

Firms Of Endearment How World Class Companies Profit From Passion And Purpose

This book highlights how successful companies are thriving by putting people first. It details five key principles essential for rehumanizing workplaces; a framework to help restore hope, well-being, and performance; and tangible actions anyone can take to show up as a leader and influence positive change.

Today's best companies get it. From Costco® to Commerce Bank, Wegmans to Whole Foods®: they're becoming the ultimate value creators. They're generating every form of value that matters: emotional, experiential, social, and financial. And they're doing it for all their stakeholders. Not because it's "politically correct": because it's the only path to long-term competitive advantage. These are the Firms of Endearment. Companies people love doing business with. Love partnering with. Love working for. Love investing in. Companies for whom "loyalty" isn't just real: it's palpable, and driving unbeatable advantages in everything from marketing to recruitment. You need to become one of those companies. This book will show you how. You'll find specific, practical guidance on transforming every relationship you have: with customers, associates, partners, investors, and society. If you want to be great—truly great—this is your blueprint. We're entering an Age of Transcendence, as people increasingly search for higher meaning in their lives, not just more possessions. This is transforming the marketplace, the workplace, the very soul of capitalism. Increasingly, today's most successful companies are bringing love, joy, authenticity, empathy, and soulfulness into their businesses: they are delivering emotional, experiential, and social value—not just profits. Firms of Endearment illuminates this, the most fundamental transformation in capitalism since Adam Smith. It's not about "corporate social responsibility": it's about building companies that can sustain success in a radically new era. It's about great companies like IDEO and IKEA®, Commerce Bank and Costco®, Wegmans and Whole Foods®: how they earn the powerful loyalty and affection that enables truly breathtaking performance. This book is about gaining "share of heart," not just share of wallet. It's about aligning stakeholders' interests, not just juggling them. It's about building companies that leave the world a better place. Most of all, it's about why you must do all this, or risk being left in the dust... and how to get there from wherever you are now.

Unlocking the Source for True Leadership Too many people, men and women alike, have bought into a notion of leadership that exclusively emphasizes traditionally "masculine" qualities: hierarchical, militaristic, win-at-all-costs. The result has been corruption, environmental degradation, social breakdown, stress, depression, and a host of other serious problems. Nilima Bhat and Raj Sisodia show us a more balanced way, an archetype of leadership that is generative, cooperative, creative, inclusive, and empathetic. While these are traditionally regarded as "feminine" qualities, we all have them. In the Indian yogic tradition they're symbolized by Shakti, the source that powers all life. Through exercises and inspirational examples, Bhat and Sisodia show how to access this infinite energy and lead with your whole self. Male or female, leaders who understand and practice Shakti Leadership act from a consciousness of life-giving caring, creativity, and sustainability to achieve self-mastery internally and be of selfless service to the world.

Firms of Endearment How World-class Companies Profit from Passion and Purpose Pearson Education

How to Lead Successfully in a World That's Waking Up

Elevating Humanity Through Business

Patients Come Second

Embracing Feminine and Masculine Power in Business

Leading Change by Changing the Way You Lead

The Indian Way of Shaping Successful Strategies

Stakeholder Theory

Boost morale and productivity by leading with respect The Respectful Leader presents an engaging, thought-provoking lesson for companies seeking off-the-charts performance. Author Gregg Ward draws on 25 years of leadership consulting, coaching and training experience to reveal the secret to great results: respect. In this true-to-life business fable, he shares the story of Des Hogan, a CEO who discovers that disrespectful behavior on the part of his leadership team is eating away at his company's morale, productivity, and profits. At a loss for a solution, he meets Grace—a straight-shooting, self-described "little old lady" in the maintenance department. With her no-nonsense advice, he sets out to revamp the culture and turn his company around; but first, he has to turn inward and realize that his own behavior sets the tone for the company at every level. This enlightening, engaging and honest story will help you recognize and analyze your own behaviors and interactions, and show you how to create a winning culture based on leading with respect. Intimidation, micro-management and insecurity do not drive top-level performance. True success is built on free-flowing, trusted, and open collaboration between departments, levels, and specialties. This book shows you how to build respect among the ranks—from the top down. Learn the key respectful leadership behaviors that significantly impact morale Learn how to adjust your own, and others', attitudes to boost productivity, teamwork, and profits Benefit personally and professionally by leading from a place of mutual respect and consideration People perform best when they feel valued and valuable. And, when they are respected for their experience, talents and skills, they'll become personally invested in outcomes—both short- and long-term—and consistently go the extra mile. Respectful leadership ignites passion, innovation, creativity, and efficiency, while control-based leadership and intimidation breeds complacency and mediocrity. Which environment would better serve your company? The Respectful Leader shows you how to achieve sustainable success with a simple behavioral paradigm shift.

