

★ 新一代大学英语  
I Eng

I LOVE English Too!



综合教程

AN INTEGRATED  
COURSE

外语教学与研究出版社  
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

# Teaching Plan



- **Teaching section: Discussion of iExplore 1**
- **Time allocation: 15-20 mins**
- **Teaching objectives:**
  - Ss can **understand** the general meaning of the key sentence “Business is war” through the cases presented.
  - Ss can **generate** the learning interests for the following text.
  - Ss can **compare** the similarities and differences between “Business” and “War”.



# Unit Five

# Business & Prosperity





# iExplore 1

THE GOAL OF STRATEGY:  
WIN ALL WITHOUT FIGHTING



# DISCUSSION

- **The metaphor that business is war has been extensively accepted and used. Why do you think people often compare business to war?**
- **Many people hold the view that the success of both business and war needs strategy. Therefore, it is believed that some war strategies can be applied to business practices. But, how can they be applied to business?**

# DISCUSSION

**War**  
&  
**Business**  
&  
**Strategy**

*Business is war!*



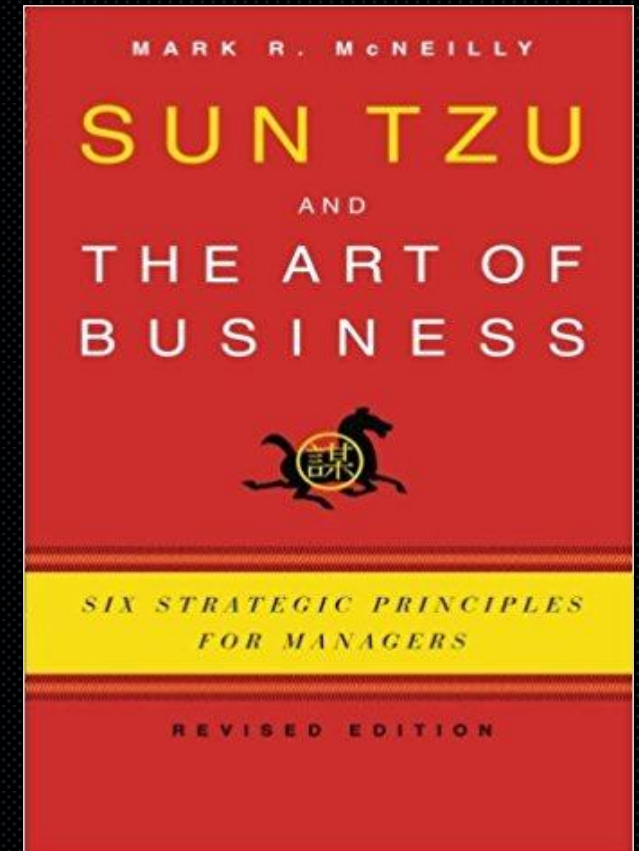
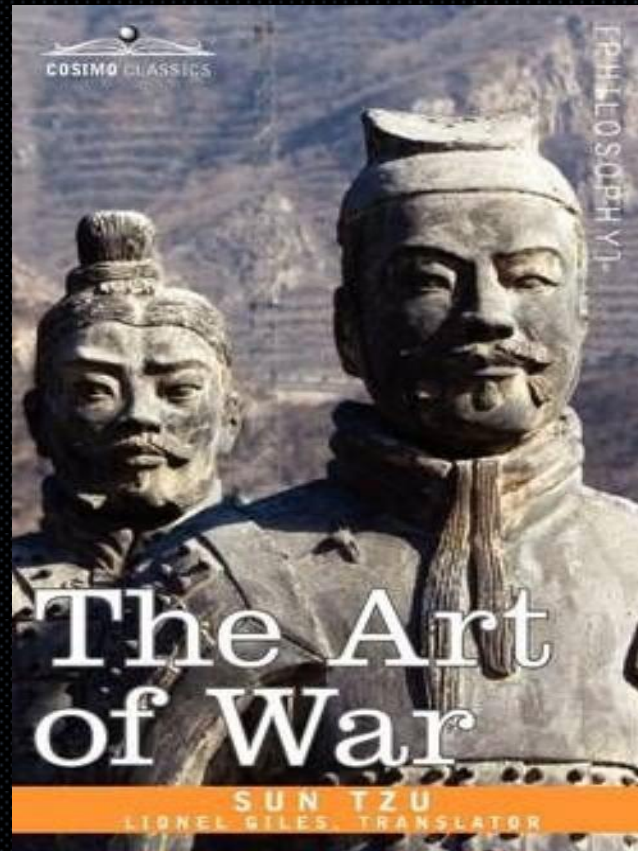
# SUN TZU

