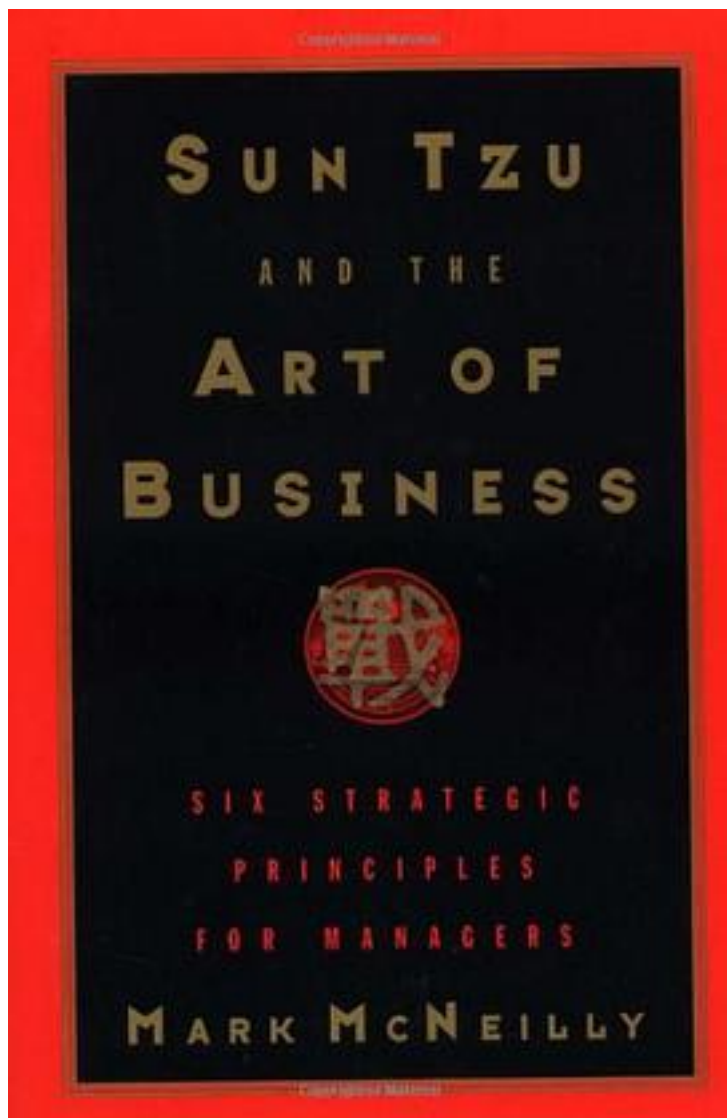


# Sun Tzu and the Art of Business



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To hand down the wisdom he had gained from years of battles, more than two millenia ago the famous Chinese general Sun Tzu wrote the classic work on military strategy, The Art of War. Because business, like warfare, is dynamic, fast-paced, and requires an effective and efficient use of scarce resources, modern executives have found value in Sun Tzu's teachings. But The Art of War is arranged for the military leader and not the CEO, so making connections between ancient warfare and today's corporate world is not always easy. Now, in Sun Tzu and the Art of Business, Mark R. McNeilly shows how Sun Tzu's (or 'the revered general's') tactics and strategies can be successfully applied to modern business situations. Here are really two books in one: Mark McNeilly's synthesis of Sun Tzu's ideas into six strategic principles for the business executive plus the entire text of Samuel B. Griffith's original translation of The Art of War. McNeilly explains how to gain market share without inciting competitive retaliation ('Win All Without Fighting'), how to attack a competitor's weak points ('Avoid Strength and Strike Weakness'), and how to maximize the power of market information for competitive advantage ('Deception and Foreknowledge'). He also demonstrates the value of speed, preparation, and secrecy in throwing the competition off-balance, employing strategy to beat the competition ('Shape Your Opponent'), and the need for character in successful leaders. In his final chapter, McNeilly presents a practical method to put Sun Tzu and The Art of Business into practice. By using modern examples throughout the book from GE, Microsoft, Kmart, MTV, Otis Elevator, FedEx, and many others, he illustrates how, by following the wisdom of history's most respected strategist, executives can avoid the pitfalls of management fads and achieve lasting competitive advantage. Even though down-sizing continues to increase corporate competition, and new technology constantly changes the playing field, the basics of business and strategy remain essentially unchanged. Sun Tzu and the Art of Business illuminates the fundamental strategic principles, providing lessons every manager must know to succeed today.

作者介绍:

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