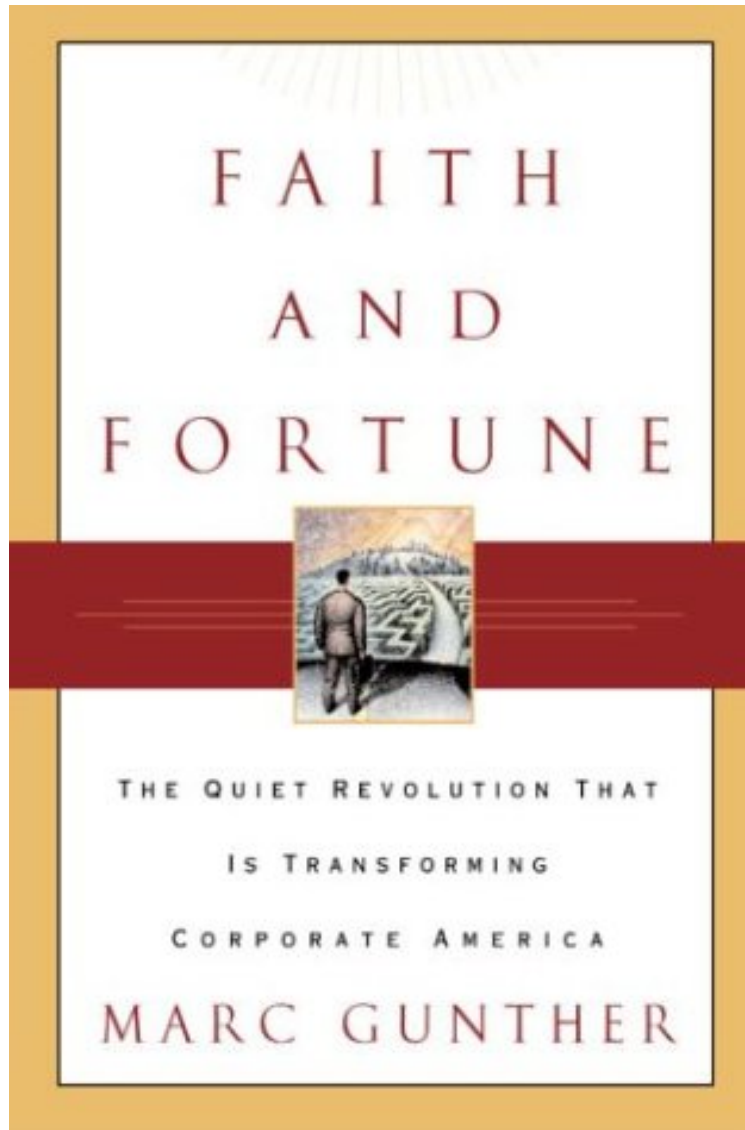


(Free) Faith and Fortune: The Quiet Revolution to Reform American Business

Faith and Fortune: The Quiet Revolution to Reform American Business

Marc Gunther

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Marc Gunther : Faith and Fortune: The Quiet Revolution to Reform American Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Faith and Fortune: The Quiet Revolution to Reform American Business:

18 of 18 people found the following review helpful. Great topic + great writing = great bookBy Craig StephansAccording to Marc Gunther's new book Faith and Forutne, blaring headlines indicting corporate leaders for their greed, selfishness and deception overshadow a positive trend among American businesses that is gaining

