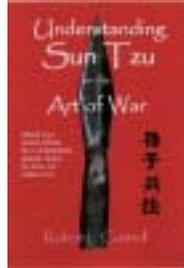


Sun Tzu Quotes for Marketing Competition

Derived From the book *Understanding Sun Tzu on the Art of War*



Sun Tzu said:

- I. So in war, then, let a victory be your main objective, not the conduct of lengthy and costly campaigns.
- II. As a rule of war, if our forces outnumber the enemy's forces by ten to one, surround him; if by five to one, attack him; if by two to one, divide his army in two. If equally matched, offer battle; if slightly inferior in numbers, avoid his main force; if quite unequal in every way, elude him.
- III. In the practice of the art of war, it is best to take the enemy's country whole and intact. To shatter and destroy his country is inferior to this way. So, too, it is better to capture an army intact than to destroy it, better to capture a regiment, a detachment or a company intact than to destroy them.
- IV. Thus it is that in war the victorious strategist seeks battle after the victory has been won, whereas he who is destined to defeat first fights and afterwards looks for victory in the midst of the fight.
- V. When he uses his combined force, his soldiers become like rolling logs or stones. For it is the nature of a log or stone to remain motionless on level ground, and to move when on a slope; if four-cornered, to come to a standstill, but if round-shaped, to go rolling down. Thus the military force developed by good soldiers is like the momentum of a round stone rolling down a mountain thousands of feet high.
- VI. Let your rapidity be that of the wind, your appearance imposing as a great forest.
- VII. To make yourself invulnerable to defeat lies in your own hands, but the enemy himself must provide you with the opportunity to defeat him.
- VIII. If you know the enemy and know yourself, your victory will not stand in doubt; if you know Heaven and know Earth, you may make your victory complete.
- IX. Walk in the path defined by rule, and accommodate yourself to the enemy until you can fight a decisive battle. At first, then, exhibit the coyness of a maiden, until the enemy gives you an opening; afterwards emulate the rapidity of a running hare, and your enemy will find it too late to oppose you.
- X. Do not move unless you see an advantage; do not use your troops unless there is something to be gained; do not fight unless the contested position is critical.

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