33 strategies of war by Robert Greene (Summary)

Summary

This post is the detailed summary of Robert Greene’s 33 strategies of war. In this summary each strategy of the book is described in a comprehensive way, so you can get a great idea about the book.

33 strategy of war is a book of strategy making and management. It describes the rules of the war and the strategies that can be used in it. It compares the past events of history with today’s illustrative situations.

“I am just representing the book via writing its summary I may and may not agree with the content this book presents.”

Part I SELF-DIRECTED WARFARE

1- Declare war on your enemies: Polarity

In your professional and personal life there are people against you but doesn’t show themselves clearly. It’s crucial to spot them and declare a war against them inside. In today’s world as aggression is highly discouraged, people will attack you indirectly. There are always few people that want you destroyed and flop, as such people couldn’t attack you directly but indirectly by being your friend. Such people get close to you to do great harm, you without knowing it. Therefore spotting your enemy is very significant to avoid such attacks.

After you spot such people around you, don’t be naive and instead question their moves that are against you and keep an eye on them. If you suspect someone, having bad intentions for you go under an argument while picking an extreme. People would get
emotional while they argument and give glimpse of their true colour. Most people keep their point of view vague for it is not safe to be either on a side, pretending neutral help them getting benefits from both sides. But if you are a boss and an employ of your’s keep mirroring your point in an argument, even you had chosen an extreme, there is high probability that they are con con artist and may one of the dangerous type.

It is better not to react on the actions of these people, wait until they make another step further. Now you have clearly spotted them and declare a war on them. Instead to cease their initial movement by saying no or something like that, ignore their first movement and they will surely take a second step further. Now you have what you wanted.

But it is necessary to know that you should not lose your grip over reality by seen everyone as your enemy. It is the greatest reason of fall for history’s tyrants; they think everyone as their enemy. It is even better to be polarized, and to create a line between your enemies and you, in a way you can’t back off. In this way you will be able to differentiate your enemy form you without being on war.

2- Do not fight the last war: Guerrilla-war-of-the-mind

The great strategists are not more knowledgeable then that of the average strategist but they are more into the current circumstances. Your biggest obstacle towards you victory is your last war you won. It will make you use the previous strategy, as you it has make you won previously, but his situation is not the same. Therefore it may cause you to lose. It is very essential to set war to your mind for the past either you won or lose. Just cut yourself loose form the past battles of your life.

No amount of experience, knowledge or theories can prepare you for the chaos. But only being in the moment and analyze the present opportunities and threats as they keep changing.

Napoleon was a great general and his way of fighting was with not sticking to the previous strategy he has used that made him succeed. Napoleon was at war with the Prussians, who was known for their illustrative past record of great victories, an enemy who were in fact want be at war with Napoleon. So they can prove that Napoleon is no great general. But just didn’t find anyone of his equal ability. Prussians were highly disciplined and their generals used to fight war with specific set of rules that have made them won previously. When they were in a war with France, they were defeated by Napoleon.

This is not because they haven’t any trained army or the calculations weren’t precise enough, but actually there were too much of the calculation and strategy that has made them highly predictable. While the French were using the strategy that is new and never
used before by them. Which made them unpredictable and confuses their opponent who was so repeated in their successful strategies.

A strategist should use situational approach to decide that what he will do. The strategies made you won previously can make you predictable as your enemy has also prepared for it. And if you were defeated, you were be feeling indecisive about the strategy as it has made you lost previously and can also do to you again. Even in your daily life relationships, you behave in a particular manner and the other person also does the same. It is better to break that old pattern of your behavior that will make you interesting. As once someone asked Napoleon, which rules he follow. He said he follow none.

3- Amidst the turmoil of events, do not lose your presence of mind: Counterbalance

Having presence of mind is one of the most rated factors in winning a war. Even in everyday life presence of mind has crucial importance in being succeeded in the routine tasks. Its significance instantly enhances when you encounter a situation of great uncertainty and which requires quick decision making. And as most of the things that happens in our life we don’t plan for those events but we came across such situations unexpectedly.

Therefore it is obvious that you need to handle such instances with great fineness and reasonability, for being a big winner in your life. As it is sure that you can’t plan for these situations already but the one thing you can do is to train yourself for such circumstances. But the how someone can prepare himself for a random situation. Actually you can condition yourself by making quick decisions and let some portion of your work open ended and undecided. Like the last words of your speech you are delivering tomorrow. Make sure to not rely upon anyone on such situations as this will do no good to you.

