

Conscious Capitalism Liberating The Heroic Spirit Of Business

An all-new guide to help first-time managers and supervisors develop effective communication skills for leading and inspiring their staff. From the author of *How to Say It(r) at Work*, a one-stop communication primer for anyone in a management position for the first time. Covering everything from delegating, planning and running meetings, and mentoring, to building a team and motivating subordinates, this is the perfect reference for anyone who wants to put their best foot forward as they climb the ranks. Topics include: ?Building leadership vocabulary ?Establishing ground rules ?Projecting credibility ?Avoiding day-one mistakes ?Handling crises and criticism ?Motivating and inspiring ?Making meetings work

There is an invisible army of people deep inside the world's biggest and best-known companies, pushing for safer and more responsible practices. They are trying to prevent the next Rana Plaza factory collapse, the next Deepwater Horizon explosion, the next Foxconn labor abuses. Obviously, they don't always succeed. Christine Bader is one of those people. She worked for and loved BP and then-CEO John Browne's lofty rhetoric on climate change and human rights--until a string of fatal BP accidents, Browne's abrupt resignation under a cloud of scandal, and the start of Tony Hayward's tenure as chief executive, which would end with the Deepwater Horizon disaster. Bader's story of working deep inside the belly of the beast is unique in its details, but not in its themes: of feeling like an outsider both inside the company (accused of being a closet activist) and out (assumed to be a corporate shill); of getting mixed messages from senior management; of being frustrated with corporate life but committed to pushing for change from within. *The Evolution of a Corporate Idealist: When Girl Meets Oil* is based on Bader's experience with BP and then with a United Nations effort to prevent and address human rights abuses linked to business. Using her story as its skeleton, Bader weaves in the stories of other "Corporate Idealists" working inside some of the world's biggest and best-known companies.

Points to the current ideological assault on American enterprise by a new class of professionals, intellectuals, and government officials and urges capitalists to recognize that they are maintaining basic values as well as producing profits "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 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 more than 5,000 loyal 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 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 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. 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 Conscious Capitalism. 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 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 - employees, customers, vendors, shareholder, the community - are successful through a harmonic balance of win-wins.

A Wall Street Journal Bestseller Named a Financial Times top title How to unleash "human magic" and achieve improbable results. Hubert Joly, former CEO of Best Buy and orchestrator of the retailer's spectacular turnaround, unveils his personal playbook for achieving extraordinary outcomes by putting people and purpose at the heart of business. Back in 2012, "Everyone thought we were going to die," says Joly. Eight years later, Best Buy was transformed as Joly and his team rebuilt the company into one of the nation's favorite employers, vastly increased customer satisfaction, and dramatically grew Best Buy's stock price. Joly and his team also succeeded in making Best Buy a leader in sustainability and innovation. In *The Heart of Business*, Joly shares the philosophy behind the resurgence of Best Buy: pursue a noble purpose, put people at the center of the business, create an environment where every employee can blossom, and treat profit as an outcome, not the goal. This approach is easy to understand, but putting it into practice is not so easy. It requires radically rethinking how we view work, how we define companies, how we motivate, and how we lead. In this book Joly shares memorable stories, lessons, and practical advice, all drawn from his own personal transformation from a hard-charging McKinsey consultant to a leader who believes in human magic. *The Heart of Business* is a timely guide for leaders ready to abandon old paradigms and lead with purpose and humanity. It shows how we can reinvent capitalism so that it contributes to a sustainable future.

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.

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.

Quick, practical management advice from Harvard Business Review to help you do your job better. Drawing from HBR's popular Management Tip of the Day newsletter, this concise, handy guide is packed with easy-to-read tips on a broad range of topics, organized into three major skills every manager must master: Managing yourself Managing your team Managing your business Management Tips 2: From Harvard Business Review puts the best management practices and insights, from top thinkers in the field, right at your fingertips. Pick it up any time you have a few minutes to spare, and you'll have a fresh, powerful idea you can immediately put into action. With this handy book as your guide, you'll stand the best chance of succeeding in your role as a manager.

