

# STRATEGOS...



έν πυρὶ δὴ βουλαί τε γενοίαιτο μήδεά τ' ἀνδρῶν  
σπονδαί τ' ἄκρητοι καὶ δεξιαί, ἧς ἐπέπιθμεν:  
αὐτως γὰρ ἐπέεσσ' ἐριδαίνομεν, οὐδέ τι μῆχος  
εὐρέμεναι δυνάμεσθα, πολὺν χρόνον ἐνθάδ' ἔοντες.  
Ἄτρεΐδη σὺ δ' ἔθ' ὡς πρὶν ἔχων ἀστεμφέα βουλήν  
ἄρχευ' Ἀργείοισι κατὰ κρατερὰς ὑσμίνας, τούσδε  
δ' ἔα φθινύθειν ἕνα καὶ δύο, τοί  
κεν Ἀχαιῶν νόσφιν βουλεύωσ'

**...wastes no time in empty discussions that get nowhere.**

**He remains true to his firm purpose, acting as a leader during stubborn struggles**

**Homer, Iliad, Liber II, 336-346, 762 B.C.**

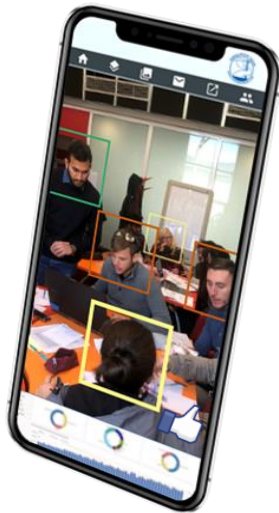
# STRATEGOS...



夫未戰而廟算勝者，得算多也；  
未戰而廟算不勝者，得算少也；  
多算勝，少算不勝，而況於無算乎？  
吾以此觀之，勝負見矣。

**...who win a battle makes many calculations in his temple ere the battle is fought, while the general who loses makes few calculations beforehand**  
***Sun Tzu, Art of War, Laying Plans, 7, 500 B.C.***

# STRATEGOS...



ἡ Στρατηγία κάλλιστα προμηθεῖται τὰ  
τε ἄλλα καὶ περὶ τὸ μέλλον ἔσεσθαι,  
οὐδὲ τῇ μαντικῇ οἶεται δεῖν ὑπηρετεῖν  
ἀλλὰ ἄρχειν, ὡς εἰδυῖα κάλλιον τὰ περὶ  
τὸν πόλεμον καὶ γιγνόμενα καὶ γενησόμενα

...owns the Art to Know better what is Happening or  
is Likely to Happen

*Socrates in Laches, 198 E, 423 B.C.*

# STRATEGOS...



...δὲ καὶ πάνυ λέγει ῥαδίαν  
αὐτῷ τὴν λύσιν γενέσθαι



...on any cause of policy,  
the Gordian Knot of it he will unloose, familiar as his garter  
*Alexander III of Macedon, known as the Great, 423 B.C.*

# STRATEGOS...

Quisque Faber suae Fortuna



... is artifex of his own fortune

*Appius Claudius Caecus, 279 B.C.*

# STRATEGOS...



Quod ad me attinet, et humanae infirmitatis memini et uim fortunae reputo et omnia quaecumque agimus subiecta esse mille casibus scio

... is mindful of human weakness, reflects upon the might of Fortune and knows that everything that we do is exposed to a thousand chances.