4- Create a sense of urgency and desperation: Death-ground

The statement “Higher the risk higher the return” is something true for this book. For risk averse people this book is something that will cause them get sweaty when caring out their plans.
To be a giant achiever, taking risk is something that will work for you. If want to make sure that you don’t lose and assure your victory, but doesn’t have any rational and calculative way to do so. Then put at the stake too much to lose and you will not lose. Still confuse about it? Let me give you an example.

If you are a soldier of a small unit and has arrived on your enemies’ land which is an island. Now your commander wants you to fight with an army of 1500, with your 399 companions. Including you, your commander addresses to his army of 400 and says that he has burned all of the ships last night. Now either you fight with your entire force or just wait to be slaughtered. Believe it or not, your chances have enormously increased after the burning down of your ships.

Always keeping a backup plan can divide your energy and you don’t try your level best to achieve your goal. So burn the boat behind the sea. Make habit of taking risk and try to act before you are ready.

But avoid picking a fight with people who haven’t anything too little to lose. May be these people are already living in terrible and suicidal conditions, they don’t have anything to lose but you have. Leave such people alone.

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**Part 2: Organizational (Team) Warfare**


Command and control strategy is more relevant to organizational strategy. Command and control strategy is to have clear and simple chain of command for authority. Although sometimes it seems like to have a group decision is more of a constructive thing. But in a group people want to take decisions either that are more inclined towards their personal interests or the decisions that are more conventional and avoid change to prevent any kind of risk. But this is the worst thing because without having the element of change one can’t succeed. Individual with centralized authority are more responsive to their duties and takes full responsibility of the risk they take. Therefore centralized authority nourishes the creativity and doing things form new perspective.

To have better results, there are two things you can do, a- make your decisions clear b- change the structure of your group if needed. Divided leadership is far more harmful
than the disadvantages of one man’s wrong decisions. Because in traumatic situations one man authority can help you to get somewhere but divided leadership will only get you more in to the chaos when the situation gets critical. Divided leadership is inclined towards safety, risk avoidance and cease risk.

6- Segment Your Forces: The Controlled-Chaos Strategy

Strategy is nothing but keeping different options for different situations rather than keeping a single predetermined option for a pre-assumed situation.

Control chaos strategy is about avoiding being tangled into the minor details at the cost of ignoring the bigger picture. It can be done by creating team and assigning particular mission to it, and allow the team do the work in its own way. The one thing you should be concern about is the credibility of the people and leader of the team you have assigned. This will make your proceeding of success more consistent and allow you to take care of the bigger picture, while your people will deal with the minor details in their own way.

7- Morale Strategies

It is very necessary to make your men believe that their success depends upon the success to the team. Indulge a culture of team preference in them and they will be more delicate to the team.

If you are making your men team oriented, you should positively reinforce who are more committed to the team then their individual interests and at the same time it is also crucial to discourage and leave people who don’t do so.

There are 8 following ways to improve the moral of your people:

1. To create harmony and unity among your men, it is necessary to gather them around a cause. The cause should be big enough that make them excited to think about goal and shouldn’t big enough that it seems unreal to them. Even if your goal is huge, start with small steps, but big enough that it provides your men with a bit of challenge.
2. Full fill the basic needs and more if you can. People wouldn’t follow you for a cause if they are empty stomach, or any of their need is bothering them. Paying
your men well not only enhances the moral of your people but you can ask them for more in the time of need.

3. Make yourself a live example for your men. Do what you want your men to do for you. People are more influenced with people who do rather than have just authority to give orders. You want your people punctual you should make yourself punctual in the first place.

4. To drive them use emotion, then rationality. Human seems more rational but in one way or another most of our decisions are emotionally driven. People are off the guard when they are emotional.

5. Be consistent with punishment and reward based system. Be rear in rewarding or punishing people but make it effective, when you do so.

6. There is a concept of chi in this book, Chi is the will power every person have. By using it more often it becomes stronger and less using it cause boredom. Make your people use their chi by setting goals that are hard to meet.

7. Create a myth among your people that they are part of a big purpose, which is unique. Make them feel that they are part of big winners and high achievers; obviously you can make it a reality for more effective results.

8. Get rid of people that don’t have the moral for the team and doesn’t believe in the vision of the team. These people will be more inclined towards their own personal agendas and will do such a huge harm to the team oriented culture of the organization. By following these principles you can make your people work 3 times their original capacity.

Part 3: Defensive Warfare

8- Pick Your Battles: The Perfect Economy Strategy.

_Fighting defensively_ when needed is the height of wisdom. There are three steps of fighting a defensive warfare. First you need to secure a position where you are having a perfect economy while fighting with your enemy. Where it is very expensive for your enemy to fight and for you it is not that much. Instead you should get yourself in to a position where you get fight with an ultimate ease. Second thing you need to do is to secure a way to retreat. It would not only provide you with a backup plan but also secure you form the final defeat.