Chinese general, military strategist, and philosopher



## Sun Tzu Strategies

Seize the Advantage





# WAR NEEDS STRATEGY!

兵者，  
诡道也。

故能而示之不能，百战百胜，非善之善者也；不战而屈人之兵，善之善者也。用而示之不用，近而示之远，远而示之近。

利而诱之，  
乱而取之，  
实而备之，  
强而避之。

故兵无常势，水无常形；  
能因敌变化而取胜者，

谓之神。

# BUSINESS NEEDS STRATEGY!





# BUSINESS IS WAR!

兵者，诡道也！

All warfare is based on deception!

商道，亦诡道也！

All business is based on strategy!

**BUSINESS IS WAR!**

兵法、商道 --- 同道也!

Warfare, Business

IDENTICAL

NATURE!



# QUESTION

- How does one judge whether a business has been successful?



**The Western View**



**The Asian View**



# CASE ONE

**Aza Aza  
Fighting!**





# DIRECT FIGHT



# ROLE PLAY

- If you were the **CMO** of Motorola, please talk about how you feel about this advertisement. And maybe, you can **initiate some moves** to surprise Samsung.....



There is an old saying:  
Two dogs strive for a bone,  
the third runs away with it.



# DIRECT-DIRECT FIGHT



# TO SAMSUNG



# CASE TWO

Win without  
Fighting





# HITCHHIKE MARKETING

- “Warring” sides: Apple Inc. & China Unicom
- Battlefield: Hangzhou
- The first attacker: **Love**
- Reasons:



**Maybe they just had a crush on each other!**

# APPLE INC. & CHINA UNICOM



From the advertising  
planning to billboard  
installation

ONLY **5** DAYS!

# THINK & GET

- This is a typical “**Hitchhike Marketing**” (借势营销), which is a promotional strategy that involves **taking advantages of** other companies’ promotional activities to satisfy its own objectives.
- **Bear this in mind, you will get more in iExplore 1!**



# WHAT IS STRATEGY?

- A strategy is a **method or plan** chosen to bring about **a desired future**, such as **achievement** of a goal or **solution** to a problem.
- A strategy is **the art and science** of **planning** and **marshalling** resources for their **most efficient** and **effective** use.

# WHAT IS STRATEGY?

Strategy is the King's weapon!

王者善謀！

# WHAT IS STRATEGY?

War needs strategies to win,  
business needs strategies to last!

战以谋胜，商以谋存！



# WRAP IT UP

## SUN TZE:

不战而屈人之兵，善之善者也。

**Supreme excellence consists in  
breaking the enemy's resistance  
WITHOUT fighting.**

# **BRAVE HEART** *war version*

- Fight, and you may die. Run, and you'll live at least a while. And dying in your beds many years from now. Would you be willing to trade? All the days from this day to that, for one chance, just one chance, to come back here and tell our enemies that they may take our lives, but they'll never take our Freedom! Freedom....

# **BRAVE HEART** *business version*

- Fight, and you may **bankrupt**. Run, and you'll live at least a while. And dying in your beds many years from now. Would you be willing to trade? All the days from this day to that, for one chance, just one chance, to come back here **to the industry** and tell that **company** that they may take our **market shares**, but they'll never take our **profits! PROFITS ....**



MAY

SUN TZE

BE WITH YOU!