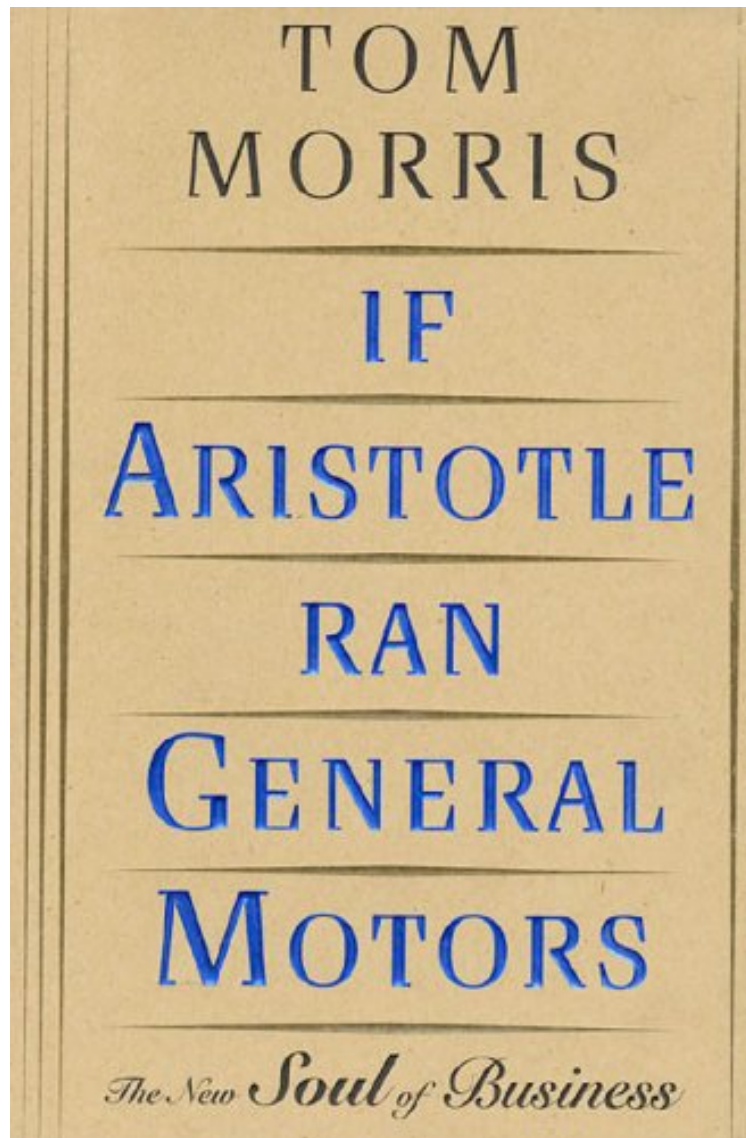


[Free pdf] If Aristotle Ran General Motors: The New Soul of Business

## If Aristotle Ran General Motors: The New Soul of Business

*Tom Morris*

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**Tom Morris : If Aristotle Ran General Motors: The New Soul of Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised If Aristotle Ran General Motors: The New Soul of Business:

1 of 1 people found the following review helpful. Virtue ethics meets business self-help. By 2006tjwrangerBit slow at first. But once I understood what Morris was trying to do it was well worth the read. Applicable at the level of the personal, family as well as business- no matter how big or small. 1 of 1 people found the following review helpful. OMGosh. This book! By E. Walling I actually needed to purchase a second copy, as my first copy was so covered in post-it tabbies, underlines, folded pages, etc., that it was practically un-readable. This book bubbles over with timeless,

approachable business sense. So what's the difference - what makes this one different than the other 50 million other business books, you ask? Well, Morris presents this information in such a way to tie history to what's happening in today's business environments, makes fascinating observations and poses questions that allow the reader to tie their experiences to his examples. Run, don't walk. Just get it...and get your post-it tabs ready to go! 1 of 1 people found the following review helpful. Interesting book By Weylin Douglas An interesting title for an interesting book. This was a required text book for one of my college classes. It provided a good framework for in depth conversations. Worth the read on this one.

What does classical philosophy have to offer modern business? Nothing less than the secrets to building great morale and productivity in any size organization. This is the message that Tom Morris will deliver this year to thousands of executives of leading companies such as Merrill Lynch, Coca Cola, Bayer, and Northwestern Mutual Life. In *If Aristotle Ran General Motors*, Morris, who taught philosophy at Notre Dame for fifteen years, shares the knowledge that he garnered from a lifetime of studying the writings and teachings of history's wisest thinkers and shows how to apply their ideas in today's business environment. Although he frequently draws on the wisdom of Aristotle, Morris also finds inspiration in the teachings of a wide array of thinkers from many different traditions and eras. Throughout these pages we're invited to pause and consider the words of Confucius, Seneca, Saint Augustine, Ralph Waldo Emerson, Abraham Lincoln, and many others. By looking at the inside workings of various kinds of businesses-- from GE to Tom's of Maine-- Morris shows why any company that is serious about attaining true excellence must adhere to four timeless virtues first identified by Aristotle more than two thousand years ago: Truth, Beauty, Goodness, and Unity. Morris makes clear that the most successful companies encourage a corporate culture that ensures that all interactions among colleagues, employees, management, bosses, clients, customers, and suppliers are infused with dignity and humanity. Moreover, the book provides clearly stated strategies for how everyone who works can make these qualities the foundation for their everyday business (and personal) lives. *If Aristotle Ran General Motors* presents the most compelling case of any book yet written for a new ethics in business and for a workplace where openness and integrity are the rule rather than the exception. It offers an optimistic vision for the future of leadership and a plan for reinvigorating the soul back into our professional lives.

.com Philosophy purists take note: yes, this is a business self-help book. But Tom Morris has plenty of philosophical street credibility: after getting his Ph.D. from Yale, he taught for 15 years at the University of Notre Dame (where stunts like bringing the ND marching band to class for an impromptu "pep rally" before a big test made him one of the most popular professors on campus). And Morris isn't dumbing down his message for the corporate culture. Rather, he's genuinely interested in fostering a workplace environment where one can seriously think about truth, beauty, goodness, and unity. "If we let the great philosophers guide our thinking," he says, "and if we then begin to become philosophers ourselves, we put ourselves in the very best position to move towards genuine excellence, true prosperity, and deeply satisfying success in our businesses, our families, and our lives. Why should we settle for anything less?" Why indeed? From Booklist Morris' book is not really about either Aristotle or General Motors, but his title effectively takes advantage of the symbolism each suggests. The author argues that the teachings of the ancients can and should be applied to today's corporation. Morris taught philosophy at Notre Dame for 15 years before founding the Morris Institute for Human Values in North Carolina and now conducts seminars for business executives. His message is that the four virtues--truth, beauty, goodness, and unity--form the foundation of human excellence. Putting them into practice leads not only to self-fulfillment but also to an open, nurturing, and ethical workplace that is more productive. Morris' book is a noteworthy addition to the growing number of titles encouraging business to be more humanistic. Big publicity push, including an ample first printing David Rouse "If Aristotle Ran General Motors goes to the heart of what makes people and organizations successful. Tom Morris' message is a guide to achieving the highest level of excellence in your company and your career." Daniel Tully, chairman, Merrill Lynch