



# Total Business

**Prof. Mike Rosenberg**  
**IESE Business School**

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# The General – Rinus Michels



**“Football is War”**

# The Star – Johan Cruyff



**“Pythagoras in boots”**

# Total Football

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- Team first
- Individual talent & skill
- Clear objectives
- Fluid positions
- Established sub-routines
- Trust

# World Cup Final 2010

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**Vicente DEL BOSQUE**

**Real Madrid**



**Bert VAN MARWIJK**

**Feyenoord, Fortuna Sittard ,  
MVV**

# Teams & Players



# Spanish League 2010/2011

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**Jose Mourinho**

**Real Madrid**



**Pep Guardiola**

**Barcelona Football  
Club**

# La Masía

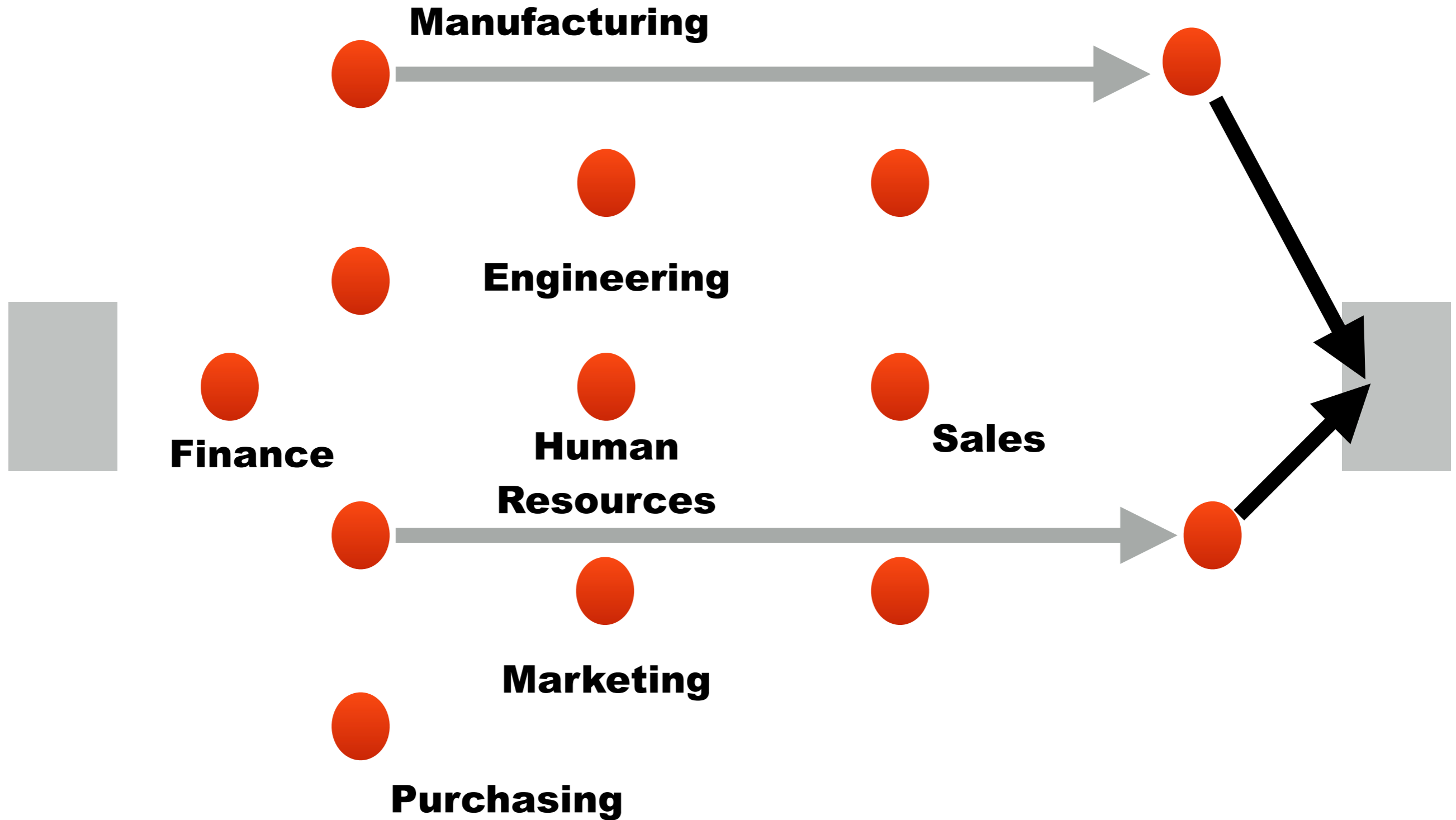


**Leo Messi**  
**Andres Iniesta**  
**Xavi Hernandez**  
**(Pique, Pujol, Cesc, Busquets, Etc.)**





# It takes a team!



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