



# From the Enlightenment to Business Models Season III

## **Episode 5b Different Canons of the Enlightenment Part D - Counter-enlightenment**

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# From the Enlightenment to Business Models

## Our Outline for Season III

Season 3  
Fall-Winter 2023

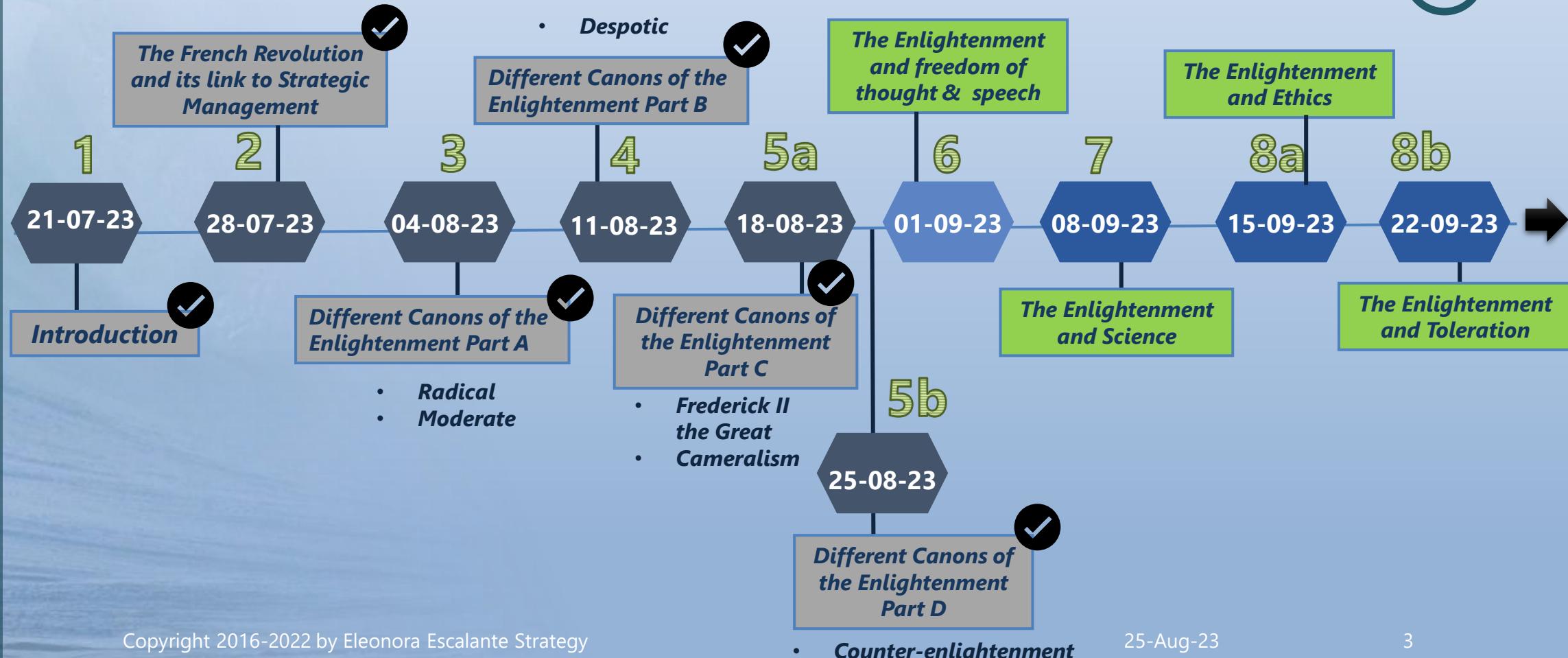
1. *Introduction*
2. *The French Revolution and its link to Strategic Management*
3. *Different Canons of the Enlightenment Part A*
4. *Different Canons of the Enlightenment Part B*
5. *Different Canons of the Enlightenment Part C*
6. *Different Canons of the Enlightenment Part D*
7. *The Enlightenment and freedom of thought & speech*
8. *The Enlightenment and Science*
9. *The Enlightenment and Ethics*
10. *The Enlightenment and Toleration*
11. *The Enlightenment and Racial Differences/Slavery*
12. *The Enlightenment and Woman*
13. *The connection of the Enlightenment and Strategic Management*
14. *The Enlightenment philosophical premises found in Contemporary Strategy Analysis*
15. *The Enlightenment unearthed in corporate strategy formulation*
16. *The Enlightenment uncovered in corporate portfolio analysis*
17. *The Enlightenment found in Business Modeling*
18. *The Enlightenment and the Value Proposition Canvas*
19. *The Enlightenment premises in the MNCs value propositions*
20. *The Enlightenment found in the concept of Synergies*
21. *Research agenda for the transformation of Corporate Strategy Syllabus in Business Schools*
22. *Summary and Conclusions.*



