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## Article

# Connections between the laws of universe and the laws of business

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DISCUSSION

**Connections between the Laws of Universe  
and the Laws of Business**

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**Abstract.** *The authors draw a parallel between the laws of the universe and the laws of business. There are 30 laws of the universe and they chose 30 laws of the business. If one gets to understand and to practice these laws, one can reach self-knowledge and, ultimately, perfection. The most important laws of the universe are the law of love, the law of forgiveness, the law of mercy, the law of blessing, the law of rhythm, the law of correspondence, the law of attraction, the law of learning. The most important laws of the business are: if you can dream it, you can do it; the secret of business is to know something that nobody else knows; social networks are a kind of capital; there is only one boss: the customer; none of us is smart as all of us; turn every disaster into an opportunity; you can't grow long-term if you can't eat short-term; the more a person can do, the more you can motivate them. Each law is important in itself, as it represents a step towards self-knowledge and of the others. Both the laws of the universe and the laws of business are for the common people, not only for entrepreneurs. But together we can climb the steps towards knowledge and true.*

**Keywords:** *business, universe, laws, thinking models, connections.*

## Introduction

The necessity to mobilize collective abilities of organizations to pursue pathways challenges currently dominant models of representation and meaning is more relevant than ever. At the same time, we want to find the potential consequences of calls for an increased role of spirituality in management, leadership, business, and economy. So, we discover the strong connection between the laws of business and the laws of the universe.

The Universe is made of thought, of information. Man belongs to the Universe. He, therefore, is thought and information. We are an ensemble of energy quants, made by the project of an intelligence other than ours. If a man is not perfect, despite the intelligence crystallized within, the explanation is paradoxical. Man makes mistakes thanks to free will, option possibilities, discretion power to choose between good and evil, between useful and useless, between good- and ill-fated. Any thought released from our brain, beyond its semantic content, has a threefold functionality by the support implied. It is firstly an energy field modulated by information signals. It then consists of a biochemical change and the third is a substantial molecular change. We are the way we think. That is why controlling our thought is the key to our change, of our entire becoming (Dulcan, 1992, p.327).

Life is a game- in order to be able to play it, we've got to control our imagination. A person who has trained his/her imagination to only think of good, will attract love, health, richness, and friends. The human mind is threefold: it is subconscious, conscious and supraconscious. The subconscious is a quantity of forces with no specific direction. The conscious mind is bodily. It sees life as it seems to be; its limitations permeate into the subconscious. The supraconscious mind is the divine mind; it is the realm of perfect ideas. Perfect ideas are clearly evident in the supraconscious mind. They usually emerge into the conscious mind as an unattainable ideal (Shinn, 1941, p.2).

All that is, was and will ever be is eternal, as all are made of the same fundamental substance, and all is a manifestation of the eternal. Scientists may call this substance energy, metaphysicians can call it spirit, while religious people simply call it God. The oscillation degree triggers the type of manifestation and each change in the oscillation triggers a change in the form of manifestation. Everything has a soul. Each soul is an indivisible part of the universal soul at the heart of creation, which is again an expression of the unique power. All beings take with them in their individual voyage a sparkle of this divine universal soul, without which it could not possibly exist. All that is in the universe is endowed with consciousness. There is no dead matter, just as there is no law that does not make sense (Tepperwein, 2010, p.43).

### **The laws of the universe**

1. Law of love. As long as we are on the Earth our task is to learn how to love. It's not only about loving one's partner, but about the all-embracing love which leaves nobody and nothing out. It aims at making us messengers

of his love. If we want to recognize true love, we have to acknowledge God in everyone. True love is boundless. We cannot love some and leave the other out of our love. True love means to get in tune with the oneness, with the One in us all. We need not learn how to love, but to allow love to flow within. In order to do this, we have to get rid of the barriers and of the bottlenecks which hinder our moving forward. We need not change, we should only allow to be ourselves. True love is unselfish and fear free. It gives to the object of affection without asking anything in exchange. Its joy is giving. Love is God manifested, the mightiest force in the Universe. Pure, unselfish love attracts to it what belongs to it. It follows the way of love and all these multiplies because God is love and affluence. Money is God manifested, as the one liberating you from lacks and limitations, but they have to keep them circulating and use them wisely. Greed or accumulation, if looked at as more important than love, will bring along disease, disaster, even money loss (Shinn, 1941).

