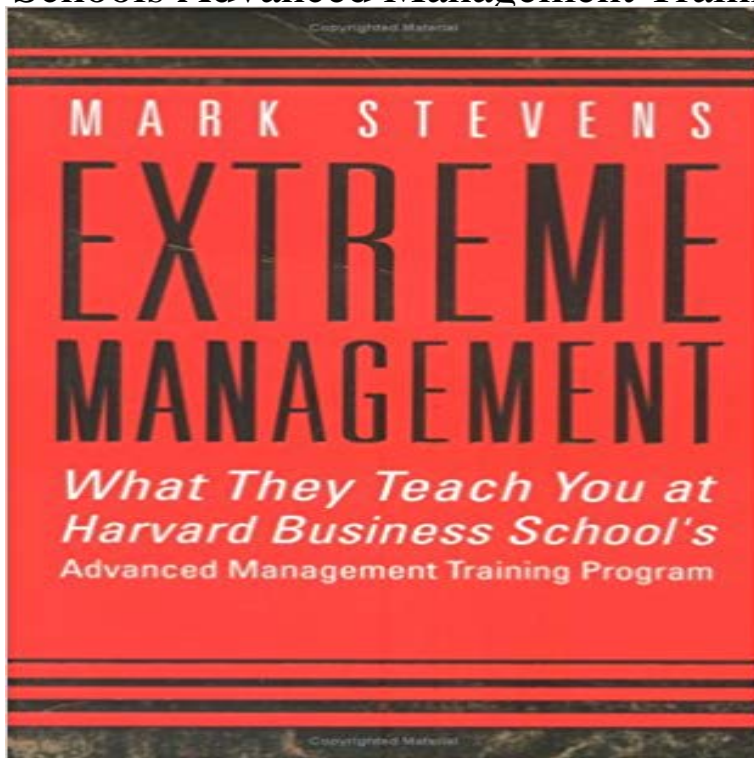


# Extreme Management: What They Teach You at Harvard Business Schools Advanced Management Training Program



Founded during World War Two, Harvard Business Schools Advanced Management Program (AMP) is an exhausting 10-week boot camp (six days a week, fourteen hours a day) that teaches an elite group of business executives how to thrive in the highly combative and competitive global marketplace. The course costs US USD 38,000 (plus taxes)! This book ushers readers into the inner sanctum of the AMP where they will learn crucial lessons, including:

- \* Creating a sustainable competitive advantage
- \* Managing for a world of changes yet to come
- \* Establishing enduring brand and corporate positioning
- \* Negotiating global transactions

For the first time, these closely guarded secrets are available to a wider audience.

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