

Make no mistake about it business is war. The playing field no matter what category or niche that your business is in is crowded and filled with competitors big and small who have the ambition of not only dominating the marketplace and squeezing every dollar out of it but to also crush you and drive you out of business rendering you useless to the customers that you serve or wish to serve. As an entrepreneur you must of course avoid this at all costs. But in order to do so you need a blueprint and a framework for fending off your competitors and ultimately crushing them because business like war is a kill-or-be-killed endeavor. You have to be a general on the battlefield no matter how big or small your business is. You can be a simple or complex commander when leading your troops to battle, but one thing you must possess is the wisdom on how to effectively position your business and lead your troops. You have to know when and how to maneuver, when and how to attack, and how to retreat not because of cowardice, but to ultimately gain victory over your competitors. Plain and simple you have to be a master strategist and possess the ability to execute. For this framework serial entrepreneur and author Omar Johnson in his book entitled *Crushing The Competition: The Entrepreneurs Guide To Using Military Strategies To Outthink, Outmaneuver and Outperform The Competition* details the military strategies of great commanders and master strategists like Sun Tzu, Ghenghis Khan, Hannibal, Attila The Hun, Miyamoto Musashi and many others that you can draw inspiration from and utilize when forming and executing strategies for your particular business. Why do you need this book? Because as Sun Tzu said in the book *The Art of War*: “The Art of War teaches us to rely not on the likelihood of the enemy’s not coming, but on our own readiness to receive him. Not on the chance of his not attacking, but on the fact that we have made our position unassailable”. The bottom line is that your enemies will come, your competition is fierce. They will be prepared. You must be more prepared. Your strategies must be sound and as Sun Tzu said that’s when you make your position unassailable. *Crushing The Competition* is the ultimate guide for you as an entrepreneur in your quest to make your position in the marketplace unassailable.

Self Applied Hypnotherapy and NLP Solutions for Weight Control, *The GlutenLess Dining Guide*, *A-10 Thunderbolt II Units of Operation Enduring Freedom 2008-14 (Combat Aircraft)*, *Group Schema Therapy for Borderline Personality Disorder: A Step-by-Step Treatment Manual with Patient Workbook*, *More News from Lake Wobegon*,

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