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Large corporations that claim altruism as their motto in favor of serving humanity, take over the lives of the customers both external and internal.

Six-Sigma of Happiness

A CEO will do it, if she or he asks the corporation hiring her or him as to: *“how much it is that it needs for a lifetime? and what for within that lifetime? or what for even beyond it?”*

‘She’ or ‘he’ will not do it if s/he is under a hypnotic spell to only create profits just as is the business of the corporation.

If that were to be done, it would truly be building social capital, loyal customers and protective stakeholders.

Now that would be creating stakeholders and not hapless, blinkered, naïve customers for their products even as the Czars sit in their ivory towers covered in mindless greed only because they don't know any better.

Disclaimer: At this stage, the mind has stopped seeking. Instead with social media the process of soaking of the space in the attic has begun.

We spoke of the space in the ‘attic’ in episode 1 that now gets claimed by this new age media.

That attic does not have elastic walls. So we create large warehouses to stock what won't fit into that ‘attic’. That is the clutter in the wardrobes.

At this point we bring in two stories to add to the effect.

The story of space is tucked
between,
'mind; *the attic*'
&
'mindlessness; *the optic!*'