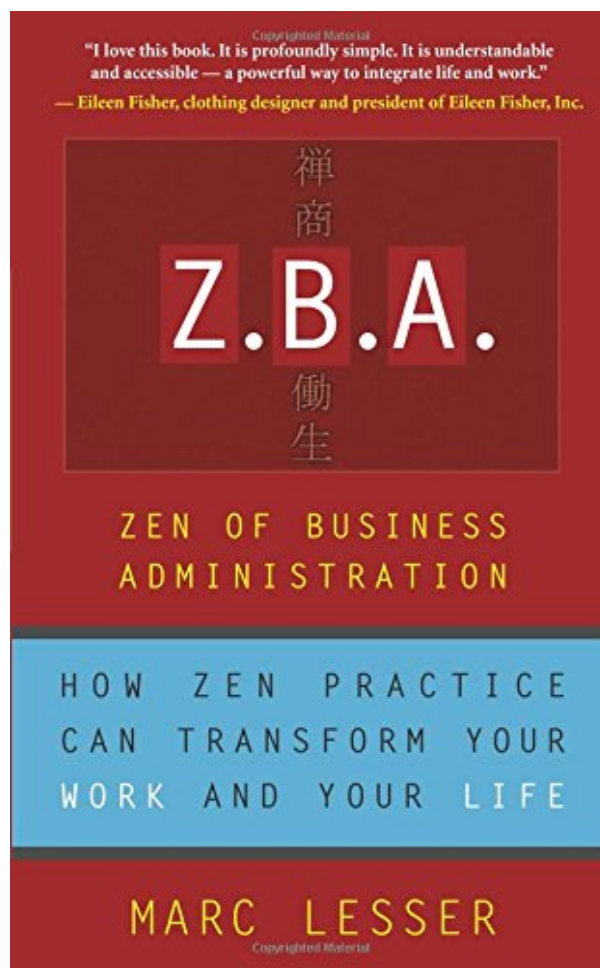


**Z.B.A.: ZEN OF BUSINESS  
ADMINISTRATION - HOW ZEN PRACTICE  
CAN TRANSFORM YOUR WORK AND YOUR  
LIFE BY MARC LESSER**



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From the Inside Flap

"I love this book. It is profoundly simple. It is understandable and accessible — a powerful way to integrate life and work." — Eileen Fisher, clothing designer and president of Eileen Fisher, Inc.

"Marc Lesser's book illuminates his two-tiered life history — as Zen adept and business entrepreneur — with a skillfully woven fabric of Buddhist teachings and personal stories. I loved reading about his triumphs and tribulations in both spheres. This is how it really is, in Zen and in business. May his readers learn and prosper from Marc's hard-won wisdom!" — Lewis Richmond, author of *Work as a Spiritual Practice*

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"In a world of intense competition and drive for short-term profits, Marc Lesser brings a new and vital message. The world of work is not about profits, promotions, bonuses, and self-interested behavior. True work is the art of living life—a life of vitality, of completeness, of interdependence with our fellow workers, our environment, our loved ones, and most important with ourselves." —John Oliver Wilson, retired executive vice president and chief economist of Bank of America

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In the great Zen tradition of teaching stories, Marc Lesser relates his own personal and professional trials as he navigates the delicate path of managing a successful business while staying true to his spiritual roots. Struggling through a difficult economic climate, he also faces the usual challenges of running a growing company — meeting payroll, balancing cashflow, hiring and firing employees, and maintaining relationships with vendors and customers. Guiding him through these difficulties while providing strength and insight is the practice of Zen. Utilizing his training as a Zen practitioner, Lesser learns to apply specific teachings such as the eight-fold path directly to work and life. In chapters such as "Work: The Impossible Request," "Appreciating Uncertainty," and "Accomplishing More by Doing Less," ZBA: The Zen of Business Administration provides readers with intimate, helpful advice, while acknowledging the paradox of applying spiritual practice to the business world.

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Extraordinary. This book is an expression of its own content.

By DallasJim

Marc Lesser writes of the value of paradox. "If it is not paradoxical, it's not true." And in his own book, he skillfully balances the very nature of business leadership and success with the humility of a zen teacher. For most of us that is its own paradox. In the chapter "Act Like You Know What You Are Doing", I could see my business persona. I have had the chance to part of exceptionally successful businesses where we led with conviction, but I was also in touch with the realization how little we can be certain of anything.

Most importantly, this is not a book "about" you or business administration. This is a book "for" you and your business. Marc gives practices at the end of each chapter so you can see what works in your life. If you are reading this to see if this might be worth your money, time and effort, buy it and start it now.

10 of 10 people found the following review helpful.

We are all Zen students. We are all businesspeople.

By Manny Hernandez

"We are all Zen students. We are all businesspeople." This is how the first section of this book opens. As for me, I am a Manager. Also I am a person in search for answers in my spiritual life, and I am seeking into Buddhism for those answers. This combination led me to read by pure accident an ad on Shambhala Sun magazine (highly recommendable, if you are into Buddhism, by the way) that featured Marc Lesser's Z.B.A. I ordered it and it didn't take long for me to get hooked on it.

Walking the reader through means of achieving the Buddhist Eightfold Path while at work, the book offers a refreshing perspective on how to bridge the gap between our "work lives" and our "personal lives", if such a dichotomy makes any sense whatsoever. A good example of how these two things are in essence one and the same is what Lesser makes of the purpose of Zen: "The purpose of Zen and the purpose of business practice is to develop and open, flexible mind, a mind that can deal with a world that is both solid and completely



impermanent."

In the end, there are so many fascinating elements proposed by the author, that I cannot avoid but to feel sorry for having finished the book. I almost feel like re-reading it, and I do recommend that you check it out.

1 of 1 people found the following review helpful.

Brings the concepts of Zen into the business world

By S. Turlington

This is a collection of short vignettes by a Zen practitioner who is also the founder and CEO of a successful company. Each vignette frames a different aspect of Zen practice and connects it to an aspect of running a business. The idea is to bring the concepts of Zen into the business world, to help the reader become more adept at dealing with the daily challenges of work, while integrating the spiritual into the business realm, where it is not usually welcomed. I connect with these ideas and could imagine how useful this book would be on the bookshelf next to my desk, to consult when I face a new challenge or stress while I am working. Each vignette could bear multiple readings and reveal something new every time, in light of the context in which it is read. I particularly appreciated the Nine Practices for being more in connection with yourself while at work and the Z.B.A. Manifesto at the back of the book, and plan to consult both regularly.

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