



Memancing Harimau Turun Gunung: 36 Strategi Perang Cina Kuno

Gao Yuan , Setiawan Abadi (editor)

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Judul asli : Lure the tiger out of the mountains

Mengungkapkan sekaligus menafsirkan beberapa rahasia dari timur - 36 Strategi Perang Cina Kuno - bagi kalangan bisnis serta pembaca pada umumnya.

Memancing Harimau Turun Gunung: 36 Strategi Perang Cina Kuno Details

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Nanny SA says

Kisah klasik tentang kebijakan Cina kuno telah banyak didengar orang walaupun belum banyak yang memahaminya. Buku ini mengungkapkan dan menafsirkan tentang -36 Strategi Perang Cina Kuno- yang dapat bermanfaat memahami dinamika perang politik, sejarah, bisnis, dan hubungan manusiawi dalam kehidupan sehari-hari.

Dalil utama dari raja-raja perang Cina : *Bila kekuatan senjata tidak dapat menyelesaikan masalah, akal buluslah yang akan menyelesaikannya, sementara itu perpaduan keduanya memberikan hasil yang lebih besar lagi.*

Siasat 1

MAN TIAN GUO HAI - Mengecohi Langit Menyebrangi Lautan

Orang cenderung mengabaikan hal yang biasa dijumpai. Inilah asas di belakang siasat ini.

Dalam peribahasa Cina : *Pemandangan yang sering dijumpai tidaklah menarik perhatian*

Siasat ini sering berhasil karena orang menyangka rahasia akan disembunyikan padahal rahasia sering tersembunyi dalam keterbukaan.

Contoh Siasat Mengecohi Langit menyeberangi lautan "

- Modifikasi produk yang tidak pernah diduga oleh para konsmen yang setia ; ketika Penjualan MSG tidak bagus para produser memperbesar lubang-lubang kecil dibotolnya dari diameter 1 mm menjadi 1,5 mm. Siapa kah yang setiap hari menggunakan botol itu pernah mebayangkan lubang-lubang kecil itu diperbesar diam-diam, dan berhasil mendongkrak penjualan sampai 50 %.

- Para orang tua yang terus menerus mengomeli anaknya tentang tugas, PR atau perilaku mereka akan menimbulkan kemasabodohan, sedngkan bila mengajukan tuntutan yang selektif terhadap anak dapat benar-benar mencapai hasil.

- Dalam kehidupan sehari-hari mengikuti pola kehidupan yang dapat diperkirakan dapat memberikan kenyamanan bagi anda maupun teman dekat anda, tapi melakukan sesuatu yang tidak terduga merupakan cara yang baik untuk menimbulkan gairah dalam suatu hubungan yang tampaknya akan layu..

Coba deh :)

Anthony Tenaglier says

I always enjoy analogies as a way to drive meaning towards a point. great little book that does just that with ancient Chinese wisdom for stress and challenges in modern life.

David says

The 36 stratagems is an old chinese book on how to lead a fight and take the best decisions based on your present situation inside a conflict. Just like the Art of War or the Machiavel's Prince, I enjoy this kind of reading but might not be enough of a political person to be able to apply these strategies in real life, whereas I am sure some people would excel at it (some books based on this one have been written with its theories applied to go or other strategy games, or to business situations - but since business is war, its completely logical - I'm sure it's very pertinent in that case).

Still the book is divided in 36 chapters, each one of them explaining briefly what the stratagem is all about and describing how it was used by chinese leaders back when China was...not China yet but a multiplicity of smaller "kingdoms" and how their leaders took benefit out of those to overcome their opponents. An interesting, funny and - slightly - exotic read.

Nicholas says

The West, and in particular, the United States, goes through periods of fascination and sometimes, fear, of all things Eastern. The fascination is well deserved, considering the rich and varied philosophical and cultural past of many Eastern cultures (I use Eastern in the loosest sense, that is, to mean non-European, and mostly Southeast and Central East Asian nations), more then beneficial. The 1980s was another one of these cycles of interest in the East, mostly represented in the rising economic power of Japan. Yet, outside The Book of Five Rings, translators turned to China for ancient strategic advice. Several editions of Sun Tzu's seminal work The Art of War circulated in airport bookstores throughout the United States, and even influenced a major motion picture. Lure the Tiger Out of the Mountains came at the end of that cycle, so garnered less attentions (and with a slightly more tortured title, was less marketable as a movie headline). The subject matter centers around China's early history, during the Warring State's period, an almost legendary time of constant conflict amongst a large retinue of heroic and villainous characters that seem fictional. Mixed in with the stories of the past are contemporary tales of conflict and competition between modern companies, tycoons, and politicians. The overall effect tends ends up muddled and dry. Often, I was confused as to what the heck was going on half the time. Part of my confusion was caused by actual ignorance of Chinese history, the other part was an almost dead pan recount of what I believed to be very dramatic events. My conclusion is that while the book may have some value to a student of strategy and conflict, but the writing will confound most readers and leave them scratching their heads. Better to read the more minimalist Sun Tzu or Machiavelli, then the tortured 38 Stratagems.

Sergei Anthonikov says

From chapter to chapter, this book explains deeply about the 36 strategies of Ancient China that not only could be used on a warfare, but also implemented to business or political movements. From the famous war of the Red Cliff from the Three Kingdom Era, to the Cold War and Cola War on the Modern Times, these

strategies are transforming themselves into more practicable and applicable to a wide range of issues. As the cover says, it is a must-have-book for managers, where an understanding about people and how to manage an internal conflicts are depicted clearly inside this book.
One of the most amazing book I've ever read.
