CONTENTS

9
13
25
29
37
46
54
65
70
85
89



II HOW TO GIVE COMPANIES WINGS

1 Viktor Frankl as the pioneer of a practiced humanism	117
From talent to strength to purpose – a personal treasure hunt	127
2 Martin Seligman, Don Clifton, and the invention of the strength test	151
How the concern and employees at Red Bull achieve a meaningful approach to working	131
together	162
Thoughts on the Future of Work – An Epilogue	193
Acknowledgments	211
Further Reading by Viktor Frankl	213