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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. Under their promise to 'change the world and make it a better place to live', corporations charade spreading profit under the of happiness and the gloss of their own making. contrast would their mottos In not be meaningful only if with each purchase, a company allocated a share to the customer carved from the profit on each unit sold.

If that is done then we create 'wealth'. Otherwise no matter how altruistic their vision, mission and value statements, its all about 'profits'

Therefore one might ask again, can my shares be carved out of the profits? huh!



When will a professional CEO gain enough courage to stand up to the Chairman of the board and propose carving out a policy that entails capitalizing a micro percentage of the profit from each product sold and allocating to the customer a share that instantly trasfers through a whatsapp to the customer. 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 wont fit into that 'attic'. That is the clutter in the wardrobes.

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

Six-Sigma of Happiness

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