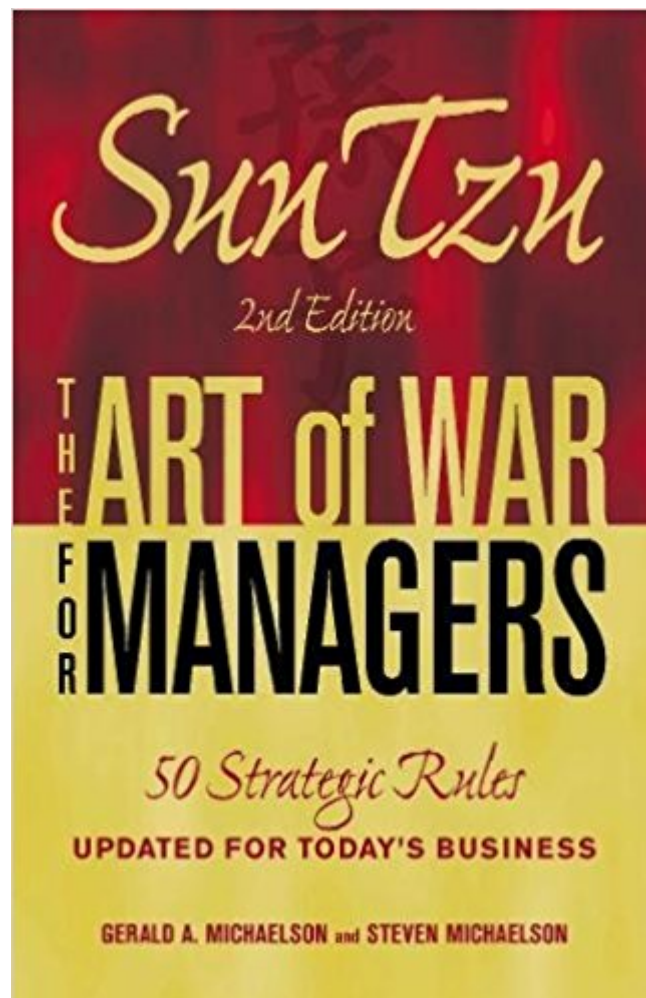




The book was found

# 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!

## Book Information

Paperback: 224 pages

Publisher: Adams Media; 2 edition (May 18, 2010)

Language: English

ISBN-10: 1605500305

ISBN-13: 978-1605500300

Product Dimensions: 5.5 x 0.7 x 8.4 inches

Shipping Weight: 12.3 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 25 customer reviews

Best Sellers Rank: #65,113 in Books (See Top 100 in Books) #111 in Books > Business & Money > Management & Leadership > Strategy & Competition #261 in Books > Business & Money > Processes & Infrastructure > Strategic Planning #307 in Books > Business & Money > Management & Leadership > Systems & Planning

## 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 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.

[Download to continue reading...](#)

Sun Tzu - The Art of War for Managers: 50 Strategic Rules Updated for Today's Business L'arte della guerra - (illustrato) (commentato): Includere Sun Tzu audiolibro: DELUXE ITALIAN EDITION - Includere Sun Tzu audiolibro The Way of the Champion: Lessons from Sun Tzu's The art of War and other Tao Wisdom for Sports & life Way of the Champion: Lessons from Sun Tzu's the Art of War and Other Tao Wisdom for Sports & Life The Art of War Visualized: The Sun Tzu Classic in Charts and Graphs The Art of War: The Strategy of Sun Tzu The Art of War: The Definitive Interpretation of Sun Tzu's Classic Book of Strategy Art of War: The Definitive Interpretation of Sun Tzu's Classic Book of Strategy Games, Strategies, and Managers: How Managers Can Use Game Theory to Make Better Business Decisions Sun Tzu: The Art of Warfare Sun Tzu at Gettysburg: Ancient Military Wisdom in the Modern World When Sun-tzu Met Clausewitz: The OODA Loop and the Invasion of Iraq Financial Management for Nurse Managers and Executives, 4e (Finkler, Financial Management for Nurse Managers and Executives) Financial Management For Nurse Managers: Merging the Heart with the Dollar (Dunham-Taylor, Financial Management for Nurse Managers) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) World War 2 History's 10 Most Incredible Women: World War II True Accounts Of Remarkable Women Heroes (WWII history, WW2, War books, world war 2 books, war history, World war 2 women) Seven Steps to Success for Sales Managers: A Strategic Guide to Creating a Winning Sales Team Through Collaboration Cengage Advantage Books: Fundamentals of Business Law Today: Summarized Cases (Miller Business Law Today Family) Business Law Today, Standard: Text and Summarized Cases (Miller Business Law Today Family)

Contact Us

DMCA

Privacy

FAQ & Help