



Cosmic Consciousness: Are We Truly Connected?

The World Business Academy recently published a new article by **Academy Member James A. Cusumano, Ph.D.**, "Cosmic Consciousness: Are We Truly Connected? A Journey to Well-being, Happiness, and Success."

Deepak Chopra wrote in his Forward to Jim's article: "In this remarkable article about the nature of true reality, Jim Cusumano explores the world of quantum physics and what it can teach us about consciousness and spirituality. Jim's explanation of the way theoretical physicists understand the nature of the reality-consciousness connection will open up a new world for many. He explains how scientists and the ancients have reached many of the same conclusions about the nature of the universe despite their different paths to truth and their different ways of knowing."

Jim's article appeared in the May 10, 2010 issue of *Viewpoint*, which is available



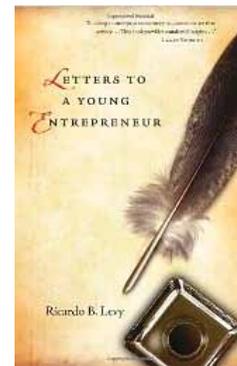
to Academy Members and paid subscribers. The Academy will consider special requests for the article from others. You

can write us at: info@worldbusiness.org.

Jim is the co-author of the Academy's 2007 book, *Freedom from Mid-East Oil*, also by Jerry B. Brown, Ph.D. and Rinaldo S. Brutoco, J.D.

Letters to a Young Entrepreneur

Letters to a Young Entrepreneur, by Ricardo B. Levy, Ph.D., explores the creative process of actualizing a vision by building a business. Writing with grace and clarity, Levy distills the wisdom he gained over the course of 30 years founding and building successful businesses. After working at Exxon, he co-founded his own company, Catalytica, with Academy Member James A. Cusumano, Ph.D. and another colleague. With struggles along the way, they nurtured the company until it achieved sales of over \$500 million and a market capitalization of almost \$1 billion before they sold it to a European conglomerate in 2000.



Levy's letters are written "to the entrepreneur forever young at heart, since the journey is by definition one of continuous renewal, discovery, and learning." The letters, which offer insights from philosophers as well as from Levy's own experiences, illuminate the "inner world of the entrepreneur" and the external life and qualities of the entrepreneurial leader. The entrepreneur must be able to: absorb uncertainty so others can participate in the journey, reconcile the contrasting forces of optimism and realism, control hubris, become spiritually aware, and ensure the need for control does not impair intuition or the willingness to live in uncertainty. With many examples, Levy shows the importance of remaining "open to those special companions who balance your shortcomings and expand your capabilities." Most important, he says, is to "take time to be quiet, to meditate, and always to keep in touch with your humanity."

Anyone "who sometimes struggles to cope with the many fascinating—and at times difficult—situations confronted in building a business" will want to read these letters to gain insight and strength for the journey.