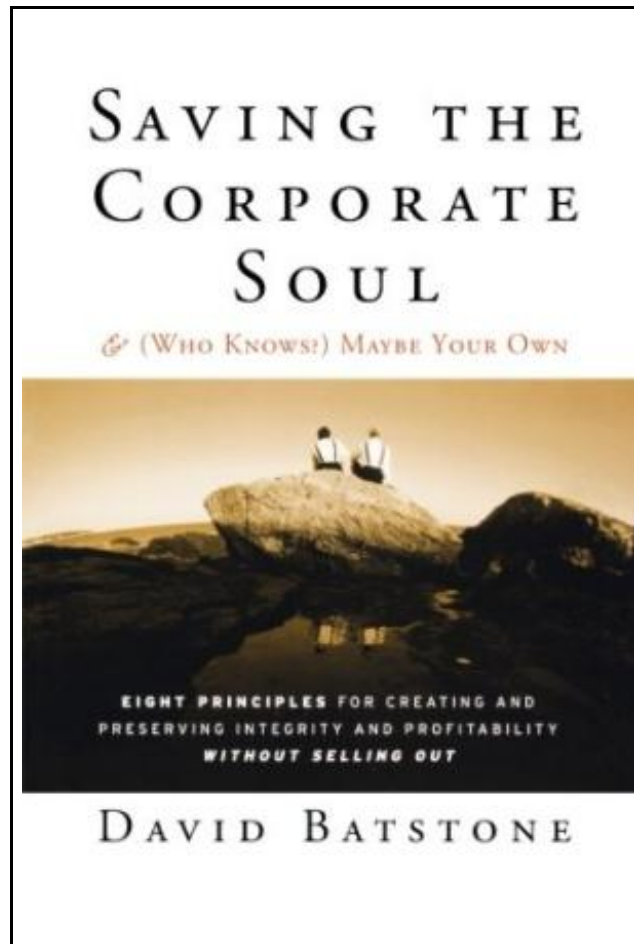


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SAVING THE CORPORATE SOUL - & (WHO KNOWS?) MAYBE YOUR OWN: EIGHT PRINCIPLES FOR CREATING AND PRESERVING INTEGRITY AND PROFITABILITY WITHOUT SELLING OUT



John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Saving the Corporate Soul - & (Who Knows?) Maybe Your Own: Eight Principles for Creating and Preserving Integrity and Profitability Without Selling Out, David B. Batstone, Every day the media reports on the latest corporation guilty of financial misconduct and public deception. Insider trading, fraudulent accounting, outlandish executive pay and perks-- a steady stream of scandals scars the business landscape. But the corporate crisis is as much spiritual as it is financial. More than ever, the time is ripe for Saving the Corporate Soul. In this hard-hitting, thought-provoking book, David Batstone shows that a corporation has the potential to act with soul when it aligns its missions with the values of its workers and puts its resources at the service of the people it employs and the public it serves. He offers companies and their employees eight sound principles for "doing the right thing" and-- citing examples from firms like Timberland, General Motors, Clif Bar, and BP-- offers evidence that principled companies will excel financially over the long haul.



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