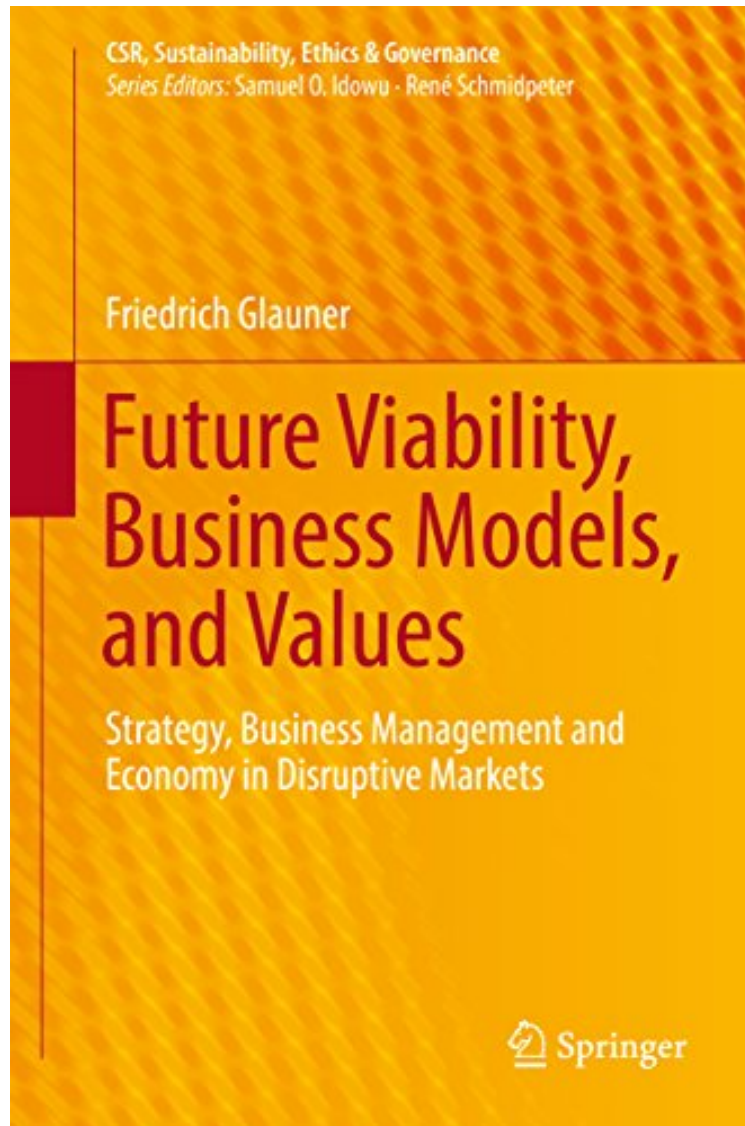


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Future Viability, Business Models, and Values: Strategy, Business Management and Economy in Disruptive Markets (CSR, Sustainability, Ethics Governance)

Friedrich Glauner

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From the Back Cover This book challenges the traditional models of modern economy, business education and management, which are devoted to the concepts of scarcity, competition, growth and yield. It deconstructs the spiral of acceleration in which technological shifts concerning global markets and enterprises produce a dynamic of unbridled disruption, concentration and erosion of human and natural resources. The book analyzes how, in the face of this dynamic, once successful business models increasingly lead to existential jeopardy. The book embeds its argument in the impact of technological change on strategy in general. It subsequently analyzes the degree of rationality in the strategy building process to juxtapose revenue and responsibility as the fundamental principles of diverging strategic concepts. In its central chapters the book explores the benefits of consciousness-driven business models and value-added strategies for the awareness markets of the future and their impact on team excellence and resource handling. It develops an understanding of how corporations can function as ecosystems – fostering the growth and development of the resources they operate on, rather than being based on their exploitation. Understanding this structure of viable future business models is the overall theme of this pioneering book. “... powerful arguments and practical guidance on how companies can become sustainable and live up to the realities of global enterprise...” Michael Hilti, Hilti AG “... a very basic paradigm shift in our future strategies...” Henner Klein, Chairman Emeritus A.T. Kearney “This book is raising the bar. His vision dares to rethink the principles of the liberal and social market economy in a globalized business world.” Prof. Dr. Reneacute; Schmidpeter, CBS Kouml;lnldquo;The book stands right on the tectonic fault line between our old and our new reality. It manages to do both: analyze the shifting paradigms and provoke new thinking.” Dr. Martin R. Stuchtey, Director of the McKinsey Center for Business Environmentldquo;A book worth reading and reflecting on. Onwards to an economy that works for 100% of humanity.” Michael Pirson, Associate Professor, Director Center for Humanistic Management, Fordham University and Research Fellow, Harvard University “About the Author Dr. Friedrich Glauner studied philosophy, science of religions, economics, history and semiotics in Cologne, Berlin, Berkeley, London and St. Gallen. He worked for 18 years as entrepreneur, manager and CEO in family run enterprises. For seven years he lectured in philosophy and semiotics in Berlin. Presently he lectures value driven management and strategy building at Global-Ethos Institute Tuuml;bingen and other universities. With his strategy boutique "Cultural Images" he serves corporations and institutions setting up value cockpits for ethicolgical business models and networks.