Insights *for Managers from* Confucius *to* Gandhi

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Insights *for* Managers *from* Confucius *to* Gandhi

Harold Bierman, Jr.
Donald Schnedeker
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Confucius

Laozi

Aristotle

Murasaki Shikibu

Bernier

Niccolo Machiavelli

Francis Bacon

William Shakespeare

Thomas Hobbes

René Descartes

Jean-Jacques Rousseau

Adam Smith

George Washington

John Adams

Patrick Henry

Thomas Jefferson

Thomas Paine

Ralph Waldo Emerson

Abraham Lincoln

Karl Heinrich Marx

Andrew Carnegie

Alfred Marshall

Russell Conwell

Elbert Hubbard

Louis Brandeis

Thorstein Veblen

Alfred North Whitehead

O. Henry

George Santayana

Irving Fisher

W.E.B. DuBois

Mohandas Karamchand Gandhi

Calvin Coolidge

Alfred E. Smith

Owen D. Young

William O. Douglas

Arthur E. Nilsson

Fred Schwed, Jr.

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Preface

It is difficult to define the most meaningful type of readings for managers. While current topical literature is fun and useful, we have decided that sampling the classics is fruitful.

The authors and subjects range from Aristotle to Carnegie to Young. The writings are not always easy, but we think you will find them thought provoking.

Most of the writings are short extractions. The basic objective was to give more than quotations, but less than the complete writings of any of the authors. Even the great authors did not write consistently at one high level of relevance for a manager.

Several thoughtful people have asked about the theme of this book. The included papers have several reasons for being chosen. First are the papers with an important message for the business reader. The pieces written by Andrew Carnegie and Owen D. Young are good examples. Second are the papers that are not directly written for business people but are highly relevant. Aristotle and Whitehead's papers are examples. The third type of papers included are those that offer a lesson useful for all readers. O'Henry and Fred Schwed qualify on this dimension. The fourth type of extract is included because they are classic examples of applying the English language to make a point. Lincoln's Gettysburg Address and Calvin

Coolidge's speeches are examples. Should they be left out because they do not apply to a firm's capital structure or capital budgeting decisions? No, they deserve to be read by people interested in business and life.

The readings are for managers and other interested persons. The thoughts are too universal to be restricted to one subset of humanity, but if we have been successful in selection and in editing, the choices are particularly relevant for managers. We offer two suggestions. Do not try speed reading this book. It is a difficult voyage but the passage is likely to be worthwhile. Secondly, if you find an author to be interesting, we suggest you expand your exposure and read a larger sample.

For biographical facts, the internet source Wikipedia, the free encyclopedia was invaluable, though we claim the right to all errors of fact.

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and

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Joel Silbey, the President White Professor of History, Cornell University, made two great suggestions for inclusions. Can you guess which items he suggested?

Susan Kendrick helped us navigate through the library stacks.

Thank you all.

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