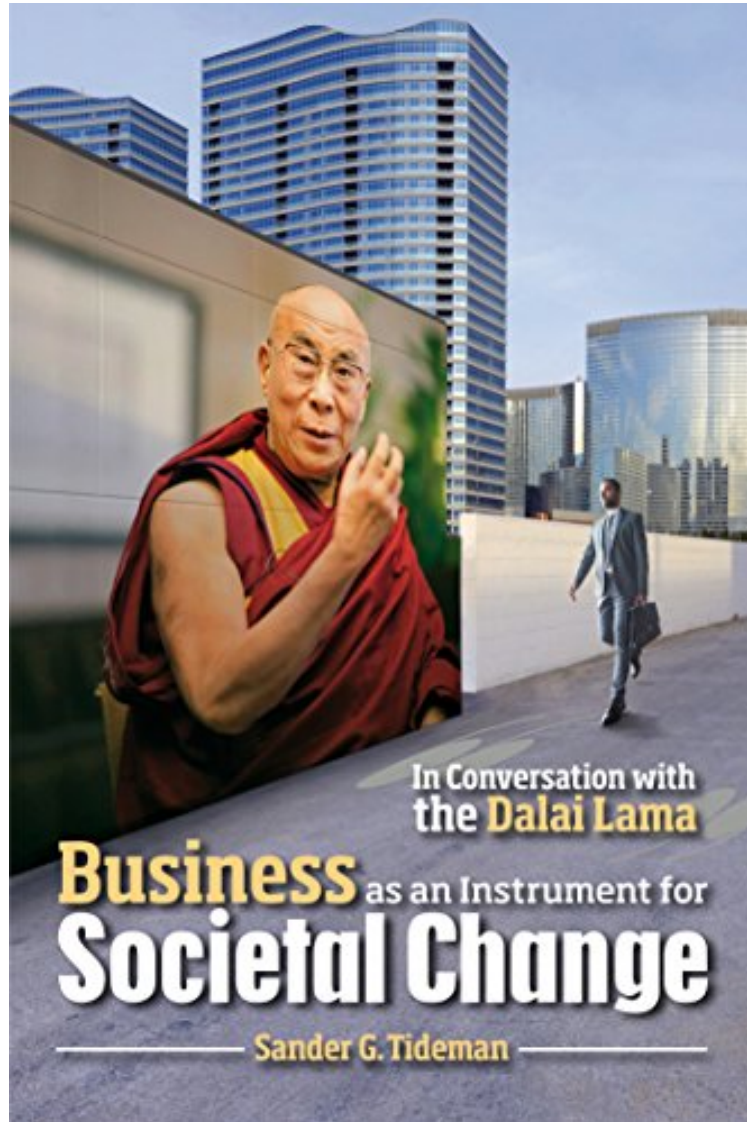


Business as an Instrument for Societal Change: In Conversation with the Dalai Lama

Sander Tideman

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Sander Tideman : Business as an Instrument for Societal Change: In Conversation with the Dalai Lama before purchasing it in order to gage whether or not it would be worth my time, and all praised Business as an Instrument for Societal Change: In Conversation with the Dalai Lama:

Business as an Instrument for Societal Change: In Conversation with the Dalai Lama is the result of two decades of

research and dialogue with His Holiness the Dalai Lama and other leaders in business, government, science and education. Author Sander Tideman, a lawyer and banker who has maintained a friendship with the Dalai Lama over all these years, presents a practical framework and methodology to develop a new kind of leadership "one fit to repurpose the business world and tackle escalating social, economic and environmental needs. The Dalai Lama rarely speaks directly on the topics of business, leadership and economics. Yet in the dialogues recounted here, his wisdom "combined with key insights from business and public leaders" creates a unified shift towards a consciousness of interconnectedness, offering profound insights for practitioners and general readers alike. Tideman unites the scientific worldviews of physics, neuroscience and economics with the positive psychology of human relationships, and ancient spiritual wisdom, to formulate practical business leadership solutions. While recognizing the need for change in external structures and governance, Tideman highlights the importance of opening our minds, and connecting inner and outer spirituality. At the same time, he focuses on concrete practices for winning the hearts and minds of employees, customers, communities, and society at large, while addressing deep-rooted problems such as extreme social inequality and continued financial collapses. At the heart of this book lies the journey to discover our shared purpose. This ignites new sources of value creation for the organisation, customers and society, which Tideman terms "triple value". We can achieve triple value by aligning societal and business needs, based on the fundamental reality of interconnection. *Business as an Instrument for Societal Change: In Conversation with the Dalai Lama* is a readable and intelligent exploration of how leaders can actually help to shape a sustainable global economy by embracing innate human and humane behaviour. It is also Tideman's fascinating personal journey, which brought him to question the underlying motivations and goals of business leadership and to seek a new paradigm for a more sustainable approach. Reflecting Tideman's sharp perceptions and infused with the Dalai Lama's unmistakable joy, this book has the power to change your way of thinking.

Unique, exceptional, informative, thoughtful and thought-provoking, "*Business as an Instrument for Societal Change: In Conversation with the Dalai Lama*" is a consistently compelling read from beginning to end. A 'must' for the legions of Dalai Lama supporters, and very highly recommended for community, college, and university library collections. -- Jack Mason, *Midwest Book About the Author* Sander Tideman is a Senior Research Associate at the Business Society Center of Rotterdam School Management, Erasmus University, Senior Fellow at Garrison Institute in New York, and Chairman of Education of the Heart. Sander has co-authored many articles and books, including *Doing Business in China*, *Sustainable Development in Central Asia*, *Buddhist Economics*, *Mind over Matter*, and *Towards a New Paradigm in Leadership of Business and Economics*.