

CONTENTS

Foreword	ix
Preface to the Updated Edition	xi
Preface	xiii
PART ONE: MASLOW AND ME	1
1 Toward a Psychology of Business	3
2 Karmic Capitalism	17
3 The Relationship Truths	33
PART TWO: RELATIONSHIP TRUTH 1: THE EMPLOYEE PYRAMID	45
4 Creating Base Motivation	47
5 Creating Loyalty	64
6 Creating Inspiration	81
PART THREE: RELATIONSHIP TRUTH 2: THE CUSTOMER PYRAMID	103
7 Creating Satisfaction	105
8 Creating Commitment	125
9 Creating Evangelists	142
PART FOUR: RELATIONSHIP TRUTH 3: THE INVESTOR PYRAMID	169
10 Creating Trust	171
11 Creating Confidence	188
12 Creating Pride of Ownership	201

vi CONTENTS

PART FIVE: PUTTING THE TRUTHS INTO		
ACTION		215
13	The Heart of the Matter	217
14	Creating a Self-Actualized Life	231
References		245
Acknowledgments		253
The Author		257
Index		259