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How World-Class Companies
PROFIT
from Passion and Purpose

Raj Sisodia

David B. Wolfe

Jag Sheth

with a foreword by Warren Bennis

"This book not only challenges capitalism's traditional marketing paradigm but the very "genes" of capitalism. If any book is going to launch a New Capitalism of Caring, it is this book that redefines great companies as stakeholder value builders, not just shareholder agents."

—Philip Kotler, S. C. Johnson & Son Distinguished Professor of International Marketing at Northwestern University

Praise for *Firms of Endearment*

“Firms of Endearment is one of the most important business books in years, if not decades. Its introduction of the concept of *ironic management* alone marks it as a breakthrough book for business in the 21st century. Chock full of new thinking, *Firms of Endearment* seems destined to influence business management theory as no book has in a long, long time.”

—**Peter Derby**, former Managing Executive for Operations and Management, U.S. Securities and Exchange Commission, Former Chairman & CEO, DialogBank and Troika Dialog Investment Banking Group

“This book not only challenges capitalism’s traditional marketing paradigm but the very “genes” of capitalism. If any book is going to launch a New Capitalism of Caring, it is this book that redefines great companies as stakeholder value builders, not just shareholder agents.”

—**Philip Kotler**, S. C. Johnson & Son Distinguished Professor of International Marketing at Northwestern University (named by the *Financial Times* as the #4 management guru of all time behind Jack Welch, Bill Gates, and Peter Drucker)

“Aligning the interests of multiple stakeholders is becoming a “table stakes” issue. Although achieving such alignment requires extra work, this book shows why it’s well worth the effort. More loyal customers, more engaged employees, more trust between labor and management, more community support and ultimately more value produced for shareholders. If you don’t feel inspired to adopt a stakeholder relationship operating model after reading this book, you never will.

—**Andrew C. Kerin**, President Domestic Food, Hospitality and Facilities, Aramark Corporation

“Most people think of convergence in terms of technologies coming together, but *Firms of Endearment* proves that there’s another form of convergence going on. Companies no longer can defend putting profits ahead of winning share of heart because customers and investors increasingly believe one doesn’t come without the other. As this book points out so well, companies succeed in building value when they focus on being socially responsible on behalf of all their constituents.

—**Ivan Seidenberg**, Chairman and Chief Executive Officer,
Verizon Communications

“A powerful blow to selfishly greedy market fundamentalism of the Darwinistic sort, *Firms of Endearment* is also a thoroughly documented invitation to responsible capitalism.”

—**Prabhu Gupta**, Executive Director, Organization
Development (a subsidiary of UBS AG.)

“This wonderful book shows the way to what the authors call “The Self Actualization of Capitalism.” It celebrates the confluence of humanistic values and business success in an inspiring and engaging fashion. I recommend it wholeheartedly!”

—**Michael J. Gelb**, author, *How to Think Like Leonardo DaVinci*
and *Innovate Like Edison*, www.michaelgelb.com

Firms of Endearment



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Firms of Endearment

How World-Class Companies Profit from Passion and Purpose

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To my sister Manju and brother-in-law Dr. Sangram Singh, who are wise beyond their years and embody all the virtues we write about in this book.

Raj Sisodia

To all my friends in The Society.

David Wolfe

To my older sister, Kantaben Mehta, who knows how to win a share of heart of others.

Jag Sheth

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