

The Inspirations of Tao Zhu-gong

Modern

Business Lessons

from an

Ancient Past

陶朱公商訓十二則

Prentice
Hall

WEE CHOW HOU

From the Reviewers

Wee Chow Hou has the unique ability of understanding and analyzing ancient Chinese wisdom and bringing it to life in our modern business environment.

In the next millennium, China will be a business force to be reckoned with and Wee Chow Hou brings us into the mind of the Chinese and makes us understand how it works.

Highly entertaining, highly relevant to our current business context and simple to understand, this is a book for both the future generation of businessmen and those who want to do business successfully with China.

— *Dinesh K. Burrenchobay, Human Resource Manager,
Sun International, Mauritius*

This is an interesting book which draws inspiration for modern day businesses from the ancient Chinese philosopher and military strategist, Tao Zhu-Gong. In so doing, Professor Wee has managed not only to demonstrate the relevance of this ancient philosopher to modern day business, but also to provide non-Chinese people with insights into Chinese business thinking and practices. This makes the book a recommended reading to western business people and students who wish to be introduced to East Asia. My congratulations to Professor Wee for this insightful and helpful piece of work.

— *Li Choy Chong, Professor and Director,
Research Institute for International Management,
University of St. Gallen, Switzerland*

Prof Wee is able to bring the ancient past to the present and into the future with his vivid illustrations of how time-tested business principles are still applicable in our digitalised, knowledge-based and genomic world.

A MUST-READ for people doing business in Asia, especially China.

— *Lim How Teck, Deputy CEO and CFO,
Neptune Orient Lines Ltd., Singapore*

Professor Wee has done a great contribution to the business world by writing this book. *The Inspirations of Tao Zhu-gong* is important for any businessman interested in doing business in Asia. The insight of Tao Zhu-gong is indeed useful and still applicable to the modern business setting.

— *Sanka Wijesinghe, Chief Executive Director,
Ceylinco Consolidated (M) Sdn. Bhd., Malaysia*

Professor Wee has the skills and pragmatism to offer today's executives concrete and practical management concepts.

As we all need a refreshing change from the short-lived miracle cures offered by most business books, we must allow Tao Zhu-gong and Wee Chow Hou to coach us.

— *Doris Bigio, Chief Executive,
Doris Bigio Management Development, France*

Prof Wee's book on the inspirations of Tao Zhu-Gong provides us with yet another inspirational and refreshing study on management practices. The 12 modern business lessons drawn from 500 B.C. were delivered in a crisp and easy-to-follow manner, making the learning from a historical figure less daunting and the lessons of 2,500 years old superbly relevant today.

— *Edmund N. S. Tie, Executive Chairman and CEO,
DTZ Debenham Tie Leung (SEA) Pte. Ltd., Singapore*

This book has something for Chinese readers as well as for readers from the West. For Chinese readers Professor Wee introduces western management concepts in a traditional Chinese context, demonstrating the compatibility of the two. For western readers he does the converse, he introduces traditional Chinese precepts and relates them to western management concepts. Professor Wee, with feet firmly planted in both traditions, admirably bridges the two cultures for his readers. For western readers who work frequently in Oriental cultures, this book is invaluable and an enjoyable read.

— *Harrie Vredenburg, Professor and Director,
International Institute for Resource,
Industries and Sustainability Studies,
University of Calgary, Canada*

The reader gets an excellent, clear and vital view of the philosophy of Tao Zhu-gong by reading this outstanding book. I think the author has made a great contribution to the 21st century global business world by applying the lessons from the ancient past to a post-modern society.

— *Tunc Erem, Professor and Dean,
School of Economic and Administrative Sciences,
Marmara University, Turkey*

I read this book with great interest and benefited tremendously from it. It cites a lot of renowned cases of business management from all over the world, thus combining China's ancient, traditional business experience with the western modern business management practice. It is of great value to China's enterprises and businessmen since China's business sector is entering the international arena.

This is also a must-read book for anyone interested in understanding the Chinese way of thinking in the area of business.

— *Cui Jing Bo, Executive Director General,
Qingdao Municipal Overseas Investment Promotion Bureau, China*

...As in his first two books, he brings the best of both worlds together by marrying ancient wisdom with modern-day case studies – among them corporate giants like Microsoft, McDonald's and 3M. So step by step, he shows how the Tao way of business may not be so very different from the modern-day thoughts of billionaire business legends like Microsoft's Bill Gates, Amazon.com's Jeff Bezos and Sony's Akio Morita. But where perhaps, he adds most value is where he points out the shades of meaning to Tao's choice of words for revealing his secrets. This should go a long way towards correcting mismatched expectations at the East-West negotiating table

— *Cheong Suk-Wai,
Correspondent, Life!, The Straits Times, Singapore
22 May 2001*

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PUSTAKA PERDANA



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