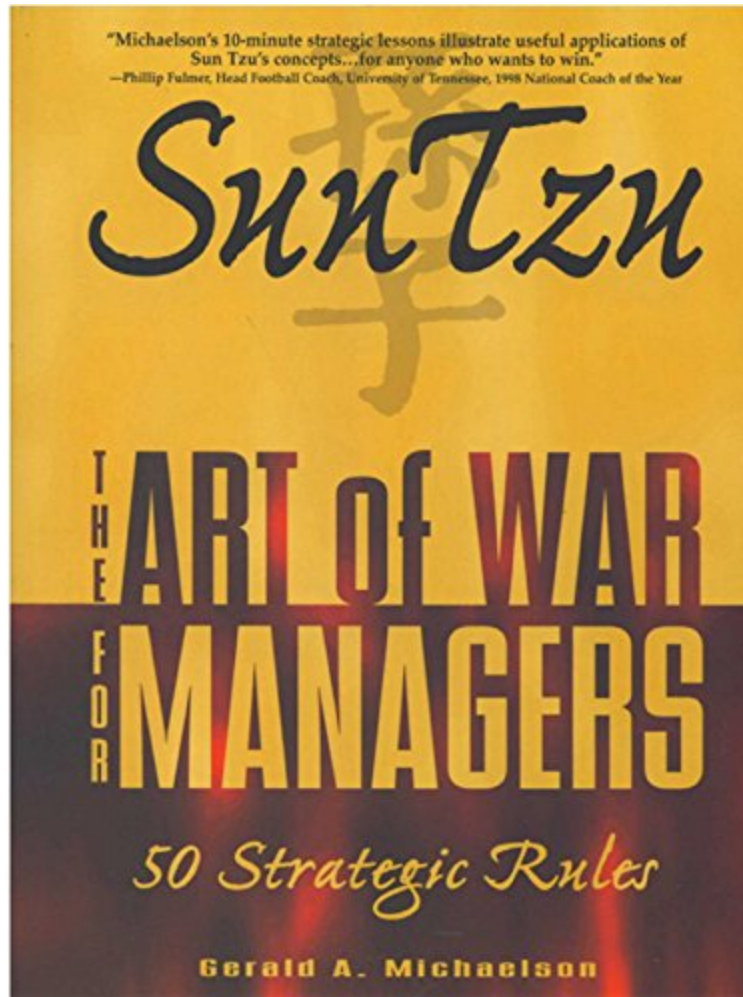


[Ebook pdf] Sun Tzu: The Art of War for Managers; 50 Strategic Rules

Sun Tzu: The Art of War for Managers; 50 Strategic Rules

Sun-tzu, Gerald A Michaelson

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Sun-tzu, Gerald A Michaelson : Sun Tzu: The Art of War for Managers; 50 Strategic Rules before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sun Tzu: The Art of War for Managers; 50 Strategic Rules:

4 of 4 people found the following review helpful. Sun Tzu: The Art of War for Business Managers By R. Lines I have read and heard of many business professionals trying to apply Sun Tzu principles of war to business leadership but never in such an in depth, coherent and eloquent manner. The author several times equates business with war. I am not sure that the parallels can be drawn as easily as he asserts. This does not diminish the application of the principles of the book; however the idea that business is war is a bit misguided in my opinion. Business can be done with partnerships and comradery within an industry. The book utilized numerous quotes. These seemed rarely helpful yet are definitely a fun addition that I approve of. In addition the multiple interpretations were not only useful to understand the material but also insightful as to how to view the passages and their applications. The examples the

book draws on not only helped to clarify how the principles can be used but also lended great credibility to the belief that these lessons can be used in a much more peaceful environment than the battlefield. Many lessons seemed like common sense, but are so commonly overlooked in today's world that it's about time they were written down so that business managers do put thought into these situations. For instance in chapter 6 the book mentions the advantages of taking the initiative. In this instance the firm will need skill preparation and information. Simultaneously it is common to not have enough time, resources or information. This seems simple but it is not often that a manager will think in these terms exactly. The "Ten Minute" lesson format kept the book fast paced and did not become monotonous or tedious as some contemporary business writings seem to be. 10 minute chapters or lessons give a comfortable class like feel that I believe enhances learning. I thought this was innovative and a huge asset to Michaelson's book. While I did thoroughly enjoy the book there were certain parts that seemed morally questionable. Business will probably never be a completely free of corruption or disreputable behavior however executives should strive to be more upright in their actions. Michaelson's book teaches that in war and business it is a fine tactic to take advantages of another's misfortunes, deceive for advantage and use spies. Chapter 7 in fact has a sub section on employing deception. If your troops or employees do not feel that these are acceptable tactics then, according Sun Tzu, you will lose. The first constant factor listed in Chapter 1 is "moral influence" troops and employees are better motivated and more committed at what they do when they believe their cause is righteous. These actions may be palatable in war but do they have a place in modern business. I would highly recommend this book to business students. As a graduate student with some work experience I find the lessons learned very functional and relevant to today's professional world. I also would say that the lessons are made simple enough so that an undergraduate or inexperienced business individual would have no trouble understanding the concepts or teachings presented within the book. I could assume that even the seasoned business leader could glean some new knowledge from the many teachings within or at least be entertained by the work.

