

The sole purpose of an enterprise is to satisfy people's material and immaterial needs. The 8th view is for managers.

The greatest **Enemies** of good and proper Management are
Systemic Errors in the Fundamentals of Classical Economic Theories.

Their **Blind Spots** in mapping intangible resources (potentials),
their **Outdated Linear (monetary) Value Metrics** (paradigm), KPIs and
misleading landmarks are making it **impossible to design
and realize a sustainable social and economic system.**

Management is core, but....

“We also need to develop a (new) economic theory.... “

“We also need to develop an economic theory appropriate to a world economy in which knowledge has become the key economic resource and the dominant... source of comparative advantage.”

Peter E. Drucker, The Atlantic 11/1994

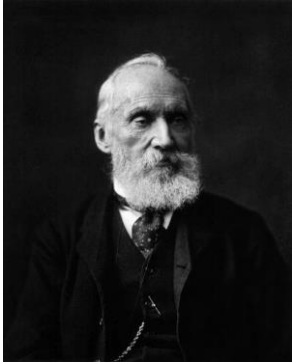
in: **The Age of Social Transformation**



<https://www.theatlantic.com/past/docs/issues/95dec/chilearn/drucker.htm>

Link not working? Go to WebArchive of original 'The Atlantic'. [Click here.](#)

Basic thoughts about theories

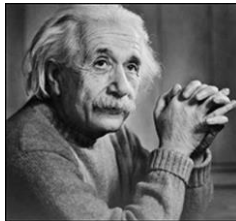


*"I often say that when you can measure what you are speaking about and express it in numbers you know something about it; but **when you cannot measure** it, when you cannot express it in numbers, your knowledge is of a meager and unsatisfactory kind: it **may be the beginning** of knowledge, but you have scarcely, in your thoughts, advanced to the stage of science, whatever the matter may be."*

Lord Kelvin, Electrical Units of Measurement, 1883

*"It is the **theory** which **determines** what we can observe."*

Albert Einstein



*"You never change things by fighting the existing reality. To change something, build a **new model** that makes the existing model obsolete."*

R. Buckminster Fuller

*"Count what is countable, measure what is measurable, and what is not measurable, **make measurable.**"*

