



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

*Mark Jenkins, Ken Pasternak, Richard West*

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The world of Formula 1 is a powerful mirror to the world of management, where high performance relies on strong leadership, clear goals, selfless teamwork, innovation through constant learning and a winning culture. Performance at the Limit: Business Lessons from Formula 1 Motor Racing uses the case of Formula 1 to demonstrate how business can achieve optimal performance in highly competitive and dynamic environments. This third edition has been extensively updated, including a powerful new framework, 'The Performance Pyramid', recent interviews with leading figures in the industry, and a wide range of lessons for improved business practice. It will be an invaluable guide for managers and students of business alike.

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