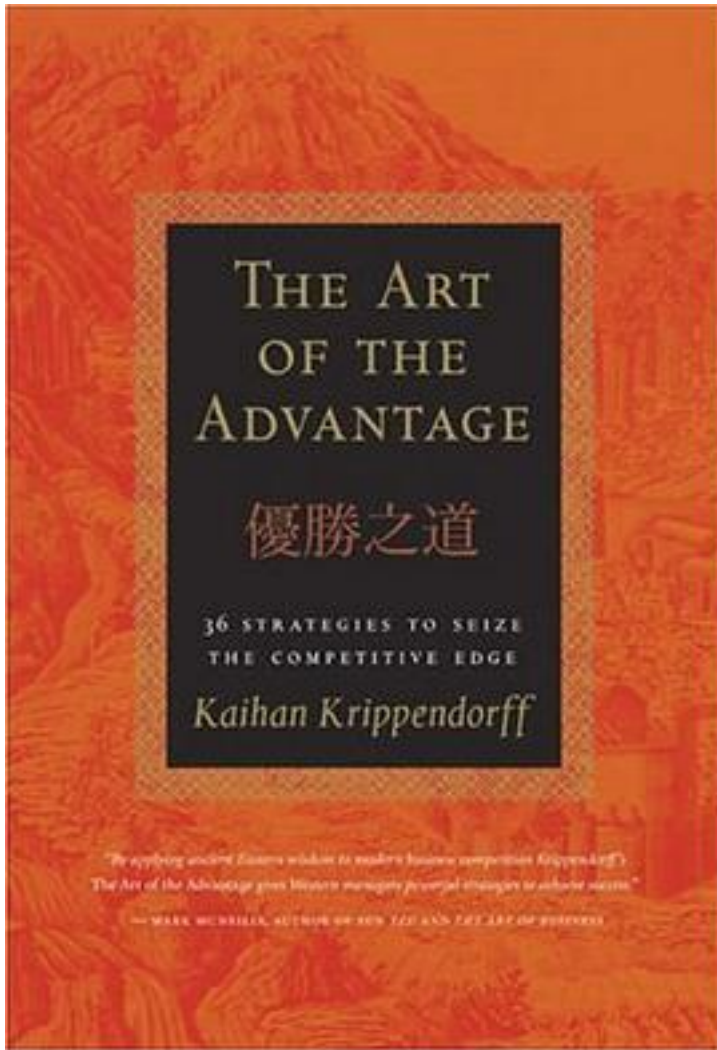


The Art of the Advantage



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Book Description

Not for Sale in the US- Art of the Advantage brings to life the centuries-old thirty-six Chinese stratagems and explains how they can be applied to corporate or personal strategy. Author Kaihan Krippendorf shows how in using Chinese philosophy, companies can create unfamiliar, cutting-edge corporate strategies that are often unfamiliar to Western companies allowing them to take their western competitors unaware and make them more competitive. Throughout the book, Krippendorf uses ten case studies from the world's top business schools to illustrate his points.

Book Dimension

length: (cm)23.1 width:(cm)15.2

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