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Nota di contenuto	Front cover; The Art of War for Security Managers; Copyright page; Table of contents; Preface; Acknowledgments; Chapter 1: Introduction to The Art of War; Executive Summary; Today's Threat Environment; Who Was Sun Tzu?; Applications of The Art of War; The Art of War for Security Managers; Discussion Questions; Chapter 2: Be a Leader!; Executive Summary; Who Would You Follow into Battle?; Fundamental Questions; Who Should Lead and Why?; The Leader's Role and Characteristics; Failures of Leadership; Leadership; Discussion Questions; Chapter 3: Accept the Inevitability of Conflict Executive SummaryConflict Is Inevitable; World-View and Conflict; Business World Conflicts; The Security Manager and Conflict; Chapter 3 Scenario; Discussion Questions; Chapter 4: Know Yourself and Know Your Enemy; Executive Summary; Who Is the Enemy?; Discussion Questions; Chapter 5: Conduct Strategic Assessments; Executive Summary; Strategy and Tactics; Sun Tzu's View of Strategic Assessments; Sun Tzu's Strategic Assessments for the Security Manager; Conducting a Strategic Assessment; Chapter 5 Scenario; Discussion Questions; Chapter 6: Remember What Is Really Important;

## Executive Summary

The Schoolyard; The Battlefield; Lessons Learned; The Business World; What Really Matters?; The Department; The Security Manager; Victory Is Important, Not Persistence; Chapter 6 Scenario; Discussion Questions; Chapter 7: Engage the Enemy; Executive Summary; Preparations; The Context of Battle; Types of Militarists; Fundamental Concepts of Battle; The Battle Equation; Basic Battle Strategies; Choosing a Basic Battle Strategy; Chapter 7 Scenario; Discussion Questions; Chapter 8: Maneuver Your Army; Executive Summary; Terrain and Position; Rules for Maneuvering Armies; Movement  
Chapter 8 Scenario; Discussion Questions; Chapter 9: Adapt to the Battlefield; Executive Summary; Dynamics of the Conventional and Unconventional; Adaptation and the Security Manager; Conventional Security Management Knowledge; Unconventional Knowledge; Chapter 9 Scenario 1; Chapter 9 Scenario 2; Discussion Questions; Chapter 10: Avoid Predictability; Executive Summary; Predictability: The Ultimate Strategic Advantage or Detriment; The Balance; Avoiding Predictability; Chapter 10 Scenario 1; Chapter 10 Scenario 2; Discussion Questions; Chapter 11: Collect Intelligence; Executive Summary  
The Importance of Intelligence; The Intelligence Cycle; Evaluating Your Intelligence Capability; Intelligence: A Key Concept; Chapter 11 Scenario; Discussion Questions; Chapter 12: The Art of War and Homeland Security; Executive Summary; "Objectivity" and the War on Terror; September 11, 2001-A Watershed Event; The Wrong Question; The Right Questions; The Private Sector; The Big Question; Definitional Problems; Sun Tzu and the War on Terrorism; A Continual War on Terrorism; Conclusions; Appendix: The Armory; Annotated Bibliography; Index

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### Sommario/riassunto

The classic book *The Art of War* (or as it is sometimes translated, *The Art of Strategy*) by Sun Tzu is often used to illustrate principles that can apply to the management of business environments. *The Art of War for Security Managers* is the first book to apply the time-honored principles of Sun Tzu's theories of conflict to contemporary organizational security. Corporate leaders have a responsibility to make rational choices that maximize return on investment. The author posits that while conflict is inevitable, it need not be costly. The result is an efficient frame

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