

# art of war by sun tzu

**\*\*The Art of War by Sun Tzu: Timeless Wisdom for Strategy and Leadership\*\***

**art of war by sun tzu** is more than just an ancient military treatise; it's a profound guide to strategy, leadership, and decision-making that has transcended centuries and cultures. Written over 2,500 years ago by the Chinese general and philosopher Sun Tzu, this classic text offers insights that remain relevant not only in warfare but also in business, sports, and personal development. Its blend of tactical acumen and philosophical depth makes it one of the most studied works on strategy around the globe.

## The Historical Context of the Art of War by Sun Tzu

Understanding the origins of the art of war by Sun Tzu helps illuminate why its teachings have endured for so long. The book was penned during the Eastern Zhou period, a time marked by constant conflicts among rival states in ancient China. Sun Tzu was a military strategist who distilled his battlefield experiences into a concise manual that emphasized intelligence, preparation, and adaptability over brute force.

The text's historical significance is also tied to its influence on Eastern and Western military thought. From Chinese dynasties to Napoleon and even modern military academies, the strategies outlined in the art of war have shaped decision-making processes in real combat scenarios.

## Key Principles Behind Sun Tzu's Strategy

At its core, the art of war by Sun Tzu revolves around the idea that war is an extension of politics and that the ultimate goal is to achieve victory with minimal conflict. Some of the foundational principles include:

- **\*\*Knowing the Enemy and Oneself:\*\*** "If you know the enemy and know yourself, you need not fear the result of a hundred battles." This emphasizes thorough intelligence and self-awareness.
- **\*\*The Importance of Deception:\*\*** Sun Tzu famously stated, "All warfare is based on deception." Misleading opponents about your intentions or capabilities is a powerful tactic.
- **\*\*Flexibility and Adaptability:\*\*** Rather than rigid plans, the art of war advises adapting to changing circumstances quickly.
- **\*\*Avoiding Prolonged Conflict:\*\*** The text warns against drawn-out battles that drain resources and morale.

These principles have cemented the art of war by Sun Tzu as a manual not only for generals but for anyone facing competitive challenges.

## Core Concepts Explored in the Art of War by Sun Tzu

The book is structured into thirteen chapters, each addressing a different aspect of warfare and strategy. Below are some of the most influential concepts that continue to resonate.

## **Strategic Planning and Preparation**

Sun Tzu dedicates significant attention to the importance of meticulous planning before engaging in any conflict. He argues that battles are won or lost well before the first attack, through careful assessment of terrain, weather, morale, and the strengths and weaknesses of both one's own forces and the enemy's.

This focus on preparation applies beyond the battlefield. In business or personal life, the lesson is clear: success depends on thorough research and anticipating possible challenges.

## **The Role of Leadership and Morale**

Leadership quality is a recurring theme in the art of war by Sun Tzu. The general must inspire, maintain discipline, and understand the psychological state of their troops. High morale can turn the tide of conflict, while poor leadership leads to chaos and defeat.

Sun Tzu's insights encourage leaders to cultivate trust and respect, showing that charismatic and strategic leadership is as vital today as it was in ancient times.

## **Use of Terrain and Environment**

One of the most practical elements of the text is the analysis of terrain and how to leverage it for strategic advantage. Different types of ground—such as narrow passes, open fields, or mountainous regions—demand unique tactics. By mastering environmental factors, commanders can maneuver more effectively and surprise their adversaries.

This idea extends metaphorically, suggesting that understanding the environment of any challenge—market conditions, team dynamics, or social context—is crucial for success.

## **Lessons from the Art of War by Sun Tzu for Modern Audiences**

While the art of war by Sun Tzu was written for military commanders, its value transcends warfare. Many contemporary leaders, entrepreneurs, and athletes draw inspiration from its principles to enhance their strategies and decision-making abilities.

# Business Strategy and Competitive Advantage

In the corporate world, Sun Tzu's teachings have become a blueprint for competitive strategy. Businesses use concepts like "knowing the competition," "strategic positioning," and "flexible tactics" to gain market advantage. For example, the idea of attacking weaknesses rather than strengths is applied in marketing campaigns and product development.

Furthermore, the emphasis on preparation and intelligence gathering translates into market research and data analysis, helping companies avoid costly mistakes.

