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The Art of War for Small Business: Defeat the Competition and Dominate the Market with the Masterful Strategies of Sun Tzu

By Becky Sheetz-Runkle



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Sun Tzu's ancient *The Art of War* has inspired military, political, and business leaders across the world with its brilliant strategies for prevailing against opponents. At the core of this classic treatise is the message that sledgehammer approaches can backfire, and size alone does not guarantee wins. Strategy, positioning, planning, leadership--all play equally significant roles, making Sun Tzu's teachings perfect for small business owners and entrepreneurs entrenched in fierce competition for customers, market share, talent . . . for their very survival.

The Art of War for Small Business is the first book to apply Sun Tzu's wisdom to the small business arena. Featuring inspiring examples of entrepreneurial success, the book's 12 timeless lessons reveal how to:

- Choose the right ground for your battles
- Prepare without falling prey to paralysis
- Leverage strengths while overcoming limitations
- Strike competitors' weakest points and seize every opportunity
- Focus priorities and resources on conquering key challenges
- Go where the enemy is not
- Build and leverage strategic alliances

Big companies may deploy overwhelming forces, but small companies can outsmart, outmaneuver, and outstrategize larger adversaries to capture crucial sectors, serve unmet needs, and emerge victorious.



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The Art of War for Small Business: Defeat the Competition and Dominate the Market with the Masterful Strategies of Sun Tzu By Becky Sheetz-Runkle Bibliography

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Sun Tzu's *The Art of War* has inspired leaders across the world with its brilliant strategies for prevailing against opponents, no matter how big or intimidating. Strategy, positioning, planning, leadership--all are pivotal for beating stronger, better-funded adversaries. Small-business owners fighting for market share can similarly beat bigger businesses--including industry powerhouses. And now, filled with examples from innovative small businesses, *The Art of War for Small Business* translates Sun Tzu's classic treatise into 12 powerful lessons, revealing how to:

* choose the right ground for your battles * prepare without falling prey to paralysis * strike your competitors' weakest points * focus resources on conquering key challenges * go where the enemy is not * consolidate victories * build and leverage strategic alliances * and more.

Large companies may deploy overwhelming forces, but small, nimble ones can outsmart, outmaneuver, and outstrategize competitors--*The Art of War for Small Business* will help you capture crucial sectors and emerge victorious.

Advance Praise for *The Art of War for Small Business*:

"If Sun Tzu were an entrepreneur today, *The Art of War for Small Business* is the book he would have written. Learn the lessons of the master here and beat your competition!" -- **Mark McNeilly, author of *Sun Tzu and the Art of Business***

"Sheetz-Runkle's book packs a one--two punch. Intellectually it untangles Sun Tzu's strategic wisdom, and pragmatically it gives examples that will surely trigger ideas to apply to your company. There are books you read once or twice, and there are the rare few you keep on your desk within reach. I believe you will reach for *The Art of War for Small Business* often." -- **Thomas Huynh, founder of Sonshi, educational resource for Sun Tzu's *The Art of War***

BECKY SHEETZ-RUNKLE is a strategic marketer, speaker, and martial artist, and the author of *Sun Tzu for Women*.

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