



The Commando Entrepreneur: Risk, Innovation and Creating Success

Damian McKinney

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Following the success of his previous book *The Commando Way*, Damian McKinney delves deeper into the links and lessons of achieving high performance in the military and business worlds.

Drawing on his own experience as a Royal Marine and as a highly successful international business consultant, McKinney writes about the values of being a Marine that have served him well in his commercial life. He suggests that the ‘commando entrepreneur’ is a particularly vital and valuable role in business success, the strengths offered by a disciplined ‘maverick’, able to innovate outside the restrictions of everyday business.

What are the characteristics of a commando entrepreneur? McKinney explores these through interviews with renowned global business leaders, case studies of work undertaken by his consultancy, and stories from military history. From this unique range of advice and experience he provides guidance for senior business people to help them discover and unleash their commando entrepreneur, and improve both individual and company performance.



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