

BÓ YÌ
博 弈

kǔ ròu

苦 肉

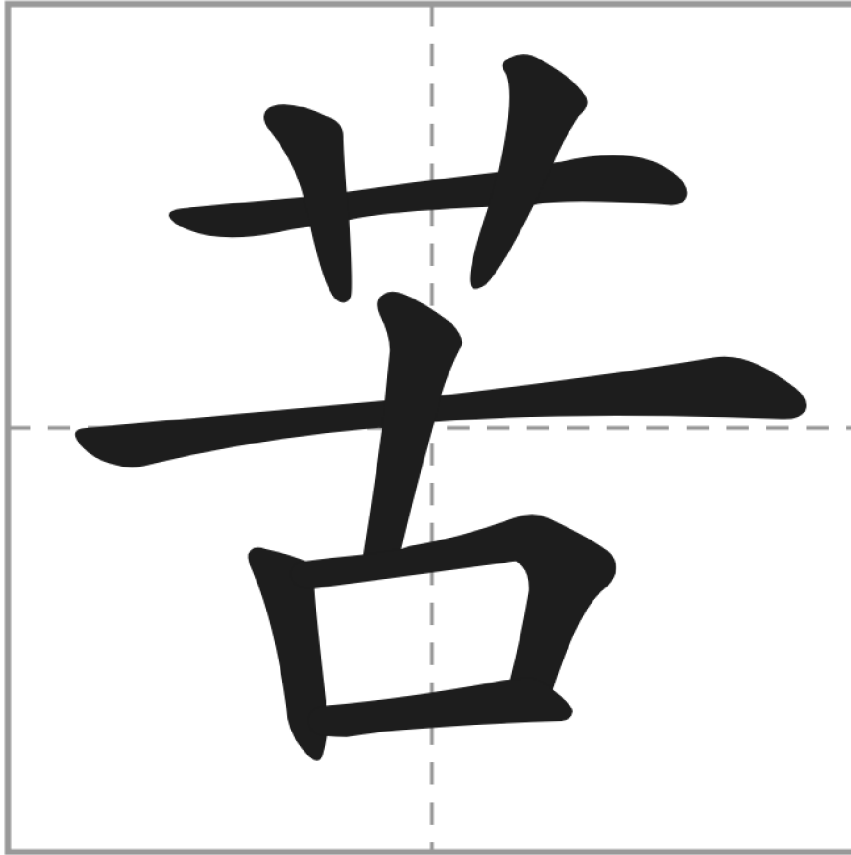
jì

计

Hurt yourself to be believed.

CHARACTER CARD · 苦

kǔ *bitter*



kǔ
bitter

8 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 34 · 02

CHARACTER CARD · 肉

ròu *flesh*

肉

ròu

flesh

6 strokes

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BÓYÌ 博弈 · Free character card · 2

BÓYÌ 博弈 · Week 34 · 03

CHARACTER CARD · 计

jì *plan*



jì
plan

4 strokes

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BÓYÌ 博弈 · Free character card · 3

BÓYÌ 博弈 · Week 34 · 04

Practice · 苦肉计 kǔ ròu jì

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

kǔ ròu jì
苦 肉 计

苦肉计 · Hurt yourself to be believed.

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BÓYÌ 博弈 · Free practice · 1

① 字面意思 · LITERAL MEANING

第 34 计 · 苦肉计

Hurt yourself to be believed.

《三十六计》原文

人不自害，受害必真；假真真假，间以得行。童蒙之吉，顺以巽也。

People do not harm themselves, so harm taken must be real. Make the false look true and the true look false, and the plan goes through. The simple-minded are fortunate, because they follow gently.

古代那一行 · THEN

来降

弱的一方说：打不赢，我来归顺

“We cannot win. I will come over.”



疑

对方问：只怕你在骗我

“I fear you are tricking me.”



代价

提议带着代价，代价让它可信

Because the offer has a price, the price makes it believable.

② 背后道理 + ③ 今天怎么用

话谁都会说，人们信代价

Anyone can say words, but people believe costs.

对象

这个亏，换来的是什么？

What does this loss buy?

今天怎么用 · NOW

认输

她接受每一条：低价，独家供货

She accepts every term. A lower price. Exclusive supply.



真代价

利润压到接近零，首批冷链升级自己出

She cuts her margin close to zero. She pays for the first cold-chain upgrade herself.



补差价

巨头买得少，就按原价补差价

If the giant buys less, it pays the difference at the old price.

中国人的解法

忽然的亏，是一个问题

A sudden loss is a question.

结论 · THE TAKEAWAY

三条底线，不走样

Three limits keep this stratagem honest.

要付真价，每条写在纸上

Pay a real price. Write every term on paper.

真代价 · REAL PRICE

付真价，每条写在纸上

真代价／写成文／不撒谎

Pay a real price, write every term on paper, and never lie.

↓ VS ↓

假的亏 · FAKE LOSS

假的亏，不算

装吃亏／藏条款

A fake loss does not count. Do not pretend to lose, and do not hide terms.

先问换来什么

当对方肯吃大亏，先问他图什么。

When they take a big loss, ask what they are buying.

BÓYÌ 博弈

When they take a big loss,
ask what they are buying.

YouTube · @yoko-boyi

boyi.snsaladdin.com/34/

Week 34 Journal