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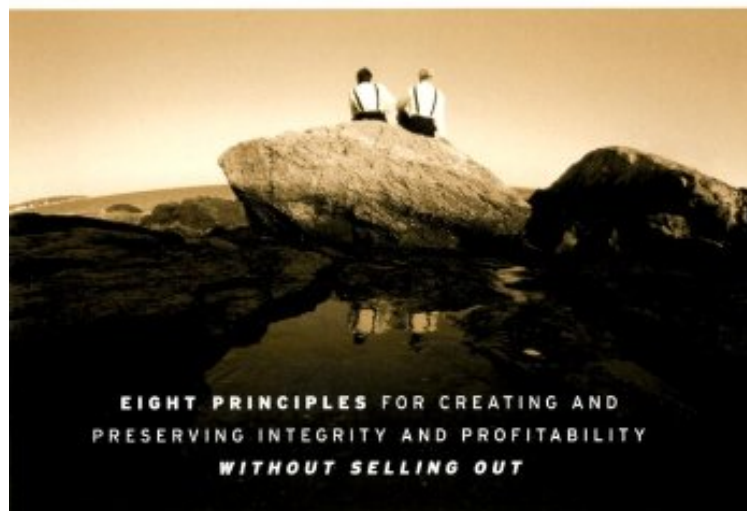
Saving the Corporate Soul--and (Who Knows?) Maybe Your Own: Eight Principles for Creating and Preserving Integrity and Profitability Without Selling Out (J-B US non-Franchise Leadership)

David Batstone

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SAVING THE CORPORATE SOUL

& (WHO KNOWS?) MAYBE YOUR OWN



DAVID BATSTONE

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David Batstone : Saving the Corporate Soul--and (Who Knows?) Maybe Your Own: Eight Principles for Creating and Preserving Integrity and Profitability Without Selling Out (J-B US non-Franchise Leadership) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Saving the Corporate Soul--and (Who Knows?) Maybe Your Own: Eight Principles for Creating and Preserving Integrity and Profitability

Without Selling Out (J-B US non-Franchise Leadership):

0 of 0 people found the following review helpful. Saving Corporate America From Itself By Larry Underwood This is a wonderful book, eloquently written by the author, David Batstone, which apparently went unheeded by Corporate America six years ago, when it was first published. It needs to be read again, this time as if the lives of every CEO in Corporate America depend on it; because in essence, Corporate America is in serious danger of becoming extinct, and the current economic crisis is no accident; no freak of nature. Using the dinosaur analogy seems appropriate, only the way big business is heading nowadays has nothing to do with outside forces, such as meteors, coming into play. Rather, it has to do with misguided corporations leading its employees astray, with confusing mission statements, while forsaking the core values that got them to whatever degree of success they've managed to achieve. Apparently, many companies have simply gotten too big for their own good, mistakenly believing they were quite invincible, when in fact they were quite vulnerable; and have made bad decisions, which no one within the bureaucratic organizations had the courage to point out. To get back on track, Batstone's "eight principles" need to be incorporated into any number of struggling corporations, as a way of saving Corporate America from itself; its own worst enemy.

8 of 9 people found the following review helpful. My question: will anyone act accordingly after reading this? By FERNANDO CASSIA I say this book is worth reading, after watching The Corporation (the documentary). You can read many books on "corporate responsibility", ethics, and caring for the environment. But, when pressed for profits, in real life, when your job is on the line, would anyone "do the right thing"? Don't get me wrong... I praise the author for writing books like this one. And more like it are needed. But the question should be: aren't corporations, often almost-run by stockholders (with CEOs always on the line and on the brink of getting a kick by angry shareholders) and also the executives heavily influenced by wall street gurus, are all of them capable of "corporate responsibility" and a long-term strategy?. I'd say no. I think that companies that "sell out" to the stock market lose their soul, and become tools for a few speculators to "make a quick buck". A stable, responsible company then starts sailing at the mercy of a few stock market gurus and the volatility of the international stock markets. But of course, that is my personal opinion. The Canadian documentary titled "The Corporation" (can't wait to see it on DVD - for the moment check out [...]), argues that Corporations as we know them today, and specially mutinational ones, are flawed by design. The movie surprisingly got a great review on financial publication The Economist, which praised it: It begins with a potted history of the company's legal form in America, noting the key 19th-century legal innovation that led to treating companies as persons under law. By bestowing on them the rights and protections that people enjoy, this legal innovation gave the company the freedom to flourish. So if the corporation is a person, ask the film's three Canadian co-creators, what sort of person is it? The answer, elicited over two-and-a-half hours of interviews with right-wing captains of industry, economists, psychologists and philosophers, and left-wing intellectuals, is that the corporation is a psychopath. Like all psychopaths, the firm is singularly self-interested: its purpose is to create wealth for its shareholders. And, like all psychopaths, the firm is irresponsible, because it puts others at risk to satisfy its profit-maximising goal, harming employees and customers, and damaging the environment". I repeat: try to read this book, and then watch The Corporation (the documentary), which shows the opinion of real execs, in real life. Both essays will make you think, probably getting in the way of your good night's sleep.

