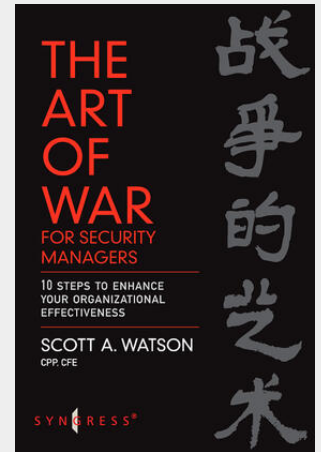


Watson

The Art of War for Security Managers

10 Steps to Enhancing Organizational Effectiveness

The classic book The Art of War (or as it is sometimes translated, The Art of Strategy) by Sun Tzu is often used to illustrate principles that can apply to the management of business environments. The Art of War for Security Managers is the first book to apply the time-honored principles of Sun Tzu's theories of conflict to contemporary organizational security. Corporate leaders have a responsibility to make rational choices that maximize return on investment. The author posits that while conflict is inevitable, it need not be costly. The result is an efficient framework for understanding and dealing with conflict while minimizing costly protracted battles, focusing specifically on the crucial tasks a security manager must carry out in a 21st century organization.



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