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Harro von Senger wrote the first Western book on the 36 Stratagems, *Strategeme*, which was translated into 12 languages and sold more than 400,000 copies ([www.36strategeme.ch](http://www.36strategeme.ch)). He is a Swiss citizen and Professor of Sinology at the University of Freiburg in Germany. He is regarded as “the leading Western scholar specializing in stratagem research” and as the “most widely read Western sinologist” (*Frankfurter Allgemeine Zeitung*). He studied for two years at Tokyo University’s Law Department under the guidance of Professor Shiga Shuzo, the leading Japanese authority on Chinese legal history. He also studied for two years at the Law Faculty of the National Taiwan University (Taipei) under the guidance of Professor Herbert P. Ma, an outstanding specialist of legal theory, and for another two years at the Faculty of History and at the Faculty of Philosophy at Beijing University.

智

“In today’s society we must learn how to make use of the 36 Stratagems, and not reject cunning unconditionally but regard it, instead, as a part of everyday life... In the Chinese language, ‘wisdom’ and ‘cunning’ are represented by the same character 智.”

In this unique and bestselling book, Harro von Senger shows today’s managers:

- How to successfully resist crafty manoeuvres and tricky attacks.
- How to avoid being outsmarted during negotiations.
- How to use the 36 Stratagems to one’s own advantage without conflicting with the legal and moral order.

The 36 Stratagems can become an everyday work tool for managers, a permanent source of inspiration, and a globally useful approach to solving and avoiding problems.

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# The 36 Stratagems for Business

Achieve your objectives through hidden and unconventional strategies and tactics

Harro von Senger

# The 36

## Stratagems for Business

Achieve your objectives through hidden and unconventional strategies and tactics

Harro von Senger

The Art of Cunning, cultivated and admired in China for centuries, is still a closed book to the outside world. The crystallization of the Chinese Art of Cunning is the treatise on the 36 Stratagems, written at the end of the Ming Dynasty (1368–1644). In the People’s Republic of China, Taiwan, Hong Kong and Singapore, more than 500 books on the 36 Stratagems have been published in Chinese since the 1990s, among them nearly 100 books on the importance of the 36 Stratagems for successful business and for attaining victory in global “commercial warfare.” *The 36 Stratagems for Business* is the first Western publication evaluating the many Chinese books that recommend the 36 Stratagems to CEOs, leaders of enterprises, business consultants, PR advisors and marketing experts.