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## A Loving Company

By Claus Bockmann

Indepenpress Publishing Ltd. Paperback. Book Condition: new. BRAND NEW, A Loving Company, Claus Bockmann, 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...



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