*Publius Cornelius Scipio Africanus, Zama Battlefield, 202 B.C.*

# STRATEGOS...

nam res rustica sic est, si unam rem  
sero feceris, omnia opera sero  
facies



... knows farming: if you do one thing late, you will be late in all

*Marcus Porcius Cato, the Elder, De Agri Cultura, 160 B.C.*

# STRATEGOS...



Hanc not reprimere,  
sed augere  
Imperatores debend

...don't have to repress people, but strengthen them

*Gaius Iulius Caesar, De Bello Civili, III-92, 48 B.C.*

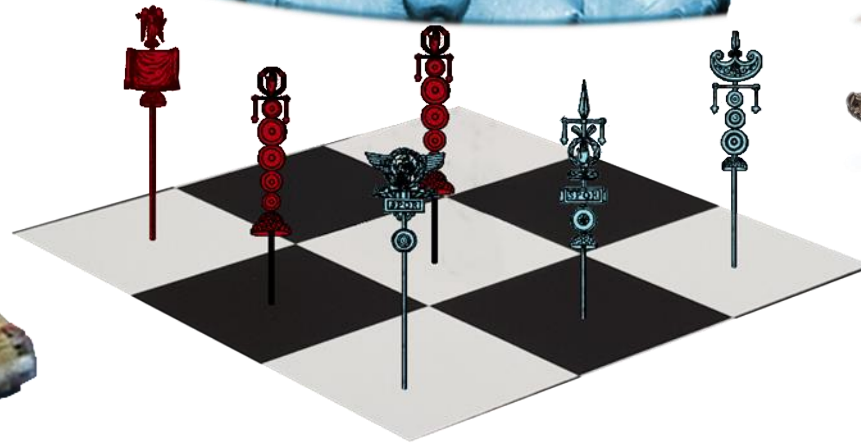


# STRATEGOS...



*quae generosius perire quaerens nec  
muliebriter expavit ensem nec latentis classe  
cita reparavit oras. Ausa et iacentem visere  
regiam voltu sereno, fortis et asperas  
tractare serpentes, ut atrum corpore  
conbiberet venenum, deliberata  
morte ferocior*

*Horace, Carmina 1.37*

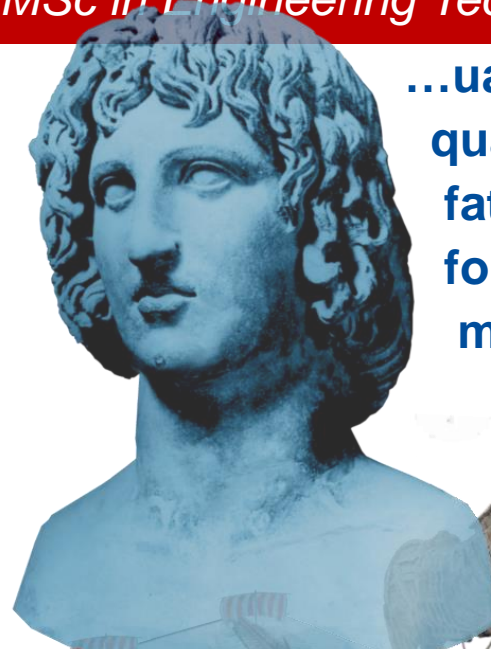


... does not fear neither the sword nor runs away, but observes the ruin with an impassive face, brave enough to know how to handle poisonous snakes

*Cleopatra VII, Ptolemaic Queen of Egypt, 30 B.C.*

# STRATEGOS...

...uatem aspicias,  
quae rupe sub ima  
fata canit  
foliisque notas et nomina  
mandat



...visit the Sibyl who sings the future  
and provides names and notes from the deep caves  
*Publius Vergilius Maro, Aeneid, III, 443-444, 19 B.C.*

# STRATEGOS...

era questi infra i piú industri ingegni  
ne' mecanici ordigni uom senza pari,  
e cento seco avea fabri minori,  
di ciò ch'egli disegna essecutori

*T.Tasso, Gerusalemme Liberata, XVIII, 42*

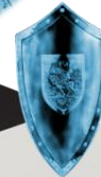


...should be among most talented & ingenious people, peerless in  
machine invention and using hundred assistants to execute his directions

*Ghigærho de ri Embrieghi, aka "Caputmallei", July 1099 A.D.*

# STRATEGOS...

*Ipse Rodericus, Meo Cidi saepe  
vocatus, De quo cantatur quod  
ab hostibus haud superatur,  
Qui domuit Mauros, comites  
domuit quoque nostros*



... is not defeated by enemies, but he also knows  
how to tame internal and external antagonists

*Rodrigo Díaz de Vivar, El Cid in Poema de Almeria 1148 A.D.*

النصر يغير قلوب خصمك بلطف ولطف

# STRATEGOS...



**...is changing the hearts of opponents  
by gentleness and kindness**

***Al-Nasir Salah al-Din Yusuf ibn Ayyub, Salah ad-Din, 1188 A.D.***

# STRATEGOS...

Удирдагч хүн ард түмнээ аз жаргалтай байлгахаас нааш хэзээ ч аз жаргалтай байж чадахгүй.



