

# Contents

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

	What Is Warrior Marketing? .....	9
1	Analysis .....	25
	Research.....	27
2	Going to War .....	37
	Targeting.....	39
3	Planning Attacks.....	47
	Focus .....	49
4	Positioning.....	57
	Branding.....	59
5	Momentum .....	67
	Creativity.....	69
6	Weakness and Strength .....	77
	Needs and Satisfaction.....	79
7	Armed Conflict .....	91
	Communication.....	93
8	Adaptability .....	103
	Resilience.....	105
9	Armed March.....	111
	Campaigns .....	113
10	Field Position .....	129
	Opportunities .....	131
11	Types of Terrain .....	145
	Stages .....	147
12	Attacking With Fire .....	169
	Desires.....	171
13	Using Spies .....	179
	Intelligence.....	181
	Index of Topics in <i>The Art of War</i> .....	190