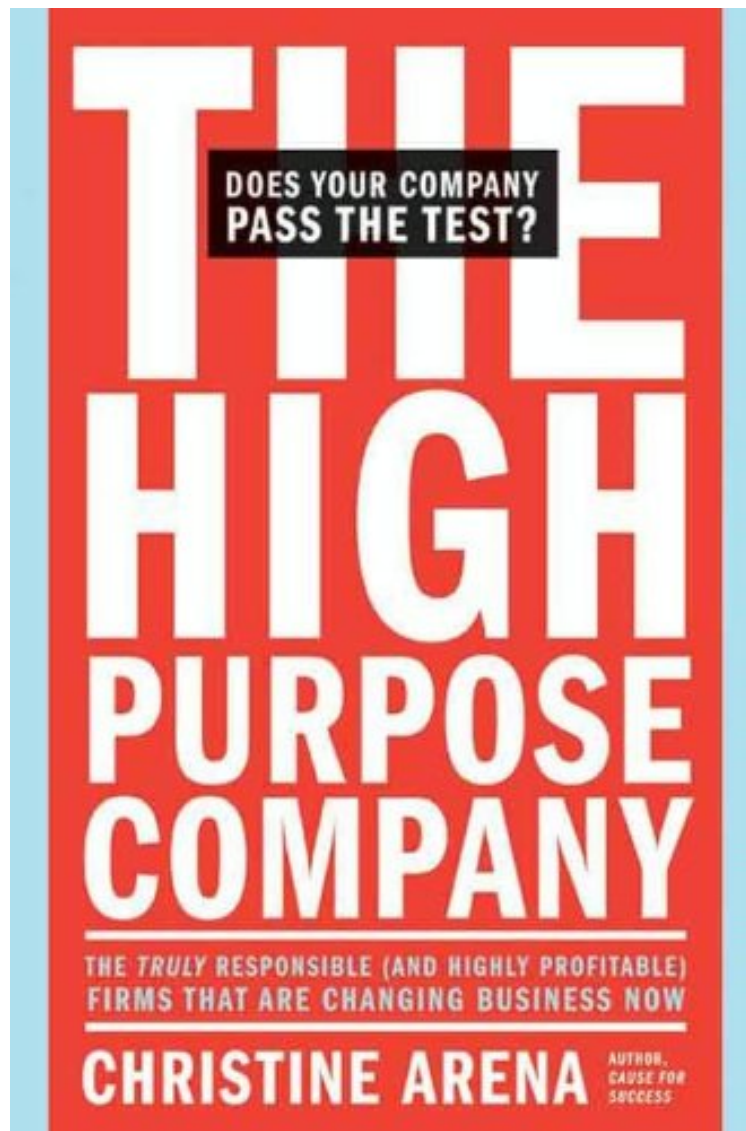


[Mobile ebook] The High-Purpose Company: The TRULY Responsible (and Highly Profitable) Firms That Are Changing Business Now

## The High-Purpose Company: The TRULY Responsible (and Highly Profitable) Firms That Are Changing Business Now

Christine Arena

audiobook / \*ebooks / Download PDF / ePub / DOC



DOWNLOAD



+

READ ONLINE

#689988 in eBooks 2010-04-22 2010-05-11 File Name: B000SEI4NI | File size: 35.Mb

**Christine Arena : The High-Purpose Company: The TRULY Responsible (and Highly Profitable) Firms That Are Changing Business Now** before purchasing it in order to gage whether or not it would be worth my time, and all praised The High-Purpose Company: The TRULY Responsible (and Highly Profitable) Firms That Are Changing Business Now:

0 of 0 people found the following review helpful. Five StarsBy Some GuyExcellent book11 of 11 people found the

following review helpful. Elad's review  
By Elad Levinson  
I am a professional in the Corporate social responsibility field who has been very disturbed by the tendency in the field to focus upon right and wrong, good and bad companies while seemingly missing a critical point- businesses are in the business of pleasing shareholders. Ms Arena's book opened up a rare vantage into the CSR field by demonstrating the business case for CSR and in addition inspiring me by the stories of tremendous good that these very same financially successful firms were achieving. I believe that we are seeing a revolution in Capitalism of revival of the interconnections between the common good and the good of the company- Christine has built the foundation for seeing first hand how financial success and doing good are interdependent. I am very excited by what I have read and individually inspired to pass the word on to colleagues about her book- it is highly readable- well written unlike many business books and full of juicy tid bits about companies I have both admired like Toyota and also those that I would never have thought were worth admiring.

1 of 3 people found the following review helpful. People who have read the book and commented  
By a reader  
"A well-written and engaging book that offers a new perspective on corporate social responsibility. Arena clearly presents her points and methodology, alternating between compelling case studies and tightly defined frameworks."  
- Liz Maw, Executive Director, Net Impact  
"Kudos to Christine Arena for daring to challenge sound-bite thinking! She asks important questions and requires the reader to take a fresh look at what it means for companies to be responsible."  
- Sue Mecklenburg, vice president sustainable procurement practices, Starbucks Coffee Company  
"Arena cuts through the hype and de-mystifies what can seem like a very complex field. This book is a must read for CEO's and future leaders of firms of all sizes."  
- Linda Dunkel, President CEO, Interaction Associates  
"Arena strikes a healthy balance by looking at what's right and wrong with the CSR movement. She manages to inspire without ignoring the challenges ahead."  
- Mats Lederhausen, managing director, McDonald's Ventures  
"An important and much-needed book. Arena unlocked the secret at the heart of business - that companies that say "it's only business" may be abandoning the maximized profit they so monomaniacally seek."  
- Gil Friend, CEO, Natural Logic

In *The High Purpose Company*, corporate strategist and researcher Christine Arena shows that some extraordinary companies are driven by purpose, whereas others simply pretend to be. *The High Purpose Company* draws a clear line in the sand, enabling readers to easily distinguish between these two groups and make a giant leap forward. Using a groundbreaking methodology, Arena and her research team conducted thousands of hours of analysis on the corporate social responsibility (CSR) practices of 75 well-known firms. The surprising results of the study defied long-held myths, rewrite rules, reframe strategic priorities, and reveal a new breed of business. Real CSR is about change, not charity. *The High Purpose Company* uncovers this and other truths, and guides readers through the step-by-step process that is currently embraced by the world's most forward-thinking firms.