

Chapter 1

A DIFFERENT APPROACH TO THE BUSINESS WORLD: SUN TZU ART OF WAR

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INTRODUCTION

“The Art of War” is the most prestigious and impressive work in the history of war strategies. It was written by the famous philosopher and warrior Sun Tzu nearly 2500 years ago. The theories of the Art of War have been a perfect guide for all military leaders and strategists for decades and today, it also guides Asian businessmen, politicians and modern businessmen. Scientists in Japan have practiced Sun Tzu’s classical teachings with great success in the political and business life of the modern age and Sun Tzu’s famous doctrine “Winning the war without fighting is the greatest success” has played a major role on Japan’s success. The Art of War clarifies the outline of both personal and international strife and struggle in the unceasing competition in today’s business world. The main idea is “understanding and analyzing psychology, politics, physics of war and competition truly” gives superiority against opponents. When “The Art of War” is examined with great care, it can be seen that similar conditions can always be encountered in today’s business World. (Celary, 2010, p.5).

The Art of War which belongs to Sun Tzu, is the first military book appears in Chinese history. The principles which Sun Tzu detected, is very precious in business world too. The relationships between the strategic implementation and strategic control that Sun Tzu imposes must also be evaluated in the business world. Furthermore, Impacts of Sun Tzu’s principles on a firm which uses his principles as one of the key success factors, are also verified. As a result the adoption levels of Sun Tzu’s principles are highly connected to each other (Wu et al., 2004, p. 396).

CONCEPTUAL FRAMEWORK

Sun TZU’s Art of War

The philosophy of Sun Tzu is intended to make the conflict as unnecessary as it can. The famous master of the great master, “largest mastery is defeating the

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CONCLUSION AND DISCUSSION

The strategies applied in business and war are approximately the same. Both aim to achieve a specific goal. When reaching the goal, they combine with the basic principle of overcoming certain competitors. War strategies require experiences that have been in operation for centuries. It is necessary to benefit from these experiences in the business world which is similar.

The rules of business life have changed depending on economic, technological and social deviations. A new approach to market warfare is needed.

The organizational structure of the companies and competitive structure of armies are the same. The structure of disputes in the market environment should be taken into consideration. Learning military strategies that are proven successful in the case of war is of great importance and value for managers.

For many years, military organizations have taken many examples from business life. But nowadays, there are many things that companies can learn from military organizations in the business world, which resembles a competitive field. The organizations that will survive and succeed in the coming years will be the organizations that know the new rules of the market environment and will adapt to the new rules of war.

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