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of the organization as a noun (the impersonal `It', the interpersonal `We' and the personal `I') and three dimensions of the organization as a verb (the `having' product, the `doing' process, and the `being' platform). Amazon.co.uk:Customer reviews: Conscious Business: How to ... 1. Enhanced Performance and Productivity According to Fred Kofman, author of 'Conscious Business, How to Build Value Through Values': "A conscious business seeks to promote the intelligent pursuit of happiness in all its stakeholders. It produces sustainable exceptional performance through the solidarity of its community and the dignity of each member." A conscious business therefore [...] 3 Characteristics of a Conscious

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... Becoming a conscious company is your key to greater business success. Taking responsibility for your actions is the first step toward building a conscious business. To safeguard your integrity, try to focus more on process than on outcomes. Everyone sees the world differently; we should recognize, respect and learn from these differences. Conscious Business by Fred Kofman Kalman's Kosmos. Fred Kofman, Conscious Business: How to Build Value through Values. Boulder, Colorado, US A: Sounds True, 2006. I knew precious little about Fred Kofman's work before reading his new book, Conscious Business: How to Build Value through Values. But I was impressed by what I did know: he was a colleague of management



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