



SYNOPSIS Sun Tzu was the Nostradamus of warfare, and his book Art of War, written 2,400 years ago, is still the ultimate how-to book for winning. This feature-length special brings his words to life. Shot like a graphic novel, it weaves together several epic stories, including the story of Sun Tzu himself, and a war soon after his death where a city is saved using his tactics as China takes the first step toward unification. We'll also follow other epic battles in history--Roman battles, The Civil War, WWII, and present day--that illustrate more of Sun Tzu's lessons, to detail how the people who understand his strategy are the most dangerous weapons of all. And while his ideals were originally created for battle, his lessons could be used by anyone who wants to win--whether at sports, business, or life.

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NEW RELEASE: HISTORY™

ART OF WAR

The true story of history's ultimate victory manual

- A top-rated special based on legendary military commander Sun Tzu's famous military treatise, which has served as the authoritative military guidebook since it was first written over 2,400 years ago.
- The book has never been out of print, and has influenced not only military strategists, but also political leaders and people in the business world.
- An exciting, feature length special that features graphic novel-esque visuals and recreations of epic battles both in Sun Tzu's time, and throughout the rest of history, showing how his methods affected the outcomes of such events as the Civil War and World War II.
- Marketing campaign includes TV Spots on HISTORY for an **estimated 5MM impressions**.
- PR campaign to target gamer publications, as well as historical magazines in top 15 markets for an **estimated 3 million impressions**.

PRODUCT INFORMATION

SRP: \$14.95 U.S., \$16.95 CAN
FORMAT: Single
PACKAGING: Amaray
LENGTH: Approx. 100 mins. total
GENRE: Documentary
YEAR: 2009

LANGUAGE: English
COLOR: Yes
WIDESCREEN: Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

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