

Sun Tzu Quotes

*War, Art, Enemy, Army, Military, Fighting, Art Of War, Winning, Moving, Victory,
Battle, Men, Wise, Order, Strong, Peace, Strength, Lying, Warrior, Country*

Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

~Sun Tzu

Victory comes from finding opportunities in problems.

~Sun Tzu

It is more important to outthink your enemy, than to outfight him

~Sun Tzu

The supreme art of war is to subdue the enemy without fighting.

~Sun Tzu

The opportunity of defeating the enemy is provided by the enemy himself.

~Sun Tzu

He will win who knows when to fight and when not to fight.

~Sun Tzu

Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win.

~Sun Tzu

Those who are victorious plan effectively and change decisively. They are like a great river that maintains its course but adjusts its flow.

~Sun Tzu

Swift as the wind. Quiet as the forest. Conquer like the fire. Steady as the mountain

~Sun Tzu

A leader leads by example not by force.

~Sun Tzu

The line between disorder and order lies in logistics.

~Sun Tzu

He who knows his enemy and himself well will not be defeated easily.

~Sun Tzu

In the midst of chaos, there is also opportunity.

~Sun Tzu

The quality of decision is like the well-timed swoop of a falcon which enables it to strike and destroy its victim.

~Sun Tzu

Know the enemy and know yourself.

~Sun Tzu

The general who advances without coveting fame and retreats without fearing disgrace, whose only thought is to protect his country and do good service for his sovereign, is the jewel of the kingdom.

~Sun Tzu

Victory is reserved for those who are willing to pay its price.

~Sun Tzu

Plan for what is difficult while it is easy, do what is great while it is small.

~Sun Tzu

Appear weak when you are strong, and strong when you are weak.

~Sun Tzu

He who relies solely on warlike measures shall be exterminated; he who relies solely on peaceful measures shall perish.

~Sun Tzu

Ultimate excellence lies not in winning every battle, but in defeating the enemy without ever fighting.

~Sun Tzu

When the common soldiers are too strong and their officers too weak, the result is insubordination. When the officers are too strong and the common soldiers too weak, the result is collapse.

~Sun Tzu

Thus it is that in war the victorious strategist only seeks battle after the victory has been won, whereas he who is destined to defeat first fights and afterwards looks for victory.

~Sun Tzu

Unhappy is the fate of one who tries to win his battles and succeed in his attacks without cultivating the spirit of enterprise, for the result is waste of time and general stagnation.

~Sun Tzu

All war is based on deception.

~Sun Tzu

Attack him where he is unprepared, appear where you are not expected.

~Sun Tzu

If a battle can not be won do not fight it.

~Sun Tzu

One need not destroy one's enemy. One need only destroy his willingness to engage.

~Sun Tzu

Be extremely subtle, even to the point of formlessness. Be extremely

mysterious, even to the point of soundlessness. Thereby you can be the director of the opponent's fate.

~Sun Tzu

To fight and conquer in all our battles is not supreme excellence; supreme excellence consists in breaking the enemy's resistance without fighting.

~Sun Tzu

When torrential water tosses boulders, it is because of its momentum. When the strike of a hawk breaks the body of its prey, it is because of timing.

~Sun Tzu

Let your plans be dark and impenetrable as night.

~Sun Tzu

Kill one, terrify a thousand.

~Sun Tzu

Correct your mistake as soon as you have found it.

~Sun Tzu

Invincibility lies in the defense; the possibility of victory in the attack.

~Sun Tzu

Act after having made assessments. The one who first knows the measure of far and near wins - this is the rule of armed struggle.

~Sun Tzu

Prohibit the taking of omens, and do away with superstitious doubts. Then, until death itself comes, no calamity need be feared.

~Sun Tzu

He will win who, prepared himself, waits to take the enemy unprepared.

~Sun Tzu

Pretend to be weak, so your enemy may grow arrogant.

~Sun Tzu

Convince your enemy that he will gain very little by attacking you; this will diminish his enthusiasm

~Sun Tzu

One who speaks deferentially but increases his preparations will advance. One who speaks belligerently and advances hastily will retreat.

~Sun Tzu

To know your Enemy, you must become your Enemy.

~Sun Tzu

All wars are won or lost before they are ever fought.

~Sun Tzu

The good fighters of old first put themselves beyond the possibility of defeat, and then waited for an opportunity of defeating the enemy.

~Sun Tzu

Do not engage an enemy more powerful than you. And if it is unavoidable and you do have to engage, then make sure you engage it on your terms, not on your enemy's terms.

~Sun Tzu

All warfare is based on deception. There is no place where espionage is not used. Offer the enemy bait to lure him.

~Sun Tzu

If your enemy is superior, evade him

~Sun Tzu

Opportunities increase as they are taken.

~Sun Tzu

Concentrate your energy and hoard your strength.

~Sun Tzu

Attack is the secret of defense; defense is the planning of an attack.

~Sun Tzu

The peak efficiency of knowledge and strategy is to make conflict unnecessary.

