



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

Gerald A. Michaelson, Steven Michaelson

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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!

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