



Sun Tzu's The Art of War Plus The Warrior Class: : 306 Lessons in Strategy

By Gary Gagliardi, Sun Tzi

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The book that is the basis of the Science of Strategy Institute's on-line training program. This award-winning book (*Foreword Magazine's* Self-Help Book of the Year) offers our most detailed lessons of Sun Tzu's strategic methods. The book was designed as long series of short, easy-to-understand lessons for those who really want to understand the inner workings of human competition. Examples from modern business and every day life are used to illustrate what people do right and wrong in making strategic decisions. Each lesson is put into a format that frames each stanza of Sun Tzu's work as a specific strategic concept. Sun Tzu's non-intuitive approach to success is contrasted with our less successful instinctual reactions to competitive challenges. Below, we show you the table of contents, a list of the type of topics the lessons address, and a sample lesson from the book.

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Lesson 14: Attacks and Battles

What is the difference between an attack, a battle, and conflict?

A. Only conflict is inherently destructive.

B. Only battle is inherently costly.

C. Only attack is inherently aggressive.

D. There is no difference.

You must avoid disasters from armed conflict.

The Art of War 7:1.5 Answer:

A. Only conflict is inherently destructive.

In English, conflict, battle, and attack can be used interchangeably. However, Sun Tzu expresses these ideas as three distinct, though related, concepts critical to his strategic theory. The concept of attack is *gong*. It means movement (

hang) into a new area. It doesn't necessarily—but can—mean meeting the enemy in battle or conflict with an opposing force. Attacks are the topic of chapter 3, Planning an Attack. The concept of battle is *zhan*, which means meeting challenges or opponents but not necessarily conflict with them. We meet opponents when we have an advantage—when our opponents will back down, surrender, or come to an advantageous agreement. The final concept is *zheng*, conflict. This is the destructive meeting of forces. Typically, we avoid conflict, but it is not always avoidable. This is the topic of chapter 7, Armed Conflict. So we have an array of ideas becoming progressively more costly. Movement (*hang*) is the most general. Movement into new areas is attack (*gong*). Attacks that involve confrontation are battles (*zhan*). Battles that involve conflict are *zheng*.

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Editorial Review

Review

Book of the Year, Self-Help, 2005 - Finalist --Foreward Magazine

About the Author

Gary Gagliardi is a multiple award-winning author, successful high-tech entrepreneur, an internationally-known strategic trainer, and America's leading authority on the ancient Chinese system of Sun Tzu. Among his accomplishments are: - Authoring over two dozen books on technology, business, marketing, and self-help, with ten of his books winning award recognition in eleven different non-fiction categories, - Appearing as a strategy expert on hundreds of radio and TV shows all across the country, - Building an Inc. 500 accounting software company with offices across the U.S. and in Europe, - Having his books have been translated into a dozen different languages and published around the world with his translation of Sun Tzu's used as the basis for translation into other languages, - Speaking all over the world and training the employees of some of the world's largest organizations in competitive strategy. **Art of War and Strategy Books By Gary Gagliardi** Sun Tzu's Art of War Rule Book in Nine Volumes Sun Tzu's The Art of War Plus The Art of Sales: Strategy for the Sales Warrior 9 Formulas for Business Success: the Science of Strategy The Golden Key to Strategy: Everyday Strategy for Everyone The Art of War Plus The Chinese Revealed The Art of War Plus The Art of Management: Straegy for Management Warriors Art of War for Warrior Marketing: Strategy for Conquering Markets The Art of War Plus The Art of Politics: Strategy for Campaigns (with Shawn Frost) Making Money By Speaking: The Spokesperson Strategy The Warrior Class: 306 Lessons in Strategy The Art of War for the Business Warrior: Strategy for Entrepreneurs The Art of War Plus The Warrior's Apprentice: Strategy for Teens The Art of War Plus Strategy for Sales Managers: Strategy for Sales Groups The Ancient Bing-fa: Martial Arts Strategy Strategy Against Terror: Ancient Wisdom for Today's War The Art of War Plus The Art of Career Building: Strategy for Promotion Sun Tzu's Art of War Plus Parenting Teens The Art of War Plus Its Amazing Secrets: The Keys to Ancient Chinese Science Art of War Plus Art of Love: Strategy for Romance

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