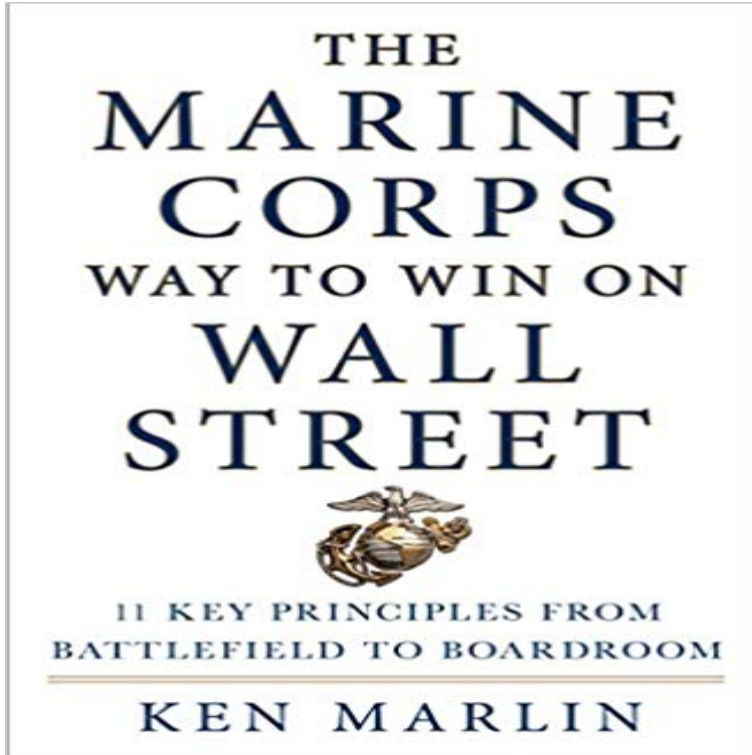


## The Marine Corps Way to Win on Wall Street: 11 Key Principles from Battlefield to Boardroom



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.

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