2. Law of forgiveness. Jesus Christ brought us the Gospel as a stronger law than karma as it transcends the law of karma. It is the law of forgiveness. It sets the man free from cause and effect, from the law of consequences (Shinn, 1941, p.16). The human thinking can provoke pains, sorrows, and death. Jesus cut through their absolute reality with the word and said that worries, sorrows and even death should pass. Law of forgiveness frees us from pain, anger, and hatred.

3. Law of blessing. A blessing sent to the world is the purest and the most sublime form of energy of the thought. It sets in motion the strongest force of the Universe-the divine love. The law of blessing reads: whatever I bless from the bottom of my heart, it is blessed immediately. The power of blessing starts fully functioning immediately. Whatever the thing we bless may be, it becomes a blessing for us. When we bless an enemy, he turns into a friend (Tepperwein, 2010, p.207). You can bless your wife, your children, your friends... and you can bless also your enemy.

4. Law of faith. Faith is an inner science which is not based on external proofs. True faith is the certitude that what is wished has to become apparent. We believe too much in the practical value of science and we know too little about the practical side of faith. Jesus always said: `all that happens to you is according to your faith`. This is a fundamental spiritual law. We should bear this in mind, and believe what is right. As it will not happen what we want, but what we believe. Science identifies facts, faith makes facts come true (Tepperwein, 2010, p.172.) In the battle between science and faith, faith win. Faith puts your beliefs at work. The true fortune of men is his faith.

5. Law of mercy. Mercy means that we are allowed to ask for being always listened to, provided we just allow to be gratified. It has universal applicability, but its action gives people the freedom of choice: to go the royal way towards recognition or to take the usual way towards suffering and disease (Tepperwein, 2010). If you have mercy on somebody, other people will be lenient on you.

6. Law of harmony. This law is visible and active throughout the entire creation. It reads that any behavior can be guided only to the point just before occurring an offsetting behavior which recreates balance and hence harmony. Polynesian priests put this law in a nutshell and turned it into a command: “you shall not hurt anyone, you shall not disturb anyone’s harmony, for the other is you” (Tepperwein, 2010, pp.54-55). We shall not let anybody disturb our harmony. But only strong people can do that.

7. The law of mentalism: “All is mind. The Universe is Mental”. This principle explains that the Universe is made of an all-embracing divine mind, of the thoughts, and of its elements-the thoughts. The Kybalion calls the Creator the All. All is Mind, that is, infinite intelligence, wisdom and creativity, all infallible because All is everywhere, as also Mind is everywhere. We live within this omnipresent mind of all. Our true mind (our higher self) is an extension and a creation of the Divine Mind (Virtue, 2007, p.15). What is above matter or energy and we know it exists in the Universe? Life and Mind, in their various degrees of deployment! All is “Infinite Living Mind”, a notion above the mechanical force or matter. All is the Infinite Living Mind we call “Spirit” (Virtue, 2007, p.27).

8. Law of correspondence: “As above, so below, and as below, so above, to make whole the wonderful divine work. As in the micro, so in the macro. As within, so without. If I am endowed with consciousness, then each cell is, as each solar system is, and as the entire universe is”. Hermeneutists divide the world into three plans: physical, mental and spiritual. Each plan functions according to the same spiritual laws. If therefore, we understand the laws governing one of the plans, then we will understand the way the other plans work. By applying this knowledge, we can elevate our consciousness towards the immediately higher level of existence (Virtue, 2007, p.16).

9. Law of vibration: “Nothing is still, everything is moving, everything vibrates” (Bem, 2012, p.187). Each thought, each feeling, each wish is accompanied by fluctuations of various frequencies and produces effects according to its strength and content. According to this law all moves, nothing is still, all is in a continuous flow. Energy and matter are but expressions of the fluctuations of various frequencies. All that is in Universe

moves, even the so-called inanimate bodies, which are made of vibrating atoms and of the energy of all. There is the difference between the various levels of existence only in terms of the vibration and movement degree. Hermeneutists apply this principle when they accelerate or when they decelerate the vibration frequency of bodies or of the situations they wish to attract, change or suppress (Virtue, 2007, p.16).