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Our Proposed Timeline. We will publish every Friday. It is subject to change.

Season 3  
Fall-Winter 2023





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## Season 3

### Fall-Winter 2023





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*From my analysis about the Enlightenment there are at least canons or compositions in the context of "the making of modernity and progress"*

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## Radical

- Caused the French Revolution
- Anti-Christian and antireligion. Atheists
- Materialism
- Insistence of full freedom of thought, expression and the press
- Democracy/Republican the best form of government
- Clandestine

## Moderate

- Civil Liberty
- Christian and deist
- Pro-Monarchy and empire as best form of government
- Driver of Reforms to improve the government
- Religious toleration
- Insistence in freedom of press

Today

## Despotic

- Originated by the same monarchies: Kings or emperors who embodied the new principles of law, justice, toleration,
- Best examples: Prussia, Russia, some German small-states, Denmark-Sweden, Austria under Joseph II and some parts of Italy
- Steered and expanded artistic and musical activity towards the Court

## Counter

- Anti-Philosophes
- For Isaiah Berlin, the Counter-enlightenment, was characterized by an extreme militant reaction to the materialism, rationalism and universalism of the French Enlightenment
- Counter movements to the Enlightenment that attacked to undermine it with conspirations, sinister plots and even wars.





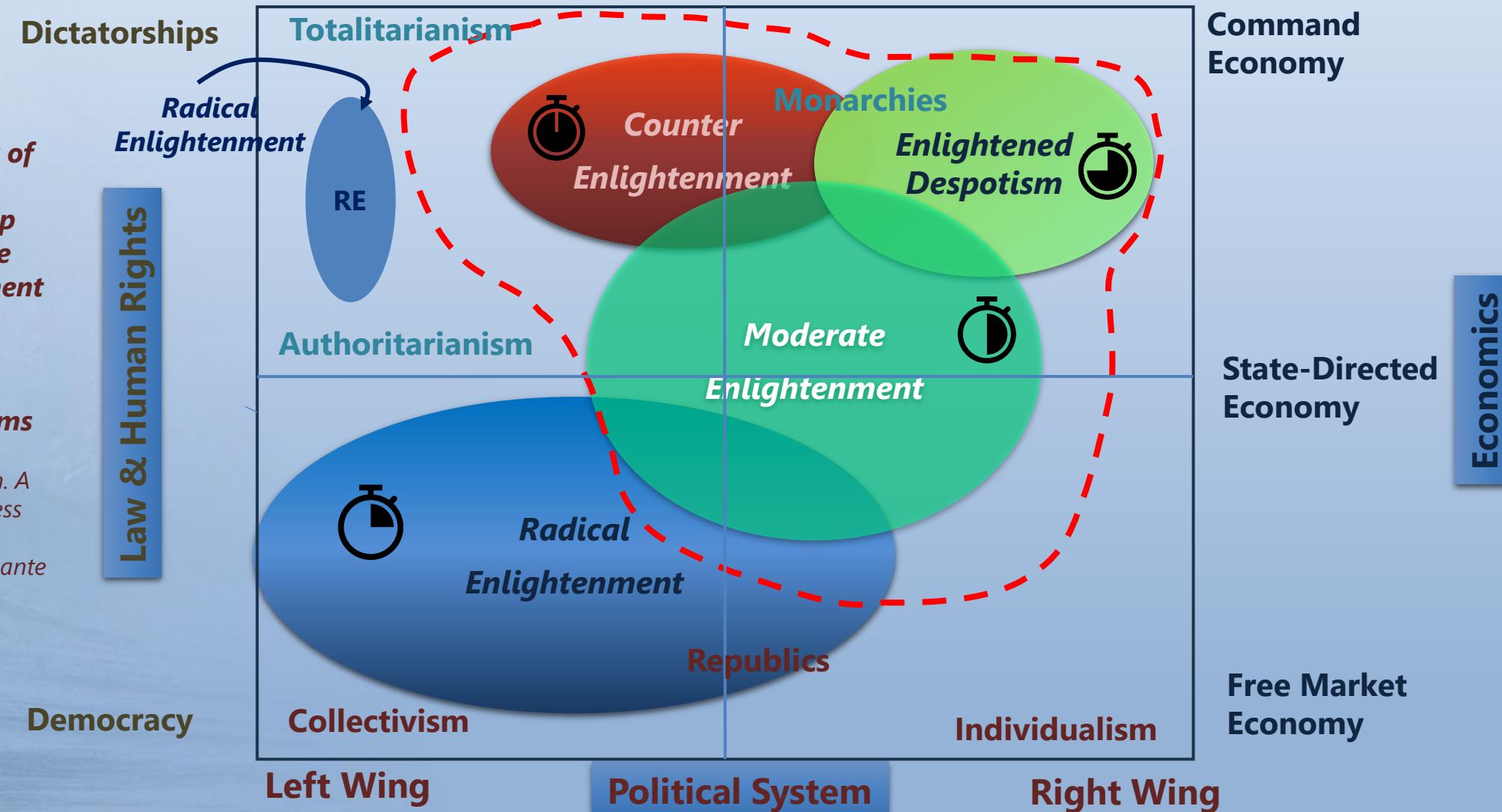
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## ***Overlapping the 4 main canons of the Enlightenment***

