

AVAILABLE FOR SCHEDULED INTERVIEW

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## ***Creating More Effective and Ethical Businesses Through Applied Humanism***

A new book by Florida resident and bestselling author Jennifer Hancock has been published by Business Expert Press. The book was edited by David M. Wasieleski, Professor of Management & Business Ethics in the Palumbo Donahue School of Business at Duquesne University.

This book provides a short introduction to the philosophy of humanism and discusses how and why it is being applied to business and why it is so effective when you do so.

“You can’t understand humanistic business management unless you understand what humanism is. Humanism helps us prioritize human value as important. It supports positive interpersonal relationships and collaborative and respectful decision-making. Since all businesses are in the business of solving problems, good problem solving is essential to good business.” – Jennifer Hancock

### ***Questions for the Guest***

- Why Humanism?
- What is the Humanistic Business movement all about?
- Can you talk about the history of humanistic business management?
- Why did you decide to write this book?
- Can you give us some examples of applied humanistic business management?
- Why should business managers care about humanistic business management?
- How is your book being used?

### **Book Information:**

<http://humanisthappiness.blogspot.com/2019/08/my-new-management-book.html>

**About the Guest** Jennifer Hancock is a resident of Bradenton FL. Jennifer Hancock is the author of several books, and founder of Humanist Learning Systems. Jennifer is unique in that she was raised as a freethinker and is one of the top speakers and writers in the world of humanism today. Her professional background includes stints in both the for-profit and non-profit sectors. She served as director of volunteer services for the Los Angeles SPCA, sold international franchise licenses for a biotech firm, was the manager of acquisition group information for a ½ billion-dollar company and served as the executive director for the Humanists of Florida. Shortly after her son was born, she published her first book, *The Humanist Approach to Happiness: Practical Wisdom*. Her speaking and teaching business coalesced into the founding of Humanist Learning Systems, which provides online personal and professional development training in humanistic business management and science-based harassment training that actually work

Jennifer currently sits on the board for the USA Chapter of the International Humanistic Management Association and is on the board for the Center for Freethought Equality and runs a Humanist Families group in the Tampa Bay area.