When these two above methods are continuously utilized, you are going to end up in a situation where your enemy will run out of his resources or get too much exhausted. When you reach at that phase of the battle, launch an attack on your enemy and finally
your enemy will be defeated. By using this very strategy Ottomans conquer the Constantinople.

**Defensive strategy** is the skill of deception and making your enemy opposite expenses than what you are bearing. By showing yourself weak, you will tempt your enemy to attack. And as he takes the first step you would know what he is doing and what you can do for the counter attack. You just need to be in the defensive a state and a state where you eliminate the chances of defeat. The opportunity of victory will be provided by the enemy itself, when he will make the first move towards you, unaware to your real strength and security of your position in the battle.

Whenever picking a fight with an enemy, chose it with great care. Know it that if the fight cost you much than the prize you will win in the battle, there is no point of fighting such a battle with an enemy. Before going on a battle make sure that you are spending far less resources than that of your enemy or will be defeated even you won such an expensive battle.

Before the battle know the things that are at stake such as your resources, human resource, good will and reputation. Then analyses the prize you will gain by winning the battle. Make sure that not only the victory you gain should be far more than the things you put to stake but the battle should be far more expensive for your enemies.

The time and resources are limited, we shouldn’t get into the Battles that have little return on investment and has high risk to reward ratio.

For making strategy it is better to make strategy with the resources, skills and core competence you have and how creatively you can use them to win. Don’t make plans and strategy on paper and in dreams. By first having a goal in your dream and then collecting the resources to have it, is the recipe of exhaustion and defeat. The strategy you make by analyzing and using the strengths you have not only be more realistic but all gain to victory.

To get your enemy off the balance and out of his range of perfect economy, you can use the hit and run strategy. By doing this your enemy will exhaust his energy and waste his time in running after you. As you make him feel that you are weak and can be destroyed by the single attack.

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9- **Turn the Tables: The Counterattack Strategy.**

In **counter attack strategy** you just need to wait for your enemy’s first attack and by knowing his attack you can launch yours successfully. Attacking first wouldn’t just be risky but also can expose your way of attack and strategy to your enemy, before he does.
This strategy is just like the ju-jitsu in which opponents are observed for their initial attack and attacked on the part of the body they exposed by attacking first. This technique is about using the attacks moment of your enemy and get him off the balance.

As this technique is about patience and calmness, you first need to learn to control your emotion before learning the counter attack strategy. As this strategy is about being calm you need to learn being patient when other person attacks you and by not letting any of the emotion overcome you, you just need to find the weakness of your enemy has exposed himself by attacking first.

The people who are aggressive are not powerful but insecure and weak. Actually you can easily defeat such people by using his own emotions and getting them made a mistake. Just know them, bring up the emotion that they are least able to control. By being in that emotion they will surely make mistake and now you just need to get them off the balance.

Although counter attack is effective strategy in some situations yet there are some in which it is not. Especially if you are on death ground then, just fight.

10- Create a Threatening Presence: Deterrence Strategies.

To avoid attacks of your enemies, who have hunger for fight, it's better to have a ferocious reputation. They should know that they have to pay for their victory even if they are stronger than you. Don’t look like an easy victim or a sitting duck; it tempts people to attack you. People don’t know that you are weak or strong you show it by giving signs. By showing that you are strong, even if you are not, puts your enemy into uncertainty. There is no enemy more frightening than the one you don’t know, what may cost you messing with him or her.

History has proved this strategy quite effective in the case of the war between King Edward I and King Robert the Bruce. King Edward I was the king of England. King Edward (I) had a great lust for power for which he got on war with his neighboring lands and won battles. He makes them more suffer who rebelled against them, by torturing them in public. Robert the Bruce was the king of Scotland. When King Edward launched a campaign against him, Bruce army was less in number and he was defeated. Bruce flees, while his men were slaughtered and women were captured in prison. King Edward I tried to find him but three years later he died. King Edward II son of King Edward I took his place who wasn’t as power hungry as his father was. He thought that Scottish can do no harm to him, but as time passed he was attacked by King Bruce, although the attack was small but it made English get in war with Scottish. With time English used to attack and in response Scottish used to attack English and this went on, until most of the England’s fields were burned during the wars and England got highly unstable. Circumstances didn’t changed and riot erupted between the Lords of England against
King Edward II, who was later executed when he fled. The King Edward III son of King Edward II became king. Who after some struggle with Scottish learned that England have to pay for every bad thing they do to Scotland. They ultimately go into a peace treaty with Scotland and have to accept Robert the Bruce as king of Scotland.

