IN PRAISE OF HARMONY – x18, LIFE, VIE, ח"י

Rabbi [Malbim](https://en.wikipedia.org/wiki/Malbim) said (יעקב בחינת הגוף, ישראל בחינת הנשמה, וישורון הוא התחברות הנשמה והגוף"(מלבי"ם" that Jacob signifies the body, Israel signifies the soul, and Yeshurun is the symbiosis between the soul and the body. I was born as Jacques, but my Jewish name is Jacob, which is also Israel and Yeshurun in the Bible and in Malbim. My life can also be divided according to those names and meanings. Jacob or the body, the material matters of life was predominant in my life in the 18 years from 1981 to 1998, as in 1981 I was appointed VP Sales of Elbit, the leading private high tech company in Israel, later on VP Finance and Sales, I conducted a turnaround plan which saved Elbit from bankruptcy, was instrumental in making Elbit one of the most profitable companies during the hyper-inflation of the eighties, conducted in 1987 an IPO on Wall Street, one of the first of an Israeli company, was responsible for purchasing companies in the US and Israel, built the best pricing and budgeting system in the high tech industry, and was instrumental in transforming Elbit from a local company selling mainly to Israeli MOD to a multinational company exporting most its systems, mainly to the US. Later as a Program Manager Free Lancer I conducted pioneering turnaround plans, knowhow transfer, joint ventures and M&A described at length on my website and books. We purchased a very large house and achieved financial independence after starting from scratch.

The name Israel was given to Jacob following the episode of his wrestling with the angel, is etymologized as composition of El – God and Isra – Prevail Over, thus – Israel. In the Bible the Hebrew people is called Israel and descendants of Jacob. And indeed, in the 18 years from 2001 to 2018 I focused on issues: wrestling with Israeli tycoons, attacking the world neo-liberal system, fighting against corruption of governmental, business and economic ruling elites in Israel. I did that in books published since 2001 and in 2004 with Kluwer, Springer, in 2008 with Magnes, receiving my PhD with distinction in 2004 on the first dissertation ever on business ethics to minority shareholders, being a member of the board of management of Transparency International Israel, a founding member of Ometz the leading anti-corruption organization and receiving in 2015 the highest award on Business Ethics in Israel Itur Hamofet. I conducted forums on Social Justice, taught during a decade at leading universities in Israel and at INSEAD in 2006 thousand of students courses on business ethics, sustainability, CSR and corporate governance, globalization, business administration, etc. and receiving the award of Best Lecturer in 2005 as well as the best feedbacks. In 2014 I wrote an ethical code for Sibat Ministry of Defense Israel which received the highest prizes.

I dealt with very important issues: in my research proving a very strong statistical correlation between quantitative and qualitative prosperity and between ethics and lack of corruption of countries, the analysis of the crises and solutions of capitalism with prediction of the corporate scandals in 2002, the Great Recession of 2008 and the Doomsday Depression of 2020, since 2009 when I came to the conclusion that the lessons from the 2008 crisis were not learned. In the same year and during a decade I wrote a platform of the movement of the Second Republic of Israel, many articles and a book in Hebrew and in English in 2018. I advocated a restart of the country's economic and political foundations in order to coup with the basic ailments of the country which brought about the worst governmental crisis in 2019-2020. But also in my business career I focused always on the gist of the problems, thinking outside the box, going against the wind and conventions, swimming against the current and fundamentalism, with an open mind, without idées fixes and fixations, as most of people. Most of those activities were pro bono as in the whole 18 years I never received royalties on my books and my salary at the universities was only about 10% of my income as a businessman. So, after the materialism body of Jacob came the idealism soul of Israel.

And now has the time arrived to Yeshurun, combining in a symbiosis body and soul? As Yeshurun means right, upright, righteous, yashar in Hebrew. Is it not too late at the age of 76 to conduct the next 18 cycle from 2021 to 2038 up to the age of 94? What does it mean the symbiosis? Actually, the outcome of my efforts was almost nil, as no more than a few dozen are truly motivated by the precepts and at the utmost a few thousands were exposed to my books and courses. My previsions were correct in all the matters I tackled in business, economics, capitalism, the basic problems of Israel and neo-liberalism, what I predicted came through and exactly at the dates and in the order of magnitude predicted. But the exposure of "Israel" was minimal, as if I was preaching in the desert. I saw the storm coming I know what are the remedies but nobody listens. And if I couldn't convince them at the age of 60 how would I succeed at the age of 80 or 90? Our presidents Navon and Peres were active until their death in their early nineties. So, maybe Malbim was right after all? Nevertheless, I am active as ever, writing books, plays, articles, correspondence, managing Think Tanks, but unfortunately not lecturing anymore or participating in meetings because of my deafness. I even compete in 4 categories at the Short Play Festival of Tzavta an avant-garde Theater with youngsters 50 years younger, but as 16 plays will be staged, I still have a fair chance… But, better still, will some of my magnum opus materialize in the next few years? The Second Republic of Israel as the outcome of the insurmountable political impasse, the solutions to the capitalism crisis following the 2020 depression that I have predicted on this date since 2009, or the transformation of the corrupt countries to ethical after having proved for the first time ever that there is a strong correlation between countries' prosperity and their ethics.