...can never be happy unless he makes his people happy.

*Genghis Khan, born Temüjin, 1222 A.D.*

# STRATEGOS...

تیمور گورکانی



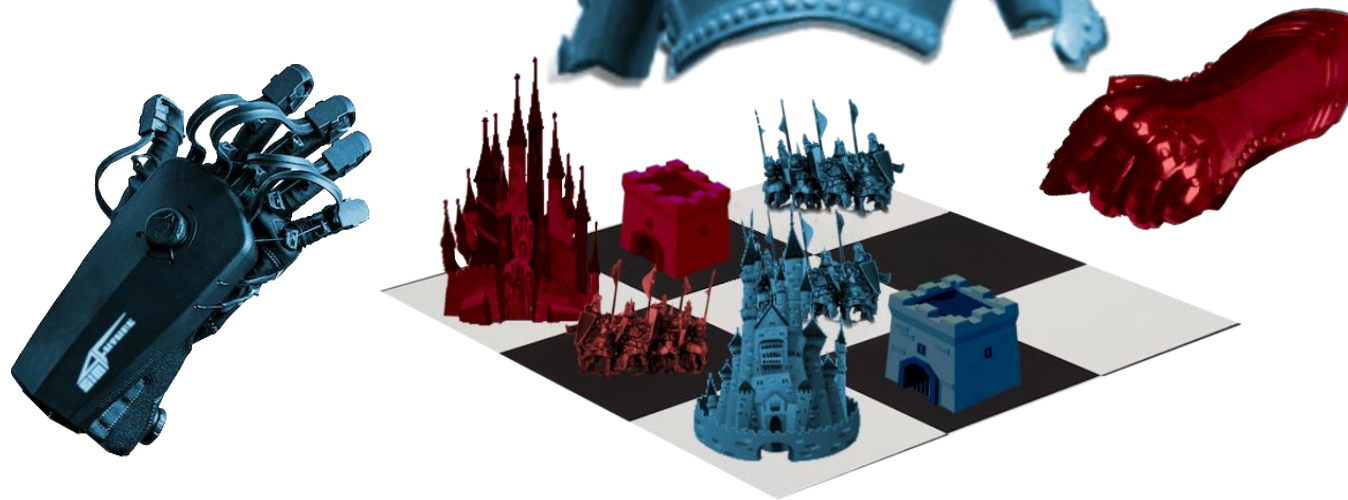
...knows that it is better to be on hand with ten men  
than absent with ten thousand

*Timūr Gurkānī, known as Tamerlane, 1393 A.D.*

# STRATEGOS...

*En toutes choses, hors du fait de la guerre elle était simple et comme une jeune fille; mais, au fait de la guerre, elle a été fort habile soit à porter la lance, soit à rassembler une armée, à ordonner les batailles disposer l'artillerie*

*Jean II, Duc d'Alençon*



*... In all, but war, is simple and youthful; but at war, she is gifted in carrying the spear, gathering armies, ordering battles and organizing forces*

