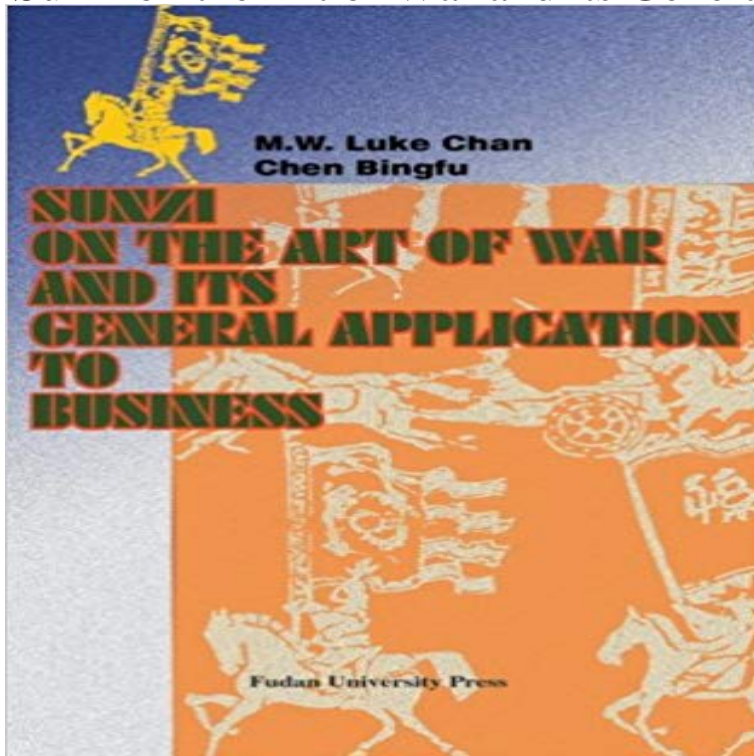


## Sunzi on the Art of War and its General Application to Business



This book looks at Sunzi and the Art of War—one of the most important books on strategy ever written—from a business perspective. The first part of the book, *SUNZI ON THE ART OF WAR*, looks at the strategies and negotiating techniques laid out in Sunzi's famous text. The second section of the book, *DISCUSSIONS: APPLICATION TO BUSINESS*, looks at how Sunzi's theories and principles are applied in modern business and management. This book is written based on Sunzi's famous dictum: Knowing ourselves and knowing our opponents will guarantee success every time. Western businessmen looking to learn more about their Chinese competitors will benefit greatly from this book.

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