

BZUN Baozun Inc under CEO Wenbin Qiu



6	The Top		H	T	T		3	2	2		7
5	The Fifth Place		H	H	T		3	3	2		8
4	The Fourth Place		H	H	T		3	3	2		8
3	The Third Place		H	H	T		3	3	2		8
2	The Second Place		T	T	T		2	2	2		6
1	The Beginning		T	T	T		2	2	2		6

Click below to view the interpretations and cases:

<https://icic.com/?p=8912>

HEXAGRAM 23 – Po - Splitting Apart

Above KEN KEEPING STILL, MOUNTAIN

Below K'UN THE RECEPTIVE, EARTH

The **dark lines** are about to

- **mount** upward and
 - **overthrow** the last firm, light line
- by **exerting** a disintegrating influence on it.

The inferior, dark forces overcome what is superior and strong,

- not by direct means,
 - but by undermining it gradually and imperceptibly,
- so that it finally collapses.

The lines of the hexagram

- present the **image** of a house, the top line being tile roof, and because the roof is being shattered

- the house collapses.

The hexagram belongs to the ninth month (October-November).

The yin power

- pushes up ever more powerfully and
- is about to supplant the yang power altogether.

THE JUDGMENT

SPLITTING APART.

It does not further one

To go anywhere.

This pictures a time when inferior people

- are pushing forward and
- are about to crowd out the few remaining strong and superior men.

Under these circumstances, which are due to the time, it is not favorable for the superior man to undertake anything.

The right behavior in such adverse times is to be deduced from

- the images and
- their attributes.
- The lower trigram stands for the earth,
 - whose attributes are docility and devotion.
- The upper trigram stands for the mountain,
 - whose attribute is stillness.

This suggests that one

- should submit to the bad time and
- remain quiet.

For it is a question not of man's doing but of time conditions, which, according to the laws of heaven, show an alternation of

- increase and decrease,
- fullness and emptiness.

It is impossible to counteract these conditions of the time.

Hence

it is not cowardice but wisdom to

- submit and
- avoid action.

THE IMAGE

The mountain rests on the earth: The image of SPLITTING APART.

Thus

those above can ensure their position

Only by giving generously to those below.

The mountain rests on the earth.

- When it is steep and narrow, lacking a broad base, it must topple over.
- Its position is strong only when it rises out of the earth
 - broad and great,
 - not proud and steep.

So likewise those who rule rest on the broad foundation of the people.

They too should be

- generous and
- benevolent,
like the earth that carries all.
- Then they will make their position
 - as secure
 - as a mountain is in its tranquility.

THE LINES

Six at the beginning means:

The leg of the bed is split.

Those who persevere are destroyed.

Misfortune.

Inferior people

- are on the rise and
- stealthily begin their destructive burrowing from below
in order to undermine the place where the superior man rests.

Those followers of the ruler who remain loyal are destroyed by

- slander and
- intrigue.

The situation bodes disaster,
yet there is nothing to do but wait.

Six in the second place means:

The bed is split at the edge.

Those who persevere are destroyed.

Misfortune.

The power of the inferior people is growing.

The danger draws close to one's person;

- already there are clear indications, and
- rest is disturbed.

Moreover, in this dangerous situation

one is as yet without help or friendly advances from above or below.

Extreme caution is necessary in this isolation.

One must

- adjust to the time and
- promptly avoid the danger.

Stubborn perseverance in maintaining one's standpoint

would lead to do a downfall.

MOVING HEXAGRAM

Click below to view the interpretations and cases:

<https://icic.com/?p=8966>

HEXAGRAM 41 – Sun - Decrease

Above KEN KEEPING STILL, MOUNTAIN
Below TUI THE JOYOUS, LAKE

This hexagram represents

- a decrease of the lower trigram
- in favor of the upper, because
- the third line, originally strong, has moved up to the top, and
- the top line, originally weak, has replaced it. 1
- What is below is decreased to the benefit of
- what is above.

This is out-and-out decrease.

If

- the foundations of a building are decreased in strength and
 - the upper walls are strengthened,
- the whole structure loses its stability.

Likewise,

- a decrease in the prosperity of the people
 - in favor of the government
- is out-and-out decrease.

And

the entire theme of the hexagram is directed to showing how this shift of wealth can take place without causing the sources of wealth in

- the nation and
 - its lower classes
- to fail.

THE JUDGMENT

DECREASE combined with sincerity
Brings about supreme good fortune
Without blame.

- One may be persevering in this.
It furthers one to undertake something.
How is this to be carried out?
- One may use two small bowls for the sacrifice.

Decrease does not under all circumstances mean something bad.
Increase and decrease come in their own time.
What matters here is

- to understand the time and
- not to try to cover up poverty with empty pretense.

If a time of scanty resource brings out an inner truth,
one must not feel ashamed of simplicity.
For simplicity is then the very thing needed to provide inner strength for further undertakings.

Indeed, there need be no concern if the outward beauty of the civilization,
even the elaboration of religious forms,
should have to suffer because of simplicity.

One must draw on the strength of the inner attitude to compensate for what is lacking in externals;
then the power of the content makes up for the simplicity of form.

There is no need of presenting false appearances to God.
Even with slender means, the sentiment of the heart can be expressed. 2

THE IMAGE

At the foot of the mountain, the lake: The image of DECREASE.

Thus the superior man

- controls his anger And
- restrains his instincts.

The lake at the foot of the mountain evaporates.

In this way

it decreases to the benefit of the mountain,
which is enriched by its moisture.

- The mountain stands as the symbol of a stubborn strength that can harden into anger.
- The lake is the symbol of unchecked gaiety that can develop into passionate drives at the expense of the life forces.

Therefore decrease is necessary;

- anger must be decreased by keeping still,
- the instincts must be curbed by restriction.

By this decrease of the lower powers of the psyche,
the higher aspects of the soul are enriched.