Leonardo da Vinci

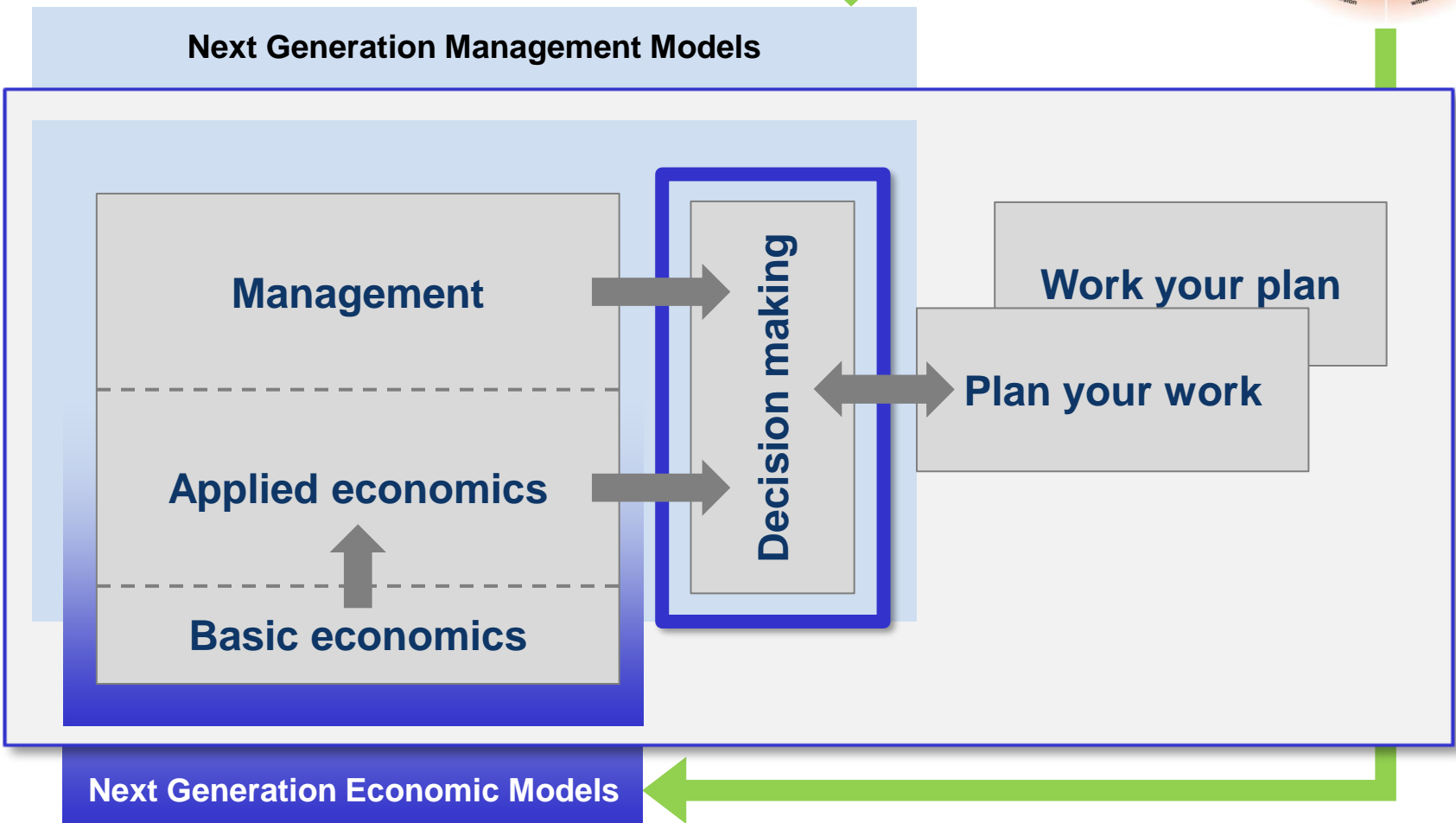


*"Many of the patterns of nature we can discover only **after** they have been constructed by our mind."*

Friedrich von Hayek



What matters in decision making

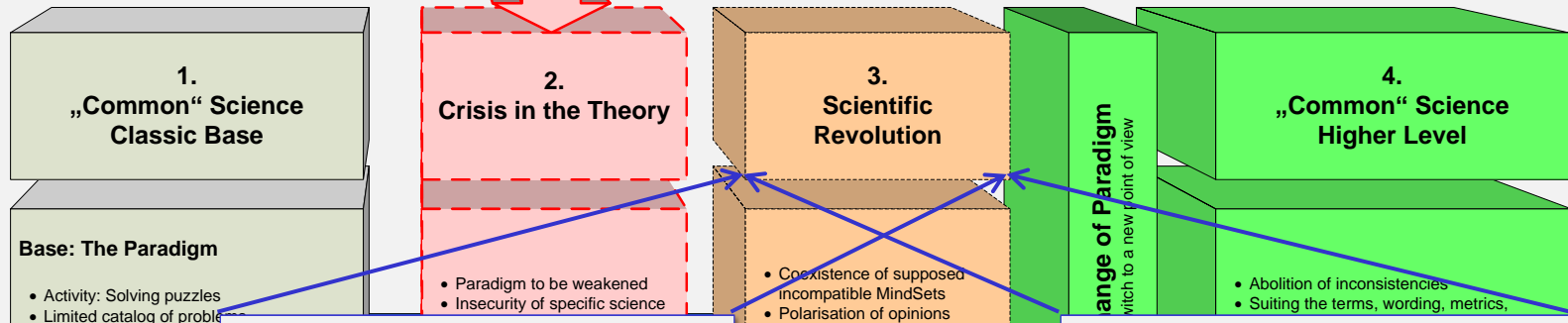


Enabling Management – 3. Scientific Revolution

Four Phases of Scientific Innovation (Thomas Kuhn)

[Paradigm shift to higher level of „common“ (economic) science]

