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Seven Fires and Three Pillars of Ethical Management: The Zoroastrian Model for Good Business

Dr. Jose Luis Abreu

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A radiant light for the sometimes-heavy dark road of management is certainly provided by the seven fires of intuition, good mind, righteousness, serenity, the ideal government, progressive mind and perfection. These are the stages in a process that sustains a successful organizational management model. However, this process has to rest on three strong human pillars of Good Thoughts, Good Words and Good Actions. These elements acting together in a harmonious manner lead the individual and the organization toward the permanence in a dimension called in Avestan "Ameretat", better understood as eternity, which for our purpose is taken as a definition to explain the progressive permanence of the organization in the competitive market.

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