How to Optimize Human-Machine Work Combinations Your organization has made the decision to adopt automation and artificial intelligence technologies. Now, you face difficult and stubborn questions about how to implement that decision: How, when, and where should we apply automation in our organization? Is it a stark choice between humans versus machines? How do we stay on top of these technological trends as work and automation continue to evolve? Work and human capital experts Ravin Jesuthasan and John Boudreau present leaders with a new set of tools to answer these daunting questions. Transcending the endless debate about humans being replaced by machines, Jesuthasan and Boudreau show how smart leaders instead are optimizing human-automation combinations that are not only more efficient but also generate higher returns on improved performance. Based on groundbreaking primary research, Reinventing Jobs provides an original, structured approach of four distinct steps--deconstruct, optimize, automate, and

reconfigure--to help leaders reinvent how work gets bundled into jobs and create optimal human-machine combinations. Jesuthasan and Boudreau show leaders how to continuously reexamine what a job really is, and they provide the tools for identifying the pivotal performance value of tasks within jobs and how these tasks should be reconstructed into new, more optimal combinations. With numerous examples and practical advice for applying the four-step process, *Reinventing Jobs* gives leaders a more precise, planful, and actionable way to decide how, when, and where to apply and optimize work automation.

In our increasingly digital, mobile, and global world, the existing theories of business and economics have lost much of their appeal with the phenomenal rise of Chindia, the reality of Brexit, the turmoil caused by the Covid-19 pandemic, and the seismic shifting of the global center of gravity from west to east. In the area of innovation, the traditional thinking that a developed country, often the US, will come up with the next major innovation, launch at home first, and then take it to other markets does not ring true anymore. Similarly, the world where conglomerates go bargain-hunting for acquisitions in emerging markets has been turned upside-down. This book reveals and illustrates the Global Rule of Three phenomenon, which stipulates that in competitive markets only three companies (which the authors call "generalists") can dominate the market. All other players in the market are specialists. Further, whereas the financial performance of generalists improves as market share increases, specialist companies see a decrease in financial performance as their market share increases, as the latter are margin-driven companies. This theory powerfully captures the evolution of global markets and what executives must do to succeed. It is based on empirical analyses of hundreds of markets and industries in the US and globally. Competitive markets evolve in a predictable fashion across industries and geographies, where every industry goes through a similar lifecycle from beginning to end (or revitalization). From local to regional to national markets, the last stop in the evolution of markets is going global. The pattern is so consistent that it represents a distinct and natural market structure at every level. The authors offer strategies that generalists and specialist should follow to stay competitive as well as twelve expansion strategies for global companies from emerging markets. This book chronicles this global evolution and provides impactful managerial implications for executives and students of marketing and corporate strategy alike.

Finalist, 2019 Indie Book Awards, Careers Category Transform Workplace Drama into Workforce Empowerment! If you have ever experienced infighting, such as a team or a department pitting itself against another team or department; if you have ever worked for a micromanaging and overbearing boss; if you have ever navigated the changes that come with a merger or other significant restructuring process, then you have had a front-row seat for organizational drama. *3 Vital Questions* is a teaching story about transforming workplace drama and its heavy costs to organizations. Working late at

night, Lucas, a middle manager in a large organization, meets a custodian named Ted. The two strike up a friendship as Ted teaches Lucas three vital questions with the power to transform the disillusionment he is experiencing at work. Readers follow Lucas as he learns how to shift from feeling like a Victim to acting as a Creator in his career. With the wise guidance of Ted and Kasey, a senior manager, Lucas applies the three vital questions and begins transforming his workplace relationships, with exciting results. At home, Lucas and his wife Sarah discover how the questions can spark creative collaboration with each other and their two young children. This long-awaited and highly enjoyable read by the author of the bestselling self-leadership title, *The Power of TED** (*The Empowerment Dynamic) ushers in a new era of possibility for the world of work. This book teaches David Emerald's groundbreaking 3 Vital Questions(R) approach for empowering leaders and teams to become collaborative, engaged, and resilient in the face of the rapid changes that mark today's increasingly complex competitive environment.

