

Anheuser-Busch InBev SA NV BUD under CEO Michel Doukeris



6		H	T	T		3	2	2		7
5		H	H	T		3	3	2		8
4		H	T	T		3	2	2		7
3		T	T	T		2	2	2		6
2		H	H	T		3	3	2		8
1		H	H	T		3	3	2		8

HEXAGRAM 35 – Chin - Progress

Above LI THE CLINGING, FIRE
Below K'UN THE RECEPTIVE, EARTH

The hexagram **represents** the sun rising over the earth.
It is therefore the **symbol** of rapid, easy progress,
which at the same time **means**

- ever widening **expansion** and
- **clarity**.

THE JUDGMENT

PROGRESS.

The powerful prince
Is honored with horses in large numbers.
In a single day he is granted audience three times.

As an example of progress, this **pictures** a time when
a powerful feudal lord

- **rallies** the other lords around the sovereign and
- **pledges** fealty and peace.

The sovereign

- **rewards** him richly and
- **invites** him to a closer intimacy.

A **twofold** idea is set forth here.

1. The actual effect of the progress emanates from a man

- who is in a dependent position and
- whom the others
 - regard as their equal and
 - are therefore willing to follow.

This leader has enough clarity of vision

- not to abuse his great influence
- but to use it rather for the benefit of his ruler.

2. His ruler in turn

- is free of all jealousy,
- showers presents on the great man, and
- invites him continually to his court.

- An enlightened ruler and
- an obedient servant –

this is the condition on which great progress depends.

THE IMAGE

The sun rises over the earth: The image Of PROGRESS.

Thus the superior man himself

Brightens his bright virtue.

The **light** of the sun as it rises over the earth is by nature clear.

The higher the sun rises,

the more it emerges from the dark mists,
spreading the pristine purity of its rays over an ever widening area.

The real nature of man

- is likewise originally good,
- but it
 - becomes clouded by contact with earthly things and therefore
 - needs purification before it can shine forth in its native clarity. 1

THE LINES

Six in the third place means:

All are in accord.

Remorse disappears.

A man strives onward, in association with others whose backing encourages him.
This dispels any cause for regret over the fact that
he does not have enough independence to triumph unaided over every hostile turn
of fate.

MOVING HEXAGRAM

HEXAGRAM 56 - Lu - The Wanderer

Above LI THE CLINGING, FIRE
Below KEN KEEPING STILL, MOUNTAIN

- The mountain, Ken, stands still;
above it
- fire, Li, flames up and does not tarry.
Therefore
the two trigrams do not stay together.
Strange lands and separation are the wanderer's lot.

THE JUDGMENT

THE WANDERER.
Success through smallness.
Perseverance brings good fortune
To the wanderer.

When

- a man is a wanderer and stranger,

- he should not be gruff nor overbearing.
- He has no large circle of acquaintances therefore
 - he should not give himself airs.
- He must be cautious and reserved; in this way
 - he protects himself from evil.
- If
 - he is obliging toward others,
 - he wins success.

A wanderer has no fixed abode;
his home is the road.

Therefore
he must take care to remain upright and steadfast,
so that
he

- sojourns only in the proper places,
- associating only with good people.

Then

- he
- has good fortune and
 - can go his way unmolested.

THE IMAGE

Fire on the mountain: The image of THE WANDERER.

Thus

the superior man

- Is clear-minded and cautious In imposing penalties, And
- protracts no lawsuits.

When grass on a mountain takes fire, there is bright light.

However,

the fire

- does not linger in one place, but
- travels on to new fuel.

It is a phenomenon of short duration.

This is what penalties and lawsuits should be like.

They

- should be a quickly passing matter, and
- must not be dragged out indefinitely.

- Prisons ought to be places where people are lodged only temporarily, as guests are.

- They must not become dwelling places.