10. Law of polarity: "All is double, anybody has two poles, all have two extremes, the like and the unlike having the same meaning, the opposite poles are identical in nature, varying in intensity. Extremes touch, all truths are only half-truths, and all paradoxes can be conciliated" (Bem, 2012, p.187). This law states that all which is has two poles: positive and negative, male and female, yang and yin. All apparent opposites are actually identical, only occurring in different magnitudes. Love and hate, happiness and unhappiness, are the two poles of the same thing. As soon as we see this and recognize the one behind the two poles, the apparent duality disappears and we get in tune with ourselves and with the entire creation. Thus two turns into One. This law explains that each experience and each choice are actually the same. What seems to be different is actually identical, but made of different quantities of the same ingredients. Prosperity is not opposed to poverty. They are the two ends of the same axis, with extreme heads and with a midway vibrational enhancement. We can use this law to transmute unpleasant or unwanted situations and feelings into something pleasant, by simply changing the vibration towards the highest end of its axis (Virtue, 2007, p.17).

11. Law of rhythm: "All flows inwards or outwards, everything has its duration, it evolves over time, then it degenerates, the balance of the pendulum manifests in all and the pace of its oscillation rightwards is like the leftwards one. Rhythm remains constant" (Bem, 2012, p.187). The pendulum pace rightwards corresponds to its pace leftwards. All flows inwards and outwards. Rhythm remains constant. Night comes before the day, which comes before night. The rise is followed by fall, which will give rise to a new beginning. Each body, no matter how small, has its own rhythm. Activity interweaved with relaxation into harmony. The Universe works in precise and predictable rhythms. If we allow these rhythms to lead us, then our moods and life will fluctuate up and down. On the contrary, by mastering rhythm we will become immune to the emotional fluctuations in our life (Virtue, 2007, p.17).

12. Law of cause and effect: "Any cause has its effect, any effect has its cause, all happens according to the law, the hazard is but a name given to an unknown law, there are many plans of causality, but there is nothing

outside the Law” (Bem, 2012, p.187). All the visible creation is an effect, behind which there is a creator, the will of whom exerts effects. Any cause generates an effect. Any cause will come back to its emitter after having moved around for a while. The cause will produce the positive or negative impact for which it was provoked. The cause always submits to the sender’s will, but once released onto the world, it will become immune to his wishes or scrutiny. You only get what you give. Life game is like the boomerang. Human thoughts, deeds, and words will come back to him sooner or later, with unbelievable accuracy. This is the *karma* law, a Sanskrit word meaning *to come back*. This is a perfectly organized Universe, nothing happens accidentally or just by chance. Behind each Effect, there is always a Cause. We start to be masters of our own lives when we become a Cause aware of the expected Effects (Virtue, 2007, p.18).

13. Law of gender: “There is a gender in everything, all have the male and female principles, gender manifests at all levels” (Bem, 2012, p.187). This law is about conventional male-female genders. Each person has both male and female energies. These energies are equally powerful and creative; they exist in a state of mutual dependence. The feminine energy is magnetic and attractive. The masculine energy is electric and creative. Setting free and attracting are the basis of divine magic. In order to enjoy a constant flow of abundance, we have to work with the constant flow of giving and receiving, as this law teaches us (Virtue, 2007, p.18).

14. Law of evolution. It comprises the principle of inconsistency: nothing can remain as it is now. We cannot keep anything because all that starts will end. All that is bears its end from the onset, being at the same time the starting of something new, which will end in its turn in order to give birth to another new thing, thus becoming eternal. Everything that exists is made of one and One is in everything (Tepperwein, 2010, p.56). A human being becomes what s/he believes.

15. Law of energy. All is energy, there is nothing else but energy. Energy has a limitless potential. All manifestations are forms that the unique energy takes, and each such form can turn into another one (Tepperwein, 2010, pp.59-60). I am energy, you are energy, he is energy, we are energy. So simply and so complicated both.

16. Law of resonating. That means that a kind attracts the same kind and it is strengthened by the same kind. What is not of the same kind will destroy itself. What is stronger will determine the weaker and it will draw it near to it. Each can attract what corresponds to its fluctuations on that moment. Our behavior determines our actions (Tepperwein, 2010, p.82). This is a manifestation of the law of vibration.

17. Law of reality. Reality is only energy, vibrating at various frequencies, corresponding to certain forms. Each creation comes back to its creator as long as it is ready to receive it, dissolve it and experience it (Tepperwein, 2010). This is another manifestation of the law of vibration.

