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## The 36 strategies pdf

Editor | 04 January 2010 By Kai YangAbstract 36 Strategies are a collection of the most subtle and intuitive strategies developed in ancient China over the past three millennia covering the political, diplomacy, spying and business sectors. There are some striking similarities between 36 strategies and inventive problem-solving theory (TRIZ). Both seek solutions to difficult problems that maximize overall benefits while minimizing costs and harmful side effects. This document describes 36 strategies in detail in TRIZ comparisons using strategies developed in ancient China.15 The application of 36 strategies and TRIZ in non-technical fields is also discussed in similarities and differences. Introduction The 40 inventive principles and conflict matrix compiled by genrich Altshuller, the founder of TRIZ, and his colleagues are some of the tools used in the TRIZ 1.2 Theory of Inventive Problem Solving study, which were started by patented research. Therefore, most TRIZ principles and methods are based on information accumulated in technological sectors. However, many researchers have studied how TRIZ extends to non-technical areas. Since the 1970s, TRIZ researchers have been constantly pushing for the expansion of TRIZ into non-technical fields.19 Triz's inventive business principles are now 40 and the principled 40.5.79 40 inventive principles have also been adapted to the management of service functions, quality management and training.8,11,13 Several researchers have also tried to combine and compare inventive TRIZ principles with other existing strategies and approaches in non-technical fields, including comparing 40 inventive principles with medieval Latin law, , written in Chinese literature, and compared some of Kungfute's anal's to TRIZ thinking.12 Discussions have taken place on several ancient 36 strategies written in Chinese literature, and some with TRIZ thinking compared by Kungfute's analnotions.12 Discussions have taken place on several of the 36 ancient strategies written in Chinese literature. 4.13 The purpose of the latter study was to determine whether there are common links between the basic principles of human wisdom and creativity in different schools of thought.12 There are similarities between 36 strategies and the author Sun. Tzu's book The Art of War, which focuses on military organization, leadership and battlefield tactics.3 36 strategies are better suited to politics, diplomacy, espionage and business. The term, 36 strategies, was first mentioned in south Qi's book in his seventh biography, a biography of Wang Jingze, a history of the Chinese dynasty, South Qi. It covers the period 479-502. Only a well-known copy depicting the original 36 strategies was discovered in 1941; it is a short book.14.17 Although this book was printed in 1941 (by an unknown author) is believed to be the original version of this book (AD 1368-1644) or Qing dynasty (1644–1911). Stefan H. Verstappan and H. von Senger are writers who presented 36 strategies to the West.15.16 There are many sources for these 36 strategies, including: 1. China's Book of Change and the Fold of War; some of the 36 strategies are Ming dynasty-era.3.10 The main objective of the 36 strategies is described in the summary section of The Thirty Six Strategies: There are many issues in warfare, such as strengthening the armed forces, selecting officers, planning wars, etc., we can certainly follow some standard practices. But there will be infinite variations, surprises, uncertainties when war actually happens. 36 strategies can be tried to deal with all that whenever you are at an affordable or disadvantaged position. 17 Thirty-two strategies of 36 strategies are based on a biography of Wang Jingze.17 However, the original version of the book deals with 36 strategies, mostly in the context of Chinese history and classics. The author describes these strategies more generally with modern examples. If the strategy is similar or somewhat related to certain imaginary TRIZ principles, they are listed. The foreword to 36 strategy states: Six times six is thirty-six, calculations produce tactics and tactics produce more calculations. Based on this correlated relationship, plots and strategies are planned. Strategies can never be imposed without adjustments; rigid application of theory leads to failure. 17, 36 strategies are divided into six parts/strategy. Defeating the enemy by attacking the proxymal defeat of chaos in the first three parts, policymakers are in a favorable position and in the second three parts decision-makers are at a disadvantage. Victory Strategy 1: Court Emperor Crosses the Sea This strategy is based on Chinese legend. Around 600 AD (after death), the Chinese emperor wanted to invade Korea, but he was not confident in bringing all the troops through the sea, his top general degrading large ships such as fun ships with wine and celebrations and the emperor sailing through the sea calmly. The Thirty Six Strategies also explain that the strategy includes camouflage, standard camouflage plans (such as moving troops in the dark and shadows) that are easy to spot. If an individual can act openly and hide their true intentions under the guise of common everyday activities, he or she will be much more effective. The most important points are the use of camouflage. Disguises difficult objects or goals or intentions with ordinary, normal, nice things. Examples of Spies White House state dinner chefs by Tareq and Michaelae Salah, allegedly attended a state dinner at the White House by pretending to be ordinary invitees in November 2009. Police cars disguise themselves as regular cars. Vitamin supplements like candy bear. rides/shows so customers can make long waiting lines less stressful. The relevant TRIZ principles The color change of the TRIZ principle is relevant because the color can be used as camouflage. The principle of homogeneity is solely relevant because it states that it makes objects interact with the object of the same material. In the first strategy, it is important to make things look ordinary and normal