In my life I was always content-focused, but I tried most of the time to be also form-focused. I have dealt above on the content so we can deal with the form. As I am writing this essay in praise of harmony and we have dealt until now with the symbiosis between body and soul, we can deal now with esthetics, as ethics is important but so is esthetics. In all my life I tried to find harmony between all my fields of interest, between work and family, between cosmopolitanism and patriotism, between individual and society, between career and culture. On this website in About Jacques Cory as well as in my books, essays, articles, courses and lectures, one can find the harmony of my life in my CV, my academic books, plays and stories, even children books, my novels, biographies, correspondence, the program management achievements, case studies, business and strategic plans, courses, pioneering activities, works, jobs, avocations, travel, culture, satire, heritage, learning and reading in dozens of languages, visiting dozens of countries, cultural activities, theater, films, concerts. In the multitude of my business trips I always found time in the evenings and weekends to see the best plays and shows in Paris, London, New York or Los Angeles, even in Lima, Roma or Page. And of course in Israel I used to see dozens of plays and concerts every year, dozens of films at the Haifa Festival, going every week since I retired to 4-5 lectures a week, all this on top of my other activities, and trying to find the right balance between culture and work.

When I was a free lancer there were periods of months in which I didn't have work while in others months I worked around the clock. In the dry period I divided my time between learning new languages in the mornings, reading in new languages with translations, reading in parallel dozens of biographies, novels, plays in several languages, mainly the ten which I am most fluent in, reading non-fiction books on art, music, business, philosophy, geography, history. And I continued those habits when I retired in 2014 following my deafness, but now I am reading books as normal people from beginning to end as I cannot remember as I used when I was younger the plot when I read in parallel dozens of books. I am also ashamed to admit that I don't read anymore in Russian, Arabic or Greek, Dutch, Norwegian, Esperanto or Creole, as I used to, but mainly in the languages I know most. But still reading books is the ideal bibliotherapy to all my ailments but even more – therapy in writing, as it is much more effective and thrilling.

And when writing, mainly in my correspondence or articles, I try to write in paragraphs of a constant number of lines, preferably 6, with full lines, so that the esthetics of the letter or article will be in harmony with its content. I am following the steps of the great poets and playwrights who wrote poetry and drama in rhyme, from Racine to Rostand, from Musset to Baudelaire, although I enjoy as well Prevert and Arthuer Miller who didn't write in rhyme.

I am not a numerologist but still I believe in the lucky number of 18 mainly because it means ח"י – 18 in numerology and also life in Hebrew. The Jewish people sanctifies life, not like the Nazis who idealized death for the Vaterland or the Islamic Fundamentals who promise 72 virgins (also 18x4) in paradise for their Shahids killing themselves with innocent victims while saying Allahuakbar (God is Great). But 18 is a lucky number also for the Chinese, in Hindu epics – the Bhagavad Gita has 18 chapters, the Mahabharata has 18 books, James Joyce's Ulysses has 18 chapters, 18 is the age of majority and the voting age, Emile Zola my favorite author who was the complete opposite to a mystic ended most of his books with the word life (vie). So, I in all humility, end most of my books and articles with the word life, although it didn't help Zola's longevity, dying at the age of 62… but si non e vero e ben trovato, it is a good invention, a sign of harmony, like the harmony of the stars or of a beautiful building. In my letters and essays I try to write 18, 36 or 72 lines, sometimes even 90 or 108 or even 270. The sum of the words in my books is normally 18, and it is a good token, as I never received even $18 in royalties and my readers are usually a few hundreds, and in my eBooks as I don't know they are presumably 18, especially if a normal book is 1566 pages as my biography (adding to 18 as usual) with 841,788 words (adding to 36, what else!).

So, in this spirit – there are in the 18 chapters of the About page on my website: 18 academic books, 18 plays and stories (I didn't have enough plays so I added stories), 18 prose and biographies, 18 Program Management, 72 cases and published plans, 36 courses, 36 appreciation letters (actually there are far more but I brought here the most important ones), 36 pioneering activities, 72 works, 72 to 270 languages (with dialects), 72 countries visited (this was tough because there are only 65 but with Talmudic casuistry I reached 72), 18 Lists and so on. Actually I didn't count the words of my CV and Publications document because it changes every few months, so when I checked I saw that they were 6416 words, adding to 17, so, without hesitation I added etc. to the last sentence and I got 6417 words, amounting to 18.

I don't like chaos, disorder and disharmony, I try to find the right balance in my Aristotelian way. I am aware that now and then there is a Bing Bang, an earthquake, a Corona virus or an accident. But till then and in spite of them I try to live in harmony, giving credit to life, 18, as long as it does not distort the content it is OK to find the perfect form, the right harmony. This is my formula to live a righteous life!