

## ZULF'S ACCOUNT OF ORDINARY BUSINESS

Ordinary Business in the modern world takes place between two parties A and B. The key characteristics of both parties are (a) Civilised norms, (b) Clear understanding of mutual opportunities, (c) Reciprocity. There are other accounts of ordinary business but this is mine.

In my account, (a), (b), and (c) are all necessary. Let's take *A* to be ECB and *B* to be Zulf. Neither party is interested in *charity*. We have resources and other things that we will control and produce that we wish to exchange with each other at *fair value*. Zulf is not interested in spending the rest of his life slaving away without compensation benefitting ECB. That is not ordinary business. That is called *slavery*. The reciprocity of that situation does not appeal to Zulf. On the other hand, ECB does not want to give benefits to Zulf where Zulf takes ECB resources, buys a bunch of hydrogen powered yachts and recruits a lot of attractive ladies to give him sexual pleasure day and night. That would be reciprocity that goes against ECB interests. That is called *embezzlement*. These both extremes violate Civilised norms. Note the second sort of thing is unfortunately not usually understood to have broken Civilised norms in America but in fact that's because America's Civilised norms have not matured but Zulf is aware of Civilised norms of Europe, so ECB can be assured that ECB money will not go into buying Pacific Islands and recruiting lovely sex slaves for my pleasures. That is not Zulf's cup of tea. In any case, Zulf's own take is Zulf's business but I will be managing \$500 mn for *Global Life Satisfaction* and Zulf does not see having a harem of sex slaves pleasuring me sexually as having great benefits to Global Life Satisfaction. It's unclear whether it would even benefit my own Life Satisfaction because I might feel that I have wasted my best years fucking around.

Now once the wild extreme failures of mutual opportunities are culled, we are left with ECB interests, Zulf's own interests, and the need for polite civilised and polite relationship where interests of both sides are met in a mutually beneficial manner. And that is the core of ordinary business.

Unlike Bill Gates who wants to control the sexual lives of all sorts of people he does not know all day, Zulf does not actually care about other people's sex lives in business. Zulf considers security in contract between myself and ECB so that my \$500 mn does not disappear randomly as more important. And ECB will get returns (or Todd Gibbons will) and Zulf will have freedom to pursue Zulf's Global Life Satisfaction dreams.