**Anomalies,
Crisis in the reality
Explanation model fails**

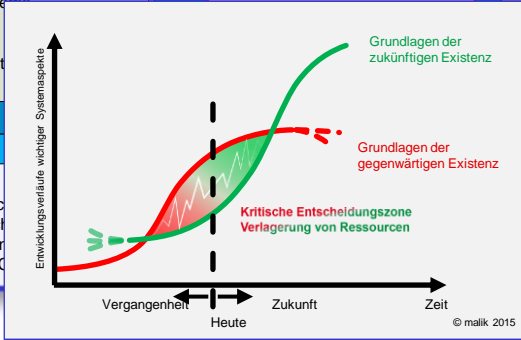


- Base: The Paradigm**
- Activity: Solving puzzles
 - Limited catalog of problems
 - Not radically innovative
 - Precision of information
 - Perfecting tools and instruments

- Paradigm to be weakened
- Insecurity of specific science

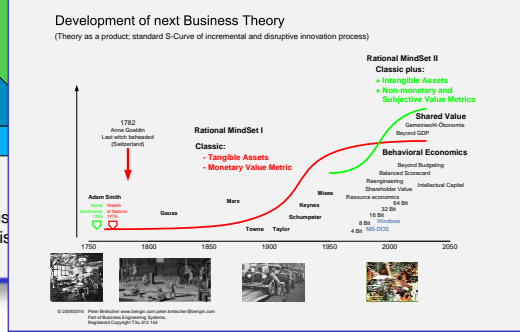
- Coexistence of supposed incompatible MindSets
- Polarisation of opinions
- New candidates for paradigm
- New paradigm to be conceived

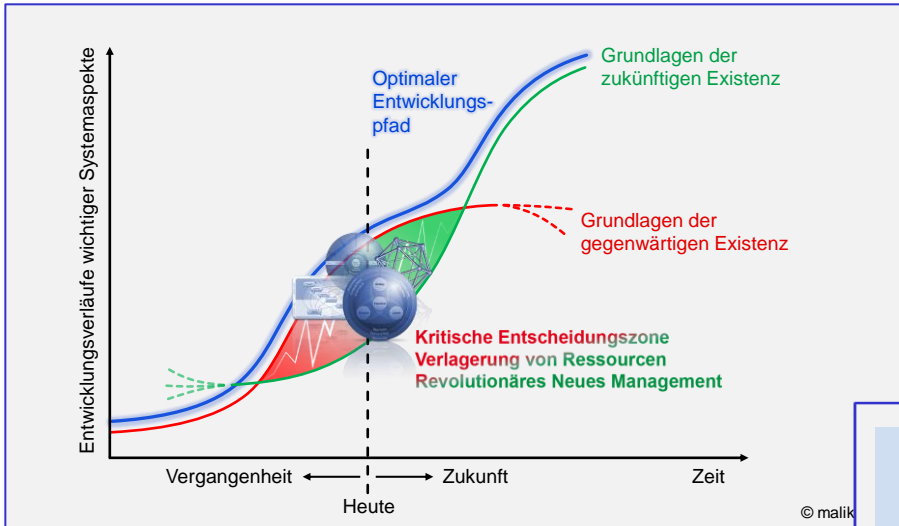
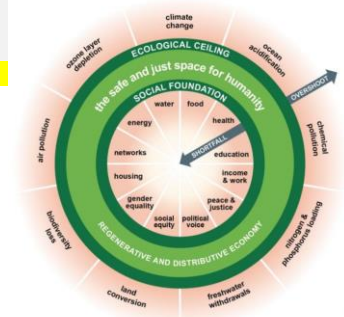
- Abolition of inconsistencies
- Suits the terms, wording, metrics,



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peter.bretsch@insede.com
Part of Business Innovation
Registered

