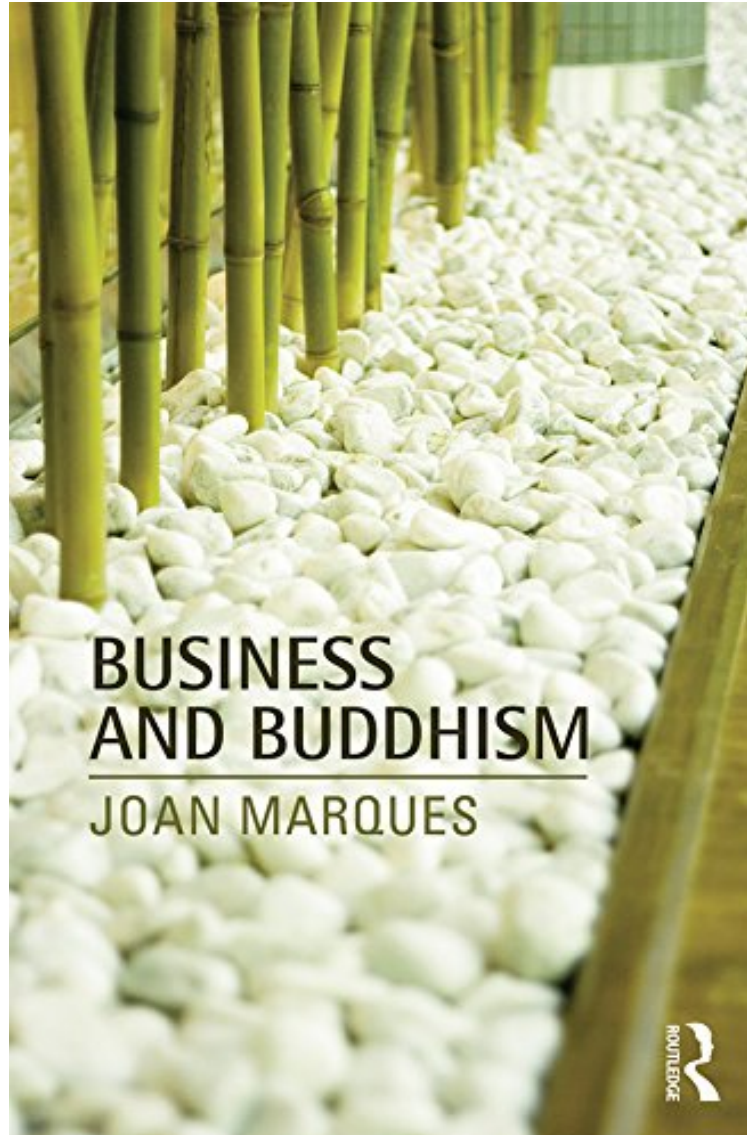


Business and Buddhism

Joan Marques

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Joan Marques : Business and Buddhism before purchasing it in order to gage whether or not it would be worth my time, and all praised Business and Buddhism:

Business and Buddhism explores alternative ways of leading in the aftermath of the Great Recession and the many stories of fraud and greed that emerged. The book explores shifts in business perspectives as more value is placed on soft skills like emotional intelligence and listening, and introduces the reader to the principles in Buddhist

philosophy that can be applied in the workplace. Buddhist practices are increasingly understood as spiritual, rather than religious per se. In fact, Buddhism is alternately referred to as a philosophy or psychology. In this book, Marques explores the value of applying the positive psychology of Buddhism to work settings. She outlines the ways in which it offers highly effective solutions to addressing important management and organizational behavior related issues, but also flags up critical areas for caution. For example, Buddhism is non-confrontational, and promotes detachment. How can business leaders negotiate these principles in light of the demands of modern day pressures? The book includes end of chapter questions to promote reflection and critical thinking, and examples of Buddhist leaders in action. It will prove a captivating read for students of organizational behavior, management, leadership, diversity and ethics, as well as business consultants.

Uniting the vehicles of business and management with those of the Buddhist tradition from a secular angle, this book presents us a fascinating opportunity to reconsider many of the concepts we practiced habitually yet not always mindfully. It provides us insights and tools to perform with more tranquility toward relationships that are based on mutual respect in an increasingly interrelated world. -- Tsoknyi Rinpoche, Pundarika Foundation, USA. This book carefully brings together two worlds that are often considered incompatible: the business environment with its ambition, competition, and profit orientation, and Buddhist psychology with its principles of selflessness, tolerance, and non-harming: An important foundation for considerations about future performance as we move deeper into the twenty-first century. -- Marshall Goldsmith, Dartmouth Tuck School of Business, USA. This is a highly engaging overview of business and Buddhism. Business needs Buddhist insights, and Buddhism needs insights from business. -- Ian I. Mitroff, Saint Louis University, USA. A book for the thoughtful, enlightened leader who is looking for ways to build a business that aligns with the motivations of his soul. -- Richard Barrett, Chairman and Founder of the Barrett Values Centre, UK. By providing an excellent outline of Buddhist principles and how they can be applied to business, Dr. Marques presents a unique perspective on leadership. A major strength of the book is that Dr. Marques has not just studied the Buddhist principles she describes, but she also has experientially lived them. -- Jerry Biberman, University of Scranton, USA Dr. Marques provides a uniquely balanced approach to the integration of Buddhism and organizations, including both the optimistic and the cautionary sides of applying Buddhist principles to the workplace. Real examples of leaders who have enacted Buddhist practices in their work lives provide suggestions that are both helpful and actionable for readers. It is inspiring to think about the kind of positive changes that could be enacted in today's work environments if more business leaders followed the practices described in helpful detail in this book. -- Dana Sumpter, California State University, USA This book by Marques (business, Woodbury Univ.) aligns with the increasing attention of business management to soft skills such as emotional intelligence and effective listening. The book fosters stakeholder inclusion and is supportive of diversity, considering leadership styles characterized as respectful (trust), engaged (mentoring), awakened (compassionate and ethical), and authentic (self-reflection). As "a way of living righteously by keeping our minds awake," Buddhism helps its followers make decisions with a focus on the well-being of all stakeholders and support unselfish teamwork. Summing Up: Recommended. With reservations. Lower-division undergraduates through professionals and practitioners.--C. Wankel, St. John's University, New York, CHOICE October 2015 About the Author Joan Marques serves as director of the BBA program and is assistant professor of management at Woodbury University, USA. She has published in the Journal of Business Ethics, the Journal of Management Development, and Business and Society, and has authored or co-authored nine books on management and leadership topics.