18. Law of abundance. It is said that the abundance of life is given to us as our spiritual heritage. This does not only mean to have enough money. Bounty is felt in the unperceivable facts of our lives, in our harmonious connections. He who lives in affluence really has everything and each side of his life manifests in reality. Creation manifests unsuspected riches. Genuine abundance is spiritual wealth. All comes from the spirit and it manifests then in reality. The value of a man is not deducted according to his belongings, but according to who he is. It is not what you have that decides, but what you are so that each decides upon his value every moment (Tepperwein, 2010). Any open and healthy system radiates more energy than it takes; it is an energy creator and an energy consumer at the same time. Thus the secret of abundance consists in the ability to give. Giving and serving. Whatever I give, I will receive multiplied. If I give good gifts I receive well. If I give bad gifts I receive bad.

19. Law of success. Many people think that one has to work hard in order to be successful. However, hard work is not a cause for success. All those who perfectly master something do so easily and effortlessly. Industriousness induces joy, while hard work does not. When we start working, we stop being creative. Creativity appears only in appealing conditions. Success follows, irrespectively of the purpose. When cause and aim are complementary, all that we wish for can be promoted. Success is eventually the ability to fulfill all our wishes easily and effortlessly. One has to get prepared for what he has asked for, even before he can get any sign of it. A great achievement is usually preceded by torturing thoughts. When one takes a high level spiritual pledge, one mobilizes ancient beliefs from his subconscious. That's why we have to regularly make our truth statements, to enjoy and to thank for having really received them. This means that each gift, good and perfect, belongs to man and that it only awaits to be acknowledged by him (Shinn, 1941, p.6). We are responsible for our success. God can help us, but He cannot do that without our contribution. The direction is ours.

20. Law of learning. My life goes according to my beliefs, to my inner image. Thus life may seem to me: problem, fight, game, friendship, love, me. When we have difficulties in acknowledging our problems, there is a way which may help us. Each rejection, just as each affinity refer to a life theme. We have to think not of problems, but of solving them and to recognize the



solution to the very problems we are confronted with (Tepperwein, 2010, p.135). Learning has only started, learning has not ended.

21. Law of change. Change is the only constant. We are changing all the time, we live by changing. All that can be changed and that is, should be. Change is happening in the threefold meeting point of keeping (preserving), releasing (letting go) and renewing (Tepperwein, 2010, p.144). Change is the only constant in the Universe. To change something, we need to first have a good understanding of the law of polarity.

22. Law of freedom. One has the freedom that at any moment of one's existence one can break free from the slavery of fulfilling a desire. No one in this world can really own anything. All will eventually go back to its place when we leave this world. All that we take along is knowledge. Genuine freedom is giving up all that is fake, all that is an obstacle. Spiritual laws are real. They function, if we believe them or not. We can say NO, and then to get to know disease and suffering. We can say YES and live in harmony with them (Tepperwein, 2010). This is our only true freedom. A man who knows the spiritual laws is free. Freedom means the cognition, application, and understanding of spiritual laws.

23. Law of thought. Most people cannot fulfill their wishes because they cannot manage their thoughts. The best moment we can choose to solve a task is when we are given it. The second time will always bring along a new problem (Tepperwein, 2010, p.157). If we focus on opportunities, life gives us every second a new chance. Our life becomes a lot of decision-making moments.

24. Law of content. Genuine content lifts me above all difficulties of life. Thank from your heart for something you still do not possess as if you had it already - and you will have it (Tepperwein, 2010). The secret of consistent content will activate faith.

25. Law of luck. We can start to be lucky as of now when we say YES to life unconditionally. Being lucky actually means to live in harmony with life, to fully occupy the best place every moment (Tepperwein, 2010). The law of luck and the law of content are strongly interconnected. I can have luck if first I am not content.

26. Law of destiny. He who plants today a thought will pick tomorrow the deed, will collect the day after tomorrow the habit, will gather the day after the character and will eventually harvest a destiny. We have the freedom to choose what we want to create. The law only shows us the consequence of

our behavior (Tepperwein, 2010, p.178). If we have good thoughts we will create, step by step a good destiny.