## Conflict Resolution and Negotiation

The art of war by Sun Tzu also provides valuable lessons on managing conflicts without resorting to destructive confrontation. Sun Tzu advocates for winning without fighting whenever possible, using diplomacy and psychological insight.

In negotiations, this means understanding the interests and motivations of the other party, creating win-win situations, and avoiding unnecessary escalation.

## Personal Growth and Decision-Making

On a personal level, the art of war encourages individuals to cultivate self-awareness and strategic thinking. Whether facing career challenges, interpersonal conflicts, or life decisions, the principles of preparation, adaptability, and knowing one's strengths and weaknesses can lead to better outcomes.

## Applying the Art of War by Sun Tzu in Everyday Life

The beauty of Sun Tzu's work lies in its versatility. Here are practical ways to integrate its wisdom into daily routines:

- **Plan Ahead:** Before tackling any project or challenge, invest time in research and mapping out possible scenarios.
- **Stay Flexible:** Be ready to adjust your approach based on new information or changing circumstances.
- **Understand Your Competition:** Whether in business or personal goals, analyze the strengths and weaknesses of others to find opportunities.
- **Use Deception Wisely:** This doesn't mean dishonesty, but rather being strategic about what information you share and when.
- **Maintain Morale:** For leaders and team members alike, staying positive and motivated is key

to overcoming obstacles.

## **Modern Interpretations and Criticisms**

While widely admired, the art of war by Sun Tzu is not without its critics. Some argue that its emphasis on deception and manipulation can be ethically questionable in certain contexts. Others point out that the ancient military focus may not always translate perfectly to modern scenarios.

However, most scholars agree that when interpreted thoughtfully, the art of war offers timeless insights into human behavior, strategy, and leadership.

## **Why the Art of War by Sun Tzu Continues to Inspire**

The enduring popularity of the art of war by Sun Tzu stems from its universal truths about conflict and strategy. Its elegant prose and profound wisdom resonate because it addresses fundamental human challenges: how to overcome obstacles, outthink opponents, and achieve goals with efficiency and minimal harm.

In a rapidly changing world, where competition and uncertainty are constants, Sun Tzu's lessons remain a valuable compass for navigating complexity. Whether you're a CEO, athlete, student, or simply someone interested in strategy, diving into the art of war by Sun Tzu can offer fresh perspectives and practical tools for success.

## **Frequently Asked Questions**

### **What is the main theme of 'The Art of War' by Sun Tzu?**

The main theme of 'The Art of War' is strategic warfare, emphasizing the importance of strategy, intelligence, and adaptability in overcoming opponents.

### **Who was Sun Tzu, the author of 'The Art of War'?**

Sun Tzu was an ancient Chinese military strategist, general, and philosopher believed to have lived during the Eastern Zhou period, known for his influential work on military strategy.

### **How does 'The Art of War' apply to modern business practices?**

'The Art of War' is often applied in business to develop competitive strategies, manage conflicts, understand market dynamics, and make informed decisions to outmaneuver competitors.

## **What are some key principles from 'The Art of War' that are still relevant today?**

Key principles include knowing your enemy and yourself, the importance of flexibility, the value of deception, and winning without fighting whenever possible.

## **How many chapters are there in 'The Art of War'?**

'The Art of War' consists of 13 chapters, each focusing on different aspects of warfare and strategy.

## **Can 'The Art of War' be used outside of military contexts?**

Yes, its teachings on strategy and leadership have been adapted for use in business, sports, politics, and personal development.

## **What is the significance of deception in 'The Art of War'?**

Sun Tzu emphasizes deception as a critical strategy to mislead and confuse the enemy, gaining advantage without direct confrontation.

## **How does 'The Art of War' view the role of intelligence and espionage?**

Intelligence and espionage are considered vital for gaining knowledge about the enemy's plans and environment, allowing for better strategic decisions.

## **Is 'The Art of War' still studied in military academies today?**

Yes, 'The Art of War' remains a foundational text in many military academies worldwide due to its timeless strategic insights.

## **What impact has 'The Art of War' had on global culture?**

'The Art of War' has influenced not only military thought but also philosophy, leadership, and popular culture globally, inspiring countless adaptations and references.

## **Additional Resources**

**\*\*The Enduring Wisdom of Art of War by Sun Tzu: A Strategic Masterpiece\*\***

**art of war by sun tzu** stands as one of the most influential treatises on military strategy and tactics ever written. Originating from ancient China, this classic work has transcended its original battlefield context to become a foundational text in various fields, including business, leadership, and conflict resolution. The enduring relevance of the Art of War by Sun Tzu lies not only in its philosophical depth but also in its practical applicability, making it a subject of continuous study and interpretation.