In 1984, R. Edward Freeman published his landmark book, Strategic Management: A Stakeholder Approach, a work that set the agenda for what we now call stakeholder theory. In the intervening years, the literature on stakeholder theory has become vast and diverse. This book examines this body of research and assesses its relevance for our understanding of modern business. Beginning with a discussion of the origins and development of stakeholder theory, it shows how this corpus of theory has influenced a variety of different fields, including strategic management, finance, accounting, management, marketing, law, health care, public policy, and environment. It also features in-depth discussions of two important areas that stakeholder theory has helped to shape and define: business ethics and corporate social responsibility. The book concludes by arguing that we should re-frame capitalism in the terms of stakeholder theory so that we come to see business as creating value for stakeholders.

From New York Times bestselling authors and renowned leadership consultants Adrian Gostick and Chester Elton comes a groundbreaking guide to building high-performance teams. What is the true driver of a thriving organization's exceptional success? Is it a genius leader? An iron-clad business plan? Gostick and Elton shatter these preconceptions of corporate achievement. Their research shows that breakthrough success is guided by a particular breed of high-performing team that generates its own momentum—an engaged group of colleagues in the trenches, working passionately together to pursue a shared vision. Their research also shows that only 20 percent of teams are working anywhere near this optimal capacity. How can your team become one of them? Based on a groundbreaking 350,000-person study by the Best Companies Group, as well as extraordinary research into exceptional teams at leading companies, including Zappos.com, Pepsi Beverages Company, and Madison Square Garden, the authors have determined a key set of characteristics displayed by members of breakthrough teams, and have identified a set of rules great teams live by, which generate a culture of positive teamwork and lead to extraordinary results. Using a wealth of specific stories from the breakthrough teams they studied, they reveal in detail how these teams operate and how managers can transform their own teams into such high performers by fostering: Stronger clarity of goals Greater trust among team members More open and honest dialogue Stronger accountability for all team members Purpose-based recognition of team members' contributions The remarkable stories they tell about these teams in action provide a simple and powerful step-by-step guide to taking your team to the breakthrough level, igniting the passion and vision to bring about an Orange Revolution.

Transforming Businesses, Changing Lives The goal of playing the Great Game of Business has always been to find a way to teach the have-nots how the haves make it. It's about creating and distributing wealth equitably as a way to close those gaps in wealth that plague our society. It's about changing the game. We wrote CHANGE THE GAME for those of you who continue to seek a brighter side of capitalism, one that truly transforms lives for the better. This book is about hope: no matter how grim things look, you can make them better. You don't have to wait for someone to bail you out. You have the ability to attain peace, security, and happiness. That's what we think the American dream is all about. It's our continuing belief that, through building successful organizations, we can change the world for the better. We can give people the tools to bring about positive change in our society. CHANGE THE GAME is filled with stories that demonstrate the transformative effects that happen when people embrace a system that makes work fun and rewarding for everyone who plays.

The Ultimate Training Resource from the Biggest Names in Marketing

The Endearment

Saving the American Dream by Closing the Gap Between the Haves and the Have-Nots

Capitalism Beyond Mutuality?

