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# The Art of War for Women

Sun Tzu's Ancient Strategies and Wisdom for Winning at  
Work

**By Chin-Ning Chu**

**Forget everything you *think* you know about strength, strategy and success. This brilliant adaptation of the ancient masterpiece *The Art of War* shows women how to use Sun Tzu's philosophy to win at every aspect of life.**

Would you like to transform your weaknesses into strengths? Succeed at work without compromising your ethics? Integrate your style and personal philosophy into every action you take? If so, this book is for you. In *The Art of War for Women* (Currency Doubleday, April 10, 2007, \$21.95) internationally renowned speaker and bestselling author Chin-Ning Chu brings the eternal wisdom of philosopher-general Sun Tzu to women looking to gain a better understanding of who they are – and, more importantly, who they want to be.

In the West, when we think of war, we imagine battle, casualties, brutality. But Sun Tzu, the man who wrote the Art of War some 2,500 years ago, was Chinese, and the Chinese think of war differently than we do in the West. To them, war does not revolve around fighting. It is about determining the most efficient way of gaining victory with the least amount of conflict.

That's why Sun Tzu's *Art of War* is particularly appropriate for women. Let's face it, even some of the most intelligent and accomplished women are uncomfortable with direct confrontation or

situations where their triumph means someone else's defeat. Women are natural negotiators and problem solvers; most prefer win-win situations to those in which winner-takes-all.

But there is another reason *The Art of War* is particularly appropriate for women. Although Sun Tzu's book is about the application of strategies, every one of those strategies begins with having a deep understanding of the people and the world around you. They also require to understand yourself – your strengths and weaknesses, your goals and fears. In other words, the aim is not to apply a series of rules coldly and dispassionately, but rather to integrate yourself and your unique talents into the strategies you will employ.

This is not a feel-good book. (But you will feel good after reading it.) It is not a motivational book. (But you will be motivated to achieve what you want, once you are done.) Ultimately, its purpose is to provide women with the strategies they need to overcome the obstacles that stand in the way of their goals and dreams.

Sun Tzu's *Art of War* is the most influential book on strategy ever published, selling tens of millions of copies worldwide in several editions. Written by one of today's foremost authorities on Sun Tzu, *The Art of War for Women* is sure to become a classic in its own right.

#### **About the Author**

**MS. CHIN-NING CHU**, an internationally renowned speaker and the bestselling author of *Thick Face, Black Heart*, is a descendant of Chu Yuan-Zhang, the pauper who became the first Emperor of the Ming Dynasty by defeating the descendant of Genghis Khan. The president of Asian Marketing Consultants, Inc., chairperson of the Strategic Learning Institute, and president of Neuroscience Industries, Inc., she was a major contributor to the Discovery Television Great Book series on *The Art of War*, aired on the Learning Channel.

Chin-Ning Chu's web site is <http://www.chinningchu.com>

#### **The Art of War for Women**

By Chin-Ning Chu

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# Suggested Questions for

## Ms. Chin-Ning Chu The Art of War for Women

1. You took on quite a challenge when you decided to adapt Sun Tzu's *The Art of War*. How did you overcome the difficulty of interpreting this masterpiece and making it your own?
2. You argue that in order to understand Sun Tzu's strategies, you must first understand *yourself*. Can you explain what you mean by that?
3. You believe that it is possible for women to "have it all." How can women use Art of War strategies to achieve work/life balance?
4. Is it really possible to transform our weaknesses into strengths? How?
5. How can women use Art of War strategies to deal with bad bosses?
6. What strategies can be used to overcome office jealousy?
7. Why did you direct your book specifically towards women?
8. You said it yourself on page 6, Tzu's *The Art of War* is a tough read. How did you break down your book to make it easy to understand?
9. How can you get promoted without trying too hard?
10. You say, "Your first line of defense and offense is your style of dress." How can women use their personal style to help them achieve their career objectives?
11. You tell readers that if they want to get promoted they need to start thinking about their "personal bottom line." What do you mean by this?
12. You encourage readers to embrace all their moods, even the bad ones – can you explain how to turn a negative mood into a positive experience?
13. In your book, you reveal the five elements of Art of War strategy that will determine the success of any action that we take. How can we use these elements to become better decision-makers?
14. What are some dangerous faults that will cause you to fail?
15. You reveal that one of the most powerful traits women share is our ability to endure hardships. Can you explain how endurance can help us get ahead in corporate America?
16. You believe that we have reached a point in history where women's leadership is absolutely essential. Why are women such natural and effective leaders?

