



ENDORSEMENT

When I first read the title I wondered how you envisioned the confluence of the dhamma [dharma] and corporate culture. The more one reads your work, however, the broader one's understanding of this seeming imbalance can become.

A person browsing in a bookstore might well ask how a corporate executive can reconcile the Buddha nature with the intense drive for success and corporate profit. When financial benefit takes precedence over compassion, loving kindness, sharing the joy of others and equanimity, the unfortunate results can be predicted but are not always obvious. That is the challenge in all interpersonal relations, corporate or otherwise—to live as though this is our only life.

Naturally we are pleased that you take into account the Sarvodaya philosophy, applying it to contexts other than individual, family and village awakening. The essence of Buddhist thought and action is often missing in corporate settings. It is our task not only to imagine what the world economy would be like if we operated on these principles, but also to implement such values in decisions as simple as the sale price of a product or the contract language that protects from avarice or dishonesty.

We can observe that right livelihood is reflected in daily business relations as well as the choice of vocation, and that the message of the Buddha can guide us to more humane practice in the workplace.

My understanding of your book is that its purpose is not to establish rules of conduct so much as it is to awaken those who are not familiar with the wisdom of the dhamma. For this I commend you.

Sincerely,

Dr. A.T.Ariyaratne
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