

## THIRD MAIN MODEL

**BUSINESS**

The business model also has *values* at its center. Money is not one of them, or should not be one of them. Money or profit is a helpful thing. If you make money your key, dominant or only value then you pull the financial sector of the 3RModel® into the center and change and upset the whole model. Money should only be a third tier factor.

Traditionally business has two things: products and services. In my opinion it has four main and important things it provides. Of course products and services, but also information and people. An internet provider offers the service of internet, but search machines such as Google and Bing offer information. A pharmacy offers medical and medicinal products, but a hospital offers doctors and nurses, people who have the know-how to help and authority to prescribe the needed products available at the pharmacy.

The infrastructure of business depends entirely on the type, size and place of business. Running a sweatshop from a dingy place, or running your business from your superyacht. Running your business from the depth of the earth through mining or space through commercial space travel. The great change nowadays is the eCommerce. Communication through marketing, be it through mouth to mouth or billboards, is very important for people to find you and what you have to offer. Though businesses seem to exist to make money, their core business is to embody values and give them shape through products, services, people and information. But financially it has to be stable and well run to continue, to handle hard times and flow well in good times. Business organizations are as varied as can be, from military styled to dorm-room informal. What is needed is to serve as we want and promise. Different people are attracted to and driven by business. Though some think government types are lazy and slow, and business types are energetic and fast, this is not the case. But business has another drive and energy than government, if you like it this could be for you.

Business out of need or want can spring up in the most unlikely places such as the dangerous whale fishing in former times. Businesses can be at the forefront of civilization (including its clashes) and innovation. The current economy is called the 24-hours economy; as it is global you might need to be aware and communicate across many time zones.

Though both businesses and governments have income and expenses the financial issue of businesses is to make money. The core financial issue of government is to spend money. Businesses spend money to make money, governments make money to spend money.

Businesses focus on the individual. It is a Me-oriented approach, differing from the We-oriented governmental approach. You can see this distinctly when governmental agencies and services are privatized, or when private enterprises are confiscated by governments.

BUSINESS

