



Managing Softly

By Bertrand Jouvenot

Booksurge Publishing, United States, 2005. Paperback. Book Condition: New. 196 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.Looking at the history of world, violence principle emerges as a key driver. It s all the same in the economic world: companies run to win market shares, employees jockey to gain better position, CEO struggle to convince Wall Street that their strategic orientations are the best and so on. But a closer look at the history of world reveals three exceptional men who have been involved in immense battles and have been winning amazing victories using non-violence principle. Buddha succeed in the spiritual era at a planetary level. He invented an alternative religion, softer than the existing religions of his time, because he considered its too hard for people. Twenty five centuries later, half the people on earth are declaring themselves Buddhists. Non Violence Principle is inherent to Buddhism from the religion itself to the way people came to it. Gandhi succeed in the political sphere on a continental scale. He gave battle to English colonialism in the 20th century. He obtained independence of India following Non Violence Principle in the way he politically struggled against..



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