# Contents

**Introduction** ................................................................. 1  
Juan A. Mercado

**Part I  Psychology and Philosophy for the Business Firm**

*How Close Are Contemporary Ideas on Human Flourishing and the Classical Philosophy of Man?*  ........................................... 11  
Juan A. Mercado

*Time, Story, Corporate Self-Understanding, and Personal Accomplishment*  ......................................................... 37  
Robert A. Gahl, Jr.

*Creating Better Human Motivation Theories for Personal Flourishing in Organizations*  .............................................. 49  
Manuel Guillén

**Part II  Contemporary Contributions to the Comprehension of Human Activity**

*Institutional Ethics as a Condition for Personal Development*  ........... 69  
Luis Manuel Calleja and Juan A. Mercado

*Flow: Flourishing at Work*  ................................................... 91  
Alberto Ribera and Lucía Ceja

*Mindfulness and Its Impact on Ethical Behavior in Companies*  .......... 121  
José Luis Guillén and Joan Fontrodona
Part III  Contemporary Contributions to Fostering Personal Flourishing in Organizations

Coaching for the Development of the Human Person: History and Anthropological Foundations ............................... 143
Federica Bergamino

Team Building, Virtue, and Personal Flourishing in Organizations ............................................. 171
Brian T. Engelland

Index ................................................................. 191