

BÓ YÌ
博 弈

yuǎn

jiāo

远 交

jìn

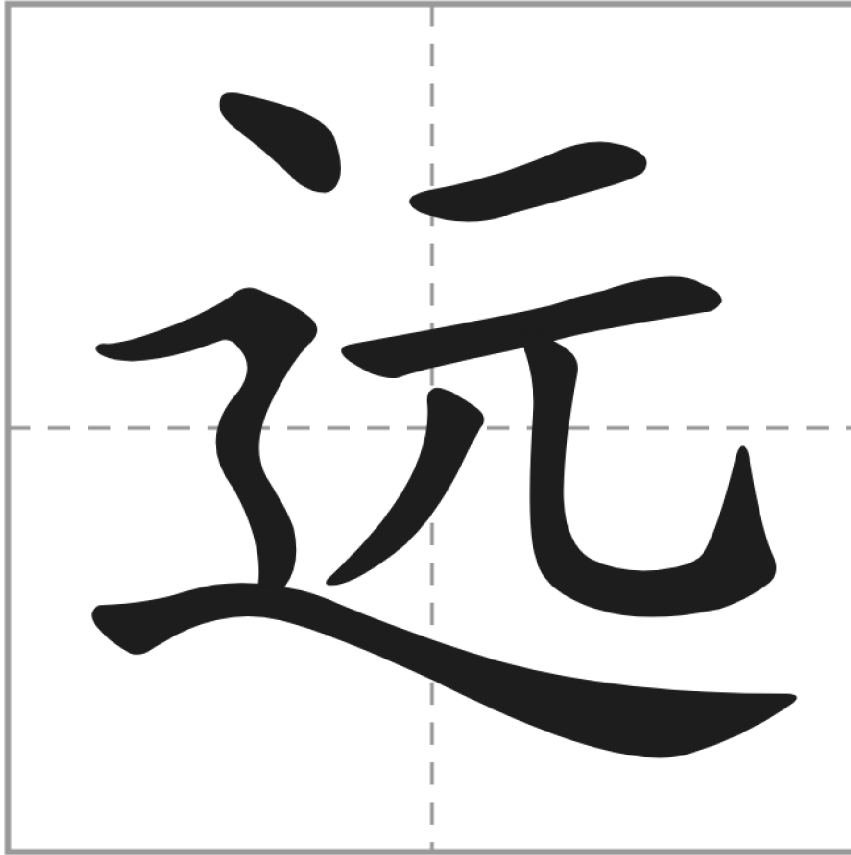
gōng

近 攻

Befriend the far. Take the near.

CHARACTER CARD · 远

yuǎn *far*



yuǎn

far

7 strokes

BÓYÌ 博弈 · Think Like a Chinese Strategist

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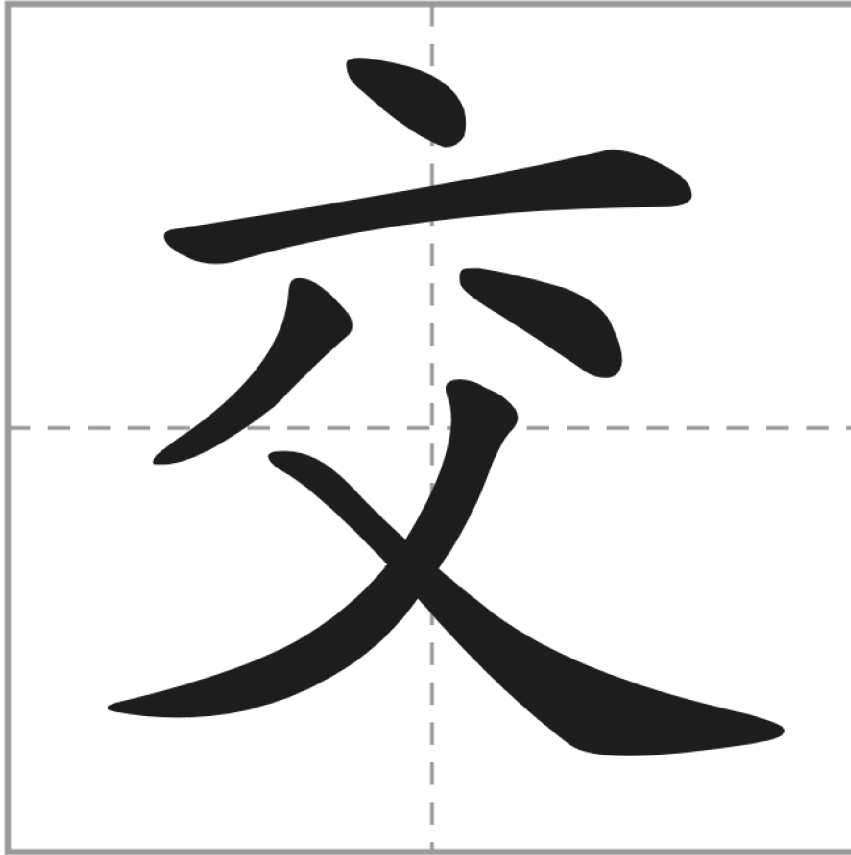
Stroke data: Make Me a Hanzi (github.com/skishore/makemeahanzi), derived from Arphic Technology fonts under the Arphic Public License, via Hanzi Writer data.

