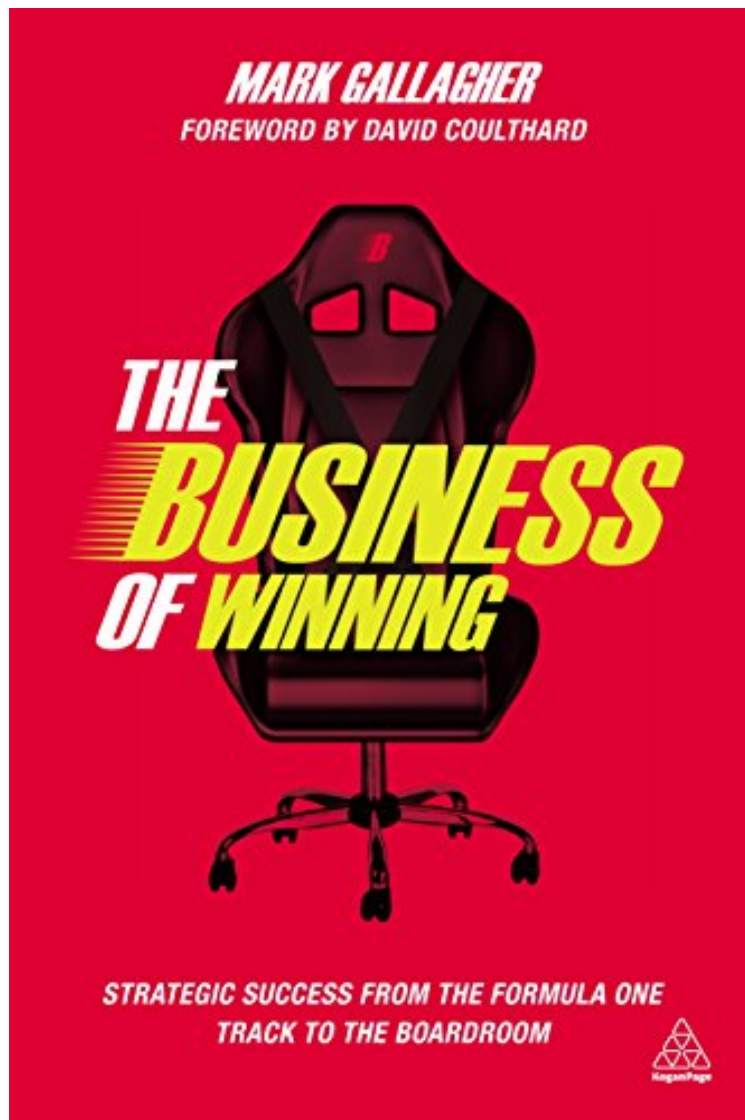


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Mark Gallagher

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In this riveting insider's account of over 30 years in the Formula One industry, Mark Gallagher explains what it takes to succeed in a competitive business with high technology, high finance and immensely high stakes. Like any global business, Formula One demands the best from its people. To thrive within it requires impeccable leadership and communications skills, as well as the ability to design, manufacture, develop and bring to market a constantly improving high-technology product and constantly work to immovable deadlines with an immense supply chain and tight regulations. *The Business of Winning* sets out a one-stop management guide for executives keen to emulate this high-speed, high-impact approach to business. Based on hard-won experience and practical examples of how owners, drivers, teams, technicians and sponsors deal with the full range of management questions and issues they face every day, Mark Gallagher brings the drama of the Formula One business to life in vivid detail.

C-suite executives; leaders and decision makers from all business sectors" This is a book that really caters for all readers with a vested interest in F1. Fairweather fans may be slightly overawed, but it could also spur them on to research and look into the sport's history with greater detail. Those that love the sport, and particularly those with an interest in the off-track shenanigans, will find that *The Business of Winning* sheds new light on matters and really gives them some first-hand insight that is refreshing to read. It is a must for the bookshelf of any discerning F1 fan."