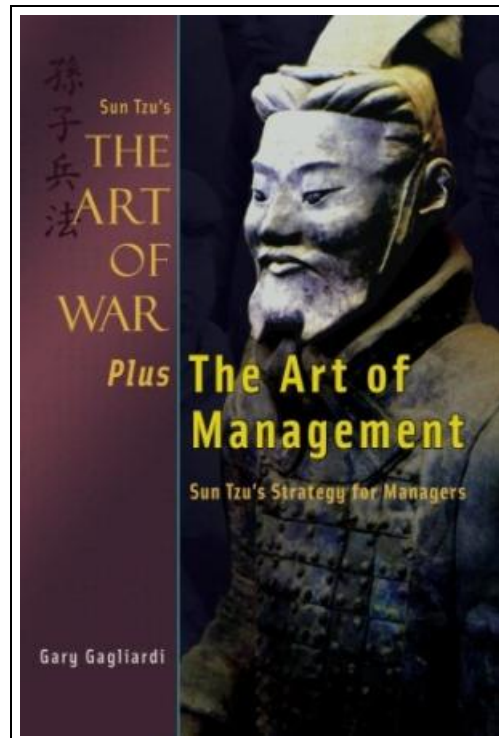


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Clearbridge Publishing, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Two books in one! The complete text of the only award-winning English translation of Sun Tzu s The Art of War plus a line-by-line adaptation for management called The Art of Management. Based on Gary Gagliardi s management use of Sun Tzu in building one of the Inc. 500 fastest growing companies in America and training scores of the world s best known organizations in Sun Tzu s competitive strategy. Designed to appeal to managers in any type of organization, The Art of War Plus The Art of Management uses Sun Tzu s proven strategy to address the leadership challenges of directing people, resources, quality, and continual improvement in a modern organization. This is a work of translation, not only from the ancient Chinese to English, but from a military terminology to the language of modern management. It works because Sun Tzu wrote about competitive strategy as a battle of minds not weapons. However, as defined by Sun Tzu, competitive strategy is not a system of strategic planning as often envisioned by managers. Planning, in the sense of prioritizing a list of activities, works in controlled environments where you can know how others will respond to your decisions. Competitive strategy works in environments where your decisions collide with the decisions of others, creating conditions that no one planned. Most managers are confused about the competition. This confusion often arises from two false dichotomies. The first is between competition and cooperation, thinking that since cooperation means working together, competition means working against others. The second false dichotomy is between competition and production, thinking that because production is productive, competition must be destructive. What people fail to see is that competition is essential to...



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