# Understanding the Origins and Historical Context

The Art of War by Sun Tzu was composed during the Eastern Zhou period of ancient China, a time characterized by intense political fragmentation and frequent warfare. Sun Tzu, traditionally believed to have been a military general and strategist, compiled his observations into a concise manual composed of 13 chapters, each dedicated to a different aspect of warfare. This context of constant conflict shaped the pragmatic and strategic mindset embedded in the text.

Unlike many war manuals that focus on brute force or heroism, Sun Tzu's approach emphasizes intelligence, deception, and psychological manipulation. His famous dictum, "All warfare is based on deception," encapsulates the subtlety that defines much of the work. This strategic subtlety has made the Art of War a perennial reference not only for military commanders but also for diplomats, business strategists, and even sports coaches.

## Core Principles and Strategic Insights

The Art of War by Sun Tzu is organized around several core principles that underscore the importance of preparation, adaptability, and understanding both oneself and the adversary.

### 1. Importance of Strategy Over Strength

Sun Tzu argues that the supreme art of war is to subdue the enemy without fighting. This principle elevates strategy above sheer military might, advocating for victory through planning, negotiation, and psychological advantage. In modern terms, this aligns with risk management and conflict avoidance strategies that many organizations employ to maintain competitive advantage.

### 2. The Role of Intelligence and Information

Gathering and interpreting intelligence is paramount in Sun Tzu's doctrine. Knowing the enemy's disposition, morale, and potential moves can turn the tide of battle without unnecessary bloodshed. This concept resonates strongly with contemporary practices in data analytics and competitive intelligence, where informed decision-making is crucial.

### 3. Flexibility and Adaptability

The Art of War stresses the importance of adapting tactics to changing circumstances. Sun Tzu's assertion that no plan survives contact with the enemy highlights the need for commanders to be flexible and responsive. This principle is widely applicable beyond warfare, underpinning agile methodologies in project management and dynamic strategy formulation in business environments.

# Comparative Perspectives: Art of War by Sun Tzu vs. Other Military Treatises

When compared to Western military classics such as Carl von Clausewitz's *On War*, Sun Tzu's work offers a more holistic and less confrontational approach. Clausewitz's treatise, written in the 19th century, emphasizes the chaotic and violent nature of war, focusing on the concept of "friction" and the fog of war. In contrast, Sun Tzu's text is more prescriptive, providing clear guidelines to achieve strategic advantage through subtlety and indirect engagement.

While Clausewitz's work tends to prioritize battlefield dynamics and the political nature of war, the *Art of War* by Sun Tzu encompasses a broader philosophy that extends to diplomacy, leadership, and psychological warfare. This distinction explains why Sun Tzu's teachings have found applications far beyond the military domain.

## Key Features That Distinguish the Art of War

- **Conciseness:** The text is succinct, with each chapter focusing on specific strategic elements.
- **Philosophical Depth:** It integrates Taoist principles such as balance, harmony, and non-action (wu wei).
- **Emphasis on Deception:** Strategy revolves around misleading the opponent to gain advantage.
- **Psychological Focus:** Understanding and manipulating morale and perception is crucial.
- **Universal Application:** The principles apply beyond warfare, influencing leadership, negotiation, and organizational strategy.

## Modern Applications of the Art of War by Sun Tzu

The practical wisdom of Sun Tzu's text has been adapted extensively in the 20th and 21st centuries. Business leaders often turn to the *Art of War* to frame competitive analysis, market positioning, and corporate strategy. The emphasis on understanding competitors, seizing opportunities, and managing risks mirrors the battlefield tactics described in the text.

## Business Strategy and Competitive Advantage

In the corporate world, Sun Tzu's emphasis on "knowing the enemy and knowing yourself" translates into comprehensive market research and internal capability assessment. Executives use these insights to craft strategies that pre-empt competitors, optimize resource allocation, and avoid costly

direct confrontations.

## Leadership and Conflict Resolution

Leadership training programs also draw heavily from the Art of War by Sun Tzu, highlighting the importance of decisiveness, morale management, and strategic foresight. The text's guidance on managing troops' morale and maintaining discipline has clear parallels in managing teams and organizational culture.

