

El arte de la guerra (Spanish Edition)



En esta época en que tantas personas creen que la solución a los problemas del siglo XXI es la violencia, esta obra es importante y necesaria, no porque sus reflexiones sean una invitación a practicar la guerra, sino porque para Sun Tzu la guerra es algo más que la simple fuerza bruta y la irracionalidad de la destrucción. Se trata del arte de evitar los conflictos: requiere de una sabiduría mayor, pero sobre todo, exige de nuestra parte una gran sensibilidad para detectar cuáles son las exigencias que nos demanda la armonía universal. Hoy en día, la filosofía de El arte de la guerra ha ido más allá de lo estrictamente militar, para aplicarlo a los negocios, los deportes, la diplomacia y el comportamiento personal. El objetivo de las estrategias es poner de nuestra parte las condiciones más favorables, juzgando el momento preciso para atacar o retirarse, y siempre evaluando correctamente los límites del combate. The Art of War is one of the oldest and most successful books on military strategy. It has had an influence on Eastern military thinking, business tactics, and beyond. Sun Tzu suggested the importance of positioning in strategy and that position is affected both by objective conditions in the physical environment and the subjective opinions of competitive actors in that environment. He thought that strategy was not planning in the sense of working through an established list, but rather that it requires quick and appropriate responses to changing conditions. Planning works in a controlled environment, but in a changing environment, competing plans collide, creating unexpected situations.

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