



Wednesday Lunchbox Session

Zen and Business

Edgware Founder Michael Doneman

Sep 21st 12.30pm-1.30pm

G Block, Gardens Point

Consumers are becoming more conscious and conscientious, and businesses are following. Consumers in the industrial world increasingly value "*meaning*" in their products and services.

When progressive business leaders end up sounding like hippies, shifts are happening.

Dee Hock, pioneer of credit cards, the founder of Visa International, and now the 'Chaordic Commons', says that the purpose of business is to 'be in synch with the biosphere'.

Why is this?

Find out with Michael Doneman who will discuss the social, cultural and commercial value of "*meaning*" in 21st century commerce, with reference to spirituality and the principles of Zen.

Who should attend: all students and others who want to be involved in entrepreneurship and innovation.

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