaded with new content and features, this new edition guides readers through all phases of strategic and tactical planning so they can manage any incident, regardless of its complexity. The Second Edition includes: new chapter reorganization with scores of subject matter updates, including a thorough discussion of the National Incident Management System (NIMS); a correlation guide to the Fire and Emergency Services Higher Education (FESHE) Strategy and Tactics model course; 2-color interior with improved illustrations; a companion website complete with chapter pre-tests, interactivities, an online glossary, and instructor resources. Rely upon *Structural Firefighting: Strategy and Tactics* to get the comprehensive know-how needed to handle any fireground incident.

The Strategy and Tactics of Pricing Jan 26 2022

The Book of Samurai Oct 23 2021 The first installment in a multi-volume guide on the lost arts of the samurai—presented in the English language for the very first time Antony Cummins and Yoshie Minami have brought the teachings of the famed samurai school Natori-Ryu back to life through *The Book of Samurai* series. This first installment is a translation of two secret scrolls and establishes the Fundamental Teachings of a samurai student, revealing the basic traditions of Natori-Ryu. The first scroll, *Heika Jodan*, contains 290 lessons that define the baseline for samurai

during times of peace—a time which is considered as preparation for war. It focuses each student on expanding their own ability and conduct, giving them the mind-set needed for any battles to come. The second scroll, Ippai Yoko, moves the student onto the field of battle. It provides them with an understanding of what is expected during a campaign of war and the necessary guidance for samurai who are to take up arms for the first time. These first two Natori-Ryu documents are an in-depth and detailed account of the practicality of samurai warfare, opening up the lost world of these Japanese warriors to all modern readers.

Leadership Strategy and Tactics May 18 2021 The ultimate guide on leadership from the #1 New York Times bestselling co-author of Extreme Ownership. In the military, a field manual provides instructions in simple, clear, step-by-step language to help soldiers complete their mission. In the civilian sector, books offer information on everything from fixing a leaky faucet to developing an effective workout program to cooking a good steak. But what if you are promoted into a new position leading your former peers? What if you don't get selected for the leadership position you wanted? How do you overcome imposter syndrome, when you aren't sure you should be leading? As a leader, how do you judiciously dole out punishment? What about reward? How do you build trust with your both your superiors and your subordinates? How do you deliver truthful criticism up and down the chain of command in a tactful and positive way? These are all questions about leadership—the most complex of all human endeavors. And while there are books out there that provide solid leadership principles, books like Extreme Ownership and The Dichotomy of Leadership, there is no leadership field manual that provides a direct, situational, pragmatic how-to guide that anyone can instantly put to use. Until now. Leadership Strategy and Tactics explains how to take leadership theory, quickly translate that theory into applicable strategy, and then put leadership into action at a tactical level. This book is the solution that leaders at

every level need—not just to understand the leadership game, but also how to play the leadership game, and win it.

The Strategy and Tactics of Pricing Sep 29 2019

Wing Chun Strategy and Tactics II Jun 26 2019 This is the second edition following the book *Wing Chun Strategy and Tactics: Attack, Attack, Attack*. Sifu Jon and Si Hing Alfred lay out all the needed ingredients for wing chun practitioners to achieve their goals. It contains the third form with terminology in English and Chinese, which is very valuable to any practitioner. In addition to this, the authors present some rare insight into the aggressive tactics of wing chun often left out by many schools. This book is a must for any practicing instructor or beginner.

Samurai Arms, Armour & the Tactics of Warfare May 30 2022

This pioneering study of samurai weapons, armor, and strategies is a fascinating slice of martial arts history, as seen through the eyes of an authentic seventeenth-century samurai master Part of the acclaimed *Book of Samurai* series, which presents for the first time the translated scrolls of the historical Natori-Ryū samurai school of war, this volume offers an exceptional insight into the weaponry and armour of the samurai era, as well as tactical advice for use on and off the battlefield. Two secret scrolls by the samurai tactician Natori Sanjūrō Masazumi are presented here: *Heieki Yōhō*, which offers advice for every possible martial situation, from moving troops to besieging a castle to fighting on the open battlefield; and *Heigu Yōhō*, which explores samurai arms and armour in unparalleled detail. Illustrated with 130 line drawings of arms and armour, strategic diagrams and beautiful samples of Japanese calligraphy, this is essential reading for students of martial arts, warrior culture and the samurai path. This book was written by the seventeenth-century samurai tactician Natori Sanjūrō Masazumi, also known as Issui-sensei, who was to become the most influential grandmaster of the Natori-Ryū school of war. It gives us an unprecedented insight into what the samurai knew about their own

