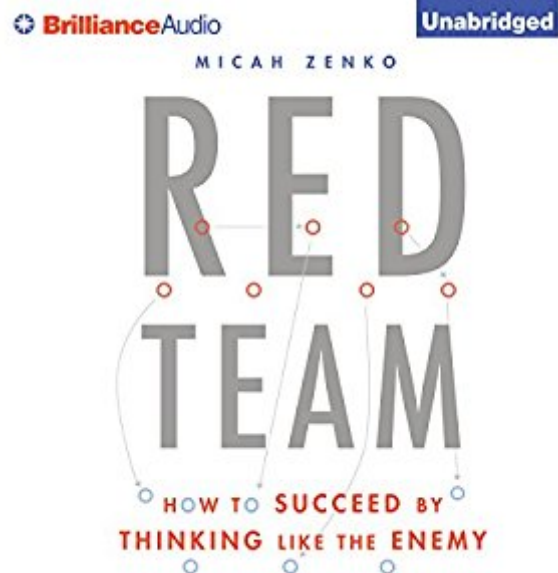


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# Red Team: How To Succeed By Thinking Like The Enemy



## Synopsis

Red teaming. It is a practice as old as the Devil's Advocate, the 11th-century Vatican official charged with discrediting candidates for sainthood. Today, red teams - comprised primarily of fearless skeptics and those assuming the role of saboteurs who seek to better understand the interests, intentions, and capabilities of institutions or potential competitors - are used widely in both the public and private sector. Red teaming, including simulations, vulnerability probes, and alternative analyses, helps institutions in competitive environments to identify vulnerabilities and weaknesses, challenge assumptions, and anticipate potential threats ahead of the next special operations raid, malicious cyberattack, or corporate merger. But not all red teams are created equal; indeed, some cause more damage than they prevent. In *Red Team*, national security expert Micah Zenko provides an in-depth investigation into the work of red teams, revealing the best practices, most common pitfalls, and most effective applications of these modern-day Devil's Advocates. The best practices of red teaming can be applied to the CIA, NYPD, or a pharmaceutical company, and executed correctly they can yield impressive results: red teams give businesses an edge over their competition, poke holes in vital intelligence estimates, and troubleshoot dangerous military missions long before boots are on the ground. But red teams are only as good as leaders allow them to be, and Zenko shows not only how to create and empower red teams, but also what to do with the information they produce. Essential listening for business leaders and policymakers alike, *Red Team* will revolutionize the way organizations think about, exploit, compensate for, and correct their institutional strengths and weaknesses. Drawing on little-known case studies and unprecedented access to elite red teamers in the United States and abroad, Zenko shows how any group - from military units to friendly hackers - can win by thinking like the enemy.

## Book Information

Audible Audio Edition

Listening Length: 11 hours and 2 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Brilliance Audio

Audible.com Release Date: November 3, 2015

Whispersync for Voice: Ready

Language: English

ASIN: B0178BAHP6

Best Sellers Rank: #4 in Books > Business & Money > Management & Leadership > Corporate Governance #13 in Books > Audible Audiobooks > Politics & Current Events > Political History & Theory #40 in Books > History > Military > Strategy

## Customer Reviews

I realize that I will never be that four star general Red Teaming the possible choices a major world power might make when it realizes it has lost the race to singularity and its nuclear arsenal no longer provides the strategic projection of force it once did, nor will I be the CEO of a multinational internet sale behemoth Red Teaming Europe's demographic chances into a comprehensive future cooperate sales strategy, nevertheless I did enjoy Micah Zenko's new book Red Team: How to Succeed by Thinking Like the Enemy. Despite the subtitle of the book How To Succeed By Thinking Like The Enemy, Mr. Zenko explains how Red Teaming is essentially, focused alternative analysis directed towards a real world problem so that it may be more clearly understood and then solved with the best possible outcome. In reading this book an aspect of the subject which really stood out to me was that no matter your position of authority or social status, humility and critical thinking often go hand in hand, and that pride and its companion arrogance are often rewarded by a special kind of blindness. Red Team offered many historical examples of effective and ineffective red teaming exercises and the lessons to be learned from both. The history enthusiast and those who follow the evolution of military/corporate thought and strategy are sure to find the book especially enlightening. Though clearly Mr. Zenko is a proponent of Red Teaming and its many beneficial outcomes, he also acknowledged the weaknesses and limits of the endeavor. In an effort to address the weaknesses and increase the effectiveness of the concept Mr. Zenko provides six guiding principles for Red Teaming. There are as follows: 1. The Boss Must Buy In 2.

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