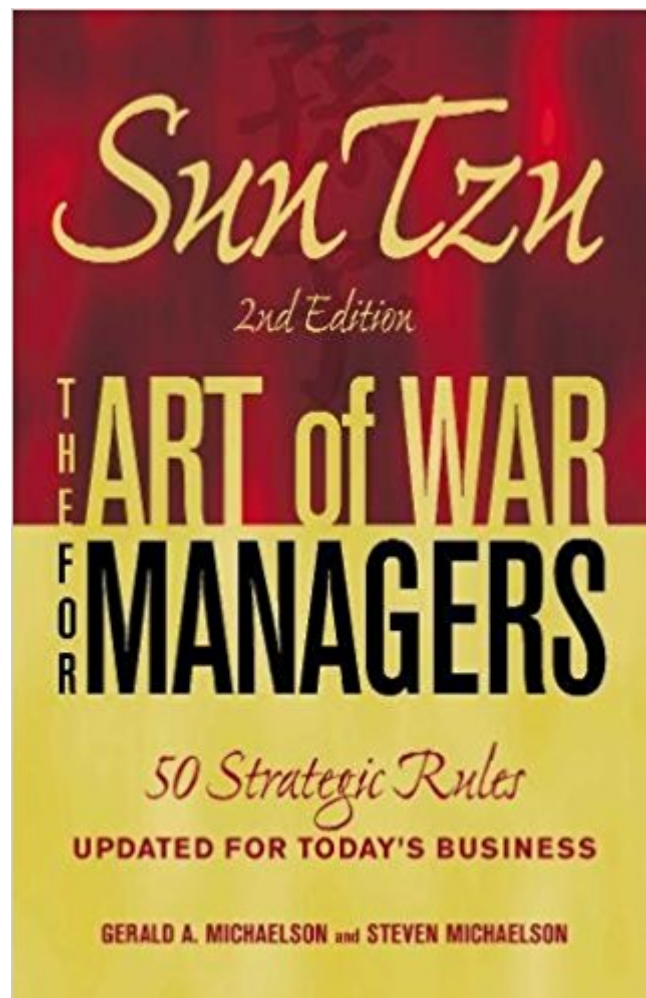




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Sun Tzu - The Art Of War For Managers: 50 Strategic Rules Updated For Today's Business



Synopsis

In today's competitive business world, you must capture the high ground and defend it against your rivals. The secret lies in mastering the strategic arts taught by the ancient Chinese military theorist Sun Tzu. Gerald A. Michaelson's classic book breaks down Sun Tzu's lessons to help you move from manager to leader and vanquish your competition. In this fully updated edition, Steven Michaelson offers new examples drawn from companies ranging from to Toyota to Google, putting Sun Tzu at your side for today's business challenges. Here is the wisdom--tested for twenty-five centuries--that will help you seize the advantage, storm your competitors' gates, and conquer the marketplace!

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Customer Reviews

Gerald A. Michaelson lectured on Sun Tzu in China at the invitation of the Chinese government. He traveled extensively throughout Asia as a management coach and delivered workshops on five continents. Steven W. Michaelson is the coauthor of several books on Sun Tzu, including Sun Tzu for Success and Sun Tzu for Execution. He is president of FreshDirect, the fast-growing New York City area online retailer. Steven's thirty-year career includes marketing, merchandising, sales, and other leadership roles. Previously, he was a senior vice president at Wegman's Food Markets, perennially named one of the best companies to work for in America.

There are many business books that are quick, easy books. And there are many business books

that provide specific insight into how things work. There are few who do both. This is one of those. Michaelson scoured the world for the best translations of Sun Tzu's classic Art of War. When different translations offered different points of view or shades of meaning, he provided various examples to allow the reader the greatest amount of insight. And, unlike some translations, he manages to do this in a simple, straightforward way, without getting bogged down in the academic. The Michaelson went a step further to discuss how each of the sections of Art of War apply to business. I will admit, I do not always see a perfect correspondence between Sun Tzu's message and Michaelson's applications; yet each is valuable of itself, and the composite result is both pleasing and useful. Once you are aware of Sun Tzu's work, you can easily see how it applies (or could apply) to your business, your competitor's practices, accounts you read about in the newspaper, etc. The art of war in business is to position yourself to win the battle before it even starts. This book is too brief to go into detail about how to do use that in every business sector (though it does occasionally provide some concrete examples); however, if you cannot see how to apply its lessons in your particular area, you are probably not ready to lead.

Excellent book,. have recommended it to my management team and we are reviewing it together.
Business is war,...

I have been having a difficult time at work and have wanted to read this book for awhile. It seems they had me in mind when it was written and I didn't know it. Great book!

This is a must have for today's managers in either the public or private sectors. It's about the Art and not the War and should be rephrased as how to succeed in business without resorting to war.

Over the years I've read just about every translation of the Art of War. Always good about translating the words but not always good about translating the concepts. This book clearly takes the principles of the art of war and applies them to a modern setting. While it's true the book is aimed at managers, I think this book would be useful to just about anyone.

Read it before in time of career crisis
Needed to read it again
Also I am gathering set of books for my young grandsons like Kipling Orwell Huxley Ron Reagan with my preface as to why they need to read them to understand his confusing world

I gave this to my daughter; she likes it!

This book is great for all managers and especially for business entrepreneurs. My wife saw it and got interested in reading it as well. She is a director/CPA and was amazed by it. My friend who is an executive level also started reading the book.

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