'Will McInnes has nailed it. Inspiring and comprehensive, *Culture Shock* is aspirational future thinking with its feet firmly on the ground' Jemima Kiss, Digital Media correspondent, *The Guardian* Join the work-place revolution There's a revolution afoot . . . don't be left behind. A new dawn has broken. Business has changed profoundly—fueled by aggressively advancing technology and a volatile global economy. So why has most business culture remained unchanged? Most organizations are closed, secretive, siloed, slow to change, and deeply hierarchical. It's time to shock these cultures. Let's burn up the old and start something new. The wonderfully inspiring Will McInnes is here to make a change—he wants us all to work in places that are supportive, open, conducive to creativity, motivating, and fun. In this book he maps out brilliant ways to create an uplifting work culture. Learn to create a more open, democratic, and productive workplace Packed with real-world examples and backed up by facts Step-by-step, practical framework with actionable tasks to help you transform the way you work for the better

Upper Saddle River, N.J. : Creative Homeowner,

In this stunningly creative activity book, children will learn the power of Conscious Capitalism and why this movement is so important, how to discover your own passion and purpose, and how to use that passion as a force for good—something that can better the world, the people in it, and your wallet.

Selections from the writings of Thomas Sowell over a half century cover social, economic, cultural, legal, educational, and political issues, ranging from late-talking children to tax cuts, baseball, race, war, medical care, and the rhetoric of politicians.

National Indie Excellence Award Winner! Big, bold success in the world begins in the private calm of a serene consciousness. Speaking and acting with control and clarity, the best leaders inspire their organizations to thrive. They

establish cultures of wellbeing and purpose. This comprehensive guide to health, wellbeing and principled leadership shows you how to clear your mind, engage your team, and find greater satisfaction in your work and life. Tarra Mitchell shares exercises to help individuals and groups create an organizational culture that works for everyone - especially Millennials. Formative moments in her youth, education, and motherhood bring abstract wisdom down to earth. Her keen and touching reflections remind us of our common humanity and fundamentally similar needs. This book's approach has the power to build a generation of great, inspiring leaders, transforming lives, organizational cultures, and even societies. Deep roots in the business and yoga worlds support Tarra's unconventional but pragmatic look at what it means to be a leader, which ultimately reveals how success is intertwined with personal wellbeing. Drawing on the Upanishads, one of the world's oldest written spiritual texts, and her own rich life experience, she takes you through an examination of yourself as you create a plan that will enhance your health, happiness, and capacity to lead through principle. The Yoga of Leadership offers specific tools, techniques, and practices for: -Managing stress and improving concentration.-Refining communication and culture.-Identifying your purpose. You will return to Tarra's words throughout your life as you take on new roles, embrace new challenges, and inspire new constituencies. Current and future leaders, business school students, and anyone seeking inner calm and purpose cannot afford to miss this book.

“An indispensable guide for anyone who wants to live to age 100—by making sure there’s a livable world when you get there.” —Dan Buettner, New York Times—bestselling author of *The Blue Zones* Do you consider yourself an environmental ally? Maybe you recycle your household goods, ride a bike, and avoid too much air travel. But did you know that the primary driver of climate change isn’t plastics, or cars, or airplanes? Did you know that it’s actually our industrialized food system? In this fascinating new book, authors Nil Zacharias and Gene Stone share new research, intriguing infographics, and compelling arguments that support what scientists across the world are beginning to affirm and uphold: By making even minimal dietary changes, anyone can have a positive, lasting impact on our planet. If you love the planet, the only way to save it is by switching out meat for plant-based meals, one bite at a time. “This fascinating, easy-to-read book will give you still another reason to eat plants and not animals: you will be doing a world of good—literally!” —Rip Esselstyn, #1 New York Times—bestselling author of *Plant-Strong* “Eating plants is not just good for your own health, it’s imperative for the health of the planet. This well-argued, well-written book makes it clear why everyone should consider a plant-based diet today.” —Michael Greger, MD, New York Times—bestselling author of *How Not to Die* “Possibly the single most important environmental book I’ve read in years. A must for everyone.” —Kathy Freston, New York Times—bestselling author of *The Lean*

With the planet increasingly threatened with catastrophe and perhaps even collapse, many seekers are looking to past, proven models to create meaningful change in their lives. One such model is Buddhism’s Four Noble Truths: the reality of suffering, the root cause of suffering, the end of suffering, and the path to the end of suffering. This fresh, timely book taps and modifies that ancient wisdom to address the pressing environmental and spiritual crises facing us. In *The Four Global Truths*, author Darrin Drda contends that as global temperatures rise and natural systems decline, humanity is forced to confront the destructiveness of unfettered material progress and mechanistic thinking.

