

The Rational Homo Psychologicus

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The Rational Homo Psychologicus

Creating Thoughtful Businesses

palgrave
macmillan

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ISBN 978-981-32-9502-5 ISBN 978-981-32-9503-2 (eBook)
<https://doi.org/10.1007/978-981-32-9503-2>

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The registered company address is: 152 Beach Road, #21-01/04 Gateway East, Singapore 189721, Singapore

*This book is dedicated to
Miss Ameya*

FIVE QUESTIONS TO BEGIN THE BOOK WITH (PREFACE)

A. IS THIS BOOK INTRODUCING HOMO PSYCHOLOGICUS, A CONCEPT IN PSYCHOLOGY, TO THE FIELD OF BUSINESS AND ECONOMICS?

Not really. While the term *homo psychologicus* has existed for decades in psychology, it is a completely new concept here in this book.

We focus on how a company thinks as a totality and how it develops thoughtful personhoods. We probe into the underlying motivation of *homo economicus* and *homo sociologicus*. We also apply the concept to a broad range of entities, such as economic bodies.

B. IS HOMO PSYCHOLOGICUS THE DEEPEST FOUNDATION OF OUR PERSONHOOD OR CORPORATE PERSONHOOD?

No, it is too early to say so.

I believe that the understanding of ourselves, as well as that of corporate personhood, evolves with the development stage of our society. When utilities were scarcer than they are today, the *homo economicus* aspect of human and corporate personhood was powerfully stimulated. Survival was the predominant life purpose for the majority of both people and companies.

We are luckier than our predecessors in that we are living on a bigger stage, paying more attention to our self-realization, and the society in general is downgrading survival to be a basic way of life.

The *homo economicus* aspect of personhood became a choice after WWII—yet, a choice by whom? Now, it is increasingly clear that this is a rational choice motivated by our *homo psychologicus* state.

Nevertheless, in Chapter 5, we have a discussion on what a thoughtful vision is. It is an idea that empowers people in the future to build higher ambitions and explore beyond the horizon. I hold the same belief for a good theory.

Our successors will be luckier than us. They will see the driving forces of our *homo psychologicus* in a more insightful manner.

C. IS THIS A BOOK ON BRANDING?

Yes and no.

While “branding” is one of the keywords here, the idea is redefined. We are not discussing the term and the industry of “branding” in the usual sense. I am very excited to uncover for you a new world underneath the seeming common sense.

D. WHAT CHANGES SHOULD WE EXPECT?

There could be many changes that you want to make after finishing this book. In the simplest way, all changes revolve around how to bring rationality to life. After you finish the book, I hope that you have the capability to treat both rationality and irrationality in a thoughtful manner. Also, hopefully, we will see the emergence of more thoughtful businesses.

E. WHAT ARE SOME OF THE MOST INTERESTING CHAPTERS?

If you are a thinker, then I most recommend Chapters 1, 3, and 7. The discussions explore the new theories of *homo psychologicus* and Resource Optimization, and also sets free your imagination of broader issues in economy.

If you are a practitioner, Chapters 5 and 6 offer you a new brand management methodology based on Brand Health Indices (BHI), which can be applied directly on enhancing the health of your business.

Personally, the first and last chapters are my favorite.

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ACKNOWLEDGEMENTS

I gratefully thank the following people for their inspiration and valuable support during the preparation of this book:

Floyd Allen, William Leap, Mary-Lou Boucher, Robert Hunt, Songfa Zhong, Renee Hobbs, James Hunt, Patrick Wu, Derek Forest, Jacob Dreyer, Franck Facchin, Edwin Wong, Michael Maynard, Terhi Rantanen, Markus Pesendorfer, Lily Finn, and Leonard Bergman.

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