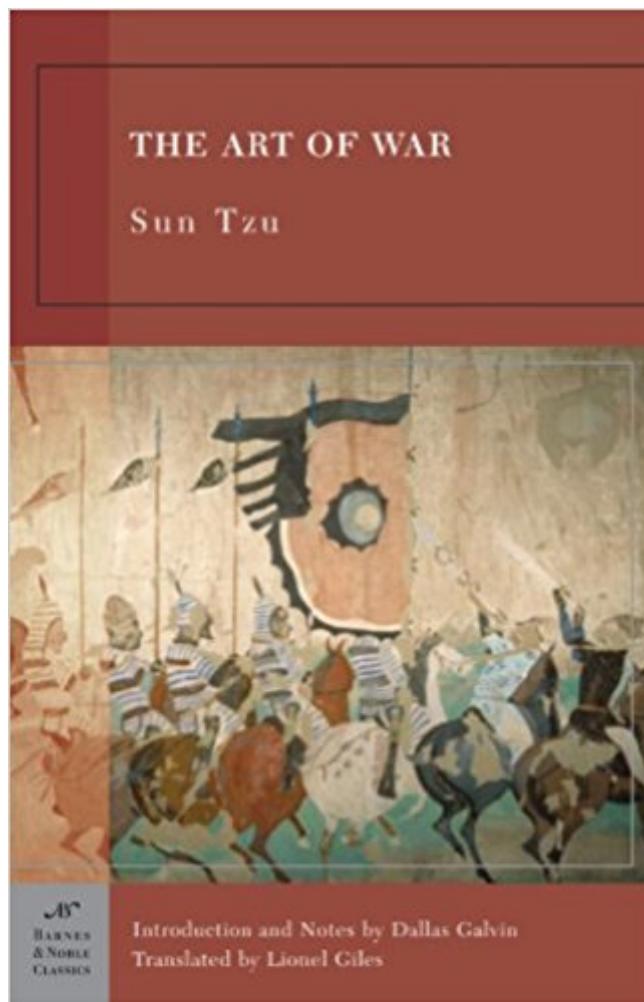


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# The Art Of War (Barnes & Noble Classics)



## Synopsis

The Art of War, by Sun Tzu, is part of the Barnes & Noble Classics® series, which offers quality editions at affordable prices to the student and the general reader, including new scholarship, thoughtful design, and pages of carefully crafted extras. Here are some of the remarkable features of Barnes & Noble Classics:New introductions commissioned from today's top writers and scholars Biographies of the authors Chronologies of contemporary historical, biographical, and cultural events Footnotes and endnotes Selective discussions of imitations, parodies, poems, books, plays, paintings, operas, statuary, and films inspired by the work Comments by other famous authors Study questions to challenge the reader's viewpoints and expectations Bibliographies for further reading Indices & Glossaries, when appropriateAll editions are beautifully designed and are printed to superior specifications; some include illustrations of historical interest. Barnes & Noble Classics pulls together a constellation of influences—biographical, historical, and literary—to enrich each reader's understanding of these enduring works. A clever fighter is one who not only wins, but excels in winning with ease. • So wrote Sun Tzu 2,500 years ago. Sun Tzu's incisive blueprint for battlefield strategy is as relevant to today's combatants in business, politics, and everyday life as it once was to the warlords of ancient China. The Art of War is one of the most useful books ever written on leading with wisdom, an essential tool for modern corporate warriors battling to gain the advantage in the boardroom, and for anyone struggling to gain the upper hand in confrontations and competitions. Here Lionel Giles's famed 1910 translation, laced with commentary from illustrious Chinese experts, is brought up to date with relevant quotations from Western writers and thinkers. This new edition offers Sun Tzu's timeless classic, both with and without annotation, making it more accessible to aspiring leaders and military strategists than ever before. Dallas Galvin, a writer and journalist specializing in international affairs and the arts, has reported on military affairs in Latin America and Asia and produced documentaries for the NATO Alliance.

## Book Information

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## Customer Reviews

This new translation of the ancient Chinese military treatise includes chapters of historical analysis touching on its relevance to today's corporate environment. Copyright 1994 Reed Business Information, Inc. --This text refers to an alternate Paperback edition.

