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Conscious Capitalism: Liberating the Heroic Spirit of Business - Kindle edition by Mackey, John, Sisodia, Rajendra, George, Bill. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Conscious Capitalism: Liberating the Heroic Spirit of

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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.

Conscious Capitalism: Liberating the Heroic Spirit of Business

John Mackey, Rajendra Sisodia, Bill George A New York Times and Wall Street Journal Bestseller In this book, Whole Foods Market co-founder John Mackey and professor and Conscious Capitalism, Inc. cofounder Raj Sisodia argue for the inherent good of both business and capitalism.

CONSCIOUS CAPITALISM: Liberating the Heroic Spirit of Business User Review - 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 ... Read full review

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The title of Conscious Capitalism: Liberating the Heroic Spirit of Business 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 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 Capitalism: Liberating the Heroic Spirit of Business" is a treatise for a cultural revolution. Wesley Gant, "Values and Capitalism," an initiative at the American Enterprise Institute

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Boston, Mass.: Harvard Business Review Press, 2013. Print. Note! Citation formats are based on standards as of July 2010. Citations contain only title, author, edition, publisher, and year published. Citations should be used as a guideline and should be double checked for accuracy.

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(<https://consciouscapitalism.org/>) and co-authored a New York 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 is grounded in ethical consciousness.

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Conscious Capitalism helps us better understand how 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 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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