27. Law of consciousness. We are all one. We finally distinguish from each other by expressing different sides of this Unity. The reality is a mirror image of our consciousness. What each of us needs is a consciousness awakening, because of the world crisis, just as each one's crisis is an awareness crisis (Tepperwein, 2010, p.211). We have to get rid of materialism and egocentrism in order to experience the laws of the spirit.

28. Law of attraction. Those who are alike will attract each other. Without exception, the thing you're thinking of is the thing you start calling into your life. When you think a bit of what you wish, the Law of attraction works and makes the thing bigger and stronger. The greater the thought, the more attraction power it will exert; it is, therefore, more likely you will experience it. The placebo effect is an example of the law of attraction in action. When a patient really believes that the pill is the cure, he will get what he believes and he will be cured. Focusing on perfect health is what we can all do deeply within ourselves, despite all the things that may happen outside. Laughter attracts joy, it dissolves negativity and triggers miraculous healings. Turn a deaf ear to the society's messages about illnesses and aging. Negative messages are of no use to you. Beliefs about aging exist only in our minds, so let us cast those thoughts out of our mind. Let's focus on perfect health and on eternal youth (Byrne, 2007, p.139). Many of our beliefs connected to the real world are not at all true. We are more than we are aware of. Just as life is, and the Universe. There is no shortage and poverty in the universe. Quantum physics clearly states that there is an infinity of Universes. In reality, all that is in the Universe lives, that nothing is dead. The stars, the Sun, the planets, the Earth, air, water, fire, all is bursting with life (Byrne, 2011, p.107). The law of attraction is a consequence of the laws of mentalism, vibration, and polarity.

29. Law of non-resistance. Do not oppose to evil, do not resist to it, confront it to the better. Evil is a false law man made for himself by letting his soul go asleep. Man's sleeping spirit means a self-hypnosis enrooted in the beliefs, it is the belief perpetrated throughout generations, related to sin, disease, death, and suffering. If we want to overcome fear and if we decided to take a step in this direction, we often need not do anything for that to happen. It is the law of non-resistance which works. Some say that courage is made of genius and magic. Just face any situation fearlessly and there will be no situation you cannot confront, it will drop by virtue of its own weight. The explanation is that fear attracts hurdles on your way, while courage

removes them. (Shinn, 1941, p.8) Gandhi had a very good practice of this law (law of non-resistance).

30. The law of dual. The dual relation, as a spiritual soul law is not known by the human being, because he only knows the earthly marriage- considered to be sacred, as well as sexuality- seen as a sin. We should not be surprised by that, because the Heaven does not allow a human being to know the law of dual, as long as s/he does not reach that level of evolution that makes him experience a special and unexplainable spiritual thirst, deprived of all that is earthly, a thirst for a divine relationship... a subtle presentiment in which there is no hatred, constraint, sensuality, and jealousy (Ramon, 1996). First, we need to have a good practice of the law of love and the law of gender.

### **The laws of business**

1. If you can dream it, you can do it. Whilst the reasons to start-up may vary, what all entrepreneurs have in common is the willingness to take risks. Beating the odds at start-up is defined by the tenacity to take an idea to market, the ability to secure sufficient finance, and the business acumen to turn a good plan into a long-term, profitable enterprise (Mascouse, Anderson, Black, Machin & Watson, 2014, p.21).

2. The secret of business is to know something that nobody else knows. (law of learning). Most markets are increasingly global, crowded and competitive. Not all products can be unique. Differentiation is costly, time-consuming and difficult to achieve. Every industry has leaders and followers, but the leaders are usually those with the most defensible points of differentiation. The key to long-lasting success is making that differentiation sustainable in terms of brand image, service, process, functionality, speed or convenience (Mascouse et al., 2014).

3. Be first or be better. Getting into a market first has significant advantages, but there are also benefits to being second. The key is that in order to gain a competitive edge in the market, a business needs either to be first or it needs to be better. The benefits of being first into the market are called as “first-mover advantage” (Mascouse et al., 2014, p.34).

4. Broaden your vision and maintain stability while advancing forward. The entrepreneurial spirit is defined as the willingness to take risks. Business owners who do aspire to growth must be willing to take the risky but important second step. For most small-business owners, this means employing the first non-family member and beginning to acquire the necessary leadership and manage skills (Mascouse et al., 2014, p.43).

