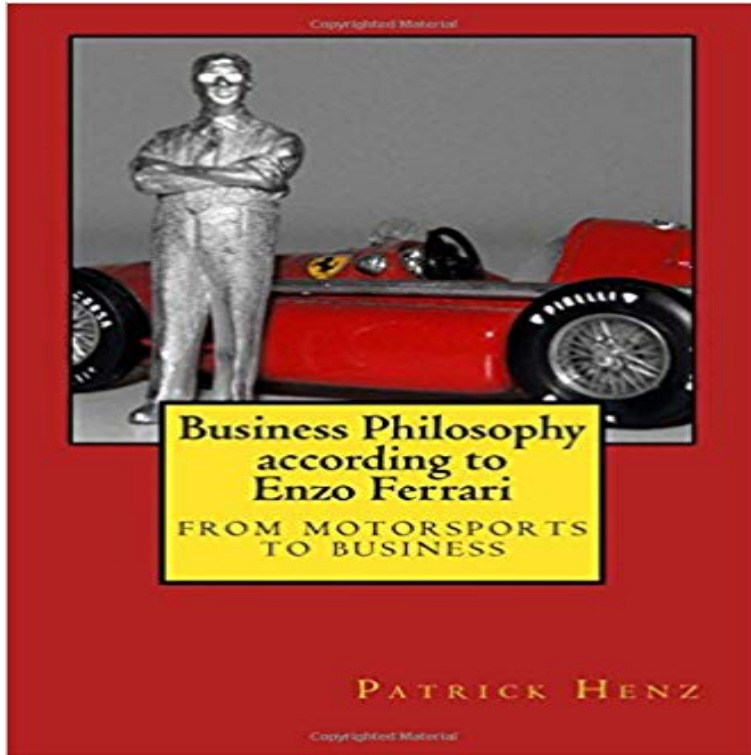


Business Philosophy according to Enzo Ferrari: from motorsports to business



An inspiration for managers, leaders and everybody who is interested in Enzo Ferraris life. Born 1898 in the Northern-Italian city of Modena, Enzo Ferrari lived his dream and founded the worlds most famous sports car manufacturer. This book analyzes how he achieved his goals by what are considered to be modern concepts. Or were leadership theories, emotional intelligence, business ethics, client orientation and sustainability already guiding principles of business in the beginning of the last century. In his own words, and drawing several parallels to Italian history, he thought he was living in the wrong time. But taking off Il Commendatores sunglasses, this book presents him as a surprisingly modern leader, who, conscious or not, acted conform the latest business and leadership models, confirmed by key decisions of his company, including the racing-team. Therefore, the book not only uses racing decisions and car development as examples, including many photos, but sets them in relation to his personal business philosophy. Black&white-edition.

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