specialization—armour and warfare. By listening to a genuine samurai, we can discover a huge amount about the thoughts, ideals, codes and even the feelings of this much admired, but often misunderstood, warrior class. Heieki Yōhō, the first scroll translated in this book, gives leadership advice for use on and off the battlefield. From turning thieves or cowards to good service, to practising ‘external listening’ in order to obtain information from as many sources as possible, to penetrating the deeper motives of those who slander or praise others, the ideas discussed are thought provoking and paint a vivid picture of samurai Japan at war. Heigu Yōhō, the second scroll, gives a rare and precious glimpse into samurai arms and armour, including details of their construction, regulations associated with the wearer’s status, and the fascinating ceremonies, mythology and Buddhist doctrine that underlay their use. With 130 line drawings that clarify the text, this is the ultimate resource for all those interested in the wisdom and practice of the historical samurai.

On Tactics Sep 21 2021 *On Tactics* is intended to be the remedy to the chaotic and thus far unformed realm of tactical theory and to answer questions like the one above. Part One of the book will establish a tactical system meant to replace the Principles of War checklist. First, the contextual role of tactics with regards to strategy and war will be established. This will necessarily lean on major strategic theories in order to illuminate the role of tactics. This section will be formed around the Physical, Mental, and Moral planes of battlefield interaction used by theorists such as J.F.C Fuller and John Boyd. Each plane will then be examined in turn, and many of the classic Principles of War will be discussed along with some new ones. It will present some standard methods that tacticians can use to gain an advantage on the battlefield using historical examples that illustrate each concept. These “tactical tenants” include maneuver, mass, firepower, tempo, surprise, deception, confusion, shock, and the role of the moral aspects of combat. Finally, Part One will circle back around by

discussing the role of tactical victory- once achieved- in contributed to a strategy. Part One is short by design. It is intended to be both compelling and easily mastered for junior non-commissioned officers and company grade officers, while still rich enough to be interesting to both specialist and non-specialist academics. It is a book meant not just for bookshelves but also for ruck sacks and cargo pockets. Part Two will build on Part One by exploring concepts with which the tactician must be familiar with such as the culminating point of victory, mission tactics and decentralized command and control, offensive and defensive operations, and the initiative. Part Three will conclude the book examining implications of the presented tactical systems to a variety of other issues in strategic studies.

The Little Black Book of Mafia Wisdom Oct 30 2019 “Don’t let your tongue be your worst enemy.” —John “Sonny” Franzese “You can go a long way with a smile. You can go a lot farther with a smile and a gun.” —Al Capone “I never lie to any man because I don't fear anyone. The only time you lie is when you are afraid.” —John Gotti Despite the fact that secrecy is vital to the Mob, mobsters have revealed themselves to be notorious gossips, prone to bragging, and even outrageous loudmouths. Delve into the inner workings of the Mob and the mindset of those who run it through these mesmerizing quotes from some of the smoothest and most dangerous criminals, real and fictional, who ever made headlines. Whether they’re spilling to their lawyers or making blood-chilling threats, mobsters reveal startling insights on leadership, guilt, and loyalty. While at times shocking, crude, and even unintentionally funny, these quotes also help us to see the humanity behind these dark bosses of the underworld . . . and give us a little insight into the dark side of our own natures, as well.

Strategy & Tactics of Sea Warfare Jun 06 2020

A Study of the Strategy and Tactics of the Russo-Japanese War, 1904, Up to 24th August Nov 11 2020