## Cybersecurity and Modern Warfare

With the rise of information warfare and cybersecurity threats, Sun Tzu's principles about deception, intelligence, and strategic positioning have gained renewed relevance. Cyber strategists apply these ancient concepts to outmaneuver adversaries in the digital realm, emphasizing preemptive defense and strategic offense.

## Critical Perspectives and Limitations

Despite its widespread acclaim, the Art of War by Sun Tzu is not without criticism. Some scholars argue that its aphoristic style can lead to varied, sometimes conflicting interpretations, which makes it difficult to apply rigidly in complex scenarios. Furthermore, its emphasis on deception and manipulation raises ethical concerns when translated into business or political strategies.

Additionally, the text's historical context means that certain tactical advice may be outdated for modern conventional warfare involving advanced technology and weapons systems. However, its strategic and philosophical core remains adaptable.

## Pros and Cons of Applying Art of War Principles

- **Pros:** Encourages strategic thinking, adaptability, and informed decision-making; promotes non-violent conflict resolution; broadly applicable across sectors.
- **Cons:** Potential for misuse in unethical manipulation; ambiguity in interpretation; may oversimplify complex modern conflicts.

## Why the Art of War by Sun Tzu Continues to Matter

The enduring legacy of the Art of War by Sun Tzu lies in its ability to distill the essence of strategic



thought into timeless principles. Whether navigating the uncertainties of business competition, political negotiations, or military engagements, the text serves as a guide to understanding conflict in its many forms.

Its focus on intelligence, flexibility, and psychological insight offers a framework that transcends time and culture. As global challenges become increasingly complex, the lessons from this ancient Chinese classic continue to inspire leaders seeking to outthink rather than outfight their opponents.

In a world where information is power and adaptability is survival, the Art of War by Sun Tzu remains not only relevant but essential reading for those aiming to master the art of strategic success.

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**art of war by sun tzu:** *The Art of War* Sun-tzu, 2003 In recent years, business leaders across the world have rediscovered Sun-tzu's military classic *The Art of War*, using it as a handbook for survival in today's cutthroat business climate. From MBA students to Fortune 500 CEOs, countless readers have plucked invaluable lessons from Sun-tzu's words--and this Companion will help them find even more wisdom: \* What does *The Art of War* have to teach us today? \* How does Sun-tzu's advice apply to life beyond the business world? \* Who was the real Sun-tzu? Why did he write *The Art of War*?

**art of war by sun tzu:** *The Art of War* Sun-tzu, Lionel Giles, 2012-10-09 Sun Tzu came from the State of Qi and lived during the Spring and Autumn Period of Chinese history (770 BC - 476 BC). This was a tumultuous time in Chinese history when different states battled for dominance. Sun Tzu was a military strategist, general and advisor, an occupation that found much demand during this period of intense warfare and military innovation. Sun Tzu fled the state of Qi before an invasion to the realm of the Wu. The Wu king appointed Sun Tzu as a general in his army. After a victorious military career Sun Tzu had become a heroic figure to the Wu. He then summarized his military experiences, which he had gained in the wars during the final phase of spring and autumn. This is

