

ABOUT INTLANG (Gloria ZHANG, MD)

Intlang Consulting Group offers cross cultural marketing and business solutions to Australian businesses, helps them identify new opportunities in overseas markets, breaks down cultural barriers, creating optimised investment or joint venture operations, ultimately bringing different values, strength and business practice together.



I Ching – The Book of Changes

India media once commented that a trade war between China and the United State would not injure China as China is too flexible.

In business, foreigners find this Chinese “flexibility” challenging. The Chinese however, define “change” as “versatility” (“变通”), with management and planning of changes as a part of the life and a natural universal rule of survival. *I Ching* or “*Yijing*” is known as the Book of Changes - an ancient Chinese divination text and the oldest of Chinese classics. *I Ching* is the theoretical root of natural philosophy and humanistic practice in traditional ideology. It defines the relationship between humans and the universe as “evolutionary development” (“递变发展”) .

In history, many Western scholars have also studied *I Ching* and found similar ways of thinking between Chinese and Westerners. *Gottfried W. Leibniz – a prominent German philosopher in the history of mathematics and philosophy, who refined the binary number system (1 and 0) - connected the binary number system with the “Ying and Yang” concept in I Ching. Georg W. F. Hegel (another German philosopher, an important figure of “absolute idealism”), and Carl Gustav Jung (a Swiss psychiatrist who founded analytical psychology) both considered “abstractive thinking” and “self-reflection” in I Ching as “remarkable” and “most relevant”.*

On Sunday 22 July, The WA Oriental Culture and Art Association and Linka Wine successfully hosted a seminar to discuss - How *I Ching* continue to influence Chinese politics, business, beliefs, and value in life.

If you would like to learn more about how *I Ching* philosophy and other cultural aspects might influence your Asian business interactions, please contact Intlang today (30 July 2018).



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