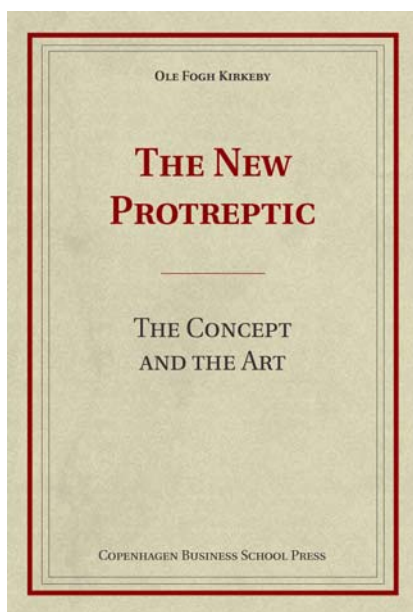


September 2009

New release from Copenhagen Business School Press

The New Protreptic

In contemporary organizations, employees too often feel that their lives and passions are of concern only for strategic purposes. So-called technologies of intimacy – coaching is a prime example – enable management to expropriate the personal lives of knowledge workers for the use of the firm. As an antidote, protreptic dialogue is about realizing the deepest inherent values that control our lives. In the context of management, it requires addressing members of organizations not as employees, but as human beings.



First articulated in ancient Greece in the fourth century, protreptic dialogue was a means of direct exhortation to pursue a just life by addressing core values: the good, the just, the true, and the beautiful, and hence involving attitudes such as generosity, decency, honesty, and empathy.

Leadership is required to meet the great task of mastering this dialogue and to set people free. The protreptic allows for the possibility of a totally new approach to organizational communication, and it evades the traps of shallowness and instrumentalism that have begun to dominate value-based management and corporate branding. Protreptic dialogue offers the possibility for both the leader and the employee to know themselves through reflective cooperation on the basis of a well-examined life.

While this form of dialogue has informed philosophers, lawyers, political theorists, and humanists since the Renaissance, it is important to conceive of the protreptic in contemporary terms. This has become especially apparent in light of the recent international financial downturn, as this type of structural crisis can only be met through innovation, which - by definition is a social enterprise - demands open and committed dialogue.

“With this, Professor Kirkeby has created a noteworthy complement to Aristotle’s original thinking; indeed, I believe this book takes the concept of protreptics to far higher (and deeper) levels than Aristotle ever did. It’s title, “The New Protreptic”, is surely well-deserved, and I think anyone interested in depth approaches to leadership will find it a rewarding and refreshing change from the usual leadership fare.”

-Professor Daved Barry
Banco BPI Chair of Creative Organization Studies
School of Economics & Management, Universidade Nova de Lisboa

The New Protreptic - the Concept and the Art

By Ole Fogh Kirkeby

190 pages • 375 DKK

£ 27, \$ 48 , € 40– local taxes included

ISBN: 978-87-630-0233-2

1st edition 2009

Copenhagen Business School Press

Copenhagen Business School Press
Rosenørns Allé 9
DK-1970 Frederiksberg C
Denmark

Tel. (+45) 3815 3880
sforlagene@samfundslitteratur.dk
www.cbspress.dk

Purchase the book at
www.cbspress.dk



**Copenhagen
Business School
Press**