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Vous avez entendu parler de *l'Art de la guerre* de Sun Tzu et vous souhaitez en savoir plus ? Cette lecture de *l'Art de la guerre*, qui s'appuie sur les travaux des meilleurs sinologues, permet d'acquérir une connaissance fine du texte de Sun Tzu.

Vous souhaitez assimiler ce qui fait le succès de *l'Art de la guerre* auprès des dirigeants depuis 2500 ans ? Ce livre présente de façon simple l'état d'esprit qui permet « d'édifier la configuration victorieuse », c'est-à-dire de prendre les « bonnes » décisions pour guider l'entreprise et ses troupes vers la victoire.

Vous souhaitez appliquer ces principes au quotidien en entreprise ? Ce livre propose une démarche pour guider le dirigeant et une matrice d'analyse stratégique en cinq facteurs.

Outil pratique de stratégie d'entreprise, cet ouvrage démontre avec brio toute l'efficacité et la modernité de *l'Art de la guerre*.

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