



# **Business Confidential: Lessons for Corporate Success from Inside the CIA**

*Peter EARNEST, Maryann KARINCH*

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A critical figure in America's Cold War intelligence operations, Peter Earnest knows human nature and how to set priorities to stay true to a mission. With this book, Earnest and bestselling author Maryann Karinch demonstrate how core principles of intelligence apply directly to business strategy. Trust-building, loyalty, innovative thinking, using intelligence to support tough decision-making, getting the most from human resources—all are linchpins of critical business strategy, indispensable to:

- Vetting, hiring, and training the ideal team
- Establishing connections with the right people
- Contingency planning
- Operating in both friendly and hostile territory
- Cutting losses at the right time—while increasing the overall win ratio
- and much more

With instructive examples from CIA operations and the business world, *Business Confidential* vividly illustrates the value of the intelligence mindset in today's unpredictable business landscape.

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