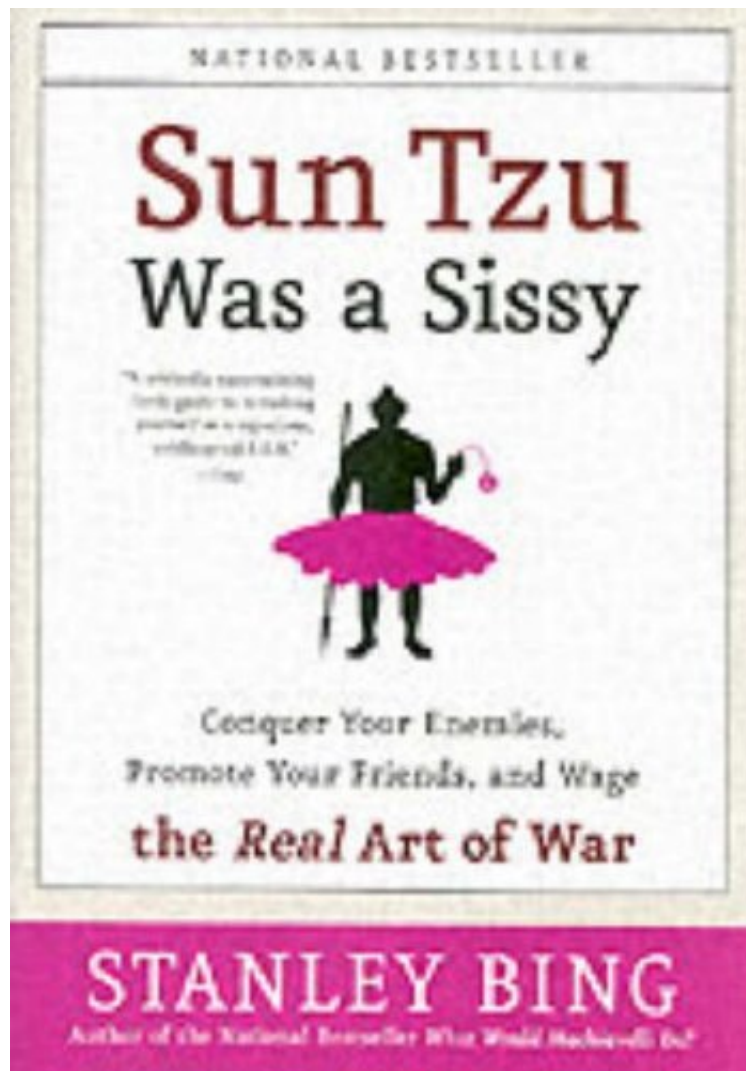


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## Sun Tzu Was a Sissy: Conquer Your Enemies, Promote Your Friends, and Wage the Real Art of War

*Stanley Bing*

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**Stanley Bing : Sun Tzu Was a Sissy: Conquer Your Enemies, Promote Your Friends, and Wage the Real Art of War** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sun Tzu Was a Sissy: Conquer Your Enemies, Promote Your Friends, and Wage the Real Art of War:

1 of 1 people found the following review helpful. This Book Was a Let-down, as was the person who recommended it to me. By Aaron Davey I'm skeptical any time someone tries to sell the "Real" version of something. But someone I know recommended this book to me, since they knew that I like reading strategy and political non-fiction. Skepticism

wins again. Read this book through in a day and was disappointed time after time as I went through. Sun Tzu was incredibly insightful in many observations, and good at ordering his insights together in an accessible fashion. The author of this book assumes he has a level of tactical and strategic insight which builds on the foundation of Sun Tzu's "teachings." Not the case. Instead, I would recommend Robert Greene's books, such as "The 48 Laws of Power" and others in that series if you're looking for more source material to better understand strategy and logical resolution of interpersonal issues.

0 of 1 people found the following review helpful. Five Stars  
By Lousydirectionscausetechphobia  
Hilarious and on-target. What can I say? It's a Stanley Bing.

7 of 7 people found the following review helpful. Why Strategy is for Sissies  
By Herbert L Calhoun  
In this clever little book that is intended as a reality check on a thousand years of the history of war, the author gives a point-by-point refutation of many of Sun Tzu's most famous aphorisms, about the not so gentle art of persuasion. With great verve and cleverness, Mr. Bing shows us the proper way to go about overthrowing a thousand years of "place mat" and "fortune cookie" level wisdom: It is best done with a hefty dose of reality from the zero-sum game (the Hobbesian jungle) of the Harvard School of Business and the "modern American way of war." As a result, here in this volume there are to be found both funny and serious retorts and vignettes. But the funny ones are not very serious, and the serious ones are not very funny. And in either case, whether funny or serious, they should not be allowed to trump what is left of our humanity?