The Coming Jobs War

The Healing Organization

Creating Value for Customer, Company and Society

A Multidimensional Approach to Leadership Top-down, one-dimensional leadership models are hopelessly outmoded in today's rapidly changing world, and they waste the leadership ability that is present throughout an organization. In this visionary book, Karen and Henry Kimsey-House provide a model that harnesses the possibility of many rather than relying on the power of one. Their revolutionary five-dimensional approach recognizes that leadership has to be fluid and flexible and that the roles leaders and followers play must shift to suit the situation. Co-Active Leadership invites all of us to share our expertise and allows collaborative solutions to emerge that would never have been possible otherwise. Definitive leadership strategy for fixing the American economy, drawn from Gallup's unmatched global polling and written by the company's chairman. What everyone in the world wants is a good job. "This is one of the most important discoveries Gallup has ever made," says the company's Chairman, Jim Clifton. In The Coming Jobs War, Clifton makes the bold assertion that job creation and successful entrepreneurship are the world's most pressing issues right now, outpacing runaway government spending, environmental degradation and even the threat of global terrorism. The book is grounded in findings from Gallup's World Poll, which reveals the implications of the jobs war on everything from economics to foreign policy to nothing less than America's moral authority in the world. And it offers a prescription for attacking the jobs issue head-on. Clifton argues that the solution to creating good jobs must be found in cities, not in the federal government. Promoting entrepreneurship and job creation must be the sole mission and purpose of cities' business leaders, government officials and philanthropists. Clifton says that the next big breakthrough will come from the combination of the forces within big cities, great universities and powerful local leaders. Their combined effect is the most reliable, controllable and predictable solution to America's biggest problem. Strong leadership teams and a natural order are already in place within cities — in governments and local business and philanthropic entities, with caring leaders working on initiatives to fuel local economic growth and to create good jobs. The feat these leaders have to pull off is doubling their entrepreneurial energy by aligning their local forces: local tribal leaders, super mentors and universities. Winning the jobs war will require all hands on deck, and failure is not an option, especially for the United States, which has been the global leader in promoting freedom and entrepreneurship. America's place in the world is at stake, and there are other countries poised to surpass a sputtering U.S. economy that is currently growing at only 2% annually. The biggest threat? China, with a GDP that is increasing at nearly 10% annually — a pace that will make it the world's leading and most influential economy within the next 30 years. While the statistics are dire, Clifton remains optimistic about America's ability to win the jobs war because America has been here before. "The Greatest Generation saved America by beating the Japanese and Germans at [World War II]. The Baby Boomers saved America a second time by beating the same foes, Japan and Germany, in an economic war that determined the leadership of the free world, again," he says. The Coming Jobs War offers a clear, brutally honest look at America's biggest problem and a cogent prescription for solving it. The authors present a powerful and tested approach that helps managers see a business's every action through the eyes of its customers. This approach is organized around the values that matter most to customers: Acceptability, Affordability, Accessibility and Awareness. Taken together, these attributes are called the "4A's." The 4A framework derives from a customer-value perspective based on the four distinct roles that customers play in the market: seekers, selectors, payers and users. For a marketing campaign to succeed, it must achieve high marks on all four A's, using a blend of marketing and non-marketing resources. The 4A framework helps companies create value for customers by identifying exactly what they want and need, as well as by uncovering new wants and needs. (For example, none of us knew we "needed" an iPad until Apple created it.) That means not only ensuring that customers are aware of the product, but also ensuring that the product is affordable, accessible and acceptable to them. Throughout this book, the authors demonstrate how looking at the world through the 4A lens helps companies avoid marketing myopia (an excessive focus on the product) as well as managerial myopia (an excessive focus on process). In fact, it

is a powerful way to operationalize the marketing concept; it enables managers to look at the world through the customer's eyes. This ability has become an absolute necessity for success in today's hyper-competitive marketplace.

Cutting through the hype, a practical guide to using artificial intelligence for business benefits and competitive advantage. In *The AI Advantage*, Thomas Davenport offers a guide to using artificial intelligence in business. He describes what technologies are available and how companies can use them for business benefits and competitive advantage. He cuts through the hype of the AI craze—remember when it seemed plausible that IBM's Watson could cure cancer?—to explain how businesses can put artificial intelligence to work now, in the real world. His key recommendation: don't go for the "moonshot" (curing cancer, or synthesizing all investment knowledge); look for the "low-hanging fruit" to make your company more efficient. Davenport explains that the business value AI offers is solid rather than sexy or splashy. AI will improve products and processes and make decisions better informed—important but largely invisible tasks. AI technologies won't replace human workers but augment their capabilities, with smart machines to work alongside smart people. AI can automate structured and repetitive work; provide extensive analysis of data through machine learning ("analytics on steroids"), and engage with customers and employees via chatbots and intelligent agents. Companies should experiment with these technologies and develop their own expertise. Davenport describes the major AI technologies and explains how they are being used, reports on the AI work done by large commercial enterprises like Amazon and Google, and outlines strategies and steps to becoming a cognitive corporation. This book provides an invaluable guide to the real-world future of business AI. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

The AI Advantage

The B Corp Handbook

The Making of Marico

The Extraordinary Power of Caring for Your People Like Family

Tectonic Shift

The Everyday Guide to Being Brave at Work

How One Great Team Can Transform an Entire Organization

A comprehensive foundation for stakeholder theory, written by many of the most respected and highly cited experts in the field.

