



Dimensions of The Responsible Business Strategy

ρ Starts from Your Essence to Ensure Uniqueness—
don't try to be someone else

ρ Embeds Each Different Buyer's Essences into
offerings for Relevancy—don't make commodities
or generics; “make everything for someone”

ρ Articulates Global Imperatives For Meaning—what
will make ecologies, economies and societies
work well and be able to regenerate themselves?

Then, Develop a Distinctive and Compelling Corporate
Direction, Pursuits and Indices to ensure the