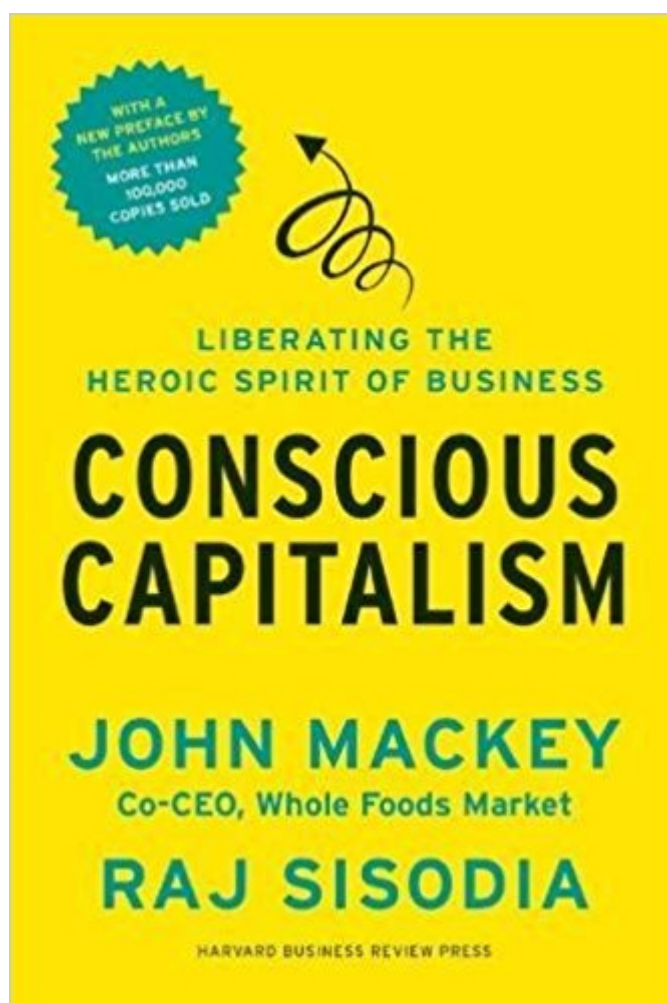


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# Conscious Capitalism, With A New Preface By The Authors: Liberating The Heroic Spirit Of Business



## Synopsis

As seen on Oprah's Super Soul Sunday The bestselling book, now with a new preface by the authors At once a bold defense and reimagining of capitalism and a blueprint for a new system for doing business, *Conscious Capitalism* is for anyone hoping to build a more cooperative, humane, and positive future. Whole Foods Market cofounder John Mackey and professor and *Conscious Capitalism, Inc.* cofounder Raj Sisodia argue that both business and capitalism are inherently good, and they use some of today's best-known and most successful companies to illustrate their point. From Southwest Airlines, UPS, and Tata to Costco, Panera, Google, the Container Store, and , today's organizations are creating value for all stakeholders—including customers, employees, suppliers, investors, society, and the environment. Read this book and you'll better understand how four specific tenets—higher purpose, stakeholder integration, conscious leadership, and conscious culture and management—can help build strong businesses, move capitalism closer to its highest potential, and foster a more positive environment for all of us.

## Book Information

Paperback: 368 pages

Publisher: Harvard Business Review Press; With a New Preface by the Authors edition (January 7, 2014)

Language: English

ISBN-10: 1625271751

ISBN-13: 978-1625271754

Product Dimensions: 1 x 5.2 x 8.2 inches

Shipping Weight: 11.4 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 267 customer reviews

Best Sellers Rank: #10,297 in Books (See Top 100 in Books) #8 in Books > Business & Money > Economics > Free Enterprise #21 in Books > Business & Money > Business Culture > Ethics #258 in Books > Business & Money > Management & Leadership > Management

## Customer Reviews

Mackey and Sisodia, leaders of the corporation *Conscious Capitalism*, describe the movement in the context of Mackey's reflections as cofounder of Whole Foods Market. 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. Unexpectedly, dozens of customers and neighbors showed up to help; employees worked for free, not knowing if the store would survive; suppliers resupplied on credit; investors stepped up, too, and the Whole Foods Market's bank loaned it money to restock; the store reopened in 28 days. Following two introductory chapters, part 1 covers purpose; part 2 is about stakeholders; part 3, conscious leadership; and part 4, conscious culture and management. Mackey and Sisodia cite companies such as Southwest Airlines, Google, the Container Store, Whole Foods Market, and Nordstrom as embracing this sound vision of reality. A very solid examination. --Mary Whaley --This text refers to the Hardcover edition.

