



# CHAPTER ONE



Law 23 – concentrate your forces





# Chapter Summary

In this chapter, Greene emphasizes the importance of concentrating one's forces and energies to achieve power. He argues that one should focus on a few key resources or allies rather than spreading oneself too thin. Historical examples illustrate how overreach can lead to downfall, while the success of the Rothschild family exemplifies the power of concentrated efforts. The chapter draws a contrast between intensity and extensity, advocating for quality of focus over quantity of pursuits. Ultimately, it reinforces the idea that true power lies in concentrated resolve and strategic alliances.





# The Power of Concentration

Success comes from directing your energies toward a single strong point. By focusing on one source of power, you maximize the potential of your resources. This allows for deeper exploration and greater returns, as opposed to scattering efforts across numerous weak avenues.

"Intensity defeats extensity every time."



# Historical Lessons: The Kingdom of Wu

The downfall of the kingdom of Wu exemplifies the consequences of overreaching ambition. Initially, they enjoyed victories in war but divided their forces, making them vulnerable. This led to their eventual downfall, emphasizing the danger of thinly spreading one's strength.

"The bigger it bloats, the harder it falls."





# The Goose and the Horse

This fable teaches the value of specializing in one domain. While the goose boasts about its versatility across elements, the horse excels in its singular prowess. This illustrates that one can achieve greatness by mastering one area, rather than being mediocre in many.



# The Rothschild Example

Mayer Amschel Rothschild's strategy of concentrating power within his family exemplifies the law. By forming strong alliances and keeping business in-house, they strengthened their position in European finance while avoiding the dilution of their efforts.



# Networking: A Double-Edged Sword

While it's vital to concentrate your forces, be wary of overcommitting to one source. Aligning solely with a single patron poses risks if that patron falls from grace. Balance concentration with diversification for security in uncertain times.



# The Perils of Dispersion

While concentration has its strengths, there are moments when dispersing forces may be necessary, especially for the weaker side in conflict. Guerrilla tactics often require a fluid approach rather than traditional concentration.





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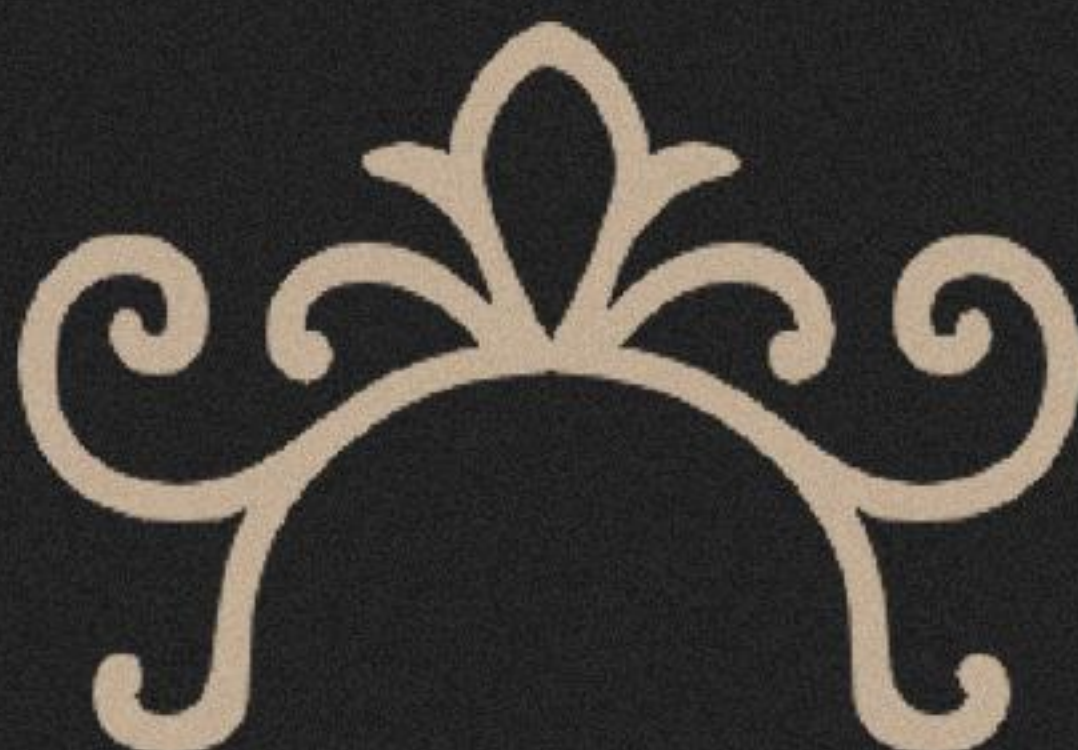
# Learning from Mistakes



Historical figures like Nikola Tesla illustrate the downfall of rejecting reliance on a single patron. His pursuit of independence ultimately led to challenges that could have been avoided through strategic alliances.



# Final Thoughts on Power




Power exists in concentrated forms, and understanding who holds that power is critical. Moving forward, the principle of concentration must guide your strategy, always aiming for a potent singular focus in all endeavors.





# Recap

- "Intensity defeats extensity every time."
  - "The bigger it bloats, the harder it falls."
  - "If your master falls, you may fall with them."
  - "Concentrate your forces for decisive action."
  - "In some battles, evasion is power."
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Thank You

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