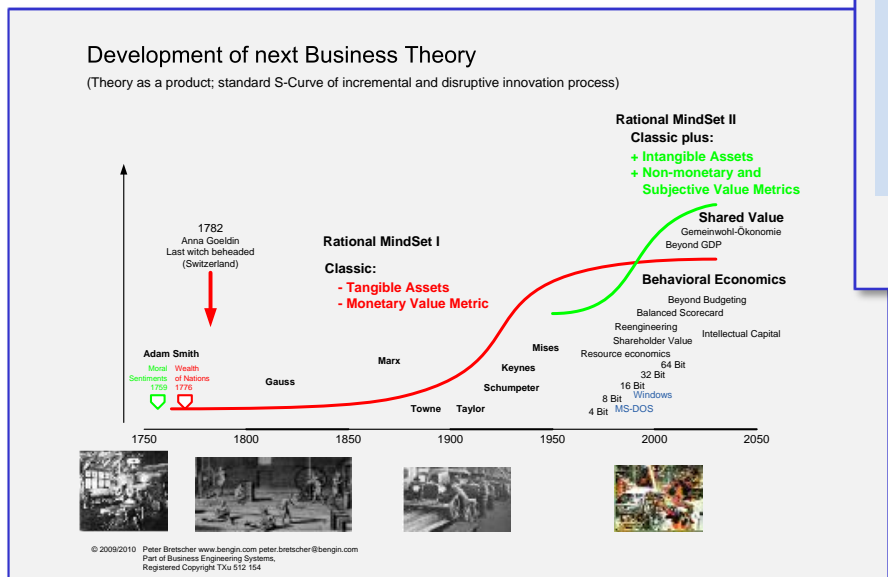
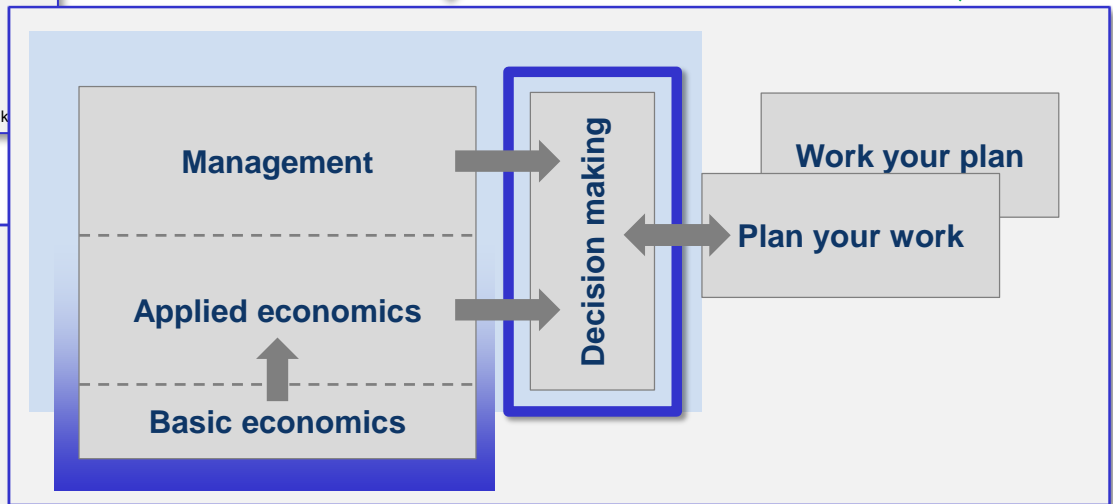
Literature:
Hochuli Gerhard R.: Das Wesen wissenschaftlicher Revolutionen
Kuhn Thomas: Die Struktur wissenschaftlicher Revolutionen



