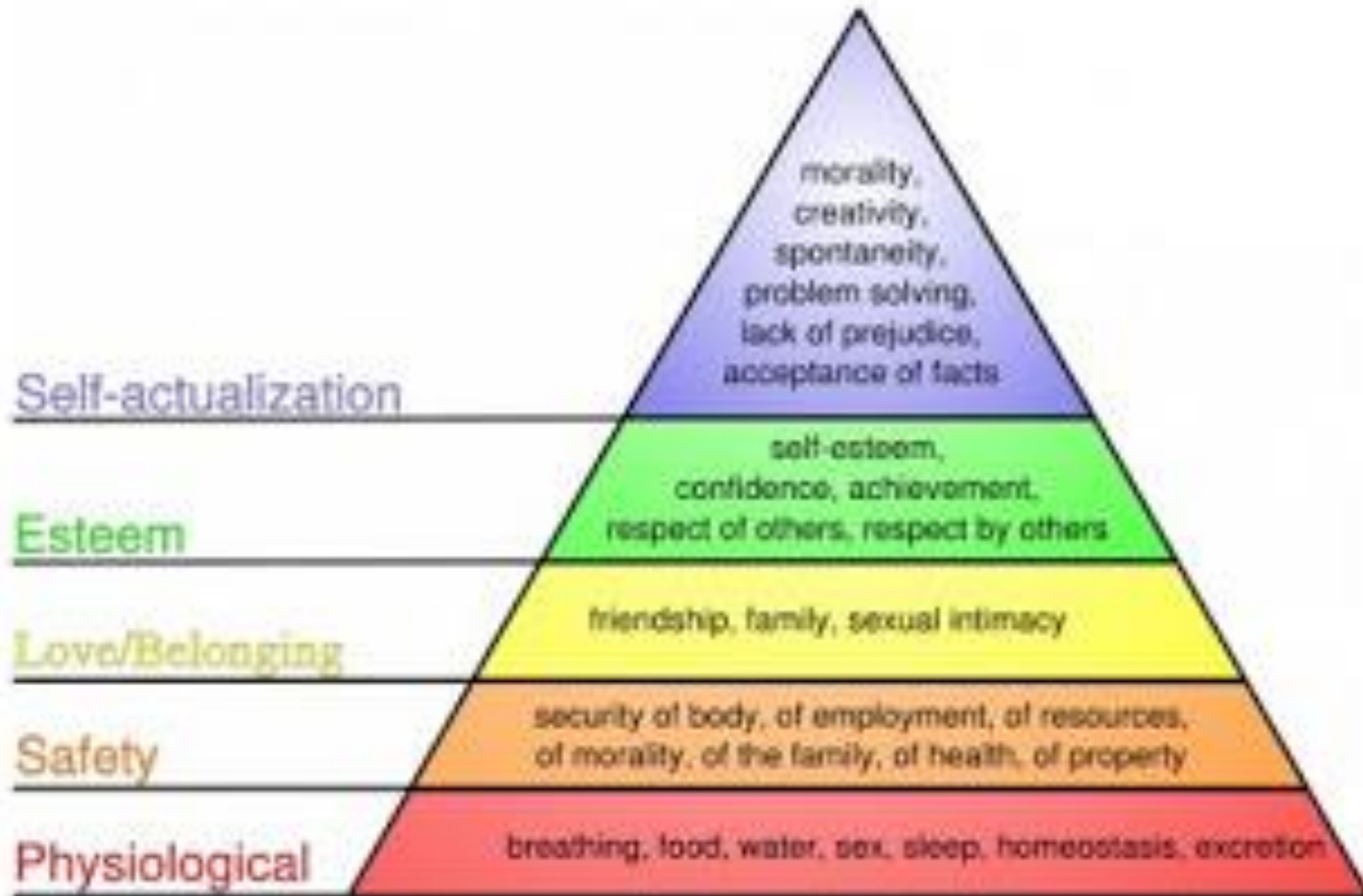


Pyramid of Maslow



Pyramid of Maslow versus Pyramid of Pinto

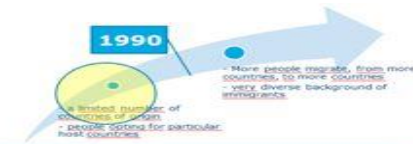


Difference between the two models

F – culture

G - culture

DAVID PINTO



- Collectivistic
- Group-cultures
- *We* - cultures



- Individualistic
- Person-oriented cultures
- *I* - cultures



K.H.Kempen and Lessius are joining up to become *more*.