

# Contents

## The Art of War <sup>Plus</sup>

### The Art of Small Business

	Foreword: Using This Book .....	9
	Introduction: Sun Tzu's Basic Concepts ...	19
1	Analysis .....	25
	Business Planning .....	27
2	Going to War .....	37
	Making a Profit .....	39
3	Planning an Attack.....	47
	Developing a Focus .....	49
4	Positioning.....	57
	Marketing.....	59
5	Momentum .....	67
	Continual Improvement.....	69
6	Weakness and Strength .....	77
	Problems and Solutions .....	79
7	Armed Conflict .....	91
	Making Sales.....	93
8	Adaptability .....	103
	Adjusting to the Customer .....	105
9	Armed March.....	111
	Growing Your Business.....	113
10	Field Position .....	129
	Customer Relationships .....	131
11	Types of Terrain .....	145
	Stages of Business .....	147
12	Attacking with Fire .....	169
	Improving Productivity.....	171
13	Using Spies .....	179
	Using Information .....	181