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**the
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of
business**

David Whyte

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The Mythology of Business

by David Whyte

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The 10 business ‘myths’ considered in this publication are the kind of things that politicians now routinely say without thinking. Yet these myths have very little foundation in reality and are rarely, if ever, accompanied with any concrete evidence to support them. They are what the author calls ‘zombie concepts’ since they do not refer to any known social reality but nonetheless live to haunt us.

All of the zombie concepts analysed here are mobilised to prevent workers from realising their collective rights, and to disempower communities that demand sustainable ways of living. The aim of this pamphlet is to show how these zombie myths sustain a lifeless and inhuman politics.

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