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John E Mackey

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Conscious Capitalism:
Liberating the Heroic Spirit
of Business - John Mackey,
CEO of Wholefoods Conscious

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The Heroic Spirit of Business |

Joe E Mackey
The Four Tenets Conscious

~~Capitalism: Liberating the~~

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~~— Joe Hardt 4 Principles of~~

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with John Mackey Co-founder
and Co-CEO of Whole Foods
Market Inno-Versity
~~Presents: Raj Sisodia's~~
~~Conscious Capitalism~~
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Mackey - Conscious
Capitalism | Company Info |
Whole Foods Market Whole

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*Foods Co-CEO w/ Glenn Beck
discussing Conscious
Capitalism Liberating Spirit
of Business Conscious
Capitalism with Corey Blake*

The Predictable Rise of
Conscious Capitalism **Most
Profitable Franchises in**

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~~Grocery Industry~~ *Conscious
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~~Not Business As Usual~~

~~Documentary Whole Foods Co-
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Start Your Own Business

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~~"Conscious Capitalism"~~

Conscious Capitalism:

Liberating the Heroic Spirit

of Business by Raj Sisodia,

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John Mackey *A Journey to
Conscious Capitalism* | Mike
McFall \u0026amp; Robert Fish |
TEDxDetroit *What is
Conscious Capitalism?* | FT
Business

A Conversation with John
Mackey, CEO of Whole Foods

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Market *Conscious Capitalism*

Unpacked: An Evening with

Raj Sisodia ~~Conscious~~

~~Capitalism Liberating The~~

~~Heroic~~

The rub is that conscious
capitalism only makes sense
when you have become

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Heroic Spirit Of Business to
understand what it means.
Until you do the work on
your self and become more
aware and more conscious -
you will never really be
aligned with these ideas,
and if you are not aligned,

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Your business will not
become a conscious business.

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The title of Conscious
Capitalism: Liberating the

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begs the question, "Really?"
With corporate greed and
misdeeds undermining
American's faith in
capitalism it's not easy to
envision business as the
hero of the story. As I

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picked up the book, I
thought to myself, "Sounds
too good to be true,
convince me".

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an inspiring defense of free
enterprise an exceptional
guide to best practices in
organizational
leadership... "Conscious
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is a treatise for a cultural

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Wesley Gant,
"Values and Capitalism," an
initiative at the American
Enterprise Institute

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Conscious Capitalism is a fantastic book. It brings hope, understanding, clarity and illumination to the often murky and underhand world of big business. At last I can see what capitalism is meant to be,

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where capitalism has gone
wrong and how we can get
back to a magnanimous system
that can benefit all of us
and the world around us.

~~Conscious Capitalism:
Liberating the Heroic Spirit~~

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of ~~...~~ Heroic Spirit Of Business

John E. Mackey
Here is a quick description
and cover image of book
Conscious Capitalism, With a
New Preface by the Authors:
Liberating the Heroic Spirit
of Business written by John
E. Mackey which was

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Conscious Capitalism, With a
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Conscious Capitalism:
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of Business. Boston, Mass.:
Harvard Business Review
Press, 2013. Print. Note!

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John E Mackey

~~Conscious capitalism :
liberating the heroic spirit
of...~~

“Conscious capitalism is an
evolving paradigm for
business that simultaneously

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John E. Mackey
creates multiple kinds of
value and well-being for all
stakeholders: financial,
intellectual, physical,
ecological,...

~~BOOK REVIEW: 'Conscious
Capitalism' - Washington~~

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The basis of Conscious
Capitalism is the moral and
economic superiority of
Conscious Capitalism over
all other economic theories.
It has proven to grow
companies and countries

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faster than all competing
ideas while at the same time
raising the happiness
quotient of its
beneficiaries.

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New Preface by the Authors~~

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Conscious Capitalism, Inc.
supports a global community
of business leaders
dedicated to elevating
humanity through business.
We provide mid-market
executives with innovative

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and inspiring experiences
designed to level-up their
business operations and
collectively demonstrate
capitalism as a powerful
force for good when
practiced consciously.

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Capitalism

John E. Mackey
A strong believer in free market principles, Mackey co-founded the Conscious Capitalism Movement (<https://consciouscapitalism.org/>) and co-authored a New York

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Times and Wall Street
Journal best-selling book
entitled Conscious
Capitalism, Liberating the
Heroic Spirit of Business to
boldly defend and re-imagine
capitalism, and encourage a
way of doing business that

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Capitalism Liberating The
Heroic Spirit Of Business
is grounded in ethical
consciousness.
John E Mackey

~~John Mackey — Conscious
Capitalism~~

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Kirkus. Whole Foods co-
founder Mackey, writing with
economist Sisodia, offers a
persuasive paean to free
enterprise."In the long arc
of history, no human
creation has had a greater
positive impact on more ...

