

## ***The Superior Business Firm Roundtable: Historically Speaking***<sup>1</sup>

A company of intellectually curious persons  
deepening its understanding about “the whole of business.”

Our purpose: to make American business better.

Our thought: to make ourselves better practitioners, citizens, and persons through open and honest exchanges of opinion about business and its social and cultural contexts.

Our action: an ongoing dialectic (in various forms and venues), coupled with the publishing of our discoveries on the meaning of business and business superiority.

*Business: The Heart of the Matter: An Inquiry into Purpose and Principle* provides an overview of the *Roundtable*'s progress.

In his introduction to the book, Peter Miller summarizes the process: “The *Superior Business Firm Roundtable* started with the aim of figuring out ‘how to make things work better around here.’ Formed by a group of successful business practitioners who felt that something in their experience would be useful to other practitioners, they discovered that their experience amounted to a philosophy of action; and they set out to further enlighten themselves—and others—as to the content of their intuition. This book is the result of their disciplined, and at times heated, inquiry into purpose, principle, and meaning.”

The book's concluding chapter begins with three of the *Roundtable*'s key findings:

1. Business is the world's indispensable wealth creator. Astutely managed and soundly invested the wealth it creates advances human well-being—individually and collectively.
2. It [business] flourishes in cultural and political environments that enable and encourage its practitioners' better instincts and higher purpose. Flourishing, business yields remarkable benefits for society.
3. The United States is a prime example of how the phenomenon of “business flourishing” works in the modern world.

The challenge: How best to deepen and more effectively promulgate our knowledge and insights to make American business and its society better?

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<sup>1</sup> Subject to refinement with the acquisition of new knowledge and insights.