It is better to have a reputation of a mad man, who takes his enemies with him if falls. But you should need to use this strategy with great care as it can cause you to make enemies and entirely ineffective if this attitude of yours didn’t support by victories.

11- Trade Space for Time: The Non-engagement Strategy

Sometimes it is better to wait for the right time and do nothing in the reaction of circumstances. This strategy is about retreating not to surrender but to advance, and wait till the right time comes. Sometimes to control the situation you should try not to control it, as it would only create turbulence for you to advance in situation you have little control on.

It is not weakness to retreat in the situation when your defeat is inevitable and height of wisdom to get low until the winter passes. After which you can attack again.

This strategy was used in history by several people one of those is Mao Zedong, who was the leader of communist party in China. When his party was outnumbered by his opponent national party, he does nothing but to retreated temporarily, as time passed he succeeded in overpowering his opponent.

Although this strategy is suited for certain situations but sometimes retreating and not advancing again is nothing but surrender.

Part 4: Offensive Warfare

12- Lose The Battles But Win The War: Grand Strategy

What makes a grand strategist is one’s long sightedness and instead of just winning the short term goals and battles, they are more focused on the fulfillment of long-term
objectives. Taking alternative routes concordance to the circumstances but all should lead to the same destination.

**Alexander the great** was always being told by his mother that he will one day rule the known world. **Alexander’s father Philips** was a great general and took the entire Greek under his command by launching military campaigns against neighboring states. Philips was murdered by one of his men and Alexander became the king of Macedonia. Alexander was 20 at that time, some regions of the **Macedonia empire** started to state their independence and the small empire of Macedonia, which was created by Philips was seemed to collapsed.

Alexander declared war against the rebels, while Athens apologized for their rebelling. Alexander, unpredictably forgave the Athens. Now, instead of making his state strong, he launched a battle on Persians. Defeating Persian in the battle, Alexander started to move in zigzag manner and started to govern the region of the Persian he invaded and get to the regions and conquer them which were having great grain storage. He feed his solider and later moved forward, to make further invasions. As this Strategy seems unreasonable and unclear initially but later proved highly effective.

Every step of Alexander’s decision making process wasn’t impulsive but according to his foresighted goal. He declared war to his rebellion states and then forgave Athens to gain more manpower for his future conquests, as fighting with Athens and trying to give those great punishments would have only caused loss in human resource. He launched a campaign against Persians, as Persian has the desire to hold Greece in their hands and they were an inevitable threat for Greeks. Launching campaign against the Greeks it helped Alexander to unite the Greeks against one common enemy.

Alexander succeeded in fulfilling his ultimate strategy because he was master of controlling his emotions and highly indirect in his goal. When you are learning to control you emotions, you couldn’t be forged by the temptations of short term benefits and pleasures. And by being indirect in you pursuit of goal makes you uncertain, and by being uncertain to decrease the resistance to minimum in your way.

But one thing that can make you lose control is your victory. With every victory you win try to maintain your sense of reality or otherwise you will start making mistakes. Always go for the root cause of the problem and you will get rid of it by consuming least amount of time and resources.

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**13- Know Your Enemy: The Intelligence Strategy**

**Intelligence strategy** encompasses in knowing your enemy and playing with his mindset. The biggest strength is not the resources and strategy but knowing your enemy very well. Just know your enemy and you will be given chances of defeating the enemy.
It is better to not showing any emotional patterns, as your specific reaction triggered by emotions can be used by your opponents against you.

When a British lord in India send one of his Chief Secretary to Afghanistan to change the regime of Afghan ruler Dost Muhammad and handover the rule to one of the chief under their influence, name Shah Suja. The Chief Secretary name William, went to Afghanistan in 1838 with his British Army and changed the regime.

Now when the regime transferred to Shah Suja, who was a puppet ruler of the British. Afghans taken this as insult for a foreigner was cutting into their way of living. But thought that this is just a temporary perception of the native people and when William ordered to reduce the tax of the trade route which was under an Afghan tribe name Ralzia. The Afghans got more united against the William and Shah Suja, when Shah Suja asked him that he want to kill the other chieftains against him to secure his position as the ruler and not doing so will appear him as not ruler like, as this was the tradition of that time in Afghanistan. But William said that civilized nations don’t resolve their political problems by murdering others. He thought that Afghans will be very obliged to the Britain, when we leave Afghanistan with a new regime and new added elements of the British civilization.

Ultimately riot breakout and in the attack of the Afghans no Britain survived except one.

Observe people around you, they give the glimpse of who they actually are you just need to give a close look at them. Look in their eyes and don’t ask too many questions as they may notice that you are trying to know them.

