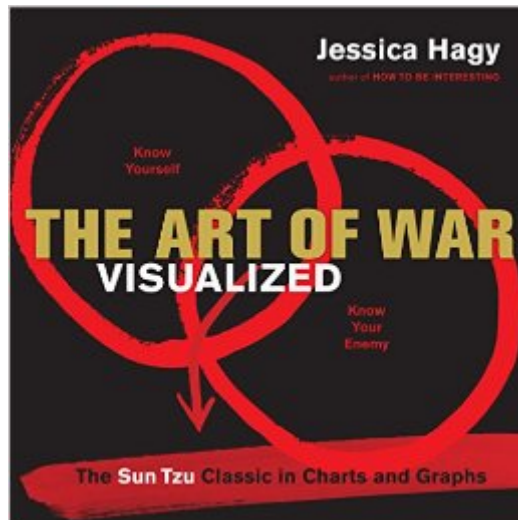


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# The Art Of War Visualized: The Sun Tzu Classic In Charts And Graphs



## Synopsis

It's the perfect meeting of minds. One, a general whose epigrammatic lessons on strategy offer timeless insight and wisdom. And the other, a visual thinker whose succinct diagrams and charts give readers a fresh way of looking at life's challenges and opportunities. A Bronze Age/Information Age marriage of Sun Tzu and Jessica Hagy, *The Art of War Visualized* is an inspired mash-up, a work that completely reenergizes the perennial bestseller and makes it accessible to a new generation of students, entrepreneurs, business leaders, artists, seekers, lovers of games and game theory, and anyone else who knows the value of seeking guidance for the future in the teachings of the past. It's as if Sun Tzu got a 21st-century do-over. Author and illustrator of *How to Be Interesting*, Jessica Hagy is a cutting-edge thinker whose language—comprising circles, arrows, and lines and the well-chosen word or two—makes her an ideal philosopher for our ever-more-visual culture. Her charts and diagrams are deceptively simple, often funny, and always thought-provoking. She knows how to communicate not only ideas but the complex process of thinking itself, complete with its twists and surprises. For *The Art of War Visualized*, she presents her vision in evocative ink-brush art and bold typography. The result is page after page in which each passage of the complete canonical text (in its best-known Lionel Giles translation) is visually interpreted in a singular diagram, chart, or other illustration—transforming, reenergizing, and making the classic dazzlingly accessible for a new generation of readers.

## Book Information

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## Customer Reviews

The Art of War Visualized by Jessica Hagy adds a new element to the classic Sun Tzu tale. I was excited to purchase the book and see how Sun Tzu's tactics and strategies permeated the modern business situations. The problem with deals with her lack of understanding of his concepts. On page 18, she takes a quote describing how a general must find the right balance between taking too few calculations and too many calculations before going into battle. She extrapolates this graph into a simple linear regression with "Success" on the y-axis and "Preparations" on the x-axis. The line labeled "Victory" goes between the two with a slope of 1. This does not make sense. Success with the least amount of preparation is the best type of victory. Hagy's lack of basic understanding of Sun Tzu's relatively simple style makes her visualizations utterly useless. To a further accord, the book should be titled The Art of War: Venn Diagram edition. 140 out of 241 pages feature venn diagrams, the most elementary of all graphs. Buy this book as a gift for your middle-management friends. It will look great on their coffee table

I am a fan of Jessica Hagy's Venn like Diagrams and narrations from the time I read her articles with graphics on Forbes online. I bought few of her items on the web like the pads etc. So it enthused me when I saw my Favorite Strategy Writer Sun Tzu's book name in the pre-publication promo email and pre-ordered the book for the first time. I am a bit disappointed frankly. Using an expression by a Marketing Professor - "Give people what they want, Make Money, Repeat the Formula" is described as one of his favorite strategies. This book does the same - More and even more of the same. Same graphics, same quotes - used in a different context i.e. Sun Tzu's famous Art of War did not impress me one bit as I have perhaps read and stored all the quote graphics of the Author from the past articles as a true fan ! No, Repetition did not impress me one bit. The paperback arrived bit earlier than promised and the poor quality of the paper and printing also disappointed me. However, I would still rate my favorite author with 3 Stars/ good rating as her communication style thru Venn Like diagrams is Unique and is her USP ! The Book, the Price, The delivery, The hype and promos about pre-ordering - most disappointing. Author Great but I seem to have read many quotes/ graphics/ visuals before - so disappointed to see not much new in this book. Sorry Jessica Hagy. I am a wannabe Art critic but as a fan - I can not lie here. :(

The Sun Tzu stuff is great and on first opening the book, the idea of combining it with art sounds great. So I was pretty excited to start reading it. But then after a few pages, it starts to dawn on you that the drawings are not representative of the Sun Tzu passage they appear with. In fact to my

mind, many of them are actually quite antithetical. Further, the drawings are highly repetitive, overly simple, and seem like very low energy, low output. It gives me the impression that Ms Hagy got excited about the idea, got a book deal, and then didn't really find the inspiration or dedication to do the concept justice. Maybe that wasn't how the publication actually came to be but that is certainly the impression the book gives me - Absurdly Low Value.

This isn't The Art of War Visualized, it is The Art of War Defiled. The author started to lose me in the first section of the book when one of her Venn diagrams had "feral children" as a bubble in contrast to managers. She completely lost me when one of the line charts had "office cleavage" as one of the x,y plot points. If this were sold as a satire or a comedy book it might earn two stars. I don't know how this ever made it to publication - it provides nothing new and in fact is blatantly disrespectful to Sun Tzu. The concept sells well - a Cliffs Notes version of The Art of War's lessons with helpful, modern diagrams. In reality it's a medium for the "author" to capitalize on the trendy business book genre at the expense of one of history's greatest works. Absolutely not recommended.

What you see on the cover is what you get. Visualized, in this context, means "redundant venn diagrams over and over again". The book would have been strong if it had variety. If you are looking for something that will truly illustrate Sun Tzu's ideas in a creative visual format that will give you new insights into the text, look again.

Great book for anyone in business who studies the Art of War. Some of the examples are a little off the wall but they all get you to think differently about the lessons of SunTzu and that has great value.

High level, on the lighter side, used to stimulate conversation after presenting concepts.

Once again, the brilliance behind "Indexed" cuts through the intellectual clutter with her simple yet insightful illustrations. This time, she refreshes some long-forgotten concepts that everyone should know. I'm on my fourth copy, having gifted the first three to colleagues! Whether we realize it or not, we all face countless battles every day. Jessica Hagy's latest project will painlessly introduce the uninitiated to irrefutable truths, while bringing a chuckle to those reviewing these time-tested but frequently forgotten fundamentals. Bravo, Ms. Hagy!! Your next masterpiece is eagerly awaited!

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