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Subject: Hey! Now we have a philosophical underpinning

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Hey all,

First of all, let me wish you and your family health and prosperity for the year of rabbit.

At this moment, I am on the cross atlantic flight to return to new york. I bought a copy of latest Harvard Busienns Review because the front page topic is "how to fix capitalism". Being a philosophical person that I am, I am always interested in these big concepts. The article is by Michael Porter and Mark Kramer. The business model that they are advocating as the "the big idea" is exactly what we are working on. They call it "CSV" or "Corporate Shared Value". in essence it is about how to combine corporate profit need with societal needs. So, we are ahead of the curve - we are already building a business model to put that theory into practice. Give it a year, I should invite them to write a business case on us.

I should get everyone a copy of this.

Anyway, I just thought it is quite a coincidence that I am reading this article at this precise moment - tail end of a two weeks trip talking to people about our business model across the Atlantic. But as we Chinese say, nothing is a complete coincidence.

Keep in touch.

沈栋 Desmond Shum