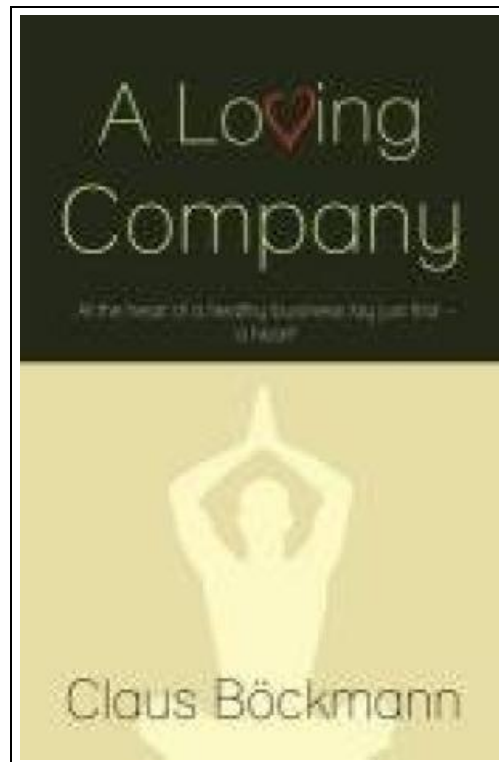


A Loving Company



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A LOVING COMPANY



Legend Press Ltd, United Kingdom, 2011. Paperback. Book Condition: New. 218 x 142 mm. Language: English . Brand New Book ***** Print on Demand *****.TO BE A TRUE TEAM PLAYER, YOU MUST WORK HARDER, FASTER, LONGER! This seems to be the mantra underpinning most companies corporate ethos these days. As a general trend (especially in difficult economic times), organisations come to demand more and more from their workforce, with little concern for their employees emotional or spiritual well-being. The view is that personal development provides insufficient corporate payback: the pursuit of happiness detracts from the pursuit of profits. In his inspiring and thought-provoking book, Claus Bockmann shows that there can be another way. He explains that at the heart of a healthy business lay just that - a heart! A Loving Company demonstrates that the prevailing model, in which employees are expected to perform tirelessly over long hours, be multi-functional and instantly adaptable, all the while wearing the robotic, fixed grin of the can-do persona, is mentally, physically and emotionally draining. What makes it worse is that employees are often required to do this whilst enduring hostile, or even bullying environments in which individuality is feared. The book shows that a sole corporate objective of ever-greater profits is not only counter-productive, it is also essentially unsustainable. Being drained of physical, emotional, mental and spiritual energy can only be tolerated for so long, before the inevitable onset of burn-out followed closely by the resignation letter. Claus Bockmann reveals that it doesn't have to be this way. Building a company culture based on love and respect, in which each person is seen, recognised and valued for the talents they possess and for the individual contribution that they can make, can be truly transformative - both individually and collectively. If you long...



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