

## Business under fire: how Israeli companies are succeeding in the face of terror and what we can learn from them

Carisson, Dan, author

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### Abstrak

Israeli businesses face a unique and dramatic challenge - surviving and thriving despite four years of terrorist attacks against civilians. "Business Under Fire" uses a mixture of analysis and in-depth personal interviews to show how Israeli companies stay profitable, offering realistic insights readers can apply to their own organisations operating in an uncertain environment. Based on fascinating, first-person interviews conducted by the author himself in Israel with CEOs, managers, and in-the-trenches employees - Carrison received unprecedented cooperation and access from the Israeli government and many companies in various industries for this project.