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# **Framework of reference Relationship between the Enlightenment and our Political-Economic-Legal systems**

*Our first approximation. A work in progress analysis by Eleonora Escalante Strategy (Copyright). August 2023.*





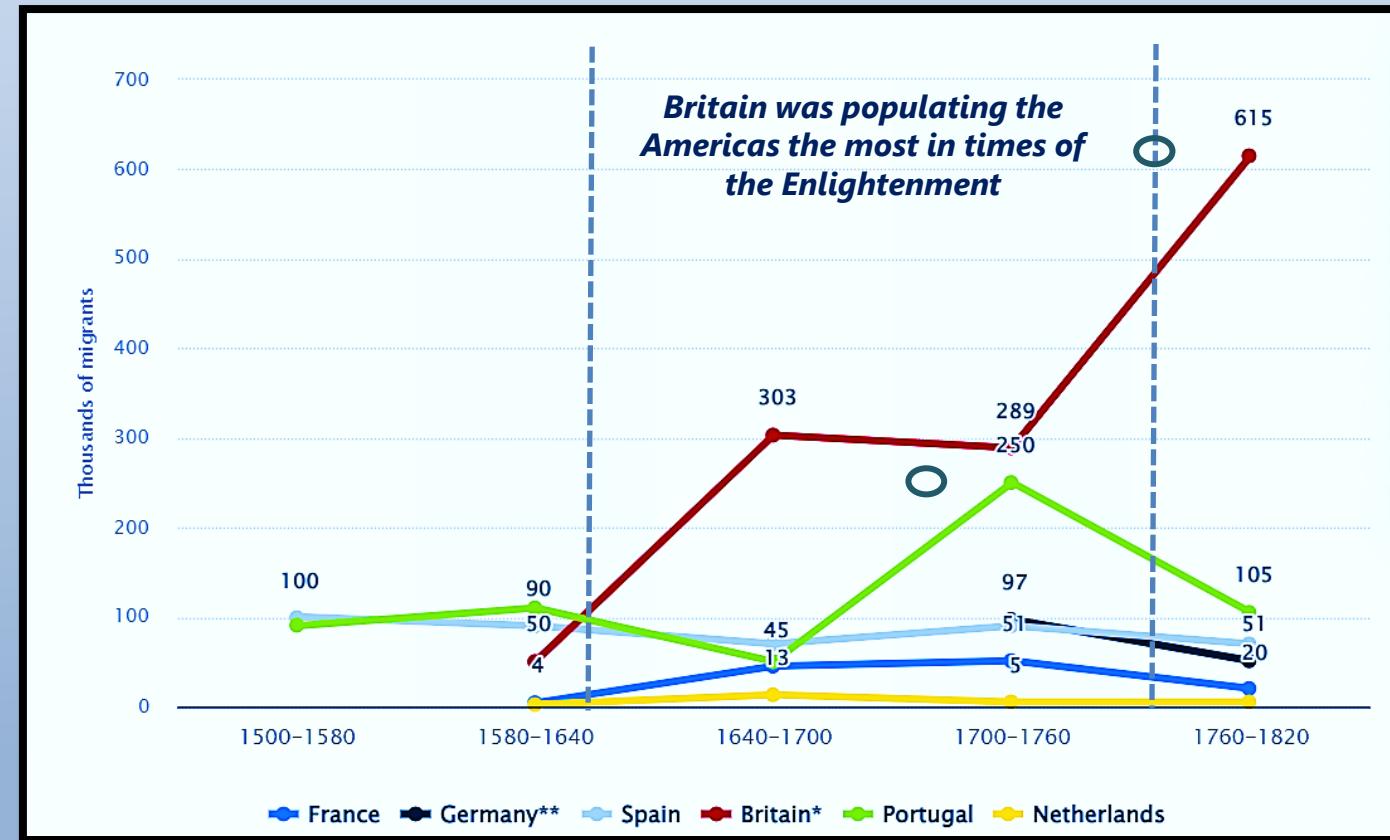
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## *Migrations from Europe to The Americas during the Enlightenment*