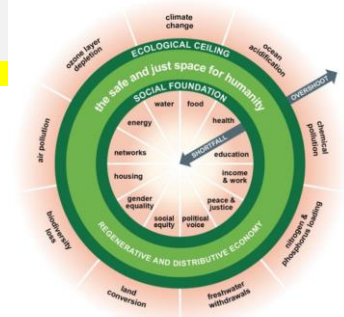


Management Innovation

<https://malik-management.com/>

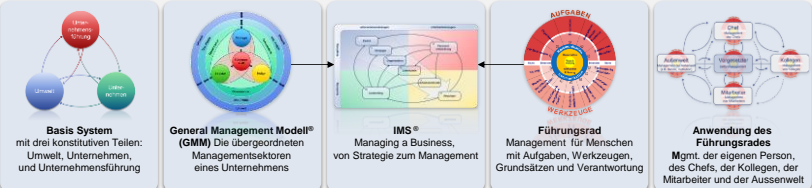


Enhanced Economic Paradigms



Management Innovation

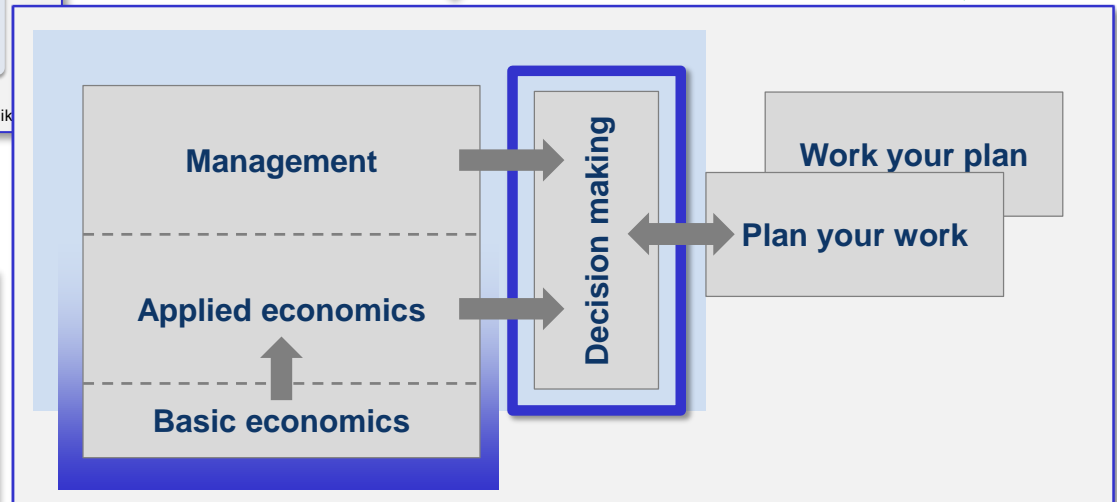
<https://malik-management.com>



Vom Basissystem abgeleitete aufgabenspezifische Navigationsmodelle

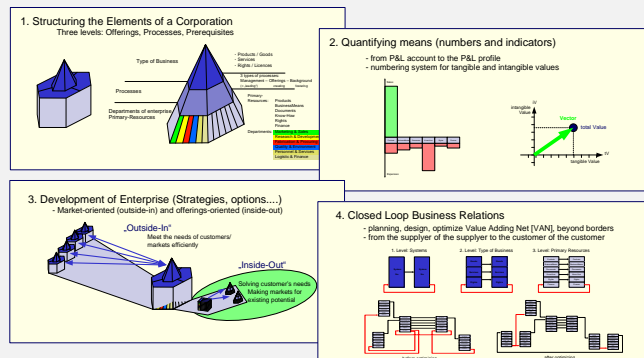


© malik



Enhanced Economic Paradigms
(+ Intangibles
+ vector value metrics)

