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Not for Bread Alone

Konosuke Matsushita



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From one of the century's most accomplished business leaders comes a unique and profoundly thoughtful approach to financial and personal achievement. "Not for Bread Alone" is the blueprint for the unparalleled success of Konosuke Matsushita, founder of Panasonic consumer electronics company and pioneering leader of Japanese and world industry. His philosophy of business is simple, even idealistic; his principles of success are timeless. He adopts a people-oriented approach that gives new meaning to the word 'success.' An understanding of human nature that embraces new values of responsibility and generosity. A management ethic that relies on fairness, harmony and gratitude to inspire a sense of accomplishment -- and that goes far beyond the quest for profit alone.

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