By giving bold statements to your enemy may give rise to his or her reaction in which he will show who he actually is. Also in the time of crises your enemy will try so hard to disguise that spontaneously you will see through it. When it comes to observing your enemy, quality of traits you observe is better than the number of traits you observe. It’s better to know one thing precisely about your enemy than making several unauthentic judgments.

14- Overwhelm Resistance With Speed and Suddenness: The Blitzkrieg Strategy

Moving with the speed that your enemy can’t achieve or expect is a great ingredient of success in war. Your enemy will continuously change its positions and the circumstances determining the conclusions are also changing as well. It is therefore very necessary to make change with the time and being ahead of your enemy a step or more.

Speed if organized and strategic can prove as most fatal weapon against an enemy. First you need to make your preparations against the opponent and scan the strengths and
weaknesses of your enemy. Then make yourself look weak, lazy or even foolish, this will cause your enemy to under estimate you. Which will ultimately cause him lowering his guard. Now the final step is to have a forceful side blow on your enemy. This will get him out of balance and shock him. He will be psychologically panicked and will be unable to understand what is happening and this will cause him to make more mistakes.

Being static and slow can make you more predictable while in this continuously changing world the circumstances are changing on a fast pace and so should be our strategy. Although we hate to be rushed and want to get things done slowly, such as making decisions will do no good to us as it will expose us to things that are unknown and unpredictable as the more time you take making a decision the more chances are that the things will change more drastically.

15- Control the Dynamic: Forcing Strategies

People around you are continuously trying to control you or your will indirectly. The first thing you need to do is to identify the nature of the any relation you are having. In this way you will be able to observe people who are trying to control you or influence you. However the people who show that they are not interested in controlling are most of the time most manipulative and dangerous of all. As the most dangerous around you are not who wants to control you but, those who takes control of the situation by making you give the illusion of free will and being in full control.

You can overpower your opponent by playing this strategy to him or her, and making him feel that he is having the control in the relation between you. Push his buttons and make him emotional and compel him to make mistakes by getting him into the situation where he has no control, while he thinks he has. He will get frustrated and in frustration he will make mistakes. Now you just have to do nothing but take the benefit of the situation.

Make your enemy fight on your terms by shifting the battle field get him into the situation where you know what is happening and what people are involve but he doesn’t and then strike him. He will be get out of balance and in confusion he will make more mistakes. Never fight with your enemy in a situation where he can utilize his strength. You can always have an upper hand in a situation where he can’t use his strength against you, but you can against him.

People we encounter in our workplace, institutes and in society as a whole discourages us in taking the initiative and get us in the defensive mode. Our colleagues and superiors don’t want us to take bold actions and want to make us play defensive. It’s better to take bold action and have a spark of madness, in this way other people will play defensive.
16- Hit Them Where it Hurts: The Center of Gravity Strategy

Every living creature depends upon a source of energy and power and this source of his power is his center of gravity. Just find it’s center of gravity and hit it, every time you destroy one of his source of power he has to depend more on the other. In this way ultimately you can fully destroy your enemy by finding his center of gravity.

Instead of being diverted by the punches of your enemy you should be more focused on his legs on which he is standing. As no power can stand without it’s legs. Every person has its strengths, money, contacts, popularity, authoritative position or reputation.

The best thing about this strategy is, it has no reversal.

17- Defeat Them in Detail: The Divide and Conquer Strategy

Divide and rule is one of the oldest and effective strategies that have been used from very early time. If you are weaker then your enemy or less in number it is better to divide them and fight them in detail (that’s what it’s called in military term). By encountering a big problem it is better to break it in smaller parts and solve each in segments. This will make you victorious.

This strategy helped Athenians to defeat Persians who were far more powerful than the Athenians. Athenians had army of 10,000 men while the Persians had an army of 80,000 men, which means that Persians had an army of 8 times larger than that of Athenians. Athenians were having democracy and the leaders of Athenians were debating on the strategy they should follow to fight Athenians. One great leader of Athenians stated that they should take all their army to the Marathon region, so that they can avoid the threat of being surrounded by the Persian from the land and sea. Majority voted for this idea and they headed towards Marathon, but when they reached Marathon they saw that all Marathon belt was filled with tents, cavalries, horses and soldiers, as far as their eye could see. Their hearts sunk but after staying at their position for several days, Athenians got information that Persians had left just 15,000 of their men at the Marathon and took majority of their soldiers towards Athens from sea. Although the Persians were still far greater in number but they were having far better discipline. Athenians fought and defeated Persians with the loss of only 200 men. Now they have to go 24 miles to the sea where Larger Persians army is heading towards Athens. When Persians saw the army of Athenians covered in dust and blood, standing shoulder to shoulder, Persians dissuade their idea of fighting Athenians and went back. Athens has saved.
If the enemy you are facing too strong to fight or you are outnumbered by your enemy. Get yourself at the center and the enemy will surround you, like the center of chess board. Now you can fight your enemy in segments.

