

What does  
enlightened self-  
interest involve?



Enlightened self interest is actually a viewpoint in principles which states that people who act to advance the interest of others eventually they provide their own self interest. It is simply articulated by the certainty that a person, group and even business entity will at all times do well through the doing good. Enlightened self interest in one way or the other is considered to be so unrealistic.

Enlightened self-interest as well it has implications for long-term reimbursements as opposed to short-term reimbursements to oneself. When a person pursues enlightened self-interest the individual possibly will surrender short-term interests so as to take full advantage of long-term interests. A person might sacrifice his instant self-interest for the purpose of an affirmative relationship towards a group of people to which he relates (Robert, 45).

Enlightened self interest is totally different from pure altruism which calls for individuals to perform in the concern of others frequently at the expense of their own welfare and with no hope of gain for themselves in the prospect. Some supporters of progressive self-interest may argue that pure unselfishness tends to promote inefficiency also.

Some people may benefit materially from philosophy of greed but it is supposed by proponents of progressive self awareness that these people constitute a small minority and that the great number of people can be expecting to experience a net individual failure from a philosophy of uncomplicated unenlightened selfishness. Enlightened self interest clearly states that a big business is in due course assisting itself through helping to

resolve communal problems. Advocates challenge that social dependability expenditures by business are motivated through the profit that they make.