

# Four Seasons The Story Of A Business Philosophy

## By

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aji is a new business philosophy that works in a marketplace driven by the ubiquitous use of computers and computer driven technologies including ai robotics and virtual augmented reality it exploits the strategic and competitive capabilities of computers and the internet in a way that has enabled over 4 000 businesspeople to more than double their productivity and value so they can produce incomes between 400k 4m in short aji enables businesspeople to increase their incomes enough to fulfill their financial intentions so they and their spouse can stop worrying about running out of money during their old age it is an entirely new set of business ambitions moods language distinctions interpretations intentions commitments practices and outcomes that could not exist or be imagined before computers and the internet were invented this book series explains aji which toby hecht invented and has been teaching for more than 35 years in a way businesspeople and businesses can begin to use immediately to increase their competitive capabilities and advantages it is a completely different philosophical orientation or way of thinking noticing observing assessing and acting in the marketplace to make money book one in this series introduces aji and the aji source fundamental strategy it explains how earning a living in today s computer driven marketplace requires a new set of strategic intentions and tactical

business skills book two explains how the strategy is organized how it works and how to use it to change your or your business organization s orientation intentions and skills to double productivity value and income the assignments in book three enable you to learn aji alone or in your business in person or online anywhere in the world and use it to increase your income and fulfill your personal ambitions and business missions

a business philosophy is a set of beliefs and principles that a company strives toward this is sometimes referred to as a mission statement or company vision it s essentially the company s operational blueprint the business philosophy explains the company s overall goals and its purpose it s important to remember you re playing a long game and that even when you want to give up if you push yourself just a little harder you ll achieve incredible results this little book is packed with small business philosophies that sometimes stick two fingers up at what s spouted as conventional wisdom and occasionally spells out the bleeding obvious read it from cover to cover then regularly dip into it to remind yourself what it is you re meant to be remembered as you continue your journey of entrepreneurial success buy now

mission and business philosophy discusses the role of a mission in an organization the book is comprised of seven chapters each chapter relates mission to an aspect of an organization the first chapter discusses the findings of the research done by the author which help explain how a mission plays a central role in organizational management chapters 2 to 6 relate the mission statement to the different aspects of an organization such as motivation culture leadership and ethics chapter 7 provides an advice in writing a mission statement the book will be of great use to individuals particularly those who are in leadership position

the book of protection shows you how to protect your business and reputation victory and success as well as your money and wealth from being challenged and taken away from you if you do not protect and secure what you have already accomplished others will want to challenge you and take them away from you protecting and securing what you already have is the eighth strategic activity of your success and wealth creating strategy you need to perform in order to make your success and wealth creating masterplan and your strategy cycle function more effectively for more information on our business strategy books business strategy planners business strategy courses and business strategy certification programs visit our websites [jamesonhill.com](http://jamesonhill.com) and [suntzustore.com](http://suntzustore.com)

an inspiration for managers leaders and everybody who is interested in enzo ferrari s life born 1898 in the northern italian city of modena enzo ferrari lived his dream and founded the world s most famous sports car manufacturer this book analyzes how he achieved his goals by what are considered to be modern concepts or were leadership theories emotional intelligence business ethics client orientation and sustainability already guiding principles of business in the beginning of the last century in his own words and drawing several parallels to italian history he thought he was living in the wrong time but taking off il commendatore s sunglasses this book presents him as a surprisingly modern leader who conscious or not acted conform the latest business and leadership models confirmed by key decisions of his company including the racing team therefore the book not only uses racing decisions and car development as examples including many photos but sets them in relation

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dr koestenbaum a philosopher and human resources expert has worked with the executives of many multinational corporations and in this book he brings home the possibility of

authentic leadership to each of us

based on the premise that enthusiastic loyalty exists within a company when the organization's values are similar to the individual's values this book demonstrates how to link the commercial aspect of corporate life with the emotional element that fuels the energy of human behaviour

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