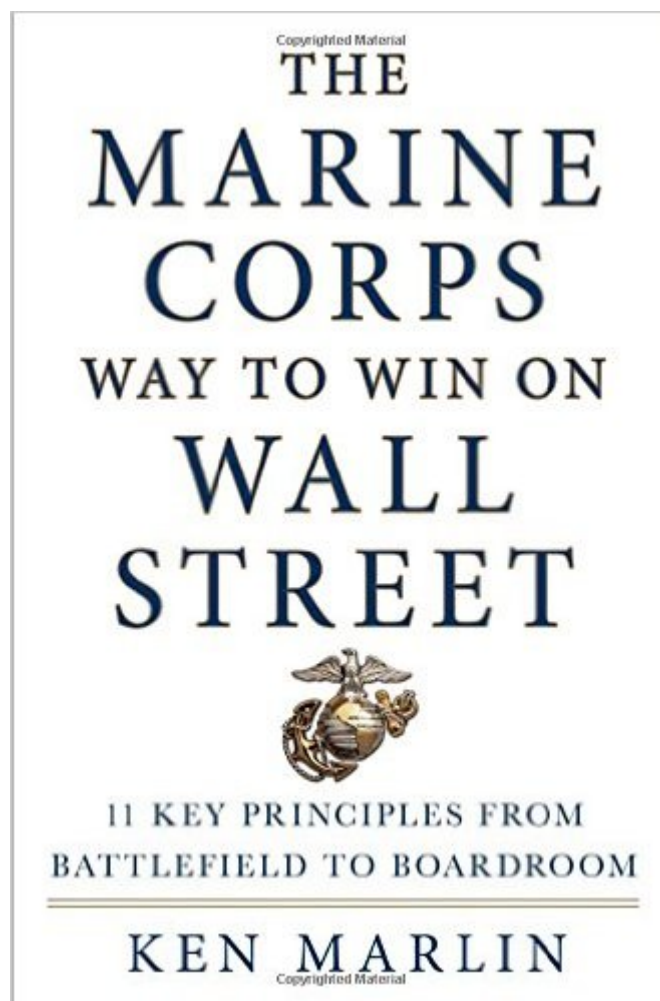


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# The Marine Corps Way To Win On Wall Street: 11 Key Principles From Battlefield To Boardroom



## Synopsis

Many Americans view Wall Street as a bastion of greed and corruption; a place that attracts people who don't deserve the money they make but are willing to break the law to get more of it. Yet for all their mistrust, many of these same Americans believe that Wall Street is essential for our economy to function. How do we fix it? Send in the Marines. Known for its exemplary discipline, the Marine Corps ensures victory by obeying key commands, such as: establish clear, tactical objectives; know the terrain before heading into battle; identify and capitalize on combat advantages; control timing; leverage complementary skills within the unit; negotiate from a morally defensible position; harness strength of leadership to craft a bulletproof plan. Ken Marlin served ten years' active duty as a Marine officer before taking on the financial sector. He's seen this program of pride, professionalism, and fidelity work - from the battlefield to the boardroom. Marlin is no socialist: he's a capitalist and risk-taker who enjoys earning money for himself and his clients. In *The Marine Corps Way to Win on Wall Street*, he teaches you the Marine Corps way to win on Wall Street and on Main Street: to sacrifice short-term gains for the long-term interests of your clients and your company. Deploying Marine-tested tactics, he engineers lasting, honorable success while lowering the ethical cost of doing business. That's the Marine Corps way.

## Book Information

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## Customer Reviews

I love books which have a combination of effective military principles applied to leadership and business philosophy. I have read and reviewed numerous volumes about how the U.S. Navy SEALs training applied to business practices and leadership. When I saw this fantastic book (*The Marine*

Corps way to win on Wall Street: 11 key principles from battlefield to boardroom by Ken Martian) on the Vine program I had to read it. In fact, it would not surprise me if this book made the business best seller list. This is a unique approach to Wall Street business practices as they relate to U.S. Marine Corps principles. The author is extremely qualified to write this interesting and well written (216 page) soft cover book. He spent 11 years as a Marine, first as an enlisted man than as an officer after finishing Officer Candidate School. The valuable lessons he was taught as a leader of marines is expertly applied to his twenty years in the business world. I love the way this book is organized. In each of the 11 principles he explains the military approach to combat and then gives his view on how it applies to business and Wall Street objectives. He gives a clear and objective look at Wall Street and shows why these Marine Principles are essential to running a business and to life in general. This volume explores in great detail with excellent examples of how to apply the U.S. Marine principles to business practices. These principles include the following: Take the long view, take a stand, be the expert (or use one), know the enemy, know what the objective is worth, know yourself, control the timing, negotiate from the high ground, seek foreign entanglements, trust and verify and be disciplined.

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