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The Art of War Plus The Art of Marketing Strategy for Conquering Marketings

By Sun Tzu

Clearbridge Publishing. Paperback. Condition: New. 226 pages. Dimensions: 8.9in. x 5.9in. x 0.7in. Two books in one, this award-winning work contains the complete original text of The Art of War on the left-hand pages and its line-by-line adaptation for facing marketing challenges, The Art of Marketing on the facing right-hand pages. This book applies Sun Tzus methods to positioning a brand in the marketplace and creating market awareness of that brand. It focuses specifically on choosing the right target markets and seeing opportunities among specific groups of people. It won Ben Franklin Book Award recognition as one of the best Business books of the year. This book also contains the only award-winning complete English translation of Sun Tzus The Art of War. Sample Text: Sun Tzu said: This is war. It is the most important skill in the nation. It is the basis of life and death. It is the philosophy of survival or destruction. You must know it well. Your skill comes from five factors. Study these factors when you plan war. You must insist on knowing your situation. 1. Discuss philosophy. 2. Discuss the climate. 3. Discuss the ground. 4. Discuss leadership. 5. Discuss military methods. This is market...

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