



Some Twenty-Five Hundred Year Old Advice For Today's Strategists

The Council presents as apt strategic thinking for the 1980's the ageless themes of SUN TZU, Chinese strategist who wrote on these matters around 500 B.C.:

Goals of a Sound Strategy

- Attain objective without fighting.

"The acme of excellence is not the winning of a hundred victories in a hundred battles but rather to subdue the armies of the enemy without fighting."
- Render the opponent's strategy inoperative:
 - by counter-moves in the field.
 - by exposing it to common knowledge.

Strategy Imperatives

- Know yourself.
- Know your enemy.
- Know strategy.
- Know the value of retaining the initiative.
- Know how to achieve harmony before employing strategy.
- Know how to strike at weak points while evading strong points.