

gustav / December 03, 2008 08:31AM

[嘗試定義創業意義](#)

創業，即替天行道。

易經乾卦：元(origin)、亨(fine-communication)、利(properness)、貞(determination)。

乾文言：元者，善之長也(The origin is the ultimate beginning of all goodness)。亨者，嘉之會也(The communication is the beautiful union of all beings.)。利者，義之和也(The purposiveness is the source harmonizing everything.)。貞者，事之幹也(Just determination is the basis of business.)。君子體仁，足以長人(Get inspired by the original principle of the ultimate being, so one can inspire others to join the principle.)。嘉會，足以合禮(If all beings are united in beauty, there's 禮.)。利物，足以合義(If everything is harmonized by the principle of purposiveness, there's 義.)。貞固，足以幹事(If operational methods/systems are justly determined, then there's the basis of business.)。君子行此四德者，故曰乾元亨利貞。

---