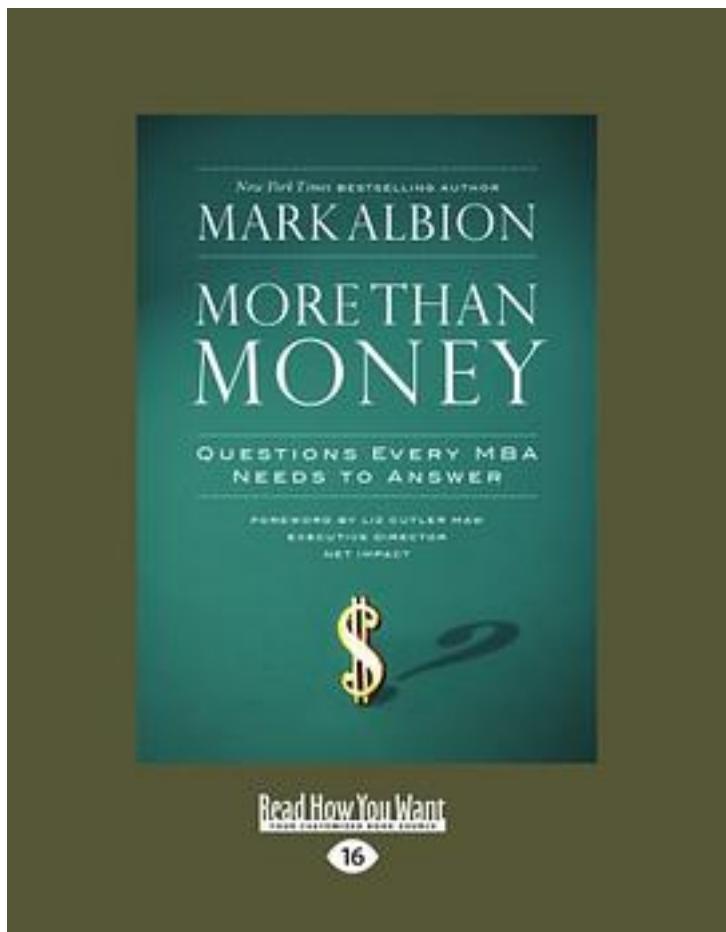


More Than Money



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MBA students are chronically risk-averse. Their risk aversion prevents them from seeking and living a life of meaning and purpose. Yet we all want to lead a meaningful life, one that comes from being part of something bigger a bigger story than one life,

one person, one family. This book redefines risk as a business proposition. It shows students that the choices they think of as "safe" (e.g. lucrative jobs that fulfill no personal aspirations aside from financial gain, deferring service to others until retirement, etc.) are actually quite risky, since they typically lead us to sell our souls. A consciousness raising book rather than a how-to Albion's project helps MBA students give themselves "permission" to be who they really want to be. It helps readers develop the will to create a meaningful life. The first step in this process is for readers to identify their own values. How can you create value, Albion asks, until you know your values? Albion encourages readers to re-think and reassess, but he doesn't point them in a specific direction. He walks them through the process of asking and answering four core questions: 1) Who Are You? 2) What Do You Want? 3) What Can You Do? 4) Where Are You Going? The goal is to help readers identify and formulate what a meaningful life looks like for them.

作者介绍:

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标签

评论

花了一个多小时看了前篇20%废话，说废话可能有点不尊重作者，而事实就是，在“Your Business School Environment”总算进入了正题。The book as a whole tells you why and how to follow your own heart……

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