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## Sun Tzu: Art of Business

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Written by Wang Xuangming and translated by Muhammad Firdaus Ariff, this book explores case studies that can be applied in business strategy and demonstrate how entrepreneurs and businessmen use the principles of Art of War in the face of a rapidly changing and competitive environment. Sun Tzu's Art of War is a classic work of world military. The principles in setting strategy and win the battle that is contained in this work can be applied in public administration, business management, public relations and everyday life. Sun Tzu was known as an accomplished military leader born during the era of spring and autumn turbulent. The challenges of his time makes he devoted himself to fight in a fierce battle using wisdom and strength to compete against the enemy. To be successful, an entrepreneur must identify themselves with a better understanding of the company and the situation around him. Entrepreneurs must also recognize others who refer to the change in market psychology, customers and competitors. By using simple art and include elements of humor to explain the application of Sun Tzu's Art of War in the business world, the author makes a very practical military principle for all the entrepreneurs and corporate member.

This book presents 100 business case studies that show how entrepreneurs have used the principles of the Art of War to go ahead and stay ahead in a rapidly changing and challenging business environment. This case studies using brilliant entrepreneur stories such as Lee Iacocca, Andrew Carnegie, John D. Rockefeller, Li Ka-Shing, Lee Kong Chian, Tan Kah Kee and others. Reputable Western Europe and Japan companies are also covered in this case studies such as Nissan, Honda, Hewlett-Packard Computers, Philips Electronics, Casio and others. This shows the credibility of the business strategy from Sun Tzu. Sun Tzu believed managing and maintaining the military began with care about the soldiers. Led the army is through the heart rather than using violence. In business, human resources are a key element in the organization. Treat employees well and they will be committed to the company in doing the best. Although the Art of War is military nature, Sun Tzu did not expect success on the battlefield all the time. The strategy is also concerned about the expense and losses of victims. This book shows how Art of War can be a framework for describing the strategies adopted by the corporate members of East and West. Art of War also provide guidance to learn from the mistakes made by them.

However, this framework is quite secular and does not fully bring the value to be as religious. Many companies featured in this book actually practice things that are dubious and obviously wrong. Therefore depending on the reader to choose what is best for them by take the lesson in general and not follow every step flatly. Philosophy "the most brilliant tactic is not winning 100 battles, but to defeat the enemy without fighting" was announced by Sun Tzu's Art of War over 2,500 years ago. In his writings, Sun Tzu refused to face battle as a way to achieve strategic objectives. Instead he emphasized the use of strategy and maneuver as well as using the power and resources smoothly to achieve the objectives of the war without conflict. This unique strategic thinking has spread in excess of all time.

Art of War received worldwide attention and been the subject of study and discussion. Art of War is now beyond military applications and is used in various fields ranging from politics, diplomacy, economics, business management and sports. Teachings in the Art of War are now a major subject in many military academies and business schools. According to one study, the Art of War is a material which is considered the most interesting among entrepreneurs. Competition will remain for all because it is a fact of life and social development impetus. Survival and development of the countries, companies and individuals depend on whether they can cope with the competition and strengthen its position. What is difficult to achieve success is to understand the rhythm of competition, master the art of competition and to equip themselves with the competitive ability. Art of War is an extension of the road for these aspects. While Sun Tzu describes in detail the pace of competition, he also suggested strategies unique and valuable to achieve success.