"The most useful and important book ever written for aspiring leaders." --Toronto Sun Times "The Art of War is undisputedly one of the bestselling leadership books of all time . . . This message of victory without aggression still resonates with how we conduct all aspect of our lives today." --Publishers Weekly "The Art of War . . . has fascinated casual readers as well as business and military leaders with its unusually clear delineation of strategic thinking . . . This work has endured, not simply as a manual for the conduct of warfare but because of the depth of the principles on which it is based and their applicability to everyday life." --Library Journal "As a reflection of the Chinese mind, this little work is as relevant as any Confucian classic." --Times (London) "A brief tract on strategy that has been admired in China for centuries. Some of Mao Tse Tung's most eloquent thoughts are merely rehashes of Sun-tzu and his interpreters." --Los Angeles Herald Examiner "The Art of War . . . has fascinated casual readers as well as business and military leaders with its unusually clear delineation of strategic thinking . . . This work has endured, not simply as a manual for the conduct of warfare but because of the depth of the principles on which it is based and their applicability to everyday life." --Library Journal "As a reflection of the Chinese mind, this little work is as relevant as any Confucian classic." --Times (London) "A brief tract on strategy that has been admired in China for centuries. Some of Mao Tse Tung's most eloquent thoughts are merely rehashes of Sun-tzu and his interpreters." --Los Angeles Herald Examiner --This text refers to an alternate Paperback edition.

I want to tell future readers of this book in this way. I read it first when I was 14 or 15. I thought it was a book on how to smartly fight a war. Then I re-read it when I was 28 and it occurred to me that it may be an instruction book on how to navigate an honorable life. Years passed and I recently

found it at the bottom of a box in my closet. I read it again at age 56. I realized it has more to offer. If you read this book, you will actively have to replace Sun Tzus' ancient terms and placement of hierarchy and apply them to modern situations and people. Family, bosses, neighbors, employees and the list goes on. It is my belief that this "manual" can help solve minor and major disruptions in life if used correctly. It is a book meant for good.

Sunzi was renowned for his battle strategies and philosophies. His writing are among the classics of must read art of warfare around today regardless of how many thousands of years old it may be. This book provide readers with the understanding of war, how to attack and enemy and how to defeat an enemy. I am a warrior at heart and in practice I work in a field of enforcement so knowing my enemy and well as knowing myself is a real philosophy. Keep my friends close and my enemies closer another aspect of this war masters doctrine.

I normally don't give review unless I feel/think it's exceptional. Well this book is..After doing some research and finding that the origin was written roughly 2,500 years ago. It's still required at west point, and some major institutions of learning require its study. I purchased my son and myself copies and have reviewed its commentary content with him numerous times with him. The writings have been applied to many fields, well outside of the military. Much of the text is about how to fight wars without actually having to do battle. Giving tips on how to outsmart one's opponent so that physical battle is not necessary. As such, it has found application as a training guide for many competitive endeavors that do not involve actual combat. There are business books applying its lessons to "office politics" and corporate strategy. Many Japanese companies make the book required reading for their key executives. The book is also popular among Western business management, who have turned to it for inspiration and advice on how to succeed in competitive business situations. It has also been applied to the field of education. The Art of War has been the subject of various law books and legal articles on the trial process, including negotiation tactics and trial strategy. The Art of War has also been applied in the world of sports. NFL coach Bill Belichick is known to have read the book and used its lessons to gain insights in preparing for games

Straight from Sun Tzu without anyone telling you what he said. The book is short and it is up to use the knowlege.

The Art of War is one of those more than two millennia old, forever classics without which

humankind would not be what it is today. Against today's modern weaponry and technology, The Art of War stands obviously a bit dated and occasionally even naive. Many of its teachings are just commonsensical and widely accepted today. But they wouldn't be if Sun Tzu hadn't written them when he did. It's difficult to go through a successful life without having read it. It's my third time in full, dozens of times in fragments. I always get something out of it. Please, don't think it is only of military interest and study. Its teachings are universal because life is a war, not against other people, but mostly against circumstances and difficulties of all nature. Sun Tzu, however much he just sounds very commonsensical and obvious today, just teaches us to win those wars.

Ancient Wisdom when dealing with battle and military might. I guess I was expecting the wisdom to translate over into everyday life in the modern corporate or civilian world. It didn't. However after studying this book I have learned that strategy and taking your enemy into account in all its variables weakness and strengths is to have higher ground when accessing your attack plans. Basically know your enemy inside and out then let them fall prey to your plans. I am glad this was a short book because it took a lot of strain to decipher this stuff. It wasn't a fun read at all but I am glad that now I can say that I read it. Definitely a read for those with an acquired taste. Otherwise a more compatible self empowerment book may be more useful.

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