



Sun Tzu and the Art of Business: Six Strategic Principles for Managers

By Adjunct Professor of Marketing Mark R McNeilly

Oxford University Press Inc, United States, 2012. Paperback. Book Condition: New. Revised edition. 206 x 140 mm. Language: English . Brand New Book. More than two millennia ago the famous Chinese general Sun Tzu wrote the classic work on military strategy, The Art of War. Now, in a new edition of Sun Tzu and the Art of Business, Mark McNeilly shows how Sun Tzu s strategic principles can be applied to twenty-first century business. Here are two books in one: McNeilly s synthesis of Sun Tzu s ideas into six strategic principles for the business executive, plus the text of Samuel B. Griffith s 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...



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