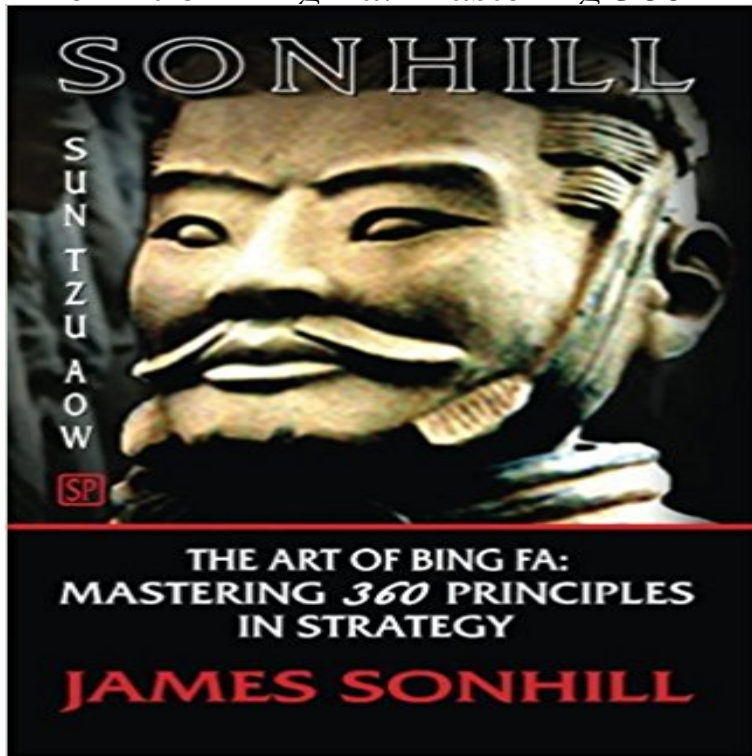


The Art of Bing Fa: Mastering 360 Principles in Strategy



The Art of Bing Fa, often known as The Art of War in many Western nations, is a classic treatise on strategy discovered and written by General Sun Tzu around twenty-five hundred years ago. It has had an extraordinary influence in the history of warfare. Many world-renowned military leaders such as Napoleon, Mao Zedong, Isoroku Yamamoto, Giap Nguyen Vo, and Douglas MacArthur claimed to have used principles from this classic treatise to maneuver their battlefields and achieve their victories. Beyond warfare, his timeless and profound strategy principles have been broadly applied in modern business, politics, and other competing arenas. As the world experiences more changes and becomes more integrated and more competitive, men and women from all industries are turning to this knowledge for inspiration and advice on how to strategically plan and advance their strategic position, how stay adaptive in order to survive, how to win and succeed, and more importantly how to achieve their goals and accomplish their corporate mission. Unquestionably, The Art of Bing Fa is the irresistible path to success. However, learning and trying to put this knowledge into practice is always challenging and time-consuming. This is because there has never been an easy learning system or process that is properly developed and innovated out of this sophisticated work of Sun Tzu until now. The Art of Bing Fa: Mastering 360 Principles in Strategy is a book designed to show learners how to develop a deep understanding of The Art of Bing Fa so that they can begin improving and advancing their position, starting from where they are now. This edition is complete and comprehensive by itself, even though it is one of the ten series that belongs to a grand collection known as Bing Fa Masterpiece Collection. Rather than based on an incomplete version in

simplified Chinese from China, this book is based on a complete compilation in traditional Chinese from Taiwan, making the translation in this edition more precise and comprehensive. The original work is reorganized and restructured systematically as well as well preserved to maintain the integrity of the original strategy system that consisted of designs and principles representing strategy formulas and equations. This book is the only book in the world that has 360 principles, making the entire strategy system easy to understand than ever. Each principle comes with an ID number which makes easy for making references. Main ideas and complex concepts and their interrelationship in each principle are identified and carefully discussed. In addition, each principle is thoroughly analyzed through modern contexts to show its hidden meaning and application. Each chapter begins with the Bing Fa Model and chapter introduction detailing the chapter role within the overall strategy system and all main themes that make up an entire chapter. While pursuing his DBA seven years ago, James Sonhill had realized the parallel between The Art of Bing Fa and the modern business world. This realization has helped him achieve his self-realization. Since then, he has made this philosophy his top priority because it gives him clarity of perspective, knowledge, and deep understanding of the complex world around him and also helps him unify both his academic experience and his real-world business experience. This book which aims to establish a new standard in the history of The Art of Bing Fa represents the most complete and comprehensive strategy system anyone can find anywhere in the world.

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