5. Nothing great is created suddenly. One reason many new businesses fail is, perhaps surprisingly, because they grow too fast. A major challenge for any manager is to balance income with expenditure, ensuring that there is sufficient cash to meet the rising costs of the business. Growth is not a strategy, he claims a complex change process, which requires the right mindset, the right procedures, experimentation, and an enabling environment (Mascouse et al., 2014).

6. The role of a CEO is to enable people to excel. As a business grows, its demands change. Entrepreneurship is needed to spark business into life, but management discipline is required to support that growth and leadership skills are required to maintain long-term growth. Founders must adjust from being the sole decision-maker to delegating and make the transition from entrepreneur to the leader (Mascouse et al., 2014, p.46).

7. Without continuous growth and progress, success has no meaning. Start-ups are exciting places to work but growth brings inevitable crises. These crises are predictable and can be managed by using the Greiner Curve. The Greiner Curve illustrates six stages of growth that any firm might undergo during its development: growth through creativity, growth through direction, growth through delegation, growth through co-ordination, growth through collaboration, growth through alliances. Each growth phase generates a crisis, the resolution of which leads to the next stage (Mascouse et al., 2014, p.59).

8. Managers do things right; leaders do the right thing. Leaders develop a vision for the organization. They conquer in any context- even in the most turbulent of times. Leaders advocate change and new approaches that managers to make a new, stable environment (Mascouse et al., 2014, p.68).

9. None of us is smart as all of us because:

-human beings like to belong

-teams help to generate a sense of place and counter anomie

-successful teams provide an environment for new ideas

-organizations can be thought of as a collection of teams (Mascouse et al., 2014, p.70).

10. No great manager or leader ever fell from heaven. Handy's Gods of Management reveal different types of organizational dynamic but organizations are complex at institutional and the individual level. Effective leadership requires God-like omniscience, but no great leaver ever fall from

heaven. Hence, typologies can still be helpful for understanding organizational and individual complexity (Mascouse et al., 2014, p.76).

11. A leader is one who knows the way, goes the way and shows the way  
Effective leadership builds capacity in others. A leader's charisma alone is not enough. Effective leadership requires the establishment of integrity, trust, empathy, and empowerment. Effective leadership requires action from the leader, not just brainpower (Mascouse et al., 2014, p.78).

12. Teamwork is the fuel that allows common people to attain uncommon results. Mutual support encourages team members to reach their potential. Teams produce more creative solutions to problems. Individual shortcomings are balanced out in a team. Teams establish positive group norms that encourage openness and flexibility. Teams provide security, so members feel free to take risks. Teams provide an environment to manage talent. All of these means: effective teams provide synergy (Mascouse et al., 2014, p.83).

13. Leaders allow great people to do the work they were born to do. Effective people create effective organizations. Great leaders allow great people to excel at what they do well. They value the shop floor as much as the shareholders (Mascouse et al., 2014, p.86).

14. The more a person can do, the more you can motivate them. When present, motivators-such as recognition, professional growth, and responsibility- can contribute to job satisfaction. If poorly managed, hygiene factors-such as pay, conditions, supervision, and security/can increase job satisfaction. Money matters, but workplace motivation is much more complex than financial reward alone (Mascouse et al., 2014, p.90).

15. Be an enzyme-a catalyst for change. Today's markets are increasingly global and increasingly competitive. Gradual change can only bring gradual improvement to a firm. But successful leaders disruptive thinking they redefine the markets in which they operate. They are catalysts for change (Mascouse et al., 2014, p.95).

16. Culture is the way in which a group of people solves problems. Organizations are collections of different cultures. Culture is exemplified by a firm's language, routines and rituals. Culture is subject of variation. Culture impacts on every aspect of business behavior. Culture is a significant determinant of organizational success or failure (Mascouse et al., 2014, p.106).

17. Emotional intelligence is the intersection of heart and head. Emotional intelligence has five components:

- self-awareness (the ability to recognize and understand emotions)
  - self-regulation (the ability to control impulses and emotions)
  - motivation (a desire to pursue goals with energy)
  - empathy (the ability to understand other people's emotions)
  - social skills (an ability to find common ground and build rapport)
- (Mascouse et al., 2014, p.111).

18. Management is a practice where art, science, and craft meet. Managers perform a multitude of roles, which can be divided into three categories:

- informational: monitor, disseminator, and spokesperson
- interpersonal: figurehead, leader, liaison
- decisional: entrepreneur, disturbance-handler, resource allocator, negotiator

Management is a blend of these often conflicting roles, where art, science, and craft meet (Mascouse et al., 2014, p.112).