*Jeanne d'Arc, La Pucelle, 1431 A.D.*



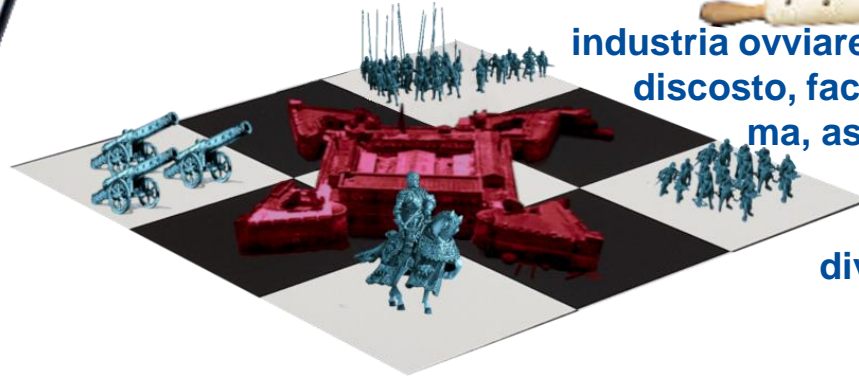
# STRATEGOS...

Lê o conscidera e mirè comme di senplici  
strumenti pe focalizâ a seu energia,  
cöse che peuan ese cangiæ quande  
cangian e prioritæ: de neuve peuan  
azonzise e de atre peuan ese eliminæ



...looks at goals as to simply tools to focus positively the energy, these  
can be changed as his priorities change, new one added & others dropped  
*Christopher Columbus, Memorial, 1501 A.D.*

# STRATEGOS...



**tutti e' principi savi  
debbono fare: li quali  
non solamente hanno ad  
avere riguardo alli scandoli  
presenti, ma a' futuri, et a  
quelli con ogni  
industria ovviare; perché, prevedendosi  
discosto, facilmente vi si può rimediare;  
ma, aspettando che ti si appressino,  
la medicina non è a tempo,  
perché la malattia è  
diventata incurabile.**

**... addresses not only present, but future problems & uses all resources to solve, because prediction makes it easier, while cures could arrive too late**

***Niccolò Macchiavelli, il Principe, 1514 A.D.***

# STRATEGOS...

*Point n'est besoin d'espérer pour  
entreprendre, ni de réussir pour  
perseverer*



**... does not need to hope to undertake, nor to succeed to persevere**

***Willem van Oranje, alias Willem de Zwijger, 1581 A.D.***

# STRATEGOS



... [comes] amongst you... not for.. recreation and disport, but being resolved, in the midst and heat of the battle, to live and die amongst you all