momentum: "Corporate America is changing for the better." Gunther, a senior writer for Fortune magazine, has written extensively in the past about corporate social responsibility and faith at work. Faith and Fortune, grew out of a 2001 article in Fortune entitled "God and Business: The Surprising Quest for Spiritual Renewal in the American Workplace." He writes that this article generated much more response than his previous 60 articles. Gunther discovered a movement among businesses to place greater value on spirituality and social responsibility. In this book, he investigates the drivers behind the presence of faith and values in the workplace and the initiatives occurring as a result. Gunther does not endorse or focus on a particular religion or faith tradition. He explains his approach to writing Faith and Fortune, "Faith provides the fuel that energizes these people as they strive to do business better. Some have faith in God. Others do not. But all of them have faith in the goodness of people, faith in the possibility of change, and perhaps most surprising, faith that corporations can become a powerful force for good in the world." Through the profiles and conversations that Gunther presents, he shows that living by spiritual values and practicing social responsibility have become good business in America. Gunther begins his look at faith and business with the historical profile of J.C. Penny. Gunther writes about how Penny's Christianity informed all of his business decisions from day one. Penny serves as an example of how a leader can combine faith and business for lasting success and goodwill. Readers will learn about Tom Chappell who, along with his wife and a \$5000 loan, started Tom's of Maine in 1970 to "Do what is good for people. Do what is good for the environment, and make money doing it." In 2003, Tom's of Maine sold over \$35 million worth of healthy, natural products while practicing capitalism with a heart and soul. Gunther illustrates how Herb Kelleher, inspired by his faith and a desire to change the way airlines do business, created Southwest Air, the most successful airline to date. His practice of servant-leadership has helped change corporate culture globally for the better. Some of the other corporations shown to be doing good as well as earning profits are Timberland, UPS, Hewlett-Packard, Herman Miller, Starbucks and Staples. Some began with values-driven founders who instilled the business with their faith and philosophies. Others like Staples and PepsiCo are changing their approach to environmental and health concerns based on the feedback of the community and a growing conviction among their leaders of their responsibility to do good. In a few of the cases profiled, the values applied to the workforce may seem in contrast with conservative Christian values as they promote non-Christian spirituality or corporate benefits for same-sex partners. Throughout the book however, Gunther effectively illustrates how people incorporate their beliefs and values into business to do good for all. He does not address whether their beliefs are right or wrong. When analyzing the best practices of the businesses or leaders he profiles, his writing skills and business acumen shine. He covers almost the full spectrum of perspectives by interviewing a variety of people, including a priest, a minister and a rabbi. Faith and Fortune paints an inspiring and encouraging picture of American business that I think the dark clouds of scandal have hidden. Readers will be thankful for Gunther's efforts and pleased at how he deftly presents the topic. They can gain a greater awareness of ways their faith can serve God through their businesses and professions. 11 of 11 people found the following review helpful. A New Business Paradigm-- Great Book! By Anonymous Reader Marc Gunther's superb Faith and Fortune explores a variety of businesses whose managers have been guided by values as well as by profit. Two aspects of this book are especially compelling: (1) Gunther does not shy away from a discussion of spiritual values-- a subject often greeted with unease or disdain by the business community; and (2) Gunther reports the ups and downs of the companies he covers-- his book is honest, rather than a feel-good tract. Gunther develops riveting profiles of executives who guide values-driven companies and their efforts to reconcile philosophy with the bottom line. An especially dramatic example: the furniture company Herman Miller's painful downsizing after the decline of its business in the wake of the 2000-2001 downturn. Was the downsizing necessary? Yes. Was it wrenching for a company that prided itself on taking care of its workforce? Yes. And were the layoffs handled as humanely as possible? Yes, again. As this suggests, values do not free companies from the need to make a profit-- indeed, the practice of values might raise the bar-- but Gunther introduces us to individuals who have achieved significant success in building more ethical companies while continuing to operate profitably, and that is something to cheer about. Even more cheering is that Gunther-- a senior writer for Fortune Magazine-- has explored this theme with sophistication and compassion, rather than with sentimentality, and that he has recorded both successes and setbacks. Faith and Fortune honors businesspeople who have conducted themselves in ways consistent with the idea of a higher purpose, while continuing to grapple with the bottom line. The book is inspirational reading for the many in the corporate world who would like to see business make a positive difference, as well as for consumers interested in socially responsible purchasing or investing. Faith and Fortune also should be read widely in undergraduate and graduate business programs to spur discussion of alternative models for business success. Bottom line: buy this book for a thought-provoking and inspiring read. And thanks to Mark Gunther for his sensitive and sophisticated handling of a worthy and sometimes controversial topic. 0 of 0 people found the following review helpful. Blah blah blah By Tracy I was looking for a book to help guide me in my small business to stay focused on my spirituality... I honestly couldn't read this book to the end. It reminds too much of my high school history class. Did it have good points? Yea but it was so dry. Blah blah blah!

Lately the headlines have delivered dispiriting news about wrongdoing and scandal in business. But behind the

headlines lies a surprising, untold story: Corporate America is changing for the better. Faith and Fortune tells the stories of the extraordinary people who are leading the way and the admirable companies they have built. This book is called Faith and Fortune because faith provides the fuel that energizes these people as they strive to do business better and to find meaning in their work. Some have faith in God; others do not. But all have faith in the goodness of people and in the possibility of change. Most of all, they believe that corporations can become a powerful force for good in the world, and that they can—and should—serve people and not the other way around. Faith and Fortune argues that an exciting new model of conducting business is taking hold, not only in small, socially responsible companies like Ben Jerry's but inside such bulwarks of the Fortune 500 as Ford, Citigroup, and DuPont. Bit by bit, almost imperceptibly, this new model is replacing a century-old approach that was rooted in the industrial era and looked at business as a series of discrete, win-lose transactions: Executives tried to pay their workers and suppliers as little as possible, charge their customers as much as they could, and maximize their short-term profits. Today, by contrast, forward-thinking executives build their businesses by developing a network of long-lasting, win-win relationships. Great companies serve their workers, customers, shareholders, and the common good. Powerful forces are driving these changes, including the desire of companies to attract and engage their workforce, the emergence of the 1960s' generation to positions of corporate power, the spirituality-in-the-workplace movement, the rise of social investing, and the growth and sophistication of activist groups. At once realistic and inspiring, Faith and Fortune profiles companies and people who represent the best of business and exemplify these new values. Among the stories told here: UPS creates opportunities for immigrants and minorities, promotes from within, and provides its people with a much-valued sense of community; Southwest Airlines, the fun-loving airline, has built the concept of servant leadership into its storied culture; Starbucks provides stock options and health insurance even to part-time workers and builds sustainable business models for coffee growers in the developing world; Timberland has turned community services into a valuable corporate asset. Other companies profiled here include Hewlett-Packard, Herman Miller, Staples, PepsiCo, Domini Social Investments, Tom's of Maine, and Greyston Bakery. The book also includes a chapter exploring what the great religious traditions have to teach today's businesspeople about creating sustainable enterprises and an analysis of the business case for corporate social responsibility. Faith and Fortune is a thoughtful, original, and important book that will reshape the debate about the role of business in America.