18- Expose and Attack Your Enemy's Soft Flank: The Turning Strategy

This strategy involves the exposing of yours enemy weak points and then attacking those points. As there is no good in making a direct attack. The direct attack only increases resistance. It is always better to move in the way of indirection.

First of all you need to understand that direct attack only enhances resistance and with time generals understood that the height of strategy is being indirect. Direct attack has become therefore rare in today’s life. It’s better to seek an indirect way of attacking rather than consume your source in fighting directly.

If someone is attacking you and you don’t know why, it may be because you have unintentionally threatened their ego. People becomes aggressive if they feel insecure, if you see such thing, it’s better to make them secure. You can admire one of their qualities, mirror their ideas or even by gift.

A better strategy you can use against your enemy is by being direct in an indirect way. First give light direct blow and then suddenly given them a strong hard indirect blow from the side your enemy is expecting the least. This will shock them and get them of the balance, increase their chances of making mistakes and ultimately get them off the balance.

19- Envelop The Enemy: The Annihilation Strategy

Surrounding your enemy will make your enemy feel surrounded mentally and decrease their will power. It’s better to encircle them psychologically rather than physically. Having the thought of being encircled makes your enemy feel vulnerable.

This same strategy was used by Zoolo tribe of Africa against British. Zoolos used to move in the formation of Horns. In this way the British feel surrounded and lost order. Zoolos made British defeat using this strategy, even when they have nothing but spares while British were loaded with guns. Such is the power of this strategy.
Just attack your enemy from nowhere and in such a way he can’t predict the next attack. In this way he will feel encircled and vulnerable. Find the weakness of your enemy; especially your actions will now make him feel that what he is afraid of most can be done by you. He will feel weak from all directions and starts making mistakes. This was the same strategy Churchill used against Hitler, as Churchill make Hitler feel vulnerable from all sides, Hitler send his divided soldiers in all directions. This made him weak in all directions.

It is better to avoid doing too many attacks, as it will create your personality in the minds of the enemy. Now your enemy know what you are before and how you going to attack next. Always remember that while you are encircling your enemy, your enemy is also creating a counter attack against you. If you don’t end it in time, you have to will face the consequences.

20- Maneuver Them Into Weakness: The Ripening For the Sickle Strategy

You can make your enemy surrender by causing him too much destruction but this will cost you more time, energy and resources. Although this strategy were used by the ancient warriors in primitive time but later with time a more effective and reasonable strategy came into existence. This second strategy is to make your enemy left with all the bad options and make him lost the battle before it really happens by occupying the area of height or direction where the wind direction is against your enemy or it can be anything that can make the battle surely too difficult for your enemy.

Have constant maneuvering can give you an edge over you enemy, as in this constantly changing world this is the best strategy to have. Always have plans with branches and by keeping your options open you can successfully respond to whatever actions your enemies take or whatever circumstances arises. Being static can be dangerous.

Always cause your enemy dilemmas not problems, because the enemies or opponents you encounter in your life most of them will be resourceful and clever. To have an encounter with the problem will make them find the solution and after which things again settle down. But being in dilemmas such as retreating or catching them unprepared will trouble them for much longer.

Keep in mind that you should have more than one good option but sometimes having too many options can get you in paradox of choice, in which you are too confuse to make the right decision in time. Keep your options numerous but in the limited number to be beneficial utilization.
21- Negotiate While Advancing: The Diplomatic-War Strategy

Negotiations are most of the time a cover of advancements by the rivals and get more out of your enemies during compensation. It is better to negotiate on the terms of your own choice rather than that of your enemy. Have a tough and uncompromising reputation which will help you getting more when you get in a negotiate.

Keep negotiation and battle different, by keep advancing on the battle while at the same time keep the negotiation flowing, especially when you are at the right. Because the more you gain before compensation the more you can return in the meaningless compensation.

Be aware that your enemies don’t think of much to their own promises, therefore don’t take the promises of your rival too seriously and don’t fully trust them. People wants more to be successful than that of fulfilling their promises.

