



# Moving Mountains: Lessons in Leadership and Logistics from the Gulf War

*Jeffrey L. Cruikshank William G. Pagonis*

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Major General Pagonis served as Norman Schwarzkopf's logistics advisor during the Gulf War. Pagonis was actually the first American to arrive in Saudi Arabia, hours after it was decided to send troops. Pagonis retired from the position of head Sears Logistics Group in 2004, becoming a Chairman of the Board/Director for RailAmerica.[4] He is also Vice-Chairman of GENCO ATC, a logistics firm based out of Pittsburgh and previously served as an advisor to CombineNet, Inc. Pagonis is also an author, having written *Moving Mountains: Lessons in Leadership and Logistics from the Gulf War*, published by Harvard Business School Press. [References\[edit\]](#). *Moving Mountains: Lessons in Leadership and Logistics from the Gulf War*. Eliot A. Cohen, William G. Pagonis, Jeffrey L. Cruikshank. 1992. "Business Week" described the Gulf War as "the largest military logistics operation in history", entailing an unprecedented deployment of troops and supplies halfway around the world. [Here is a€ \(More\)](#). [New forum topics](#). [SLL - SILK Packers and movers Rawalpindi Lahore Islamabad Karachi](#). [Eagles freight service](#). [SILK Movers and packers in Karachi](#). [SILK Packing and moving Services Company In Islamabad Rawalpindi Lahore Karachi](#). [Destination services](#). [SHIPTRACO](#).

A lecturer and consultant on supply chain management, Pagonis is the author of the 1992 book, *Moving Mountains: Lessons in Leadership and Logistics from the Gulf War*. Recently contributing writer Joseph Rosenbloom interviewed Pagonis about the logistics lessons he learned from his time at the Army and Sears, all of which can be applied to small businesses (like the ones he runs with his son and wife). At 5-feet-6 ½ you're a head shorter than the stereotypical general—Norman Schwarzkopf, for example. In the Gulf War, leadership and logistics came together, and extraordinary goals were achieved. Now, one of the initiators of Gulf War strategies presents lessons for all organizations facing major operational challenges. Photos. book content. keywords. Asian “ Middle Eastern history, Business & Economics, Business & Economics “ Finance *Moving Mountains* book. Read 8 reviews from the world's largest community for readers. *Business Week* described the Gulf War as the largest military log... Numerous leadership and logistics lessons can be gleaned from his experience. Pagonis describes his battlefield innovations as well as his inspirational leadership style. Using historical examples and current business practice, he makes a strong case for better leadership and better logistics, both in the military and in the private sector. In the Gulf War, leadership and logistics came together, and extraordinary goals were achieved. Pagonis demonstrated what senior managers of world-class companies now recognize: good logistics is an important source of competitive advantage.