From Publishers Weekly In the shadow cast by recent corporate scandals, Gunther (The House That Roone Built) provides a reason to hope for something better from big business. Gunther, a senior writer at Fortune magazine, postulates that "a growing number of big corporations now believe that doing good is good business, and they are acting accordingly." To prove the point, he profiles companies and leaders who wear their values on their sleeves. Gunther's journalistic skills sparkle, and his book is at its best as he relates the history of these corporations, splashing the accounts with facts and colorful anecdotes. For example, the reader witnesses Starbucks' commitment to quality at a professional coffee tasting and sees that Southwest Airlines remains a desirable place to work because it received 243,657 reacutes;sumeacute;s while hiring 5,042 new employees in 2002. The author's background also gives him a realistic perspective on whether the majority of companies will choose principles over profit: "The market will eventually settle the debate." Socially conservative readers may feel that Gunther's definition of moral business practice sounds much like modern liberal social dogma, with virtue assigned to government regulation, environmental activism and companies that provide domestic-partner benefits. (Raspberries go to Wal-Mart and to SUV manufacturers.) Still, the book is packed with compelling stories, and it offers a much-needed, balanced look at the well-intentioned side of corporate America. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist On July 9, 2001, Fortune magazine published a story by Gunther entitled "God and Business: The Surprising Quest for Spiritual Renewal in the American Workplace," which generated an unprecedented response. It struck a chord because so many people are quietly seeking to live the values of their faith within the context of the place they spend most of their waking hours--at work. Soon after Fortune published his story, Gunther began work on this book, profiling companies and businesspeople that, while not all overtly religious or spiritual, are nonetheless promoting socially conscious ideals and succeeding at it. Tom's of Maine founder Tom Chappell, a Protestant minister, sells \$35 million a year of all-natural, personal-care products; Jeff Swartz, the CEO of the Timberland boot company and an Orthodox Jew, follows the credo that "business can do good, therefore, it must do good"; and Southwest Airlines' Herb Kelleher and Colleen Barrett promote a management philosophy called servant leadership, which stresses modesty and teamwork. Gunther's work breaches "the last taboo in corporate America," one that reconciles our capitalist structure with our deep-seated spiritual beliefs. David Siegfried Copyright copy; American Library Association. All rights reserved. I arrived at this book as an avowed, vocal skeptic of the spirituality-in-business movement; I departed as a...convert. Even cynics should devour this marvelous book. Marc Gunther makes a compelling case that the right things matter—and pay off; yet he exudes not a dollop of naiveteacute;rdquo; —Tom Peters, author of Re-imagine! and Thriving on Chaos In his provocative inquiry into the nature of modern American business, Marc Gunther looks into the darkness of corporate greed and scandal and, in the shadows cast by the likes of Enron and WorldCom, sees a beacon of hope in companies in which

profits and values coexist.” —David Wessel, Deputy Washington Bureau Chief Capital columnist, Wall Street Journal

“Marc Gunther’s Faith and Fortune is a book of hope. It offers the opportunity to open your mind and your heart in your pursuit of a meaningful life. Its well-drawn examples will deepen your ability to see how leaders can use business as a force that creates true personal wealth and public prosperity.” —Dr. Mark S. Albion, author of Making a Life, Making a Living

“With the keen eye of a seasoned business writer and the gentle confidence of a trusted storyteller, Marc Gunther masterfully provides an insider’s view into the faith-at-work movement—the quiet revolution that is transforming corporate America. After reading Faith and Fortune, you can’t help but wonder, now why can’t I do that in my organization?” —Dr. David W. Miller, executive director of the Yale Center for Faith Culture, and the former president of the Avodah Institute

Faith and Fortune offers hope that there is a better way than business as usual. Marc Gunther clearly illustrates that by linking corporate values to personal values; the business leaders profiled in this book have created ...