the translated version of the Art of War with no commentary or additions, it is designed to allow students of the art of War to come to their own conclusions and make their own interpretations without any initial suggestion from historians and other alike. It is designed to provoke thought and encourages readers to think through their own solutions, a rare but a refreshing approach and over time one which has been much needed. We hope you enjoy it. The Art of War is an ancient Chinese military treatise attributed to Sun Tzu (also referred to as Sun Wu and Sunzi), a high-ranking military general, strategist and tactician. The Art of War was believed to have been compiled during the late Spring and Autumn period or early Warring States period. The Art of War is composed of 13 chapters, each of which is devoted to one aspect of warfare. The Art of War is commonly known to be the definitive work on military strategy and tactics of its time. The Art of War has been the most famous and influential of China's Seven Military Classics, and: for the last two thousand years it remained the most important military treatise in Asia, where even the common people knew it by name. The Art of War has had an influence on Eastern and Western military thinking, business tactics, legal strategy, and beyond. The Art of War was first translated into the French language in 1772 by French Jesuit Jean Joseph Marie Amiot and a partial translation into English was attempted by British officer Everard Ferguson Calthrop in 1905. The first annotated English language translation of the Art of War was completed and published by Lionel Giles in 1910. Leaders as diverse as Mao Zedong, General Vo Nguyen Giap, Baron Antoine-Henri Jomini, General Douglas MacArthur, and leaders of Imperial Japan have drawn inspiration from the Art of War. Sun Tzu considered war as a necessary evil that must be avoided whenever possible. The Art of War notes that war is like fire; people who do not lay down their arms will die by their arms. The war should be fought swiftly to avoid economic losses: No long war ever profited any country: 100 victories in 100 battles is simply ridiculous. Anyone who excels in defeating his enemies triumphs before his enemy's threat become real. According to the Art of War, one must avoid massacres and atrocities because this can provoke resistance and possibly allow enemy to turn the war in his favor. For the victor, the best policy is to capture the state intact; it should be destroyed only if no other options are available. Sun Tzu in the Art of War emphasized the importance of positioning in military strategy. The decision to position an army must be based on both objective conditions in the physical environment and the subjective beliefs of other, competitive actors in that environment. He thought that strategy was not planning in the sense of working through an established list, but rather that it requires quick and appropriate responses to changing conditions. Planning works in a controlled environment; but in a changing environment, competing plans collide, creating unexpected situations. The Art of War also shares several entire phrases in common with the other Military Classics, implying that other texts borrowed from the Art of War.

**art of war by sun tzu: Sun Tzu Art of War** Sun Tzu, 2012-05-09 Written in China more than 2,000 years ago, Sun Tzu's classic The Art of War is the first known study of the planning and conduct of military operations.

**art of war by sun tzu: Sun Tzu - The Art of War - The Illustrated Edition** Sun Tzu, 2012-03 The Art Of War is an ancient Chinese military treatise that is attributed to Sun Tzu, a high ranking military general and strategist during the late Spring and Autumn period. Composed of 13 chapters, each of which is devoted to one aspect of warfare. This new illustrated edition contains the translated text, and wide ranging photography showcasing how the ideas and philosophies of the Art of War have remained relevant over the course of history.

**art of war by sun tzu: Art of War** Stephen F. Kaufman, 2012-04-17 Sun Tzu's The Art of War is still one of the world's most influential treatises on strategic thought. Applicable everywhere from the boardroom to the bedroom, from the playing field to the battlefield, its wisdom has never been more highly regarded. Now available in its complete form, including the Chinese characters and English text, this essential examination of the art of strategic thinking features extensive commentary and an insightful historical introduction written by Lionel Giles, its original translator. This new edition includes an all-new introduction by the scholar of ancient Chinese literature, John Minford.

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**art of war by sun tzu:** *The Complete Art Of War* Tzu Sun, Pin Sun, 2007-03-16 Sun Tzu's Art of War is the most famous, and the most thought-provoking, work of strategy ever written. The profound insights of this book have endured for over two thousand years, and they continue to reward careful study. The Military Methods of Sun Pin, the great-grandson of Sun Tzu, is a brilliant elaboration on his ancestor's work, which has been lost for nearly two millennia. Presented here together for the first time are the greatest of the ancient Chinese classics of strategic thought: The Complete Art of War. The Sun family writings on strategy represent a unique contribution to our understanding of human affairs. By unveiling the complex, often unexpected, interrelationships of armies locked in battle, their wisdom reveals the enduring principles of success in the struggle of life itself. With a unique index to the essential principles of strategy, and Sawyer's thoughtful chapter-by-chapter commentaries, The Complete Art of War is designed to guide the reader to new insights into the nature of human conflict and a greater understanding of every field of human activity, from playing the game of politics to building a successful marriage, from closing a deal to managing a large organization, and even from making war to making peace.

