



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

By Mark R. McNeilly

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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 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.

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Editorial Review

Review

"K-Mart, ATandT, Xerox, and General Motors would have saved themselves billions of dollars if their past CEO's had read this book."--Dr. Philip Kotler, Northwestern University

"This practical introduction to Sun Tzu's ideas will help U.S. business leaders to quickly overcome their international rivals' incredible head start in exploiting Sun Tzu's wisdom.... Mr. McNeilly deserves the thanks of American business. His new book is the best of the four American attempts at the difficult feat of converting Sun Tzu's seminal [work] into a usable guide for strategic managers."--Strategy and Leadership

"Finally someone wrote a book on The Art of War that makes sense."--Bryan Bloom, Chief Operating Officer, The C/W Company

"This book is fun and serious...a fast and interesting read. I recommend it to anyone interested in strategy."--Academy of Management Executive

"If you've ever felt that business is like war, [this] new business book based on the teachings of an ancient Chinese warrior has much to offer."--Entrepreneur Magazine

About the Author

Mark R. McNeilly is a strategist for IBM as well as an amateur military historian and former infantry and artillery officer. He lives in Apex, North Carolina.

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