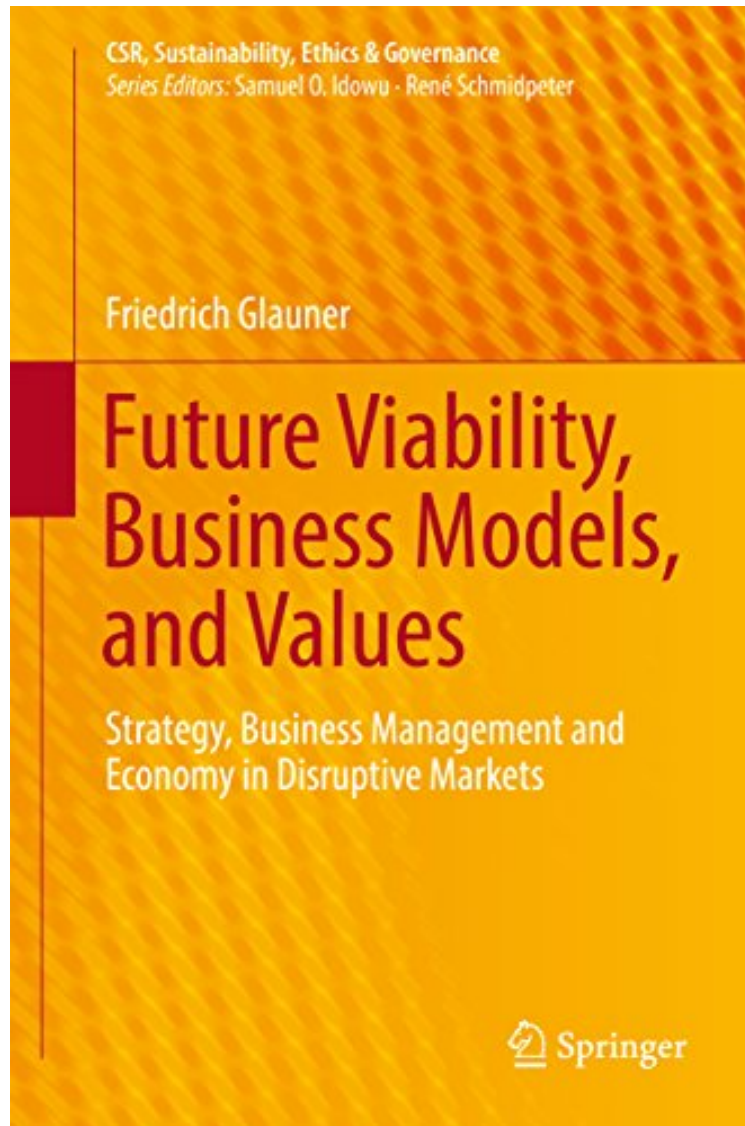


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## **Future Viability, Business Models, and Values: Strategy, Business Management and Economy in Disruptive Markets (CSR, Sustainability, Ethics Governance)**

*Friedrich Glauner*

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From the Back Cover This book challenges the traditional models of modern economy, business education and management, which are devoted to the concepts of scarcity, competition, growth and yield. It deconstructs the spiral of acceleration in which technological shifts concerning global markets and enterprises produce a dynamic of unbridled disruption, concentration and erosion of human and natural resources. The book analyzes how, in the face of this dynamic, once successful business models increasingly lead to existential jeopardy. The book embeds its argument in the impact of technological change on strategy in general. It subsequently analyzes the degree of rationality in the strategy building process to juxtapose revenue and responsibility as the fundamental principles of diverging strategic concepts. In its central chapters the book explores the benefits of consciousness-driven business models and value-added strategies for the awareness markets of the future and their impact on team excellence and resource handling. It develops an understanding of how corporations can function as ecosystems – fostering the growth and development of the resources they operate on, rather than being based on their exploitation. Understanding this structure of viable future business models is the overall theme of this pioneering book.

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About the Author  
Dr. Friedrich Glauner studied philosophy, science of religions, economics, history and semiotics in Cologne, Berlin, Berkeley, London and St. Gallen. He worked for 18 years as entrepreneur, manager and CEO in family run enterprises. For seven years he lectured in philosophy and semiotics in Berlin. Presently he lectures value driven management and strategy building at Global-Ethos Institute Tuuml;bingen and other universities. With his strategy boutique "Cultural Images" he serves corporations and institutions setting up value cockpits for ethical business models and networks.