

# 《领导与生活的比喻 The Secret of the Seven Seeds: A Parable of Leadership and Life》

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## 内容简介

The Secret of the Seven Seeds tells of the successful entrepreneur and writer David Fischman's struggle with his out-of-control life. In this fascinating and instructive book, he reveals his personal story through the fictional character Ignacio Rodriguez. Ignacio is 40-something stressed-out entrepreneur who is utterly overwhelmed—he is at risk for a heart attack, is losing money at his business—where employee morale is at an all-time low, and has no time or energy for his family. At first, he ignores these problems, thinking that if he only works harder, things will all get better. Predictably, his life quickly gets out of control. His doctor recommends that he try meditation to regain balance in his life. Ignacio—who is skeptical—finds a spiritual guide, who helps Ignacio heal by finding his path in the secret of the seven seeds. The seven seeds represent the path to success and balance in life: self-knowledge, meditation, egolessness, service to others, goodness, balance, and freedom.

**作者简介：** The Secret of the Seven Seeds tells of the successful entrepreneur and writer David Fischman's struggle with his out-of-control life. In this fascinating and instructive book, he reveals his personal story through the fictional character Ignacio Rodriguez. Ignacio is 40-something stressed-out entrepreneur who is utterly overwhelmed—he is at risk for a heart attack, is losing money at his business—where employee morale is at an all-time low, and has no time or energy for his family. At first, he ignores these problems, thinking that if he only works harder, things will all get better. Predictably, his life quickly gets out of control. His doctor recommends that he try meditation to regain balance in his life. Ignacio—who is skeptical—finds a spiritual guide, who helps Ignacio heal by finding his path in the secret of the seven seeds. The seven seeds represent the path to success and balance in life: self-knowledge, meditation, egolessness, service to others, goodness, balance, and freedom. **作者简介：** David Fischman is a well-known columnist in Latin American newspapers and has published five management books in Spanish, which have sold more than 260,000 copies in Latin America and Spain. He is a cofounder of the Technological Institute Cibertec (the leading computer science school in Peru), the Sir Alexander Fleming English School (K – 12), and the Universidad Peruana de Ciencias Aplicadas (UPC) (the Peruvian University of Applied Sciences). Currently, he works as an international consultant, leadership trainer, and coach through UPC's consulting division.

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