



El arte de la guerra. (Spanish Edition)

Sun Tzu

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El Arte de la Guerra es el tratado de estrategia militar más antiguo del que se tenga registro. Escrito alrededor del año 500 a.C. descubre los secretos de la logística y el armamento, reseña los sistemas de mando, explica las llaves de la comunicación y las claves de la disciplina, diferencia los niveles de rango y, sobre todo, establece pautas de estrategia innovadoras que aún hoy siguen vigentes. Sus enseñanzas van más allá del concepto literal de “guerra”. Para Sun Tzu es exitoso quien alcanza las metas que se fija sin devastar ni avasallar. Triunfa el que elabora una táctica para conseguirlo, aprovecha su oportunidad, acepta sus debilidades y reconoce sus fortalezas. Estos pensamientos dieron origen a la aplicación de la filosofía de El Arte de la Guerra en cuestiones dedicadas a la empresa y a la superación personal. Las palabras de Sun Tzu son leídas en la actualidad como un manual de comportamiento que permite vencer los obstáculos que se nos presentan en distintos ámbitos de la vida, a fin de alcanzar la victoria y ejercer el dominio sobre quienes pretenden alejarnos del camino del éxito.

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