



Good Business: Leadership, Flow, and the Making of Meaning

Mihaly Csikszentmihalyi

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Since Mihaly Csikszentmihalyi published the groundbreaking **Flow** more than a decade ago, world leaders such as Tony Blair and former President Clinton, and influential sports figures like Super Bowl champion coach Jimmy Johnson have all been inspired by the book. In today's corporate upheaval, a new business paradigm is evolving. While many CEOs are being exposed for their greed, truly visionary leaders believe in a goal that benefits themselves as well as others. They realize that it is their vision and "soul" that attract loyal employees willing to go above and beyond the call of corporate duty. And their employees are realizing the same thing: while 80 percent of adults claim they'd work even if they didn't have to, the majority of them can hardly wait to leave their jobs and get home.

Good Business starts with the premise that this is an age in which business and work have replaced religion and politics as central forces in contemporary life. The book reveals how business leaders, managers, and even employees can find their "flow" and contribute not only to their own happiness, but also to a just and evolving society. It identifies the factors crucial to the operation of a good business: trust, the commitment to fostering the personal growth of employees, and the dedication to creating a product that helps mankind.

Good Business is sure to become a must-read text for anyone who values the positive contributions of individuals in the changing world of business.

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