



SPIRITUAL MOTIVATION

EDITED BY JEREMY RAMSDEN, SHUHEI AIDA AND
ANDREW KAKABADSE

Our world is facing unprecedented technological and ethical challenges. Such is the complexity of today's business environment that sustained long-term success is impossible without a much broader outlook than that fostered by current management school practice. This book draws on centuries of Japanese tradition in honourable behaviour, comparing and contrasting it with developments in the West, to create a new approach powerful enough to meet the challenges of operating in today's global business environment.

PART I: CORE ELEMENTS - Contemporary Challenges to Sustainable Industrial Civilization; *Homare Takenaka* - The Book of Five Concepts for Management; *Shuhei Aida* - A View of Bushido; *Masato Shinagawa* - Chivalry; *Jeremy Ramsden* - Christianity; *Lorne Denny* - Complexity and Identity: The Evolution of Collective Self; *Peter Allen* - PART II: SYNTHESIS - New Thinking: A Synthesis; *Jeremy Ramsden* - Bushido in the IT Era; *Kaneyuki Hamada & Yutaka Ujiie* - PART III: A SPIRITUAL METHOD BASED ON BUSHIDO - The Road to the Spiritual Mind for Entrepreneurs; *Masayuki Koyanagi* - "Shin-shin-toitsu-ho" for Dynamic Meditation; *Toshiro Ono* - PART IV: PRACTICAL APPLICATIONS - EcoDesign and Human Media; *Shuhei Aida* - Eco-Design and Sustainability; *William Batty* - Corporate Social Responsibility and Business Decision-Making; *Simon Knox* - The Need for Spirituality in the Public Sphere; *Nada Korac Kakabadse, Paul Collins & Andrew Kakabadse* - Creating Sustained Performance Improvement; *Peter Hunter*

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