



The 36 Stratagems for Business : Achieve Your Objectives Through Hidden and Unconventional Strategies and Tactics (Hardcover)

Editorial Review

Book Description

The 36 Stratagems are a set of powerful Chinese aphorisms embodying the essence of the ancient Chinese Art of Cunning. First mentioned about 1,500 years ago, the 36 Stratagems were committed to paper at

about 500 years ago, and have gained in popularity in Chinese business circles since the 1990s. More than 80 books have been published recently in the Far East recommending the use of the 36 stratagems in the modern business world. These books are, however, unknown in the Western countries. Managers at all levels will therefore benefit from this English-language book evaluating the 36 Stratagems and detailing how to apply them in management as well as "economic warfare".

Entertaining and thought provoking, the text includes examples of managers who have been able to achieve objectives using the stratagems. As far as the Art of Cunning is concerned, China is far ahead of the West. Knowing this Chinese Art would give you a great advantage in business. The 36 stratagems encourage flexibility and new ways of thinking about business issues, making this handbook widely adaptable to changing conditions.

From the Author

Harro von Senger is a leading expert in sinology. He has doctorates in both law and classical sinology, and is a professor of sinology at the University of Freiburg, Germany, and author of The Book of Stratagems.

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