

## Dot ZEN

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**What:** Dot ZEN

presents an educational and practical approach to Zen ideas with tips and techniques to growing businesses through entrepreneurship, leadership, customer service, total quality, marketing, publicity, public relations, human resource management, and Internet technology.

**Key Message:** According to co-author Phan, most management philosophies tend to centre on aggressiveness. This may be due to the quarterly-driven financial accountability insisted by shareholders and dictated by market forces. This, in turn, may have led to unfair trade practices, financial inconsistency, and even collapses.

Can there be a more moderate path? Phan thinks so. "For example, some of the modern Zen principles centre on ethics and compassion, two missing links in many business operations. Now, there is a return to sanity as corporations go back to their roots of ethical leadership. "At the same time, the best motivator to your employees can no longer be stock options and sky-high salaries. Employees are looking for compassionate leadership as a more lasting motivator to perform and excel."

The concise 200-page book has six sections, with each section opening with a philosophical chapter of a single Zen idea, and allows the reader to embed that idea into management practices.

The book provides some basic knowledge to small and medium enterprises as well as start-ups, since such enterprises increasingly form the majority in any national economy.

**Who:** Seamus Phan is a consultant in vertical domains such as the Internet, Internet security, knowledge management, customer service, and high-tech marketing, with more than 16 years of professional and consulting experience.

Ter Hui Peng has worked in the media industry over a decade, and now leads the PR practice of McGallen & Bolden Group, a publicity and training firm.

**Price:** US\$11 from DotZEN.com or Amazon.com

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