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Nota di contenuto	Cover; Contents; Acknowledgments; Introduction; PART 1-SEIZE THE ADVANTAGE WITH SUN TZU; 1. About Sun Tzu and The Art of War; 2. The Power of Applying The Art of War for Small Business; PART 2-UNDERSTANDING: ESSENTIAL SUN TZU; 3. Understand Yourself; 4. Understand the Enemy; 5. Understand the Market; 6. Sun Tzu for Customers and Business Alliances; PART 3-PRINCIPLES FOR THE BATTLEFIELD; 7. Embody the General; 8. Perseverance; 9. Focus; 10. Unity; PART 4-ADVANCED SUN TZU: STRATEGY FOR YOUR SMALL BUSINESS; 11. Maneuvering; 12. Adaptation; 13. Spirit; 14. Deception 15. Sun Tzu and the Future of Your BusinessAppendix: Key Sun Tzu Passages for Small Business; Notes; Bibliography; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Y; Z; About the Author; Free Sample Chapter from Do It! Marketing
Sommario/riassunto	Written in China more than 2,000 years ago, The Art of War has inspired military, political, and business leaders across the world with its brilliant strategies for prevailing against opponents. At the core of this classic treatise is the message that sledgehammer approaches can backfire, and size alone does not guarantee wins. Strategy, positioning, planning, leadership--all play equally significant roles, making Sun

Tzu's teachings perfect for small business owners and entrepreneurs entrenched in fierce competition for customers, market share, talent... for their very survival. *The Art of War*

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