



# The Enlightened Entrepreneur: A Spiritual Approach to Creating & Marketing a Company

*Grace Bulger*

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The Enlightened Entrepreneur is a unique guide for people who have or want to start their own business, offering a new approach to marketing as the discovery and expression of their company's spirit. Each facet of the process is examined and accompanied by practical information, business research, personal stories, and real-life examples. At the end of each section is a series of thought-provoking exercises, meditations, and visualizations, which will teach you how to conceptualize your new business or run an existing one with greater depth and clarity. In essence, it outlines the process for developing the tools necessary to effectively envision and market an enterprise in its highest integrity. Written by a successful entrepreneur who has consulted with enterprises ranging from one-person start-ups to Fortune 500 companies, the book is filled with practical exercises and real-life anecdotes to walk readers through every stage of envisioning and marketing an organization.

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