

# CONTENTS

Preface	5
Educator	8
Educator of the Youth	10
Critical Life Decisions	15
Planning	19
Production Management and Organization of the Company	21
Organizer	25
Economic Philosophy	31
Business Man	34
A Builder and an Architect	37
A Philosopher and a Political Scientist	39
A Psychologist	40
Technical and Organisation Progress	42
Worldliness	43
Transport	44
Technology	45
Tomas Bata and Morals	45
Discipline and Self-discipline	47
Tomas Bata and the Educational System	48
The Citizen, City Mayor, Public Activist and a Patriot	51
The Origin of the Company Named BATA CORP.	56
May Day in Zlin	58
The Life in Zlin	60
Critique of the Bata's System	62
The Personality of Tomas Bata – the Founder of the Company	66
Heritage and Testimony	69
Today's View	71
Conclusion	74
Literature	76
Data Overview about Tomas Bata's Life and Achievements	77
List of Domestic Companies Corp.	82
Bata Corp. Companies Outside of the Czech Republic	83
Note to the Second Edition	85
Faculty of Management and Economics	86
Photographs	89
Foreword by the Translator and the Editor	103