



Performance at the Limit: Business Lessons from Formula 1 Motor Racing

Mark Jenkins, Ken Pasternak, Richard West

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Although optimum performance is the objective of every organization, its achievement remains unresolved for most of us. This book uses Formula 1 motorracing as an example of how business can achieve maximum performance at all levels--individual, team, partnership and organization. The volume describes many of the challenges facing Formula 1 teams and illustrates them to provide an overall comprehension of performance at an optimal level. Accompanying case histories and examples offer inspirational as well as instructional guidance to those seeking to achieve ultimate performance levels.

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