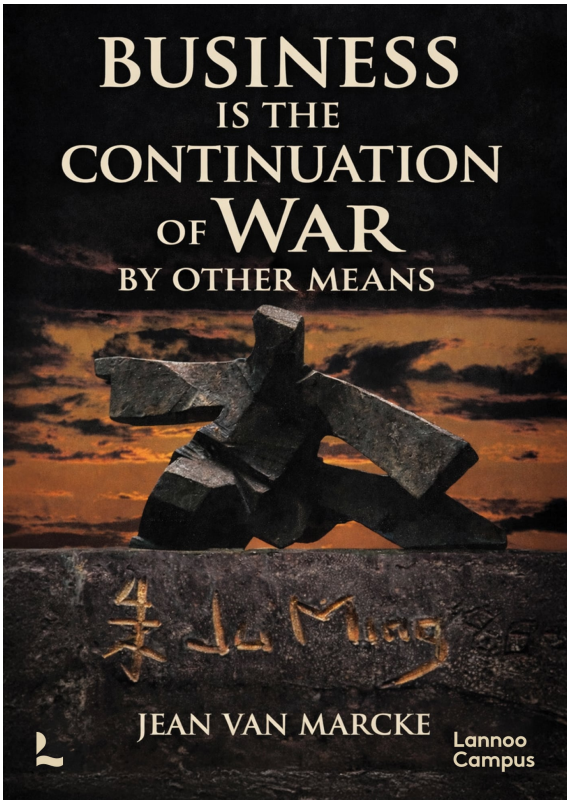
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Business Is the Continuation of War by Other Means

Jean Van Marcke

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- A radically different perspective on strategy, rooted in 3,500 years of military practice
- Introduces military strategic thinking as a powerful tool for better decision-making
- Challenges conventional management frameworks and moves beyond short-term tactics toward long-term strategic clarity
- Written by a battle-tested entrepreneur who combines philosophy, history and business experience into actionable insights
- Highly relevant in the current era shaped by geopolitical turmoil, AI, and increasing competitive pressure

In ***Business Is the Continuation of War by Other Means***, Jean Van Marcke explores a provocative but fundamental question: what if the true nature of strategy lies not in management theory, but in centuries of military insight? Drawing on a lifetime of leadership and study, he applies insights from Sun Tzu, Carl von Clausewitz and Michael Porter to the realities of modern business. Strategy is not reduced to planning or frameworks, but understood as the art of navigating conflict, power, and uncertainty. This book offers entrepreneurs a way to focus more clearly, decide more effectively, and shape the conditions for lasting impact in an increasingly unpredictable landscape.

Jean Van Marcke is a Belgian entrepreneur and strategy and leadership expert. He helped expand the Van Marcke family business into an internationally renowned multi-brand distribution group. He applies military strategic thinking to business, with a strong focus on innovation and continuity.

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