“Saying that the point of business is to produce profit is like saying that the whole point of playing basketball is to make as many baskets as possible. One could make many more baskets by having no opponent. The game and styles of playing the game are what matter because they produce identities people care about. Likewise, a business develops an identity by providing a product or a service to people. To do that it needs capital, and it needs to make a profit, but no more than it needs to have competent employees or customers or any other thing that enables production to take place. None of this is the goal of the activity. Businesses and business people exist in market economies to form identities that are recognized by others as respectable due to their usefulness or excellence.” (Spinosa, Flores, & Dreyfus, 1997)

 Analyze what the author was saying about the relationships that exist between the strategic intent, business model, and profit, or net income, of a business or organization. Provide a description of the role the author believes these play in the guiding purpose of a business.

Discuss how your ideas are different from those expressed in other quotations.