It's as much about management as about philosophy. • Drake Baer, Business Insider  
Praise for the hardcover edition of Conscious Capitalism, a New York Times and Wall Street Journal Bestseller: Full of thoughtful insights. • Financial Times  
Buy it. Read it. Implement it. It's a true guide to the future. • Forbes.com  
I highly recommend listening to what they have to say. • Howard Schultz, chairman, president, and CEO, Starbucks  
This is the book I always wanted to write. • Bill George, bestselling author, True North

I found this book to be enormously inspiring. When I finished it, I felt as though I'd had an evangelical experience. It makes you wonder why business hasn't always been conducted in this way. I guess the answer is, because we didn't know any better. We had to evolve to this point, just as we've stopped pouring industrial waste into our rivers and no longer x-ray our feet at the shoe store. I'm no tree-hugger. I'm not even that much of an environmentalist, but I do recognize a good idea when I read about it. We have a responsibility to our planet and to each other to make this world the best it can be. John Mackey may have amalgamated the ideas of a lot of other people, and he may even have co-opted the term "conscious capitalism" from Muhammad Yunus (I did my homework), but he deserves an enormous amount of credit for what he did do, i.e. put these ideas into practice and then bring them to public consciousness by writing his book. I didn't know much about Mackey before reading the book, only what was in the news a few years ago about his postings on the Yahoo! message boards. At the time I thought his behavior reprehensible, but given that no charges were filed and that the buyout of Wild Oats was allowed to proceed (and now reflecting on his account of the events), I am inclined to believe that the "news" we were given was

incomplete and more than a little tainted by the usual media spin. In summary, I am completely taken with Mackey's ideas as expressed in his book and can only hope that the world takes notice. I must confess that as I read it I did have a sudden urge to break into a chorus of "Kum Ba Yah" from time to time. It can come across as a bit treacly. But it is a hopeful paradigm for the future of business.

I had high hopes for this after reading the intro and the first couple of chapters. It is a concept that is near and dear to me. The author's thoughts on Purpose and Stakeholders are excellent.

Unfortunately, it becomes a little preachy around diets and other topics that could have been avoided. It also lacks some of the practical application I was seeking. Finally, this could have been about 100 pages shorter.

Even though profit is what pays taxes, makes innovation possible and improve the quality of life, in today's society for profit, capitalistic businesses continue to be slammed as uncaring, greedy entities. John Mackey as the co-author of this book takes the reader through his own personal evolution regarding how capitalism is not evil. What makes this book different than some others is the authors demonstrate the practicality of how by being intentionally conscious about one's behavior, any business from the smallest to the largest can be make money and be a positive contributor to all stakeholders through the 4 tenets of: Higher Purpose, Stakeholder Integration, Conscious Leadership and Conscious Integration. I particularly enjoyed the purpose reference specific to Plato's transcendent ideals of The Good, The True and The Beautiful. The authors adding a four ideal purpose of Heroic reaffirmed the necessity of businesses to identify and define their purpose. Additionally, the authors present some very strong facts about how capitalism is good especially South Korea that went from one of the poorest countries in the world to one of the richest in approximately 50 years. This is truly a practical, hands on book that can support any business to Be the Red Jacket and propel that organization ahead of the flow.

Read with considerable interest, from beginning to end, in the wake of 's acquisition of Whole Foods. Several important ideas, the most important probably being that a business should be about creating value, not about maximizing shareholders' wealth. How value is shared amongst stakeholders is discussed, yet no magic formula exists. Whole Food's story, with its highs and lows shows the limits of the CEO's intent. Feels at times like a book written by a guru. So four stars. Four very well deserved stars.

Loved hearing the story of the beginnings of whole foods, and the concepts of Conscious Capitalism ring true. Capitalism is a good thing, providing for the entire world, if we choose it to be.

A supporting narrative for the value of capitalism and its ability to provide real value to all society. The authors suggest that basing a business on a core belief and focusing on this belief will result in actions that improve the value for stakeholders as diverse as the customer, investor, local community, physical environment, employee, and suppliers. Mackay, the CEO of Whole Foods Market, has used this philosophy to great success and he believes that the attractiveness of this philosophy will lead to a virtuous cycle of other businesses adopting this philosophy, resulting in a overall business climate that is much healthier than the greedy, profit based strategies of businesses today. I like the optimistic tone of the book, and believe that the authors key in on many points that help companies gain a large, loyal following. However, I also believe that greed will continue to push the leaders of many businesses to focus overwhelmingly on profit maximization, severely diluting any momentum of the "conscious capitalist" movement Mackey and Sisodia see as being the future of business. Overall, an inspiring, but overly optimistic look at the future of business.

Clearly presented and explains how conscious capitalism (vs Crony or other) can, and has, is the best system for overcoming poverty, and creating wealth and a great life for all of us!

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