While the world is still coming to grips with the implications of globalization, Tectonic Shift investigates what the globe's economic and geopolitical future looks like and discovers the unfolding of an unprecedented realignment of forces. Based on extensive study and analysis, the authors of this compelling book argue that regionalization will replace the much celebrated globalization, characterized by extensive North-South integration between developed and developing nations. They describe how the world is evolving into three huge economic and political unions, which will take shape by 2020, and predict that: - The EU will expand both eastward as well as to the south, right up to Southern Africa. - The Asian block, initially led by Japan and then by China, will encompass a united Korea, ASEAN, Australia and New Zealand and create a vast free trade area by approximately 2015. - The US and Latin American nations will revive the Free Trade Area of the Americas (FTAA), and will be joined by the UK. - South Asia will have its own free trade area, which will eventually ally with the FTAA. Sheth and Sisodia argue that these evolving, strategic partnerships will involve free trade, monetary union, cross-border infrastructure investments, regional development agencies, and conflict resolution mechanisms. They also discuss the key steps that each region will have to take to be successful, and how it can overcome obstacles to change. Handled properly, the authors further argue, this evolution will result in faster and broader economic development coupled with diminished conflict among nations.

This book explores the changing socio-economic and technological landscape of the 21 century and what it means. It adopts an industrial economic approach, whilst proposing a road map leading to the adoption of a 'societal market economy' model as an appealing and politically acceptable third-way between capitalism and socialism.

The best of the best strategies from leading marketers There are millions of ways to speak to your market today; this makes choosing the best approach all the more important. With methods, tricks, techniques, strategies, and platforms suited for companies and budgets of all sizes, Mastering the World of Marketing reveals how 50 of the top marketers working today generate leads, create brand recognition, and capture new customers. Covering both offline and online channels, this comprehensive guide examines traditional, alternative, and hybrid approaches, giving you the full range of what works today so you can choose what suits your business needs best. Includes networking, word of mouth marketing, customer referrals, yellow page directories, radio, print, email marketing, direct mail, internet marketing, social media marketing, public relations, and advertising Includes chapters from contributors such as Chris Brogan, Tony Hsieh, Jack Trout, David Meerman Scott, Guy Kawasaki, Peter Shankman, Scott Stratten, Mari Smith, Gary Vaynerchuck, and more! A value-packed resource that offers unparalleled access to today's brightest marketing stars, Mastering the World of Marketing gives you all the marketing tools you need to reach your audience with compelling, winning messages

The Rule of Three

The State of the Art

Four A's of Marketing

Evolved Enterprise

Rethinking the Market Economy

Change the Game

How World-Class Companies Profit from Passion and Purpose

Why did Ratan Tata decide to pay for all the victims of 26/11 whether injured in the Taj or anywhere else? Why did HDFC's Aditya Puri insist that employees leave for home by 5.30 p.m.? How did HUL develop a cheaper, better product to beat its competitor, Nirma? What do Taj Hotels, HDFC, HUL, L&T and BPCL have in common? They are the win-win corporations! Based on over a decade of research, Shashank Shah takes these truly outstanding Indian companies and studies how they do business. Each of these companies has exceptional practices when it comes to stakeholder management. Whether the stakeholder is an employee, customer, investor, vendor or even society at large, these companies reveal how looking at everyone else's interests doesn't really mean compromising on your own.

Often, the two complement each other and that is what makes a win-win solution for everyone. This book gives an inside look into what motivates exceptional companies and how they are a cut above the rest. Full of fascinating anecdotes, leadership philosophy and background stories of organizations, Win-Win Corporations is an inspiring read into what makes companies great.

New York Times bestselling author LaVyrle Spencer presents one of her most beloved, enduring stories... Hoping to escape the shame of her street urchin's life in Boston, Anna Reardon plotted a desperate scheme—to become Karl Lindstrom's mail-order bride in the beautiful, dangerous frontier of Minnesota. A kind and gentle man, Karl forgave Anna for her deceptions. But there was still one burning secret she had to hide from him, knowing its revelation would destroy the love they had come to cherish.

An inspirational, practical, and research-based guide for standing up and speaking out skillfully at work. Have you ever wanted to disagree with your boss? Speak up about your company's lack of diversity or unequal pay practices? Make a tough decision you knew would be unpopular? We all have opportunities to be courageous at work. But since courage requires risk—to our reputations, our social standing, and, in some cases, our jobs—we often fail to act, which leaves us feeling powerless and regretful for not doing what we know is right. There's a better way to handle these crucial moments—and Choosing Courage provides the moral imperative and research-based tactics to help you become more competently courageous at work. Doing for courage what Angela Duckworth has done for grit and Brene Brown for vulnerability, Jim Detert, the world's foremost expert on workplace courage, explains that courage isn't a character trait that only a few possess; it's a virtue developed through practice. And with the right attitude and approach, you can learn to hone it like any other skill and incorporate it into your everyday life. Full of stories of ordinary people who've acted courageously, Choosing Courage will give you a fresh perspective on the power of voicing your authentic ideas and opinions. Whether you're looking to make a mark, stay true to your values, act with more integrity, or simply grow as a professional, this is the guide you need to achieve greater impact at work.