By the way, I know first hand that they teach Sun Tzu at the National War college (where presumably there are a bunch of staff officer level sissies); and there they do not see strategy as a "throw away" category as this author seems to suggest, but see it as one of the most serious subjects in the officer's preparatory curriculum. In short, cleverness and funniness aside, one cannot miss the point that beneath all the elbowing, scratching, gouging, growling and the kicking and grabbing of scrotums that characterizes Bing's version of the new ethos of American business and war, the student of these "revised ways" is also most assuredly stripped of everything else: his dignity, his honor, his morals, his pride, his soul and most of all his humanity. So what is the point of booty won without these intangibles? Is it unfair to ask: what kind of world is left in the wake of such a brutal (soulless, and uncivilized) updating of Sun Tzu's timeless wisdom? Without these intangibles indeed how can any value at all be placed on the booty won itself? What about the grace, skill, honor and pride of a warrior? Are they to be just a cheap ideological rationalization after the fact, as say we were forced to do in the invasion of Granada? Recognizing that the author's "tongue is firmly in cheek," somehow one gets the impression that even during Sun Tzu's, arguably more barbaric times, sacrificing dignity, morals, soul, pride, honor and humanity were not intended to be a part of the formula? In the more modern "kill or be killed" world of today's American business specifically, and the American business of war more generally, some of us continue to tell ourselves that we are still representatives of the highest form of civilization? But maybe what the author is really trying to tell us is that we have been terribly mistaken in this self-serving miscalculation? Throughout history, we humans somehow have striven to leave a modicum of our humanity intact and on the record - as well as on the battlefield (otherwise of what value is it?). This book, with a healthy dose of "dog-eat-dog" reality backing it up, is an appeal to do no such thing. Its ethos is: "The dirtier we fight, the sweeter is the taste of the booty?" Beneath all the cleverness, it seems that all this author is trying to say here is that in the world of American business and war, no matter what cards we hold, a kick in the nuts, is always our best play; that our dignity, morals (not to mention pride and honor) -- indeed our whole humanity - is a "fungible" commodity. And like everything else, it too is perishable and is always to be sacrificed in the heat of battle. Humanity, pride, dignity, honor, and soul-searching are all for sissies, period. In this preamble to the new "modern order of battle," everything is existential, and thus is to be left on the battlefield, no matter at what cost. In short, our humanity is to be spent, used-up completely, for no other reason than to "demonstrate" prowess or "superiority" of the ego in battle. With a mindless inhumane illogic and ethos such as this, it is easy to explain why we are falling seriously behind the Chinese and Indians; and explains how our Kabuki democracy, questionable decisions in war, and our business practices are slowly sliding us into the abyss of second rateness? (Remember Granada? Panama? Vietnam? Afghanistan? The Indian wars? No sissies in those wars, right?)

Two stars

We live in a vicious, highly competitive workplace environment, and things aren't getting any better. Jobs are few and far between, and people aren't any nicer now than they were when Ghengis Khan ran around in big furs killing people in unfriendly acquisitions. For thousands of years, people have been reading the writings of the deeply wise, but also extremely dead Chinese philosopher Sun Tzu, who was perhaps the first to look on the waging of war as a strategic art that could be taught to people who wished to be warlords and other kinds of senior managers. In a nutshell, Sun Tzu taught that readiness is all, that knowledge of oneself and the enemy was the foundation of strength and that those who fight best are those who are prepared and wise enough not to fight at all. Unfortunately, in the current day, this approach is pretty much horse hockey, a fact that has not been recognized by the bloated, tree-hugging Sun Tzu industry, which churns out mushy-gushy pseudo-philosophy for business school types who want to make war and keep their hands clean. Sun Tzu was a Sissy will transcend all those efforts and teach the reader how to make war, win and enjoy the plunder in the real world, where those who do not kick, gouge and grab are left behind at the table to pay the tab. Students of Bing will be taught how to plan and execute battles that hurt other people a lot, and advance their flags

and those of their friends, if possible. All military strategies will be explored, from mustering, equipping, organizing, plotting, scheming, rampaging, squashing and reaping spoils. Every other book on the Art of War bows low to Sun Tzu. We're going to tell him to get lost and inform our readers how real war is currently conducted on the battlefield of life.

“The book is Bing at his snarky best.” About the Author Stanley Bing is a columnist for Fortune magazine and the bestselling author of *Crazy Bosses*, *What Would Machiavelli Do?*, *Throwing the Elephant*, *Sun Tzu Was a Sissy*, *100 Bullshit Jobs . . . And How to Get Them*, and *The Big Bing*, as well as the novels *Lloyd: What Happened* and *You Look Nice Today*. By day he is an haute executive in a gigantic multinational corporation whose identity is one of the worst-kept secrets in business.