

## Translation Guide to Corporate Contemplative Studies (CCOST)

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Academia=cult	Mission=brand
Being=mind	Neuroimaging=consciousness
Benefactors=\$\$\$	Objectivity=Buddhism
Body=brain	Philosophy=Buddhism
Buddhism=truth	Psychology=Buddhized clinical psychology
Consciousness=brain & “Buddha-mind”	Religion=Buddhism
Contemplative practice=Buddhist meditation	Research/Scholarship=politics (and Buddhism)
Contemplative experience=Buddhist psychology	Science=religion (and Buddhism)
Contemplative research=Buddho-neuroscience, clinical psychology, and secular therapeutic meditation	Sectarianism=non-Buddhist/committed
Contemplative science=authority/legitimation	Sentient beings=Buddhists, and sometimes Buddhist sympathizers and supporters
Contemplative Studies=Buddhist Studies	Students=debt-slaves and wage-slaves
Dalai Lama=Jesus Christ	Suffering=opportunity for proselytization and/or assimilation
Dharma=God	Thought-leaders=corporate sellouts and system-agents
Education=indoctrination and/or capitalism	Tibetan Buddhism=Christianity
Experience=physiology	Universities=corporations
Intellectualism=technocracy	Wellness=capitalism
Meditation=Buddhist meditation, especially so-called “mindfulness”	Yoga=capitalism
Mindfulness=capitalism	