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# Cultural Mistakes in History

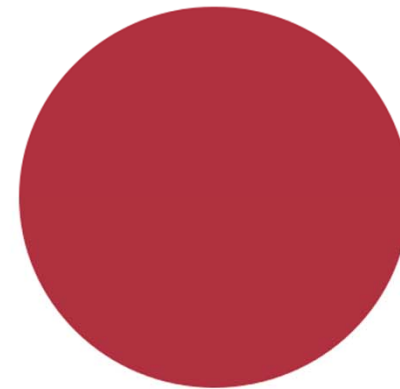
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# 孫子兵法 Sun Tzu's Art of War

**“KNOW YOURSELF, KNOW YOUR ENEMY  
100 BATTLES, 100 VICTORIES”**

**“KNOW YOUR ENEMY’S CULTURE”**

# SINO-JAPANESE WAR OF 1894-1895



# “Pissant Country”



# Vietnam Syndrome



Understanding the culture does  
NOT  
mean respect for the culture