It's a fact that people are increasingly searching for higher meaning in their lives, both in their personal and professional ones. Nowadays people are happier working for companies that not only offer and deliver results and profits but also emotional and social values."Firms of Endearment" illustrates this concept and explains how its not just about corporate social responsibility anymore, but is about building companies that can sustain success in a radically new era - an era where the focus for companies is 'share of heart' not just share of wallet. It looks at the workings behind hugely.

Harsh Realities

How to Use Business as a Force for Good

Five Ways to Lead

Liberating the Heroic Spirit of Business

Firms of Endearment: How World-Class Companies Profit from Passion and Purpose

How to Re-Think, Re-Image and Re-Invent Your Business to Deliver Meaningful Impact and Even Greater Profits

Conscious Capitalism Field Guide

Build conscious leadership into your business. You subscribe to the basic idea that business can do more than make money, but you're not sure how to act on that conviction or how to share it with the rest of your organization. The Conscious Capitalism Field Guide is an authoritative follow-up to the bestselling book Conscious Capitalism, by John Mackey, CEO of Whole Foods Market, and leader Raj Sisodia--gives you the tools for sharing and implementing the principles of higher purpose and conscious business throughout your organization. This practical guide provides hands-on materials--the same tools used in companies such as Whole Foods Market, United Airlines, Life is Good, The Container Store, Barry-Wehmler, Zappos, and many others--that you can use on your own, with your team, or with others throughout your organization to build conscious leadership and practices into your business. Organized according to the core principles (higher purpose, stakeholder orientation, conscious leadership, and conscious culture) of Conscious Capitalism, the Field Guide provides exercises, worksheets, checklists, and instructions--for use both individually and with teams--as well as advice, examples, and life stories to help you apply these ideas and make them come alive in your organization. You and your team will: write a purpose statement learn how to create win-win-win relationships with all your stakeholders create a "culture playbook" for your company develop a leadership checklist for your organization build a personal leadership development plan set priorities for the coming year and more. Name any industry and more likely than not you will find that the three strongest, most efficient companies control 70 to 90% of the market. Here are just a few examples: McDonald's, Burger King, and Wendy's General Mills, Kellogg, and Post Nike, Adidas, and Under Armour Bank of America, Chase Manhattan, and Banc One American, United, and Delta Merck, Johnson & Johnson, and Bristol-Myers Squibb. Based on extensive studies of market forces, the distinguished business school strategists and corporate advisers Jagdish Sheth and Rajendra Sisodia show that natural competitive forces shape the vast majority of companies under "the rule of three." This simple concept has powerful strategic implications for businesses large and small alike. Drawing on years of research covering hundreds of industries both local and global, The Rule of Three documents the evolution of markets into two complementary sectors -- generalists, which cater to a large, mainstream group of customers; and specialists, which satisfy the needs of customers at both the high and low ends of the market. Any company caught in the middle ("the ditch") is likely to be swallowed up or destroyed. Sheth and Sisodia show how markets resemble a shopping mall with specialty shops anchored by large stores. Drawing wisdom from these markets, The Rule of Three offers counterintuitive insights, with suggested strategies for the "Big 3" players, as well as for mid-sized companies that may want to mount a challenge and for specialists striving to flourish in the shadow of industry giants. The book explains how to recognize and respond to market disruptions that can result in serious reversals and upheavals for companies caught unprepared. Such disruptions include technological shifts, regulatory shifts, innovations in distribution and packaging, demographic and cultural shifts, and venture capital and other forms of investor funding. Years in the making and sweeping in scope, The Rule of Three provides authoritative, research-backed insights into market dynamics that no business manager should be without.

An employer's guide to build motivation with the employees.

What does it take to be a leader of the future? There's a new breed of leader on the block: leaders who see themselves, their companies, and the world completely differently. They run their companies uniquely and they are flourishing in a world that's more interconnected and waking up - and this demands a new approach. These leaders are Conscious Leaders. Is this leader you? In this book you will learn: How to practise conscious self-mastery How to consciously relate to others How to ensure your team are bringing their best selves to work How to ignite passion and spark innovative energy What collaboration beyond competition really looks like How to maximize your positive impact on the world How to find purpose beyond profit This book guides you towards the abundance that is possible.

leadership, helping you to develop an attitude of generosity in a universe of possibility."