**art of war by sun tzu:** The Art of War by Sun Tzu (Illustrated) Sun Tzu, 2025-01-02 A military strategist and general of the fifth or sixth century BC, Sun Tzu served the state of Wu near the end of the Spring and Autumn period. He is traditionally ascribed as the author of 'The Art of War', a systematic guide to strategy and tactics for rulers and commanders. The book discusses various manoeuvres and the effect of terrain on the outcome of battles. It stresses the importance of accurate information about the enemy's forces, dispositions and deployments and movements. The treatise's insistence on the close relationship between political considerations and military policy went to inform the thinking of politicians, generals and noted leaders across the world. Delphi's Eastern Treasures Series provides eReaders with rare and precious works of Middle-Eastern and Asian literature, featuring prominent works of history, fiction, religion and philosophy, complemented with the original texts. This eBook presents Sun Tzu's complete works, with illustrations, a concise introduction, multiple translations and the usual Delphi bonus material. (Version 1) \* Beautifully illustrated with images relating to Sun Tzu and 'The Art of War' \* Features the complete extant text, in both English translation and the Traditional Chinese text \* Multiple English translations \* Concise introduction to the work \* Excellent formatting of the texts \* Easily locate the sections you want to read with individual contents tables \* Includes Giles' extensive annotations, with hyperlinked endnotes \* Provides a special dual English and Traditional Chinese text, allowing readers to compare the sections paragraph by paragraph — ideal for students \* Features a bonus 'Resources' section — discover Sun Tzu's ancient world CONTENTS: The Translations Brief Introduction to 'The Art of War' Ferguson Calthrop Translation, 1905 Lionel Giles Translation, 1910 Lionel Giles Translation (Simplified Text) The Original Text Contents of the Traditional Chinese Text The Dual Text Dual Traditional Chinese and English Text The Resources A History of Chinese Literature (1901) by Herbert Allen Giles Sun Wu and His Book (1910) by Lionel Giles

**art of war by sun tzu:** The Art of War by Sun Tzu , 1963

**art of war by sun tzu:** *The Art of War by Sun Tzu - Special Edition* Sun Tzu, Lionel Giles, 2007-06-01 This Special Edition of The Art of War by Sun Tzu presents this timeless classic in two forms: Section I contains the complete thirteen chapters of Sun Tzu's masterpiece in Chinese together with the English translation of Lionel Giles without notes or commentary. This presentation avoids the objection that commentary tends to clutter and obscure the clarity of thought of the ancient military genius. Section II contains the complete translation by Lionel Giles including his extensive introduction and the fully annotated text with explanatory notes and critical commentary. His Introduction includes an historical account of Sun Tzu's work, evaluations by and of early Chinese commentators, an essay examining the traditional Chinese attitudes toward war and a bibliography that details Giles' source materials. The text in this section includes critical commentary and notes by both the Chinese historians as well as by Giles himself. Lionel Giles, as the Keeper of the Department of Oriental printed Books and Manuscripts of the British Museum, was uniquely qualified to translate and explain this great classic Chinese work to Western readers. First published in 1910, Giles' translation is widely considered to be the definitive English version. Other Special Editions in this series which deal with the subject of warfare and strategy include: The Art of War By Mao Tse-tung - Special Edition The Art of War By Baron De Jomini - Special Edition The Art of War & The Prince By Machiavelli - Special Edition

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**art of war by sun tzu:** **Sun-Tzu on the Art of War** Sun Tzu, Sunzi, 2007-08-01 The English translation by Lionel Giles of this famous classic, the notes, as well as the original Chinese text found in the 1910 first edition are reproduced here. A Wade-Giles - Pinyin Conversion Chart has been added to make this classic more accessible to the modern Chinese language student.--Cover.

**art of war by sun tzu:** **The Art of War** Tzu, Sun, 2017-06-24 The Art of War is an ancient Chinese military treatise attributed to Sun Tzu, a high-ranking military general, strategist and tactician. The treatise is translated from the Chinese, with an introduction and critical notes by Lionel Giles, M.A. Assistant Department of Oriental Printed Books And Manuscripts.

**art of war by sun tzu:** *The Art of War* Sun Tzu, Richard Lord, 2018-03-02 Whether you are in business, the military, or just want to understand how to gain the edge in any life situation. This is a MUST read book!

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**art of war by sun tzu:** **The Art of War by Sun Tzu** Sun Tzu, 2016-08-11 The Art of War By

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**art of war by sun tzu: The Art of War (The Classic Lionel Giles Translation)** Sun Tzu, 2012-06-02 This carefully crafted ebook: "The Art of War (The Classic Lionel Giles Translation)" is formatted for your eReader with a functional table of contents. The Art of War is an ancient Chinese military treatise that is attributed to Sun Tzu (also referred to as Sunzi and Sun Wu), a high ranking military general, strategist and tactist. The Art of War has also been applied to business and managerial strategies. Composed of 13 chapters, each of which is devoted to one aspect of warfare. It is said to be the definitive work on military strategies and tactics of its time, and is still read for its military insight which can be applied to business and managerial strategies as well.

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