

IE Introduction – Lesson 4 – Integral Growth 2 – Video

Summary

- **“The primary objective of all business is to maximize profit.”** This value system is historically the driving value system of a comprehensive global economic system. It exemplifies the power of “culture” and legitimizes business as an amoral force, only constrained by legal boundaries.
- Ten Billion–
 - Wiki of Stephen Emmott
https://en.wikipedia.org/wiki/Stephen_Emmott
 - Amazon page to order book
<https://www.amazon.com/Ten-Billion-Stephen-Emmott/dp/0345806476>
 - YouTube Ten Billion movie
<https://www.youtube.com/watch?v=DQQ770LExWA>
- The consumption economy – interesting video: The Story of Stuff
<https://www.youtube.com/watch?v=3eWBg8ojno4>
- The entrepreneur’s quandary: how are you going to handle these facts? If you really internalize them, it puts pressure on you to respond.

Reflection Questions:

- How do you see your role as an entrepreneur?
- How does the value of “maximize profit” fit into your ambitions?
- What is your responsibility in the context of the 21st Century?