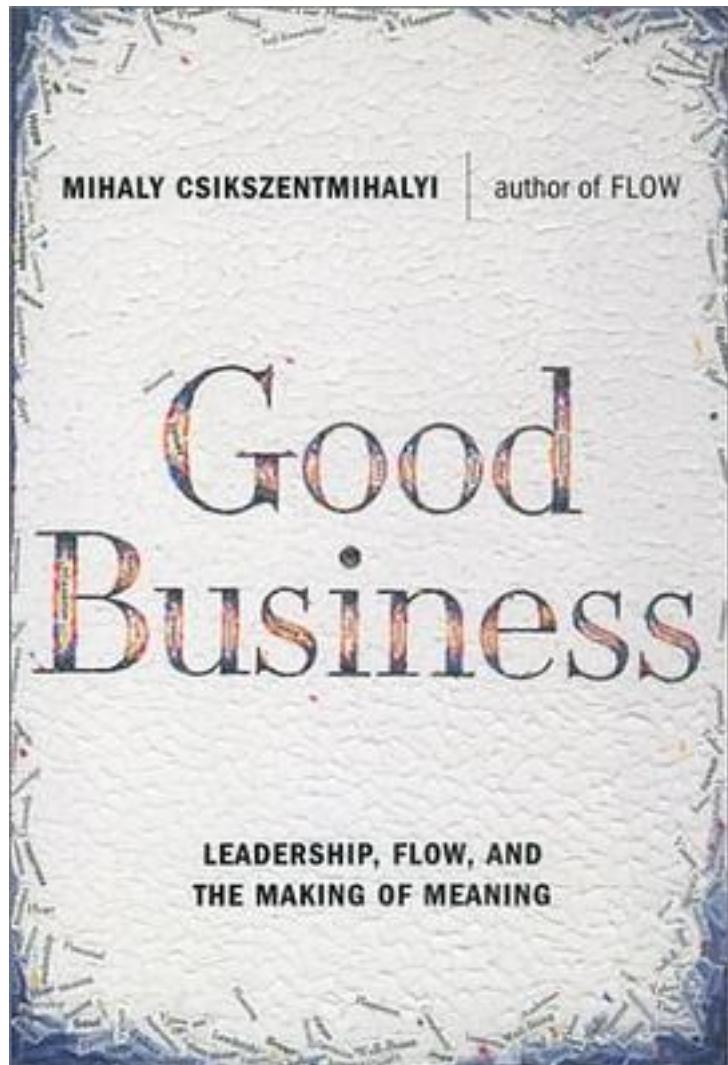


Good Business



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Since the publication of Mihaly Csikszentmihalyi's *Flow* in 1990, the notion of "flow"—the state of optimal experience in which one loses oneself in a task or activity—has become a household word. It has been endorsed by political leaders such as President Bill Clinton and Prime Minister Tony Blair, as well as sports coaches, business leaders, and the *Wall Street Journal*, which listed it as one of six books "every well-stocked business library should have." With *Good Business*, Csikszentmihalyi applies the proven principles of *Flow* to the business world, revealing the specific values that have served visionary leaders who have succeeded in running businesses that are both successful and humane. *Good Business* is a key text for managers and for anyone seeking to find meaning, enrichment, and satisfaction on the job.

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