22- Know How To End Things: The Exit Strategy

One of the best traits of winners is that they know when to leave and move on. The actual end is just death everything else is just a transition. It doesn’t matter even if you won a battle or a fight, if it doesn’t help you in getting closer to your ultimate goal. In day to day life’s battle we win and lose fights but what’s most important is not winning ever single time, it is but what’s most important is to constantly keeping an eye over your long term goal. Just don’t let the challenges of your life to get you off the track, for example by getting into revenge with some college or rival. Your goal should be winning, so you can contribute in your vision, not so that you can satisfy your emotions.

If you get defeated learn from the mistakes and if the fight doesn’t gives you enough returns as your other potential challenges of life have, then it is pointless to fight it. See the positive side of being defeated and don’t get bitter when got defeated, look for future prospectus.

Part 5: Unconventional (Dirty) War
23- Weave a Seamless Blend of Fact and Fiction: Misperception Strategies

Make your enemy see what you want him to see by creating a deception and mirroring the reality. This can be done by making the moves that enemy is expecting and when the enemy thinks that he can predict your next move, surprise him with a sudden attack and get him off the balance.

But you must take care of the fact that your enemy may play the same game with you and therefore don’t lose the track of reality by not missing the small signs life gives you. When you get suspicious don’t just forget or underestimate it, keep in mind that this can be indicating something more serious.

There are few forms of military deception that you can use against your enemy.

- **The False Mirror**: People believe what they actually see in front of their eyes. Showing them what you wanted them to believe, will make them do so. In war far to show a weak front when you are not weak is a great way to make your enemy get off the guard. But when they treat you like a weak enemy, they will learn by the hard way that you are not so weak.
- **Camouflage**: This military deception include being like others and mimic their ideas and thoughts by being adaptable. As adaptation is more important skill than problem solving and leadership.
- **Planting information**: Make some information plant in a way that is accessible to your enemy but in a hard way. The more you make your enemy dig deep for the information he is searching for the more he will dilute himself.
- **Shadows within shadows**: Making everything blur can make your enemies get lost in the shadows, where there isn’t any deception to uncover. In this way they don’t have anything to uncover and they will get uncertain about the truth.

24- Take The Line of Least Expectation: The Ordinary-Extraordinary Strategy

Getting your opponent off the balance by getting him with surprise is a great strategy but by repeating even the strategies that proved very surprising to the enemy for the first time may be useless. By repeating your strategy you reduce its validity. The art of war is to bring ordinary within the extraordinary. This will always provide you with an edge and may cause your fall if don’t done it properly.
Although with time and as we age, we lose our taste of new and being experimental, and this can be the most fatal weakness we have. Napoleon’s down fall was caused by same single cause of losing his spirit of being new to his strategies and start relying more on his number of men and technology of weaponry then his novel strategies.

**25- Occupy the Moral High Ground: The Righteous Strategy**

Exposing the moral hypocrisy of someone using religion or tradition for his own benefits is effective strategy against such people.

**26- Deny Them Targets: The Strategy of the Void**

It is human nature to avoid emptiness in any form, either in the form of silence or loneliness we find. This same strategy was used by the Russians against the Napoleon. As they knew that Napoleon is an aggressive man who likes to have any kind of fight to play his genius into it, even by taking risk. The Russian used this weakness of Napoleon in their favor to play against him and which get them success at last.

The strategy of void includes the trick of not giving your enemy anything to hit upon, by making things wage. This is the best strategy to fight enemy that is far stronger than you in numbers or in physical power.

The *Guerrilla* warfare is attacking in such a way that causes panic and disorder in your enemy. Winning battles and regions does not count for such battles; it is about harming your enemy from unexpected sides, and especially from those that your enemy doesn’t expect.

*Guerrilla warfare* is more of psychological and strategic rather than physical. Guerrilla warfare is most appropriate for the enemies that are aggressive and clever. By doing Guerrilla warfare you are exhausting your enemy from the possibility of your attack that you can launch on them. Enemies such as Napoleon that is aggressive and clever. The Alexander (Russian ruler) made the use of this Napoleon’s trait against him in a way that he lost his strategic understanding. Alexander hit Napoleon from different sides and doesn’t leave anything to get hit, due to the aggression Napoleon lost the military campaign.

If your enemy is playing Guerrilla ware far at you, then the best thing you can do is, to win the war as soon as possible, and if you can’t do so, try to retreat before it’s too late.
Because in such wars enemy make you feel at the upper hand by letting you win lands and battles, and keep you dragging into the war, at the point where you mentally start losing the battle. Never adopt the conventional way of war in such Guerrilla Ware fare because if you do so, then you are doing what your enemy wants you to do.

27- Seem to Work for the Interests of Others While Furthering Your Own: The Alliance Strategy

In **alliance strategy** you have to create alliance with the people that has something to fill your power gap of persuading your goal. You have to make alliance with people that has something you need and that can help you get your goal.

