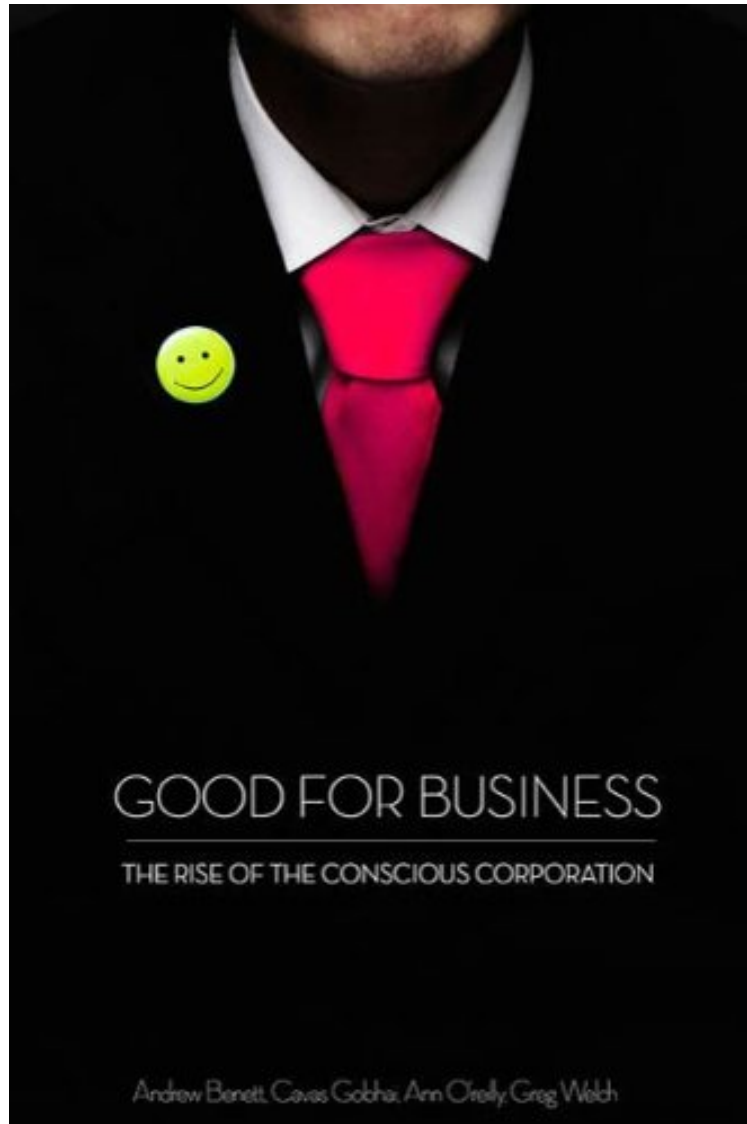


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Good for Business: The Rise of the Conscious Corporation

Andrew Benett, Ann O'Reilly, Cavas Gobhai, Greg Welch
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consumers' power. Good for Business is loaded with data, real world examples, and case studies which persuasively support the author's thesis. A wide range of companies such as Zappos, Wal Mart, Green Mountain Coffee, and The Container Store are featured. Written in a conversational, enjoyable to read style, Good for Business is one of the best business books of 2009, and I highly recommend it. 2 of 2 people found the following review helpful. Good For Business = Meaningful Read By A. Haffling Good for Business is a quick and direct collection of real life examples in Corporate America. Presented by a team of authors who each raise a point of view, the reader is able to easily grasp the present shift in creating an authentic brand for a company. Most will be able to read on a plane and instantly recite commentary that is appropriate for a business or client meeting. 1 of 1 people found the following review helpful. Extremely insightful By Dr. Ahmed Kamel This is one of the most insightful books on the future of business. The interviews, cases and principals put forth are extremely insightful - I am using the framework for our strat planning.

In order to satisfy the heightened demands of today's more powerful consumer, corporations from Wal-Mart to GE are undergoing an evolutionary transformation in the way they do business--from their operations and strategies to their relationships with customers and communities. In this timely book, two top branding experts team up with a highly regarded specialist in corporate culture and a leading global search consultant to illustrate how the most dynamic and promising companies of today are charting a new path for the corporate brand of tomorrow. Good for Business outlines four key elements that will serve as the cornerstones of the most successful businesses of the future: Purpose Beyond Profit; Humanized Leadership; Corporate Consciousness; Collaborative Partnerships Today, brands matter a lot, and what companies we do business with also matters. In Good For Business, the authors show not only why building an authentic corporate brand is critical to success, but how to do it in a way that creates more loyal customers, develops a devoted workforce, and makes a social difference in the world at large.

“In the emerging world of extreme transparency, customers and employees will trust companies that are truly making a difference in their lives. Being good will trump looking good. This book clearly outlines winning brand values and the behaviors that lead to that most precious bond: trust.”--Stephen Quinn, Executive Vice President and Chief Marketing Officer, Wal-Mart
“With their ‘Four Cornerstones of the Conscious Corporation’ framework, the authors have laid out a clear and compelling vision of a new, more effective way of doing business. Corporate leaders who hope to own the future will heed their advice.”--Justin B. Smith, President, The Atlantic
“Good for Business is an excellent guide that shows how transparency and engagement can positively impact a company’s reputation. Readers can immediately employ the lessons revealed in the book.”--Steve Fludder, Vice President, eomagination, GE
“Good for Business blazes a trail for corporate executives who want to succeed in the new economy. The authors offer a big-picture vision about the need for a more holistic and ‘humanized’ view of the corporation, and they provide specific suggestions on how to adapt to a world of empowered consumers, heightened transparency, and changed requirements for leaders. A must read for everyone in the C-suite and all who aspire to get there!”--Dan Esty, Yale University and author of Green to Gold
“Discussion centers on replacing vision statements with useful statements of direction... The authors provide practical steps to implement these ideas and include real-world examples... Recommended.”--Choice