



Good for Business: The Rise of the Conscious Corporation

Andrew Benett, Ann O'Reilly, Cavas Gobhai, Greg Welch

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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.

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