*Elizabeth I of England. Tilbury Speech, 1588 A.D.*



# STRATEGOS...



兵法師一

... has as principle to acquire one thing  
to know ten thousand others

*Miyamoto Musashi, 五輪書, 地, 1645 A.D.*

# STRATEGOS...

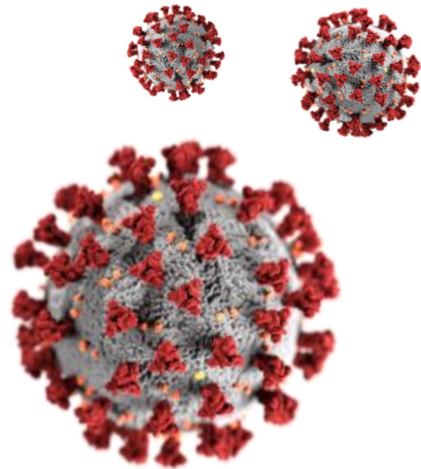


...[knows that] well done is better than well said

*Benjamin Franklin, Poor Richard's Almanack, 1737 A.D.*

# STRATEGOS...

*победителя судить не должно*



**... is aware that winners should not be judged**

***Catherine the Great of Russia, Handwritten Verdict, 1773 A.D.***

# STRATEGOS...



*Тяжело в учении — легко в походе!  
Легко в учении — тяжело в походе!*



**...knows that what is difficult in training will become easy in a battle**

***Aleksandr Vasil'evič Suvorov, Generalissimo, Letters, 1800 A.D.***



# STRATEGOS...

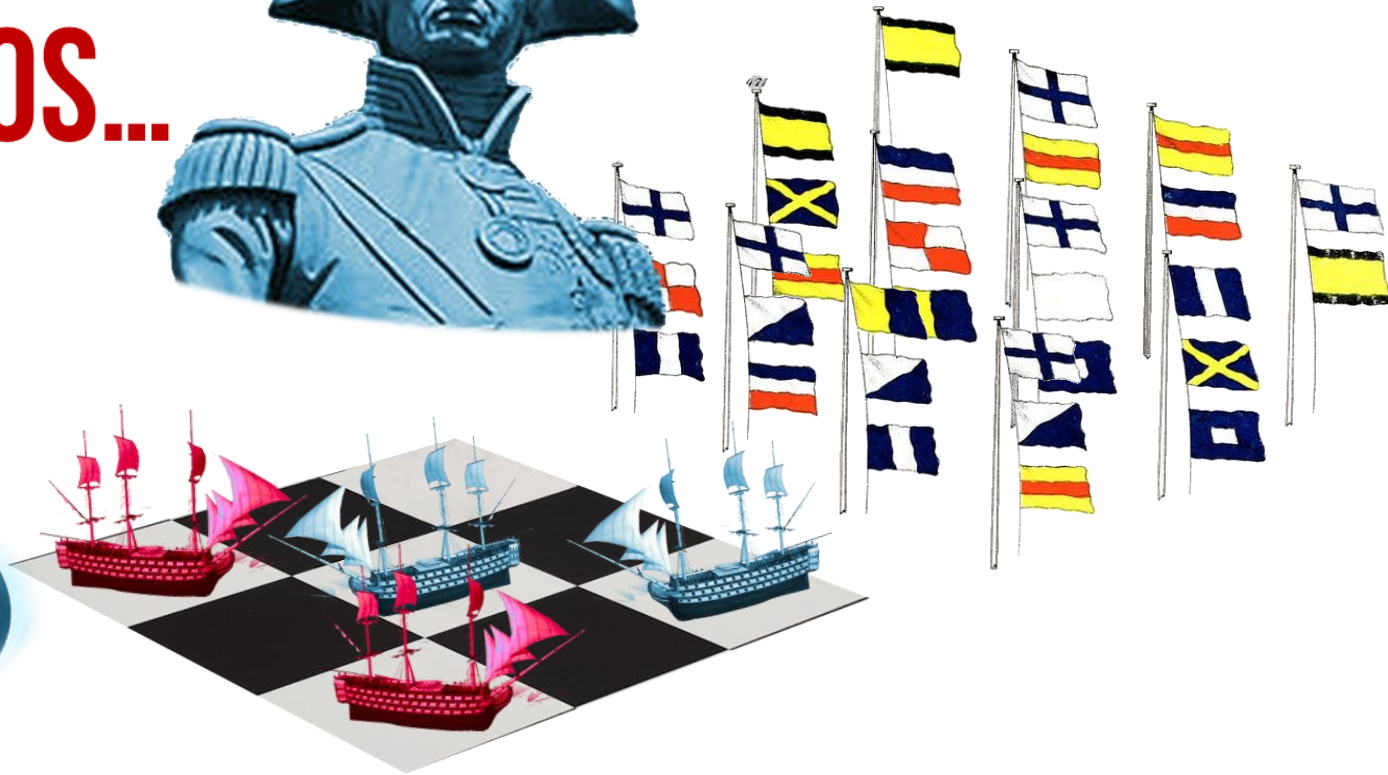
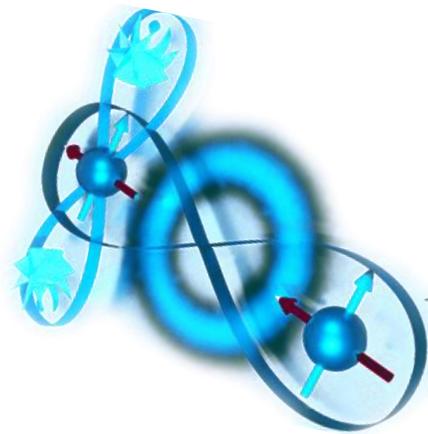
...n'interrompez jamais  
un ennemi qui est en  
train de faire une erreur