Alliance can make you win wars with the least amount of cost. Avoid making Alliance with people with too many enemies. Such alliances will do no good to you. The alliance is about making other powers move around you and getting you ultimate power in overpowering your enemy.

28- Give your rivals enough rope to hang themselves: One-upmanship

**One-upmanship is the strategy** that can be used by many of your clever workplace rivals against you. One-upmanship includes the assigning of such tasks and responsibility to a person, which one can’t complete successfully, which in turns damages the person’s reputation. By continuing to the damage the person’s reputation, bit by bit the victim got destroyed entirely.

Aware of such people around you, such people will indirectly get in anxious situation and after they creates a needle size hole in your reputation, then they would employ other to make the hole bigger. After which they would offer you help, to prove their innocence.

29- Take Small Bites: The Fait Accompli Strategy
It is hard to make your way towards your goal in this world without overpowering the resistance of others. Therefore it is best to take small bites that don’t show your ultimate goals. In this way you will have the least amount of resistance and your way become more easy to go further.

The bites you eat shouldn’t be big enough that your opponents see it a threat for them not so fast you should bite that a pattern emerges. Have small bites and let the favorable time come then again take one more small bite. In this way your enemies would find it costly to fight over such small bite and when you take next small bite they would think they didn’t fight before then why now. With time they will see through your goal but now you are not weak or small enough to fight and win.

### 30- Penetrate Their Minds: Communication Strategies

Communication has great importance to make others do what you want them to do, but rather in an indirect way. For example if you are tired of get rid of one’s bad habit then, it’s better to show him in some way that how irritating his bad habit to others. Rather than telling such person to stop. Telling someone to stop doing something that is not right or telling them to do what is right, will only make them more defensive and resistant. By showing them this in your nonverbal communication is a more effective way of doing this.

Experiences have more driving power than anything to make us do something, if you praise a person with low self-esteem, he or she may act more confident rather than telling such person to act confident can get him more conscious.

*Actions are louder than words*, and this also applies to the communication. It’s a great way of communicating more effectively. Once Alfred Hitchcock was send to the police station by him father with a note in his hand. When he gave the note to a police officer, he locked him into the jail and said that’s what we do to the naughty boys. Although the officer locked him for few mints but the experience was unforgettable.

### 31- Destroy From Within: The Inner Front Strategy

*Inner front strategy* is (like some other unfair strategy you shouldn’t use but make you vigilant) getting in to the enemies’ group and causing destruction form inside. Your enemy may use this strategy because of the more likelihood of its success and least
amount of resistance they would face while doing it. The best example of this strategy is Trojan horse.

Your opponent, rivals or enemies may shake hands with you but only to get inside your group and your mind, where they could find your weak and soft points and to attack on them. They may not choose to do the propaganda from outside, as it may cause unity and more brotherhood in the group. Finding sympathy of your people your enemy may plant people mirroring their ideas in the group. In this way your group may destroy or get divide in two. In both cases the final result is destruction. Beware of such black sheep.

32- Dominate While Seeming to Submit: The Passive-Aggressive Strategy

You must be aware of this passive aggression strategy, as people play it most around you today in this modern world. Passive aggression strategy is playing on the guilt of the enemy and making him feel sorry. When people get you to this point they ultimately manipulate you fulfilling their demand mostly in the form of requests.

This was the same strategy that used by Gandhi against the British. As British think of themselves as civilized and liberals, apart from the brutal and cruel methods they have used against their colonies. But British were very conscious about this image of theirs which they have projected all over the world. When Gandhi announced the non-violent protest against British for their unfair taxation on salt and restriction of salt collection. It had harmed the British image of being civilized because the protest was seen by all over the world via news.

People playing this guilt game also known as false surrender against you, should by drop out of your life by you or let explain their negative feeling of theirs for you, this may seem difficult at first but later they lose their passive aggression power and start looking unreasonable. Make sure to be calm and cool minded in such situations.


Chain reaction is a strategy that is used most of the time by terrorist organizations to get the state unstable and to draw it into the chaos. The Chain reaction strategy is to terrorize your opponent to such extent that they start behave in the way you want them
to. The best way to counter such strategy is to stay calm, at least show that you are not panicking.

*The strategy is favorable for small groups* as it makes the being small in numbers their strength. This small group terrorizes the community or the opponent and tries to push their enemy at the verge of chaos, and as chaos for long time can cause destruction. The members of such terrorist would sacrifice their lives for the purpose. The effects of 9\11 in the context of economy can’t be fully calculated and the aftermaths.

Use of intelligence agency is most effective in overpowering the terrorist in achieving their goals.