- Between 1500 and 1820, an estimated 2.6 million Europeans migrated to the Americas, namely from the Britain, Portugal, Spain, France and Germany. Until the mid-1600s, most European migrants were from the Iberian Peninsula, as Portugal and Spain.
- However, by the end of the century, more settlers from Britain had emigrated to the New World than from Spain or Portugal.
- In comparison to the almost 2.6 million Europeans migrants, it is estimated that over 8.6 million Africans were forced to cross the Atlantic during this time, as part of the transatlantic slave trade.
- The first half of the 19th century saw the demise of the transatlantic slave trade, which was followed by a heavy in masse influx of white migration to the Americas from across Europe; this contributed heavily to reversing demographic trends and making those with African ancestry an ethnic minority in most American countries today.

**Number of migrants who arrived in the Americas from select countries in Europe between 1500 and 1820 (in 1,000s)**



Source: <https://www.statista.com/statistics/1150676/european-arrivals-in-the-americas-by-country-and-time-period-1500-1820/>



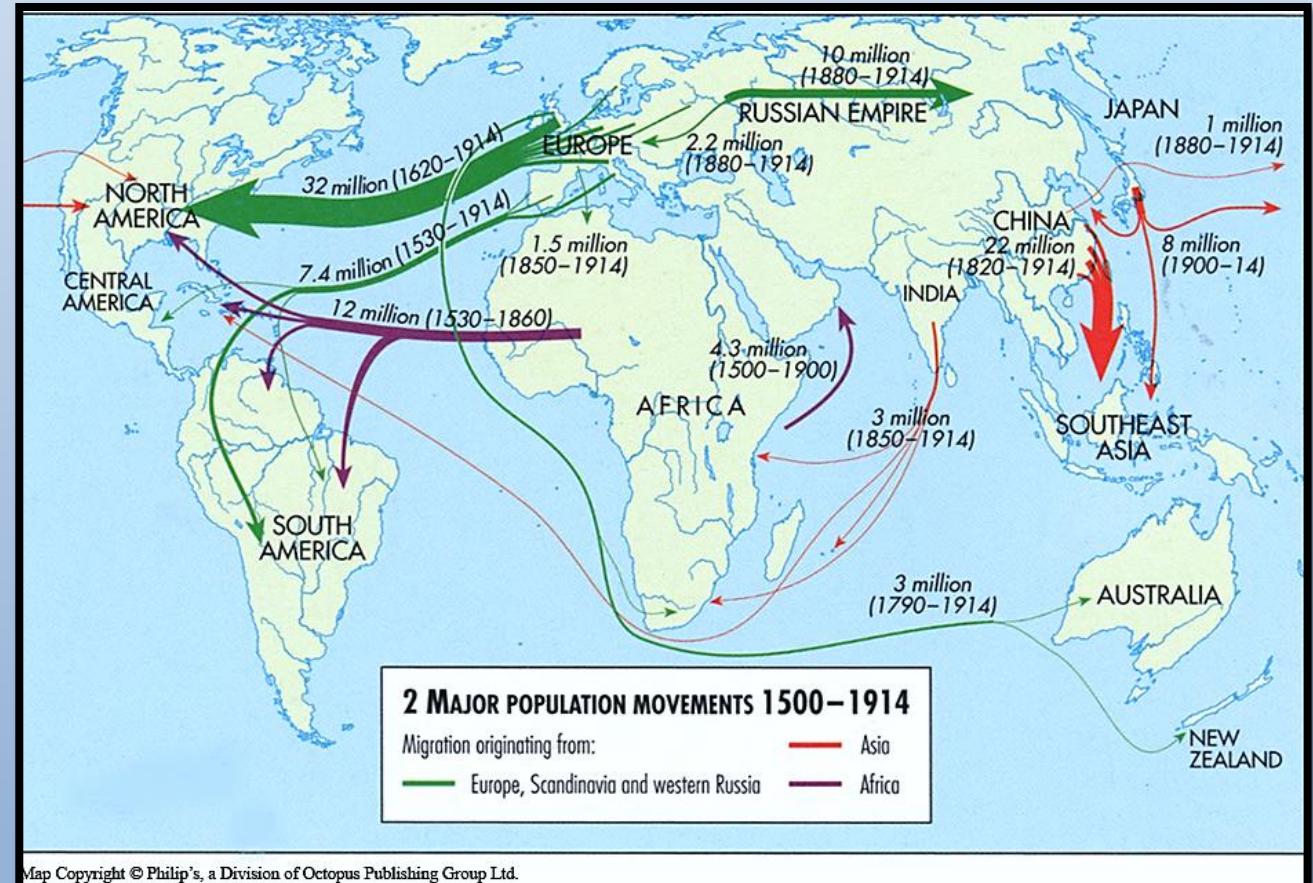
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*Immediately after the French Revolution, the migration from Europe and Russia to North America was massive*

- *Immediately after the French Revolution, the migration from Europe (and Russia) to North America was massive. Between 1815 to 1914, around 30 million people left Europe bound for the United States.*
- *The causes of the post-French Revolution migration to North America are rising unemployment in Europe, economic depression, avoid persecution of various formats (religious, political or social).*
- *Those who migrated to South and Central America were coming mainly from Spain, Portugal and Italy (around 7 million), in several non-consecutive waves.*

