

# Invisible Capitalism

a Poetic Fable

Once upon a time,  
there was a kingdom  
called  
“Globalia.”

In this kingdom,  
there was a small village  
called  
“Japonia.”

In this village,  
there lived  
a sister and a brother  
named

“Chieko” and “Kenji.”

In Globalia,

there were many villages,

Ameria, Euroa, Rusua,  
Chinoa, Asioa, Latina, Afria,  
and so on.

This is a story  
that  
happened long, long ago,  
  
at the beginning of  
the 21<sup>st</sup> Century.

At that time  
in Globalia,  
  
people lived  
under an economic system  
called  
“Barbarian Capitalism.”

Under this capitalism,  
all of the merchants  
were  
always looking for  
money.



And  
they all believed  
that

“bottom line” and “cash flow”  
were  
everything.

But  
one day,  
a merchant named  
“Subprimo”  
in Ameria Village

sold a vast number of  
fake products.

And unfortunately,  
this triggered  
a very serious panic

all over the kingdom of  
“Globaria.”

In this panic,  
the parents of Chieko and Kenji  
faced bankruptcy,

and

they were thrown into  
deep sorrow.

Chieko and Kenji  
felt very sorry  
for their parents,

so they went to  
the Village Chief  
to ask for his advice.

How can we  
cope with this crisis?

asked Chieko.

The Chief answered,

Capitalism  
needs to become  
more mature.



Kenji asked.

If so,  
what can we do  
to help capitalism mature?

The Chief answered,

I am sorry,  
but I don't know.

Go to an economist  
and ask that question.

Then Chieko and Kenji  
went to  
a famous economist  
in the village,

and asked him.

What can we do  
to help capitalism  
mature?

The economist answered,

To help capitalism  
become mature,  
we need to

tighten regulations.

Then  
Chieko and Kenji  
went to  
another economist  
  
and asked  
the same question.



But  
this economist  
had a different opinion  
and said,

I don't agree with  
this other economist.

Tightened regulations  
will only hinder  
market principles.

Chieko and Kenji  
were thrown into  
confusion.

So they went back to  
the Chief  
and asked for advice  
again.

The Chief said,

Then  
you should go to  
the Sage  
living in the woods  
and  
ask that question.

So Chieko and Kenji  
went to  
the Sage  
and  
asked the question:

What is  
Mature Capitalism?

The Sage answered,



Well,  
Mature Capitalism...

If you want to know  
what Mature Capitalism is,

you should ask yourself  
this one question:

What is  
Mature Mind?

What is Mature Mind?

Chieko and Kenji  
asked the Sage.

The Sage answered,

Mature Mind  
can see

Invisible Values.

What is Invisible Value?

Chieko and Kenji  
asked again.

The Sage answered,



Tacit wisdom,

Good relations  
with someone,

Trust  
among the community,

Reputation  
within the community,

Culture  
in society,

Empathy  
among people,

These kinds of values  
are  
Invisible Values.

And the Sage added,



If  
Mature Mind  
sees  
those  
Invisible Values,

then

Mature Capitalism

values

Invisible Capital.

I understand!

Kenji said.

Knowledge Capital,  
Relation Capital,  
Trust Capital,  
Brand Capital,  
Culture Capital ...

These are Invisible Capital!

Chieko said,

Let's go back to  
the Village!

We should let  
our village people  
know  
the importance  
of  
Invisible Capital!

Kenji said,

So  
we should create  
a New Capitalism  
called

“Invisible Capitalism.”



Chieko and Kenji  
bowed to  
the Sage  
with deep appreciation,  
and they were about to  
leave for the village.

Wait a moment.

The Sage said  
in a calm voice.

And the Sage continued,

Once you are back  
in your village,

you should take a look  
at the ground  
on which you stand.

Why?

Chieko and Kenji asked.

The Sage answered,

Because,  
your village “Japonia”  
already has  
abundant  
Invisible Capital  
in its ground.

衆知を集める

Gather  
people's wisdom.



三人寄れば文殊の智恵

If three people get together,  
it will be worth  
the wisdom of a bodhisattva.

These are  
the words of wisdom  
for

Knowledge Capital.

縁

Enishi :  
Destined encounter

お陰さま

I owe it  
all to you.

These are  
the words of wisdom  
for

Relation Capital.

一意專心

Single-minded  
devotion

浮利を追わず

Never chase  
superficial profits.

These are  
the words of wisdom  
for

Trust Capital.



世間様が見ている

Society is  
watching us.

恥を知る

Sense of shame

These are  
the words of wisdom  
for

Brand Capital.

一期一会

Spirit of treasuring  
every encounter

おもてなしの心

Mind of  
sincere hospitality

These are  
the words of wisdom  
for

Culture Capital.

All of these are  
the words of wisdom  
for  
Invisible Capital  
that

Japonian Capitalism  
has always  
valued.



Do not seek out  
the values  
of  
neighboring villages.

Recognize  
the values you have,  
in the ground  
on which you stand.

Said the Sage.

And

he gave

the last message

to

Chieko and Kenji:

You  
the people of Japonia  
have forgotten  
the importance of  
those Invisible Values

but only for a few decades.

And  
in fact,  
this is not only about  
Japonia Village.

The wisdom  
to see  
Invisible Values  
is  
always there

in the traditional wisdom  
in  
all of the Villages  
of Globalia.

So  
if you  
the people of Globalia  
once  
realize that,



you will  
create  
a New Capitalism  
called

Invisible Capitalism.

Then the Sage  
silently disappeared.

Only the echo of  
his voice  
was left behind.

The End

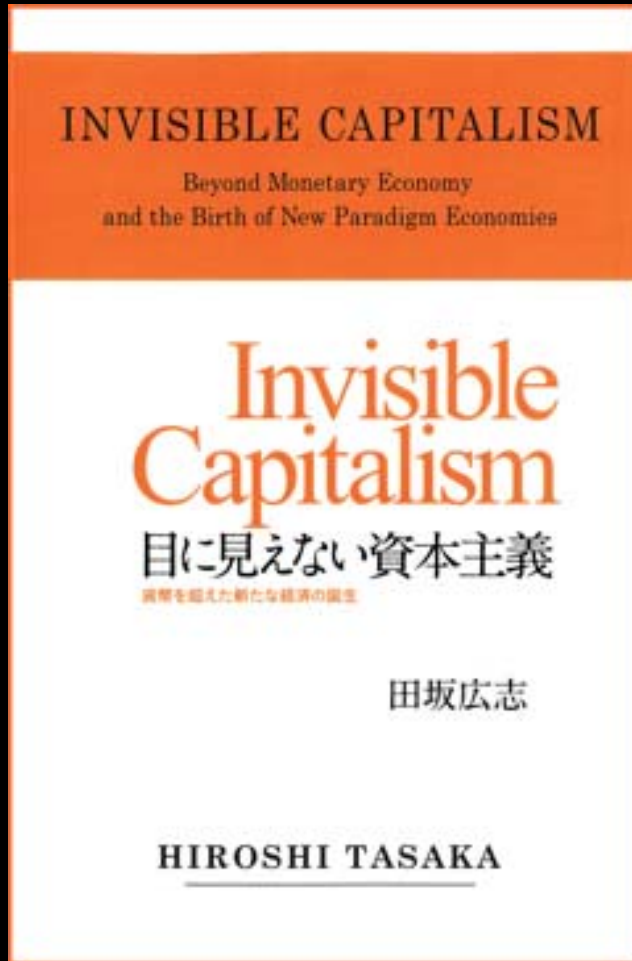
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English



Japanese

