



# The Art of War Plus The Art of Politics: Strategy for Campaigns

*Mr. Gary J Gagliardi, Mr. Shawn` R Frost, Mr. Sun Tzu*

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Two books in one. This book contains the complete award-winning translation of Sun Tzu's *The Art of War* plus its line-by-line adaptation, *The Art of Politics*, applying Sun Tzu's proven principles to winning campaigns. The two versions, the original text and its application to politics, are shown side-by-side, line-by-line. The purpose of this book is to introduce those involved in political campaigns to the strategic principles of Sun Tzu's *The Art of War* and their use in politics. In Sun Tzu's view, success goes not to the most aggressive but to those who best understand their situation and what their alternatives really are. When you have mastered Sun Tzu's system of strategy, you will be able to almost instantly analyze political situations, spot political opportunities, and make the appropriate decisions. This book addresses a range of challenges, including evaluating your supporters and voters, planning a campaign, adjusting to the local voters' specific needs, diagnosing a voter's behavior, and so on.

## Sample Text (Chapter One, Stanzas 1-2)

*Sun Tzu said: This is war. It is the most important skill in the nation. It is the basis of life and death. It is the philosophy of survival or destruction. You must know it well.* The campaigner hears: This is politics. It is the most valuable skill in any nation. It is the source of a nation's wealth or poverty. It is a course to success or disaster. You must study politics seriously. *Your skill comes from five factors. Study these factors when you plan war. You must insist on knowing your situation. 1. Discuss philosophy. 2. Discuss the climate. 3. Discuss the ground. 4. Discuss leadership. 5. Discuss military methods.* Using five factors determines your political success. Consider all these factors when you analyze a given political race. You use them to know your political position: 1. Talk about your political philosophy. 2. Talk about the changing political trends. 3. Talk about the politics of the geographical area. 4. Talk about each politician's talents. 5. And talk about your campaign process.

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