ABSTRACT

Various studies relating the application of Sun Zi’s *Art of War* to business practices have been undertaken. But, the idea of an analogy between the two has always been mistaken or misused due to the lack of acquaintance in either the meaning of Sun Zi’s book or the actual situation of business world. This study represents an attempt to investigate the true spirit behind the Sun Zi’s *Art of War* (孙子兵法), the analogy between the strategies in military and business, and the application of Sun Zi’s military strategies in business practices. Chapter 1 discusses the various studies in this topic by some other authors, and my comments in their researches in Sun Zi’s *Art of War*. Basically, they are two groups of researchers, the first group who is very familiar with the western management studies and tends to build up his western management model by using some words and phrases from Sun Zi’s book without understanding the actual meaning; while the other group may be familiar with Sun Zi’s military principles but has no management knowledge, and is not able to build up any management model from Sun Zi’s book. And, almost none of the researchers have been in the actual business world before; this causes some funny conclusions in their researches here and there. Chapter 2 describes the biography of Sun Zi, the researches on him and his book by some authors. In this chapter, I basically gather the opinions from some of the famous researchers in China, and present a true picture of Sun Zi’s whole life. Chapter 3-10 is an examination of the analogy of Sun Zi’s military strategies and the current business practices. Chapter 3 is trying to reveal the basic similarity and difference in war and business. The basic principle in Sun Zi’s book, ie "caution" is discussed in Chapter 4. And, the 4 aspects of "caution"; ie the system of auditing and comparison, the system of benefits considerations, the system of information management, and the flexibility of military strategies have been thoroughly and separately discussed in Chapter 5 to 9. Chapter 10 analyses various business grounds and the strategies of Sun Zi to be used. The last Chapter summarises the discussions on this topic, basically the discussions on the applications of the 4 main principles of Sun Zi’s military strategies in the business world. And, in the conclusion, I have also discussed how should the direction of this research be in the forthcoming future.