The Gist of the Problems Analyzed in Jacques Cory's New Book

Hillel the Elder was asked to give the gist of the Torah and he answered with what is perceived today also as the gist of Business Ethics, the "[Golden Rule](https://en.wikipedia.org/wiki/Golden_Rule)": "That which is hateful to you, do not do to your fellow. That is the whole [Torah](https://en.wikipedia.org/wiki/Torah); the rest is the explanation; go and learn." And indeed every author ought to give in a few sentences the gist of his books or his Credo. This probably applies especially to me as I tend to write very long books of 600-1600 pages...

In my new book "The Second Republic of Israel/Capitalism - Crises & Solutions/The Most Ethical Countries Are Also The Most Prosperous", (links to the parts in [***Hebrew,***](http://www.businessethicscory.com/secondrepublicofisraelbookrev7.pdf)[**English**](http://www.businessethicscory.com/secondrepublicenglishvers7.pdf)), I have tackled mainly two issues: The crises and solutions of capitalism and the Israeli-Palestinian conflict and its solution. Those issues were analyzed and substantiated in 1500 pages, but I'll try to give the gist of the problems in a few sentences and illustrate them with recent developments.

The book maintains that Israel needs a restart with new foundations based on social, economic and governmental justice for all its citizens, as it has reached an impasse after 70 years of existence that cannot be solved with the present flawed democratic system and its elections campaigns.

The book is written with great admiration for the state (homeland of the Jews **and** all its citizens), with a balanced approach and a realistic clear-eyed view. It does not make concessions to the Likud and to the doves, criticizing their hypocrisy in many of their arguments, to the Arab and ultra-Orthodox leaders, who advocate a completely different ethos, to the neoliberals and populists, whose policy is destroying the economic base and social cohesion of the world.

The book gives also pragmatic solutions to the crises of capitalism in order to prevent a Doomsday Depression, which I forecasted in 2009 that it would occur towards 2020, and includes an in-depth research on how to make Israel one of the ten leading countries in quantitative and qualitative prosperity, as I have managed to prove for the first time ever that there is a statistically significant correlation between prosperity ​​and ethics in the prosperous countries.

It is a book of Hope for a better future achievable if almost all the citizens choose like in 1958's France to change the unsustainable course of action taken by the leaders of Israel and many capitalist countries, from left, center and right, and establish a new republic in Israel and a new economic system in the capitalist world, with sound foundations focusing on welfare for the 99% and not for the ruling elites of tycoons and their associates, who take most of the wealth and don't share the burden, in plutocracies which are no more democracies; a hope for prosperity, with liberty, equality, fraternity & quality of life.

The gist of my business ethics books, ethical credo, the crises of capitalism as well as the recent Boeing crisis is: "The main purpose of a company is not to maximize profits but to optimize the equilibrium between the interests of its stakeholders". Because if we maximize profits/valuation it is to the detriment of the workers, the customers, the ecology, the minority shareholders, the community, the country, the suppliers, the creditors, the economy and humanity.

Maximizing profits incites you to lay off employees constantly, give them the lowest salaries and benefits, possibly delivering airplanes earlier than required in order to match the competition to the detriment of safety and the life of the passengers, dumping waste to the detriment of community, wrong minority shareholders by controlling shareholders and executives rewarded by them, pay minimum taxes even if you work in a country and let others foot the bill, bribe legally or unethically government officials and politicians, giving bonds and loans haircuts, ruin the economy, oppress humanity, destroy our planet.

It appears that in the case of the 2019 Boeing 737 MAX groundings ([link](https://en.wikipedia.org/wiki/2019_Boeing_737_MAX_groundings)) as in many others the issue was mainly a business ethics issue. If the credo of Boeing was as stipulated in its code of ethics one might expect them to postpone deliveries of the 737 MAX, thus not MAXimizing its profits but achieving the right equilibrium between the interests of all its stakeholders. Nothing has apparently changed since the Ford Pinto case and recent safety cases, between the 1929 Great Depression and the 2008 Great Recession, greed is the same and neo liberal maximization of profits prevails, you do to others what is hateful to you, as you know that you'll not be punished, but ultimately this conduct brings about populist and fascist regimes and ruin the economy.

The gist of the Israeli-Palestinian Conflict and the political crises in general is: "Blame others for your shortcomings and failures, but preferably blame Israel and the Jews". The Palestinian leadership blame Israel for all their problems and don't try to examine what were their shortcomings, why they didn't agree to the partition in 1947, in 2000 to a two-state solution - a Palestinian state in the 1967 borders and a Jewish state, to develop Gaza Strip as Singapore instead of launching rockets to Israel, blaming Israel/Jews for all their problems, as they are the "victims", and have the sympathy of men of good will.

The Germans blamed the Jews for the loss of the First World War, the Hyperinflation and all their shortcomings, Modern anti-Semites in Poland and other countries blame Jews for all their problems although there are no more Jews there, the most corrupted countries in the world blame Israel as colonialists, fascists, Nazis, War Criminals, instead of looking in the mirror and finding that their regimes are the true criminals, but the hypocrites blame only Israel.

In my life and my career I have constantly examined myself and my deeds and assumed that I have full responsibility even if I am not to blame and have excuses. I was responsible when customers didn't pay because we delivered to them, if employees made mistakes because we've hired him, if the price of our stocks declined because there was a recession. And I motivated my employees to think likewise and not to find excuses but to give solutions to the problems - how we can recover the payment from our customers, correct the mistakes of our employees, and increase the price of our shares in spite of the recession.

Overcoming Problems was what the Jews did after the Holocaust, how the refugees coming to Israel from Europe and the Arab countries rehabilitated, not like the Arab refugees staying in their camps and mourning constantly of the Nakba and Naksa, what Lee Kuan Yew did bringing Singapore from Third World to First, what the Germans and the Japanese did after World War II, what the US did in the New Deal and in the fifties becoming a Welfare State, and not as in the neo-liberal populist regime of today blaming the refugees, China, Europe, instead of solving the problems due entirely to greed and egoism.

Finally, if we assume responsibility and find the right equilibrium between all stakeholders in the economy and in politics, we shall resolve all the problems. As there are enough riches and technology to solve all the issues equitably instead of stepping back to the roaring twenties or backward capitalism as in Dickens' England, as greed operates primarily to the detriment of the rich countries, tycoons and elites who'll learn it the hard way, unless they reach the conclusion that ethics, social justice and sustainability should prevail.