

Sun Tzu: Metaphors and Strategic Thought in Contemporary Culture

Seminar Program

Introduction

Welcome and opening remarks by **Saskia Bos**

Overview of the seminar theme and speakers

Overview of the Scientific Work

Presentation of the interdisciplinary research by

Ghica van Emde Boas and **Prof. Peter van Emde Boas**

- Background of the project (University of Amsterdam & Tsinghua University)
- Methodology: mind-mapping approach to *The Art of War*
- Conceptual framework: logic, metaphors, and structured reasoning

Q&A Session

Short interactive session with participants

Presentation of Key Results and Relevance

Main findings from the research

- Interpretation of Sun Tzu's work as abstract strategic models
- Practical examples illustrating relevance to:
 - Modern military thinking
 - Organisational strategy
 - Business environments
- Connections to current global developments

Open Discussion

Moderated discussion with audience participation

Exchange of perspectives and applications of the concepts presented

Closing Remarks

Summary of key insights and concluding thoughts