



Glenn Martin

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MEDIA RELEASE:

A new settler of the seventies comes back to talk about business

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Author Glenn Martin has a new offering, a reflection on the ideas that dominate business today. Glenn's book, *To the Bush and Back to Business*, will be released in July 2012. He has two previous books about ethics and two business novels that deal with ethical leadership.

Glenn was one of the throng of young people who became "new settlers" in the 1970s. He spent twenty years in the bush on the far north coast of New South Wales, first in an alternative community, and then living in a valley twenty kilometres from town, in a house near a creek.

He was seeking to create a viable lifestyle close to the earth. But he ended up managing a community organisation for several years, then got a business degree and came back to the city. He has worked as a writer and editor on management and training issues for over a decade.

In his new book, Glenn rakes over the old ground. He asks, was the questing anything more than loss and failure? What do those young-man dreams look like now? And what does business look like? He sees that while he experienced loss and failure, he learned things that he treasures – how to live in harmony with nature, how to be modest and humble in the pursuit of goals, and the importance of respecting those who work for you.

The business world of today seems to have learned very little in thirty years. It has been holding onto its old myths. Much of the business world is still justifying itself with Milton Friedman's cavalier dictum of the 1960s, that the only responsibility of business is to pursue profit. Glenn maintains that business has usurped its role in society, and many executives do not consider themselves to be answerable to anyone.

But this is not a work of doom. Glenn offers a vision of good business, business that is in harmony with Heaven and the Earth. He speaks of Heaven as the possibility of living in alignment with positive values such as honesty, peace, respect and fairness. And joy. He says, "Beginning in the dark we taste what the light would do".

This journey is told through the medium of memories, short stories and poetry Glenn wrote during those years in the bush. He calls it "a work of personal archaeology, not a work of tidy history". What he remembers, in excavating his history as a new settler, was that ideals were not enough. Everyone brought their old mental models and behaviour patterns with them. What was needed was personal work, to reshape one's own life. And the challenge for people in business today is no different.

Book details: *To the bush and back to business*, published July 2012 by G.P. Martin Publishing.
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