

## *Humanism in Business Series*

Edited by The Humanistic Management Network



### **The Books**

The Books in the *Humanism in Business Series* provide inspiration and solid advice on how to align business success with societal aims. The series was launched in 2011 with *Humanistic Management in Practice* and since then eight further books have been published in the series covering a range of topics related to humanistic management. What unites all books in the series is that they support the paradigm shift towards a human centered economic model.

### **About Humanistic Management**

Our point of departure is a clear acknowledgement of the tremendous progress that variations of market economies have brought about in many societies. The wealth and prosperity enjoyed in the rich parts of the world today are unprecedented and give us reason to embrace those factors that have led to the emancipation from existential hardship and a substantial increase in personal and collective freedoms in those societies.

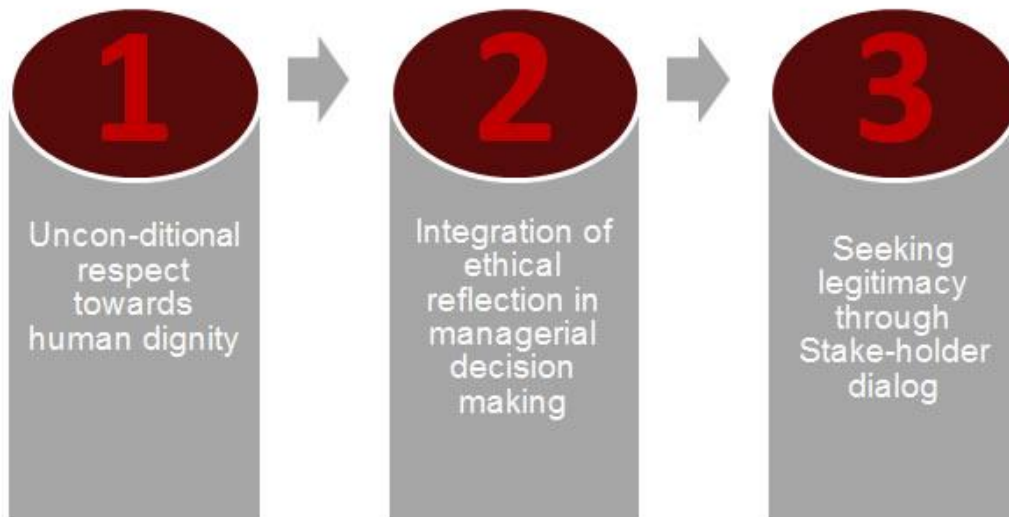
Simultaneously, however, the success story of market economies has produced negative side effects that have become too grave to be ignored by simply claiming that the pro's outweigh the con's. This holds true on a global, systemic level as well as when examining business organizations and also people as individuals.

Consequently the Humanistic Management Network advocates a paradigm shift away from economic views on market activities towards a humanistic approach. To this end we have developed a three stepped approach offering guidance on managerial decisions as well as decision making processes.

**First step:** We as humans deserve and rightfully expect our dignity to be respected under all circumstance.

**Second step:** Ethical consideration must form part and parcel of business decisions and

**Third step:** Actively embracing corporate responsibilities is contingent upon engaging with



In summary, humanistic management is the pursuit of strategies and practices aimed at the creation of sustainable human welfare. In combination, these three dimensions promote human well-being through economic activities that are life-conducive and add value to society at large. Submitting business decisions to these three guiding principles is what we call humanistic management.

You can find further information on the paradigm change towards a human centered economy under [www.humanisticmanagement.org](http://www.humanisticmanagement.org)

***The Humanistic Management Network***

Editor of the Humanism in Business series is the Humanistic Management Network, a member driven association based in Switzerland and organized in local chapters around the world. It is a diverse group consisting of academics, management practitioners and policy makers who share a passion for making better use of market economies to create a balanced relationship between the interests of people, the planet and profit. Our new website will shortly be available under [www.humanetwork.org](http://www.humanetwork.org)

***The Author***

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