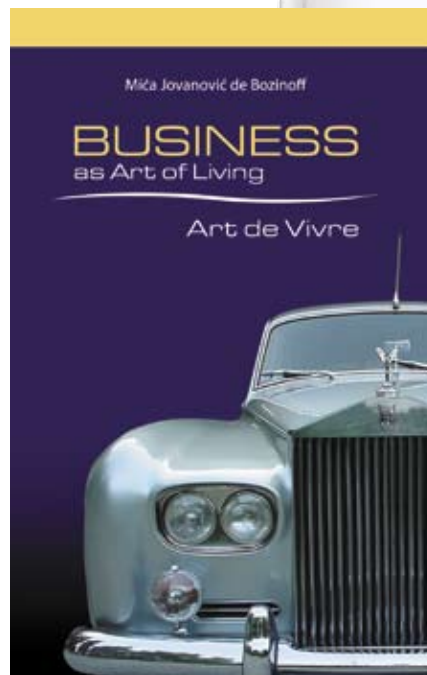


Business as Art of Living

There are business textbooks to make you rich, there are lifestyle books to make you happy, and there are autobiographies to make you envious of those who are one or the other. It is rare to come across an author such as Professor Mića Jovanović de Bozinoff, Rector of Belgrade's Megatrend University, whose personal breadth of experience gives him the confidence to combine all three formulae in a single work — in this case, the appropriately entitled *Business as Art of Living*.



As the author sees it, a common thread connects the secrets of business success and personal fulfillment.

Mića Jovanović is something of a Renaissance Man. Not only is he a respected academic with 12 textbooks to his name alongside this new hybrid publication, he is also a successful businessman in his own right, having earned his living at the London Metal Exchange and as a consultant to the motor industry before setting up his own university. And on top of all that, he is a collector and connoisseur of art.

In many ways, therefore, Jovanović is the embodiment of the two central tenets of his 13th book: First, that there is a common thread connecting the secrets of business success and personal fulfillment; and second, that life should be lived to the full — the exhortation of *carpe diem* first articulated by the Roman poet Horace over 2,000 years ago, and revisited as recently as 1989 in the movie *Dead Poets' Society*. Nobody could accuse Jovanović of not following his own advice.

What his new book brings to the table is a means of measuring the progress both of companies and of individuals towards the attainment of these goals through the exploration of two new theories: The Critical Level of Management and

the Density of Life. The former explores to what extent management should intervene in the running of its business rather than letting the employees just get on with it, and as such sits in reasonable

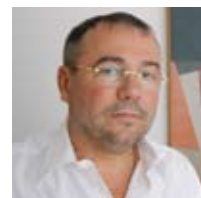
“The idea behind the theory of the Density of Life is that the greater the number of meaningful events in a man or woman’s life, the longer they have lived.” Mića Jovanović

comfort with the MBA tradition of business management teaching. It is the latter, however, which guarantees *Business as Art of Living* a wider audience outside business schools.

“The idea behind the theory of the Density of Life is that the greater the number of meaningful events in a man or woman’s life, the longer they have lived,” the author explains. “For instance, if you are a 34-year-old and you haven’t done very much with your time on earth, the density of your life is low. But if you are a 34-year-old who has been traveling the world doing deals and meeting people, and a lot of things have happened to you along the way, the density of your life is

much greater and you could say that you have lived the equivalent of years double your actual age.”

The originality of the book’s content is reflected in its format. *Business as Art of Living* has been printed as a two-tone publication with Jovanović’s autobiographical narrative (thinly disguised as Dr. Ron Kirk from Neverland — the author’s affectionate nickname for his own country) printed in white and the textbook pages in blue. Both content and format appear to have struck a chord — since its Belgrade launch in May this year, the book has been translated into French and English, with an Italian version planned for late 2008.



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