so that they have some similar elements. The arbitration principle is solely relevant because it states that it can use an intermediate operator article or temporarily associate an object with another object (which can be easily deleted). In some circumstances, these methods can save the need for a first strategy well. Strategy 2: To save Besiege Wei Zhao in 354 BC. Wei State launched a full-back attack on Zhao State. Zhao asked his ally Qi State for help. One well-known strategist in the state of Qi, Sun Bin (a descendant of Sun Tzu), suggested that it would not directly target the strong Wei army, but launched another attack on the capital of Wei. This forced Wei to withdraw to save his capital from being fired. This strategy used smaller forces, and it was much less expensive. Key points Avoid an expensive brutal juxtaposition of force when the opponent is too strong but attacks its most vulnerable and fatal weakness. No matter how strong the enemy is, it usually has some weaknesses. Find weaknesses so that a person can win at a low cost. Avoid a straightforward mindset – a coining strategy could be much less expensive and more effective. Use the right tool to solve the right problems. The fourth paragraph of The Thirty Six Strategies also explains that the puzzle cannot be solved with a fist, the conflict cannot be resolved by stepping in and taking part in a fight. An example in the fight against flooding is sometimes too difficult to strengthen dams, rather than selectively flooding less populated places. Relevant TRIZ principles Principle 2: Taking principle 3: Local quality principle 12: Equal potentiality principle 14: Curvature strategy 3: Kill with borrowed knife Key points Damage or eliminate the opponent by the power of others. Indirectly harm your opponent without any negative effects. Use a third part or other means to perform the job at no cost. Examples The use of insects to combat harmful insects. In order to prevent impurities, exhaust gases from thermal power plants are treated with alkaline chemicals. Alkaline slag is recovered from a coal-burning power plant. Where the slag was also contaminated. Relevant TRIZ principles Principle 25: Self-service principle 22: Turn disadvantage to advantage Strategy 4: Expect an exhausted enemy easily in the art of war, Sun Tzu The intelligent commander avoids the enemy when their spirits are at their peak, but attacks the enemy when their spirit is low and when they are Keep yourself calm and calm, well fed, well rested, to expect a chaotic, exhausted and confused enemy. Key points Avoid the opponent's top strength, use the defense to consume the opponent's energy. Use calm as an advantage. Choose the right time, place and condition to fight. Examples Don't try to do things first, but be quick to learn how to save resources and avoid mistakes. Delay the negotiating tactics. Relevant TRIZ principles Principle 11: Pre-softening principle 12: Equal potential Principle 13: Contrary to principle 39: Calm atmosphere Strategy 5: Robbing a burning house (exploitation of plight) In the art of war, Sun Tzu described: Now that your army is exhausted and your resources are exhausted, this is the time when new adversaries come to the field to exploit your weakness. No matter how clever the manager is, the end is inevitable once this situation has become. Key points Take advantage of your opponent's difficulties and problems. Attack your opponent when it's at its weakest. Example When oil crises shook the world in the 1970s, Japanese carmakers took advantage of the situation to achieve massive sales with energy-saving small cars. Relevant TRIZ Principles Principle 10: Preliminary Action Principle 11: Softening in advance Principle 10 is relevant because it states that the pre-arrangement of objects in such a way that they can survive for the most appropriate reasons and
without losing time to deliver them... It agrees with Strategy 5 on action according to the most favourable situation and timing. Principle 11 is solely relevant because it states that preparing emergency measures in advance to compensate for the relatively low reliability of an object, it shares the same idea with Strategy 5 on the preparation of emergency measures. Strategy 6: To get the sound to the east, an attack in the West in any battle, the element of surprise can provide an overwhelming advantage. Even face to face with the enemy, the element of surprise can still be used by attacking where the individual least expects it. In the art of war, Sun Tzu wrote: The place where we are going to fight must not be made known, for then the enemy must prepare for a possible attack at various points and his power will then be spread too thinly. Key points The use of uncertainty undermines the opponent's preparation. Using the wrong signal so that the opponent can make a false assessment. By using uncertainty to force your opponent to spread their strength and resources. Examples during the Second World War were tricked by Allied forces by pretending to attack using the English Channel when they landed in Normandy. In the 1991 Gulf War, the coalition convinced the Iraqis (through military deception) that it intended to carry out an amphibious attack on Kuwait. Coalition able to repair Iraqi forces to positions that would deter troops effectively when the real attack came. Relevant TRIZ principles Principle 9: Principle 10: avoiding the enemy's action Enemy handling strategy Strategy 7: Create something from anywhere The original strategy is to confuse real things with illusions that confuse the enemy in war. It also means that nothing and something are not absolute. Just like Lao Tze said, the world is born of something and something from anywhere. The most important points with illusions, simulations allow you to take on the real role. A crazy idea could be a gold mine. Mixing the real thing with illusions (simulation) to fool your opponent. Use of minimum resources for maximum benefit. Examples Of the use of scarecrows to scare off birds. Products are not manufactured to meet customer needs, but create new needs for the customer. – Honda Soichiro Relevant TRIZ Principles Principle 26: Copying principle 27: Cheap short-term to gain principle 31: Porous material Principle 32: Color change Strategy 8: Fix walkway openly, march secretly to Chencang (Trojan Horse Strategy) at the end of the Qin dynasty, 206 BC, Han troops wanted to cheat Chu power. Han's forces adopted a strategy to propose repairing a broken walkway. However, han forces secretly sent the main forces to take the important city of Chencang quickly and decisively. Key points Launch several initiatives (some true and some fake) to direct your opponent's attention. Cover the true intention by showing decoy action. Examples of the Trojan Horse Before the Battle of Normandy, allies wanted to draw the axis's attention away from Normandy. For this purpose, a fictional US First Army Team (FUSAG) was created. Dold trucks, trucks, planes and camps were made. They were stationed in an area that led Germany to believe that the actual large-scale attack would take place in Pas de Calais. Air defense in this area was at a minimum so the Luftwaffe could easily photograph them. The Allied naval bombings were concentrated in Pas de Calais instead of Normandy. Fake heaters were also used to create further uncertainty on the German side about the true location of the attack. This disared the German defence forces and allowed the Normandy operation relatively easily. Relevant TRIZ Principles Principle 2: Taking Principle 3: Local Quality Principle 6: Universality Strategy 9: Monitoring the Fire on the Opposite Bank (Wait for enemies to fight each other and remain unsorted) Key points Delay the fight until all other players are exhausted by the fighting, then go with full force and pick up the pieces. Play the competition for the benefit of the individual. Examples of British political and anti-Communist Winston Churchill awaited the battle between Joseph Stalin (General Secretary of the Communist Party) and Adolf Hitler (leader of the German National Socialist Workers' Party). Bidding war; open offer to get the best deal. TRIZ Principles This strategy is consistent with the optimal use of resources for TRIZ ideas and other information for our benefit. Strategy 10: Dagger hidden behind a smile The key shows charming outdoors, solid inside. Destruction covered by a charming attack. Examples of Iron Glove in velvet glove. Stick and carrot. Relevant TRIZ principle strategy 11: Sacrificing plum wood instead of peach There are conditions in which the individual must sacrifice to achieve a long-term goal. Key points Take a little sacrifice to avoid a big loss or trade a big gain for a short-term goal. Example During the Warring States in China (476 BC to 221 BC) in Qi State, a general named Mr. Tian often played chess with other nobles. There were three categories of horses: upper, middle and lower, for the same owner. An upper-class horse would run faster than a middle-class horse. In one race, Mr. Tian's horses were inferior to their competitors in all classes. He consulted With Sun Bin (a descendant of Sun Tzu), Sun Bin told him: Use your lower class horse to compete with his upper-class horse (you lose badly). But you use your upper-class horse to compete with his middle-class horse and use your middle-class horse to compete with his lower-class horse, then you beat your rivals by two to one. This example is shown in Figure 1: Figure 1: Two strategies in Mr. Tian's horse racing strategy Relevant TRIZ Principle 4: Symmetry Strategy 12: Seize the opportunity to lead the sheep away from the art of war, Sun Tzu explained: In following the rules of strategy and tactics, you must be prepared to take advantage of conditions that are not covered by conventional thinking. If there are opportunities, the manager should be flexible in his plans and adapt to the new circumstances. Key points Pay attention to all unexpected events; take advantage of all possibilities for the benefit of the individual. Even the smallest chance is worth getting, because things add up. The individual must seize the opportunity quickly and decisively. Pfizer, for example, tried a study drug to prevent narrowing of blood vessels. However, in human trials, Pfizer observed an unexpected and marketable side effect that later became Viagra (a treatment for erectile dysfunction). Japanese inventor Momofuku Ando noticed that people were waiting in long rows to buy noodle soup for breakfast. She realized that the noodles in the restaurant tasted good, but needed a longer waiting time and were expensive. Packaged noodles are cheap but not tasty and took too long to cook. He thought of noodles with bags of spice that could only be cooked with hot water. He seized on this idea and invented instant noodles. Relevant TRIZ Principle 21: Buy/oude soup for breakfast. This strategy is also consistent with TRIZ for optimal use of resources. Strategy for attack strategies 13: grass to scare snake farmers often use a stick to win grass to create vibration so that snakes can get out and run away. Key points Test drive, test fire. Create a real event that detects the actual situation. Warning shot. Create an event as a warning to opponents, avoiding a costly fight. Examples In 1956, during the Suez crisis, British and French troops dropped fake paratroopers to lure Egyptian air force to detect their position for an air raid. I walk away from business negotiations to test the opponent's outcome. I'm testing the market to see the customer's reaction. Toyota's test-theen-design strategy. Relevant TRIZ Principles Principle 9: Preliminary Anti-Functional Principle 10: Preliminary Action Strategy 14: Borrowing a Body for Soul Return KeyPoints Take an institution, technology, or method that has been forgotten or rejected, and reshaping it for the individual's own purpose. Revive something from the past by giving it a new purpose or bringing it back to the present. Relevant TRIZ principles Principle 10: Preliminary Action Strategy 14: Borrowing a Body for Soul Return KeyPoints Take an institution, technology, or method that has been forgotten or rejected, and reshaping it for the individual's own purpose. 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