



Sun Tzu for Women: The Art of War for Winning in Business

By Becky Sheetz-Runkle

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For twenty-five centuries, men have used Sun Tzu's classic *The Art of War* as a guide to conflict. In recent years, it's been a guide to climbing the corporate ladder. But this book shows that there are more paths to winning than frontal assault. You can learn from the ancient Chinese strategist how to apply the feminine principle to the business world--and win every time.

Whether it's relying on networking skills to win allies or maneuvering to gain a decisive advantage, the author shows through dozens of case studies from prominent women in business how to overcome the odds, defeat opponents, and forge successful careers.

The tenets of Sun Tzu lend themselves to women's natural strengths in diplomacy and relationship-building. With this interpretation, you'll learn to leverage these valuable assets to trump your male colleagues every time.

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Editorial Review

Review

See what accomplished professionals and business leaders are saying about the book @ suntzuforwomen.com/endorsements/

"A must read...Sun Tzu for Women" shows how core attributes from the classic "The Art of War" can guide women climbing the corporate ladder.

-Today's Chicago Woman

"After reading many books (mostly business-oriented) that interpret Sun Tzu's principles, we've finally found one we can recommend (to men as well as women!) This book contains all of the essential wisdom of the original text - but is way more easy and interesting to read."

-Good Works Book Club

"The author takes Sun Tzu's strategies and tweaks them so they are more female-friendly. While that may sound sexist, it's actually the opposite. The result is a book that provides dozens of straightforward tips on how to be more successful in business, and to understand more completely what your competition is doing and -- best of all -- how to beat them at their own game." -Times Union

"Whether it's relying on networking skills to win allies or maneuvering to gain a decisive advantage, the author shows through dozens of case studies from prominent women in business how to overcome the odds, defeat opponents, and forge successful careers." -The Lipstick Journal

About the Author

Becky Sheetz-Runkle is cofounder and vice president of client services at Q2 Marketing. She is also a regular contributor to the Technology MarketingBlog. A 9th-Degree Black Belt in Sho Bushido Ryu Jujitsu, she holds black-belt ranks in three other martial arts.

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