BÓYÌ 博弈 · Free character card · 1

BÓYÌ 博弈 · Week 23 · 02

CHARACTER CARD · 交

jiāo *to befriend*



jiāo
to befriend

6 strokes

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BÓYÌ 博弈 · Week 23 · 03

CHARACTER CARD · 近

jìn *near*



jìn
near

7 strokes

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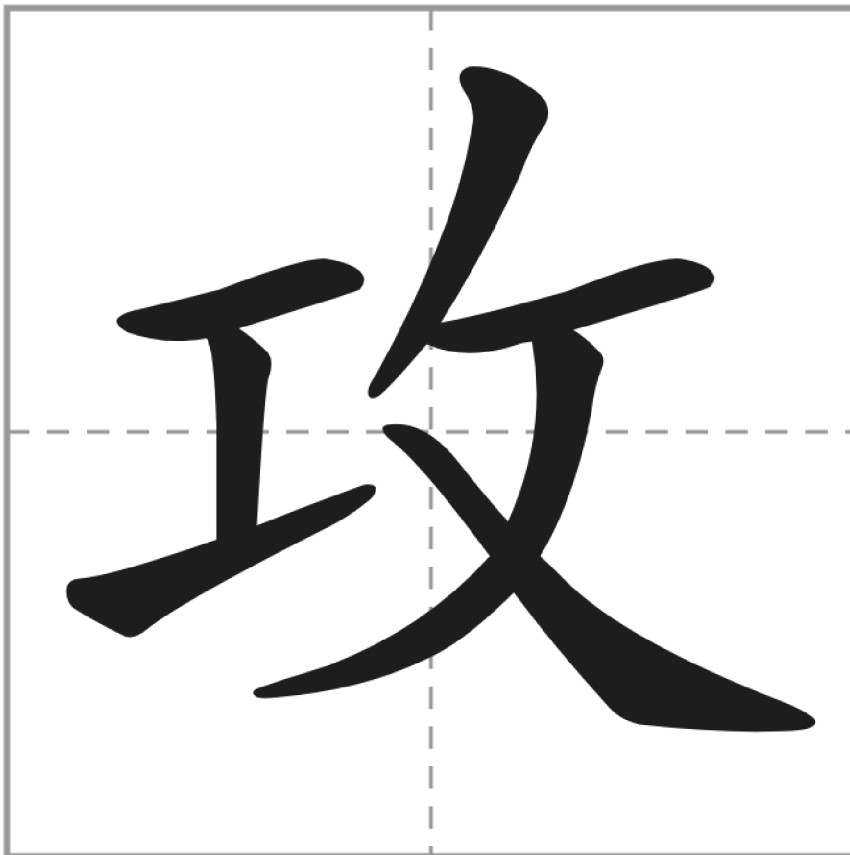
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BÓYÌ 博弈 · Free character card · 3

BÓYÌ 博弈 · Week 23 · 04

CHARACTER CARD · 攻

gōng *to attack*



gōng
to attack

7 strokes

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BÓYÌ 博弈 · Free character card · 4

BÓYÌ 博弈 · Week 23 · 05

Practice · 远交近攻 yuǎn jiāo jìn gōng

Trace the first row, then write the whole phrase four times. Say it out loud each time.

yuǎn	jiāo	jìn	gōng
远	交	近	攻

远交近攻 · Befriend the far. Take the near.

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BÓYÌ 博弈 · Free practice · 1

① 字面意思 · LITERAL MEANING

第 23 计 · 远交近攻

Befriend the far. Take the near.

《三十六计》原文

形禁势格，利从近取，害以远隔。上火下泽。

When terrain blocks you and circumstances work against you, take what is near and keep harm at a distance. The old image: fire above, marsh below.

古代那一行 · THEN

近

近处的地才站得住

Only nearby ground is ground you can stand on.



远

远处的地是画，不是产业

Distant ground is a picture, not a holding.



守

只算你守得住的部分

Count only what you can keep.

② 背后道理 + ③ 今天怎么用

不是喜欢谁，是够得着谁

It is about who you can reach, not who you like.

远近

远处买时间，近处下功夫

Buy time far away; do the work nearby.

今天怎么用 · NOW

先近

先联系隔一条街的客户

Call the customers one street away first.



算成本

先算远方合约守起来多贵

First work out the cost of keeping a distant contract.



再远

近处站稳，再看远处

Secure the near ground before looking farther away.

中国人的解法

先守近处，再向远处扩张

Secure what is near before expanding farther away.

结论 · THE TAKEAWAY

两种扩张法

*Two ways to grow.***野心要有站得住的地***Ambition needs ground it can stand on.*

先近 · NEAR FIRST

守住街区，再看远方

先这条街／再这个区／再这座城

Keep the street, then the district, then the city; only then look farther away.

↓ VS ↓

只望远 · FAR ONLY

远处签大名，丢掉眼前的街

签远方大客户／看地图高兴／丢掉眼前的街

Sign big-name clients far away, admire the map, and lose the street under your window.

看谁靠近你的邻居

看谁在跟你的邻居交朋友。*Watch who befriends your neighbors.*

BÓYÌ 博弈

Watch who befriends
your neighbors.

YouTube · @yoko-boyi

boyi.snsaladdin.com/23/

Week 23 Journal