



Three Moves Ahead: What Chess Can Teach You About Business

By Bob Rice

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Three Moves Ahead shows how classic chess strategies address the #1 problem of Information Age executives: how to move quickly in the face of incalculable complexities and unexpected change. This witty and novel guide, written for non-players, is packed with scores of real-world examples showing how top CEOs use Grandmaster techniques to win on Wall Street. Readers will see how a "strong square" strategy drove Adobe's rise from niche player to industry giant, as well as Western Union's success through a hundred years of technology changes. They'll learn how AOL has played a crucial "exchange sacrifice" to revive its fortunes, and how Google is taking turf from Microsoft with a "minority attack." Most importantly these days, they'll find out "what to do when you don't know what to do," and avoid the fate of companies like Polaroid, Gateway, and our dearly departed Ma Bell.

"A fun ride from Apprentice to Business Grandmaster. Grab it!"—Donald Trump

Bob Rice (Short Hills, NJ) was a long-time partner at Wall Street's prestigious Milbank, Tweed, Hadley, and McCloy. He left to start a software venture that was purchased by Viewpoint, a NASDAQ company of which he later became CEO. He is currently a Managing Partner of Tangent Capital, which structures financial products for hedge funds, and a member of the "New York Angels" venture finance group. Along the way, Bob served as Commissioner of the Professional Chess Association, founded the Wall Street Chess Club, ran numerous international chess events and produced a successful "Speedchess" series for ESPN.

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Editorial Review

Review

"In his thought-provoking, chess-themed book on business strategizing, Rice asserts that beginning and intermediate players tend to focus on which pieces are positioned to take or be taken, but when grandmasters examine the board they look at the squares. Rice makes fitting comparisons between chess pieces and actors in the corporate world. Lowest-level workers are compared to pawns, middle managers to knights, director-level executives to bishops and vice presidents to rooks. The central theme of this book is that you have to have a plan, even if it's a bad one, to succeed in both chess and business. The idea is to adjust your plan as the game proceeds in response to the moves of the opposition."--McClatchy-Tribune News Service, April 26, 2008

From the Inside Flap

THREE MOVES AHEAD

IN TODAY'S FAST-MOVING Information Age, traditional business-planning tools are rapidly becoming obsolete. Yet the competitive, ever-changing marketplace demands that executives move quickly or risk becoming relics.

In *Three Moves Ahead*, business leader and chess expert Bob Rice offers an entertaining, practical response to this modern dilemma. He shows how the world's top executives use chess tactics to thrive in the face of incalculable complexities and unexpected change. Written for nonplayers, this witty, smart guide is filled with real-world examples of how to win the game of business by applying chess strategies honed from over 1,000 years of competition.

With incisive prose, Rice clearly shows how to use these principles to attack competitors, defend turf, and crack new markets. He demonstrates how a "Strong Square" strategy drove Adobe's rise from niche player to industry powerhouse, how Kodak is reviving its fortunes with an "Exchange Sacrifice," and how Google is creating holes in Microsoft's position with a "Minority Attack." Most importantly, *Three Moves Ahead* also shows how to "Stay Ahead On the Clock" and avoid the fate of companies like Polaroid, Gateway, and our dearly departed Ma Bell.

Insightful and clever, *Three Moves Ahead* shows how anyone can navigate strategically through the most disruptive period in business history.

From the Back Cover

PEOPLE ARE TALKING ABOUT *THREE MOVES AHEAD*

"Three moves ahead? I'd say four, at least. An utterly fresh guide to winning in today's business environment."

—**Jim Spanfeller**, CEO, Forbes.com

"Every executive struggles with the pressure to think fast and think ahead. Bob's fascinating book shows how to apply chess principles to do just that. It's impossible to make the right move every time, but these strategies will help you succeed in the face of the unpredictable."

—**Bruce Chizen**, former CEO, Adobe Systems Incorporated

"This amazing book is the first time anyone has clearly translated Grandmaster ideas to real-world situations. The business examples are so good that I'm using them to teach chess!"

—**Maurice Ashley**, International Chess Grandmaster

"Rarely does one find a book where every page is filled with both brilliant insight and witty writing. Mandatory reading for every startup."

—**David S. Rose**, founder, New York Angels

"I don't play chess but it sure improved my 'game' at the office! The clever, clear examples show how to use dozens of classic strategies in everyday situations. This book can put any executive 'three moves ahead!'"

—**Sarah Fay**, CEO, Carat USA

Users Review

From reader reviews:

Susie Vadnais:

Now a day people who Living in the era where everything reachable by match the internet and the resources within it can be true or not require people to be aware of each information they get. How a lot more to be smart in obtaining any information nowadays? Of course the answer is reading a book. Examining a book can help individuals out of this uncertainty Information mainly this Three Moves Ahead: What Chess Can Teach You About Business book because book offers you rich facts and knowledge. Of course the info in this book hundred percent guarantees there is no doubt in it you may already know.

Richard Crowe:

The particular book Three Moves Ahead: What Chess Can Teach You About Business will bring one to the new experience of reading some sort of book. The author style to explain the idea is very unique. If you try to find new book you just read, this book very appropriate to you. The book Three Moves Ahead: What Chess Can Teach You About Business is much recommended to you to read. You can also get the e-book from official web site, so you can more easily to read the book.

Elizabeth Webster:

This Three Moves Ahead: What Chess Can Teach You About Business is fresh way for you who has curiosity to look for some information because it relief your hunger details. Getting deeper you in it getting knowledge more you know otherwise you who still having bit of digest in reading this Three Moves Ahead: What Chess Can Teach You About Business can be the light food for you because the information inside this kind of book is easy to get by means of anyone. These books develop itself in the form which can be reachable by anyone, yep I mean in the e-book form. People who think that in reserve form make them feel sleepy even dizzy this e-book is the answer. So there is not any in reading a reserve especially this one. You can find what you are looking for. It should be here for you. So , don't miss the item! Just read this e-book style for your better life and also knowledge.

Gail Tate:

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