19. Turn every disaster into an opportunity. When a firm carries out an activity it gains experience. The experience gained provides useful feedback, whether the activity succeeded or not. The firm must analyse the feedback to find out that could be done differently and better. The firm implements these better methods and approaches in new projects. All these transform every disaster in an opportunity for learning (Mascouse et al., 2014, p.164).

20. You can't grow long-term if you can't eat short-term. If a firm only thinks short-term about immediate issues with customers, wages, suppliers and staff it becomes outdated and creates no new opportunities for growth. If a firm only thinks long-term about new products, new markets, innovation and growth it runs out of capital to fund investment. So, successful companies have to balance short-term and long-term thinking (Mascouse et al., 2014, p.190).

21. Expanding away from your core has risks, diversification doubles them. An organization needs to develop and grow but moving away from existing products is risky and developing new products to sell in new markets doubles that risk (Mascouse et al., 2014, p.256).

22. If you're different, you will stand out. A person or business has an idea that is different. Now come vision and values form part of the idea. These are integrated into one *personality* for the product or service. In this way, the idea and all its elements become the brand. Packaging and promotion communicate and reinforce the brand image. The brand stands out because

its positive differences from the competition are clear (Mascouse et al., 2014, p.260).

23. There is only one boss: the customer. Customers will reward good quality and service with brand loyalty. Therefore, firms must give customers what they want if they are to cultivate a loyal customer base (Mascouse et al., 2014, p.265).

24. Every gain through the elimination of waste is gold in the mine. Reducing waste increases efficiency by improving the productivity of capital and labor. Efficiency gains created from cutting waste cause average unit costs to fall. Lower unit costs can help a firm to grow because lower costs can be used to either; fund price cuts, which will hopefully boost sales or improve profit margins, which can be used to finance new product development. (Mascouse et al., 2014, p.300).

25. Learning and innovation go hand in hand. Scientific research leads to technological breakthroughs, which business use to create new products, improve existing products and update processes. To innovate for the future, firms must be willing to learn about new technologies and how they are harnessed (Mascouse et al., 2014, p.310).

26. Taking the best from the best. To become an industry leader a firm must identify its most-successful competitor and adopt the best practices of its rival (Mascouse et al., 2014, p.330).

27. More equal societies grow faster. Wealth is divided inequitably through society. Those without accumulated capital become dissatisfied and call for more redistributive policies from the government. But redistribution is paid through higher taxes accumulated capital and higher taxes slow economic growth (Kishtainy et al., 2012, p.326).

28. Social networks are a kind of capital. Social networks help individuals improve their skills and advance their careers and increase overall productivity by encouraging cooperation and information sharing (Kishtainy et al., 2012, p.280).

29. The economy is chaotic even when individuals are not. Economists assume that individuals act rationally and that all events are determined by causes and effect. This means that the economy should be predictable. But economies are complex systems and individuals may each act slightly differently to any given event. These small differences can lead to a myriad of different outcomes (Kishtainy et al., 2012, p.279).

30. People are not 100 per cent rational. When faced with making a decision where outcomes are uncertain people do not calculate gains and losses through mathematical probability. They are affected more by whether they stand to gain or lose and how the question is framed (Kishtainy et al., 2012, p.266).

## Conclusions

Practically, the businesses from today and tomorrow, have to respect the laws of the universe: the law of love, the law of forgiveness, the law of faith, the law of correspondence, the law of vibration, the law of rhythm, the law of learning, the law of energy... All is not according to with these laws, did not be any more. Ignorance alone has an end. Knowledge always begins. Knowledge, learning, love, are cosmic processes which begin, but which never end. The more love you give the more love you receive. Love starts by giving. The same applies to learning, knowing, good and truth. The more you give of what you don't have, the more you get of it.

It's not important to climb a mountain: the aim is the journey itself. Mankind has entered years ago in the Aquarius era, which means giving up materialism and turning inwards, to the spirit, to know the spiritual laws.

We can choose every moment. We can choose love instead of hatred, forgiving in the stead of not forgiving, mercy in the stead of greed, light instead of darkness, knowing instead of not knowing, life instead of death. I think it is not difficult to make the right choice. The question is when? When do we choose? There is only one answer. Now.

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