

Sun Tzu

The Art of War for Managers

Ancient wisdom for the modern marketplace

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 Amazon 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!

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 Michaelson is the co-author 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. Michaelson's thirty-year career includes marketing, merchandising, sales, and other leadership roles. Previously, he was a senior vice president at Wegmans Food Markets, perennially named one of the best companies to work for in America.

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ISBN-13: 978-0667-0484-81-5



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Sun Tzu Art Of War For Managers

**Gerald A Michaelson, Steven W
Michaelson**



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popular translation of The Art of War McNeilly explains how to gain market share without inciting competitive retaliation how to attack competitors weak points and how to maximize market information for competitive advantage He demonstrates the value of speed and preparation in throwing the competition off balance employing strategy to beat the competition and the need for character in leaders Lastly McNeilly presents a practical method to put Sun Tzu s principles into practice By using modern examples throughout the book from Google Zappos Amazon Dyson Aflac Singapore Airlines Best Buy the NFL Tata Motors Starbucks and many others he illustrates how by following the wisdom of history s most respected strategist executives can avoid the pitfalls of management fads and achieve lasting competitive advantage **Sun Tzu**

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