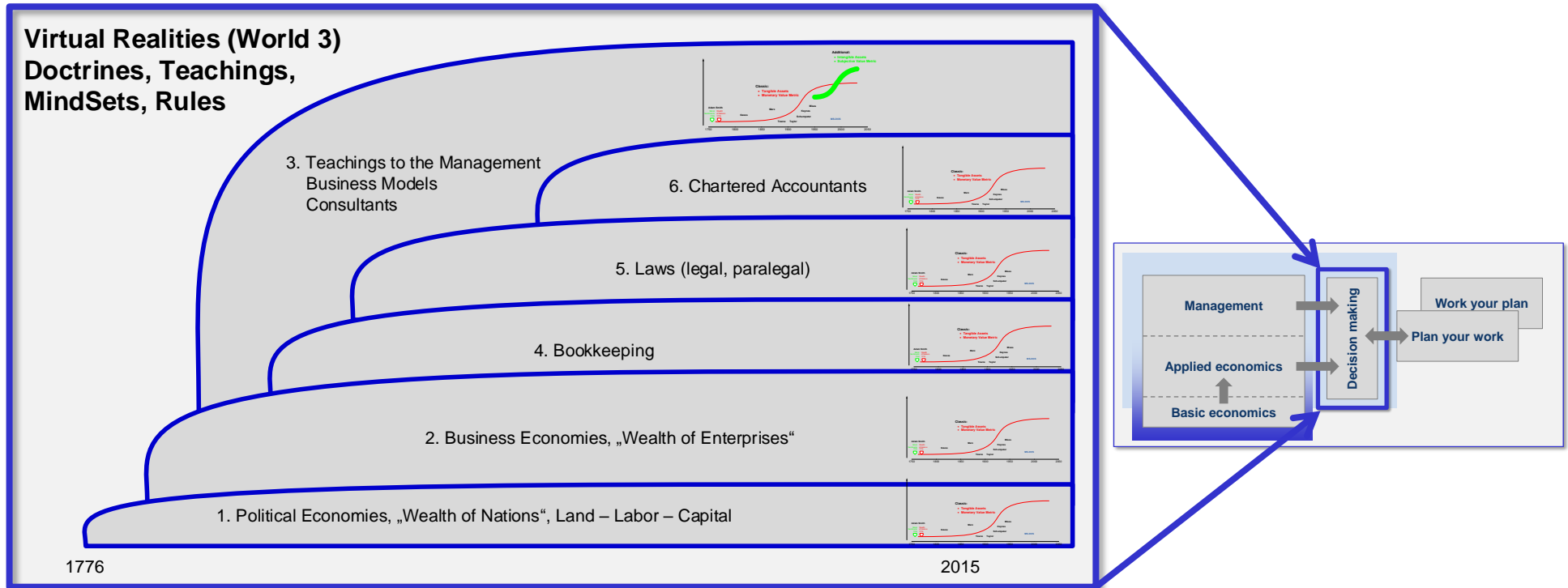
Four main views



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atom_ba4-d0014_2012_e_vsd

Legal und paralegal factors, lobbies (enabler, inhibitors)



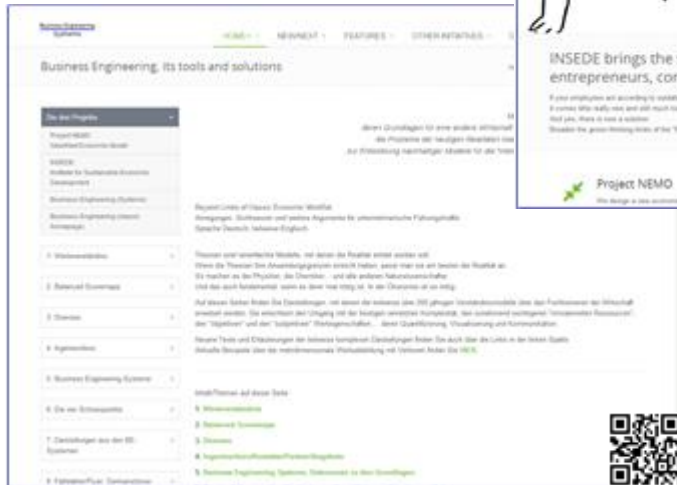
At least 83% of formal determined (legal & paralegal) and used rules complicate and hinder right and good management.

It's about to gradually redesign the most important rules from scratch to the requirements for the design of intelligent organizations and societies.

Three smart steps for clever real world solutions.

Combining Tangible and Intangible Assets and Wealth, incl. Intellectual Capital and Integral Value Metric

- **Project NEMO**
The project that realizes the «New/Next Economic Model»
- **INSEDE**
Clever solutions for the smart real world
- **Business Engineering Systems**
Modular, new options beyond old systemic traps



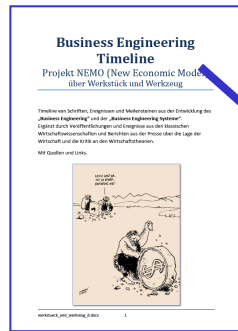
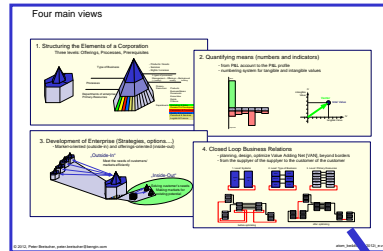
Project Nemo (New/Next Economic Model)
<http://project-nemo.org>

INSEDE (Institute for Sustainable Economic Development)
<https://insede.org>

Business Engineering Systems (Tools for decisioners in a smart economy)
<https://bengin.net/bes/>

Where to find essentials

Website: <http://project-nemo.org>



Project **NEMO**

HOME+ NEW/NEXT FEATURES OTHER INITIATIVES BLOG CONTACTS

1. ENTERPRISE STRUCTURE

- 3D-Enterprise structure (three levels) (d)