The Cambridge Handbook of Stakeholder Theory

Becoming a Conscious Leader

Rehumanizing the Workplace

Shakti Leadership

How World-class Companies Profit from Passion and Purpose

The Orange Revolution

Tools for Transforming Your Organization

The bestselling book, now with a new preface by the authors At once a bold defense and reimagining of capitalism and a blueprint for a new system for doing business, Conscious Capitalism is for anyone hoping to build a more cooperative, humane, and positive future. Whole Foods Market cofounder John Mackey and professor and Conscious Capitalism, Inc. cofounder Raj Sisodia argue that both business and capitalism are inherently good, and they use some of today ' s best-known and most successful companies to illustrate their point. From Southwest Airlines, UPS, and Tata to Costco, Panera, Google, the Container Store, and Amazon, today ' s organizations are creating value for all stakeholders—including customers, employees, suppliers, investors, society, and the environment. Read this book and you ' ll better understand how four specific tenets—higher purpose, stakeholder integration, conscious leadership, and conscious culture and management—can help build strong businesses, move capitalism closer to its highest potential, and foster a more positive environment for all of us.

A WALL STREET JOURNAL BESTSELLER! From Whole Foods CEO John Mackey and his coauthors, a follow-up to groundbreaking bestseller Conscious Capitalism—revealing what it takes to lead a purpose-driven, sustainable business. John Mackey started a movement when he founded Whole Foods, bringing natural, organic food to the masses and not only changing the market, but breaking the mold. Now, for the first time, Conscious Leadership closely explores the vision, virtues, and mindset that have informed Mackey ' s own leadership journey, providing a roadmap for innovative, value-based leadership—in business and in society. Conscious Leadership demystifies strategies that have helped Mackey shepherd Whole Foods through four decades of incredible growth and innovation, including its recent sale to Amazon. Each chapter will challenge you to rethink conventional business wisdom through anecdotes, case studies, profiles of conscious leaders, and innovative techniques for self-development, culminating in an empowering call to action for entrepreneurs and trailblazers—to step up as leaders who see beyond the bottom line. Our quest for prosperity has produced great output but not always great outcomes. The growing list of concerns includes climate and natural capital, abuse of wealth and market power, economic insecurity, gender bias and disparity, competitive and immoderate consumption, and unhealthy lifestyles. Fundamentally, when it comes to well-being, fairness, and the scope of our humanity, the modern economic system still leaves much to be desired. In turn, trust in business and the liberal market system (a.k.a. "capitalism") has been declining and regulation has been rising. Thankfully, a variety of forces-civic, economic, and intellectual-have been probing for better alternatives. The contributions in this volume, coauthored by eminent philosophers, social scientists, and thoughtful business leaders, are submitted in this spirit. Mutuality, or the exchange of benefits, has been established as the prime principle of action and inter-action in addressing the chronic dilemma of human interdependence. Mutuality is a fundament in the social contract approach and it continues to serve us well. But, to address more robustly the concerns outlined above, we need to conceive a cultural economic system that is anchored on more than mutuality. In particular, we must help evolve an economic paradigm where mutuality is more systematically complemented by reasoned and elective morality. Otherwise the design of the state as protector and buffer between the market and society will remain the central (if inadequate) remedy. The essays in this volume integrate philosophy and social science to outline and explore concrete approaches to these important concerns emanating from business practice and theory.

Why do so many good companies engage in self-destructive behavior? This book identifies seven dangerous habits even well-run companies fall victim to – and helps you diagnose and break these habits before they destroy you. Through case studies from some of yesterday ' s most widely praised corporate icons, you ' ll learn how companies slip into " addiction " and slide off the rails...why some never turn around...and how others achieve powerful turnarounds, moving on to unprecedented levels of success. You ' ll learn how an obsession with volume leads inexorably to rising costs and falling margins...how companies fall victim to denial, myth, ritual, and orthodoxy... how they start wasting vital energy on culture conflict and turf wars...how they blind themselves to emerging competition...how they become arrogant, complacent, and far too dependent on their traditional competences. Most important, you ' ll find specific, detailed techniques for " curing " – or, better yet, preventing – every one of these self-destructive habits. The " cocoon " of denial Find it, admit it, assess it, and escape it The stigma of arrogance Escape this fault that " breeds in a dark, closed room " The virus of complacency Six warning signs and five solutions The curse of incumbency Stop your core competencies from blinding you to new opportunities The threat of myopia Widen your view of your competitors – and the dangers they pose The obsession of volume Get beyond " rising volumes and shrinking margins " The territorial impulse Break down the silos, factions, fiefdoms, and ivory towers

The 4 A's of Marketing

Conscious Capitalism, With a New Preface by the Authors

Perspectives Integrating Philosophy and Social Science

Win-Win Corporations

How Entangled Companies Move Beyond Employee Engagement for Remarkable Results

It's My Company Too!

