

Beat: Business

## **MONEY Cannot Make Happy but there is an ECONOMIC EQUATION to Take into Account**

### **As Everyone in Business Knows**

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**USPA NEWS** - Companies across all Sectors make an imprint on Health in four ways : through the Safety and Integrity of Products and Services; through Workplace Culture and its Influence on Employee Health risks, Health Outcomes, and Performance; through the impact of Operations on Communities ; and through the impact of Operations on the Health of the Environment....The Business of Human Wellbeing is the only real Business. All other Businesses are subsidiaries of that.

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Law firms, Governmental Agencies, Law Schools, Corporations, not-for-profit Agencies, Industry Groups, and Small Businesses are Organizations. Organizations are Systems of Government ; they are 'intrinsicly political,' says Gareth Morgan in his Classic Book, Images of Organization. What does this mean for you ?...Mainstream Globalization Literature is quite clear in its assumptions of how globalization affects Industrial Enterprise. It is presumed to give rise to Transnational Companies and subsequently, to a Transnational class of managers, who use Neoliberal Management Thinking to accelerate the Neoliberal Transformation of the Economy.

The discussion about the 'Spirit of Capitalism' is on the one hand a very old one. On the other hand, we do not know very much about the Collective Mindsets of Economic Elites that make up this Spirit, and its Transformation over time. A fierce competition for desirable Jobs with high Income and Reputation is said to be taking place, as well as a 'war of talents' between Nations and between Companies to hire the 'best brains'.

The Management of Conflicts linked to Information has now become more Complex due to the Lack of Strategies capable of managing and controlling Virtual Markets, the Immaterial World represented by Internet, and the presence of New Weapons capable of Influencing Public Opinion.... It took FRANCE a long time to define a Culture of its own in the Field of Intelligence. The reason why the Elite were so unable to formulate a clear Doctrine in this regard is perhaps due to previous Historical Factors. Only the arrival of General De Gaulle at the Head of the Fifth Republic produced an attempt at redefining the Challenge posed by Relations based on Power in an Economic Perspective....

The Globalization of Exchange is changing the very nature of Economic Warfare. This New State of Affairs gives Intelligence Culture an extraordinary Strategic Importance, even more so in light of the fact that Information is a Capital with a Long-term Return. In addition to being a Production Factor, it is also an Offensive and Dissuasive Weapon, and the Absence of Information Engineering has become a Strategic Problem.

Two Magazines, for a better Business Understanding, have to be considered. They are published in 'Business Revue' Collection by VA Editions ::

\* L'Economie Du Plaisir Et Des Sens. Allez-vous succomber À l'envie de ne pas résister ?' (Business of Pleasure & Senses. Will you fall for the Desire not to Resist ?). This Magazine deals with lots of aspects of this specific Business.

\* 'Survivre Dans La Jungle Economique. Dans les coulisses du Monde des Affaires : maîtriser les nouvelles règles du jeu' (Surviving the Economic Jungle. Business World' s Backstage : master the new rules).

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