# About Ms. Chin-Ning Chu

Author of *The Art of War for Women*

**Chin-Ning Chu** is a descendant of the pauper who became the first Emperor of the Ming Dynasty. At the age of ten, her father began to teach her strategies by reading from the text of the ancient Chinese art of war classics. In high school, she became a novice at a Catholic convent until her father dragged her home. At college, while a full-time student, she worked as a television actress and then as a marketer for one Taiwanese and two European pharmaceutical companies. Being a natural-born entrepreneur with superb sales abilities, her earnings at the time were triple that of her professors.

Today, Chin-Ning is one of the foremost speakers on the practical application of Sun Tzu's Art of War and a promoter of strategic thinking as the core competency among leaders of government and corporations worldwide. She collaborated with Discovery Television and the U.S. Library of Congress on the production of their Great Books Series: Sun Tzu's Art of War.

Chin-Ning is a number one best-selling author throughout Asia and Australia where her books have out-sold Hillary Clinton and Tony Robbins. With translations into seventeen languages and readers in over 60 countries, she includes a number of influential political and business leaders like A. G. Lafley, President of Procter & Gamble; Dr. Mahathir, the Prime Minister of Malaysia; James Baker, U.S. Secretary of State; John Major, Prime Minister of England.

Her work is highly praised by the media across five continents including USA Today, Business Week, the United Kingdom's Financial Times, China's People Daily, Australia's Financial Review and Brazil's ISTO E. When the world encountered collisions such as the caning incident in Singapore, CNN's CrossFire turned to Chin-Ning for understanding. As North Korea provoked the U.S. in their threat of nuclear escalation, Chin-Ning debated both Senator John Kerry and General Scowcroft and, against their arguments, predicted the correct outcome on Larry King Show. When China, Japan and the U.S. were facing trade and political conflicts, The O'Reilly Factor on Fox News came to Chin-Ning for solutions.

Besides being an outstanding author and speaker, an Eastern philosopher and historian, a marketer, a sales warrior, a business and political consultant, and the Master Strategist, she is also an accomplished fashion designer, classical music historian, opera singer, actress and filmmaker.

She is the president of the Strategic Learning Institute, president of Asian Marketing Consultants, Inc. and chairperson of NeuroScience Industries, Inc. Recently, Chin-Ning's name was listed among the all-time Success Writers by the prominent British/U.S. publisher, Nicholas Brealey Publishing. On the cover of the book "50 Success Classics," Chin-Ning Chu is presented with such notables as Benjamin Franklin, Napoleon Hill, Sun Tzu and Andrew Carnegie. For more information, please visit Chin-Ning Chu's web site at <http://www.chinningchu.com>

# Six Steps to Improve Your Personal Timing

A proficient warrior seeks victory by employing opportune timing

**The Art of War for Women by Chin-Ning Chu**

- 1.) Notice the signals of timing hidden all around:** An idea whose time has almost come gives subtle – but unmistakable – hints, often even leaving behind a physical trail of its presence.
  
- 2.) Be in tune with the timing of potential partners:** If you are making a sales call or presenting a business proposal, it is best to avoid your customers' busy times.
  
- 3.) Be aware of the relationship between your objective and your timing:** When you are not aware of how long it will take to achieve your objective, you're like a farmer constantly pulling crops up by the root to see how fast they are growing. You need a realistic understanding of how long it will take to achieve your objective.
  
- 4.) Use your intuition to improve your timing:** Timing is closely associated with intuition, that gut feeling that you cannot necessarily explain but that invariably leads you to the right decision. If we can tap our intuition, it can certainly help us detect the "rightness" of our timing.
  
- 5.) Back up your situation with data and planning:** Planning is the key to success. Until you are absolutely certain of your instincts, you should plan on researching and gathering solid data to back up your intuition.
  
- 6.) Use common sense:** Always check which way the wind is blowing before you attempt to introduce a new idea at work.

