Discussing the Enlightenment of Zhou Yi
Credit on Modern Enterprise

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Abstract
Zhou Yi is a philosophy book, as well as a divining book. It is one of the earliest academic books of China. The content is also care about morals. In this book, ‘credit’ is considered seriously, the mind is very helpful to construct the ‘credit’ of modern enterprise; it reminds us that credit is the key of enterprises’ success.

Keywords: Zhou Yi, Credit

Zhou Yi is of extensive knowledge and profound scholarship, and being paid much attention of officer, politician, ideologist, philosophy. That is because this book provides the principle of setting down and getting on with one’s pursuit. Zhou Yi contains two parts. That is Yi Jing and Yi Zhuan. Yi Jing is mainly about the sixty-four hexagrams and three hundred eighty-four lines on a trigram, it also has explanation part. Yi Zhuan has ten chapters, said wings. Ten wings has Tuan Zhuan, Xiang Zhuan, Xi Zhuan, Wen Yanzhuan, Shuo Guazhuan, Xu Guazhuan, Za Guazhuan. 'In Chinese history, there are about two or three thousand, now there are almost one thousand available nowadays.' In pre-Qin days’ books, there are only two books are respected-one is Confucian, the other is Taoist school. Confucian is considered as the head of six meridians and Taoist school is considered as one of the top three'. After Han dynasty, people usually argue based on Zhou Yi, Zhou Yi is a book which has very profound impact. ‘Zhou Yi is a root of Chinese culture, and is the headstream of Chinese traditional thought and ethos. It profoundly represents Chinese ancient times economy, policy, culture structure, also lifestyle, ethos, customs, mental structure, it influences Chinese culture and maybe even all over the world.’ Zhou Yi is a philosophy book, as well as a divining book. It is one of the earliest academic books of China. The content is also care about morals. The analysis is as follows.

1. The explanation of ‘honest’ from Zhou Yi

Zhou Yi admonishes that: People could set down when they are honest, and realistic. ‘Bi’ hexagram’s explanation illustrated that the relationship between people are built on the help from tolerance and aid of each other. It’s ‘kun’ is the earth, it’s ‘kan’ is the water; the water is on the earth, so it is similar as good relationship. Za Guazhuan claims: that means in the sixty-four hexagrams, ‘Bi’ hexagram represents good things, it makes people more happy than the war in ‘Shi’ hexagram.

The words show one’s credit. Yi Zhuan is also explained the relationship between language and dharma. For example, as the Zhou Yi-Xi Ci illustrates, another example is that the words in Zhou Yi-Wen Yan, We can see from it that the relationship between ‘moral’, ‘language’ and ‘living and working in peace and contentment’. It shows the importance of the credit. Honest is the root of being a people, keeping word is the root of success. Honest, for one self, is the open of one’s heart, is the respect of one. For other people, it is moral of association, and a kind of confidence.

Otherwise, if one doesn’t be honest, even if he or she gets benefits, he will lose finally, destroy his or hers life. As Zhong Fu claims, According to the position of lines on a trigram, three is the solar position, six three is solar based on moon, the improper position. Now we face six four, because it shows envy in this position. When the position is
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It is hard to obtain prestige; it needs a long time to create prestige, it requires strict testing, high technology, good and technical levels, it is a very important factor in transactions.

Prestige is a confidence relationship formed from many transactions; it represents the unification of microeconomics, benefits, and macroeconomic results in the realization process of value in products. Prestige is not only related to the area of economics, but also shows the overall quality of a company, is the combination of the enterprise management and technical level; it is an important factor in transactions.

It is hard to obtain prestige, it needs a long time to create prestige, it is required strictly testing, high technology, good selling, proper price; it requires better in all aspects, and then provide good service, keep the quality from the beginning to the end. Keeping words makes customers trust your company. Once a company has prestige, more customers come to the company, the products will be sold well. So obtain credit means obtain money.

Focus on credit and quality is not told only by Zhou Yi, but also the experience of successful companies. Because of the credit, some companies are developing more time. Credit is also valuable.

Treating people honestly is a virtue of a company, and is necessary for the leader in companies. No matter inside or outside the company, no matter for the leaders or workers, it is all necessary to treat honestly. Some experiences tell us that companies treat their workers well, but treat other company dishonest. The final result will not be good.
What should be kept in mind is that, a company should focus credit, but should keep clear mind, do not be treated. As an entrepreneur, he or she should have the knowledge on the subjects of economy, engineering, technology, information, and low. But they should be aware, should tell many kinds of treaty.

So when contract is signed, careful examination should be made. And pay much attention on the words on the contract. Don’t use the word such as ‘generally’, ‘basically’. Don’t use ambiguous words; don’t be different in the beginning and the end of the contract. Be honest, don’t deceive other peoples, but don’t be pedantic. As claimed in "Zhou Yi" tells us: people cannot set down without credit, we have to treat others honestly so that others would treat us honestly, get help from others and the bless from the god. In this way, everything will be fine.

References