

## SUMERU SOFTWARE SOLUTIONS: CREATING A CULTURE OF SERENE DYNAMISM



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is the sum of all the forms of art,  
of love and of thought, which, in the course of centuries, have enabled man to be less enslaved  
"Whoever controls the media - the images - controls the culture."  
"Culture is the arts elevated to a set of beliefs."

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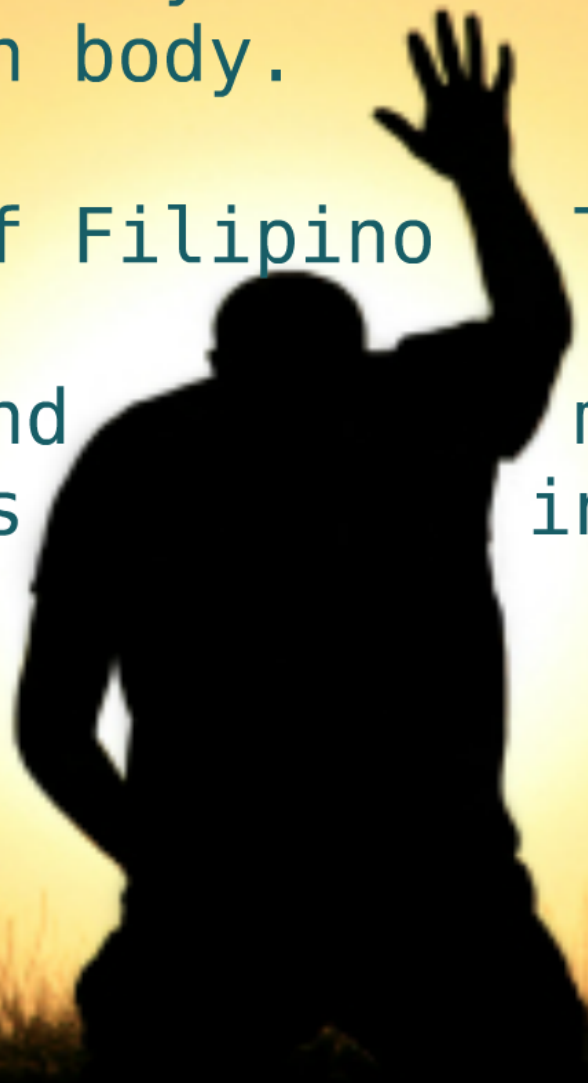
control



Health and wellness is thus created when there is balance and harmony in the universe, in humankind and in the human body. Illness is a result of a state of imbalance and disharmony in the universe, humankind and in the human body.

This is the major paradigm of Filipino Traditional Medicine. This is completely different from the paradigm of germs and microbes as the major causes of illnesses in European and American medicine.

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# **CULTURE IS LEARNED**

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Enculturation- Process by which culture is passed on from one generation to the next





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**MACAQUE MONKEY WASHING SWEET  
POTATOES**



# CHIMPANZEE USING TOOLS

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# HUMAN RIGHTS, EXTENDED TO APES

Freedom from living in fear

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Exploitation

Other mistreatments



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**EQUALITY AMONG GENDERS**

**CULTURE IS SHARED**