2. METRICS, VECTORS, TEMPLATES

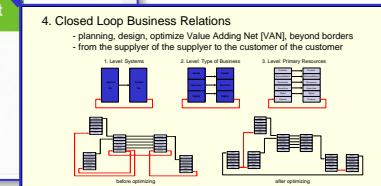
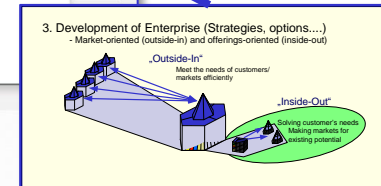
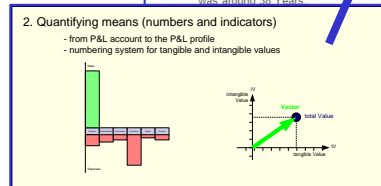
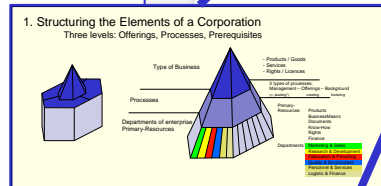
- Vector-Users (e)
- Vector-Applications (e)
- Vector-Basic templates (e)
- Vector-Based Value Metrics (e)
- Values, Metrics and measurement (e)
- Objects and Metrics (e)
- Gross Value Product - Beyond GDP (e)
- Social Progress Imperative - Beyond GDP (e)
- Werte, Metriken und messen (d)

3. STRATEGIES (OUTSIDE IN & INSIDE OUT)

- Vorhandene Potenziale erkennen und nutzen (d)
- Economic Energy and Performance (e)
- Das Wertschöpfungsnetz - Value-Logistics Net (d)

4. VALUE LOGISTIC-NET FOR OPTIMIZING VALUE FLOW

Go to contact



new/Next Economic Model)

the "Wealth of Nations" from Adam Smith when there were mainly trading (mercantilism) and manual work. People had little value. Witches were beheaded, workers were less educated and the mean life expectation was around 38 Years.

for another Real World and Life. Rules will direct industry and nations back to 1776. and tools designed for making a steam machine.

in today's Real World and Life. Based on present human needs and potential. options for enterprises and nations to create real wealth. rules.


Timeline of Business Engineering Systems[©] (with links to original papers)

Business Engineering Timeline

Projekt NEMO (New Economic Model)
über Werkstück und Werkzeug

Timeline von Schriften, Ereignissen und Meilensteinen aus der Entwicklung des „Business Engineering“ und der „Business Engineering Systeme“. Ergänzt durch Veröffentlichungen und Ereignisse aus den klassischen Wirtschaftswissenschaften und Berichten aus der Presse über die Lage der Wirtschaft und die Kritik an den Wirtschaftstheorien.

Mit Quellen und Links.



werkstueck_und_werkzeug_d.docx 1

Web:

<http://project-nemo.org>

<https://insede.org>

<https://bengin.net>

<https://bengin.net/bes/>

<https://twitter.com/peterbretscher>

<https://www.linkedin.com/in/peterbretscher>

<https://www.facebook.com/peter.bretscher>

<https://www.youtube.com/peterbretscher>

(<https://google.com/+PeterBretscher>)

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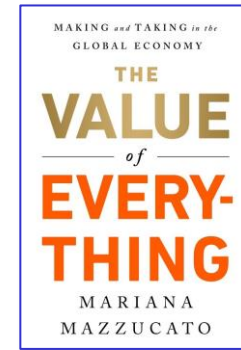
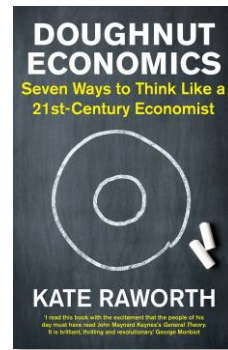
peter.bretscher@insede.org

