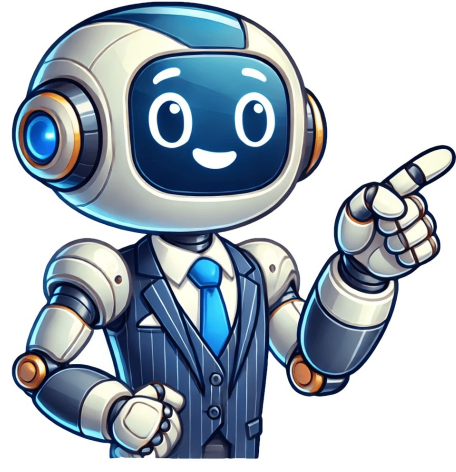


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hant to worry and trouble.Great Ideas from The Art of WarDo everything to prevent defeat and wait for the opportunity to defeat the enemy and attack their weaknesses. It is just as easy to lead a large army of men as a few men, it is all in the way you divide the men. A test of true leadership.Whoever is first to the field has the advantage as they wait for the enemy who will be rushing to catch up. Dont squander the lead you have, work to gain more of an advantage.Do not repeat the tactics that served you well in the past, shake things up and try new methods and techniques based on the circumstances. The past is not always the perfect predictor for the present and future.He who can modify his tactics in relation to his opponent and succeed is a heaven-born captain. This is flexibility in leadership.We cannot enter into alliances until we are acquainted with our neighbours. Get to know someone first before getting into a partnership or alliance.We shall be unable to turn natural advantage to account unless we make use of local guides. The best way to enter a foreign market is through the locals.Do not rely on the enemy not showing up, but instead prepare to receive them. If you know your enemy and know yourself, your victory will not stand in doubt; if you know Heaven and Earth, you may make your victory complete. Preparation takes away a lot of anxiety and fear.Throw your soldiers into positions where there is no escape and they will prefer death to flight. If they face death, there is nothing they may not achieve. Face your fears and you can conquer anything.The enlightened ruler is heedful, and the good general full of caution. This is the way to keep a country at peace and an army intact. Let go of arrogance and keep your ego in check.During and after reading The Art of War by Sun Tzu, I realized that a lot of wisdom he shares can be used in many different contexts, and some can be applied to business. I recommend The Art of War, but I suggest that while you are reading it, do not think of the book as one about military strategy, but a metaphor for something thats relevant in your world, whatever that might be.UPDATE: First published in September 2011The Art Of WarThe Art of War (AmazonClassics Edition)The Book of Five Rings: The Original EditionThe Book of Five RingsThe Book of Five Rings: A Classic Text on the Japanese Way of the Sword 19 Shares LinkedIn Facebook Pinterest Twitter Email Buffer Flipboard More Avil Beckford //November 6 19 Shares LinkedIn Facebook Pinterest Twitter Email Buffer Flipboard More The Art Of WarWhenever I read classics such as The Art of War, The Way of the Samurai and The Book of Five Rings, I always look for metaphors to make the text relevant for today. I often use competition as a metaphor for war.Sun Tzu, a Chinese philosopher, military general, and strategist from 722-481 BC wrote The Art of War, which is one of the earliest books on military strategy. Many military leaders and strategists from all over the world have studied the contents of The Art of War. In a nutshell, The Art of War by Sun Tzu is about two things:How to prepare your defense to prevent attack.How to defeat your enemy.I asked the question Is The Art of War still relevant today? And I think it still has some relevance today. I have read The Art of War twice, and the second time I got far more from it than I did the first time. Whenever I read for information or the further my knowledge, I try to place the books text in my world, to determine what ideas I can extract and apply. There are lots of nuggets that I can apply to leadership and business. But, there is also lots of information in The Art of War that I would discard today. And thats okay for you to do that, because it shows that you have a discriminating mind.In The Art of War, Sun Tzu says that there are five constant factors that you have to consider when you are planning your military strategy.The Moral Law: The people have to be prepared to follow their ruler, despite any danger they may face by doing so.Heaven: This signifies day or night; heat or cold; spring, summer, fall or winter; and time of the day.Earth: Signifies distance to cover, open ground and narrow passages to travel, probability of life and death, danger and security.The Commander: Stands for courage and strictness, benevolence, sincerity and wisdom.Method and Discipline: How will food get to the troops? How will military expenditures be managed? How will the army be subdivided? How will officers be ranked? These are all things to consider and figure out.When determining military conditions, objectively and honestly, compare your enemy to yourself because this can often decide success or failure; victory or defeat.Seven Things to Consider That Determines Victory or DefeatWhich of the two sovereigns is imbued with the Moral Law (as defined above)?Which of the two generals have the most ability?With whom lie the advantages derived from Heaven and Earth?On which side is Discipline most rigorously enforced?Which army is stronger?On which side are officers and men more highly trained?In which army is there greater constancy in reward and punishment?No one ever benefits from a lengthy war and the object should be victory, not lengthy campaigns, says Sun Tzu. There are however five essential for victory, Five Essential for Victory.He will win who knows when to fight and when not to fight.He will win who knows how to handle both superior and inferior forces.He will win whose army is animated by the same spirit throughout all ranks.He will win who, prepared himself, waits to take the enemy unprepared.He will win who has military capacity and is not interfered with by the sovereign.Five Dangers That May Affect a GeneralRecklessness which leads to destruction.Cowardice which leads to capture.A hasty temper, which can be provoked by insults.A delicacy of honour which is sensitive to shame.Over-solicitude for his men, which exposes him to worry and trouble.Great Ideas from The Art of WarDo everything to prevent defeat