He posits a more enlightened worldview that honors the interdependence of all forms of life and aspects of reality, a concept increasingly seen as a practical and compassionate approach to averting disaster. Writing in a warm, open style recalling that of Eckhart Tolle in *The New Earth*, Drda integrates elements of Western philosophy, transpersonal psychology, deep ecology, modern cosmology, and quantum physics to get at the heart of worldwide ecological suffering. In the process he encourages a responsible and joyful—and ultimately healing—participation in this critical moment in life. About the Imprint: EVOLVER EDITIONS promotes a new counterculture that recognizes humanity's visionary potential and takes tangible, pragmatic steps to realize it. EVOLVER EDITIONS explores the dynamics of personal, collective, and global change from a wide range of perspectives. EVOLVER EDITIONS is an imprint of North Atlantic Books and is produced in collaboration with Evolver, LLC. From the Trade Paperback edition.

Two distinguished scholars offer eight steps to help organizations discover and embrace an authentic higher purpose—something that will dramatically improve every aspect of any enterprise, including the bottom line. What does a lofty notion like purpose have to do with business basics like the bottom line? Robert E. Quinn and Anjan J. Thakor say pretty much everything. Leaders and managers are taught that employees are self-interested and work resistant, so they create systems of control to combat these expectations. Workers resent these systems, and performance suffers. To address the performance issues, managers double down on the coercion, creating a vicious cycle and a self-fulfilling prophecy. But there is a better way. Quinn and Thakor show that when an authentic higher purpose permeates business strategy and decision-making, the cycle is broken. Employers and employees see themselves as working together toward an inspiring goal, not just trying to hit quarterly targets. They fully engage, become proactive contributors, and, ironically, easily exceed those quarterly targets. Based on their widely acclaimed Harvard Business Review article, Quinn and Thakor offer eight sometimes surprising steps for shifting from a transaction-oriented mind-set focused on constraints to a purpose-oriented mind-set focused on possibility. This iconoclastic book will help any organization discover its authentic purpose and weave it into the fabric of everything it does, leading to unprecedented levels of personal satisfaction, service and product innovation, and economic growth.

If you're like most people, you bet your career and company on innovation--because you must. *Payback: Reaping the Rewards of Innovation* offers you a new way to think about and manage innovation that will dramatically improve the odds of success. Authors James Andrew and Harold Sirkin, senior partners in The Boston Consulting Group, describe an approach to managing innovation based on the concept of a cash curve--which tracks investment against time. They ask the questions you need to ask: How much should you invest in a new product or service? How fast should you push it to market? How quickly can you get to optimal value? How much additional investment should you pour into sustaining and building the product or service? *Payback* offers you practical and economically sound advice on when to pursue cash flow indirectly by first pursuing other benefits, such as brand and knowledge. It also shows you how to reshape the cash curve by using different business models--integrator, orchestrator, and licensor--each of which balances risk and reward differently. The authors then present a short list of decisions and activities that you must make--not delegate--to achieve a high return on innovation. You won't find facile answers in *Payback*--but you will find valuable insights and practical guidance for mastering one of the most challenging and critical business activities: innovation.

In their new book Danah Zohar and Ian Marshall envisage two scenarios. The first is business as we know it today - all short-term interest, short-term gain, isolationist thinking, with the material bottom line as king. The second envisages a business culture driven by fundamental values and a deep sense of purpose in which wealth is accumulated to generate a decent profit while acting to raise the common good. The

emphasis is on 'stake-holder value', where stake-holders include the human race, present and future, and the planet itself. These are the values of Spiritual Capital. The crucial question, which Zohar and Marshall address, is: How we can move from one scenario to the other? They show how we need to consider three types of capital to make the leap. Rational Intelligence (IQ) and Emotional Intelligence (EQ) are needed to diagnose the current state, and then the twelve qualities of Spiritual Intelligence (SQ) can be used to bring about the final transformation. The ultimate goal is sustainable capitalism within a framework of a more meaningful working life.

