

Hide A Dagger Behind A Smile - Kaihan Krippendorff

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Today's global economy is a battleground. To survive and thrive, you'll need every weapon you can get. Microsoft, Sony, and Starbucks use business practices based on the ancient Chinese military text "The Thirty-Six Stratagems" and now you can, too. Author Kaihan Krippendorff explains how to apply each stratagem to make your business profits soar, such as: Stratagem #1-Kill with a Borrowed Knife: Indirect attacks on your adversaries can catch them off guard. Stratagem #19-Watch the Fire on the Other Shore: Companies that temper power with patience will be more competitive in the long run. Stratagem #33-Hide a Dagger Behind a Smile: Threatened adversaries resist-trusting ones do not. With Hide a Dagger Behind a Smile, you can take on your competitors and win one battle at a time. Author: Krippendorff, Kaihan Publisher: Platinum Press Illustration: N Language: ENG Title: Hide a Dagger Behind a Smile Pages: 00304 (Encrypted PDF) On Sale: 2010-10-30 SKU-13/ISBN: 9781598693805 Category: Business & Economics : International - General

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