0 of 0 people found the following review helpful. I did two things while reading this book. 1 ... By Julianna J. Iran I did two things while reading this book. 1. Question the ethics of my own company and 2. Take notes of the company's that I should be working for. I had the privilege of taking a class with Batstone and I am impressed by how well connected he is to the bay area business community. His passion and wealth of knowledge was an influential part of my business school experience. He also proves that CSR is a necessary foundation to a successful business.

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.

.com Even those who think the idea of a "corporate soul" is an oxymoron will be persuaded by journalist David Batstone's whip-smart suggestions for how values can reinvent an organization's bad behavior. Saving the Corporate Soul alternates examples of principled companies like Clif Bar and Timberland with those of innovative leaders such as Denny's CEO Jim Adams, who recovered from a \$54 million racial discrimination lawsuit to create a company hailed for its recruitment of minorities. Batstone demonstrates his core belief that "companies thrive once they align the ethics of the company with the values that drive its workers and customers." Readers worried about

psychobabble can relax. The topics are nuanced and substantive; they include reputation as the guardian of a company's brand, restoring sanity to CEO compensation, operating with transparency, moving the company into the community, viewing the environment as a silent stakeholder, and defining core values for a global economy. Everyone in your organization should read this provocative and practical guide to the post-Enron era. --Barbara Mackoff

From Publishers Weekly "At this moment, the corporation sorely needs leaders... to live with soul," declares Business 2.0 founding editor Batstone in this timely overview contrasting integrity-challenged companies with those that are both principled and profitable. Batstone concisely organizes his principles, laying out a variety of predicaments companies face and proposing alternatives that promise to win supporters rather than generate enemies and mass resignations by valued employees. Among his principles: connection with the community, customer care, valuing workers and respecting the environment. Batstone brings up financial reasons for companies to change their ethical tunes; he cites studies showing that people who are choosing an employer rank corporate reputation second and admits that consumers regard very few companies as excellent corporate citizens. Aware of potential resistance, Batstone explains how to adopt each principle in stages and provides practical guidelines for moving forward. In considering a company's environmental accountability, for example, he develops a 10-step plan to defuse environmental conflict among parties and replace screaming matches with mutually respectful discussions. Similarly fresh and useful are his thoughts on the challenges of globalization and deepening involvement with the community, two areas that many companies, including Nike and Home Depot, have found more perilous than they expected.

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In three short years, the trend in business publishing has gone from hailing CEOs as heroes to focusing on the greed and scandals of the likes of Enron and Worldcom. As a business entrepreneur himself, Batstone has wrestled with the spiritual and ethical issues that people face when joining their lives to a corporate structure. With trust in corporations at an all-time low, many are questioning whether an organization with a goal of profits at any expense fulfills their desire to do something positive in the world. Batstone is sending an urgent message to business leaders that conscience and profit do go hand in hand, and he sets out eight principles for doing business honestly and openly with respect for customers, employees, and the environment. He says that greedy corporate scoundrels who believe these principles would put them at a competitive disadvantage are wrong, because "substantive evidence indicates that principled companies excel financially over the long haul." And, honest companies are respected more by the public and are rated as better places to work. Take heed, corporate America. David Siegfried

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