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Second Edition: How You Can
Use Business as a Force for
Good by Ryan Honeyman

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Paperback \$38.16
John E Mackey

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by Mackey, John, Sisodia,
Rajendra, George, Bill.

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John E Mackey

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Conscious Capitalism helps
us better understand how

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John E Mackey

companies such as Southwest
Airlines, Costco, UPS,
Panera, Patagonia, Google,
The Container Store, and
many others, use four
specific tenets—higher
purpose, stakeholder
integration, conscious

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John E. Mackey
Leadership, and conscious
culture and management—to
build strong businesses,
advance capitalism toward
its highest potential, and
foster a more positive
environment for all of us.

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~~Conscious Capitalism:
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The term conscious
capitalism refers to
businesses that serve the
interests of all major
stakeholders—customers,

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employees, investors,
communities, suppliers, and
the environment. Mackey's
realization of conscious
capitalism began on Memorial
Day 1981, as the fledgling
Whole Foods Market was
basically wiped out by a

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John E Mackey

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Preface by ...~~

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of Business John Mackey,

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Rajendra Sisodia, Bill
George A New York Times and
Wall Street Journal

Bestseller In this book,
Whole Foods Market cofounder
John Mackey and professor
and Conscious Capitalism,
Inc. cofounder Raj Sisodia

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John E. Mackey
argue for the inherent good
of both business and
capitalism.

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A strong believer in free-

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market principles, Mackey co-
founded the Conscious
Capitalism Movement and co-
authored a New York Times
and Wall Street Journal best-
selling book entitled
Conscious Capitalism,
Liberating the Heroic Spirit

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of Business to boldly defend
and re-imagine capitalism,
and encourage a way of doing
business that is grounded in
ethical consciousness.

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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

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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

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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,

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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

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How four specific Business

tenets—higher purpose,
stakeholder integration,
conscious leadership, and
conscious culture and
management—can help build
strong businesses, move
capitalism closer to its

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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

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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,

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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

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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

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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

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John E Mackey
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

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Today's best companies get it. From Costco® to Commerce Bank, Wegmans to Whole Foods®: they're becoming the ultimate value creators.

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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

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John E Mackey
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

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“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

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Heroic Spirit Of Business
John E. Mackey
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

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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,

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the very spirit of capitalism.
Increasingly, today's most
successful companies are
bringing love, joy,
authenticity, empathy, and
soulfulness into their
businesses: they are
delivering emotional,

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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

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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

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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

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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

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"You're going to sell what? Empty Boxes?" Back in 1978, Kip Tindell (Chairman & CEO of The Container Store) and his partners had the vision that people were eager to

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find solutions to save both
space and time - and they
were definitely onto
something. A new category of
the retailing industry was
born - storage and
organization. Today, with
stores nationwide and with

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more than 5,000 loyal business
employees, the company
couldn't be stronger. Over
the years, The Container
Store has been lauded for
its commitment to its
employees and focus on its
original concept and

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Inventory mix as the formula
for its success. But for
Tindell, the goal never has
been growth for growth's
sake. Rather, it is to
adhere to the company's
values-based business
philosophies, which center

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on an employee-first
culture, superior customer
service and strict
merchandising. The Container
Store has been named on
Fortune magazine's "100 Best
Companies To Work For" list
for 15 consecutive years.

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Even better, The Container Store has millions of loyal customers. In Uncontainable, Tindell reveals his approach for building a business where everyone associated with it thrives through embodying the tenets of

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Tindell's seven Foundation Principles are the roadmap that drives everyone at The Container Store to achieve the goals of the company. Uncontainable shows how other businesses can adapt

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this approach toward what
Tindell calls the most
profitable, sustainable and
fun way of doing business.
Tindell is that rare CEO who
fully embraces the "Golden
Rule" of business - where
all stakeholders -

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employees, customers,
vendors, shareholder, the
community - are successful
through a harmonic balance
of win-wins.

The image of modern
corporations has been shaped

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by a focus on profits over people and the environment, but this approach to capitalism is no longer viable. We are at an inflection point where business must take the lead in healing the crises of our

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time. The Healing Of Business
Organization shows how
corporations can become
healing forces. Conscious
Capitalism pioneer Raj
Sisodia and organizational
innovation expert Michael J.
Gelb were inspired to write

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The Healing Spirit Of Business
because of the epidemic of
unnecessary suffering
connected with business,
including the destruction of
the environment; increasing
numbers living paycheck-to-
paycheck and barely

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Surviving (despite working
full-time or even multiple
jobs); rising rates of
depression and stress
leading to chronic health
problems; and because the
enmity and dividedness
between those who champion

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unfettered spirit of business and those who advocate socialism is exacerbating rather than solving our problems. Based on extensive in-depth interviews and inspiring case studies, the authors show how companies such as

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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

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of industries and Business
geographies, but they all
have significant elements in
common, besides being
profitable enterprises:
Their employees love coming
to work. They have
passionately loyal

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customers. They make a significant positive difference to the communities they serve. They preserve and restore the ecosystems in which they operate. In a world that urgently needs healing on

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Jon M. Mackey

many levels, this is a movement whose time has come,. This book shows how it can be done, how it is being done, and how you can begin to do it too.

