

“individuals or organizations who stand to gain or lose from the success or failure of a **stakeholders** system”

Freeman *Strategic Management* (1984)

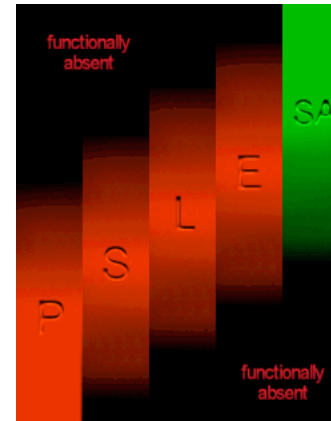
stakeholder analysis: long-term interests of company

pay attention to interests

of those who have an impact on

or are impacted by activities of company

business ethics



P = Physiological
S = Safety
L = Belongingness and Love
E = Esteem

Maslow's Holistic Dynamic Needs Hierarchy 'BOLA'

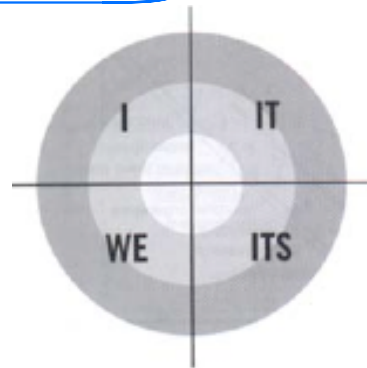
B(eing) Values

- wholeness self-sufficiency
- perfection
- completion richness
- justice truth; honesty
- aliveness reality
- simplicity
- beauty
- goodness
- playfulness

integral view

K. Wilber

trickster



[The Coyote to the Young Indian Hunter:]
Whenever you take a beast's body, give something in return. How can a man expect much without paying something? If you do not give creatures the wherewithal of changing being, how can you expect them to relish your arrows? So, whenever you slay a game creature, offer him and his like prayer-plumes - then they will feed you with their own flesh and clothe you with their own skins.
-F.H. Cushing, Zuni Breadstuff (1920) op cit.
William Least Heat-Moon