## Immigration to the New World (1500-1914)



Source: <https://commons.princeton.edu/mg/major-population-movements-1500-1914/>



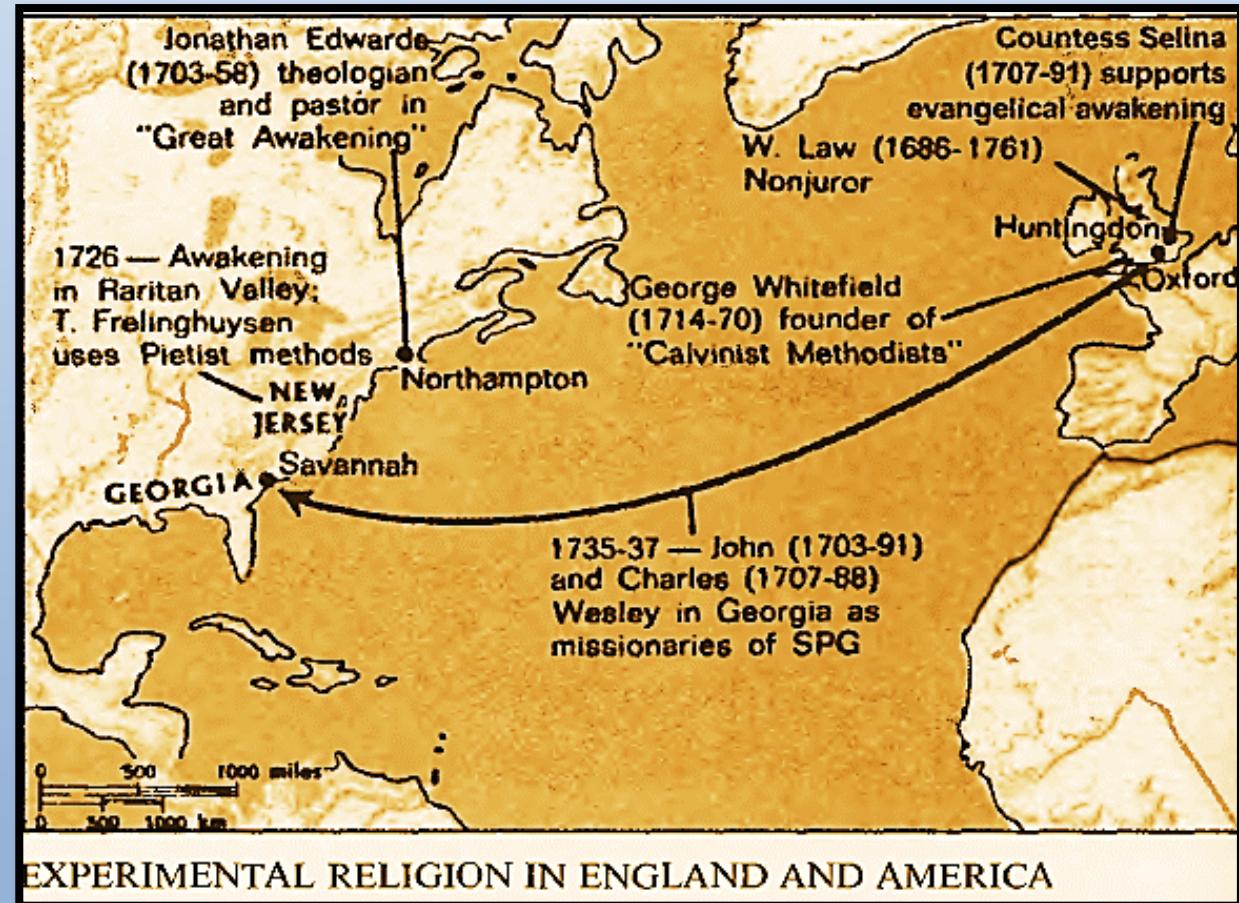
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## *The first Great Awakening is the proof of evidence of Protestant Counter-Enlightenment*

- Pietism was part of a defence or counter-enlightenment.
- Pietism was the way to combat the loss of the Bible thoughts, against rationalism and secularization coming from the enlightenment.
- The Traditional Catholic and Protestant orthodox church was incapable of resisting the onslaught of the enlightenment.
- As a counter-enlightenment response, John Wesley the founder of Methodism, and Jonathan Edwards, theologian of the First Great Awakening in North America, applied discipline and keeping the individual human response to the divine initiative.

*Pietism as a counter-enlightenment response in the Americas.*



<https://www.amazon.com/Historical-Atlas-Christianity-Franklin-Littell/dp/0826463762> page 232

