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Firms of Endearment

How World-Class Companies Profit from Passion and Purpose

Rajendra S. Sisodia
David B. Wolfe
Jagdish N. Sheth

Wharton School Publishing
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.

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