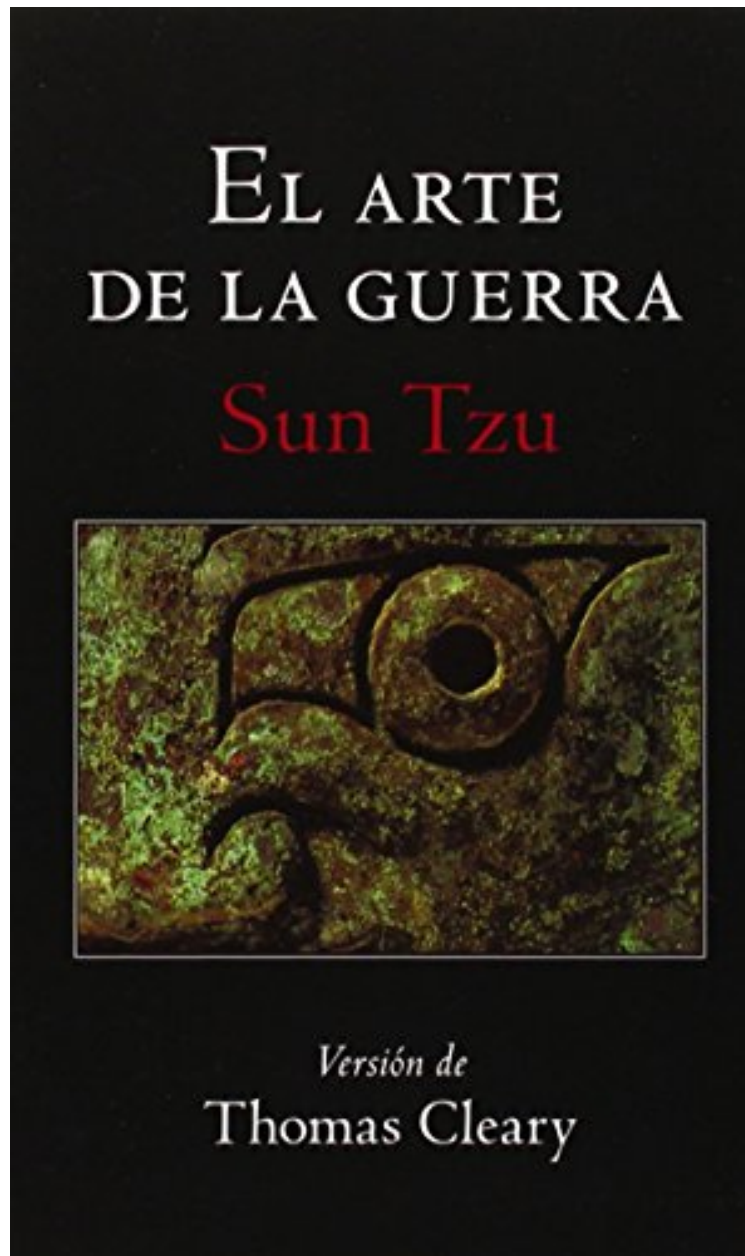


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Sun Tzu

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Recopilado más de dos mil años atrás por un misterioso guerrero filósofo, El arte de la guerra sigue siendo, quizás, hoy en día, el libro de estrategia más prestigioso e influyente del mundo, estudiado en Asia por políticos modernos y ejecutivos con el mismo entusiasmo con el que fuera consultado en tiempos antiguos por jefes militares. Como estudio de la anatomía de las organizaciones en conflicto, El arte de la guerra se aplica en general a la competencia y al conflicto, en todo nivel, desde el interpersonal al internacional. Su objetivo es la invencibilidad, la victoria sin dar batalla, y la fuerza inexpugnable gracias a la comprensión de la física, la política y la psicología del conflicto. 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.

“La traducción de la obra dos veces milenaria de Sun Tzu El arte de la guerra, por Thomas Cleary, pone de relieve de modo inmediato uno de los textos clásicos chinos más importantes. No hay ahí ni una máxima fechada ni una descripción vaga. ‘Lo mejor es ganar sin pelear’, dijo Sun Tzu. Para él la guerra era inseparable de la vida. Imprégnense de este libro y podrán arrojar a la papelera todos esos libros contemporáneos sobre liderazgo y gerencia”.—Newsweek “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.”—NewsweekAbout the AuthorThe 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.