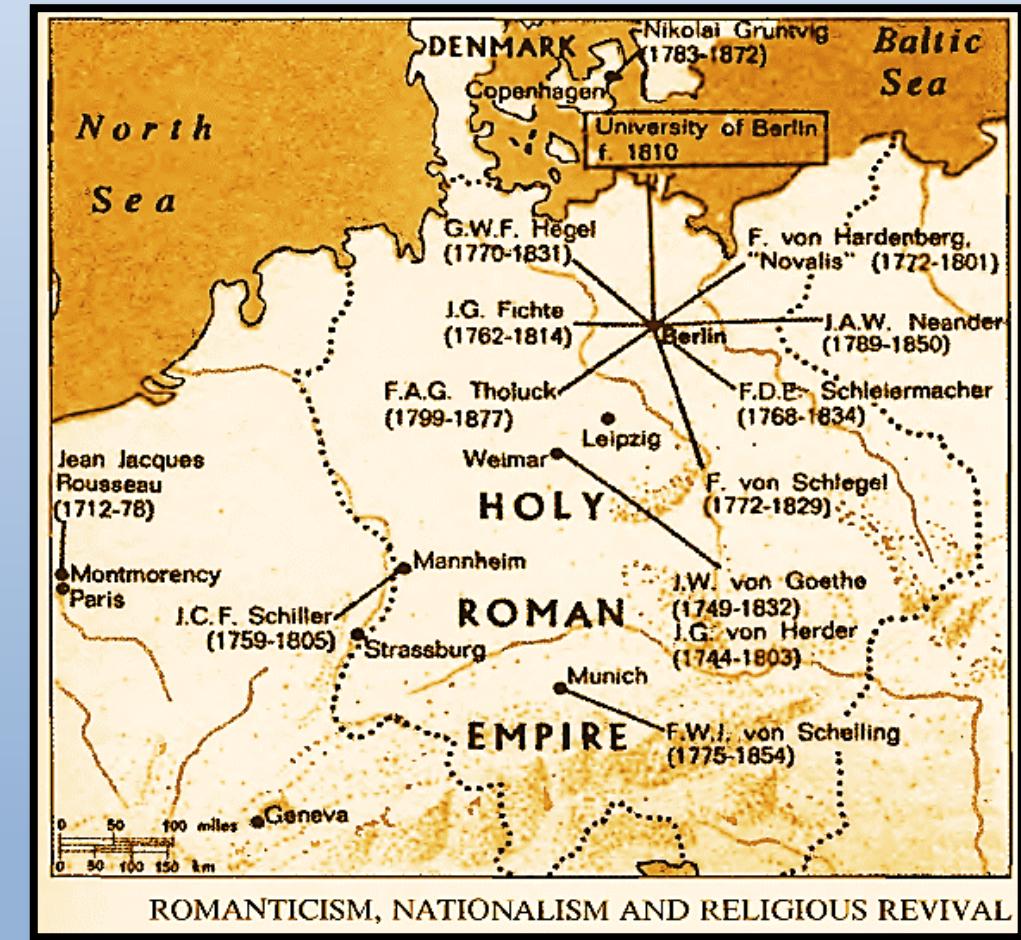


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***The Christian Response to the breakdown of the orthodox establishment originated the Romanticism and Conservatism.***

- The German Protestants of the Holy Roman Empire and Prussia were pure “counter-enlightenment”
- If you wish to learn more about them, click the following links:
  - <https://plato.stanford.edu/entries/herder/#PhilStyl>
  - <https://plato.stanford.edu/entries/hamann/>
  - <https://plato.stanford.edu/entries/schiller/>
- Conservatives criticize their Enlightenment rivals for making an utopian exaggeration of the power of theoretical reason, and of human perfectibility. Conservative prescriptions are based on what they regard as experience rather than reason; for them, the ideal and the practical are inseparable
- If you wish to learn about the Conservatism
  - <https://plato.stanford.edu/entries/conservatism/#PreBurCon>



Map Source: [http://www.emersonkent.com/map\\_archive/europe\\_1740\\_map.htm](http://www.emersonkent.com/map_archive/europe_1740_map.htm)

25-Aug-23

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# From the Enlightenment to Business Models

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***Next Week: The Enlightenment and freedom of thought and speech.***



***We will stop here today.  
Our next publication will be about how the  
Enlightenment used the freedom of thought and  
speech as a gigantic weapon to transform the  
18<sup>th</sup> century and onwards.  
Thank you. Have a nice weekend. See you next  
week.***

***Article 19 of the Universal Declaration of Human Rights,  
adopted in 1948, states that:*** Everyone has the right to freedom  
of opinion and expression; this right includes freedom to hold  
opinions without interference and to seek, receive and impart  
information and ideas through any media and regardless of  
frontiers.