are, what we really need, and what we stand for. What endures, what keeps us whole, is our integrity.

AN "ARISTOTELEAN" APPROACH TO BUSINESS

The good life, according to Aristotle, is the happy life, the flourishing life, "doing well." The point is not that we should stop thinking about money or trying to make a living. It is a question of perspective, and a question of what that living amounts to. Is it, in fact, just a means to make money? Or is it, as it should be, a worthwhile activity that provides the meaningful substance of our adult lives, the source of our sense of self-worth and where we meet our closest friends? Is the company we work for a white-collar version of Hell, or is it a community where we are glad to see our colleagues and get on with the work of the day? It was Aristotle who insisted on the virtues or "excellences" as the basic constituents of individual and collective happiness. The underlying assumption was that a person is who he or she is by virtue of his or her place and role in the community, and the virtues of the community, in turn, nurture and encourage each of its members be "a good person." It takes little leap of philosophical imagination to recognize this same relationship between the individual employee, manager or executive and the modern corporation. On the "Aristotelean" approach to business, a good corporation is one that is not only profitable but provides a morally rewarding environment in which good people can develop not only their skills but their virtues.

JOSEPH CAMPBELL

Follow Your Bliss

JOSEPH CAMPBELL (1904–1987) is best known for his extensive work on world mythology and his PBS television series with Bill Moyers on that subject. The following excerpt expresses one of his best-known expressions, "follow your bliss."

THE man who never followed his bliss . . . may have a success in life, but then just think of it—what kind of life was it? What good was it—you’ve never done the thing you wanted to do in all your life. I always tell my students, go where your body and soul want to go. When you have the feeling, then stay with it, and don’t let anyone throw you off . . .

That is following your bliss . . .

When I taught at Sarah Lawrence, I would have an individual conference with every one of

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