



Fernöstliche Kriegsstrategien für westliche Manager (German Edition)

Stefan Moch

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Das Buch richtet sich an alle Manager, Berater und Strategen und solche, die es werden wollen. Nach einem kurzen Rückblick auf die Entstehung der Strategie im Wirtschaftsleben, widmet sich der Autor den beiden asiatischen Militärstrategen Sun Tzu (Sunzi) und Musashi und Ihren Lehren. Behandelt werden nicht nur die beiden Originalschriften „Die Kunst des Krieges“ und „Das Buch der Fünf Ringe“ sondern auch sieben aktuelle Ratgeber internationaler Autoren.

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