0 of 0 people found the following review helpful. Simple yet Comprehensive Translation into Modern Management By Jef Diamond Michaelson, who has also written a few other books related to Sun Tzu's ancient text, takes a very usable approach in the "Art of War for Managers". It is very well thought out and has numerous instantly recognizable examples in the modern context. The language is easy to follow and direct quotes from the original Sun Tzu often have several different translations provided for better understanding. The 50 Strategic Rules are divided up following the 13 chapters of the original "Art of War". Each Rule is a 5-10 minute read, so it's very easy to pick-up from your last read after having the book placed to the side for a while. Although, it is important to note that each Rule is not very in-depth, I believe it was meant to provide quick and simple insights. Each Rule includes a quoted Sun Tzu text, usually a helpful quote from a famous leader, then a well written manager's commentary to describe and support. The easy accessibility to these quick lessons are extremely useful when looking for inspiring ideas while making important business decisions. Part Two of this book includes a very useful "Practical Applications" chapter. While not completely practical, the concepts are generally well accepted and do inspire ideas that are very practical. Having specific examples of modern business implementation is where many "Art of War" writers usually fail. To see this added section affirms that Michaelson thought his book out to tactical ends. I've read many attempts at the "Art of War" and Michaelson's books are easily on the top of that pile. Although I do see duplication in his newer work "Sun Tzu - Strategies for Marketing", the layout for "Art of War for Managers" has made it more useful to me. It has benefitted me to have read both.

0 of 0 people found the following review helpful. Sun Tzu in the Consumer Packaged Goods Environment By K. OCONNOR Tactics and strategies do not need to be new but a reminder or refresher. How an individual understands and uses these tactics again or differently is the beauty of Sun Tzu. Each chapter of the book acknowledged a unique and simple way to handle various business situations from planning, maneuvering, using teamwork as well as truly understanding your competition. Through such knowledge, businesses can avoid wasting time and energy by planning the right strategy. Sun Tzu is based on military organization and not all can be combined to business. Sun Tzu believes, "the way to avoid what is strong is to attack what is weak. Look for lightly defended positions." This may not always be the case as some potentially weaker products may not be performing in the consumer packaged goods market like a larger brand but they could be fulfilling a niche or paying the retailer to be on the shelf. No matter how much their sales are lackluster, they may not only have the unique niche market your product may not satisfy, they are also helping the retailer achieve his balance sheet goals. Secondly, I disagree from an ethics standpoint that price deception is a useful tactic in negotiations. There are laws in the consumer packaged goods marketplace against price collusion with competitors and employees can quickly lose their jobs and careers if caught in violation. Businesses must continue to gain share and strength by understanding the marketplace and being on the pulse of change through innovation and education of its products. Sun Tzu reminds us how to do this. It is integral to be flexible with the unsteady economic and recessionary times. The world is in trying times and as a manager I must continue to study competition and be ready to change my tactics at a moments notice. As Sun Tzu reminds us, there needs to be an evolution of growth using teamwork, strategizing battlegrounds and understanding the wants and needs of consumers to gain an advantage over the competition.

Learn the strategic rules of Sun Tzu and how to incorporate them into your management style. In this translation of The

Art of War readers will benefit from the interpretations from other translators and strategist, as well as the 50 strategic rules, including: How to look for strategic turns to meet the competition How to attain strategic superiority and crush the competition How to plan surprise and stay ahead of the game And more timeless wisdom that will allow you to compete and win in the dynamic business environment! Business managers around the world have tapped into this ancient wisdom; it is time to master The Art of War for Managers for the existence and growth of your business!