Future-Proofing Your Organization While Restoring Hope, Well-Being, and Performance

Today's best companies get it. From retail to finance and industries in between, the organizations who recognize that doing good is good business are becoming the ultimate value creators. They're changing their culture and generating every form of value that matters: emotional, experiential, social, and financial. And they're doing it for all their stakeholders.

Not because it's simply politically correct, because it's the only path to long-term competitive advantage. These are the firms of endearment. Companies people love doing business with, working for and collaborating with as partners. Since the publication of the First Edition, the concept of corporate social responsibility has become embraced as a valid, important, and profitable business model. It is a trend that has transformed the workplace and corporate world. This Second Edition updates the examples, cases, and applications from the original edition, giving readers insight into how this hallmark of the modern organization is practiced today.

Includes bibliographical references and index.

"Bob Chapman, CEO of the \$1.7 billion manufacturing company Barry-Wehmiller, is on a mission to change the way businesses treat their employees." - Inc. Magazine Starting in 1997, Bob Chapman and Barry-Wehmiller have pioneered a dramatically different approach to leadership that creates off-the-charts morale, loyalty, creativity, and business performance. The company utterly rejects the idea that employees are simply functions, to be moved around, "managed" with carrots and sticks, or discarded at will. Instead, Barry-Wehmiller manifests the reality that every single person matters, just like in a family. That's not a cliché on a mission statement; it's the bedrock of the company's success. During tough times a family pulls together, makes sacrifices together, and endures short-term pain together. If a parent loses his or her job, a family doesn't lay off one of the kids. That's the approach Barry-Wehmiller took when the Great Recession caused revenue to plunge for more than a year. Instead of mass layoffs, they found creative and caring ways to cut costs, such as asking team members to take a month of unpaid leave. As a result, Barry-Wehmiller emerged from the downturn with higher employee morale than ever before. It's natural to be skeptical when you first hear about this approach. Every time Barry-Wehmiller acquires a company that relied on traditional management practices, the new team members are skeptical too. But they soon learn what it's like to work at an exceptional workplace where the goal is for everyone to feel trusted and cared for—and where it's expected that they will justify that trust by caring for each other and putting the common good first. Chapman and coauthor Raj Sisodia show how any organization can reject the traumatic consequences of rolling layoffs, dehumanizing rules, and hypercompetitive cultures. Once you stop treating people like functions or costs, disengaged workers begin to share their gifts and talents toward a shared future. Uninspired workers stop feeling that their jobs have no meaning. Frustrated workers stop taking their bad days out on their spouses and kids. And everyone stops counting the minutes until it's time to go home. This book chronicles Chapman's journey to find his true calling, going behind the scenes as his team tackles real-world challenges with caring, empathy, and inspiration. It also provides clear steps to transform your own workplace, whether you lead two people or two hundred thousand. While the Barry-Wehmiller way isn't easy, it is simple. As the authors put it: "Everyone wants to do better. Trust them. Leaders are everywhere. Find them. People achieve good things, big and small, every day. Celebrate them. Some people wish things were different. Listen to them. Everybody matters. Show them."

How To Shift Your Company Beyond Being Transactional to Truly Transform and Even Transcend Business...Forever Evolved Enterprise is an illustrated journey for 21st century entrepreneurs ready to explore how greater purpose, joy and meaningful impact create fierce brand loyalty, marketplace leadership and deliver exceptional profits.

Conscious Leadership

How to Put the Artificial Intelligence Revolution to Work

Firms of Endearment

New Challenges, New Ideas, New Opportunities

Putting Purpose Into Practice

Choosing Courage

The Self-Destructive Habits of Good Companies

Argues that the best patient care is predicated on hospital managers assembling and engaging high-performance employees and providing them with the tools and guidelines that allow them to take personal responsibility for their results.

