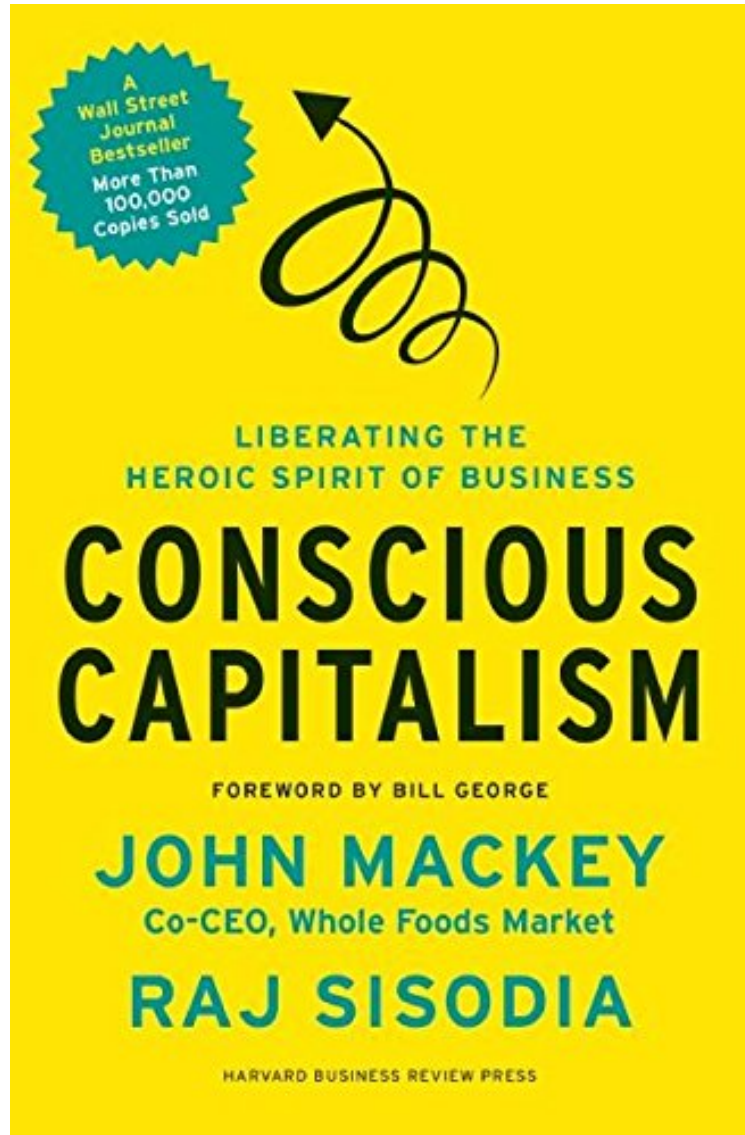


(Read now) Conscious Capitalism: Liberating the Heroic Spirit of Business

## Conscious Capitalism: Liberating the Heroic Spirit of Business

*John Mackey, Rajendra Sisodia*

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**John Mackey, Rajendra Sisodia : Conscious Capitalism: Liberating the Heroic Spirit of Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Conscious Capitalism: Liberating the Heroic Spirit of Business:

0 of 0 people found the following review helpful. Loved hearing the story of the beginnings of whole foodsBy Janet FoutsLoved hearing the story of the beginnings of whole foods, and the concepts of Conscious Capitalism ring true. Capitalism is a good thing, providing for the entire world, if we choose it to be.1 of 1 people found the following review helpful. optimisticBy J. CaldonA supporting narrative for the value of capitalism and its ability to provide real

value to all society. The authors suggest that basing a business on a core belief and focusing on this belief will result in actions that improve the value for stakeholders as diverse as the customer, investor, local community, physical environment, employee, and suppliers. Mackey, the CEO of Whole Foods Market, has used this philosophy to great success and he believes that the attractiveness of this philosophy will lead to a virtuous cycle of other businesses adopting this philosophy, resulting in a overall business climate that is much healthier than the greedy, profit based strategies of businesses today. I like the optimistic tone of the book, and believe that the authors key in on many points that help companies gain a large, loyal following. However, I also believe that greed will continue to push the leaders of many businesses to focus overwhelmingly on profit maximization, severely diluting any momentum of the "conscious capitalist" movement Mackey and Sisodia see as being the future of business. Overall, an inspiring, but overly optimistic look at the future of business. 0 of 0 people found the following review helpful. This is the way to health, wealth and happiness

By Alice Baland  
Clearly presented and explains how conscious capitalism (vs Crony or other) can, and has, is the best system for overcoming poverty, and creating wealth and a great life for all of us!

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 argue for the inherent good of both business and capitalism. Featuring some of today's best-known companies, they illustrate how these two forces can—and work most powerfully to create value for all stakeholders: including customers, employees, suppliers, investors, society, and the environment. These "Conscious Capitalism" companies include Whole Foods Market, Southwest Airlines, Costco, Google, Patagonia, The Container Store, UPS, and dozens of others. We know them; we buy their products or use their services. Now it's time to better understand how these organizations use four specific tenets—higher purpose, stakeholder integration, conscious leadership, and conscious culture and management—to build strong businesses and help advance capitalism further toward realizing its highest potential. As leaders of the Conscious Capitalism movement, Mackey and Sisodia argue that aspiring leaders and business builders need to continue on this path of transformation—for the good of both business and society as a whole. At once a bold defense and reimagining of capitalism and a blueprint for a new system for doing business grounded in a more evolved ethical consciousness, this book provides a new lens for individuals and companies looking to build a more cooperative, humane, and positive future.

From Booklist  
Mackey and Sisodia, leaders of the corporation Conscious Capitalism, describe the movement in the context of Mackey's reflections as cofounder of Whole Foods Market. The term conscious capitalism refers to businesses that serve the interests of all major stakeholders—customers, 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 flood. Unexpectedly, dozens of customers and neighbors showed up to help; employees worked for free, not knowing if the store would survive; suppliers resupplied on credit; investors stepped up, too, and the Whole Foods Market's bank loaned it money to restock; the store reopened in 28 days. Following two introductory chapters, part 1 covers purpose; part 2 is about stakeholders; part 3, conscious leadership; and part 4, conscious culture and management. Mackey and Sisodia cite companies such as Southwest Airlines, Google, the Container Store, Whole Foods Market, and Nordstrom as embracing this sound vision of reality. A very solid examination. --Mary Whaley "It's as much about management as about philosophy." — Drake Baer, Business Insider  
Praise for the hardcover edition of Conscious Capitalism, a New York Times and Wall Street Journal Bestseller: "Full of thoughtful insights." — Financial Times "Buy it. Read it. Implement it. It's a true guide to the future." — Forbes.com "I highly recommend listening to what they have to say." — Howard Schultz, chairman, president, and CEO, Starbucks "This is the book I always wanted to write." — Bill George, bestselling author, True North