Whole Foods Market has long been synonymous with high-quality and healthy ingredients. Now, John Mackey, CEO and co-founder of Whole Foods Market, has teamed up with nutritional experts and leading chefs to create a cookbook inspired by these values. They know that cooking food yourself is the secret to changing your diet and sustaining a new lifestyle, and are sharing their favorite recipes that celebrate nutrient-rich, health-promoting whole plant foods. The Whole Foods Cookbook philosophy starts with the basic tenet that the most important dietary change you can make is to eat more fruits and vegetables. To help you navigate the nebulous world of healthy eating, the authors have written a clear and friendly introductory summary of the Whole Foods Diet's principles, the essential 8 foods to eat, tips on setting up a stress-free kitchen, and more. You'll also find specific guides on cooking beans and grains, building flavors, and impressive techniques like sautéing without oil and roasting to add layers of flavor. But most tantalizing are their 120 recipes covering breakfast, smoothies, entrees, pastas, pizzas, healthy desserts, and more. The ultimate goal of The Whole Foods Cookbook is to change your habits around eating and preparing food. In the midst of our busy lives, the last thing most of us need is an overly complicated diet. Get the basics right, learn to cook a few meals you love, and eat plenty of them. Once you become accustomed to the whole foods, plant-based lifestyle, you'll quickly gain the confidence to create your own delicious variations.

True North shows how anyone who follows their internal compass can become an authentic leader. This leadership tour de force is based on research and first-person interviews with 125 of today's top leaders—with some surprising results. In this important book, acclaimed former Medtronic CEO Bill George and coauthor Peter Sims share the wisdom of these outstanding leaders and describe how you can develop as an authentic leader. True North presents a concrete and comprehensive program for leadership success and shows how to create your own Personal Leadership Development Plan centered on five key areas: Knowing your authentic self Defining your values and leadership principles Understanding your motivations Building your support team Staying grounded by integrating all aspects of your life True North offers an opportunity for anyone to transform their leadership path and become the authentic leader they were born to be. Personal, original, and illuminating stories from Warren Bennis, Sir Adrian Cadbury, George Shultz (former U.S. secretary of state), Charles Schwab, John Whitehead (Cochairman, Goldman Sachs), Anne Mulcahy (CEO, Xerox), Howard Schultz (CEO, Starbucks), Dan Vasella (CEO, Novartis), John Brennan (Chairman, Vanguard), Carol Tome (CFO, Home Depot), Donna Dubinsky (CEO/cofounder, Palm), Alan Horn (President, Warner Brothers), Ann Moore (CEO, Time, Inc.) and many others illustrate the transitions that shape the type of leaders who will thrive in the 21st century. Bill George (Cambridge, MA) has spent over 30 years in executive leadership positions at Litton, Honeywell, and Medtronic. As CEO of Medtronic, he built the company into the world's leading medical technology company as its market capitalization increased from \$1.1 billion to \$60 billion. Since 2004, he has been a professor at the Harvard Business School. His 2004 book *Authentic Leadership* (0-7879-7528-1) was a BusinessWeek bestseller. Peter Sims (San Francisco, CA) established "Leadership Perspectives," a course on leadership development at the Stanford Graduate School of Business and cofounded the London office of Summit Partners, a leading investment firm. Their Web site is www.truenorthleaders.com.