Level of	Topic	Year	Author(s) / Notes
B1. Address user papers and presentations	Operating Value Proposition (2nd Edition)	2018	2018 Operating Value
	Operating Value Proposition (1st Edition)	2017	2017 presentation: Presentation (1st and 2nd)
	Value-Based Management: APM	2017	2017 presentation: Presentation (1st and 2nd)
	Value-Based Management: APM	2017	2017 presentation: Presentation (1st and 2nd)
	Measuring Performance in Knowledge Economy	2017	2017 paper for presentation: "Measuring performance"
	Measuring Performance in Knowledge Economy	2017	2017 presentation: Presentation (1st and 2nd)
	Measuring Performance in Knowledge Economy	2017	2017 presentation: Presentation (1st and 2nd)
	Measuring Performance in Knowledge Economy	2017	2017 presentation: Presentation (1st and 2nd)
	Measuring Performance in Knowledge Economy	2017	2017 presentation: Presentation (1st and 2nd)
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	Measuring Performance in Knowledge Economy	2017	2017 presentation: Presentation (1st and 2nd)
	Measuring Performance in Knowledge Economy	2017	2017 presentation: Presentation (1st and 2nd)
	Measuring Performance in Knowledge Economy	2017	2017 presentation: Presentation (1st and 2nd)
B2. Vector: Add-Ons to other initiatives (Shared Value Initiative and others...)	Shared Value Initiative (1st Edition)	2017	Shared Value Initiative (1st Edition)
	Shared Value Initiative (2nd Edition)	2017	Shared Value Initiative (2nd Edition)
	Shared Value Initiative (3rd Edition)	2017	Shared Value Initiative (3rd Edition)
	Shared Value Initiative (4th Edition)	2017	Shared Value Initiative (4th Edition)
	Shared Value Initiative (5th Edition)	2017	Shared Value Initiative (5th Edition)
	Shared Value Initiative (6th Edition)	2017	Shared Value Initiative (6th Edition)
	Shared Value Initiative (7th Edition)	2017	Shared Value Initiative (7th Edition)
	Shared Value Initiative (8th Edition)	2017	Shared Value Initiative (8th Edition)
	Shared Value Initiative (9th Edition)	2017	Shared Value Initiative (9th Edition)
	Shared Value Initiative (10th Edition)	2017	Shared Value Initiative (10th Edition)
	Shared Value Initiative (11th Edition)	2017	Shared Value Initiative (11th Edition)
	Shared Value Initiative (12th Edition)	2017	Shared Value Initiative (12th Edition)
	Shared Value Initiative (13th Edition)	2017	Shared Value Initiative (13th Edition)
	Shared Value Initiative (14th Edition)	2017	Shared Value Initiative (14th Edition)
	B3. About Value, Measures, Metrics	Value, Metrics and Measures	2017
Value, Metrics and Measures		2017	Value, Metrics and Measures
Value, Metrics and Measures		2017	Value, Metrics and Measures
Value, Metrics and Measures		2017	Value, Metrics and Measures
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Value, Metrics and Measures		2017	Value, Metrics and Measures
Value, Metrics and Measures		2017	Value, Metrics and Measures
Value, Metrics and Measures		2017	Value, Metrics and Measures
B4. Three case projects: some, inside, 'SE Systems' (Pilot in the Context of Microsoft and Google, Office formats and Google)		Microsoft	2017
	Google	2017	Google
	Office formats	2017	Office formats
	Google	2017	Google
	Microsoft	2017	Microsoft
	Google	2017	Google
	Office formats	2017	Office formats
	Google	2017	Google
	Microsoft	2017	Microsoft
	Google	2017	Google
	Office formats	2017	Office formats
	Google	2017	Google
	Microsoft	2017	Microsoft
	Google	2017	Google
	B5. Position: some 2018-2019 related 'business', 'value-based', 'value-based information' and 'value-based information'	Value-based information	2018
Value-based information		2018	Value-based information
Value-based information		2018	Value-based information
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Value-based information		2018	Value-based information
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Value-based information		2018	Value-based information
Value-based information		2018	Value-based information

PDF with some further links to “Business Engineering Systems”
https://bengin.net/doughnut/dl/inventory_project_nemo_v1.0.pdf

More about why to redesign economic MindWare.

<https://www.kateraworth.com/>



<https://marianamazucato.com/>

[insede \(Institute for Sustainable Economic Development\) – open.institute](https://insede.org/)

insede is part of [Project-NEMO](https://project-nemo.org/) (New/Next Economic Model)

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