and wait for the opportunity to defeat the enemy and attack their weaknesses. This teaches patience.It is just as easy to lead a large army of men as a few men, its all in the way you divide the men. A test of true leadership.Whoever is first to the field has the advantage as they wait for the enemy who will be rushing to catch up. Dont squander the lead you have, work to gain more of an advantage.Do not repeat the tactics that served you well in the past, shake things up and try new methods and techniques based on the circumstances. The past is not always the perfect predictor for the present and future.He who can modify his tactics in relation to his opponent and succeed is a heaven-born captain. This is flexibility in leadership.We cannot enter into alliances until we are acquainted with our neighbours. Get to know someone first before getting into a partnership or alliance.We shall be unable to turn natural advantage to account unless we make use of local guides. The best way to enter a foreign market is through the locals.Do not rely on the enemy not showing up, but instead prepare to receive them. 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Our people are our strength, and our differences are celebrated. We challenge each other, collaborate and come together, just as a family does; winning as a team and celebrating as one too. Everyone has a voice and should feel proud and free to run with their ideas, enjoying their successes and journey with us. And in such an evolving industry, tomorrow is always today. We anticipate change, identify future opportunities and are excited by the potential that tomorrow brings. We want to be famous for creating and sharing stories that matter unique, trusted, entertaining, everywhere. Whether our stories challenge and inspire intellectually or simply entertain, we know that we are making a positive contribution to our audiences across the many diverse regions and countries in the UK, Europe, The Middle East and Africa. Striving to always do so requires passion. 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On the Use of Spies This document contains the complete text of Sun Tzu, with selectedcommentaries (available via these links ). The commentary in this translationhas been selected from a standard collection of eleven interpreters wholived from the second to twelfth centuries C.E.Sun-tzus Art of War is a highly influential text from the 5th century B.C. Its lessons have been applied in both the East and West not only to war, but also to business, politics, law, sports, and even life. After all, as Plato reminds us in the Gorgias, life is the great combat greater than every other earthly conflict.Below are 9 of its most famous passages: 1. All warfare is based on deception. Hence, when able to attack, we must seem inactive; when using our forces, we must seem inactive; when we are near, we must make the enemy believe we are far away; when far away, when far away, make him believe we are near. 2. There is no instance of a nation benefitting from prolonged warfare. 3. It is the rule in war, if our forces are ten to the enemys one, to surround him; if five to one, to attack him; if twice as numerous, to divide our army into two. If equally matched, we can offer battle; if slightly inferior in numbers, we can avoid the enemy; if quite unequal in every way, we can flee from him. 4. In war the victorious strategist only seeks battle after the victory has been won, whereas he who is destined to defeat first fights and afterwards looks for victory. 5. If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle. 6. In war, the way is to avoid what is strong and to strike at what is weak. 7. All men can see the tactics whereby I conquer, but what none can see is the strategy out of which victory is evolved. 8. When you surround an army, leave an outlet free. Do not press a desperate foe too hard. 9. Regard your soldiers as your children, and they will follow you into the deepest valleys; look upon them as your own beloved sons, and they will stand by you even unto death. Who was Sun Tzu? Whats the key premise of Sun Tzus philosophy?In The Art of War, Sun Tzu, a Chinese warrior and philosopher, details the nature of competition and psychology of leadership and provides strategies for how to approach both. Although Sun Tzus principles are geared toward actual military conflict, they can be useful in all areas of conflict or competition, even at a personal level.Keep reading for Sun Tzus principles of war and the rationale behind them. Written more than two thousand years ago, The Art of War by Sun Tzu is a renowned guide for how to engage in conflict and be successful in battle.Sun Tzus principles of war revolve around the concept that victory without direct fighting is the most advantageous way to win. Part of attaining this type of battle-free victory involves five traits or principles of successful military operations: the Way, the weather, the terrain, the leadership, and discipline.The Way describes the harmonious relationship between the government and civilian populace. When governments treat their people fairly and with respect, the people will be loyal and more apt to support government decisions when conflict arises. People will also be more willing to join in the conflict if they believe in the government they will be tasked to defend.The weather means the literal seasons and conditions of whatever environment in which the battle will be waged. Certain weather conditions are not conducive for a military campaign. For instance, both winter and summer encompass dangerous conditions, such as blizzards or droughts, that can hinder the advancement, safety, health, and sustenance of a troop.The terrain relates to the lay of the land, meaning the geographical and physical factors of certain types of terrain. These factors make a parcel of land either advantageous or disadvantageous for advancement or battle. Factors to consider include distance to be traveled, the layout of the terrain and accompanying effort required to cross it, the size of the land, and safety and dangers encompassed