



Bertrand Jouvenot



## Managing Softly: Learning from Buddha, Gandhi, Gracie (Paperback)

By Bertrand Jouvenot

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: Japanese . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Looking at the history of the 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 the world reveals three excep-tional men who have been involved in immense battles and have been winning amazing victories using Non-Violence Principle. Buddha succeeded in the spiritual era at a worldwide 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, nearly half the people on earth are declaring them-selves Buddhists. Non Violence Principle is inherent to Buddhism from the religion itself to the way people came to it. Gandhi succeeded 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...



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