In Mission: How the Best in Business Break Through, Michael Hayman and Nick Giles show companies how to join the ranks of today's business winners. Business as usual is over. Belief is the new currency and to succeed you must follow new rules: purpose as the route to profit; mind share to gain market share. The best in business are defined by mission: a singular cause, a defining ambition. They stand out as campaigners, activists fighting to lead industries and redefine them. And they win through with momentum, explosive growth that outruns the competition. From tech pioneers Google and Airbnb, to retail giant Whole Foods and British success stories such as Ella's Kitchen, Mission shows how business is changing people's lives through the power of purpose, culture and campaigning. How caring, sharing and daring companies have opened a new chapter for the world of business. Uncover the secrets of what it takes to succeed: how to discover and define your commercial purpose, hone it into a campaign and turn customers into advocates. Harness the power of momentum. Find your mission. Argues that the foundation of success in business and personal pursuits is building trust, and outlines how to implement the eight pillars of trust in order to enjoy better relationships, reputations, and results.

A heartrending, gripping novel about two sisters in Belle Époque Paris and the young woman forever immortalized as muse for Edgar Degas' Little Dancer Aged Fourteen. 1878 Paris. Following their father's sudden death, the van Goethem sisters find their lives upended. Without his wages, and with the small amount their laundress mother earns disappearing into the absinthe bottle, eviction from their lodgings seems imminent. With few options for work, Marie is dispatched to the Paris Opéra, where for a scant seventeen francs a week, she will be trained to enter the famous ballet. Her older sister, Antoinette, finds work as an extra in a stage adaptation of Émile Zola's naturalist masterpiece L'Assommoir. Marie throws herself into dance and is soon modeling in the studio of Edgar Degas, where her image will forever be immortalized as Little Dancer Aged Fourteen. There she meets a wealthy male patron of the ballet, but might the assistance he offers come with strings attached? Meanwhile Antoinette, derailed by her love for the dangerous Émile Abadie, must choose between honest labor and the more profitable avenues open to a young woman of the Parisian demimonde. Set at a moment of profound artistic, cultural, and societal change, The Painted Girls is a tale of two remarkable sisters rendered uniquely vulnerable to the darker impulses of "civilized society." In the end, each will come to realize that her salvation, if not survival, lies with the other.

Betterness: Economics for Humans is a powerful call to arms for a post-capitalist economy. Umair Haque argues that just as positive psychology revolutionized our understanding of mental health by recasting the field as more than just treating mental illness, we need to rethink our economic paradigm. Why? Because business as we know it has reached a state of diminishing returns—though we work harder and harder, we never seem to get anywhere. This has led to a diminishing of the common wealth: wage stagnation, widening economic inequality, the depletion of the natural world, and more. To get out of this trap, we need to rethink the future of human exchange. In short, we need to get out of business and into betterness. HBR Singles provide brief yet potent business ideas, in digital form, for today's thinking professional.

Conscious Capitalism, With a New Preface by the AuthorsLiberating the Heroic Spirit of BusinessHarvard Business Review Press "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."

Name any industry and more likely than not you will find that the three strongest, most efficient companies control 70 to 90 percent of the market. Here are just a few examples: McDonald's, Burger King, and Wendy's General Mills, Kellogg, and Post Nike, Adidas, and Reebok 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 stunning new 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 most 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 signs of market disruptions that can result in serious reversals and upheavals for companies caught unprepared. Such disruptions include new technologies, regulatory shifts, innovations in distribution and packaging, demographic and cultural shifts, and venture capital as well as other forms of investor funding. Years in the making and sweeping in scope, *The Rule of Three* provides authoritative, research-based insights into market dynamics that no business manager should be without.

The definitive guide to the optimum diet for health and wellness, from the founder of Whole Foods Market and the doctors of Forks Over Knives *THE WHOLE FOODS DIET* simplifies the huge body of science, research, and advice that is available today and reveals the undeniable consensus: a whole foods, plant-based diet is the optimum diet for health and longevity. Standing on the shoulders of the Whole Foods Market brand and featuring an accessible 28-day program, delicious recipes, inspirational success stories, and a guilt-free approach to plant-based eating, *THE WHOLE FOODS DIET* is a life-affirming invitation to become a Whole Foodie: someone who loves to eat, loves to live, and loves to nourish themselves with nature's bounty. If Whole Foods Market is "shorthand for a food revolution" (*The New Yorker*), then *THE WHOLE FOODS DIET* will give that revolution its bible - the unequivocal truth about what to eat for a long, healthy, disease-free life.

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.