In the face of constant change, the nature of business must evolve rapidly if it is to remain relevant to society at large. How then should business change to meet the requirements of the 21st century, in which unbridled globalization and technological advancements are having profound affects on the wellbeing and prosperity of both the people and the planet? The achievement of purpose is the key to successful transformation - not just having a purpose, but making that purpose real at every level of the organization. This is the first book to provide a precise description of how companies can put purpose into practice. Based on a groundbreaking research project undertaken jointly between the Saïd Business School at the University of Oxford and Mars Catalyst, the think tank of Mars Inc., it provides a highly accessible account of how companies should determine and implement their corporate purposes. It outlines why corporate purpose is so important and how it can both address the major challenges the world faces today and deliver enhanced performance for business. Fourteen detailed case studies illustrate how companies of different sizes, sectors, and geographies have put purpose into practice and their experiences of doing so. These cases give deep insights into the way in which companies can build purposeful businesses, map and shape their ecosystems, identify failures and problems, align management, and create partnerships to deliver their purposes against which they can

measure their performance. The achievement of purpose is a very real issue that every responsible leader in business, finance, and business academia must now face. This book will equip executives, managers, investors, and policymakers with the tools that they require to understand how the notion of corporate purpose should become a corporate reality.

Breaking away from the shackles of family-run Bombay Oils Industries Ltd, Harsh Mariwala founded Marico in 1987. Today, the homegrown Marico is a leading international FMCG giant which recorded an annual turnover of over Rs 8000 crore last year. Their products, like Parachute, Nihar Naturals, Saffola, Set Wet, Livon and Mediker, are market leaders in their categories. This is the story of grit, gumption and growth, and of the core values of trust, transparency and innovation which have brought the company to its current stature. Co-authored by leading management thinker and guru Ram Charan, *Harsh Realities* is a much-awaited business book by an innovative and clear-headed leader who built a highly professional, competitive business from the ground up.

The image of modern corporations has been shaped by a profits over people approach, but we are at a point where business must take the lead in healing the crises of our time. *The Healing Organization* shows how corporations can become healing forces. Conscious Capitalism pioneer Raj Sisodia and organizational innovation expert Michael J. Gelb were inspired to write this book because of the epidemic of unnecessary suffering connected with business, including the destruction of the environment; increasing numbers living paycheck-to-paycheck and barely surviving; and rising rates of depression and stress leading to chronic health problems. Based on extensive in-depth interviews and inspiring case studies, Sisodia and Gelb show how companies such as Shake Shack, Hyatt, KIND Healthy Snacks, Eileen Fisher, H-E-B, FIFCO, Jaipur Rugs and DTE Energy are healing their employees, customers, communities and other stakeholders. They represent a diverse sampling of industries and geographies, but they all have significant elements in common, besides being profitable enterprises: Their employees love coming to work. They have passionately loyal customers. They make a significant positive difference to the communities they serve. They preserve and restore the ecosystems in which they operate. The enmity and dividedness between those who champion unfettered capitalism and those who advocate socialism is exacerbating rather than solving our problems. In a world that urgently needs healing on many levels, this is a movement whose time has come. *The Healing Organization* shows how it can be done, how it is being done, and how you can begin to do it too.

Surviving and Thriving in Competitive Markets

Co-Active Leadership

Seven Ways to Influence Without Intimidation

The Economics of Mutuality

Awakening the Conscience of Business to Help Save the World

Mastering the World of Marketing

The Geoeconomic Realignment of Globalizing Markets

Join a Growing movement: Learn how you can join a fast-growing global movement to redefine success in business—led by well-known icons like Patagonia and Ben & Jerry's as well as disruptive upstarts like Warby Parker and Etsy—recently covered by the *New York Times*, the *Economist*, the *Wall Street Journal*, *Entrepreneur*, and *Inc*. **Build a better business: Drawing on best practices from 100+ B Corps, this book shows that using business as a force for good can help distinguish your company in a crowded market, attract and retain the best employees, and increase customer trust, loyalty, and evangelism for your brand. More than 1,000 companies from 80 industries and 30 countries are leading a global movement to redefine success in business. They're called B Corporations—B Corps for short—and these businesses create high-quality jobs, help build stronger communities, and restore the environment, all while generating solid financial returns. Author and B Corp owner Ryan Honeyman worked closely with over 100 B Corp CEOs and senior executives to share their tips, advice, and best-practice ideas for how to build a better business and how to meet the rigorous standards for—and enjoy the benefits of—B Corp certification. This book makes the business case for improving your social and environmental performance and offers a step-by-step “quick start guide” on how your company can join an innovative and rapidly expanding community of businesses that want to make money and make a difference.**

The Respectful Leader

And Build Your Brand on Purpose

Get Your Head Out of Your Bottom Line

Everybody Matters