



Sun Tzu Strategies for Marketing: 12 Essential Principles for Winning the War for Customers

By Gerald A. Michaelson, Steven W. Michaelson

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Sun Tzu Strategies for Marketing: 12 Essential Principles for Winning the War for Customers, Gerald A. Michaelson, Steven W. Michaelson, This book presents winning marketing principles from the greatest strategist of all time. What can an ancient Chinese military genius teach modern businesspeople about winning the marketing war? Everything! In "Sun Tzu Strategies for Marketing", the bestselling author of "Sun Tzu: The Art of War for Managers" interprets the crafty general's classic battle strategies specifically for today's marketing professionals. Packed with brilliant insights that will help you apply this ancient wisdom in the modern world, this powerful new translation includes special notations that underscore the relevance of Sun Tzu's writings to marketing strategy. Gerald Michaelson restates these timeless ideas as 'the principles of the marketing war'. Each principle is illustrated with strategic and tactical applications drawn from the world's most successful marketing campaigns. These principles include: organization of intelligence - know your market as well as you know yourself; a secure position - occupy a position that cannot easily be taken by your opponent; surprise - gain psychological dominance and deny the initiative to your opponent; economy of force - assess...



[READ ONLINE](#)

[1.54 MB]

Reviews

Very useful to all of class of individuals. This really is for all those who state there had not been a worthy of looking at. I am just very happy to let you know that here is the finest ebook i have got go through within my individual daily life and might be the finest ebook for actually.

-- **Delores Mitchell PhD**

It is one of my personal favorite publications. It is actually really fascinating through reading through period of time. Its been printed in an extremely basic way in fact it is just after i finished reading through this ebook by which basically transformed me, change the way in my opinion.

-- **David Weber**