in the geography.The leadership describes the acuity and competence of the person charged with leading a fighting force. A good leader should be intelligent, trustworthy, humane, courageous, and stern. When all of these factors are at play, the leader is capable of making sound decisions and can count on the people to support them.Discipline relates to the structure and organization of the personnel hierarchy. Determining who is best suited for high-ranking roles, who is capable of being brave, and who is weaker than the others is as important in determining a strong strategy as supplies are for the health of the troops.You should consider how these five principles affect both your side and your opponent. Only in knowing both your strengths and weaknesses, as well as those of the enemy, can you begin to form a strategic plan. When you understand these principles, you will be able to assess the likelihood of victory in any circumstance. If victory is not certain, you should not engage in conflict.First, you should assess these five traits regarding your forces. Then, assess these five traits for your opponent to size up the competition.If you understand both your strengths and efficiency and those of your enemy, you can realistically compare the two and predict the likelihood of victory during conflicts.You should prepare to enter into conflict only when the outcome shows the likelihood of success for your side.Strategy should be developed as a consequence of advantage. A course of action that is not pliable will fail because the strategy cannot adapt to new events. A leader must assess each event that occurs and take advice to see where subsequent advantages lie and proceed accordingly.Battle strategies covered by Sun Tzu include deception, reading the enemy, wearing the enemy down, and using spies.The goal of any conflict is to control your opponent and overcome them. Controlling their beliefs about your abilities helps you understand their assumptions and plan a strategy accordingly. As a well-known translation of Sun Tzu puts it, all warfare is based on deception.Deception includes feigning weakness when you are strong or professing ignorance when you are informed. Appearing to be weak, unprepared, or small in size can lure your opponent into traps and make them susceptible to misguided actions or responses.For instance, creating a scenario where only a small portion of your force is visible can mislead opponents into thinking they outnumber or outarm you. When they prepare an attack under that guise, they will be ill-prepared for the full strength of your forces.Another example is allowing your opponent to win small victories or gains. Your opponent may fall victim to greed or an inflated ego, which will confuse and hinder their strategy when the truth is revealed.As stated, knowing the strength of your opponent is vital. Once you have fully assessed your opponents capabilities, you must understand how to use the information to bolster your position.If the enemy is operating from a foundation of fullness, meaning all facets of the five traits are viable, you should keep a close eye on them and start organizing your forces. Ensure that your side is equally fulfilled and aware of possible conflict. Avoid conflict until your enemys situation changes. When your opponent sees that you mean not to engage in the conflict, a gap may open up. They may relax and provide an opportunity suitable for attack.Also, your lack of action may begin to anger the opposing leadership.Continue to find ways to anger and irritate your opponent, for decisions made out of anger are often petulant and rash, which can lead to advantages for you.Once you notice that your opponent is riled up or angry, back off to give them the delusion of superiority or success. They may become arrogant or lax in their judgment, from which carelessness extends.If the enemy deems that you are no longer a threat, they will underestimate you or dismiss you as an opponent.This arrogance creates the perfect environment for you to successfully attack them.In addition to manipulating a strong enemy into carelessness, forcing the enemy to exert energy will create opportunities of advantage for you.Strategize your efforts so they are geared toward controlling your opponents momentum. These tactics include surprise attacks, retreating when they advance, advancing when they retreat, and maneuvering them in different directions.For example, you might strike a certain portion of the enemys forces to push them down a particular path in defense. When their energy shifts to take up this defense, switch your assault to the enemy troops in the opposite direction. Switching attack positions forces your opponents defense to hustle down another path to defend against your advance.Moving them back and forth by forcing them to react to conflict, rather than allowing them to initiate conflict, will keep them on their toes and tire them out.Since no strategy is complete without assessing the enemy, one of the most important aspects of any conflict is the use of spies.Send someone to infiltrate the enemys ranks to create discord. These spies can create rifts between the soldiers and leaders or among individual ranks through false information.If members of the opponents team begin to distrust the leadership or covet the spoils they enjoy, harmony among the ranks will be destroyed. When there is disunity in your opponents ranks, you have gained an advantage. Likewise, treating the enemys populace better than the enemy treats them can swing loyalties and create division. Dissension can also be created between the enemy and their allies, which divides their sources of power. When the enemy is distracted or distressed by this division, attack.Sun Tzus Principles of War: 5 Keys to VictoryOur unique AAM (Ageless Analysis Method) ensures clarity, accuracy, and insights that genuinely help students and passionate readers understand timeless books.Search our AAM-Analyzed guides for books, quotes, characters & themesNavigate complex texts with confidence. 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