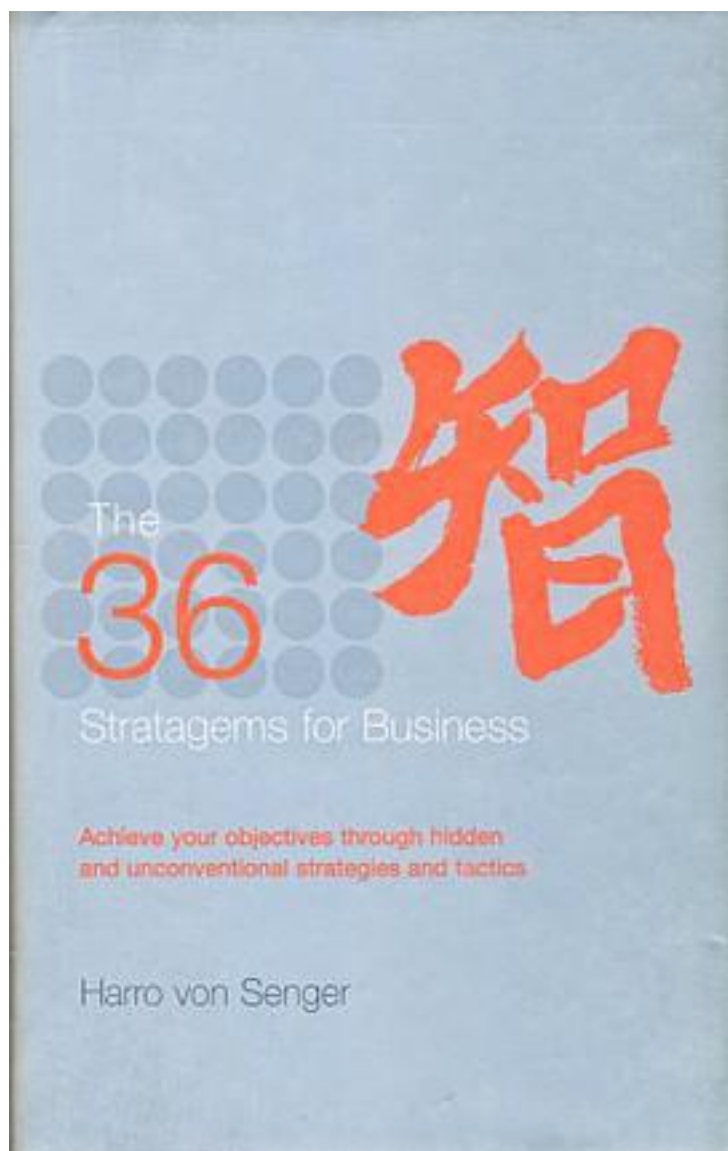


# 36 Stratagems for Business



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“In today’s society we must learn how to make use of the 36 stratagems, and not reject cunning unconditionally but regard it, instead, as a part of everyday life...In the Chinese language, ‘wisdom’ and ‘cunning’ are represented by the same character 智”

In this unique and bestselling book, Harro von Senger shows today’s managers:

How to successfully resist crafty manoeuvres and tricky attacks.

How to avoid being outsmarted during negotiations.

How to use the 36 Stratagems to one’s own advantage without conflicting with the legal and moral order.

The 36 Stratagems can become an everyday work tool for managers, a permanent source of inspiration, and a globally useful approach to solving and avoiding problems.

Moreover, this is an indispensable book for all those trying to understand China and the Chinese people, especially in business matters.

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