# Eight Ways to “Repackage” Womankind

## The Art of War for Women by Chin-Ning Chu

Women have been “marketed” as inferior and unholy and represented by every demeaning symbol mankind could dream up... It is now up to us to “repackage” ourselves.

- 1.) **Women are creators of beauty:** Women need to repackage themselves as the representatives of beauty, order, and cleanliness here on earth. The world needs a feminine touch.
  
- 2.) **Women are the keepers of the light and humanity:** The light of humanity is expressed through woman’s love, caring, and nurturing. Now, in the twenty-first century, the Women’s Century, these positive qualities are ever more important in the business world as we move from a vicious cutthroat era to one of cooperation.
  
- 3.) **Women don’t give up:** Women need to call on their power of perseverance when things are not going their way.
  
- 4.) **Women are more sensible than men:** Common sense is the most important business tool when making the decisions that guide our everyday actions.
  
- 5.) **Women are intuitive:** The effectiveness of Sun Tzu’s *Art of War* is closely tied to the individual’s intuitiveness. Women are naturally intuitive.
  
- 6.) **Women are the guardians of Mother Earth:** There are three essential forces at work in the universe: destruction, creation, and sustaining power. Men have thus far shown their immense talent for destruction. Together, men and women create new life. But it has always been up to women to sustain and nurture life in all forms. Women put forth the necessary mental and physical energy to sustain our earthly environment. Now we will use this same power to sustain our economic environment.
  
- 7.) **Women are strong:** It’s time to stop thinking about strength in purely masculine terms. We need to fight to change the very definition of “strength,” which, until now, has been seen mostly as a masculine characteristic.
  
- 8.) **Women are competitive:** Many believe that because women are by nature more compassionate and sensitive, that they are not competitive. But that is not true. The problem isn’t that they are not competitive; the problem is that, until recently, women have not been *allowed* to compete.

## Advanced Praise

### THE ART OF WAR FOR WOMEN

Chin-Ning Chu

"I know exactly what it's like to live and work as a woman in a man's world. I also know exactly what women are capable of when we put our minds to it, because 'I'm every woman.' This book reveals how to turn your dreams into reality no matter what obstacles stand in your way."

--Chaka Khan

"If ever there was a time in our history when women's leadership was essential that time is now -- and *The Art of War for Women* provides a blueprint for how women can step confidently and courageously into the leadership zone."

-- Dr. Lois Frankel

Author of *See Jane Lead* and *Nice Girls Don't Get the Corner Office*

"A must read for working women who want to take a holistic, high road approach to building their careers."

-- Kathi Elster

Co-author of *Working With You Is Killing Me*

"Chin-Ning Chu effectively communicates ancient pearls of wisdom through a clear contemporary lens."

-- Katherine Crowley

Co-author of *Working With You Is Killing Me*

"Filled with practical strategies for negotiating with co-workers, clients, children, husbands and bosses...it turns out that 2500-year-old Chinese warrior wisdom supports women who want to compete without conflicts, combine kids and careers, and turn misperceived weaknesses into strengths at work and home."

-- Leslie Morgan Steiner

*Mommy Wars* editor & online columnist for *The Washington Post's* "On Balance"

"We've all witnessed the consequences of interpreting *The Art of War* from a strictly male point of view. *The Art Of War For Women* offers a more intelligent design for empowering humanity to use the Art of Cooperation as the antidote to the militaristic violence so pervasive in today's world. A must read!"

-- Linda K. Bolliger

Founder, Chair & CVO, Boardroom Bound®

"This is the most clever, practical, and powerful philosophical and practical self improvement book I have ever read. It helps me confirm that it is not only possible but advisable for a career women to be beautiful while being powerful. If one describes man's power as a knife -- sharp and effective -- then women's power can be considered as water: gentle and erosive."

-- Dr. Danyi Zhang

Director, CV & Metabolism Pharmaceutical Research Institute, Bristol-Myers Squibb

"Powerful and fascinating. It really is a book about winning, and doing so in a way where the achievement is not only shared, but becomes a way to build upon that success and do even more... Anyone who wants to be successful needs to read this book. It is destined to become a classic."

--Lynne Cox

Author of *Swimming To Antarctica* and *Grayson*