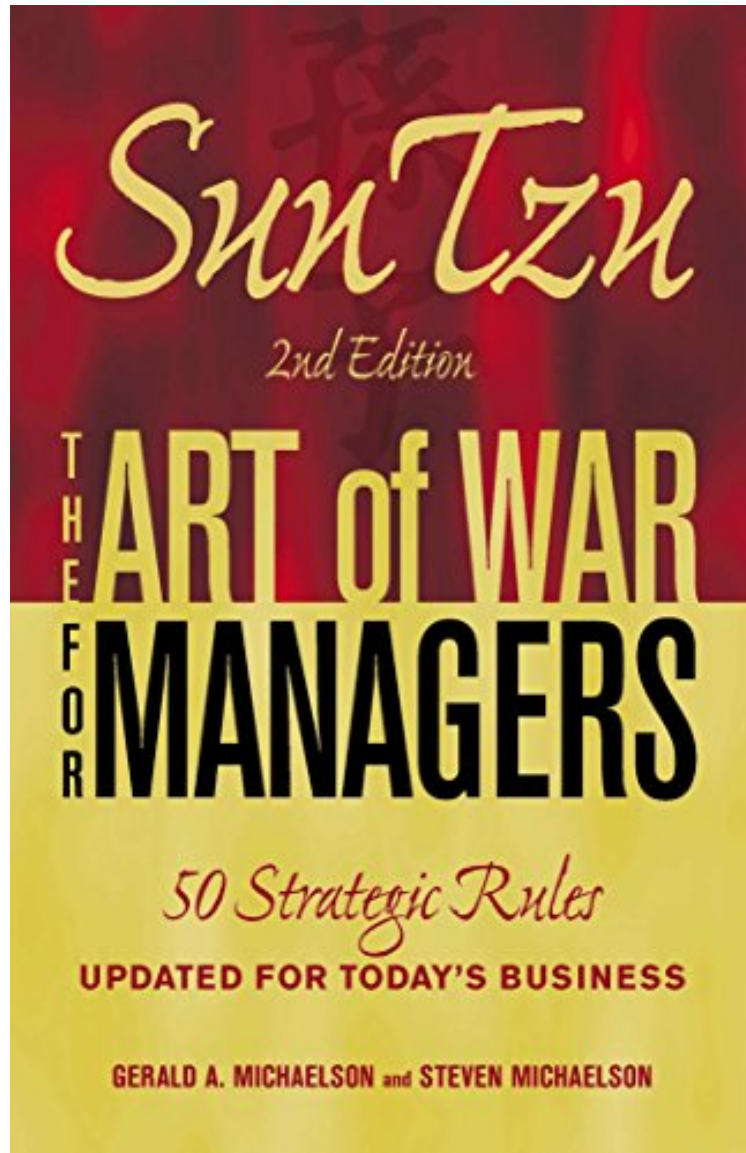


[Library ebook] Sun Tzu - The Art of War for Managers: 50 Strategic Rules Updated for Today's Business

## Sun Tzu - The Art of War for Managers: 50 Strategic Rules Updated for Today's Business

*Gerald A Michaelson, Steven W Michaelson*  
ebooks | Download PDF | \*ePub | DOC | audiobook



[Download](#)

[Read Online](#)

#29836 in eBooks 2010-04-18 2010-04-18 File Name: B005GLBJJO | File size: 15.Mb

**Gerald A Michaelson, Steven W Michaelson : Sun Tzu - The Art of War for Managers: 50 Strategic Rules Updated for Today's Business** 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 Updated for Today's Business:

3 of 3 people found the following review helpful. To Win the War, Be Wise By E. Kennen 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. 2 of 2 people found the following review helpful. Sun Tzu - The Art of War for Managers By Paul Kluttz Excellent book, I have recommended it to my management team and we are reviewing it together. Business is war, 4 of 4 people found the following review helpful. Tough Times Guide By Kevin Miller 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!

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!

About the Author 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 dash; 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.