

Title: Good Business
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Folks, I bring good tidings!

It comes in a package which will surely delight you; win for you the affection and respect of your clients and of course make you money. Actually, it is an excellent book written by Mihaly Csikszertinhaly, published by Coronets Books. Let's have a taster...

The biggest challenge facing corporations today is meeting the bottom line. Actually, this is the effect of a another problem, the inability of managers to create 'flow' in the work place. The absence of 'flow' results in spiralling job dissatisfaction. Yet this is the reality in the lives of many workers today. Too many people hold jobs that make them ill or keep them from becoming more fulfilled. It remains true that careers determine to a large extent what life will be for the majority of people. It can make life rewarding and exciting, or it can make it dull and anxious.

What is 'flow'? What fuels it? What condition destroys it? How best can it be created? How can the manager or leader prepare and equip him/herself in order to create this achievement-enhancing state?

This gem book explores the important elements in job satisfaction. It compares the dialectics of job performance across centuries and across cultures, from the Protestant ethics through the spirit of capitalism to current work approach. It provides the most incisive espouse on how people see their work, either as a 'job', 'career' and 'vocation'.

The author's interviewed prominent business leaders on how they created flow in their businesses. Such leaders included Anita Roddick of Body Shop, Ted Turner, Sir John Templeton among others. The book is particularly useful in helping the leader to determine 'what is wrong' and how to put it right.

The author posit that the alignment of people, product and purpose is 'sine qua non' to organisational success. But he did not stop there, he suggests the three important conditions for 'flow'. One, ensure the alignment of individual and organisational goals. Two, have a good incremental plan of activities. And finally, good managerial communication and feedback.

What you will particularly find attractive about this book is that it did not just provide the recipe, it provides basic workable ideas on how to apply them. The book makes for an easy reading, and brilliant often times amusing examples to support arguments.

Is your client out to create a good business? Are you willing to support their ambition? If yes, then don't go without an insight into what "Good Business - Leadership, Flow and the Making of Meaning" has to say on the subject. You will be glad you did.

Kayode Olatuyi runs a Personal Development Bookshop in Harrow, Middlesex. To buy a copy of this book or other personal and professional books, visit his website:

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