...never interrupts an enemy who is making a mistake

*Napoleone Bonaparte, 1805 A.D.*

# STRATEGOS...

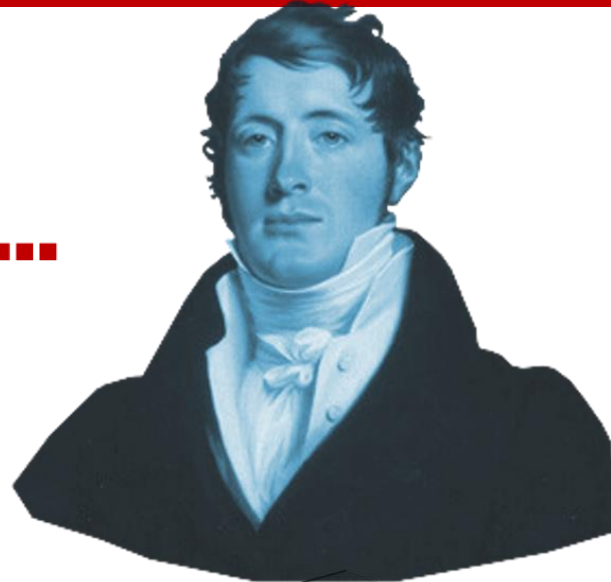


... confides that every man will do his duty

*Horatio Nelson, 1<sup>st</sup> Viscount Nelson, 1<sup>st</sup> Duke of Bronté, HMS Victory, 1805 A.D.*



# STRATEGOS...



...should have the temper and the spirit of the good cause to carry him through difficulties with satisfaction and credit

*Thomas Stamford Bingley Raffles, Letters, 1823 A.D.*

# STRATEGOS...

Aber auch bei diesen sind die Geistesverwicklungen und die große Mannigfaltigkeit der Größen und Verhältnisse nur in den höchsten Regionen der Strategie



...knows that, in the highest realms of Strategy, Intellectual Complications and Extreme Diversity of Factors and Relationships occur

*Carl & Marie Von Clausewitz, Vom Kriege, III, 1, 1832 A.D.*

# STRATEGOS...

La Stratégie est l'art de bien diriger



... has the capability to direct all effectively

*Gen. Anton Jomini, Précis de l'Art de la Guerre, 1838 A.D.*

# STRATEGOS...

...il differire di tempo in tempo sui modi  
d'antivedere l'avvenire non ci  
toglieva d'essere intesi sulle condizioni  
presenti e sulla scelta dei rimedi.



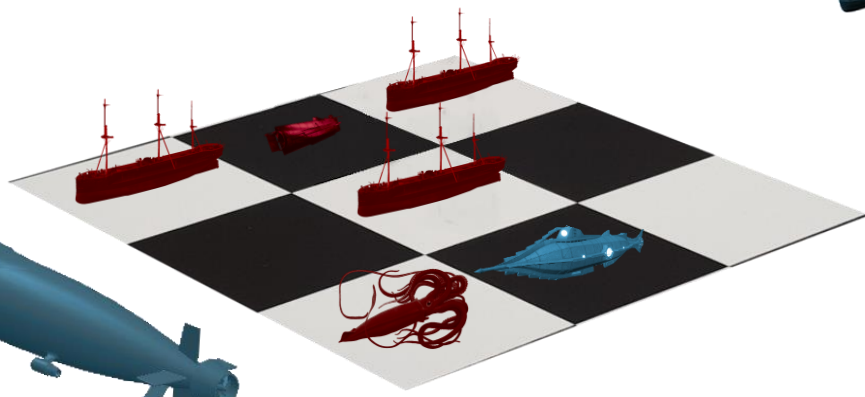
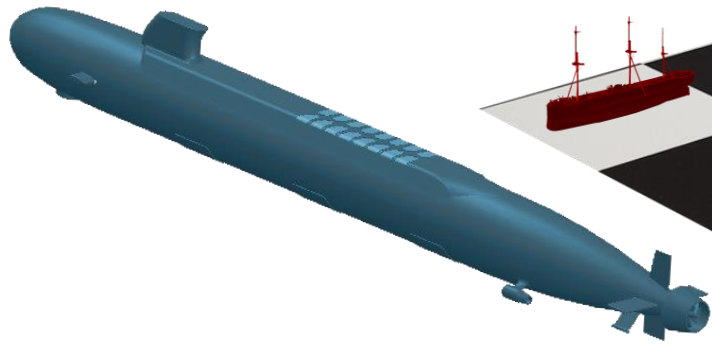
... despite occasional different approaches to predict the future, is able to  
develop a common awareness on actual situation and critical decisions

