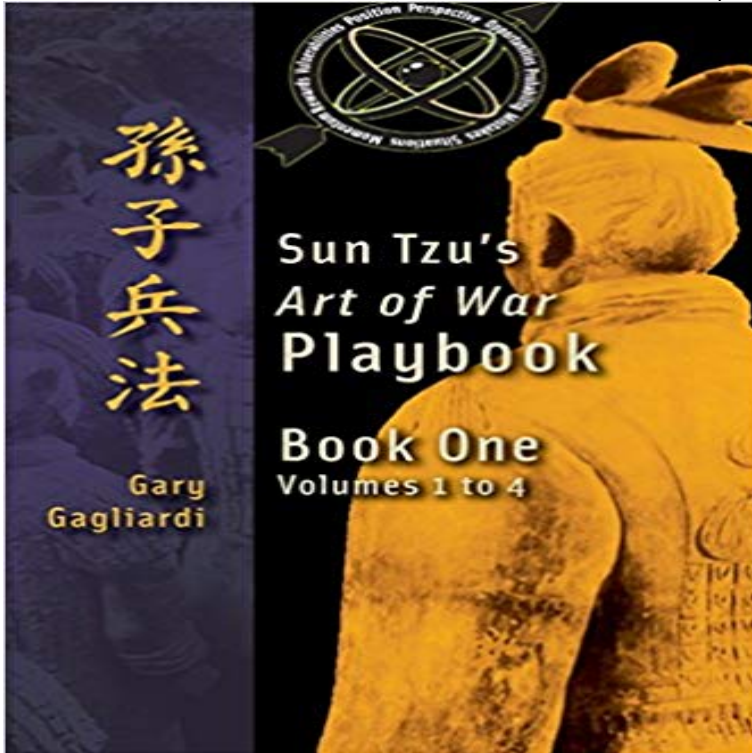


Book One: Sun Tzus Art of War Playbook: Volumes 1-4 (Volume 14)



This is Book One of Sun Tzus Art of War Playbook explaining the principles of Sun Tzus strategy. It contains the first four volumes of the work (115 articles) explains 1) comparing strategic positions, 2) developing strategic perspective, 3) identifying hidden opportunities, and 4) leveraging the probability of successful competitive projects and campaigns. The Playbook itself is the culmination of over a decade of work breaking down Sun Tzus principles into a series of step-by-step practical articles by the Institutes multiple award-winning author and internationally recognized Art of War expert, Gary Gagliardi. The work explains the concepts in the verses of Sun Tzus classic on strategy in detail, explaining the situations to which they apply the steps in Sun Tzus system for using them with examples from modern competition. While the original Art of War was originally written for military generals who understood the philosophical concepts of ancient China, our Art of War Playbook is written for todays readers and provide enough descriptive material so that Sun Tzus ideas can actually be used in everyday life. The Art of War Playbook puts Sun Tzus ideas into everyday, practical language as a book of instruction. Because of its size and detail, the Playbook is published in nine volumes. This book contains the first four volumes, which are available individually. Book Two contain the final five. The topics covered in this book are listed below:

- Strategic Positioning
- Position Paths
- 3 Position Dynamics
- 4 Defending Positions
- 4 Subobjective Positions
- 5 Competitive Landscapes
- 6 Exploiting Exploration
- 6 Position Complexity
- Elemental Analysis
- Competitive Comparison
- Element Scalability
- The External Environment
- Climate Shift
- Ground Features
- Competing Agents
- Command Leadership
- 1. Group Methods
- Mission Values
- Shared Mission
- Types of Motivations

Shifting Priorities Competitive Power
Team Unity Goal Focus Progress Cycle
Creation and Destruction The Adaptive
Loop Cycle Time Probabilistic Process
Competition and Production Production
Comparisons Developing Perspective
Information Value Information Limits
Leveraging Uncertainty Strategic
Deception Surprise Information Gathering
Personal Relationships Mental Models
Standard Terminology Personal
Interactions Action and Reaction Reaction
Unpredictability Likely Reactions Using
Questions Infinite Loops Promises and
Threats Contact Networks Ground
Perspective Climate Perspective
Command Perspective Methods
Perspective Mission Perspective The Big
Picture Knowledge Leverage Information
Secrecy Identifying Opportunities
Strategic Economics Resource Limitations
Strategic Profitability Conflict Cost
Openings Unpredictable Value Time
Limitations Opportunity Creation
Environmental Dominance Opportunity
Invisibility Complementary Opposites
Emptiness and Fullness Dynamic Reversal
Opening Matrix Tool Opportunity
Resources Dis-Economies of Scale Unity
Breakdown Opportunity Fitness Reaction
Lag Strength and Weakness Leveraging
Subjectivity Redefining the Comparison
Strategic Matrix Analysis Leveraging
Probability Future Potential Choosing
Non-Action Leveraging Form Tilted
Forms Fluid Forms Soft Forms Neutral
Forms Strategic Distance Physical
Distance Intellectual Distance
Opportunity Surfaces Surface Area
Surface Barriers Surface Holding Power
Six Benchmarks Spread-Out Conditions
Constricted Conditions Barricaded
Conditions Wide-Open Conditions Fixed
Conditions Sensitive Conditions
Competitive Weakness Command
Weaknesses Group Weaknesses Climate
Support Opportunity Mapping Glossary
of Key Concepts

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