A year's worth of management

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wisdom, all in one place.

We've reviewed the ideas,
insights, and best practices
from the past year of
Harvard Business Review to
keep you up-to-date on the
most cutting-edge,
influential thinking driving

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business today. With authors
from Michael E. Porter to
John E. Mackey
Katrina Lake and company
examples from Alibaba to 3M,
this volume brings the most
current and important
management conversations
right to your fingertips.

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This book will inspire you
to: Ask better questions to
boost your learning,
persuade others, and
negotiate more effectively
Create workplace conditions
where gender equity can
thrive Boost results by

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allowing humans and AI to
enhance one another's
strengths Make better
connections with your
customers by giving them a
glimpse inside your company
Scale your agile processes
from a few teams to hundreds

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Build a commitment to both
economic and social values
in your organization Prepare
your company for a rapidly
aging workforce and society
This collection of articles
includes "The Surprising
Power of Questions," by

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Alison Wood Brooks and
Leslie K. John; "Strategy
Needs Creativity," by Adam
Brandenburger; "What Most
People Get Wrong about Men
and Women," by Catherine H.
Tinsley and Robin J. Ely;
"Collaborative Intelligence:

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Humans and AI Are Joining
Forces," by H. James Wilson
and Paul R. Daugherty;
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"Strategy for Start-Ups," by
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and Scott Stern; "Agile at
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Noble; "Operational
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Buell; "The Dual-Purpose
Playbook," by Julie
Battilana, Anne-Claire

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Pache, Metin Sengul, and
Marissa Kimsey; "How CEOs
Manage Time," by Michael E.
Porter and Nitin Nohria; and
"When No One Retires," by
Paul Irving.

"Bob Chapman, CEO of the

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\$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

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JOHN E. MACKAY
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

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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

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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

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John E. Mackey
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

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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

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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

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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.

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Human Spirit Of Business
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

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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

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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

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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-

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Wehmler 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

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people wish things were
different. Listen to them.
Everybody matters. Show
them."

Unlocking the Source for
True Leadership Too many
people, men and women alike,

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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,

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social breakdown, stress,
depression, and a host of
other serious problems.

John E. Mackey
Nilima Bhat and Raj Sisodia
show us a more balanced way,
an archetype of leadership
that is generative,
cooperative, creative,

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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.

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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

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act from a consciousness of
life-giving caring,
creativity, and
sustainability to achieve
self-mastery internally and
be of selfless service to
the world.

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B Corps are a global
movement of more than 2,700
companies in 60
countries—like Patagonia,
Ben & Jerry's, Kickstarter,
Danone North America, and
Eileen Fisher—that are using
the power of business as a

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force for good. B Corps have been certified to have met rigorous standards of social and environmental performance, accountability, and transparency. This book is the authoritative guide to the what, why, and how of

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B Corp certification.

Coauthors Ryan Honeyman and Dr. Tiffany Jana spoke with the leaders of over 200 B Corps from around the world to get their insights on becoming a Certified B Corp, improving their social and

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environmental performance,
and building a more
inclusive economy. The
second edition has been
completely revised and
updated to include a much
stronger focus on diversity,
equity, and inclusion (DEI).

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These changes are important because DEI can no longer be a side conversation—it must be a core value for any company that aspires to make money and make a difference. While this book is framed around the B Corp movement,

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any company, regardless of size, industry, or location, can use the tools contained here to learn how to build a better business. As the authors vividly demonstrate, using business as a force for good can help you

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attract and retain the best talent, distinguish your company in a crowded market, and increase trust in your brand.

A Financial Times Book of
the Year 2020! Should

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companies be run for profit or purpose? In this groundbreaking book, acclaimed finance professor and TED speaker Alex Edmans shows it's not an either-or choice. Drawing from real-life examples spanning

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Industries and Countries,
Edmans demonstrates that
purpose-driven businesses
are consistently more
successful in the long-term.
But a purposeful company
must navigate difficult
trade-offs and take tough

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decisions. Edmans provides a roadmap for company leaders to put purpose into practice, and overcome the hurdles that hold many back. He explains how investors can discern which companies are truly purposeful and how

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to engage with them to
unleash value for both
shareholders and society.

And he highlights the role
that citizens can play in
reshaping business to
improve our world. This
edition has been thoroughly

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updated to include the
pandemic, the latest
research, and new insights
on how to make purpose a
reality.

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