



L'economia del nuovo ciclo (Italian Edition)

Francesco Tassone

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L'economia segue la Terra, nella sua ciclicità e, in tal senso, ne attua le stesse condizioni di base, in relazione, alle fasi che attraversa. Oggi, siamo giunti a una fase nuova. L'economia intesa come sfruttamento, sta lasciando il posto a una nuova economia, intesa come espressione, di un'insolita esigenza: quella del conoscere e del riconoscere il valore autentico del bene oggetto di compravendita. In sostanza, stiamo parlando di un salto di paradigma, tra il concetto di bene, come opportunità commerciale e il concetto di bene, come opportunità relazionale. Questo testo è un invito a esplorare le potenzialità che, con la nuova economia si affacciano all'orizzonte. Con chiarezza, quasi scolastica, ne individua i meccanismi di funzionamento e li trasferisce al lettore che, quasi senza accorgersene, si ritrova a riconoscerli e a farli suoi. Ecco che l'economia, il marketing, lo start up di un'idea d'impresa, diventano, non più una sfida materiale da vincere, ma un'opportunità spirituale da cogliere ed un salto evolutivo da realizzare.

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