

<<The Art of War (Pock)>>

图书基本信息

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作者：Sun Tzu

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内容概要

Compiled more than two thousand years ago by a mysterious warrior-philosopher, The Art of War is still perhaps the most prestigious and influential book of strategy in the world today, as eagerly studied in Asia by modern politicians and executives as it has been by military leaders since ancient times. As a study of the anatomy of organizations in conflict, The Art of War applies to competition and conflict in general, on every level from the interpersonal to the international. Its aim is invincibility, victory without battle, and unassailable strength through understanding of the physics, politics, and psychology of conflict. Translated from a standard collection of commentaries on Sun Tzu's text by eleven interpreters, this pocket classic has been edited by Thomas Cleary to bring out the meaning of the principles of strategy.

The Art of War is the Swiss army knife of military theory--pop out a different tool for any situation. Folded into this small package are compact views on resourcefulness, momentum, cunning, the profit motive, flexibility, integrity, secrecy, speed, positioning, surprise, deception, manipulation, responsibility, and practicality. Thomas Cleary's translation keeps the package tight, with crisp language and short sections. Commentaries from the Chinese tradition trail Sun-tzu's words, elaborating and picking up on puzzling lines. Take the solitary passage: "Do not eat food for their soldiers." Elsewhere, Sun-tzu has told us to plunder the enemy's stores, but now we're not supposed to eat the food? The Tang dynasty commentator Du Mu solves the puzzle nicely, "If the enemy suddenly abandons their food supplies, they should be tested first before eating, lest they be poisoned." Most passages, however, are the pinnacle of succinct clarity: "Lure them in with the prospect of gain, take them by confusion" or "Invincibility is in oneself, vulnerability is in the opponent." Sun-tzu's maxims are widely applicable beyond the military because they speak directly to the exigencies of survival. Your new tools will serve you well, but don't flaunt them. Remember Sun-tzu's advice: "Though effective, appear to be ineffective."

--Brian Bruya

Sun Tzu doesn't waste words--he doesn't summarize, doesn't review. He makes his point and moves on. You'll need to listen to THE ART OF WAR more than once if you want to follow--or just remember--his guidelines for success. This audiobook delivers two-plus hours of his direct orders. You may be entertained by some of what you hear, but the author's primary purpose is to whip you into shape. Scott Brick's steady, imperative tone conveys Sun Tzu's certainty. Shelly Frasier's smooth counterpoint--her reading of illustrative "commentary" from several sources--balances Brick's pronouncements. Transitions between the two are flawless, and the quick march towards success is maintained. T.J.W.

length: (cm)11.5

width:(cm)7.6

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作者简介

The warrior-philosopher and master strategist Sun Tzu, about whom little is known, compiled The Art of War more than two thousand years ago. Legend has it that he was known for the brilliant campaigns he led around the time of Confucius. His work was memorized and passed down orally, before eventually being copied onto bamboo strips and passed around.

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媒体关注与评论

" Thomas Cleary's translation of Sun Tzu's 2,000-year-old "The Art of War" makes immediately relevant one of the greatest Chinese classical texts. There's not a dated maxim or vague prescription in it. 'To win without fighting is best, ' Sun Tzu said. For him, war was coeval with life. Absorb this book, and you can throw out all those contemporary books about management leadership." — "Newsweek"

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