The Secret introduced people around the world to a profound yet seemingly contradictory concept: to lead is to serve. With that as the foundation *Great Leaders Grow* takes the next step, showing leaders how to ensure that they'll be able to effectively serve throughout their careers. *The Secret's* protagonist, Debbie Brewster, now an accomplished leader herself, becomes a mentor to Blake, her former mentor's son. She teaches him not just how to lead, but emphasizes the critical importance of continually learning and developing his leadership abilities throughout his career. She identifies four

areas in which every leader must continue to GROW - Gain Knowledge (of themselves, others, their industry and the field of leadership); Reach Out to Others, both formally and informally; Open their World, at work and outside of work; and Walk toward Wisdom (through self-evaluation, feedback, counsel and over time). This book is for any leader in any organization that needs more and better leaders faster. Its blueprint for culture transformation is a simple yet revolutionary path to sustainable achievement.

“AN IMPORTANT BOOK ABOUT MOTIVATION FROM A PROVEN MOTIVATOR.” —JACK WELCH Yum! Brands CEO David Novak learned long ago that you can’t lead a great organization of any size without getting your people aligned, enthusiastic, and focused relentlessly on the mission. But how do you do that? There are countless leadership books, but how many will actually help a Taco Bell shift manager, a Fortune 500 CEO, a new entrepreneur, or anyone in between? Over his fifteen years at Yum! Brands, Novak has developed a trademarked program—Taking People with You—that he personally teaches to thousands of managers around the world. He shows them how to make big things happen by getting people on their side. No skill in business is more important. And Yum!’s extraordinary success (at least 13 percent growth for each of the last ten years) proves his point. Novak knows that managers don’t need leadership platitudes or business school theories. So he cuts right to the chase with a step-by-step guide to setting big goals, building strong teams, blowing past your targets, and celebrating after you shock the skeptics. And then doing it again and again until consistent excellence becomes a core element of your culture.

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.

Popular culture often champions freedom as the fundamentally American way of life and celebrates the virtues of independence and self-reliance. But film and television have also explored the tension between freedom and other core values, such as order and political stability. What may look like healthy, productive, and creative freedom from one point of view may look like chaos, anarchy, and a source of destructive conflict from another. Film and television continually pose the question: Can Americans deal with their problems on their own, or must they rely on political elites to manage their lives? In this groundbreaking work, Paul A. Cantor explores the ways in which television shows such as Star Trek, The X-Files, South Park, and Deadwood and films such as The Aviator and Mars Attacks! have portrayed both top-down and bottom-up models of order. Drawing on the works of John Locke, Adam Smith, Alexis de Tocqueville, and other proponents of freedom, Cantor contrasts the classical liberal vision of America—particularly its emphasis on the virtues of spontaneous order—with the Marxist understanding of the "culture industry" and the Hobbesian model of absolute state control. The Invisible Hand in Popular Culture concludes with a discussion of the impact of 9/11 on film and television, and the new anxieties emerging in contemporary alien-invasion narratives: the fear of a global technocracy that seeks to destroy the nuclear family, religious faith, local government, and other traditional bulwarks against the absolute state. 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 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 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 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). 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, 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 attract and retain the best talent, distinguish your company in a crowded market, and increase trust in your brand.

A year's worth of management 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 business today. With authors from Michael E. Porter to Katrina Lake and company examples from Alibaba to 3M, this volume brings the most current and important management conversations right to your fingertips. 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 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 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 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: Humans and AI Are Joining Forces," by H. James Wilson and Paul R. Daugherty; "Stitch Fix's CEO on Selling Personal Style to the Mass Market," by Katrina Lake; "Strategy for Start-Ups," by Joshua Gans, Erin L. Scott, and Scott Stern; "Agile at Scale," by Darrell K. Rigby, Jeff Sutherland, and Andy Noble; "Operational Transparency," by Ryan W. Buell; "The Dual-Purpose Playbook," by Julie Battilana, Anne-Claire 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.

The image of modern corporations has been shaped 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 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 The Healing Organization 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 (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 unfettered capitalism 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 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. In a world that urgently needs healing on 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.

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.

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