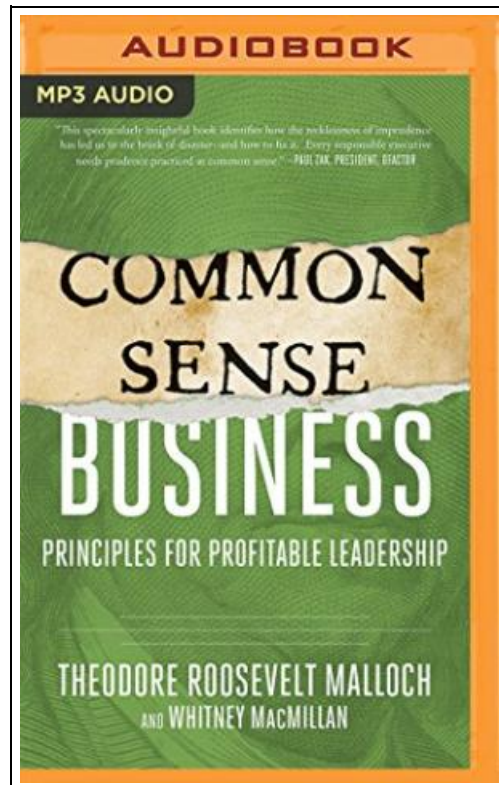


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Reviews

This publication is definitely not simple to begin on studying but quite fun to see. It really is full of knowledge and wisdom I am just effortlessly can get a satisfaction of studying a created pdf.

(Alfreda Bradtke)

COMMON-SENSE BUSINESS: PRINCIPLES FOR PROFITABLE LEADERSHIP



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BRILLIANCE AUDIO, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Has the potential to transform how all companies are run. Nothing could be more valuable! --Mark Drewell, CEO, Globally Responsible Leadership Initiative (GRLI) From two of the world's most successful business leaders comes Common-Sense Business--an accessible, actionable guide to better leadership, increased profits, and a more sustainable economic model predicated on prudence and socially conscious business. Common sense and prudence have long been among the guiding tenets of society, but in today's economy they have been completely abandoned in the interest of blindly maximizing profits. Common-Sense Business shows that this current economic model is both detrimental and unsustainable, and that we must transform the global economy along the lines of common sense toward the common good. Ted Malloch, a thought leader and policy influencer in global economic strategy, and Whitney MacMillan, the former chairman and CEO of the world's largest private corporation, draw on recent research, history's greatest minds, and their own successes to explain that ethically driven business is both a moral and financial necessity. Inspired by Thomas Paine's Common Sense, this work explains to readers in all walks of life that ethically driven business will lead to better long-term profits, larger customer bases and more positive customer relations, and a holistically improved business. This book is a must-read for business owners, entrepreneurs, students, and businessmen and women in all sectors of the economy.



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