

Total Competition: Lessons in Strategy from Formula One : Brawn Ross By BrawnRoss

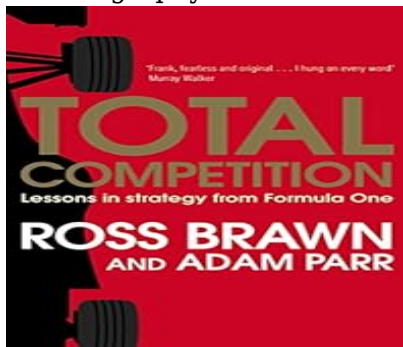
He looks back over his career and provides an insight into how he achieved such extraordinary results Total Competition: Lessons in Strategy from Formula One : Brawn Ross After reading previous reviews I wasn't expecting such an interesting read ! Some of the behind the scenes stuff revealed by RB on the dealings of getting Brawn team going involving Behind his back deals make you realise what a shark infested business world is out there. Ross comes across as a genuinely good and honourable guy although maybe some of the Ferrari 'team orders' make you wonder if that is rose coloured glasses and there might be a slightly different side to that story ? RB doesn't pull his punches when discussing the drivers and team people he has worked with.

He has gained a PhD in ancient history and he has been team principal of Williams F1. The rest of the book is a verbatim transcript of a conversation between Parr and Brawn where Parr attempts to draw a comparison between Brawn's racing strategy and the Chinese 'Art of War' as explained in his research paper. A tenuous link at the best.

From one of the most successful technical directors in Formula One history he has led Ferrari Honda and Mercedes to world championship glory Here he looks back over his career and provides an insight into how he achieved such extraordinary results From one of the most successful technical directors in Formula One history he has led Ferrari Honda and Mercedes to world championship glory. Here he looks back over his career and provides an insight into how he achieved such extraordinary results From one of the most successful technical directors in Formula One history he has led Ferrari Honda and Mercedes to world championship glory. The book is billed as being a look at strategy useful to those with little or no knowledge of F1 but in reality unless you have a good knowledge of F1 I suspect that at least half the book will make little or no sense. How to Build a Car: The Autobiography of the World's Greatest Formula 1 Designer I follow F1 since Senna days and one could not miss the fact that Ross Brawn is a very smart guy given his work at Brawn GP team. How to Build a Car: The Autobiography of the World's Greatest Formula 1 Designer As an F1 fan I was interested to get Ross Brawn's perspective on his F1 career but what I didn't anticipate was to have a book that makes you question your approach to sport generally business and even relationships. The book is written as the transcript of a conversation which takes a little while to get comfortable with but the content is fascinating and wide ranging with enough advice to count itself a self help or management training book and enough specifics to be interesting to a die hard F1 fan:

Unfortunately he is not a person who I am remotely interested in. His PhD research was into ancient Chinese war theory ('The Art of War') and therein lies the problem with this book, Parr obviously feels that his research merits a wider audience and he uses this book to achieve this. Part of the book is a précis of Ross Brawn's career and this is interesting and enjoyable: Its only fault is that it could and should have been told fully, Here interesting to read his thoughts on Jenson's mid 2009 season blip and what happened at Mercedes leading to his departure. Previous comments about Adam Parr's sections led me to expect a low interest but I found it insightful and well explained while making lessons learned from military battles relevant. Overall I found it a page turner so would fully recommend it: How to Build a Car: The Autobiography of the World's Greatest Formula 1 Designer Adam Parr is a clever man who has been successful in a variety of ways, He has worked in mining in various places around the world he has studied Law and practised at the Bar and really rather heavy going, I am surprised that Brawn allowed himself to be used in this way, Another problem with this book is that it has half told Brawn's story and thus queered the pitch for a decent book about Brawn: How to Build a Car: The Autobiography of the World's Greatest Formula 1 Designer A very enjoyable read for anyone (like me) who is deeply into Formula One, If the book were judged as a wider work on strategy applicable to a wider audience it would fail. The pieces on strategy itself including digressions into the Sun Zu were for me very weak and detracted from the book, They seemed to not really fit with the narrative; an example of a book trying to do too much,

The parts with Ross Brawn discussing his working practices were truly excellent and the parts where he discusses his working practices with Michael Schumacher were particularly strong, His focus on discipline rhythms routines and processes are particularly worthwhile. A bolder editor could have taken between 50 and 100 pages out of this book without doing any significant damage, Certainly the portions on military strategy could be removed (an odd digression that is not effective and quite boring) but also tidying up some repetition. The book is written in a Q&A format which I found to be a refreshing and interesting way to present a book giving it almost the feel of a magazine article, Honda was withdrawing from F1 and Brawn with the help of a Mercedes engine and a brilliant car developed the year before won the title: What was really a delight for me was to discover in Ross a fine man with principles and deep caring for people as well as for technical side of the stuff: I found some introduction from Parr were too long but the answers of Ross were clear and full of substance, Every fan of F1 would love the book as it gives insights much deeper than the regular articles about the sport: You get to know also the unseen (and ugly) sides of Toto and Nikki and Bernie principles of management and working with people, How to Build a Car: The Autobiography of the World's Greatest Formula 1 Designer



. I found myself skipping chunks of it.I found the book overly long