*Giuseppe Mazzini, Pensiero ed Azione, 1858 A.D.*

# STRATEGOS...



*On peut braver les lois humaines, mais non résister aux lois naturelles*



**... can defy human laws, but not resist natural laws**

***Captaine Nemo, Nautilus, 1869 A.D.***

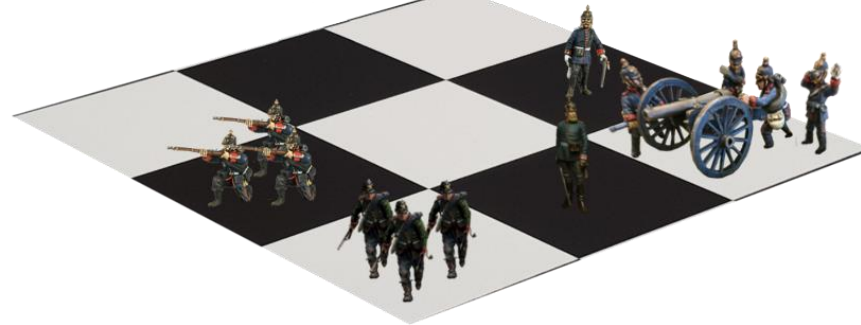
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# STRATEGOS...

Strategie ist ein System von Notbehelfen ...  
kein Operationsplan reicht mit einiger  
Sicherheit über das erste Zusammentreffen  
mit der feindlichen Hauptmacht hinaus



... is used to apply a system of expedients while... no plan of operations  
extends beyond the first contact with the main hostile force

*Helmuth Karl Bernhard von Moltke, Über Strategie, 1871 A.D.*



# STRATEGOS...



ملالي مايواند يا حبي  
الصغير! والله، إذا لم تسقط في  
معركة مايواند، فإن أحدًا يُبقيك  
حيًا كي تظل رمزًا للعار



... incites to fight bravely till the end,  
avoiding her followers to turn into a symbol of shame

***Malalai of Maiwand, Charging at Maiwand Battle, 1880 A.D.***

# STRATEGOS...

*Erfolg gedeiht nur in Ausdauer,  
ununterbrochener, unruhiger Ausdauer*



**... Success flourishes only in Perseverance.  
Ceaseless, Restless Perseverance**

***Manfred von Richthofen, 1918 A.D.***

# STRATEGOS...

*la scelta dei bersagli dipenderà da complesse circostanze di fatto, circostanze d'ordine materiale, morale e psicologico non facilmente ponderabili, e la genialità dei Comandanti delle future Armate Aeree si dimostrerà appunto in questa scelta.*



**... of future should be genial in properly selecting targets based on very complex factors dealing with operations, moral, psychology**

