

## The Art of War for Executives

If you are a senior executive or entrepreneur, this is a MUST read! In my opinion, this is one of the best books on strategy, leadership and organization. This book offers a framework for strategy and understanding your battle (or industry, competitors, etc.).

Some background on the book:

The Art of War, written by Sun Tzu, is one of those books that could be classified in the genre of pop-culture. Its use has in the past century moved from warfare also to other areas of human activity. The strategies described in the book can be used in many more areas than just the conduct in the times of war. In fact, the success in wars, as well as in business, of course, depends on leadership. People are those who fight in battles and are also those who win them; and the most important person in every battle is the general. In addition, this wisdom is now being examined and used by senior executives from all around the world, because it can be utilized in many business and political situations.

The original Art of War book has been very influential and has been updated and adapted to describe everything from politics to business. Within the field of business studies, The Art of War has been applied to the areas such as strategic management), project management, security management , innovation management, patent management, quality management, change management, human resource management (, organizational behavior, marketing, e-commerce, management education, leadership, negotiation, international business and the newly emerging discipline of systems engineering.

Here are some of my favorite quotes from the book:

*"The greatest victory is that which requires no battle."*

*"A leader leads by example, not by force."*

*"You have to believe in yourself."*

*"Appear weak when you are strong, and strong when you are weak."*

*"Keep your friends close, and your enemies closer."*

*"Opportunities multiply as they are seized."*

*"The supreme art of war is to subdue the enemy without fighting."*

*"In the midst of chaos, there is also opportunity"*

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