~Sun Tzu

Weak leadership can wreck the soundest strategy

~Sun Tzu

Management of many is the same as management of few. It is a matter of organization.

~Sun Tzu

First learn to become invincible, then wait for your enemy's moment of vulnerability.

~Sun Tzu

When strong, avoid them. If of high morale, depress them. Seem humble to fill them with conceit. If at ease, exhaust them. If united, separate them. Attack their weaknesses. Emerge to their surprise.

~Sun Tzu

Opportunities multiply as they are seized.

~Sun Tzu

If you know yourself but not the enemy, for every victory gained you will also suffer a defeat.

~Sun Tzu

The expert in battle seeks his victory from strategic advantage and does not demand it from his men.

~Sun Tzu

There is no place where espionage is not possible.

~Sun Tzu

Therefore, just as water retains no constant shape, so in warfare there are no constant conditions.

~Sun Tzu

When I have won a victory I do not repeat my tactics but respond to circumstances in an infinite variety of ways.

~Sun Tzu

The true objective of war is peace.

~Sun Tzu

You can prevent your opponent from defeating you through defense, but you cannot defeat him without taking the offensive.

~Sun Tzu

Rapidity is the essence of war: take advantage of the enemy's unreadiness, make your way by unexpected routes, and attack unguarded spots.

~Sun Tzu

When one treats people with benevolence, justice and righteousness, and reposes confidence in them, the army will be united in mind and all will be happy to serve their leaders.

~Sun Tzu

What is essential in war is victory, not prolonged operations.

~Sun Tzu

In conflict, straightforward actions generally lead to engagement, surprising actions generally lead to victory.

~Sun Tzu

If the mind is willing, the flesh could go on and on without many things.

~Sun Tzu

Regard your soldiers as your children, and they will follow you into the deepest valleys; look upon them as your own beloved sons, and they will stand by you even unto death.

~Sun Tzu

Of old the expert in battle would first make himself invincible and then wait for his enemy to expose his vulnerability.

~Sun Tzu

The good fighter is able to secure himself against defeat, but cannot make certain of defeating the enemy.

~Sun Tzu

The skilful employer of men will employ the wise man, the brave man, the covetous man, and the stupid man.

~Sun Tzu

Don't flail against the world, use it. Flexibility is the operative principle in the art of war.

~Sun Tzu

If you are far from the enemy, make him believe you are near.

~Sun Tzu

O divine art of subtlety and secrecy! Through you we learn to be invisible, through you inaudible and hence we can hold the enemy's fate in our hands.

~Sun Tzu

If you are strong, appear weak. But if you are weak, appear strong.

~Sun Tzu

The greatest victory is that which requires no battle.

~Sun Tzu

If the enemy opens the door, you must race in.

~Sun Tzu

No ruler should put troops into the field merely to gratify his own spleen; no general should fight a battle simply out of pique.

~Sun Tzu

A military operation involves deception. Even though you are competent, appear to be incompetent. Though effective, appear to be ineffective.

~Sun Tzu

Sweat more during peace: bleed less during war

~Sun Tzu

O divine art of subtlety and secrecy!

~Sun Tzu

In war, numbers alone confer no advantage. Do not advance relying on sheer military power.

~Sun Tzu

Keep your friends close and your enemies even closer.

~Sun Tzu

Weak leadership can wreck the soundest strategy; forceful execution of even a poor plan can often bring victory.

~Sun Tzu

And therefore those skilled in war bring the enemy to the field of battle and are not brought there by him.

~Sun Tzu

Attack where he is unprepared; sally forth when he does not expect you.

~Sun Tzu

Whoever is first in the field and awaits the coming of the enemy, will be fresh for the fight; whoever is second in the field and has to hasten to battle will arrive exhausted.

~Sun Tzu

Confront them with annihilation, and they will then survive; plunge them into a deadly situation, and they will then live. When people fall into danger, they are then able to strive for victory.

~Sun Tzu

Those who excel in war first cultivate their own humanity and maintain their laws and institutions. By these means they make their governments invincible.

~Sun Tzu

So a military force has no constant formation, water has no constant shape: the ability to gain victory by changing and adapting according to the opponent is called genius.

~Sun Tzu

In the practical art of war, the best thing of all is to take the enemy's country whole and intact; to shatter and destroy it is not so good.

~Sun Tzu

To ... not prepare is the greatest of crimes; to be prepared beforehand for any contingency is the greatest of virtues.

~Sun Tzu

When you surround an army, leave an outlet free. Do not press a desperate foe too hard.

~Sun Tzu

Agitate him and ascertain the pattern of his movement.

~Sun Tzu

A wise general makes a point of foraging of the enemy.

~Sun Tzu

Energy may be likened to the bending of a crossbow; decision, to the releasing of a trigger.

~Sun Tzu

For the wise man delights in establishing his merit, the brave man likes to show his courage in action, the covetous man is quick at seizing advantages, and the stupid man has no fear of death.

~Sun Tzu

Thus the expert in battle moves the enemy, and is not moved by him.

~Sun Tzu

Ponder and deliberate before you make a move.

~Sun Tzu

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