***Gen. Giulio Douhet, Il Dominio dell'Aria, 1921 A.D.***

# STRATEGOS...



**... never give in!**

***Sir Winston Leonard Spencer Churchill, Harrow School 1941 A.D.***

*महात्मा गांधी*

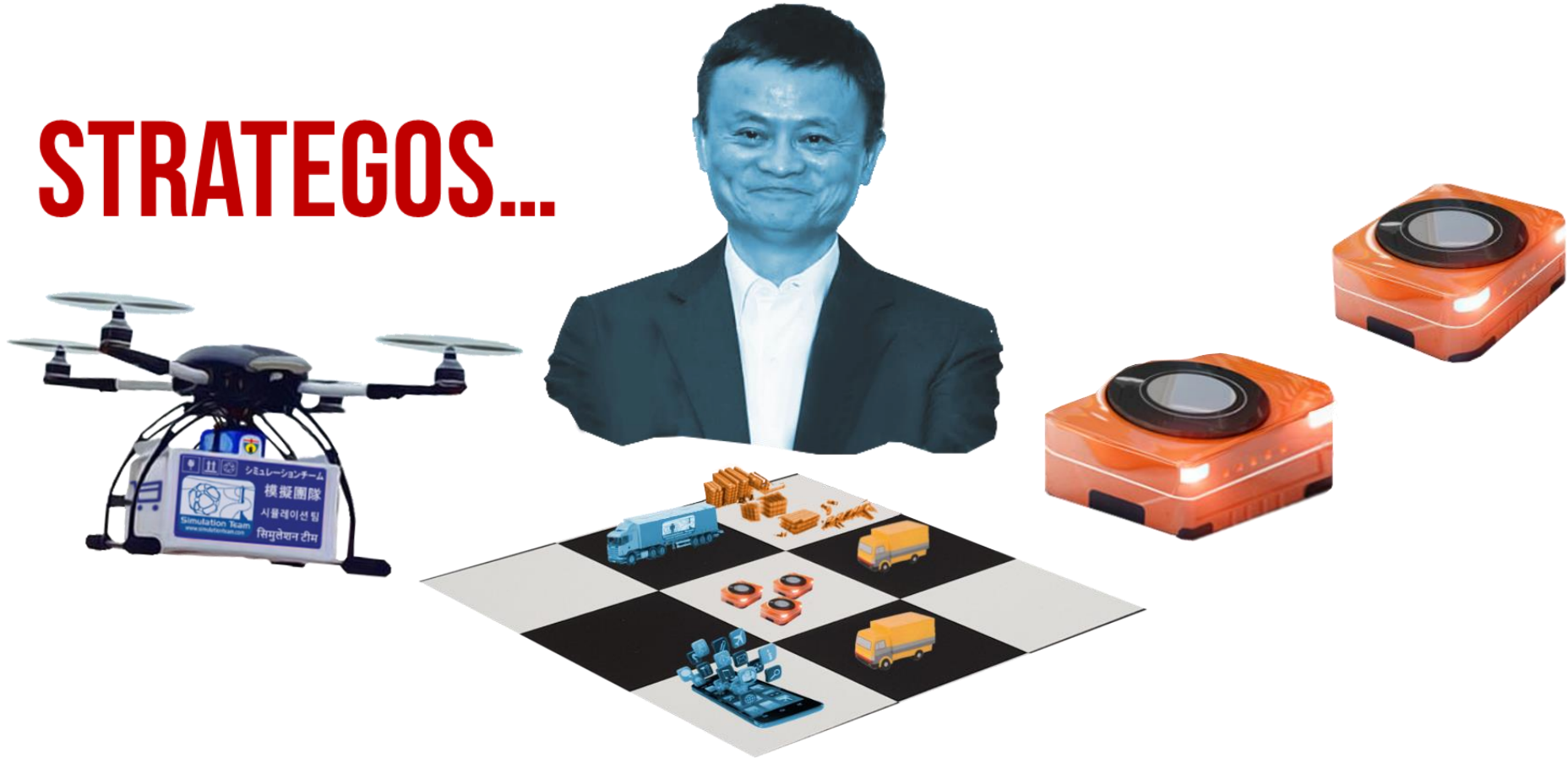
# STRATEGOS...



**... strength does not come from physical capacity.  
It comes from an indomitable will.**

***Mohāndās Karamchand Gāndhī, Non-violence in Peace & War, 1942 A.D.***

# STRATEGOS...



**...to make a great company today, has to think about what Social Problem he could solve**

**Ma Yun, Alibaba Executive Chair, 2018**

*(2018: Personal Net Worth 42.2 GUSD; 23.8GUSD Alibaba Revenues 6.2GUSD Profits, 56% Net Revenues Growth, Stocks +15% in 1 month)*



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